



Pizza Maru's Chicago Cheese Pull Challenge: Up To 50% Off at Changi Airport T2 (Until 30 April 2026)

Description

Pizza chains doing gimmicks? Old news. **Pizza Maru** doing a TikTok-ready cheese pull challenge that actually gets you up to 50% off your pizza? That is new, and it is happening right now at the Korean-style pizza chain's freshly relocated **Changi Airport Terminal 2 outlet**, which sits just steps from the Changi Airport MRT station.

From **18 to 30 April 2026**, Pizza Maru is running a Chicago Cheese Pull Challenge tied to its Salted Egg Chicago Pizza. Stretch the cheese, get the discount. Simple concept, shareable execution, and quietly one of the best pizza deals at Changi this month. Here is everything you need to know before you go.

Chicago-style deep dish pizza with cheese pull
Chicago-style pizza is defined by its generous cheese pull — exactly what Pizza Maru is challenging diners to stretch. Representative image.

How the Cheese Pull Challenge Works

The rules are charmingly straightforward. Order the **Salted Egg Chicago Pizza** (regular 9^â3, SGD27.90, dine-in only), pick up a slice, and stretch the cheese as far as you can. The longer the pull, the bigger the discount:

- **50cm cheese pull:** 10% off the pizza
- **Longer pulls:** Graduated discounts up to the maximum
- **120cm cheese pull:** 50% off the pizza — the top reward

The fine print: *one redemption per table, while stocks last, available only at the Pizza Maru Changi Airport T2 outlet, and strictly dine-in*. No, you cannot phone it in or order on Foodpanda and claim the discount at home. And yes, the staff will measure the pull with a tape measure, which is very much part of the fun.

What's Actually on the Pizza?

The **Salted Egg Chicago Pizza** leans heavily into crowd-pleaser territory. Chicago-style means a deep-dish, generously cheese-laden base. Toppings include:

- Juicy, succulent chicken pepperoni slices (halal-friendly)
- Fresh tomato slices
- A luscious, creamy **salted egg sauce** with a subtle spicy kick
- Pizza Maru's signature mozzarella blend – the engine of the cheese pull

Salted egg remains one of Singapore's most loved flavour profiles, and pairing it with a Chicago-style deep dish gives the pizza a surprisingly Asian personality while keeping the core cheese-pull format intact. The pepperoni delivers the savoury punch; the salted egg does the creamy, slightly custardy work you would normally expect from chip snacks.

About the New T2 Outlet

The Changi Airport T2 opening is technically a **relocation** from Pizza Maru's former Jewel Changi Airport location. The new outlet is closer to the public transport network – just steps from the **Changi Airport MRT station** (CG2) – making it a genuinely convenient spot for a mid-day meal, a pre-flight bite, or a plane-spotting dinner.

Pizza Maru, originally a Korean chain, has been a quiet favourite in Singapore for its green tea dough (a brand signature) and its friendly pricing on personal-sized pizzas. The T2 outlet retains the menu and pricing of the Jewel outlet, with the added convenience of being easier to reach for non-travellers.

Tips to Maximise Your Pull

Cheese pull science is real, and a 120cm pull (the 50% discount tier) is genuinely achievable if you time it right. Here is what works:

- 1. Lift when hot, but not molten.** Straight from the oven, cheese is almost too elastic and tears easily. Wait two to three minutes for the cheese to set slightly before the pull.
- 2. Use two hands for leverage.** One hand holds the pizza steady; the other lifts the slice slowly and vertically. Quick jerks tear the cheese.
- 3. Stretch outward, not upward.** Once your slice is free, moving sideways lets the cheese elongate rather than snap.
- 4. Go for the centre slice.** Centre slices typically have the most cheese surface area, giving you the longest potential stretch.

Pricing and Value

At SGD27.90 for a regular 9â³ pizza, the Salted Egg Chicago Pizza already sits in the mid-range for dine-in pizza in Singapore. With a full 50% discount at the 120cm tier, you are paying around **SGD13.95** â?? genuinely compelling value for a restaurant-standard deep dish. Even at the 10% tier, you are saving around SGD2.80, which more than covers a soft drink upsize.

Pair the pizza with Pizza Maruâ??s green tea dough pizza (another chain signature) if you are going as a group. Two pizzas for a table of three or four is usually the sweet spot.

When to Go

The challenge runs until **30 April 2026**, which gives you just over a week to plan your visit. Weekend lunch slots will be the busiest because families and plane-spotting groups cluster at Changi on Saturdays and Sundays. Our recommendation: **weekday evenings around 6pm to 7pm** are the sweet spot â?? lighter crowds, full staffing, and the airport food court bustle without the queue.

If you have a flight to catch, the outletâ??s proximity to the MRT and the T2 departures hall makes it a surprisingly practical last Singapore meal. Just leave enough time â?? the cheese pull itself takes a good 10 to 15 minutes once the pizza arrives.

Final Word

Pizza Maruâ??s Chicago Cheese Pull Challenge is exactly the kind of low-commitment, high-fun food event that Singaporeâ??s airport dining scene does well. The deal is real, the pizza is solid, and the photo opportunity is genuinely Instagrammable. If you have been waiting for an excuse to try salted egg pizza, this is it â?? and with up to 50% off on the table, you might as well give your forearms a workout while you are at it.

Location Details

Pizza Maru Singapore (Changi Airport T2)

Address: Changi Airport Terminal 2, Singapore

Nearest MRT: Changi Airport (CG2)

Instagram: [@pizzamarusg](#)

Facebook: [Pizzamaru Singapore](#)

Google Maps: [Open in Google Maps](#)

Apple Maps: [Open in Apple Maps](#)

Sources: Pizza Maru official social media; confirmed pricing as of April 2026. Challenge runs 18 â?? 30 April 2026, dine-in only, one redemption per table.

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