

Singapore's NestBloom Introduces Five-Minute Bird's Nest in Thailand

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Bird's nest, a delicacy that traditionally takes hours to prepare, is now available in a version that takes five minutes. Singapore wellness brand NestBloom made its Thailand debut, launching its freeze-dried Bird's Nest Blooms at the Singapore Boutique Fair in Bangkok.

The product is handcrafted into floral shapes using a proprietary freeze-drying process inspired by traditional Chinese wellness recipes. Simmered for more than four hours beforehand, the bird's nest retains up to 95 per cent of its nutrients while extending shelf life without preservatives.

The blooms unfold within minutes when hot water is added, offering a dessert and sensory experience. This makes bird's nest more accessible to busy consumers without losing its traditional quality and authenticity.

NestBloom, distributed by Love & Bloom Pte Ltd and based in Singapore, has also applied the same freeze-drying method to other product lines, including fish maw and snow fungus, as part of its regional expansion across Southeast Asia.

Love & Bloom Pte Ltd Business Director Jean Ng said many traditional Asian wellness foods have become difficult to fit into modern routines.

"At NestBloom, we aim to preserve these traditions while reimagining them through innovation, design and food technology.

"We hope our products inspire a younger generation to reconnect with their cultural heritage in a way that feels relevant, beautiful and convenient," she said.

Jean Ng said the Thailand entry reflects a broader shift toward preventive wellness and functional nutrition, including consumer interest in beauty, immunity and healthy ageing. She said functional foods, which offer benefits beyond basic nutrition, are among the country's fastest-growing food categories, driven by rising health awareness and higher disposable incomes.

She added that Bangkok's position as a regional hub for luxury retail and wellness brands, which draws affluent consumers and wellness travellers from across the region, supports demand for heritage ingredients presented in modern formats.

Jean Ng said this is part of a wider move toward modern interpretations of traditional Asian wellness, allowing the brand to reach both Thai consumers and international visitors familiar with Asian wellness products from Singapore.