



[FOR MEDIA RELEASE]

treatsure expands to Kuala Lumpur, Malaysia with 3 hotel partners

Kuala Lumpur, Malaysia, 21 November 2025 - Singapore-based food sustainability app platform treatsure today officially launches its service in Kuala Lumpur (KL), Malaysia, after eight years of operations in Singapore and growing to over 200,000 users in its community. For a start, the treatsure app will be collaborating with three established KL hotel partners to get Malaysians to treat food as treasure: The Westin Kuala Lumpur, Grand Millennium Kuala Lumpur and Furama Bukit Bintang.

Malaysia is the first market that treatsure has expanded to beyond Singapore, and holds tremendous potential for food waste reduction efforts. The country is estimated to waste at least six to eight million tons of food annually, of which at least 4 million kg of edible good food is wasted daily. CEO and cofounder of treatsure Preston Wong shared, "We're really excited to take our app to KL, as there have been multiple requests by Malaysians to enjoy our app experience in Malaysia, and we hope to partner with local businesses and consumers to create an impact in Malaysia's food waste reduction." To date, treatsure has helped to save at least 70 tons of food from waste in Singapore.

Out of the participating hotel properties in KL, all three will offer the treatsure box, also known popularly as the "buffet-in-a-box" experience. treatsure is the first app in the Asia-Pacific region to have conceptualised and implemented this takeaway buffet-in-a-box concept for surplus buffet food among hotels and restaurants in 2018. Renowned establishment Grand Hyatt Singapore's StraitsKitchen was its first partner then.

In Kuala Lumpur, Furama Bukit Bintang's Spices will offer the buffet-in-a-box experience daily for treatsure users who wish to enjoy an early lunch or late breakfast, while Grand Millennium Kuala Lumpur's The Mill Cafe and The Westin Kuala Lumpur's The Living Room will both offer lunch and supper/late dinner buffet-in-a-box options for users. Each box is priced between RM15 and RM21 according to the respective hotels, and the specific terms and timings of redemption are available in the app.

Additionally, treatsure will partner the patisserie at Grand Millennium Kuala Lumpur, Bistro 160, to offer the "treatsure thrill box" for surplus pastries every evening from 6pm to 10pm. The thrill box concept, first introduced in 2025 at Grand Hyatt Singapore's The Shop, resembles a mystery blind box and involves surprise element(s) for the guest to be enthralled with when presented by the staff. At Bistro 160, each pastry box with a fixed price will comprise three surplus pastries, of which two can be selected by the user but one will be a mystery recommended item by staff.

About treatsure

Launched in 2017, treatsure is Singapore's leading mobile app platform tackling food wastage with over 200,000 users in its community as of 2025. The app connects consumers to businesses with surplus and sustainable food at affordable prices. In 2018, it created Asia-Pacific's first takeaway buffet-in-a-box concept in collaboration with renowned global hotel brands, and later ventured into surplus groceries, as well as corporate sustainability experiences and education. Its mission is to get everyone to treat food as treasure!

About our CEO

Mr Preston Wong is the CEO & co-founder of treatsure, and oversees the business and legal functions of the company. Trained in law, accountancy and environmental management at NUS, Preston is also an adjunct lecturer for sustainability law and sustainability startups at the Singapore Management University. In 2023, Preston was conferred the inaugural Sustainability Impact Leader of the Year Award at the prestigious UOB-Business Times Sustainability Impact Awards. He was also awarded the Ecofriend Awards in 2022 by the Singapore government, and appointed an ASEAN Youth Fellow in 2023.

For any media queries, features or collaborations, please write to: media@treatsure.co.