

NEWS RELEASE

JUMBO GROUP USHERS IN THE YEAR OF THE HORSE WITH NEW YEAR DELICACIES

Celebrate a time of unity and bonding with a tantalising array of
Traditional and Seasonal Festive dishes

SINGAPORE, 3 January 2014 – The JUMBO Group of Restaurants, a renowned food and beverage group famed for Singaporean and Asian cuisines which are reflective of the rich culinary heritage of the region, is serving up a tantalising array of Chinese New Year delicacies to usher in the Year of the Horse.

In keeping with the spirit of Chinese New Year which centres around family, unity, and auspiciousness, special set menus for the reunion dinner and the proceeding 15 days of festivities have been carefully put together in all its JUMBO Seafood restaurants, featuring some of the Group's signature dishes including its famed chilli and black pepper crab, sweet, succulent Boston Lobster Steamed with Fragrant Garlic, exquisite Abalone Braised in Oyster Sauce and a variety of the freshest tropical catch like Sea Bass, Soon Hock and Garoupa.

The Group's Chui Huay Lim Teochew Cuisine will feature one dish in all their set menus that symbolises good fortune or contains lucky connotations in Chinese culture. With emphasis on the freshness and quality of the ingredients to bring out the natural flavours with only light touches of flavouring to enhance the taste, the dishes on its various set menus include bird's nest, braised duck or goose, steamed fish, suckling pig and the quintessentially Teochew dessert, Orh Nee.

Aside from the Group's famed dishes which feature in the set menus, traditional Chinese New Year and seasonal Festive delicacies are available a la carte, with a hint of modernity or a special culinary twist in keeping with the creativity of the Group's chefs:

The Traditional ...

The traditional dishes of Yu Sheng and Pen Cai which have become staple fare, lead the collection of Chinese New Year dishes. The colourful Yu Sheng makes its anticipated appearance. It is a salad of fresh raw fish, such as salmon, and finely shredded vegetables like carrots, green and white radish and pomelo, topped with sesame seeds, peanut crumbs and deep fried flour cribs. The salad is tossed in variety of sauces and condiments, each of which has a symbolic meaning attached to usher in the New Year.

JUMBO Seafood restaurants will offer their Cantonese style Prosperity Yu Sheng. For a variation of this dish, JUMBO's Chui Huay Lim Teochew Cuisine adheres to the classical preparation of Teochew Yu Sheng, serving the specially concocted plum sauce separately as an accompaniment to the salad and raw fish. Diners can, however, in keeping with the "lo hei" tradition toss the Yu Sheng ingredients with the sauce.

While this appetiser is traditionally eaten on Ren Ri or "everyman's birthday", the seventh day of the Lunar New Year, it will be available from 17 January 2014 onwards till 14 February 2014 as part of the Chinese New Year celebrations across the JUMBO Group, except for JPOT Hotpot Singapore Style ("JPOT"), either as part of the set menu or as an a la carte dish.

Pen Cai, with legendary royal roots from the Chinese Song Dynasty, is another traditional dish that completes the Chinese New Year meal. It is a symbol of abundance and richness because of the different layers of ingredients placed together in a harmonious balance in a shared pot and represents in a single dish the JUMBO Group's mission of bonding people through food.

And the Festive ...

For the Year of the Horse, an animal associated with strength, elegance, vivacity and loyalty, the masterful chefs at the JUMBO Group have created seasonal dishes to spice up the festivities. With a unique combination of essentially Chinese ingredients and condiments, sauces and accompaniments associated with other cuisines such as Thai chilli dressing and curried butter sauce, the festive dishes tantalise

and satisfy with their delicate balance of flavours and textures. The festive dishes created specially for this season carry with them significant symbolism. Lobsters are usually served and eaten whole during this period to promote family unity while Double Boiled Honey Dew Soup, aside from being wholesome, symbolises a rich, sweet life with the rounded-shaped honey dew signifying family reunion.

Chefs at the JUMBO Group recommend a degustation of nutritious Double Boiled Honey Dew Soup with Abalone, Sea Cucumber and Winter Mushroom, freshest Chilled Marinated Prawns with Tangerines and Pomelo, exquisite Wok Baked Live Lobster with Curried Butter Sauce and Braised Homemade Spinach Skin Beancurd with Crabmeat. Chui Huay Lim Teochew Cuisine's Traditional Teochew Glutinous Rice Balls with Hashima provides the perfect 'sweet' to end the celebratory meal with family and friends.*

The Chinese New Year set menus and festive dishes are available from 17 January to 14 February 2014 in all JUMBO Group restaurants except JPOT. All platter dishes in the set will be replaced with Yu Sheng from 31 January till 14 February 2014 in the Group's restaurants. JPOT Hotpot will serve the Reunion Set only on 30 and 31 January 2014 and Yu Sheng will only be available a la carte from 24 January till 14 February 2014. For a detailed list of the availability of Chinese New Year set menus in the various restaurants, please refer to the appended table.

*Some of the recommended dishes are available only in selected JUMBO Group of restaurants.

- End -

Images:



- 1) Prosperity Yu Sheng, JUMBO Seafood
- 2) Teochew Yu Sheng, Chui Huay Lim Teochew Cuisine
- 3) Yu Sheng, Singapore Seafood Republic
- 4) Pen Cai, JUMBO Seafood
- 5) Pen Cai, Singapore Seafood Republic and Chui Huay Lim Teochew Cuisine

About JUMBO Group of Restaurants

JUMBO Group of Restaurants is a renowned food and beverage group famed for Singaporean and Asian cuisine which is 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 14 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, Yoshimaru ramen bar and Singapore Seafood Republic. Our first overseas JUMBO Seafood restaurant was opened 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 <http://jumbogroup.sg>

JUMBO Seafood can be found online at <http://www.jumboseafood.com.sg>

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