

New probiotic ice cube developed by Iceman and NTU Singapore hits supermarket shelves

- Probiotic ice now available across FairPrice Finest outlets

9 February 2021 – Uni-Tat Ice & Marketing Pte Ltd (“**Iceman**”) and Nanyang Technological University, Singapore (“**NTU Singapore**”) have launched a new ice product with added benefit for gut health.

The probiotic ice cubes developed by Iceman and NTU Singapore allow everyday consumers the flexibility of adapting and incorporating probiotics into food and drinks, without the need to make changes to their consumption patterns.

Probiotics is among several key market trends identified under the NTU Food Science and Technology programme, which aims to build a resilient and efficient food circular economy through innovation.

The new product aims to complement current probiotic beverages and supplements in the market, enabling another option for consumers who are aware of the importance of probiotics for overall health.

Mr. Andy Goh, General Manager, Iceman, said: “Ice is an everyday essential and is ubiquity to all of us. By collaborating with NTU, we can create exciting possibilities to take food science innovation directly to everyday individuals that is accessible and familiar. With Probiotic Ice, one can incorporate it into their everyday beverages. This is particularly helpful for health-conscious individuals who are mindful and particular of the existing probiotic beverage and supplement options.”

Partnering to chart new avenues of value

As Singapore seeks to build a new economy in the post-pandemic world, the collaboration between Iceman and NTU is testament to Small-and Medium Enterprises (SMEs) seeking to innovate through science. The new probiotic ice cube is an example of a value-added product that can be commercially viable in Singapore and beyond.

Professor William Chen, Director, NTU Food Science and Technology Programme and the lead scientist behind the innovation said: “The collaboration between Iceman and NTU has enabled us to take ideas from the lab to the market. In the broader scheme of things, this also shows how research and commerce can find common ground to develop a product to benefit consumers. With the successful launch of the probiotic ice, we are exploring other options that may lead to the development of more innovative products.”

Launched under the Iceman brand, the probiotic ice cube is now on sale at selected FairPrice Finest outlets at S\$2.40 per pack of 12 cubes. Please see appendix for outlet details.

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Appendix

List of participating FairPrice Finest outlets:

S/N	NTUC Finest	Outlet Address
1	Alexandra View	12 Alexandra View, #01-18, Singapore 158736
2	Bukit Timah Plaza	1 Jalan Anak Bukit, #B1-01 & #B1-02, Bukit Timah Plaza, Singapore 588996
3	Tras Street	100 Tras Street #B1-01, 100AM, Singapore 079027
4	Serangoon Garden Village	1 Maju Ave #B1-11 to #B1-K09 Serangoon Garden Village, Singapore 556679
5	Seletar Mall	33 Sengkang West Ave, #B2-24 Seletar Mall, Singapore 797653
6	Bishan Bus Interchange	9 Bishan Place, #B1-01 Bishan Bus Interchange, Singapore 579837
7	Thomson Plaza	301 Upper Thomson Rd, #03-37/38 Thomson Plaza, Singapore 574408
8	Scotts Square	6 Scotts Road #B1-03 to 07 and #B1-10 Scotts Square, Singapore 228209
9	111 Somerset	111 Somerset Road #01-01/02, #01-21 To 30, Singapore 238164
10	Katong Village Hotel	30 East Coast Road #01-06/07/08/09 Katong Village Hotel, Singapore 428751
11	Jewel, Changi Airport	78 Airport Boulevard #B2-205 to 208 Jewel, Singapore Changi Airport, 819666

Probiotic Ice Cubes



For Media Queries

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About Iceman by Uni-Tat Ice & Marketing Pte Ltd

Iceman is Uni-Tat Ice & Marketing's ice distribution arm, for businesses and corporates. With 2.5 acres of modern ice making facilities and a specialisation in refrigerated logistics and transportation, Iceman is equipped to deliver any volume of ice needed by our customers 24/7 in a timely, and convenient manner.

About Nanyang Technological University, Singapore

A research-intensive public university, Nanyang Technological University, Singapore (NTU Singapore) has 33,000 undergraduate and postgraduate students in the Engineering, Business, Science, Humanities, Arts, & Social Sciences, and Graduate colleges. It also has a medical school, the Lee Kong Chian School of Medicine, set up jointly with Imperial College London.

NTU is also home to world-class autonomous institutes – the National Institute of Education, S Rajaratnam School of International Studies, Earth Observatory of Singapore, and Singapore Centre for Environmental Life Sciences Engineering – and various leading research centres such as the Nanyang Environment & Water Research Institute (NEWRI) and Energy Research Institute @ NTU (ERI@N).

Ranked amongst the world's top universities by QS, NTU has also been named the world's top young university for the past seven years. The University's main campus is frequently listed among the Top 15 most beautiful university campuses in the world and it has 57 Green Mark-certified (equivalent to LEED-certified) building projects, of which 95% are certified Green Mark Platinum. Apart from its main campus, NTU also has a campus in Singapore's healthcare district.

Under the NTU Smart Campus vision, the University harnesses the power of digital technology and tech-enabled solutions to support better learning and living experiences, the discovery of new knowledge, and the sustainability of resources.

For more information, visit www.ntu.edu.sg
