



MEDIA RELEASE

For Immediate Release

The Public Hygiene Council and Singapore Foochow Coffee Restaurant and Bar Merchants Association Raise Cleanliness Standards Across 400 Coffeeshops

*Strengthened Partnership Brings Behavioural Nudges to Singapore's
Coffeeshop Network*

SINGAPORE, 31 March 2026 – Building on ongoing efforts to improve public hygiene and cleanliness standards at everyday dining touchpoints, the Public Hygiene Council (PHC) and the Singapore Foochow Coffee Restaurant and Bar Merchants Association (Foochow) have formalised their partnership through a Memorandum of Understanding (MOU) signed this morning. This will bring cleanliness initiatives directly to the coffeeshops where Singaporeans start their mornings with kopi and kaya toast, gather with friends over lunch, and unwind after long workdays. This collaboration leverages a network of more than 400 coffeeshops across Singapore – the heartbeat of neighbourhood life – to strengthen public hygiene and cleanliness standards at the familiar tables and shared spaces that form an integral part of Singapore's daily rhythm.

2 Close to four in ten Singapore residents dine out at least once a week¹, making coffeeshops key everyday touchpoints that serve as community anchors where generations of families share meals, office workers grab their daily coffees, and the elderly gather for morning conversations. Foochow has supported the coffeeshop sector through community building, heritage preservation, and cleanliness standards since the early 20th century, and represents a significant segment of operators across Singapore. By targeting these beloved everyday spaces, PHC and Foochow aim to foster greater civic responsibility and shared ownership in maintaining the clean, welcoming environments that make coffeeshops cherished icons of Singapore life.

3 Through this MOU, participating coffeeshop operators will roll out behavioural nudges to encourage greater social responsibility. Central to this effort are specially designed “3-Step Clean Code” decals featuring PHC’s Keep SG Clean Supermons (see ANNEX A), which guide patrons to keep areas litter-free, clear their tables for the next diners, and keep toilets clean. Designed with clear icons and simple but important messaging, these decals will be placed across participating coffeeshops as visible reminders, complementing enhanced cleaning efforts by operators. PHC’s Keep Singapore Clean and Keep Public Toilets Clean publicity materials (see ANNEX B) will also be prominently displayed across participating coffeeshops, alongside strengthened cleaning protocols to maintain a clean and hygienic environment for all.

¹ YouGov study: Singaporeans rethink dining out amid rising costs, but appetite remains strong (<https://yougov.com/articles/53253-singaporeans-rethink-dining-out-amid-rising-costs-but-appetite-remains-strong>)

4 Mr Andrew Khng, Chairman of the Public Hygiene Council, said: “As PHC marks its 15th anniversary this year, we are strengthening partnerships that embody our ‘We-First’ society in action, bringing cleanliness efforts closer to everyday touchpoints where our communities gather. This MOU with the Singapore Foochow Coffee Restaurant and Bar Merchants Association (Foochow) reflects our joint commitment to keeping our beloved coffeeshops clean. Coffeeshops are an integral part of Singapore’s social fabric and daily life, serving as social hubs for emotional connection and coffeeshop talk, and bringing communities closer together. Through this important collaboration, we are fostering the shared responsibility that defines who we are as Singaporeans, where every person takes ownership of our cherished spaces, ensuring that dining areas and toilets remain clean for our fellow patrons.”

5 Mr Hong Poh Hin, Chairman of the Singapore Foochow Coffee Restaurant and Bar Merchants Association (Foochow), said: “Singapore’s coffeeshops have evolved from the days when street hawkers were relocated from roadsides to cleaner, more organised spaces within establishments. Today, these spaces have become a microcosm of Singapore society, serving not just uncles and aunties, but young people and families seeking affordable and delicious meals. Coffeeshop operators take pride in providing clean and welcoming dining spaces that are integral to Singaporeans’ lives. The signing of this MOU with PHC reflects our shared commitment to raising public hygiene and cleanliness standards across our 400 coffeeshops. Through this collaboration, we will encourage our members to introduce behavioural nudges and work with patrons to do their part in keeping dining areas and toilets clean, preserving the ambience that makes coffeeshops appealing to everyone.”

6 PHC recognises the vital importance of engaging stakeholders such as coffeeshop operators – humble yet essential service providers who have witnessed Singapore’s transformation from a kampong to the beautiful metropolis that it is today. Taking care of one another has always been part of the kampong spirit, and this same spirit of care should continue at our shared spaces today, through simple everyday actions such as keeping tables and toilets clean for the next users – essential civic actions in a gracious society.

7 Such a collaborative approach will be exemplified through PHC’s partnership with operators such as FoodHub – a Foochow member operating 40 coffeeshops islandwide. As part of this collaboration, four FoodHub coffeeshops will participate in PHC’s Neighbourhood Toilets Community Group (NTCG) programme from April 2026, supporting efforts to improve the cleanliness of public toilets through timely and better upkeep (see ANNEX C). These outlets will also pilot automated audio reminder jingles at their toilet facilities, to encourage good toilet etiquette and reinforce proper hygiene and cleanliness practices among patrons.

8 For more information about PHC’s partnerships and upcoming events, please visit <https://www.publichygienecouncil.sg>.

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About The Public Hygiene Council (PHC)

The Public Hygiene Council (PHC) was formed in 2011 to help raise standards of public hygiene and cleanliness in Singapore. The Council, comprising representatives from the public and private sectors, galvanises and leads ground-up community and industry initiatives to help keep Singapore clean. PHC also complements the Government's education and enforcement efforts to maintain high standards of public hygiene and cleanliness.

About Singapore Foochow Coffee Restaurant and Bar Merchants Association (Foochow)

Established in the early 20th century, the Singapore Foochow Coffee Restaurant and Bar Merchants Association (Foochow) has been a cornerstone of Singapore's coffeeshop heritage for over a century. The association has long served as a guardian of traditional coffee-making craftsmanship and a supporter of community welfare. The Singapore Coffee Shop Heritage Gallery, located at Foochow Building, preserves the rich history and cultural traditions of Singapore's coffeeshops. The association also continues to support its members in upholding high standards of service and cleanliness.