



Zespri Meal Decoder Lands at Lau Pa Sat From 7 September

Description

Most of us can name our go-to hawker order in a heartbeat, but ask what nutrients are actually on the plate and the confidence tends to wobble. A new Zespri nutrition survey of 800 Singapore residents puts a number on that gap, and the kiwifruit brand is taking the conversation straight to Lau Pa Sat to close it.



Zespri brings The Meal Decoder to Lau Pa Sat from 7 September. Image: Zespri

Full, yes. Nourished? Less sure

The survey found that while nine in ten Singaporeans think about whether a meal keeps them full, is healthy or contains something they should cut back on, only 9 per cent feel clear about the nutrients their everyday meals actually provide. That is despite 67 per cent feeling confident they are meeting their daily nutritional needs, a telling mismatch between intention and understanding.

Eating better also remains tied to the idea of restriction. Three in four respondents (75 per cent) think about cutting down on sugar, salt or oil, but only 37 per cent link eating better with getting more

vitamins and minerals into their day.



Zespri frames the kiwifruit as an easy nutrient-dense add-on. Image: Zespri

Meet The Meal Decoder

From 7 September to 4 October, diners can try The Meal Decoder, an AI-powered tool built on food-recognition technology developed by Singapore Management University. Snap or upload a photo of a hawker meal and it returns an estimated breakdown of the dish's macro and micronutrients, along with how a simple addition such as a kiwifruit can make a familiar favourite a little more nourishing.



Two kiwifruit deliver a hefty dose of vitamin C. Image: Zespri

Sampling and prizes at Street 8

From 7 to 13 September, Zespri takes over the atrium at Lau Pa Sat's Street 8 with sampling, spin-and-win prizes and complimentary two-piece kiwifruit redemptions for anyone who completes the Meal Decoder experience, while stocks last. It is a low-effort way to see the nutrient numbers behind your usual chicken rice or mee soto before deciding what to add.

For more on eating well around the island, see our guides to [a halal-certified Peranakan buffet](#) and the wider [Singapore food scene](#).

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