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WOK'S UP

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Complimentary Copy

A Treasure of Rare Teochew Delights

- Chui Huay Lim Turns Three

The Teochew Connection



**JPOT Hotpot
Finds Home in
the East**

EDITOR'S NOTE

They say that three is a crowd. But we happen to like the number three as it appears to be a significant number for us. Firstly, Chui Huay Lim Teochew Cuisine turns three. For its third birthday, the chefs at Chui Huay Lim have prepared a special spread sure to satisfy die-hard fans of Teochew cuisine and all who generally love good food. And it comes in three menu choices: the unique and rarer delights of Teochew Muay dishes, a selection of must-try Chef Specialties, ranging from the elaborate to the wholesome, or a choice of Jiat Dot Premium Sets featuring a selection of popular dishes from the full menu. And with the spotlight on Chui Huay Lim's birthday celebrations, meet two of our staff from there in our People section who bring with them all the culture and tradition of Swatow, a place from where many of our earliest settlers hail.

Our second celebration also features the number three! JPOT, Hotpot Singapore Style opened a third outlet in Parkway Parade. To commemorate the official opening of our newest outlet, we are delving deeper into the hotpot culture, showing you the best way to savour the JPOT hotpot experience. It would definitely make a novel Christmas meal to replace the traditional turkey and roast.

Speaking of Christmas, we have not forgotten the year-end festivities. Our recipe, as befitting Christmas, features Ribeye Fillet with Pepper Sauce so you can opt for a do-it-yourself Christmas meal. If you prefer not to labour over a hot stove, our Boston Lobster promotion makes its appearance again to add to your festive dining options. If desserts are what your sweet or not-so-sweet tooth craves, try our special pick of the desserts from our various brands to refresh and recharge you for a month of wining, dining and partying.

In our News Bites section, we introduce you to a special guest. Jean-Georges Vongerichten, world famous chef and restaurateur, stopped by JUMBO Seafood Gallery for some Chilli and Black Pepper Crab.

So the countdown to the merry-making begins and as always we are ready to celebrate with you. We hope you will make us a part of your festivities. We cannot wait for the first year-end festive dinner to mark the completion of another fulfilling year. It is too early to impart "Merry Christmas and Happy New Year" greetings, so we will end by wishing you a great start to the celebrations.

Happy Eating!

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NEWS BITES



Celebrity Diner - Jean-Georges Vongerichten Drops In for a JUMBO taste

JUMBO Seafood Gallery played host to celebrated chef and restaurateur, Jean-Georges Vongerichten, creator of multiple dining concepts in culinary

capitals such as New York, Las Vegas, London, Paris, Tokyo and Shanghai. His eponymous Jean-Georges in Manhattan has been awarded 3 Michelin Stars and is the only restaurant in New York to have garnered four stars by the New York Times. It was an honour to have been chosen by Mr Vongerichten and his entourage of chefs as a dinner venue, particularly given that he is no stranger to eastern cooking. Our very own Group Executive Chef Ng Chong Guan could not resist a photo opportunity with the celebrity chef.

Celebrate Christmas with Us

We are excited to announce that our Live Boston Lobster Promotion is making a return. It will be available at all JUMBO Seafood outlets and at Singapore Seafood Republic. The specially air-flown lobsters (ranging from 1kg to 2kg) known for their sweet, tender meat, will be available at a special price of \$98++ for our JUMBO rewards members (\$118++ for the general public). A choice of complimentary Riesling 2012 White or Paolo Saracco Moscato d'Asti 2013 comes with the order of a Christmas set or Boston Lobster. Diners can also purchase subsequent bottles of these wines at a special price of \$48 per bottle. As good news rarely comes alone, we have lined up special set menus for the festive season which will be available at Chui Huay Lim, Singapore Seafood Republic, JUMBO Seafood NSRCC and JUMBO Seafood Dempsey.



Chui Huay Lim and Ng Ah Sio Bak Kut Teh at the Teochew Festival

The Teochew Festival, which was held from 25 September to 5 October 2014, was a showcase of the Teochew heritage and culture. Organised by the Teochew Poit Ip Huay Kuan in conjunction with its 85th anniversary celebrations in Singapore, the festival at Ngee Ann City Civic Plaza drew large crowds. Chui Huay Lim and Ng Ah Sio Bak Kut Teh were part of the celebrations, bringing their best-loved dishes which were met with enthusiastic response. Ng Ah Sio's Bak Kut Teh set featured its signature spare ribs soup, braised peanuts and preserved vegetables served with rice. Chui Huay Lim served up its famous Teochew Fried Kway Teow with kailan and preserved radish.

Recipe

Ribeye Fillet with Pepper Sauce (Serves 2)

Water
1 tablespoon

Japanese Spicy BBQ Sauce
1/4 teaspoon

Onion (Diced)
1/2 piece

Tapioca Starch
2 teaspoons

Chicken Stock powder
1 pinch

Egg
1/4 piece

Black Pepper Powder
1 pinch

Thai Chilli Sauce
2 teaspoons

Sugar Syrup
1/2 teaspoon

Coriander Stem (diced)
1 pinch

Ribeye Fillet
2 X 120g

Soy Chilli Sauce
1/2 teaspoon

Garlic (diced)
4 pieces

Worcestershire sauce (L.P. Sauce)
1/2 teaspoon

Cooking Method

1. Mix ingredients together.
2. Marinate the Ribeye Fillet in the mixture for at least 30 minutes. Marinating the fillet overnight yields the best results.
3. Pre-heat oil in frying pan.
4. Pan-fry Ribeye Fillet for at least 15 minutes.

For those who want to replace Ribeye Fillet with Pork:

Follow the same steps above except that the pork has to be tenderised before it is marinated.

FEATURE STORY

Chui Huay Lim celebrates its Third Birthday with a Treasure of Rare Teochew Delights!

Chui Huay Lim, purveyor of fine Teochew cuisine, turned three. The restaurant celebrates its birthday with unique interpretations of deeply traditional but rarer Muay dishes, Chef's Specialties and Jiat Dot Premium Sets. They all bear the hallmarks of Teochew cooking which allows the natural flavours of the ingredients to come through. Telling stories of the proud Teochew heritage through the art and tradition of Teochew cooking, the result is a culinary feast that will satisfy the most exacting customers.

The warmth of a Muay meal

The Muay set lunches have been an integral characteristic of Chui Huay Lim from the very beginning. Evoking memories of warm family meals and the camaraderie of friends, Chui Huay Lim's Muay dishes are creative while remaining true to their origin. For its birthday celebrations, several gems will be making their cameos. Among them is the Yellow Croaker Fish (pan fried, or steamed with ginger), native to the waters of Tsingtao. Alongside the limited edition dishes are Muay staples. Leading the line-up is Minced Meat with Aged Radish, which in accordance with Chui Huay Lim's exacting standards, use only hand-minced meat and aged radish from Swatow. Other notable delights are the Teochew Oyster Omelette 'Gooey Style' with its own special chef-created chilli sauce and the flavourful Braised Mustard Green with Shiitake and Bamboo Shoots served in Claypot.

Group Executive Chef, Ng Chong Guan (黄种源), who with the other chefs, has put his personal touches to the traditional dishes explained, "Our Muay and other dishes capture the essence of Teochew cooking in its simplicity and uncompromising insistence on the freshest ingredients. My colleagues and I are delighted to be able to inject our passion and creativity while balancing this with the tastes and flavours our diners have come to expect from authentic Teochew cuisine."



FEATURE STORY

Heritage through food!

Teochew cuisine, though, is more than just the renowned Muay dishes. Able to hold its own among the most elaborate of Chinese cooking, the impressive Salt Baked Prosperity Chicken with Whole Abalone which requires an advance order of one day, and Steamed Crab with Aged 20 years Hua Diao, are gracing the occasion. Forming part of the Chef's Specialties menu, these dishes assault the senses with the balance of ingredients and tempt the palate with the mastery of the cooking technique.

Mr Ang Kiam Meng, (黄建铭), Chief Executive Officer of the JUMBO Group, a Teochew himself, said, "I am delighted to be able to share my Teochew heritage through food which is an expression of culture. When we conceptualised Chui Huay Lim, we wanted to bring the beauty and flavours of Teochew-style cooking to diners. I am proud that three years on, we are able to say that we have garnered a loyal following and are continuing to attract more converts to this style of cuisine. Our birthday celebrations are also about looking forward to the years ahead and evolving our offerings to match the increasing sophistication of our diners."

"Our birthday wish for the restaurant is that more people will come to know and love this very special Singapore culinary heritage of Teochew food."

The Chui Huay Lim birthday celebrations featuring Muay dishes, Chef's Specialties and Jiat Dot Premium Sets, last from 15 October to 30 November 2014.



Merry Christmas

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Terms & Conditions apply

For dine-in only • Choice of a FREE bottle of wine: Penmara Five Families: Riesling 2012 White or Paolo Saracco Moscato d'Asti 2013 • Not valid with other discounts, vouchers, promotional offers and/or JUMBO Dollars • The Management reserves the right to amend any of the above T&Cs without any prior notice

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PEOPLE

It's a Strike! JUMBO'S Staff Bowling Tournament Hits All the Right "Pins"



In the spirit of fun and as a means of team bonding outside the confines of the work place, the JUMBO Group held its staff bowling tournament at Kallang Bowl, Leisure Park Kallang. An annual event since 2010, the tournament saw 10 teams from the various outlets within the Group as well as staff from JUMBO Corporate Headquarters competitively pit their bowling skills against each other, all for the glory of their team. At stake were the coveted team prizes of \$1000, \$800, \$600 and \$400 food vouchers plus trophies for the Champion, First, Second and Third Runners-Up respectively. Individual prizes for the top male and female bowlers comprising food vouchers of \$100 and trophies were also up for grabs.

After a hard fought tournament, JUMBO corporate headquarters was crowned Champions with a winning score of 1656 over three matches. JUMBO Seafood @ NSRCC clinched the First Runner-Up spot with JUMBO Seafood East Coast and JUMBO Seafood Riverside putting up a hard fight to come in Second and Third Runners-Up respectively.

In the individual category, based on the Highest Total Pinfall over three matches overall, Ms Jacqueline Ang of JUMBO Corporate Headquarters achieved a score of 453 to top the Women's Category. Mr Tan Cher Leng of JUMBO Seafood East Coast scored 536 to take first place in the Men's Category.

At the end of the day, everyone had fun, prizes and trophies aside. Toppling pins seemed to be a really good de-stress activity for all!



The Teochew

Connection

In continuing the focus on Chui Huay Lim, we meet two of its staff, who are integral to its operations. Chen Li Shuang and Han Zhi are both from Swatow and are well-versed in its dialect. They have worked in Chui Huay Lim for three years. Their deep knowledge of the intricacies of the tea ceremony, in particular, is an accomplishment that never fails to impress diners.



PEOPLE

With a background in F&B, Li Shuang, although only 33 years, is already a veteran. A bubbly and enthusiastic lady, her job as a service staff keeps her on her toes. Aside from taking orders, Li Shuang also has to undertake pre-meal preparations and generally see to the general amenities of the restaurant. Her primary function is to interact with the guests and to ensure that their needs are taken care of during the meal.

“Customers provide the source of both the greatest challenges and the most satisfaction. Sometimes, I have to deal with difficult customers or unreasonable requests. But I never shy away from such situations. In fact, my colleagues sometimes ask me to help them when they are faced with difficulties and I gladly take up such challenges. When my diners have a positive experience and express their appreciation for my efforts, the feeling is indescribable!”

Li Shuang, in fact, has garnered a following of her own, as many regular diners come back to Chui Huay Lim specifically in search of her. Many are elderly patrons who take delight in conversing with her in their dialect.

While the distance from her family is hard to bear, and her mother's ill health prevents her from travelling, Li Shuang keeps in touch through regular calls. And what of a boyfriend? Li Shuang, the independent and modern woman, laughingly says that marriage will never be on the cards for her, as she is non-believer of institutionalised relationships. For now, she has to settle for a long-distance relationship as duty happily beckons.

Li Shuang



Han Zhi



At just 22 years of age, Han Zhi exhibits a poise that belies her age. While initially starting as a service staff, her competence and aptitude has seen her being moved to the frontline to take reservations and phone calls. This has provided her the opportunity to practise and improve her English. Although she was given training in basic English, her current assignment has provided her invaluable on-the-job learning as she grapples with requests and queries in English on a daily basis.

Her satisfaction, like Li Shuang's, is in making customers happy.

“Sometimes, customers call for reservations at the last minute. It is difficult to find them a table at such short notice due to the popularity of the restaurant, but when I have managed to, somehow, and they express their appreciation, that makes my day.”

Being an only child, she especially misses home during celebrations like the Mid-Autumn Festival. Her parents, being homebodies, are not fans of travel. Therefore, skype and phone calls keep her connected to home while she soaks up the experience abroad.



Tau Suan (Split Mung Beans), Chui Huay Lim style, is mixed with Ginkgo Nuts and freshly prepared Orange Peel Jam. Smooth and flavoured, it is refreshing with just the right sweetness.



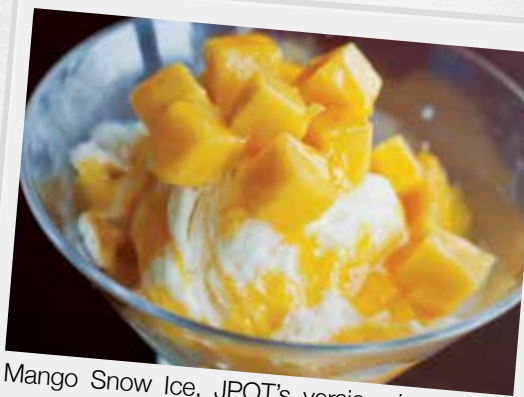
Chendol with Ice Cream is indulgence at its best when served at Singapore Seafood Republic, with thick coconut milk, shaved ice, palm sugar, jelly bits and other delightful ingredients like red beans, grass jelly and creamed corn topped with ice-cream.



Mango Sago with Pomelo at JUMBO Seafood is the perfect ending to a seafood meal with sweet, juicy mango and tangy, refreshing pomelo in sago.

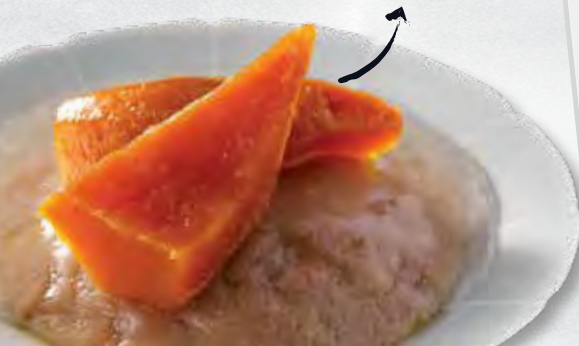


Shiratama Mochi Macha Ice Cream is a YOSHIMARU favourite with green tea ice cream, mochi and red bean dressing for a balanced sweet ending to a Japanese meal.



Mango Snow Ice, JPOT's version, is a thirst quencher of choice with generous morsels of fresh mango mixed with mango puree and nata de coco amidst shavings of ice.
Not available at JPOT Parkway Parade.

Orh Nee is quintessentially Teochew and where better to savour the richness and creaminess of this dessert than at Chui Huay Lim!



Chendol Snow Ice at JPOT is a twist to the traditional South-east Asian favourite; a definite "cool-me-down" to a steaming hotpot meal.

JUMBO Rewards



Frequently Asked Questions

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

1. Offset up to 30% of your bill at any of our participating restaurants.
2. Redeem JUMBO Seafood, JPOT, NTUC, Cold Storage or CapitalMall 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. Kindly call the respective restaurants to ensure vouchers are available.
3. Renew your membership.

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



- 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.

JPOT Hotpot Singapore Style Finds another Home in the East

JPOT – Hotpot Singapore Style has reinforced its presence in the East, with the third outlet in Singapore. Situated at the basement of Parkway Parade, the latest JPOT branch officially opened on 22 September 2014. The 334 sq m restaurant, which seats 160 people replicates the same hotpot dining concept that the other two JPOT restaurants offer. The distinctive JPOT hallmarks are all there – friendly, casual ambience, high-tech iPad ordering system, individual hotpots for a more hygienic enjoyment of hotpot and above all, the renowned hotpot soup bases and the choicest menu of fresh seafood, succulent meats, healthy greens and array of other delicious ingredients. The condiments bar, with its generous array of spices, sauces and other fresh ingredients, which beckons diners to try their hand at creating their own unique dips, is another JPOT feature.

Where to find the latest JPOT outlet:

80 Marine Parade Road, #B1 -17 & 17A (Beside Watsons),
Parkway Parade, Singapore 449269
Tel : 6884 3536

Our opening hours:
Mondays to Fridays

Lunch : 11.30am to 3pm • Dinner : 5.30pm to 10.30pm

Weekends and Public Holidays

Lunch : 11.30am to 3pm • Dinner : 5pm to 10.30pm

Hotpot - Mix it Up for The Ultimate Comfort Food

Think Hotpot and the slow, leisurely, cooking of ingredients in a smouldering, nutritious broth that is rich in the flavours of its contents, comes to mind. The simplicity of JPOT's hotpot belies the complex flavours of its constituent ingredients. JPOT distinctiveness lies in the fact that the array of soup bases, JPOT Superior Broth, Bak Kut Teh (the same soup base as that of Ng Ah Sio Bak Kut Teh), Herbal, Laksa, Silky Porridge, Tom Yam, Vegetarian, Fish Head Soup (with the option of adding VSOP cognac) and Duck with Salted Vegetable Soup, form the foundations on which to build your own customised hotpot dish. Individual hotpots mean that there will be as many versions on the table as there are diners, each with the creativity of the diner as the architect of the dish. No two hotpot tastes alike as the combination of ingredients, from meats like Grain-Fed Ribeye and Kurobuta Pork, seafood such as Desehelled Prawns and Fresh Whole Abalone and greens such as Chinese Cabbage, Watercress and Spinach, to mushrooms like Enoki, Buna Shimeji and White Oyster, give the hotpot soup bases their own distinctive flavours. We are just skimming the tip of the iceberg as there are a myriad of variations arising from any of the nine soup bases and a multitude of ingredients with which to pair.



COVER STORY

Another means for individual expression comes in the form of the self-created dips concocted from imagination using the array of sauces, condiments and fresh ingredients such as peanut, sesame, Sha Cha, and Soya Sauce, ginger, garlic, leek, chilli and spring onions, courtesy of the well-stocked condiment bar. The sauces created to personal preference elevate the hotpot meal to another stratosphere!

The Art of Eating *Hotpot*

Hotpot is a meal that saves the best for last with the rich flavours of the ingredients infused into the soup base. JPOT's Silky Porridge is a must-try. Made from finely ground white rice, it is smooth and light, making it a delicious way to end the meal.

How to end off your silky porridge experience



+



+



Break an egg [or two] into the remaining silky porridge after all the ingredients have been eaten.



Stir well.

Silky Porridge



Savour the full flavour of the porridge.

