

A publication by **JUMBO** 

WOK'S UP

ISSUE 13

Jan 2015 - Mar 2015

Complimentary Copy

LOOK
BACK

A Celebration of
28 Years of JUMBO



THE
BIGGEST
STORIES
OF THE YEAR

旺



Tasty Beginnings to
Tempt & Tantalise



JUMBO
Wishes
for the
New Year

EDITOR'S NOTE

We have come to the beginning of a new year. The year of the Wood Sheep, in Chinese astrology, will hold different things for each person but at JUMBO, we know that it heralds exciting events, new initiatives and much to look forward to. Beginnings are, after all, about optimism and hope, excitement and anticipation.

Before we move ahead, however, we take stock of what we have achieved in 2014 to inspire us to greater things in 2015.

If you are thinking of home-cook fare for the Chinese New Year festivities, then let our special recipe grace your tables for an added touch of sophistication. We have also tagged to this issue tantalising Chinese New Year set menus, festive dishes, Yu Sheng and Pen Cai .

This year is also special on a national level as Singapore celebrates her BIG 50! As our nation salutes the pioneer generation who laid the foundations of this city, we follow suit and highlight our own JUMBO pioneers.

As always, our News Bites section will keep you apprised of all the significant events happening at JUMBO so you are always in the know, as our valued guests.

Finally, in keeping with the theme of beginnings, we are highlighting the best of appetizers that our brands have to offer.

We hope you are ready for the ride. We are and we cannot wait to get started!

*Beginnings are, after all, about
optimism and hope, excitement and
anticipation.*



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www.jumboseafood.com.sg



The Big Name in Seafood

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
+86 21 6466 3435



www.CHLTeochewCuisine.com.sg



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www.jumbogroup.com.sg/catering

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www.JUMBOeShop.com.sg

NEWS BITES



DIM SUM anyone?

Fancy some tasty dim sum? JUMBO Seafood at NSRCC Changi has expanded its dim sum offerings. Indulge in nine exquisite creations by Chef Fong Tak Keung, a seasoned chef with 45 years of experience. The new dishes are Chef Fong's imaginative interpretations of traditional dim sum offerings. Savour delightful treats such as Chef's Special Baked Crispy Milk Encrusted Char Siew Bun, Steamed Dace Fish Beancurd Skin Roll in Abalone Sauce, Steamed Pumpkin Puree Shrimp Dumpling, Old Fashioned Steamed Red Dates Cake and Sweet Crystal Dumpling Delights which come in multiple flavours of custard, yam paste, red bean paste and lotus paste.

A Special Thank You - The Inaugural Appreciation Night

Brace yourselves for a Gala Dinner like never before! To show our appreciation for our JUMBO Rewards Members for your continued support we will be holding a bash to define all bashes! We are going retro all the way to the 80s and 90s, with groovy tracks, crazy games, show-stopping performances and fabulous lucky draw prizes with the Grand Prize being a set of travel vouchers worth \$2000! Registration is on a first-come-first served basis. For more information, do contact us at rewards@jumbogroup.com.sg or 6265 8626. Be there or be square!

Date: 29 January 2015 Time: 7 pm
Venue: Chui Huay Lim Teochew Cuisine



Celebrity Chef- Inimitable Chef Guan!

Our Group Executive Chef, Ng Chong Guan, will be cooking his way to stardom as one of the specially selected Guest Chefs on The Sheng Siong Show (缤纷万千在昇菘). Catch him on Episode 11 which will be broadcast on 31st January 2015 on Channel 8 at 9pm. He will be sharing some favourite recipes and cooking tips for specially selected dishes. What a timely treat for Chinese New Year!



Cooking oil
800 ml



Cereal Mix
70g



Curry Leaves
20 leaves

Recipe

Cereal Prawns (Serves 2)



Chilli Padi
2 stalks



Margarine
60g

The crunchiness of the cereal coating and the sweetness of the prawns will make this a family favourite.



Prawns
8 pieces
(approximately 250g)

Cooking Method

1. Clean the prawns by cutting the back of the prawns to de-vein and trim the feelers.
2. Coat the prawns with flour.
3. Heat up cooking oil in high heat.
4. Add prawns and deep fry for about 30 seconds.
5. Add curry leaves to the oil and immediately scoop up contents to put aside.
6. Heat up margarine in wok over low heat; add chilli padi and egg yolk and briskly stir in one direction till egg yolk takes on a shredded form.
7. Add pre-fried prawns and curry leaves (from step 4 and 5) back into the wok. Immediately add cereal mix, stir well and turn off the heat.
8. Ready to serve.



Egg Yolk
1 egg yolk



Corn Flour
Enough to lightly coat prawns



FEATURE STORY

A Celebration of 28 Years of JUMBO

This year is going to be BIG! We have been hearing about SG50 and the planned celebrations as the nation commemorates 50 years. You might wonder how JUMBO fits into all of this. Well, as a home-grown brand, we feel a strong sense of identity with SG50. Furthermore, the essence of our brand is one of Singapore's cultural treasures – food. As a group that was formed during the 80s, when Singapore was gearing up for its next growth phase in high value-add services, our growth as a group tracks the development of Singapore as a culinary centre.

The early years



The beginnings of JUMBO are well-known. Conceptualised among friends as a restaurant where its founders could entertain business associates and friends, JUMBO Seafood at East Coast Seafood Centre was born in 1987. At that time, Singapore was just embarking on its transformation into the archetypal global city, as a finance, business, research and development and tourism cosmopolitan gateway to Asia. Singapore,

at that time, did not exude the dining sophistication that it now bears. Restaurants serving Singapore-style seafood and other popular “Tze Cha” fare were a common occurrence. JUMBO Seafood distinguished itself by the freshness of the ingredients and of course the dish that has come to be associated with the brand – the quintessentially Singaporean Chilli Crab. We served our diners well and grew our loyal fan base and attracted new converts to our Singapore-style seafood and other dishes.

Singapore's Development, JUMBO's Expansion

As our nation grew, so did JUMBO Seafood. The 2000s saw our country take the first steps in its transformation to a city to ‘live, work and play in’. The ‘hip quotient’ of what was once a staid, stoic, stable landscape was raised. We played our part fully in this endeavour. JUMBO by the 2000s had grown to several outlets. As the riverside area blossomed with eateries and nightlife, we established JUMBO Seafood at Riverside Point and at the Riverwalk. As the Urban Development Authority began turning once-abandoned historical areas into hotspots of dining and entertainment, we took up residence at the destination of the moment – Dempsey Hill.

In a nod to productivity and standardisation (which were Singapore's focus as well) and to ensure consistency, we established a Central Kitchen in 2008, one that has just received the **Restaurant Association of Singapore Epicurean Star Award – 5S Excellence Award**.



JUMBO also flew the national flag high as our Chilli Crab grew in

->> continue next page

reputation among tourists as a defining local dish. We became a 'must-stop' dining destination in a traveller's diary of activities.

As Singapore's culinary landscape blossomed, JUMBO too expanded our repertoire, offering more dining concepts in the late 2000s into the new decade. We still remained true to the Singapore and Asian flavours of our heritage. While bringing in cuisine such as authentic Hakata ramen, with the establishment of YOSHIMARU ramen.bar at the hipster enclave of Holland Village, we also paid heed to local favourites like hotpot (steamboat) dining and Bak Kut Teh. JPOT – Hotpot Singapore Style brought hotpot dining to new standards with individual hotpots and of course, the freshest hotpot ingredients and local flavours for the soups. A heritage brand among Singaporeans, Ng Ah Sio Bak Kut Teh, was brought into the fold of the JUMBO Group, to establish us as a truly multi-dining concept.



While Singapore reinvented itself as an urban playground (Resorts World Sentosa and Marina Bay Sands), with vibrant entertainment (Formula 1 race, ATP Tennis event, concerts and festivals), dining (Michelin-starred chefs helmed restaurants) and recreational options (marinas, parks, green corridor), JUMBO likewise kept things fresh with new offerings (Chui Huay Lim Teochew Cuisine and J Café), but always remaining true to our heritage. As Singapore brands and Singaporeans made their mark overseas, through the export of our knowhow and our talent, we too ventured abroad with the opening of JUMBO Seafood in Shanghai in 2013.

Being the Best

As a nation, we have always been exhorted to be the best. Although awards do not define us, they are testament to the fact that we have got things right so far. JUMBO has garnered our fair share of recognition - from industry and culinary awards to notable mentions in prestigious publications. Perhaps, though, what really defines us apart from all the outward manifestations of excellence, are the individuals that make up the soul of the brand. Service from the heart is one of the underpinning philosophies of our brand. As are our PRIDE Values - Passion, Respect, Integrity, Diligence, Excellence. These can only be embodied in the human spirit.



Just as Singapore owes much if not all of its success to the work of a generation that built the foundations of this nation – from our leaders to the ordinary citizens - so aptly called 'the pioneer generation, we too are indebted to men and women who have been steadfast in their loyalty to JUMBO. Turn to the next page for their stories.

FEATURE STORY

I have stayed with JUMBO for the advancement and learning opportunities. I also like the fact that the Group clearly knows where it is going. I have grown so much since I first joined. In my early days I was a follower, now I am a mentor, providing guidance and direction for the junior staff.

Jojo Yong

Designation: Area Manager
Years in JUMBO: 18



*Pioneer
Staff*



We have social activities such as badminton games and outing to places such as Universal Studios at Resorts World Sentosa. It is these little things that have made me stay so long with the Group.

Peh Chong Cik

Designation: Raw Food Trimmer
Years in JUMBO: 20

"I Stay, I Stay"

- Our Pioneers Tell Us what Makes JUMBO Special

I have stayed all these years because the working environment is good and so are the benefits. I have seen the changes in JUMBO most notably the environment of the kitchen.

Auntie Sim (Sim Geok Huey)

Designation: General Worker
Years in JUMBO: 15



I am still with JUMBO because it is a good, stable company and I have progressed in my career. My fondest memory of my time here to date is the excitement I felt at being part of the team that went to Indonesia in 1996 to 1997 when we established a branch there. It was a totally different working environment due to the cultural differences.

Wong Choon Wan

Designation: Seafood Chef
Years in JUMBO: 20



PEOPLE

Bring on the Competition!

We gave our talented amateur 'shuttlers' a chance to showcase their skills in our annual Badminton Tournament which was held on 12 November 2014 at the Singapore Badminton Hall. 58 participants representing the various dining outlets and Headquarters, fought it out in a close set of matches for glory, and of course prizes. At stake were a \$500 food voucher and trophy for the Champion, a \$400 food voucher for the 1st Runner-Up, a \$300 food voucher for the 2nd Runner-Up and a \$200 food voucher for the 3rd Runner-Up.

In the end, only a proud few triumphed to a deserved place on the podium. Congratulations to the winners and a big thank you to all our competitors who made it an exciting, nail-biting tournament.



Men's Double Champion

JUMBO Seafood East Coast - Chan Teik Chun & Tan Cher Leng

Women's Double Champion

JUMBO Seafood Riverside - Huang Yu Xuan & Li Hai Xia

Mix Double Champion

JUMBO Seafood East Coast - Tan Cher Leng & Mg Moon Lai



Season's *Greetings*

*Wishes from the Heart,
from Us to You*

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Wishing everyone a happy, healthy and blissful New Year. To our seniors, wishing you loads of wonderful family bonding time!

福

Thank you for supporting Ng Ah Sio Bak Kut Teh! Here's wishing everyone a prosperous and smooth year ahead.

Sun Wen Jing
J Café

Tan Choon Hiang
Ng Ah Sio
Bak Kut Teh

PEOPLE

Wishes from The He

A happy and prosperous New Year to all. May we all have a fruitful year ahead and more blessings to come.

Thank you for supporting JUMBO all these years. We will work harder to provide better service.

Allistair Blake
YOSHIMARU
ramen bar

Shih Tsai Yu
JPOT

Wang Li Li
JUMBO Seafood
Shanghai

Ever since I came to JUMBO from Taiwan, I have learnt a lot and have had a lot of special memories. Chinese New Year is coming and I wish everyone a happy and healthy New Year.

art, from Us to You

I strive to ensure that all guests that dine at Chui Huay Lim feel at home. Thank you for all your support and recognition all these years. I believe JUMBO will bring even better service and better delicacies in the coming year!

Wishing all of you a healthy, fun and prosperous New Year.

Kenny Siow

Singapore Seafood Republic

Thank you all for supporting JUMBO. I wish everyone a happy, healthy and prosperous new year.

Jason Huang

*Chui Huay Lim
Teochew Cuisine*



The humble eggplant is given a twist – lightly battered with a local touch of chicken floss, **Crispy Egg Plant with Chicken Floss** is a definite crowd pleaser.

(Available at Singapore Seafood Republic)



Chilled Prawns with Honey Glaze Sauce exudes pure sweetness from the honey which stimulates the appetite.

(Available at Singapore Seafood Republic)



Chilled Sliced Abalone with Chef's Special Sauce

is the perfect festive appetizer with indulgent slices of abalone served with spicy and sour sauce

(Available at JUMBO Seafood and Singapore Seafood Republic)

Tasty Beginnings to Tempt & Tantalise

There is nothing like a tantalising starter to a JUMBO meal. We bring you some of the best from our restaurants.



Deep Fried Traditional Teochew Liver Rolls,

crispy beancurd skin stuffed generously with liver, prawns and minced meat, is an authentic Teochew dish which is perfect on the palate.

(Available at Chui Huay Lim Teochew Cuisine)



Dragonfruit Lobster Salad with Lumpfish Caviar is an intricately balanced mélange of sweet lobster flesh, smooth caviar and refreshing dragon fruit, tossed in mayonnaise- lemon dressing.

(Available at JUMBO Seafood (except East Coast) and Singapore Seafood Republic)

Teochew Cold Crab allows the unadulterated freshness and sweetness of the crab to come through.

(Available at Chui Huay Lim Teochew Cuisine)



JUMBO

REWARDS

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**.

For more information, you may visit www.jumboseafood.com.sg/rewards-benefits.html

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.



Cover

Story

2014 has been a great year. We have Most importantly, we have had all significant JUMBO highlights.

LOOK
BACK



The Great JUMBO Tee Off

Our annual JUMBO Golf Challenge, the sixth installation of the event, was once again sizzling hot, drawing 216 participants. This year's event, held on 1 July, had a twinge of sadness as we bade farewell to part of the NSRCC Golf Course.

26 ha of the course will be given back to the government for public works making it the last time we "teed" off on the course. That aside, we had a rollicking good time with the much-anticipated JUMBO Seafood dinner following the hard game of golf. With some excellent moves on the green, Mr Albert Moh emerged as the Champion. At the end of the day, it was another moment to celebrate with family, friends and of course, food!



celebrated, expanded, had fun and gained recognition!
of you along for the ride! We look back at the most



We are Three!

Chui Huay Lim Teochew Cuisine celebrated its third birthday in style. The 5300 sq. feet restaurant has gained a loyal following for its exquisite cuisine with subtle aromas and delicate flavours. The birthday celebrations lasted from 15 September to 30. November with a fine selection of special Teochew Muay dishes, Chef's Specialties and Jiat Dot Premium Sets, all of them intricately telling the story of Chui Huay Lim's art of Teochew cooking. We are looking forward to many more birthday bashes!



JUMBO delights with J Café

The latest in our dining stable, J Café, a casual eatery at the deck of NSRCC SAFRA Resort's clubhouse, opened its doors on 8 August 2014. Serving some of Singapore's incredibly delicious 'must-try' delights and heavenly desserts, the café exudes sunniness and friendliness. It is another exciting extension of the JUMBO Brand.



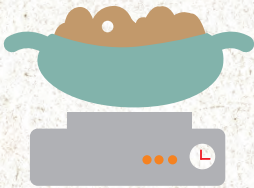
Cover

Story



Hotpot Goes East - Again

JHOT POT – Hotpot Singapore Style reinforced its presence in the East, opening a third outlet on 21 September 2014. Sitting proudly at the basement of Parkway Parade, the latest JHOT POT branch, a 4790 sq. feet restaurant which accommodates up to 160 people, offers the same unmistakable hotpot dining experience that has come to be synonymous with JHOT POT – friendly ambience, high-tech iPad ordering system, individual hotpots, a wide variety of delicious hotpot soup bases, the choicest menu of the freshest seafood, meats and greens and of course, the distinctive condiment bar with an array of sauces, spices and other ingredients.



Look What We Have Achieved!

We have garnered notable mentions and coveted awards this past year.

JUMBO Seafood Shanghai had the distinct honour of being included in **The Tatler's list of Best Restaurants** in Beijing and Shanghai.

We were bestowed the **Excellent Service Award (EXSA) 20th Anniversary Commemorative Award** in appreciation of 5 consecutive years of support and commitment to the EXSA movement.

EXSA 2014 recognised our staff who delivered quality service, with 21 Star, 41 Gold, 32 Silver awards!

Our Central Kitchen did us proud when it won the **RAS Epicurean Star Award – 5S Excellence Award** (for outlets 2500 sq. feet and above in floor area) having achieved the highest scores in the annual organisational cleanliness and workplace standardisation audit.

Let's hear it for JUMBO!



A Night of Fashion, Glamour and Fun -



- Our - *Shanghai Night!*

In celebration of our 27th Anniversary and in commemoration of our first JUMBO Seafood restaurant overseas in Shanghai, our annual dinner and dance, held on 24 February at the Shangri-La was themed 'Shanghai Night'. Replicating the finery and glitz of a bygone Shanghai, we took the chance to bond with our colleagues and to let our hair down.



The
Great
JUMBO

SALE

Our ever popular Great JUMBO Voucher Sale 2014 which commenced on 2 June 2014, was a hit once again with \$475,000 worth of vouchers sold. Who could resist with the unbelievable discount of 25% on the vouchers! For those who didn't get the chance this time, better luck and quicker fingers next time!

