



醉花林品潮軒
CHUI HUAY LIM TEOCHEW CUISINE

NEWS RELEASE

CHUI HUAY LIM TURNS THREE WITH A CELEBRATION OF TEOCHEW HERITAGE DISHES

A treasure trove of dishes, telling stories of tradition through the passion and art of its culinary masters

SINGAPORE, 15 September 2014 – Chui Huay Lim Teochew Cuisine (醉花林品潮軒), part of the JUMBO Group of Restaurants, is showcasing the pride of traditional Teochew dishes with unique interpretations in celebration of its Third Anniversary. From 15 September 2014 to 30 November 2014, a spectrum of special Teochew *Muay* dishes, Chef's Specialties and *Jiat Dot* Premium Sets will tantalise and tempt. These special 'limited edition' dishes will tell the story of the art of Teochew cooking and recreate the proud heritage of the Teochew culture through the culinary mastery of its creators, the chefs at Chui Huay Lim.

Flavours of Home

The simplicity and warmth of Teochew cuisine is best encapsulated in its renowned *Muay* (Porridge with Condiments) with a fine spread of braised, fish, pickled and other dishes. While Chui Huay Lim's *Muay* menu is part of the restaurant's daily lunch offerings, during this special anniversary commemoration period, unique and deeply traditional *Muay* dishes will present diners the opportunity to savour the rarer delights of Teochew *Muay*. Among the highlights is the presentation of Yellow Croaker Fish, an uncommon fish in Singapore. The fish, which is native to the waters of Tsingtao, has fine, tender meat. Usually pickled, Chui Huay Lim's chefs have given the dish an interesting twist by two cooking methods, either pan fried (香煎黄花鱼 Pan Fried Yellow Croaker – seasonal price) or steamed with ginger (姜丝蒸黄花鱼 Steamed Yellow Croaker with Ginger – seasonal price), allowing the natural taste of the fish, unmasked by preservatives, to come through.

Chui Huay Lim Teochew Cuisine

190 Keng Lee Road #01-02 Chui Huay Lim Club Singapore 308409 T: 6732 3637 F: 6352 5955

www.CHLTeochewCuisine.com.sg

Biz Reg No. 53191526C

NEA Licence No. CE11G16A000

Managed by **JUMBO**

老菜脯蒸肉饼 Steamed Minced Meat with Aged Radish (\$12), is another *Muay* staple. Chui Huay Lim uses aged radish native to Swatow. This precious and much cherished ingredient compliments the hand-minced meat with its nicely balanced salty and sweet flavours. The minced meat has a texture which distinguishes it from machine-ground meat, harking back to the bygone days of laborious but loving and painstaking preparation of food.

Two other *Muay* dishes of note are 潮州蚝烙 Teochew Oyster Omelette ‘Goopy Style’ (\$14) and 花菇鲜笋芥菜煲 Braised Mustard Green with Shiitake and Bamboo Shoots served in Claypot (\$16). The former is faithful to the cooking style of street food vendors in Swatow and accompanied by a specially prepared chilli sauce. No *Muay* meal is complete without a braised dish, braising being one of the favourite methods of Teochew cooking. The Braised Mustard Green with Shiitake and Bamboo Shoots served in Claypot is making its cameo during this celebratory period. It is a slow-braised dish which allows the vegetables to absorb fully all the flavours of the ingredients.

Said Group Executive Chef Ng Chong Guan (黄种源), **“Most Singaporeans are familiar with Teochew *Muay*. We wanted to celebrate our third birthday with comforting and wholesome food, reminiscent of home, while showcasing some real gems among the array of *Muay* dishes. We have injected our passion and creativity into some of these dishes for subtle yet distinct interpretations of the classics while remaining true to the essence of our craft.”**

Telling Stories of Teochew Culture

If tastes run to the more elaborate, the restaurant is also offering an array of Chef’s Specialties during the anniversary celebrations which range from the elaborate (醉花林富贵鸡 Salt Baked Prosperity Chicken with Whole Abalone (\$118)) to the nourishing (羊肚菌炖鸡汤 Double Boiled Chicken Soup with Morel Mushrooms (\$14)). The salt-baked chicken is marinated in Puer tea (普洱茶) which infuses

it with flavour. The chicken is then stuffed with whole abalone, mushrooms and dry scallops, wrapped in fresh lotus leaf and encrusted with salt before it is baked for half an hour in a 180° Celsius oven. The Double-boiled Chicken Soup with Morel Mushrooms emphasises the pride of place that soups occupy in Teochew cooking. Using only superior chicken broth with morel mushrooms and pig's stomach for their nutritional benefits, this tasty soup is said to be beneficial for the spleen and stomach. Another dish which leans towards the exotic is the 陈年花彫(20年)蒸蟹 Steamed Crab with Aged 20 years Hua Diao (seasonal price). The crab is steamed with the premium Hua Diao which brings out its sweetness while the addition of fresh chicken oil makes its flesh smoother.

Mr Ang Kiam Meng (黄建铭), Chief Executive Officer of the JUMBO Group of Restaurants, elaborated, **“Food is integral to any culture. Experiencing and appreciating the cuisine of a particular culture is to begin to gain an understanding of that culture. When we conceptualised Chui Huay Lim, we wanted to bring the beauty and flavours of Teochew-style cooking. Three years on, we want to deepen the love affair our diners have developed with this unique cuisine and to pass on the richness of the culture through special but sometimes hard-to-find dishes. While we are excited and proud that Singapore’s culinary scene is so vibrant and dynamic, we are mindful that we should also preserve our roots, of which Chinese and Teochew cooking are a part. Our third anniversary is an opportune platform to do this and we hope people will come and savour this experience and be part of our celebrations.”**

Aside from the *Muay* dishes and Chef’s Specialties, a variety of *Jiat Dot* Premium Sets will be available during the Third Anniversary Celebrations featuring a mix of the popular and recommended dishes from the entire menu. For tasting notes of selected dishes and a detailed list of menu items please refer to the appendices.

- End -

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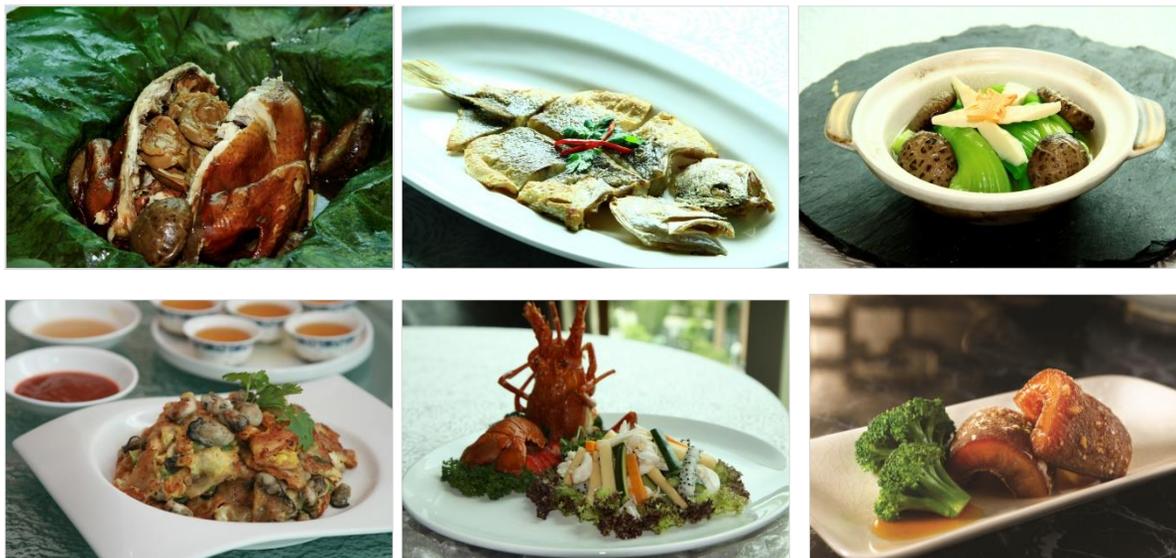
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CHUI HUAY LIM TEOCHEW CUISINE

Images:

Note: Please contact us for high-resolution images.



Caption (left to right, top): Salt Baked Prosperity Chicken with Whole Abalone, Pan-fried Yellow Croaker, Braised Mustard Green with Shiitake and Bamboo Shoots served in Claypot
(left to right, bottom): Teochew Oyster Omelette 'Goey Style', Hand-peeled Lobster Fruit Salad with Chef's Special Dressing, Charcoal-grilled Sea Cucumber

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CHUI HUAY LIM TEOCHEW CUISINE

About Chui Huay Lim Teochew Cuisine

Paying tribute to the culinary tradition of one of Singapore's founding Chinese dialect groups is Chui Huay Lim Teochew Cuisine. Befitting its status, it takes pride of place in the 169 year-old Chui Huay Lim Clubhouse on Keng Lee Road, home to one of the oldest clubs in Singapore. The impressive 4,000 square foot restaurant, which opened its doors in 2011, serves fine, authentic Teochew dishes that epitomises Teochew cooking at its best: from uncomplicated *Muay* lunches to exquisite seafood dinners. To ensure that the dishes are true to the Teochew heritage, a Swatow-based food consultant was engaged by the restaurant to attest to the authenticity of the dishes.

The classy interior with overtones of traditional Chinese décor is a throwback to Singapore's rich and nostalgic past, of which the Teochews are inextricable a part. The ambience and impressive setting of the restaurant are only a canvass for the exquisite cuisine for which the restaurant has become renowned. Delicate, light and heart-warming, the delightful culinary offerings, in the finest tradition of Teochew cooking, use only the freshest ingredients and the purest methods of preparation.

While the restaurant is famed for perennial Teochew favourites like Braised Duck, Teochew Style Steamed Pomfret, Teochew Style Roasted Suckling Pig and of course, the infamous sweetener to any Teochew meal, Orh Nee, new dishes using different cooking methods are periodically introduced to refresh the menu and keep the dining experience current. What remains, however, is a strict adherence to the traditional flavours of Teochew cooking – flavourful, simple, delicate.

Chui Huay Lim Teochew Cuisine can be found online at www.CHLTeochewCuisine.com.sg

About JUMBO Group of Restaurants

JUMBO Group of Restaurants is a renowned food and beverage group famed for Singaporean and Asian cuisines which are reflective of the rich culinary heritage of the region. We have become synonymous with delicious, hearty food served amidst a convivial and warm dining ambience.

We offer different dining concepts and distinct cuisines. Our 15 restaurants in Singapore are spread over the island under the recognisable and well-loved brands of JUMBO Seafood, JPOT, Hotpot Singapore Style, Ng Ah Sio Bak Kut Teh, Chui Huay Lim Teochew Cuisine, J Café, YOSHIMARU ramen bar and Singapore Seafood Republic. We opened our first overseas JUMBO Seafood restaurant in Shanghai, China in November 2013.

Our menus capture the diversity of cuisines through their authentic representation of iconic and well-loved dishes such as the fiery chilli crab, the robust and peppery Bak Kut Teh, the delicate and subtle Teochew cold crab and braised duck and the Traditional Hakata Ramen. Though varied, these dishes are prepared and served with PRIDE – Passion, Respect, Integrity, Diligence and Excellence – qualities which underpin our corporate values.

With our commitment to excellence in all areas of our operations, JUMBO Group has received a number of culinary and service awards over the years. But our greatest sense of achievement comes from our success in bonding people through food, creating a memorable dining experience for our customers and being a part of their most important and treasured moments.

JUMBO Group can be found online at www.jumbogroup.sg

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Appendix

Tasting Notes

潮州粥 (只限午餐)

Teochew Muay Dishes (Available during lunch hours only)

老菜脯蒸肉饼

Steamed Minced Meat with Aged Radish

The hand-minced meat is cooked with aged radish from Swatow, which gives it a balanced salty and sweet taste.

香煎黄花鱼

Pan Fried Yellow Croaker

Yellow Croaker Fish, a rare find in Singapore, is native to the waters of Tsingtao. Instead of the usual pickled way of preparing the fish, the Yellow Croaker is pan fried to bring out its freshness while preserving the tenderness and sweetness of the flesh.

姜丝蒸黄花鱼

Steamed Yellow Croaker with Ginger

A variation of the pan fried version, the Yellow Croaker is steamed with ginger to complement its natural taste.

鱼丸鱼汤河粉

Fish Soup Pot with Handmade Fish Ball 'Hor Fun'

A traditional Teochew staple, the fish balls are handmade using purely黄门鳝 (eel) which gives them a chewy texture.

潮州蚝烙

Teochew Oyster Omelette "Goey Style"

Cooked in the style of street food vendors in Swatow, it is accompanied by a specially prepared chilli sauce made of chilli, vinegar and sugar giving it a spicy, sour and sweet taste.

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CHUI HUAY LIM TEOCHEW CUISINE

Tasting Notes

厨师特色 Chef's Specialties

醉花林富贵鸡 (须前一天预定)

Salt Baked Prosperity Chicken with Whole Abalone (One Day Advance Order required)

The Pu Er infused chicken is stuffed with whole abalone, mushrooms and dry scallops, wrapped in fresh lotus leaf and finished off with an encrustment of salt before being baked for half an hour in a 180° Celsius oven. To eat the chicken, the salt casing has to be chiseled away.

陈年花彫(20年)蒸蟹

Steamed Crab with Aged 20 years Hua Diao

The crab is steamed with premium Hua Diao to bring out its sweetness while the addition of the chicken oil makes its flesh smoother.

石锅烧鱼 (笋壳鱼)

Aromatic Baked Soon Hock in Stone Pot

The ingredients, such as pork belly, mushrooms and garlic, are cooked separately and when ready, the fish is then added, enabling it to absorb all the flavours of the cooked ingredients

潮州五香乳猪

Teochew Style Roasted Suckling Pig

Marinated with Teochew five-spice powder, garlic, spring onions and parsley to enhance the natural flavour of the meat, the suckling pig for this dish has to be at an optimum 4 – 4.5kg to ensure that the flesh, once roasted will be moist.

羊肚菌炖鸡汤

Double Boiled Chicken Soup with Morel Mushrooms

Superior chicken broth is doubled-boiled with morel mushrooms and pig's stomach making it nutritious and especially beneficial for the spleen and stomach.

手撕龙虾

Hand-Peeled Lobster Fruit Salad with Chef's Special Dressing

Considered a modern Teochew dish, the boiled lobster is carefully hand-peeled, keeping its flesh tender. It is then paired with fresh fruit and chef's special salad dressing with an added dash of calamansi lime to bring out the freshness of the lobster.

花菇鲜笋芥菜煲

Braised Mustard Green with Shiitake and Bamboo Shoots served in Claypot

A quintessentially Teochew braised dish, the mustard green in the superior broth are allowed to absorb all the flavours of the ingredients.

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Teochew Muay Menu



A comforting bowl of steaming muay accompanied by a selection of more than 20 authentic Teochew sides to satisfy that lunchtime craving for a hearty healthy meal



CHUI
HUAY
LIM
TEOCHEW
CUISINE



潮州粥 (只限午餐)

TeoChew
MUAY
(Lunch only)

香煎黄花鱼
Pan Fried Yellow Croaker

时价 / Seasonal Price

菜脯煎蛋
Preserved Radish Omelette

\$10 每份 / per portion

姜丝蒸黄花鱼
Steamed Yellow Croaker with Ginger

时价 / Seasonal Price

潮州卤水花肉拼大肠
Teochew Braised Pork Belly & Intestines

\$20 每份 / per portion

虾干菜花煲
Cauliflower & Dried Shrimp served in Claypot

\$12 每份 / per portion

老姜焖猪蹄
Braised Pig Trotter with Old Ginger

\$18 每份 / per portion

老菜脯蒸肉饼
Steamed Minced Meat with Aged Radish

\$12 每份 / per portion

香煎芽带鱼
Pan Fried Cutlassfish

\$10 每件 / per piece

凉瓜排骨
Braised Bitter Gourd with Pork Ribs

\$18 每份 / per portion

咸菜猪肚汤
Salted Vegetables & Pig's Stomach Soup

\$18 每份 / per portion

花菇鲜笋芥菜煲
Braised Mustard Green with Shiitake & Bamboo Shoots served in Claypot

\$16 每份 / per portion

沙爹牛肉
Stir Fried Beef in Satay Sauce

\$16 每份 / per portion

沙爹鹿肉河粉
Satay Vension "Hor Fun"

\$16 小S \$24 中M \$32 大L

潮州蚝烙
Teochew Oyster Omelette * Gooey Style*

\$14 每份 / per portion

鱼丸鱼汤河粉
Fish Soup Pot with Handmade Fish Ball "Hor Fun"

\$16 小S \$24 中M \$32 大L

潮州菜花煲
Teochew Style Cauliflower with Pork Belly served in Claypot

\$16 每份 / per portion

蚝仔泡粥
Oyster Porridge with Congpoy & Minced Meat

\$18 小S \$27 中M \$36 大L

脆菜四季豆
Stir Fried French Beans with Preserved Olive Leaves

\$12 小S \$18 中M \$24 大L

Prices are subject to 10% service charge and prevailing G.S.T.



Chef's Specialties Menu



A selection of our chef specials that have made us famous, bringing you a taste of the rich and nostalgic past when Singapore was first introduced to the delights of Teochew dining.



CHUI HUAY LIM
TEOCHIEW
CUISINE



廚師特色

**Chef's
SPECIALTIES**

潮州五香乳豬
Teochew Style Roasted Suckling Pig

\$198 每只 / whole

手撕龍蝦
Hand-Peeled Lobster Fruit Salad
with Chef's Special Dressing

时价 / Seasonal Price

陈年花膠(20年)蒸蟹
Steamed Crab with
Aged 20 years Hua Diao

时价 / Seasonal Price

鮑魚扣花膠(5头)
Braised Abalone with
Dried Fish Maw (5 Heads)

\$68.00 位 / per person

肘子清湯鮑魚翅
Double-boiled Superior Shark's
Fin Soup with "Jinghua" Ham

\$38.00 每位 / per person

石鍋燒魚(笋壳魚)
Aromatic Baked Soon Hock
in Stone Pot

\$98.00 每份 / per portion

鮮花赫富貴雞(須預定)
Salt Baked Prosperity Chicken with Whole
Abalone (Advance Order)

\$118 每只 / whole

潮州菜白大明蝦
Stir-fried King Prawns Teochew Style

\$22 小 \$33 中/M \$44 大/L

潮州卤鵝
Teochew Braised Goose

\$26.00 每份 / per portion
\$70.00 半只 / half
\$136.00 每只 / whole

炭燒海參
Charcoal-grilled Sea Cucumber

\$14.80 每位 / per person

羊肚菌鮑魚湯
Double Boiled Chicken Soup
with Morel Mushrooms

\$14 每位 / per person

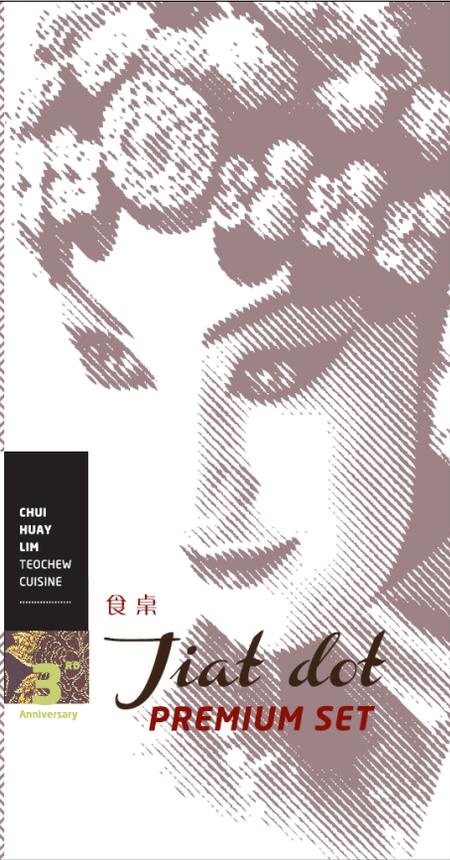
梅香香酥骨
Crispy Pork Ribs
in Plum Sauce Glazed

\$8.80 每份 / per portion

Prices are subject to 10% service charge and prevailing G.S.T.



Jiat Dot Premium Set Menu



A notable feast in Teochew cuisine called 食桌 or literally "food table". Our jiat dot menus were designed to invoke memories of traditional Teochew cuisine with a selection of 6-8 course set menus.



CHUI HUAY LIM
TEOCHEW CUISINE
Anniversary

食桌 Jiat dot PREMIUM SET



Set Menu A \$488** for 4pax

- 手撕龙虾
Hand-Peeled Lobster Fruit Salad with Chef's Special Dressing
- 肘子清汤鮑翅
Double Boiled Superior Shark's Fin Soup with 'Jinghua' Ham
- 鮑鱼(五头)扣鲜掌
Braised Abalone (5 heads) with Goose Web
- 潮州油泡带子
Teochew Style Stir Fried Scallops
- 瑤柱金菇扒伊面
Stewed "Ee-fu" Noodles with Conpoy and Enoki
- 红莲泡参炖燕窝(热)
Double Boiled Bird's Nest with Red Dates & Ginseng Root (Hot)

Set Menu B \$788** for 6pax

- 手撕龙虾
Hand-Peeled Lobster Fruit Salad with Chef's Special Dressing
- 肘子清汤鮑翅
Double Boiled Superior Shark's Fin Soup with 'Jinghua' Ham
- 潮州蒸鲷鱼
Teochew Style Steamed Pomfret
- 鮑鱼(五头)扣鲜掌
Braised Abalone (5 heads) with Goose Web
- 潮州油泡带子
Teochew Style Stir Fried Scallops
- 瑤柱金菇扒伊面
Stewed "Ee-fu" Noodles with Conpoy and Enoki
- 红莲泡参炖燕窝(热)
Double Boiled Bird's Nest with Red Dates & Ginseng Root (Hot)

Set Menu C \$1288** for 8pax Set Menu D \$1388** for 10pax

- 手撕龙虾
Hand-Peeled Lobster Fruit Salad with Chef's Special Dressing
- 清汤肘子翅
Double Boiled Superior Shark's Fin Soup with 'Jinghua' Ham
- 潮州蒸昌鱼
Teochew Style Steamed Pomfret
- 潮州五香乳猪
Teochew Style Roasted Suckling Pig
- 鮑鱼(五头)扣鲜掌
Braised Abalone (5 heads) with Goose Web
- 潮州油泡带子
Teochew Style Stir Fried Scallops
- 瑤柱金菇扒伊面
Stewed "Ee-fu" Noodles with Conpoy and Enoki
- 红莲泡参炖燕窝(热)
Double Boiled Bird's Nest with Red Dates & Ginseng Root (Hot)

• We charge: Chinese Tea - \$1.20/pax, Gourmet Tea - \$3.00/pax, Nuts - \$1.20/plate
• Please inform our staff if you do not wish to have Chinese Tea, Gourmet Tea, or Nuts.
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