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WOK'S UP

VOL. 3 : ISSUE 7 : May 2014 - July 2014

Rooted in Tradition

While staying true to the fundamentals of his cuisine, Chef Chan Ka Cheong brings New Flavours to Chui Huay Lim Teochew Cuisine

The Glamour, the Style, the Glitz – Shanghai Night JUMBO-style



Red or White,

these elegant wines from Spain will complement your dining experience.

EDITOR'S
NOTE

We are into the second quarter of the year and there is still much to celebrate. Mother's Day is first up on our calendars. It is a day that most of us will want to spend pampering and making our mothers feel special. Fathers, the other important persons in our lives should not be forgotten either. We've put together a special Mother's and Father's Day promotion to help you celebrate.

One place you should plan to take mum and dad to, promotion aside, is Chui Huay Lim Teochew Cuisine where a revamped menu awaits you. To give you a preview of what new, tantalising dishes the restaurant has to offer, we have dedicated our cover story to the restaurant (p.12). Going behind the scenes, we talk to Chef Chan Ka Cheong, our consultant chef from Hong Kong, as he gives us a glimpse into his busy life (p.14). Chef Chan will showcase some of his new creations at Chui Huay Lim Teochew Cuisine which we highly recommend.

In commemoration of our newest JUMBO restaurant in Shanghai, we themed our Annual Dinner and Dance "Shanghai Night". All of the romance and mysticism of a bygone Shanghai were captured by the stylish outfits sportingly donned by our staff and management as we gave due homage to this wonderful city. While that special night has passed all too quickly, we have its memories for keeps which we are happy to share with you, being part of our JUMBO family. (p.6)

If your tastes lean towards fine wine, look no further than our Wine Pairing page. In this issue, we feature two new wines, a red and a white and some recommended dishes with which they are best paired. (p.18)

While hot and sunny Singapore is deprived of the changing seasons, we tend to look forward to the coming "summer" months due to the school holidays and the accompanying buzz

of activities. Of course, "summer" also heralds the Great Singapore Sale, the Holy Grail of all sales that true blue shopaholics wait in anticipation of. We have our very own version – the Great JUMBO Voucher Sale, now in its fifth year. Always a hit with our members, you have to be quick enough to catch the much sought after vouchers before they disappear into the smoky summer air! If like me, summer conjures for you a slower pace, with laughter, merriment and long days spent lazily lounging, sheltered from the heat, our restaurants are the perfect venue for such happy "summer" afternoons or sultry "summer" nights. So be our guest and celebrate the coming months with us!

HAPPY EATING!

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NEWS
BITES01 JUMBO GOLF
CHALLENGE

A popular event on our JUMBO calendar, the JUMBO Golf Challenge, is set for 1 July 2014. To be held at NSRCC Safra Resort Golf and Country Club, Tee-Off will be at 1pm, with 54 flights or three courses in total. In addition to the top awards for the champions and runners-ups, there will be various novelty awards for the 216 golfers such as "Nearest to Pin" and "Longest Drive" prizes. For the golfer that gets his golf ball into the cup on the green with a single stroke from the teeing ground, the much sought-after "Hole-in-One" Prize worth \$27,000 will be the crowning glory. The reward for all the rest after a hard day of golfing? A delicious JUMBO Seafood dinner, replete with entertainment, a lucky draw and just all-round good fun.

02 YOSHIMARU RAMEN
BAR TURNS FIVE

YOSHIMARU ramen bar turned five in February. In celebration of this happy occasion, we held a "Sure-Win Lucky Draw" for patrons of the restaurant from 28 February until 9 March 2014. With every Ramen Set order placed, patrons were entitled to a chance to win one of several meal prizes or vouchers of \$5 or \$10. Our Japanese Marketing Manager, Ms Shiho Tanaka, donned the traditional Japanese Kimono during the birthday celebrations. To complete the traditional outfit and to herald in good fortune for the rest of the year, Ms Tanaka brought along with her a Daruma doll. We wish YOSHIMARU ramen bar many more happy years ahead!

03 GET READY, GET SET ...
EAT! THE YOSHIMARU
RAMEN CHALLENGE
RETURNS!

Back by popular demand, the second YOSHIMARU Ramen Challenge is set to kick off on 19 May 2014 and run till 22 June 2014. It promises to be an event not to be missed, especially if you are a ramen lover. Eat your way, within 12 minutes, through an extra-large bowl of our delicious Traditional Hakata Ramen from Hakata, Kyushu, and that bowl of ramen is on the house! The bowl contains thrice the normal servings of ramen, tonkotsu soup, Japanese soft boiled egg, sliced pork and cloud-ear mushroom with garnishing of spring onions. The top finishers of the competition will stand to win attractive prizes. So come on! Head down to YOSHIMARU ramen bar and take up the challenge!

04 THE GREAT JUMBO
VOUCHER SALE

Brace yourselves for the anticipated annual Great JUMBO Voucher Sale which makes its return on 2 June 2014. Originating in 2009, this hugely popular online sale allows JUMBO Members to purchase \$50 cash vouchers at an unbelievable 25% discount subject to a maximum of \$200 worth of vouchers per member. You have to be quick not to miss out on this offer as the limited vouchers are on a "first come first served basis".

FEATURE

27th JUMBOTM Dinner & Dance

MONDAY, 24 FEB 2014



The Glamour, the Style,
the Glitz –

Shanghai Night JUMBO-style

Feather boas, fedoras, strappy heels and smart tuxedos, elegant “QiPaos” and sharply tailored suits – the ensemble cast was dressed to the nines. The reception area teemed with excitement and the buzz of anticipation. Camera-friendly, glamorously dressed men and women took turns posing in front of two large backdrops set up in the Grand Ballroom of the Shangri-La Hotel which depicted contrasting Shanghai scenes – the morning of vibrancy and the evening of romanticism.

What resembled an Oscar Night no less was, in reality, the JUMBO

Group’s Annual Dinner and Dance. Commemorating our newest JUMBO Seafood restaurant and first overseas outlet, the bash was styled “Shanghai Night”. From Executive Management to back-room and operations, staff came sportingly dressed to theme. While the ladies dazzled with their elegance, the men impressed with their suavity. Every manner of a bygone Shanghai of the early 20th Century was represented: the finery of the city, the stylishness of its people and the shadowy underworld of gangs and guns. All in the name of fun, of course!

FEATURE

“Once a year, we close all our restaurant to enable our staff to let down their hair and relax”

Ms Christina Kong, Senior Director of Human Resource & Corporate Affairs said, “Once a year, we close all our restaurants to enable our staff to let down their hair and relax. It is a night during which the management shares the vision for the company and gives a progress report of the Group, colleagues have an opportunity to interact on a purely social basis and the entire Group comes together as a family. Most importantly, it marks the “birthday” of the Group.”

With fun as the order of the day, the evening progressed smoothly through CEO, Mr Ang Kiam Meng's inspiring address, a series of games, a best-dressed competition, long-service and other corporate awards and of course, the much anticipated lucky draw with the top prize being a pair of return tickets to Shanghai. A giant birthday cake accompanied by a Happy Birthday rendition and a boisterous toast to JUMBO added to the celebrations.

The programme which ran seamlessly was the result of intense planning which commenced three months earlier. The organising committee comprising representatives from Human Resource, Marketing, Operations, Quality Assurance and Purchasing worked tirelessly to get every aspect right. Said Ms Amy Chia, Senior Marketing Executive and a member of the organising committee, “It was indeed tiring but it was an enjoyable process, from the initial plan to executing the event.” Mr Sebastian Wang, Marketing Executive, and a fellow organising committee member, echoed her sentiments, saying, “The efforts were

all worth it when I saw my colleagues enjoying themselves and growing closer to one another.”

The efforts of the committee did not go unnoticed. Ms Jian Xiu Ling, from JPOT HotPot Singapore Style, VivoCity, was exuberant and appreciative of the efforts expended by the Group and the organising committee, “I am so happy for this once-a-year event. It is an important event where all of us can have an enjoyable night,” said Ms Jian. Ms Jian won the best-dressed competition, an award befitting her specially tailored crimson red gown

As the night drew to a close, the lights dimmed and the music faded, all that was left were the memories of another great year captured in the multitude of handphone snapshots, “selfies” and group photos. Till the next year, these will have to do for us to remember our “Shanghai Night”.



THIS MOTHER'S & FATHER'S DAY

5 May - 11 May / 9 June - 15 June 2014

RECEIVE A COMPLIMENTARY JUMBO Ready-to-Use Pack

when you order Mother's or Father's Day Set Menu

Not available at JUMBO Seafood (East Coast)



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RECIPE



Deep Fried "NGOH HIANG" Rolls

COOKING TIPS

Ensure that the filling does not become too dry.

A great side dish to any meal, these "Ngeh Hiang" Rolls are crispy on the outside and meaty and flavourful on the inside. It can be eaten as it is or with a generous spread of chilli sauce or "sambal belachan" (toasted shrimp paste sauce).

NGOH HIANG

Ingredients [serves 4 to 6]

1 tofu skin, a little flour

Ingredients for the Filling

Prawn meat	300g
Minced meat	300g
Five spice powder	1 tsp
Fried shallot	10g
Egg	1
Flour	10g
Light soy sauce	1 tsp
Sugar (to taste)	
Salt	1 tsp
Water chestnut	150g
Coriander	25g
Sliced chillies	89g

Instructions

1. Mix filling ingredients together.
2. Slice the tofu skin into four portions. Lay a generous amount of filling on the tofu skin towards the edge nearest to you, leaving a bit of space on the sides to fold the outer edges in.
3. Fold the two edges of the skin in and roll tightly.
4. Steam rolls over high heat for 15 minutes.
5. Cut rolls into pieces and coat with a little flour.
6. Deep fry till golden brown and serve while hot.

COVER
STORY

JUMBO GROUP – Chui Huay Lim Teochew Cuisine

Keeping to Tradition

The Teochews are woven inextricably with the history of Singapore. Since the 19th century when the first Teochews came to Singapore from eight counties or prefectures in Southern China, they have formed an integral part of the community, helping to build this nation state. Forming the second largest dialect group here after the Hokkiens and numbering about 562,000 out of 2.8 million local Chinese, the Teochews have not only made their mark in business and society but in the culinary scene, gifting Singapore and the countries to which they migrated, their unmistakable cuisine.

Situated in a grand, refurbished 167 year-old clubhouse on Keng Lee Road, which is home to one of the oldest clubs in Singapore, is Chui Huay Lim Teochew Cuisine. The 4,000 square foot restaurant serves Teochew dishes from “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 heavy overtones of traditional Chinese décor is a throwback

to Singapore’s rich and nostalgic past. As it turns out, the grandiose ambience and impressive setting of the restaurant are only a backdrop 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 ultimate sweetener to any Teochew meal, Orh Nee, it is set to roll out a totally revamped menu sometime during the year. The new menu is the brainchild of Chui Huay Lim Teochew Cuisine’s latest addition to its culinary staff, Consultant Chef Chan Ka Cheong. Hailing from Hong Kong, Chef Chan is a born and bred Teochew schooled in the culinary art of cooking fine, traditional Teochew cuisine.

Chef Chan said, “Our new menu keeps true to the traditional flavours of Teochew cooking which allows the natural flavours of the dish to come through. We have, however, refreshed some of the dishes by using seasoning from other cuisines and by using different methods of cooking. Some of the traditional ingredients have also been replaced by alternatives which are healthier and more in keeping with modern day lifestyles. For example, while Orh Nee remains a perennial Teochew favourite, we have created a lighter, more refreshing dessert made with Tau Suan and Gingko Nuts, flavoured with freshly prepared Orange Peel. We have also used different methods of preparing fish, as opposed to the usual steaming.”

Some of the new dishes which are set to make their debut include Consommé

of Sea Whelk with Matsutake & Bamboo Pith, Steamed Silken Lobster Parcel with Stuffing & Sauce, Teochew Fish Soup Pot with Handmade Fish Ball & Bamboo Pith, Teochew Stir Fried Handmade Fish Noodle with Yellow Chives, Teochew Deep Fried Chewy Sweet Potato Cake and Seafood Dumpling with Carrot Emulsion.

Already being served on the current menu are four new dishes created by Chef Chan early this year: Fresh Black Truffle Baby Spinach Superior Soup with Bird’s Nest, Aromatic Stone Pot Baked Whole Fish, Seafood Dumpling with Spinach Sauce and Sea Cucumber Oat Porridge.

Chef Chan attributes his new creations to the desire to see different offerings within the culinary discipline, to give a fresh spin while still remaining true to tradition. After all, the ability to stand the test of time is to adapt and as one of the oldest cuisines in Singapore, the Teochew cuisine has adapted to changing times and tastes while still remaining a Singapore treasure.

**CHUI HUAY
LIM TEOCHEW
CUISINE can
be found at:**

190 Keng Lee Road, #01-02
Chui Huay Lim Club
Singapore 308409
T +65 6732 3637
F +65 6352 5955

OPENING HOURS

Lunch: 11:30am - 3:00pm
Dinner: 6:00pm - 11:00pm

Reservations can be made online at:
<http://www.CHLTeochewCuisine.com.sg/reservations.html>

PEOPLE



Rooted in Tradition

While staying true to the fundamentals of his cuisine, Chef Chan Ka Cheong brings New Flavours to Chui Huay Lim Teochew Cuisine

Chui Huay Lim Teochew Cuisine's new menu reflects the creativity and inspiration of Chef Chan Ka Cheong. Originally from Hong Kong, Chef Chan is the Consultant Chef at the restaurant, since taking up the opportunity to work in Singapore about 6 months ago.

It has been a long road to where he now is. Chef Chan's foray into the culinary arts was borne out of necessity rather than choice. Coming from a large family of eight brothers and sisters, he was forced to quit school when he was sixteen, after his father passed away from "work and stress". It was almost natural that he should turn to cooking, living in a neighbourhood where the predominant occupation amongst the residents was cooking. Chef Chan found himself being taken under the wing of an older boy whom he addressed as "Big Brother" from whom he picked up the basic aspects of cooking. Fortunately, his Teochew roots enabled him to be formerly trained at a restaurant which jealously guarded its Teochew culinary heritage by restricting the instruction of Teochew cooking to only those of Teochew heritage. That marked the beginning of Chef Chan's career, having discovered his innate talent for cooking. After his stint there, he moved to the Mei Sing Group, a chain of restaurants in Hong Kong, where he was rotated among the different

restaurants within the Group as an understudy to different chefs. Six years on, he was asked to accompany one of his "Masters" or "Sifu" who was going to work in Taiwan. Having spent eight years in Taiwan, Chef Chan decided to venture to mainland China, to ply his trade there and to broaden his already expanding repertoire. He moved between the cities of Szechuan, Guangzhou and Beijing. It was a chance meeting in the last city that proved pivotal to the JUMBO Group as it was there that Chef Chan met JUMBO's CEO, Mr Ang Kiam Meng, and the rest, as they say, is history. He also owes his marital bliss to his stint in China as he fell in love with and married a lady there. They now have a nine-year-old son.

When asked what his day is like, Chef Chan rattles off a list of responsibilities which sees him largely overseeing all aspects of the operations of the kitchen, from ensuring that the ingredients used are of the finest standards, to helping out with the preparatory work for the dishes and dreaming up delightful new dishes to tempt the most seasoned palate. The years spent honing his skills in various countries have proven to be the inspiration behind many of his masterpieces. He draws from all these different experiences bringing them together harmoniously in his dishes. When asked what his speciality as far

PEOPLE



as cooking is concerned, Chef Chan readily and unhesitatingly responds that it is fish, which is his favourite dish, and any kind of soup. These dishes and their method of preparation also epitomise the best of Teochew cuisine, which relies on the natural flavour of the ingredients with minimal use of seasonings. He extols the simplicity of the Teochew cooking technique, even while experimenting with new elements or seasonings associated with other cuisines.

“Teochew cuisine is about using the indigenous ingredients to enhance the natural flavour of the dish. Our new menu adheres to this basic principle. Nevertheless, we have added a different

dimension to our dishes by using ingredients which may be somewhat unconventional to traditional Teochew dishes and employing different cooking techniques to better bring out the flavours of the dish. We have also modified certain dishes by substituting ingredients which make the dishes healthier to cater to the current trend of healthier living. Despite this, the authentic Teochew flavours which traditionalists insist upon are still very much evident in all our dishes.”

Another aspect that diners will notice is the presentation of the dishes, which borrows a lot from Western tradition. A visual sensory delight accompanies the dishes which are plated in accordance with “Western” presentation.

“Teochew cuisine is about using the indigenous ingredients to enhance the natural flavour of the dish”

One of the new dishes on the menu that Chef Chan himself brands as a “must-try” is the Teochew Fish Soup Pot with Cabbage 潮州白菜鱼汤锅 which he calls a complete meal in itself. All the necessary nutrients are found in this dish which contains vegetables and the diners’ pick of the type of fish to be paired with the soup. The whole fish, sliced into portions for serving, is then cooked in fish stock which has been brewed for hours. Rich, flavourful and complex, it caters to different dietary needs, making it well-suited for health conscious diners.

Chef Chan himself is the epitome of healthy living, preferring to eat fish over any other type of food. It is a preference instilled from his childhood, having been taught that eating fish brings a glowing complexion, a fact which appears to be borne out in his case. Other than that valuable piece of advice, he also brings from his childhood the art of making local Teochew Dim Sum snacks, taught to him by his mother. In fact, some of his creations, such as the Seafood Dumpling with Carrot Emulsion/Seafood Dumpling with Spinach Sauce, feature, what he proudly terms, the flavours of “Mum”, a homage to his own mother. And while even outside his work he is the chef-designate for all family gatherings, which involves whipping up meals for more than 30 people at one time, his mother and wife are probably the only women to whom he readily relinquishes control over the kitchen.

Away from work matters, his passion runs to quiet past times, chief among them playing Chinese Chess, accompanied by a cold mug of beer. Without his sparring partners, his brother and father-in-law

who live in Hong Kong, Chef Chan has had to make do with playing against a computer. He also spends his free time wandering around Singapore, tasting the various foods and having a good cup of coffee.

His most valued qualities in his chefs are interest and passion, without which he feels a chef can never produce good food. He also extols humility and respect, the former quality being necessary for continuous improvement and the latter something that he insists upon in his kitchen. Regardless of rank or job description, he sees each member of the kitchen staff as a vital part that makes up the whole and deserving of respect. It is perhaps this spirit of teamwork that is the distinguishing ingredient to Chui Huay Lim Teochew Cuisine and one that keeps diners coming back time and time again. That and Chef Chan’s creations.

Chef Chan's Pick of Dishes

- Teochew Fish Soup Pot with Cabbage
- Teochew Style Steamed Pomfret
- Teochew Style Roasted Suckling Pig
- Sweet Yam Paste (Orh Nee) or Tau Suan with Ginkgo Nuts and Orange Peel

WINE
PAIRING

Red or White,

these elegant wines from Spain will complement your dining experience.

In this issue, we have specially chosen two wines, a white and a red, with varied aroma, palate and balance, which our expert has paired with a selection of our best-loved dishes.

VINA IJALBA GENOILI RIOJA
Grape Variety: Viura

Fruity with the refreshing acidity that makes it the ultimate tapas wine in our books. It is strikingly fresh and has the clean, citrus quality that makes it the perfect partner to a whole range of foods.

**VINA IJALBA SOLFERINO RIOJA**
Grape Variety: Tempranillo

A fuller wine, the Solferino is blessed with raspberry fruit flavours combined with a balanced backbone of oak character and acidity. Jolly good stuff!



Goes best with*:

Steamed Silken Lobster Parcel with Stuffing & Sauce
Seafood Dumpling with Carrot Emulsion
Teochew Stir Fried Handmade Fish Noodle with Yellow Chives



Goes best with*:

Aromatic Stone Pot Baked Whole Fish
Crispy Pork Ribs Marinated with Plum Sauce

The Vina Ijalba Genoili Rioja and the Vina Ijalba Solferino Rioja, our Wines of the Month, are available at Chui Huay Lim Teochew Cuisine and at JUMBO Seafood restaurants during June and July 2014.

*Dishes are from Chui Huay Lim Teochew Cuisine

MEMBER
REWARDS

FREQUENTLY ASKED QUESTIONS

How do I use my J\$?**J\$ can be used to:**

- (i) Offset up to 30% of your bill at any of our participating restaurants
- (ii) Redeem JUMBO Seafood, JPOT, NTUC, Cold Storage or CapitaMall vouchers from the participating restaurants

No online redemption of vouchers is available.

When offsetting your bill or redeeming your vouchers please present your JUMBO Rewards Card and NRIC for verification.



- (iii) Renew your membership

Renewal can be done at any of our participating restaurants with a deduction of J\$60.

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.