

**MEDIA ALERT**

**FUSS-FREE CHILLI CRAB BUSINESS LUNCH NOW AVAILABLE AT JUMBO SEAFOOD!**

- ***Executives can now enjoy award-winning chilli crab, deshelled for convenience***
- ***Choice of two 5-Course Executive Set Menus that change weekly***
- ***Now available at special introductory prices for a limited time only***



**Singapore, 8 December 2016** – The JUMBO Group of Restaurants, one of Singapore’s leading multi-dining concept food and beverage establishment, is pleased to announce the launch of its new Executive Set Menu, available exclusively at three of its JUMBO Seafood outlets: Riverside Point, The Riverwalk and Dempsey Hill.

For those craving some fresh seafood and JUMBO's distinctive dishes, the new Executive Set Menu offers professionals, executives and discerning diners a perfect opportunity to immerse themselves in their favourite dishes over lunch. The 5-Course Executive Set Menu comes in two price options, available Mondays to Fridays.

Menus change on a weekly basis, and for a limited time only, you can enjoy a seafood-packed lunch at even greater value. Make a beeline to JUMBO Seafood between now till 23 December 2016, where set menus will be priced at \$48++ (U.P. \$58++) and \$68++ (U.P. \$78++) for the premium menu.

### **A Culinary Journey – Presented by JUMBO Seafood**

If opting for the premium menu, be greeted first by a curtain-raiser – the JUMBO Trio Appetiser. Be enthralled by crab meat tossed with mango dressing, served in a bamboo charcoal cone. Swoon over deshelled cereal prawns, or dig straight into the mocha pork rib, if you are a caffeine-addict. These individually-plated appetisers change weekly – so customers are in for surprises galore!

The main act for the premium ticket (read “the premium menu”) sees the prized crustacean – the lobster – bathed in its succulent juices and sitting pretty in its half-shell, smothered with natural sweetness, and accompanied by your choice of premium grade noodles.

We take our menus seriously, and do not wish to indulge in theatrics. But seriously, the protagonist of the show would have to be JUMBO Seafood's Award-Winning Chilli Crab, deshelled for convenience and instantly ready to eat. How's that for a theatrical climax? We make it fuss-free just so you can have crab for lunch, without any of the hassle. And how about a couple of mantous as sidekicks, to mop up the zesty, tangy chilli crab gravy?

Those with a penchant for spice may opt for the deshelled black pepper crab claw instead, paired alongside kangkong tempura. Now that's a tough act to follow!

Don't we all like sweet endings? Parting is such sweet sorrow, they say. So, imagine these to polish off your meal – perhaps some purple sweet potato puree, or black sesame pudding, or classic mango pudding – you get to choose how your story ends. Two desserts of your choice, served in shot glasses, for that perfect ending.

And you're sure to be back for more, as the menus change in the ensuing weeks. Head on back to your office, revitalized, re-invigorated and with that sweet aftertaste lingering on your palate.

Commenting on the new menus, Mr Ang Kiam Meng (黄建铭), CEO and Executive Chairman, said, "Our set menus are specially designed to give customers the chance to enjoy delicious Singapore heritage food in the most convenient way. We take the fuss and mess out of indulging in quality seafood over a business lunch, set amid a pleasing ambience. Our lunch courses are also individually-plated for aesthetic appeal and to tantalise tastebuds, so your lunch guests are sure to be all the more impressed."

### **Images**

Note: Please contact us for high-resolution images.

## About JUMBO Group Limited

JUMBO is one of Singapore's leading multi-dining concept F&B establishments.

The Group's network of F&B outlets (including those of its associated companies and those under licensing arrangements) spans Singapore, the People's Republic of China (the "PRC") and Japan. JUMBO also provides catering services for customers in

Singapore, and sells packaged sauces and spice mixes for some of its signature dishes in its outlets, selected stores, supermarkets, travel agencies and online via the JUMBO eShop.

Fulfilling its philosophy of "Bonding People Through Food", JUMBO has a total of 15 F&B outlets in Singapore and 3 F&B outlets in the PRC, under 5 restaurant brands –

*JUMBO Seafood, JPOT, NG AH SIO Bak Kut Teh, Chui Huay Lim Teochew Cuisine and J Café.* It also manages 1 *Singapore Seafood Republic* outlet.

The Group also has a Central Kitchen in Singapore to maintain stringent quality standards and the consistency in the tastes of its signature dishes, increase productivity and lower costs. JUMBO's Research and Development Kitchen facilitates the creation of new dishes and improvement of food preparation processes.

The Group has received many awards, accolades and notable mentions in prestigious publications for the high quality of food and service offered by the Group's F&B brands.

Some of the Group's more recent awards and accolades include the *Excellent Service Award (2012 to 2016)*, *SIAS 17<sup>th</sup> Investors' Choice Awards – Winner of Most Transparent Company Award for New Issues (2016)*, *Singapore Business Awards – The Enterprise Award (2016)*, *Singapore Corporate Awards – Best Investor*

*Relations Merit Award for First-Year Listed Companies (2016), People Excellence Award (2015), HRM Awards – SME Employer of the Year (2015), Influential Brands Award – Top Brand for Seafood Category (2015), Singapore SME 1000 Company (2015), Singapore Prestige Brand Award – Established Brand Category (2012) and Heritage Category (2012), and the Enterprise 50 Award (7<sup>th</sup> place in 2012 and 2<sup>nd</sup> place in 2015).*

JUMBO Seafood was also featured amongst the “Top 50 most iconic places in Singapore to visit” list compiled by TripAdvisor in 2015 in conjunction with SG50 celebrations.

For more information, please visit [www.jumbogroup.sg](http://www.jumbogroup.sg).

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