

MILLENNIUM

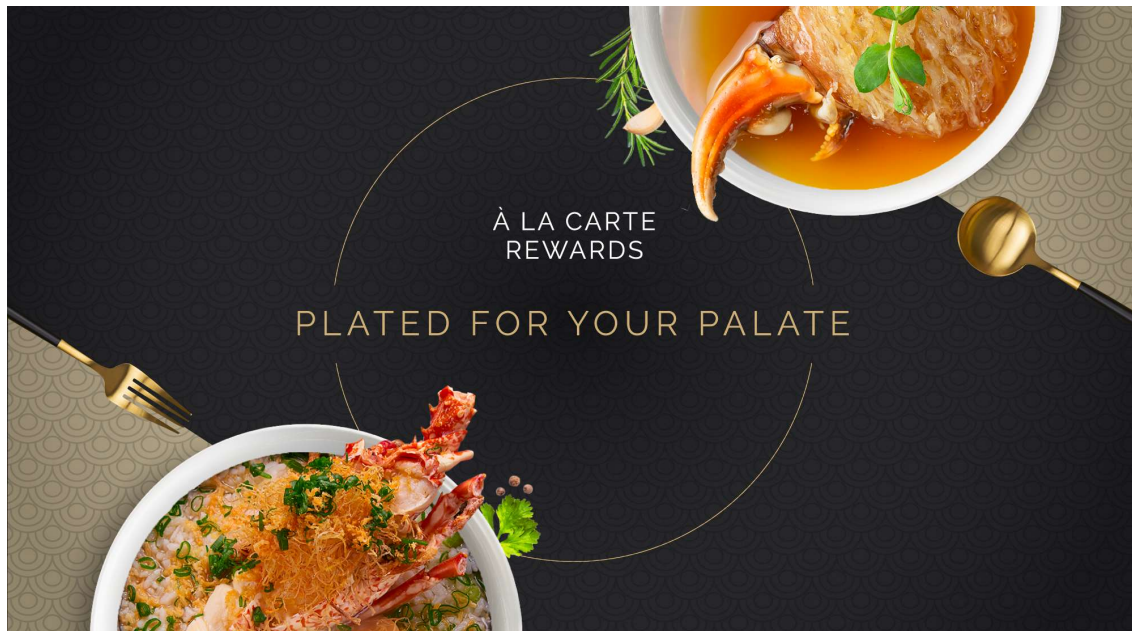
HOTELS AND RESORTS

MEDIA RELEASE

For immediate release

Millennium Hotels and Resorts Launches Á LA CARTE REWARDS

Newly launched dining loyalty programme dishes out rewards for every dollar spent.



SINGAPORE, 25 August 2022 — Millennium Hotels & Resorts has launched a new dining loyalty programme, Á LA CARTE REWARDS, that rewards its members when they dine at participating outlets. The loyalty programme allows members to enjoy a diverse selection of cuisine and earn rebates each time they dine at a restaurant or bar, which can be used to offset bills on future visits. Members will enjoy exclusive offers and invitations to special events to experience Á LA CARTE REWARDS.

There are three tiers in the Á LA CARTE REWARDS programme—Silver, Gold, and Platinum. Membership to the Silver tier is free, and loyal members are rewarded by upgrades to the Gold and Platinum tiers based on their spending per year. Upon joining, members will enjoy exclusive benefits including a \$10 welcome voucher, birthday perks, invitations to lucky draw campaigns, and more.

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Membership Tiers and Benefits

1. Silver Tier

SILVER TIER BENEFITS			
Membership Tenure	Lifetime	Welcome Benefits - Discount	10% off one time
Qualification(Nett Spent)	Free to join	Parking	Free 3 Hrs with min. \$80 spend except Studio M and M Social
Rebates Policy	10%	Exclusive Events Invitation	Invitation + Earn rebate on event spending
Welcome Benefits - Voucher	\$10	Birthday Perks	Slice of Cake / 1 piece Pastry / <u>Nonya Kueh</u> / 6 Longevity Buns
Referral	Referrer gets \$10 voucher upon successful referral & Referee gets 10% off (1x) spend at outlets		

2. Gold Tier

GOLD TIER BENEFITS			
Membership Tenure	12 months	Reservation	Priority Reservation within 48 hours
Qualification(Nett Spent)	\$688	Corkage Fees	Preferred Corkage Fees
Rebates Policy	10%	My Millennium Tier	Upgrade to My Millennium Prestige tier
Welcome Benefits - Voucher	\$50 x 2 = \$100	Exclusive Events Invitation	Invitation + Earn rebate on event spending
Drinks	Complimentary glass of sparkling / wine in each session	Birthday Perks	Cake (500g) / 12 Longevity buns / Nonya Kueh + A glass of champagne
Parking	Free 3 Hrs with min. \$50 spend except Studio M and M Social	Referral	Referrer gets \$10 voucher upon successful referral & Referee gets 10% off (1x) spend at outlets

3. Platinum Tier

PLATINUM TIER BENEFITS			
Membership Tenure	12 months	Reservation	Priority Reservation within 24 hours
Qualification(Nett Spent)	\$1688	Corkage Fees	Free for 1st bottle Preferred Fees for 2nd bottle
Rebates Policy	10%	Private Rooms	Subject to availability, min. spend
Welcome Benefits - Voucher	\$50 x 4 = \$200	My Millennium Tier	Upgrade to My Millennium Prestige tier
Drinks	Complimentary glass of sparkling / wine in each session	Exclusive Events Invitation	Invitation + Earn rebate on event spending
Parking	Free 3 Hrs with no min. spend except Studio M and M Social	Birthday Perks	Cake (1kg) / 18 Longevity buns / 1 bottle of M Wine A glass of champagne + Upgrade to Private Room
Referral	Referrer gets \$10 voucher upon successful referral & Referee gets 10% off (1x) spend at outlets		

Rebates Structure

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HOTELS AND RESORTS

Upon a visit to a dining concept, members will earn a 10% rebate for every \$1 spent, based on the nett amount spent before taxes and discounts. These rebates can be earned and redeemed for both dine-ins and takeaways, and can be accumulated and used to offset the bill for future visits.

Each transaction for the earning and redemption of rebates can only be accorded to or redeemed from one membership account. Membership accounts cannot be combined to earn or redeem rebates. Rebates are valid for 1 year from the date of issuance.

Link to new Á LA CARTE REWARDS site:

<https://www.alcrewards.com>

LIMITED-TIME SIGN UP BONUS

Starting from 1 October 2022, all new membership sign ups will be entitled to receive an exclusive sign-up bonus, a bottle of M White Wine (Sauvignon Blanc) (worth \$68). While stocks last.

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Participating Outlets

Copthorne King's Hotel



Tien Court Restaurant

Copthorne King's Hotel

Level 2, 403 Havelock Road, Singapore 169632

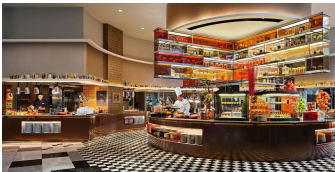


Princess Terrace Café

Copthorne King's Hotel

403 Havelock Road, Singapore 169632

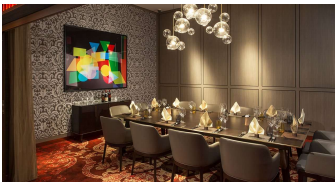
Grand Copthorne Waterfront Hotel



Food Capital

Grand Copthorne Waterfront Hotel

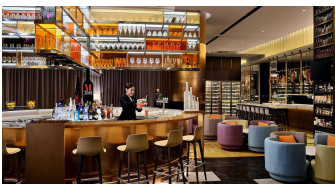
392 Havelock Road, Singapore 169663



Grissini Epicure Italian Cuisine

Grand Copthorne Waterfront Hotel

G/F 392 Havelock Road, Singapore 169663



TEMPO Bar & Grill

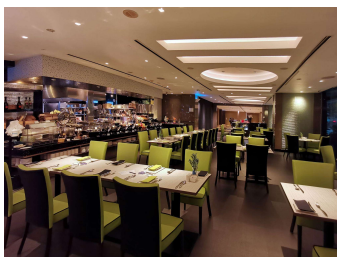
Grand Copthorne Waterfront Hotel

G/F A 392 Havelock Road, Singapore 169663

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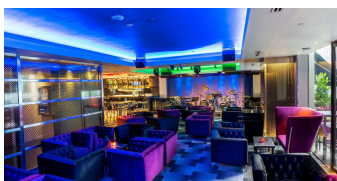
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M Hotel



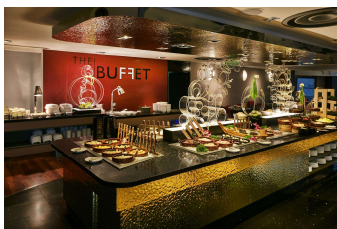
Café 2000

M Hotel,
81 Anson Road, Singapore 079908



J Bar

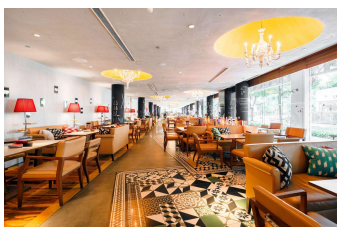
M Hotel,
9/F, 81 Anson Rd, Singapore 079908



The Buffet (Halal-certified)

M Hotel,
81 Anson Road, Singapore 079908

M Social Hotel



Beast & Butterflies

M Social Hotel
Level 1, 90 Robertson Quay, Singapore 238259

Orchard Hotel



Hua Ting Restaurant

Orchard Hotel Singapore
Level 2, 442 Orchard Road, Singapore 238879

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HOTELS AND RESORTS



The Orchard Cafe

Orchard Hotel Singapore

Lobby Level, 442 Orchard Road, Singapore 238879



Bar Intermezzo

Orchard Hotel Singapore,

442 Orchard Road, Singapore 238879

Studio M Hotel

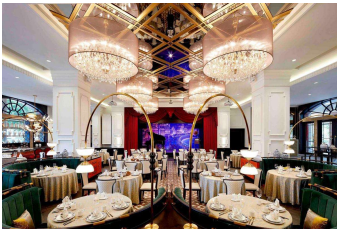


MEMO Café

Studio M Riverside Hotel Robertson Quay,

3 Nanson Rd, Singapore 238910

Á LA CARTE REWARDS Members Restaurant



Grand Shanghai Restaurant

King's Centre

Level 1, 390 Havelock Road, Singapore 169662

Link to high-res images:

[MILLENNIUM HOTELS AND RESORTS Á LA CARTE REWARDS MEDIA GALLERY](#)

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ABOUT MILLENNIUM & COPTHORNE HOTELS

Millennium Hotels and Resorts (MHR) is the global brand of Millennium & Copthorne Hotels Limited (M&C), a global hotel company which owns, manages and operates over 145 hotels across some 80 locations worldwide throughout Asia, Europe, the Middle East, New Zealand and the United States. Its properties are in key gateway cities such as London, New York, Los Angeles, Paris, Dubai, Beijing, Shanghai, Seoul, Tokyo, Singapore and Hong Kong. Occupying the best locations around the world,

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HOTELS AND RESORTS

MHR has the perfect address for business and leisure travellers. M&C is the hotel arm of Singapore-listed global real estate company City Developments Limited and is a member of the Hong Leong Group.

Visit www.millenniumhotels.com for more information.

SOCIAL MEDIA:



@alacarterewards

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