

PRESS RELEASE For immediate release

# KAUSMO PRESENTS KRUSTY -A THOUGHTFUL APPROACH TO ARTISANAL RETAIL PRODUCTS

**SINGAPORE, 6 August 2021** - Established during circuit breaker in 2020, Krusty is Kausmo's retail line of artisanal bread, gourmet sauces and spreads, as well as house-brewed kombucha. Aligned with Kausmo's concept of thoughtfulness, the gourmet products will incorporate aesthetically-filtered fruits and vegetables from importers as well as locally grown edibles from farms in Singapore. Fans of Kausmo can expect these retail items to be produced in small batches with ever-changing options and flavour profiles, depending on what is available.

# "With many of our guests enjoying our breads and kombuchas, it was the perfect opportunity during Circuit Breaker to allow them to bring home a taste of Kausmo."

- Chef Lisa Tang, Co-Founder – Kausmo -



# Pic [L-R]: Cheddar Thyme Challah, Kausmo Sourdough

Artisanal breads have taken the world by storm and people all around have fallen in love with breads of all shapes, sizes and textures. At Krusty by Kausmo, customers can look forward to two main-stay bread selections – **Challah (\$15/loaf)** and **Kausmo Sourdough (\$15/loaf)** on the menu with other more seasonal bread selections being included from time to time which may include Brioche, Foccacia and Milk Buns.

**BREADS** 



A Middle Eastern inspired bread style, our **Challah** is enriched with eggs, olive oil as well as cheddar cheese for a savoury boost. Fresh thyme is added as well for an herbaceous aroma. Best enjoyed on its own or grilled on a pan; making for an amazing French toast!

Thin and crisp-crusted, a must-have classic option - our fluffy **Sourdough** loaves are deliciously seeded with sunflower seeds for a gentle nuttiness, providing nice contrasting textures to the loaves.

#### **SPREADS**



Pic: Roasted Portobello Butter (\$22/jar)

Aesthetically filtered Portobello mushrooms are roasted and deglazed with red wine before being mixed into whipped butter. Perfect on a slice of toasted sourdough, enjoy the light textures with pleasing fragrance and robust flavours. Customers can **enjoy \$2 off their total bill by purchasing 1 Bread and 1 Butter of choice.** 

#### COMPOTES



Pic: Strawberry-Kaffir Compote (\$10/jar)

Made from overstocked or overipened berries and stonefruits, our **compotes** are the perfect accompaniment to whatever you're having. Whether it is over French toast, ice cream or even to jazz up your granola bowl, you know you can never go wrong.



#### **BBQ SAUCE**



Pic: Cherry Habanero Sauce (\$10/bottle)

A versatile sauce of savoury sweetness and smokiness. Our **Cherry Habanero Sauce** is a great marinate, glaze or even as a dip for meats. Packed full of flavour with a tinge of spiciness, we can imagine it would go really well with some fried wings or even some grilled pork belly skewers.



### KOMBUCHAS

Pic [L-R]: Seasonal Kombucha Brews (available in 750ml bottles) - \$20

Made in small batches, our still-styled Kombucha is brewed in-house and layered with infusions from locally grown herbs and edibles. A fermented drink that's alive, it's packed with probiotics that's great for your gut health amongst many other things. Flavours change periodically so do check in each week to see if your favourite flavours are among them! **Bring your own glass bottle/return your old bottles and enjoy a \$1 discount on your next purchase.** 

We highly encourage our customers to refer to the Google Form each Saturday to see what's available for the week.



## About Krusty by Kausmo

Address: 1 Scotts Road, #03-07, Singapore 228208 Tel: +65 8126 8538 Email: <u>kausmo@lesamis.com.sg</u> Website: <u>http://www.kausmo.com</u> Facebook: <u>https://www.facebook.com/krustysg</u> Instagram: <u>https://www.instagram.com/krustysg/?hl=en</u>

## Order details:

Pre-orders can be made via the Google Form found on Krusty's Instagram page. Weekly form launches every Sunday, 8pm

Collections/deliveries are done on Sundays

Delivery to be arranged by customer Free delivery for orders above \$150

For media enquiries, please contact:

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