MEDIA RELEASE
13 JANUARY 2025

GINO EAST RETURNS IN 2025: NEW FLAVOURS, MORE LOCATIONS AND AN EXPANDED MENU TO ENJOY!



From the Heart of Chicago to Singapore: Enjoy Gino's East Deep-Dish Pizza at Four Selected Tenderbest Makcik Tuckshop and Tenderfresh Classic Outlets

Singapore, 9 January 2025 – Mark your calenders! Gino's East, the legendary name behind Chicago's iconic deep-dish pizza, is making an exhilarating comeback to Singapore on **15 January 2025 (Wednesday),** promising an elevated dining experience that celebrates its rich heritage of its Chicago origins. In partnership with Tenderfresh Group, the renowned U.S. pizza brand will introduce **four signature deep-dish pizza flavors** alongside an **expanded menu of nine pairing dishes**, now available at **four convenient locations island-wide**: Tenderfresh Classic at Our Tampines Hub and Cheong Chin Nam (Beauty World), as well as Tenderbest Makcik Tuckshop at Mega @ Woodlands and Jalan Kayu.

Gino's East has been a beloved part of Chicago's culinary scene since 1966. Known for its iconic graffiti-covered walls and warm, quirky atmosphere, it's where locals and tourists alike gather for a slice of the city's most famous export. Now, the same authentic taste is being brought directly to Singapore, allowing diners here to experience a slice of Windy City history without the long flight. This marks a bold new chapter for Gino's East in Singapore, offering fans a chance to indulge in the legendary, hearty flavors that have made it a global icon of Chicago's deep-dish tradition.

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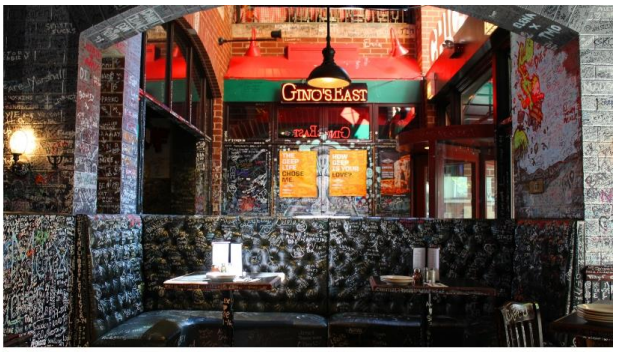





Unlike traditional pizzas, deep-dish pizzas are crafted with layers of ingredients in reverse order—cheese forms the base, followed by savory proteins, and topped with a generous helping of chunky tomato sauce. This unique layering technique creates a harmonious blend of flavors and ensures the cheese remains perfectly melted without burning during the extended baking process.

For its Singapore return, Gino's East will offer four signature 9-inch deep-dish pizzas, including the exciting debut of the **Beef Pepperoni Supreme ($30),** and fan favorites such as the **Cheesy Legend ($29)** and the **Spinach Margherita ($28**), making a triumphant return. Additionally, the **Meaty Legend ($33)** will be available, an indulgent option brimming with rich, savory flavors—perfect for those looking to pamper themselves with a decadent treat. Whether you savor it with a knife and fork or dive in hands-first, each slice promises a hearty, indulgent experience like no other.







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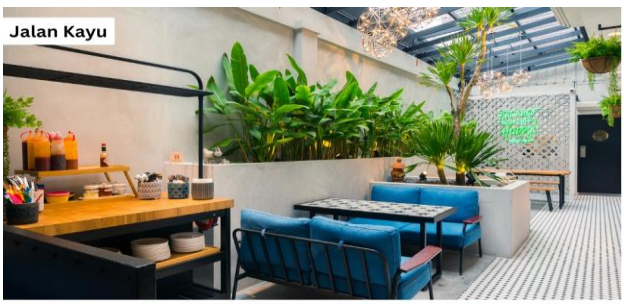
The partnership between Tenderfresh Group and Gino's East has expanded the pizzeria's international reach, introducing this Chicago treasure to a new audience in Singapore. This collaboration delights new customers while offering a taste of home for American expats and former students who cherished Gino's East during their college days in the U.S. The first edition earlier this year even welcomed friends from Brunei, eager to share the halal-certified deep-dish pizza experience with their loved ones.

"Bringing Gino's East back to Singapore is about more than just serving great pizza—it's about introducing a piece of Chicago's rich pizza tradition to our local dining scene," said Ran, a representative from Gino's East."We aim to offer an authentic and unique experience, where every bite of Gino's East pizza transports you to Chicago's deep-dish culture."

In addition to the iconic deep-dish pizzas, Gino's East Singapore will offer an exciting range of dishes, including **Chicken Parmigiana Pasta ($13.90)** with breaded chicken and savoury caponata; Signature Buffalo - BBQ Chicken Wings paired with celery, carrots, and homemade ranch dressing; Grilled Chicken Mediterranean Pasta in spicy Arrabbiata sauce; and **Pasta Alfredo with Smoked Duck ($11.90)** featuring creamy fusilli with zucchini and smoked duck breast. Light bites include **Spinach Crab Meat Dip with Nachos ($6.90)**, **Garlic Bread Bruschetta ($6.90)**, **Hummus Bruschetta Caponata ($6.90)**, and the **Chicken Parmigiana Sub ($14.90)** served in a toasted baguette with fries. These diverse options promise a satisfying dining experience, whether you're a deep-dish aficionado or a first-timer.

Deep-dish pizza is more than just a meal; it's a communal experience. With generous layers of cheese, sauce, and toppings, even the smallest slice delivers a satisfying punch, making it ideal for sharing. With Gino's East now in Singapore, diners can savor the legacy of thick, rich pizzas while enjoying a truly memorable dining experience. We invite everyone—whether newcomers or seasoned fans—to gather their loved ones for a hearty feast.









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Locations Offering Gino's East Deep-Dish Pizza

Tenderfresh Classic
@ CHEONG CHIN NAM (BEAUTY WORLD)
9 Cheong Chin Nam Road, S599734

Sun - Thu | 10:30AM-11:30PM (Last order: 11:00PM)
Fri & Sat | 10:30AM-1:00AM (Last order: 12:30AM)

Tenderfresh Classic
@ OUR TAMPINES HUB
1 Tampines Walk, #01-102, S528523
Tampines Downtown Line Exit F

Mon - Sun | 10:30AM-11:00PM (Last order: 10:30PM)

Tenderbest Makcik Tuckshop
@ Jalan Kayu
246 Jalan Kayu, S799470

Sun - Thu | 11:00AM-12:30PM (Last order: 11:45PM)
Fri & Sat | 11:00AM-01:30AM (Last order: 12:45AM)

Tenderbest Makcik Tuckshop
Mega@ Woodlands
39 Woodlands Close, #01-68, S737856

Mon - Sun | 10:30AM-10:00PM (Last order: 9:30PM)

About Gino's East
Founded in 1966 by two taxi drivers, Sam Levine and Fred Bartoli, along with George Loverde, Gino's East has become synonymous with Chicago's deep-dish pizza. The flagship store, located near the Magnificent Mile, is a must-visit for pizza lovers. With its secret golden crust, rich tomato sauce, and legendary cheese, Gino's East has solidified its place as one of Chicago's most beloved pizzerias. Today, Gino's East continues to thrive, with locations in Chicago, Los Angeles, Wisconsin, and Singapore.

About Tenderfresh Group
Founded in 1979, Tenderfresh™ Group 可爱鸡 is a homegrown food and beverage company that has grown to a leading and established western food operator and one of the major Halal food retailers, suppliers, and wholesalers. The partnership with Gino's East is part of the group's commitment to bringing authentic international culinary experiences to Singapore.

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Digital Resources: https://drive.google.com/drive/folders/1tGzRPakDTLxvigZ24yzX-Dis0fF_jmYR?usp=sharing

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2025 Gino East Singapore Dine-in Menu





2024 Gino's East X Tenderfresh Group Collaboration Photos

