



Museum of Ice Cream Halloween: Free Premium Upgrade for Costumed Groups Until 1 November

Description

Museum of Ice Cream Halloween returns to Singapore from 21 October to 1 November 2026, with free Premium Admission upgrades for costumed groups, two limited-time flavours and a trick-or-treat challenge that asks you to scream, dance and tell ghost stories for candy.



Image: Museum of Ice Cream / Brand Cellar

Dress up for a free Premium Admission upgrade

The headline perk is simple. Guests holding a valid General Admission ticket whose entire party arrives in full Halloween costumes will receive a complimentary upgrade to Premium Admission. The condition is that everyone in the group dresses up, so matching monster outfits and coordinated covens of witches are the way to go.

Pumpkin Spiced Latte and U-BOO ice cream flavours

Two limited-time flavours join the lineup: Pumpkin Spiced Latte, with warm seasonal spice, and U-BOO, an ube scoop with a sweet, nutty profile. For the more adventurous, the museum is also offering SFA-approved dried mealworms from InsectYumz as an optional soft-serve topping, for a creepy-crawly crunch.

How the trick-or-treat experience works

The Trick or Treat Experience costs a S\$5 top-up for a Trick or Treat Bag, available at the museum's Retail, Bar and Diner outlets or as an online add-on. You then fill the bag at four ice cream stations, each with a pink cauldron of candy. To claim your treats, you draw a challenge card and complete it, whether that means delivering your best horror movie scream, dancing to Thriller or telling a one-minute ghost story to one of the costumed guides.

Our take

It is a low-effort way to turn a group outing into a Halloween plan, and the costume rule makes the upgrade worth planning for as a family or friend group. If you like ice cream with your seasonal outings, see also our [guide to Swensen's Twilight Set ice cream flavours](#), and for another themed night out, [4 Elements immersive dining at Fairmont Singapore](#) and [7 Paintings at Conrad Singapore Marina Bay](#).

Date Created

21/10/2026

Author

priya