

SINGAPORE'S

TOP

50

2015

favourite

WESTERN & ASIAN

RESTAURANTS

*As Recommended By*

**50 RESTAURATEURS, CHEFS & FOODIES**

# 珍宝海鲜 JUMBO Seafood

Block 1206 East Coast Parkway  
#01-07 East Coast Seafood Centre

Other outlets available

TEL 6442 3435

WEBSITE  
[www.jumboseafood.com.sg](http://www.jumboseafood.com.sg)

OPERATING HOURS  
5pm to 11.45pm (Mon to Sat)  
12pm to 12am (Sun & PH)

ESTABLISHED IN  
1987

CUISINE  
Chinese

VEGETARIAN OPTIONS  
Yes

SEATING CAPACITY  
1,000

PRIVATE ROOMS  
No

EXPENDITURE  
\$60

CORKAGE  
For wines, first two bottles are free;  
\$10 for third bottle  
For liquors, first bottle is free; \$20 for  
second bottle



## Signature Dishes

- Chilli Crab
- Black Pepper Crab
- Fried Live Prawns with Cereal

The seafood restaurant's many accolades for its food and service are a testament to its popularity as the destination for sumptuous fare from the sea. Its award-winning chilli crab stir-fried in rich chilli gravy and served with deep-fried buns never fails to capture the taste buds of diners. Other signatures that have captivated seafood lovers are the black pepper crab, where the sweetness of the meat is tinged with a pepperish kick; and the hugely addictive fried live prawns with cereal that are very popular with kids too. Digging into fresh seafood at this flagship seafront restaurant is a bonus too, with the soft caress of the balmy sea breezes plus the beautiful view of tiny shimmering ship lights far out at sea.



## JUMBO Seafood Restaurants

JUMBO Seafood Restaurant  
East Coast Seafood Centre  
Tel: +65 6442 3435

JUMBO Seafood @ NSRCC  
NSRCC Safra Resort  
Tel: +65 6552 3435

JUMBO Seafood Gallery  
The Riverwalk  
Tel: +65 6534 3435

JUMBO Seafood @ Dempsey  
Dempsey Hill  
Tel: +65 6479 3435

JUMBO Seafood Riverside  
Riverside Point  
Tel: +65 6532 3435

JUMBO Seafood Shanghai  
iAPM, Shanghai (New Outlet)  
Tel: +86 21 6466 3435

## Our Awards:



WINE & DINE  
the art of good living

[www.jumboseafood.com.sg](http://www.jumboseafood.com.sg)

# The Seafood SPECIALIST



Mention the name JUMBO Seafood and images of delicious live seafood, prepared in distinctive Singapore style come immediately to mind. That name has now been proudly "exported" overseas, as the Group has opened its first overseas JUMBO Seafood restaurant in Shanghai, bringing the number of JUMBO Seafood outlets to six. The newest restaurant in the JUMBO Seafood chain, in upmarket iAPM mall in Huaihai Zhong Lu, serves the best of JUMBO Seafood's favourites which have been well-received by local Shanghainese and expatriates alike.

The JUMBO Seafood menu, both in Singapore and Shanghai, curated with cuisine infused with and redolent of the spices and ingredients of the South-east Asian and Asian region, includes perennial favourites such as Fried Live Prawns with Cereal, Wok Fried Cod Fish with Chef's Special Spicy Sauce, Cheese Baked 'Mentaiko' King Prawn, Scallops Wrapped in Yam Ring, Crispy Fried Baby Squid and Deep Fried Live Red Tilapia with Nonya sauce. Needless to say, the highlights of the JUMBO Seafood menu are the Chilli and Black Pepper Crabs.

The award-winning Chilli Crab is a truly heritage dish which captures the full fiery flavours of Singapore. The crab is bathed in a secret sauce which is made from a perfect balance of over ten ingredients capturing the rich flavour of Singapore's multi-cultural

cuisine in a single, distinctive dish. The incomparable taste of JUMBO's chilli crab has garnered for its prestigious awards such as the Best Chilli Crab Award and many other culinary and service accolades for the Group such as the Singapore Prestige Brand Award and the Excellent Service Award. The Black Pepper Crab is equally inviting, with the peppery sauce a perfect foil for the sweet, succulent crab flesh. Both dishes are best eaten with deep fried mantou (buns) which are crispy on the outside and soft on the inside, perfect for mopping up every last bit of the gravy.

In fact, the award-winning Chilli Crab has been the inspiration for JUMBO's Chilli Crab Paste and Black Pepper Crab Spice retail packs which bring these signature dishes into home kitchens in Singapore and abroad.



JUMBO Seafood Shanghai, iAPM.



JUMBO Seafood is just one brand of the JUMBO Group, albeit its flagship brand. The Group houses seven different dining concepts within its stable, namely JUMBO Seafood, JPOT, J Café, Chui Huay Lim Teochew Cuisine, Ng Ah Sio Bak Kut Teh, Singapore Seafood Republic and YOSHIMARU ramen bar, with a steadily expanding portfolio.

Across the brands, the same exacting standards in food quality and preparation are adhered to. A central kitchen set up in 2008 ensures consistency in taste and quality and is the creative centre for innovative dishes and new flavours as the Group strives to keep its taste fresh. At the heart of the Group, however, lies a deeply-held mission to bond people through food. Its successful foray overseas and its longevity in the F&B scene seems to bear out the universal appeal of this mission.





## Daniel Ang

Food Blogger

(DanielFoodDiary.com)

Interestingly, Daniel is both a food blogger and a gym instructor. He loves food, and prefers to call himself a food lover rather than critic because he thinks that taste can be subjective. His website documents his eclectic kaleidoscope of food adventures and dining experiences in Singapore and beyond, from exciting street food and hawker fare to cafes and restaurants. His blog is now a popular go-to reference for food recommendations and is considered one of the top blogs in Singapore in terms of traffic, clocking more than a million page views per month. When not furiously uploading pictures and writing about food, Daniel is a corporate trainer and lecturer teaching mass communications and social media at various institutions.



## Derrick Ang

Executive Chef at Mount Faber Leisure Group

Chef Derrick oversees three restaurants with a view at Faber Peak Singapore – Spuds & Aprons, Faber Bistro and Cable Car Sky Dining. In early 2013, he took up the task of pioneering the all-new Spuds & Aprons with a menu where both Eastern and Western dishes are well represented.

It has been almost 20 years since he cut his teeth as a cook for Tower Club Singapore at 18, and went on to work for many prestigious hotel including Shangri-La, Grand Hyatt, Novotel Singapore, Fullerton Hotel Singapore, Furama Riverfront Singapore and the famous Equinox restaurant. Derrick is also a member of several highly regarded associations including the Chaîne des Rôtisseurs, Singapore Chefs Association and The Culinary Institute of America.

## Amri Azim

Consultant and Chef-Owner of Le Steak

"Real food for real heart" is Amri's culinary philosophy. The spontaneous and creative chef has appeared on many television programmes in Singapore and Indonesia. He won Singapore's Top 100 Signature Dish Award for French cuisine in 2005. In 2007, he was crowned the runner-up in MediaCorp's reality TV show Chef Selebriti on Suria.

In 2013, he opened Le Steak, touted as the best halal steakhouse in Singapore offering the finest prime steak, seafood and lamb. He is also a food consultant and corporate chef for a local market leader in food supply on top of conducting cooking demos with the People's Association and the Cold Storage supermarket chain as well as teaching at his own private cooking classes. He is involved in community work during his free time.



## Ang Kiam Meng

Chief Executive Officer

JUMBO Group of Restaurants

Second-generation restaurateur, Kiam Meng learnt the ropes of the food and beverage business from scratch after quitting his nine-to-five job as a software engineer to help his father's seafood restaurant business. The inspiring homegrown success story, JUMBO Seafood, which was established in 1987, now has seven brands within its stable, namely JUMBO Seafood, JPOT, J Café, Chui Huay Lim Teochew Cuisine, Ng Ah Sio Bak Kut Teh, Singapore Seafood Republic and YOSHIMARU ramen bar.

The flagship, JUMBO Seafood, has grown to five restaurants in Singapore and one in Shanghai. Its signature award-winning Chilli Crab, which is a hit with locals and tourists alike, has been the inspiration for the Group's ready-to-use Chilli Crab Paste and Black Pepper Crab Spice packs. The retail packs bring these signature dishes into home kitchens everywhere and has exported the distinctive JUMBO taste overseas as well. Besides winning the Best Chilli Crab Award, the Group has received many prestigious culinary and service accolades including the Singapore Prestige Brand Award and the Excellent Service Award.

