

JUMBO
Group of
Restaurants



JUMBO SEAFOOD

www.JUMBOSEAFOOD.com.sg

East Coast Seafood Centre	6442 3435
Riverside Point	6532 3435
The Riverwalk	6534 3435
NSRCC SAFRA Resort	6552 3435
Dempsey Hill	6479 3435
iAPM, Shanghai (New Outlet)	+86 21 6466 3435



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JPOT - Hotpot Singapore Style

www.jpot.com.sg

VivoCity	6273 3536
Tampines 1	6532 3536



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www.facebook.com/JPOT.SINGAPORE



Ng Ah Sio Bak Kut Teh

www.ngahsio.com

Hong Building	6291 4537
The Shoppes at Marina Bay Sands	-
Tanjong Katong	6344 4537
Chui Huay Lim Club	6250 4537



Chui Huay Lim Teochew Cuisine

www.CHLTeochewCuisine.com.sg

Chui Huay Lim Club	6732 3637
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YOSHIMARU ramen bar

www.yoshimaruramen.com.sg

Holland Village	6463 3132
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Singapore Seafood Republic

www.singaporeseafoodrepublic.com.sg

Waterfront@Resorts World Sentosa	6265 6777
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JUMBO Catering

www.JUMBOGroup.com.sg/catering

626-CATER (626-22837)



JUMBO eShop

www.JUMBOeShop.com.sg



JUMBO Corporate Office

www.JUMBOGroup.com.sg

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JUMBO
Corporate
Office

WOK'S UP

VOL. 3 : ISSUE 6 : February 2014 - April 2014

JUMBO SEAFOOD Ventures Abroad

Bringing the taste of
'home' to ... SHANGHAI

JUMBO
READY-TO-USE PACKS
TURN HOME-COOKED
MEALS INTO A CULINARY
FEAST



Issue Licence Number : 160/01/2014

Food for the Soul,
Wine for the Senses

EDITOR'S
NOTE

We have just ended the Christmas and Chinese New Year festivities and what do you know, there's more to celebrate! We have opened our first overseas outlet in Shanghai so for those of you who travel often to Shanghai, you needn't leave the tastes of Singapore behind as our JUMBO SEAFOOD Shanghai will welcome you with your favourites from home like Chilli and Black Pepper Crab and other quintessential Singaporean favourites which are also JUMBO SEAFOOD's specialty seafood dishes. These include Fried Prawns with Cereal, Deep Fried Cod with Chef's Special Sauce, Grilled King Prawn with Cheese and Mentaiko, Deep Fried Scallops with Chinese Pear and Plum Wine Glaze and Signature Crackling Skin Roasted Suckling Pig. (p.10)

For those who want to chill at home but are unwilling to compromise on the quality of your culinary experience, our ready-to-use packs are always a source of inspiration. To ensure that you get the best experience from them, we will teach you how to use the ready-to-use packs and give you exciting variations on how to prepare our speciality dishes with a twist to delight your family and dinner guests. (p.8)

As usual, don't forget to check out our Wine Pairing section for a selection of wines specially chosen to accompany your favourite JUMBO dishes. Our wine expert has put together a varied selection and we are sure you will find a pairing that satisfies your palate.

It is apt that this issue hones in on the first of our PRIDE values, Passion, which drives everything that we do at JUMBO. Meet Tricia Liu who knows all about this attribute which she brings with abundance to her work. (p.14)

So, we hope you have a good read and be inspired to come dine with us soon. See you in our restaurants!

HAPPY EATING!

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NEWS
BITES01 **JUMBO GROUP'S
WEBSITE UNDERGOES
A REVAMP**

We are excited about our new corporate website which will be launched early this year. The website better reflects our corporate image and showcases what makes us special – our PRIDE values – and our mission of Bonding People Through Food with images that capture our passion for service and our dedication to serving our customers the best of Chinese and Asian cuisine. The website is user-friendly with a completely redesigned layout and a focus on simplicity, ease of use and content delivery. It will be the launching

point for many exciting new features which we will be rolling out in both the near and distant future. You can look forward to a responsive website with greater interactivity that allows it to be viewed on all mobile devices. Best of all, you will never have to worry about missing an issue of Wok's Up as it will be available online. Happy surfing at www.JUMBOGroup.com.sg

02 **JUMBO READY-TO-USE
PACKS NOW AVAILABLE
AT MORE OUTLETS**

We have just brought our famed JUMBO dishes closer to you. It is now easier than ever to enjoy the unique JUMBO taste in the comfort of your homes. Our popular Chilli Crab Paste and Black Pepper Spice ready-to-use packs which were previously available at all our JUMBO SEAFOOD restaurants and online from our eShop is now conveniently available at ISETAN Scotts and ISETAN Jurong East. The ready-to-use packs have easy-to-follow instructions which will turn your home cooked dinners into fabulous affairs in a matter of minutes and have your family and friends raving. In fact, in this issue, we give you a step-by-step guide to cooking our famed Chilli Crab with our retail packs on p.8. Check it out and enjoy the adventure!

03 **MORE REASONS
TO DINE
WITH US**

If you're thinking of going on a post-festivities diet, don't do it just yet! We have introduced new set menus across all our JUMBO SEAFOOD restaurants (except JUMBO SEAFOOD East Coast), Chui Huay Lim Teochew Cuisine and Singapore Seafood Republic. With varied combination of dishes depending on the number of diners, the set

menus will satisfy the most seasoned gourmands. At Chui Huay Lim Teochew Cuisine, be tempted by sweet succulent Boston Lobster Braised in Superior Broth or Fermented Bean with Garlic and Teochew Braised Duck or Goose. Not to be outdone, Singapore Seafood Republic has placed its Braised Seafood Pumpkin Soup and aromatic Boston Lobster Steamed with Deep Fried Garlic on some of its set menus. At JUMBO SEAFOOD Riverside Point and JUMBO SEAFOOD Gallery, diners can dig into hearty Superior Fish Maw with Seafood Broth while at JUMBO SEAFOOD Dempsey and JUMBO SEAFOOD NSRCC, chefs will serve up juicy crabs in JUMBO's renowned recipes of Chilli Paste and Black Pepper spice. The set menus are good for four, six, eight or ten persons and above with menu prices for each set varying across the various restaurants.



FEATURE



Bring out the
Chef in you with

JUMBO- READY-TO-USE PACKS

“ Our ready-to-use packs are a simple, fuss-free way to prepare our renowned dishes at home. We want to encourage our diners to use our ready-to-use packs and create restaurant standard dishes that will bowl over family and friends. ”

Ever wanted to serve restaurant quality food in the comfort of your home, minus the hassle of all the pre-cooking preparation that is usually associated with such an ambitious undertaking? JUMBO ready-to-use packs are the perfect solution to your culinary ambitions. The packs, which are available from our eShop (www.JUMBOeShop.com.sg) contain prepared spices and ingredients paste for our favourite dishes, Chilli Crab, Black Pepper Crab and Bak Kut Teh which replicate the taste of our best loved restaurant servings. Aside from our eShop, our Chilli Crab Paste and Black Pepper Spice Packs are available at all JUMBO SEAFOOD restaurants and now, for the added convenience of customers, at ISETAN Scotts and ISETAN Jurong East at Westgate. The Authentic Teochew Style Bak Kut Teh Spice Pack is available only from Ng Ah Sio Bak Kut Teh outlets.

The ready-to-use packs have easy to follow instructions, which detail the steps which need to be undertaken in order to get the best results. For the added benefit of consumers, cooking videos and tips on using the packs for best results can be found on the Group's website at www.JUMBOeshop.com.sg/eshop/watch.php

While the ready-to-use packs recommend certain types of seafood and meats to be used in the preparation of the dish, it is up to the imagination of the cooks as to what type of ingredients they wish to use with the packs. After all, cooking is about creativity and imagination and cooks shouldn't feel constrained by what is recommended.

Mr Ringo Chew, Marketing Director of the JUMBO Group said, “Our ready-to-use packs are a simple, fuss-free way to prepare our renowned dishes at home. We want to encourage our diners to use our ready-to-use packs and create restaurant standard dishes that will bowl over family and friends. We understand that sometimes people prefer to eat at home, feasting on a meal which has been lovingly put together by their own hands. After all, JUMBO is all about Bonding People through Food and what better way to achieve this than by cooking a meal for your loved ones.”

The JUMBO
Black Pepper Spice and
Chilli Crab Paste Packs each
retail for

S\$8.60

while Ng Ah Sio Authentic Teochew
Style Bak Kut Teh Spice Packs
which contain 8 sachets, retail for

S\$28.00



RECIPE



JUMBO- READY-TO-USE PACKS

turn home-cooked meals
into a culinary feast

With our easy to use ready-to-use packs, you can prepare delicious restaurant-style dishes that will leave your family and friends wanting more.

CHILLI CRAB

Ingredients: [serves 2 to 3]

Crabs	About 1.2 kg
Water	800ml
Tomato Ketchup	300ml
Corn Starch (dissolve in 2 tbsp of cold water)	1 tbsp
Eggs (beaten)	2
Light soya sauce	1 tsp
JUMBO Chilli Crab Paste	1 pack

Instructions

1. Remove and discard inedible parts of each crab. Cut each crab into eight smaller pieces. Crack the pincers slightly. Wash and drain. [see side-bar for how to prepare the crab for cooking]
2. In a pot, add JUMBO Chilli Crab Paste, tomato ketchup, light soya sauce, water and crab.
3. Cover the pot with a lid. Turn on the stove to high heat and bring the contents of the pot to a boil.
4. When it has boiled, continue to simmer for 18 minutes with the pot still covered.
5. Remove the lid. Add the prepared corn starch mixture to the pot to thicken the gravy.
6. Gently add the beaten eggs to the pot. Stir gently till cooked.
7. Place in a serving dish. Serve hot.
Please refer to http://www.youtube.com/watch?v=0o_Lxbn9yZM

For greater variety and to suit different palates, you can substitute the crabs with prawns or other types of seafood.



**JUMBO
ready-to-use packs
and special sauces
are now readily
available at:**

Our eShop:

www.JUMBOeShop.com.sg

JUMBO Chilli Crab Paste and Black Pepper Spice Packs are available from all JUMBO SEAFOOD restaurants and at ISETAN Scotts and ISETAN Jurong East at Westgate.

Authentic Teochew Style Bak Kut Teh Spice Pack is available only from Ng Ah Sio Bak Kut Teh outlets.

HOW TO PREPARE CRAB

1. Flip the live crab onto its back and make a quick cut at its stomach with a chopper or sharp knife.
2. Remove the string. Position the crab with pincers facing you and remove the top shell.
3. Remove the innards of the crab well and chop away the pincers.
4. Chop the pincers in half. Then, using the side of the chopper, hit the pincers to lightly bruise them so that they will better absorb the flavours of the sauce when the crab is cooked.
5. Wash the crab thoroughly before cooking.
Please refer to <http://www.youtube.com/embed/GhcowzzfjN8>

COVER
STORY

JUMBO SEAFOOD Ventures Abroad

Bringing the taste of
'home' to ...
SHANGHAI

Imagine yourself in an elegant setting where the décor is modern, yet cosy. A subtle colonial charm envelopes you as you step amidst the pristine table settings, understated colour scheme and grand chandeliers hanging against a backdrop of iconic Singapore landmarks like the Singapore Flyer, Marina Bay Sands and Marina Bay Skyline. Everything looks unfamiliar yet something stirs within you. The familiar passion and service that you've so come to associate with JUMBO SEAFOOD is evident even before you set your eyes on the JUMBO SEAFOOD logo, in colours of brown and orange. Needless to say, the dishes on the menu are quintessentially JUMBO

SEAFOOD specialities which complete the memorable dining experience in distant Shanghai.

With a strong brand established in Singapore, the time was right to bring the taste of Singapore seafood, JUMBO style, to Shanghai. Located in the upmarket iAPM mall in Huaihai Zhong Lu, a popular tourist shopping area, our newest restaurant and first overseas outlet occupies 1,055 sq m of prime retail space and has a seating capacity of 280. It takes its place comfortably amidst a mix of international brands, elegant restaurants and entertainment options.

COVER
STORY

Undoubtedly, the main attraction of the restaurant is our famed and award-winning Chilli and Black Pepper Crab which have become household names in Singapore. The restaurant also introduces the other variations of crab dishes to diners there. Two types of specially selected crabs, the Dungeness Crab from North America, a favourite on the West Coast of the United States, and the Alaskan Crab, which bears the distinction of having the sweetest flavour of all crabs, are highlights of the restaurant. The Dungeness Crab is best served wok fried with pepper and salt spices in order not to over-power its natural delicate flavour and slightly sweet taste. The Alaskan Crab is exquisite when steamed or as a variation which is popular in Shanghai, Deep-fried with

Crispy Butter Floss. The restaurant also prepares crab in other ways and some of its myriad menu offerings include Fried White Pepper Crab, Wok-baked Butter Cream Crab, Stir-fried Creamy Salted Egg Crab, Stir-fried Ginger and Spring Onion Crab, Steamed Crab with Egg White, Braised Crab with Rice Noodle and Baked Crab with Vermicelli.

Executed by the skilful hands of three of JUMBO's resident chefs from Singapore, JUMBO SEAFOOD Shanghai also serves other favourites such as Fried Prawn with Cereal and Spice, Deep Fried Cod with Chef's Special Sauce, Grilled King Prawn with Cheese and Mentaiko, Scallops with Chinese Pear and Plum Wine Glaze and Crackling Skin Roasted Suckling Pig.

“Aside from marking the start of our overseas expansion, this restaurant signifies our efforts at bringing Singaporean dishes overseas and extolling the wonderful culinary offerings of our country and the region.”



Since its opening on 21 November 2013, the restaurant has seen a steady stream of diners, both local Shanghainese as well as expatriates which include Singaporeans living in Shanghai. A much expressed sentiment among diners is the delight at having Singapore cuisine in Shanghai, prepared to the same exacting standards as our restaurants in Singapore.

Fittingly, the Group's ambitions are best

summed up by our Chief Executive Officer, Mr Ang Kiam Meng, “Aside from marking the start of our overseas expansion, this restaurant signifies our efforts at bringing Singaporean dishes overseas and extolling the wonderful culinary offerings of our country and the region.”

So the next time you are in Shanghai, remember to come dine with us, for a taste of home.

**JUMBO
SEAFOOD
Shanghai can
be found at:**

新錦珍寶海鮮
上海市徐匯區
淮海中路999號
上海環貿廣場
L5-502

999 Huaihai Middle Road
iAPM L5-502
Xu Hui District, Shanghai
Tel: +86 21 6466 3435
Fax: +86 21 5465 1574

Reservations can be made online at:
<http://www.JUMBOSEAFOOD.com.sg/reserve-shanghai.html>

PEOPLE



Shanghai Calling

Assistant Restaurant Manager Tricia Liu Qi tells us all about her love affair with the F&B industry, her favourite dishes and what makes JUMBO Service so special.

Tricia Liu is almost a veteran of the F&B industry, having had an early start after her high school studies in China. With a strong interest in meeting people and an innate dislike of being tied to a desk, Tricia decided that the service industry suited her to a tee. She proceeded to enrol in the Suzhou Hospitality School in her native country, the People's Republic of China ("China") and has never looked back since. Coming to Singapore in 1999, she worked at various establishments before joining the JUMBO Group in June last year. And it was with the Group

that she has found herself, ironically, an 'expatriate' in her own country when she was sent for an attachment with our latest JUMBO SEAFOOD restaurant, in Shanghai.

Straddling two cultures, her native culture and her adopted Singapore culture, she is equally at ease in both countries and is enjoying life immensely. It is evident that even after more than a decade in F&B, this young lady has the same level of passion for her work as when she first entered the field so many years ago.

PEOPLE



"I love food, travel and meeting people. In particular, I am fascinated at how each dish is created by our Chefs from simple ingredients. But the experience doesn't end there. What follows from that creation of a dish must be a service level that will create a perfect dining experience for the customer. And that is what makes my job so interesting and challenging."

Since being back in Shanghai, Tricia's role at JUMBO SEAFOOD Shanghai is to ensure the smooth running of the restaurant's day-to-day operations and to share her F&B experience with its

new service crew. It helps in her role that Shanghai is a very familiar place having lived there when she was young. Familiar with its language and culture and drawing from her experience in the industry, she is confident of easily re-adapting to the dining culture there and progressing in her career in Shanghai.

The restaurant, which is located in the new, upmarket iAPM mall in Huaihai Zhong Lu, a popular tourist shopping area, has seen a steady stream of customers since its opening in November last year and is fast gaining a reputation

“ I love food, travel and meeting people. In particular, I am fascinated at how each dish is created by our Chefs from simple ingredients. But the experience doesn't end there. ”

among locals, expatriates and tourists as one of the fine dining establishments that should not be missed while in Shanghai. While Singapore and Shanghai are cosmopolitan cities and centres of economic activity, she has noticed the differences in dining habits of local Shanghaiese and Singaporeans. "Diners from Singapore like to be served course by course while Chinese in Shanghai prefer to see the whole table laden with food to show their hospitality to their guests." But either way, the love for food is common to both cultures.

Like a true blue JUMBO stalwart, Tricia proudly extols the virtues of the restaurant, "The whole environment looks very classy and comfortable, especially our VIP rooms which each have a theme." And while the restaurant's ambience is obviously a big draw for diners, the exquisite food certainly trumps everything else and occupies centre stage. Despite the wide array of offerings from the restaurant, with crab being the highlight in keeping with JUMBO SEAFOOD's reputation as a crab and seafood specialist, Tricia has already managed to pick out her personal favourites - Deep-fried Crispy Butter Floss Crab, Grilled Sea Cucumber and Lobster with Baked Vermicelli in Shacha Sauce.

On what makes JUMBO SEAFOOD Shanghai so special aside from the food, Tricia feels that it is the JUMBO quality of Passion which translates to a great service culture across all the restaurants. "We are like a big family in JUMBO and it comes across in our work. There are also many opportunities for us to learn and grow within the group which makes it interesting to work here."

She thrives on the satisfaction from seeing customers enjoy themselves and nothing quite beats a smile on her customers' faces. In fact, it is this desire to constantly delight the customers and meet new people coupled with the love for food which she feels are strong motivators in performing well in the F&B industry.

"F&B is a people business; if you do not like meeting people, my advice is to stay away. However, should you have the passion for the food and love of interacting with people, F&B is definitely the right choice for you. Look at me! I am still enjoying every day of work."

Tricia's Choice
Picks from
JUMBO SEAFOOD,
Shanghai's menu
for a Night out with
Friends:

- **Black Pepper Crab**
- **Fried Prawns with Cereal**
- **Grilled Sea Cucumber**
- **Deep-fried Crispy Butter Floss Crab**
- **Deep-fried Scallops with Chinese Pear and Wine Glaze**
- **Seafood Fried Mee Sua**

WINE
PAIRING

Food for the Soul, Wine for the Senses

Nothing quite beats an elegant meal with the perfect wine as an accompaniment. While most people have heard of the basic “seafood goes with white wines” rule, we are discovering that there are so many more possibilities. After all, wine and food are like marriages; there are so many combinations that can make a good match.

If you're feeling a little daunted, despair not as once again, our wine and culinary experts from JUMBO have two suggestions for your next meal of our famed Chilli Crab and Black Pepper Crab.

SAINT-ANAC SEMILLON/MUSCADELLE ENTRE-DEUX-MERS

This white Bordeaux wine is characterised by its sweetness in taste and its honey aromas. The Semillon grape variety brings flesh and volume to the wine, while the Muscadelle gives rounded wines of good acidity with musky and honey aromas, delicate and powerful.

Goes best with:
JUMBO Award Winning Chilli Crab
Grilled Baby Lamb Rack (Sliced)
with Pepper and Honey



CROUCHEN RIESLING ROSÉ 2012 CROUCHON RIESLING BLEND/CIENNA, MILAWA VINEYARD

This wine has a vibrant and lively ruby pink colour, while the rose is filled with aromas of strawberries, lemon and passionfruit, thanks to the addition of a small amount of Cienna to the classic Crouchen Riesling blend. The aromas follow through to the palate with mouth filling natural grape sweetness and a crisp balancing acidity. This wine should be served well chilled and enjoyed when young and fresh. Its versatility allows it to be paired with a delightful range of dishes, from appetisers to meats and seafood.

Goes best with:
JUMBO Signature Black Pepper Crab
Ribeye Fillet with Pepper Sauce
Chilled Mango and Shredded Duck Salad
Wok-fried Deshelled Prawns with Golden Salted Egg
Wok-fried Cod Fish with Chef's Special Spicy Sauce
Fried Live Prawns with Cereal



FREQUENTLY ASKED QUESTIONS

MEMBER
REWARDS

Where can I change my mailing address or check my JUMBO Dollars (J\$)?

Log onto the members' portal at www.JUMBOSEAFOOD.com.sg/rewardslogin.asp. Your login ID is your Rewards Card number and your password is your NRIC number (if you did not change it).

What should I do if I forget my password?

Click on “Forgot Password” on the JUMBO Rewards Login page. Your password will be sent to the email address that you provided when you applied for the Rewards Card. If you do not receive the email within 24 hours, you may call 6265 8626.

How do I use my J\$?

J\$ can be redeemed at any of our JUMBO SEAFOOD, JPOT or Chui Huay Lim Teochew Cuisine restaurants. J\$ can be used to redeem gift items, offset up to 30% of your bill or renew your membership. Gift items can be viewed at www.JUMBOrewards.com.sg. When redeeming gift items, please present your Rewards Card and NRIC for verification.

How can I use my J\$ to offset the bill?

Present your JUMBO Rewards Card upon billing and inform the staff that you want to use your J\$ to offset the bill. Offsetting with J\$ cannot be used in conjunction with Rewards discounts.

My card is expiring/expired, how do I renew it?

Renewal can be done at any of our participating restaurants by making a payment of S\$20 or a deduction of J\$60*. J\$20 will be credited to your Rewards Card upon renewal.

*J\$20 will not be credited if you renew your card using J\$.

Is there any expiry date to my J\$?

Yes, J\$ will expire on the same day as your Rewards Card. The expiry date is on the card.

Will my J\$ be carried forward when I renew my Rewards Card?

Yes, existing J\$ will be carried forward upon renewal.

What will happen to my J\$ if I don't renew my Rewards Card?

Your J\$ will be forfeited and cannot be used unless a renewal is done.

How do I redeem my birthday cake?

Call the restaurant that you are dining at, at least 4 working days in advance, to order your cake. We will mail you your birthday voucher. Please bring this along to the restaurant to redeem the cake.

Is there a minimum spending in order to redeem my birthday cake?

No. You can redeem the cake as long as you dine in with us.

JUMBO
Rewards Perks

- Enjoy **20% off a la carte menu and set menu items** for weekday lunch (except P.H.) at all JUMBO SEAFOOD (excluding East Coast), JPOT and Chui Huay Lim Teochew Cuisine restaurants.
- Enjoy **10% off a la carte menu and set menu items** at all JUMBO SEAFOOD, JPOT and Chui Huay Lim Teochew Cuisine restaurants.
- **Offset up to 30% of your bill** on your next visit using JUMBO Dollars (J\$).
- Enjoy a **complimentary cake** on your birthday month when you dine in with us. Reservation of cake must be made at least **4 working days in advance**.
- **Redeem items** from an array of attractive choices.