

SSP brings Vietnamese quick-service restaurant NamNam to SIN



NamNam is now open in Terminal 3 at Changi International Airport

[SSP Group](#) has partnered with Les Amis Group to bring NamNam, a popular Vietnamese quick-service restaurant chain, to Changi International Airport (SIN), Singapore.

“We are proud to partner with the Les Amis Group to introduce the first NamNam to Changi Airport,” Jonathan Robinson, Chief Executive Officer, SSP Asia Pacific said in a March 1 release. “It’s been an exciting journey to develop this beautiful, eye-catching restaurant, showcasing excellent quality Vietnamese cuisine.”

The menu is putting a modern spin on classic Vietnamese street favourites, according to the release. This includes options such as pho that is enhanced with a slow-cooked broth, specialty noodles and banh mi with light and crispy baguettes. The menu includes breakfast options as well, which were specially developed for the airport and have proven popular with the airport community as well as travellers. The breakfast menu features a variety of local favourites such as Kaya Toast, Alvis Banana & Peanut Butter and Luncheon Meat with Salted Egg Mayo Toast.

“The opening of NamNam could not have come at a better time,” said Robinson in the release. “We started trading on 18th November 2022, when most Asian and international borders had already re-opened. Air travel in the region is quickly returning, and we’ve recruited a strong team to bring the essence of NamNam to life for Changi’s passengers. It’s definitely one of the jewels in the crown of our SSP Asia Pacific portfolio.”

NamNam was founded in 2012 by Chef, Nam Q Nguyen. There are four locations across Singapore and it has earned its place as one of the most popular quick-service Vietnamese restaurants in the country.

The outlet's interior in the terminal was tailored for the airport environment. To meet the needs of the Singapore traveller, who is used to modern hospitality styles at local food halls, the format at NamNam is self-service. Clearly defined pick-up zones for customers, as well as self-order kiosks and a digital queueing system, ensure service is both speedy and convenient. To bring customers closer to the kitchen and create a unique "entertainment" showcase, the banh mi and pho cooking stations are open to diners, bringing the vibe of Vietnamese food culture straight to customers at Terminal 3. The seating capacity is for 82 guests at a time.

Chef Nam Q Nguyen, Founder, NamNam said in the release: "We are glad to see NamNam being so well received by travellers transiting through Changi Airport. We hope that our partnership with SSP Group, who have a stellar record managing F&B concepts at iconic travel destinations across the world, will help bring NamNam to a more diverse and widely travelled audience in the future."