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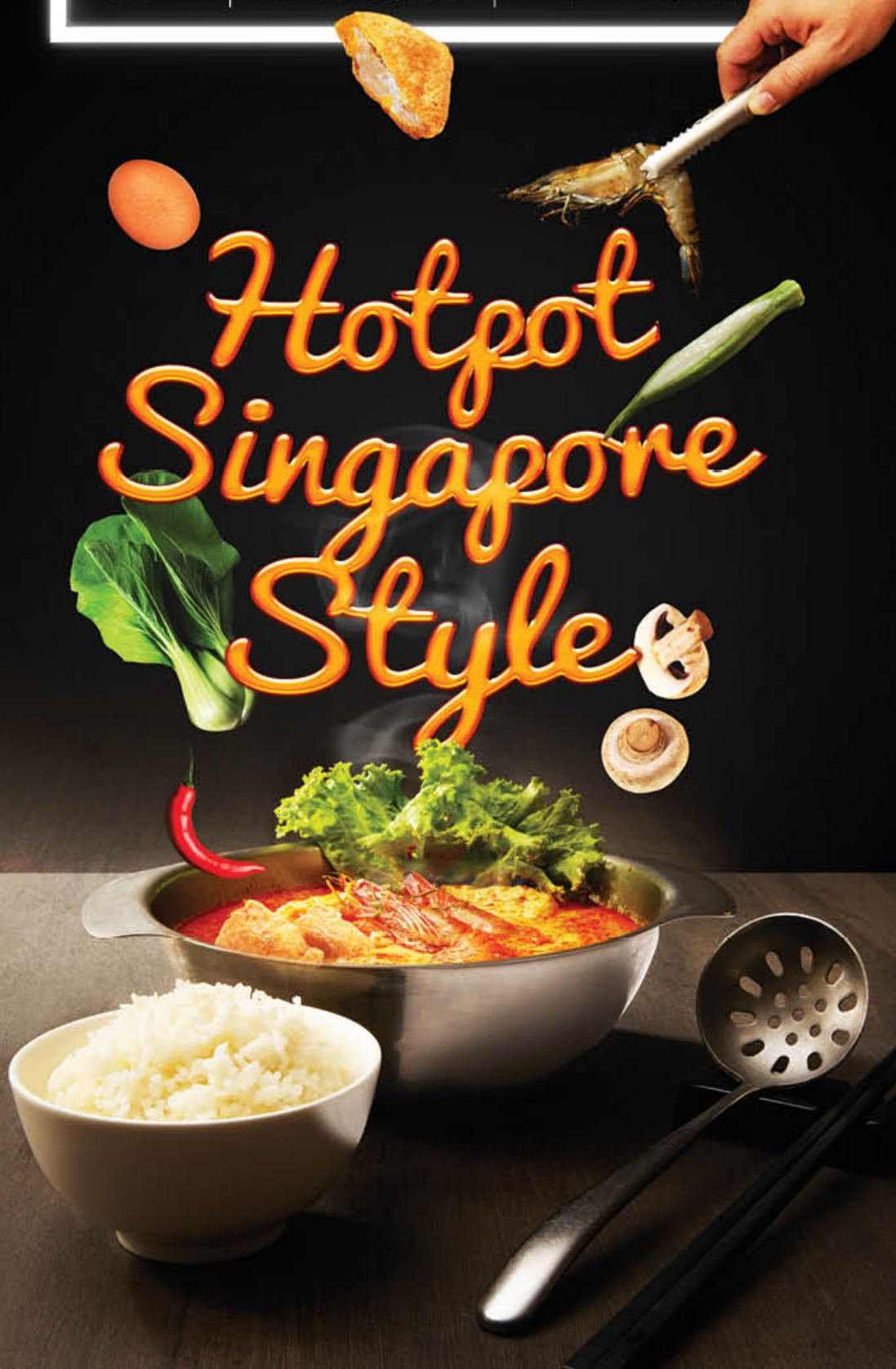
# WOK'S UP

ISSUE 19

Jul 2016 - Sep 2016

Complimentary Copy

## Hotpot Singapore Style



## EDITOR'S NOTE

*Pace your steps;  
enjoy the finest in life.*

Singapore is well-known for being a food haven where one can easily stumble upon a tasty meal on almost any part of the island. The term “live to eat” has become a common mantra for many, who will travel the distance just to satisfy their penchant for tantalising delights.

At JUMBO, we understand the inexplicable value of savouring good food. For most people, a good dining experience creates an unadulterated sense of joy and satisfaction. This is why our constant quest to understand food cultures in the various markets we go into is vital to ensure that we continue to cater to the palates and preferences of our customers. It is also the driving factor behind our relentless efforts to reinvent our menu and provide new and exciting dishes for our customers to enjoy and indulge in.

JPOT, our hotpot business arm was one of JUMBO's initiatives designed to cater to the rising trend of a new dining culture in Singapore. Read more about the JPOT experience in our Cover Story on Page 16, and perhaps, it might whet your appetite for a hotpot meal this weekend!

In the past few months we have also clinched a number of prestigious awards, namely, the Enterprise Award under the Singapore Business Awards (SBA), as well as the AsiaOne People's Choice Award (PCA). Both are affirmations of JUMBO's popular standing amongst diners, as well as a mark of our continuous effort to innovate and raise productivity. We are thankful indeed, towards our customers for their constant support, and towards all JUMBO staff for their commitment and hard work.

Lastly, we have a handful of “new” items to introduce to everyone – new dishes and new websites! So do have a good read and enjoy this issue of Wok's Up!



# Contents

06

## NEWS BITES

The latest happenings to keep you in the know



10

## RECIPE

Hand-made Prawn Balls



16

## COVER STORY

HOTPOT  
Singapore Style



08

## HR ACTIVITIES

Bonding through Speed and Action



12

## AWARDS

- The Singapore Business Awards
- AsiaOne People's Choice Award



14

## REWARDS

JUMBO Rewards



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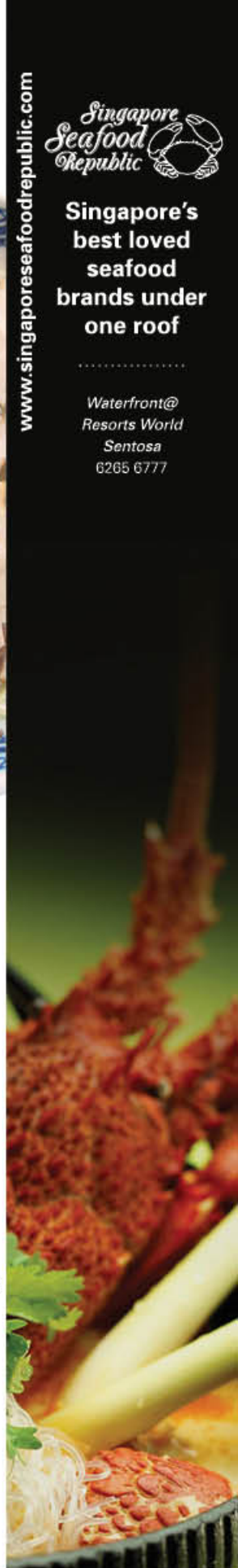
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## NEWS BITE

### Food for Sports

The annual OUE Badminton Tournament was held at the Singapore Indoor Stadium from 12 to 17 April 2016, and JUMBO Group was part of this exciting event as the official caterer for the fifth year running, as well as a corporate patron of the event. Apart from having a strong presence in the Food & Beverage industry, JUMBO believes in playing its part in the community by actively supporting the local arts and sports scene through various event partnerships.



### New Look, New Sites

As part of our website makeover across all JUMBO brands, the latest to come onboard are Chui Huay Lim Teochew Cuisine and NG AH SIO Bak Kut Teh. Donned in a look unique to their individual branding - a modern-oriental design for Chui Huay Lim Teochew Cuisine and an old-school, authentic feel for NG AH SIO Bak Kut Teh, both websites are designed for easy navigation to ensure a user-friendly experience for our online visitors while maintaining a consistent look and feel with the JUMBO brand.

NEW!





## NEWS BITE

### New Dishes Onboard

Treat yourselves to a selection of savoury new dishes at Chui Huay Lim Teochew Cuisine today! With an assortment of 11 new culinary delights such as Claypot King Prawns with Vermicelli in Teochew Style, Tangerine Peel infused Duck with Mushrooms and Tendons, Braised Fish Maw with Abalone (10 Heads) and many more, be sure to bring along your loved ones to enjoy!



Claypot King Prawns with Vermicelli in Teochew Style



Crispy Beancurd Roll with Prawns



Tangerine Peel infused Duck with Mushrooms and Tendons



Lucky winners at JPOT (Tampines 1) outlet

### Special thanks to Mums & Dads

This year, JUMBO celebrated Mother's Day (MD) and Father's Day (FD) with a series of promotions that ran from 24 April till 19 June 2016. With the purchase of any MD or FD set menu, our customers stood a chance to win attractive prizes! Our SPIN & WIN promotion at each JPOT outlet gave away prizes worth up to \$11,000, which included Cocoa Tree hampers and a 2D1N Shangri-La Hotel staycation. In our SCRATCH & WIN promotions across all JUMBO Seafood outlets, Chui Huay Lim Teochew Cuisine and Singapore Seafood Republic, a Grand Prize of a 3D2N staycation at Shangri-La Hotel Singapore awaited, alongside other prizes worth up to \$45,000 given out at the outlets. To double up the celebrations, customers who purchased the MD or FD set menu at our JUMBO Seafood outlets and Chui Huay Lim Teochew Cuisine went home with goodie bags consisting of our Chilli Crab Paste, Black Pepper Crab Spice and Cereal Prawn Premix. At Singapore Seafood Republic, the set menus came with a retail pack of Cereal Prawn Premix. With so many treats offered, our customers went home with smiling faces and warmth in their hearts.



## HR ACTIVITIES

### Bonding through Speed and Action

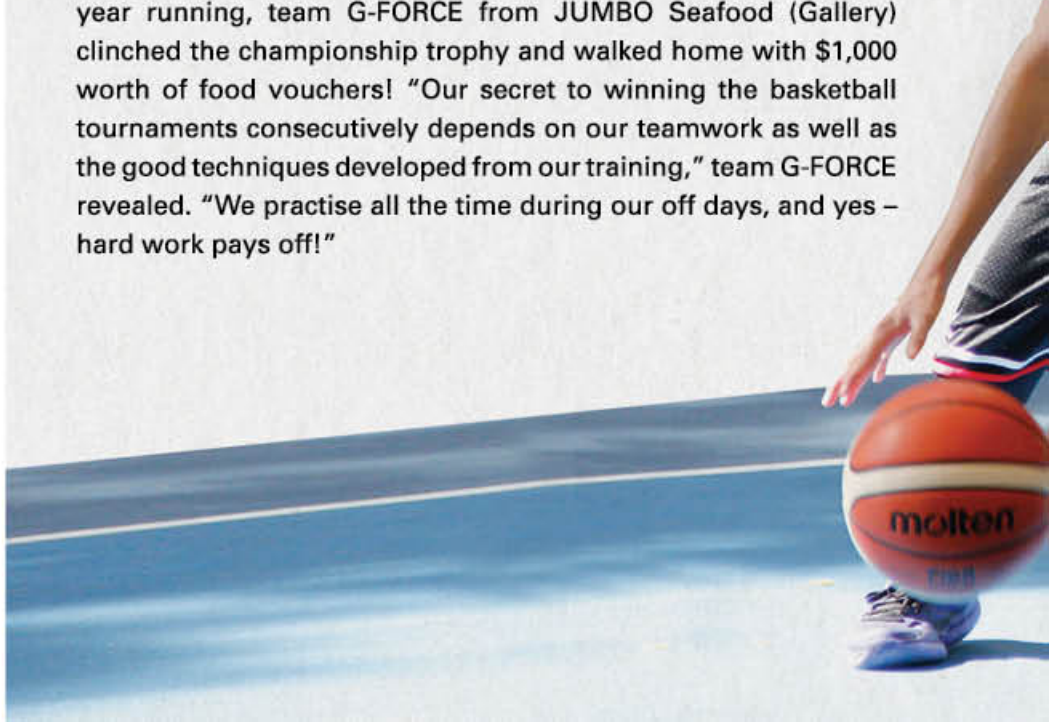


Group photo of the participants and organisers

Since 2012, JUMBO has been organising a variety of annual sports competitions for staff to participate in. Apart from daily interactions at work, sports activities create opportunities for our staff to stay connected with fellow colleagues from different outlets while staying fit.

This year, the JUMBO Annual Basketball Competition was held on 12 May 2016 and saw a total of nine teams battling it out on the courts at Bedok Community Centre. With eyes set on the attractive prizes and championship title, the atmosphere was filled with the determination of the various teams, all set to put on their best show.

After an afternoon of non-stop action where we witnessed skilled passes, swift shuttling up and down the courts and buckets worth of perspiration shed, our top winner emerged. For the fourth year running, team G-FORCE from JUMBO Seafood (Gallery) clinched the championship trophy and walked home with \$1,000 worth of food vouchers! "Our secret to winning the basketball tournaments consecutively depends on our teamwork as well as the good techniques developed from our training," team G-FORCE revealed. "We practise all the time during our off days, and yes – hard work pays off!"





Apart from receiving food vouchers as prizes, the competition was also a rewarding experience for the other winning teams. "It feels really good to sweat it all out in sports; we get to know more friends who share the same interest!" says 1st Runner Up, team Black Mumba.

This sporting culture at JUMBO has always been one of our core anchors, encouraging staff to mingle and bond as one JUMBO family. We look forward to see if our defending champion will be able to hold on to the title next year!

"It feels really good to sweat it all out in sports; we get to know more friends who share the same interest!"

– 1st Runner Up,  
team Black Mumba



## RECIPE

# Hand-made Prawn Balls



Ground Pork Fat (Pork Lard)





- 1) Using a blender, blend the shrimps into paste.  
Add fine salt and blend for another 1 minute
- 2) Add cuttlefish paste, ground pork fat to the mix and  
blend for additional 5 minutes
- 3) Add wheat starch, potato starch to the mix and  
blend for another 2 minutes
- 4) Roll the paste into balls (90g per portion)

## INGREDIENTS

Shrimps	2kg
Cuttlefish Paste	450g
Ground Pork Fat (Pork Lard)	150g

## Seasonings:

Fine Salt	20g
Wheat Starch	30g
Potato Starch	40g



## AWARDS



### The Singapore Business Awards

The prestigious 2016 Singapore Business Awards (SBA) held at the Ritz-Carlton Millenia, Singapore on 31 March 2016 marked a significant milestone for JUMBO Group. We emerged the winner for The Enterprise Award, an accolade credited to small and medium-sized enterprises that have shown stellar performance in innovation, productivity, effective management and contribution to the community. Jointly organised by The Business Times and DHL, the award ceremony was graced by Guest-of-Honour President Tony Tan Keng Yam and attended by over 600 business leaders and guests.

Since our humble beginnings as a seafood restaurant at East Coast in 1987, JUMBO Group has grown over the years to now own 16 outlets in Singapore; recently expanding beyond local shores with 3 outlets in Shanghai. One of the driving factors that has greatly contributed to where we are today is the constant innovation we pour into our products and services, while keeping up with quality and providing the tantalising selection on our menus that customers are looking for. Leveraging on technology has proven to be the winning formula in coping with rising manpower and production costs - examples include developing a point of sales system 20 years ago, creating a Central Kitchen in 2008, and on-going investment in initiatives to improve cost-management and productivity.

Clinching one of the four awards given out at the SBA was an honorary achievement for JUMBO Group, and a boost of confidence in our constant quest to improve productivity through innovative methods!



## AWARDS



asia one PEOPLE'S CHOICE.2016

### AsiaOne People's Choice Award

AsiaOne People's Choice Award (PCA) Ceremony was held on 21 April 2016 and JUMBO Seafood is proud to be voted as one of the top three winners in the "Best Chinese Restaurant" category, for the first time! Held at the Singapore Press Holdings Auditorium, JUMBO's Marketing Director, Mr Ringo Chew received the award from Ms Karen Lim, Acting Editor for AsiaOne at the awards ceremony. After three months of voting, close to 200,000 votes were cast and the results reflected consumers' favourite choices and their lifestyle preferences. This award is also an affirmation of JUMBO's good standing in the local Food & Beverage industry and we continue to stay committed in providing quality and palatable dishes in our menus to our customers.

# JUMBO<sup>TM</sup> Rewards



It says here that I have J\$ 100 (JUMBO Dollars). What can I do with this?

You may use J\$ to offset up to 30% of your food bill. J\$1 is equivalent to S\$1.



OFFSET YOUR BILL!

So is it more worth it to enjoy my member's discount or use my J\$?

It depends on how many J\$ you have and how much you spend. Looking at your food bill of S\$200 today...



## LET'S COMPARE...

### MEMBER'S DISCOUNT

Food bill	\$200
10% discount	-\$20
<b>Total bill</b> (after service charge and taxes)	<b><u>\$211.86</u></b>

### USING YOUR J\$

Food bill	\$200
J\$ redemption (up to 30% of food bill)	-\$60
<b>Total bill</b> (after service charge and taxes)	<b><u>\$164.78</u></b>



So you see, in this case, you actually **save almost S\$50 more** by using your JUMBO Dollars.





# NOW YOU CAN ORDER IN ADVANCE EVEN BEFORE YOU ARRIVE



**SHORTER**  
WAITING TIME



**SAVE**  
YOUR FAVOURITE DISHES



**BROWSE THE MENU**  
**ANYWHERE**



**BE INFORMED OF OUR**  
**PROMOTIONS**

## STEP 1



**DOWNLOAD APP**  
J Café - Singapore Local Delights

## STEP 2



**ORDER**  
Open your app and order

## STEP 3



**SCAN QR CODE**  
to submit order



a dining concept by JUMBO®



[www.jumbogroup.sg/jcafe](http://www.jumbogroup.sg/jcafe)

### The Hotpot Mania

The hotpot culture in Singapore has been flourishing and gaining popularity amongst diners over the years. There is perhaps nothing Singaporeans enjoy more than to gather together, spend time over a meal and catch up with one another. Such a dining style has proven to be a favourite for many, and JPOT was conceptualised to provide a unique Singapore-style hotpot experience that would encourage customers to bond with each other through food.

Today, JPOT takes pride in offering a plethora of exquisite soup bases directly inspired by popular local flavours, such as our special JPOT Superior Broth, Bak Kut Teh, Herbal, Laksa, Silky Porridge, Tom Yum, Fish Head Soup, and Duck with Salted Vegetable Soup. On top of these tasty, uniquely-Singaporean soup bases, customers find themselves spoiled with a variety of ingredients and culinary choices to pick from – various types of meats and poultry, an assortment of fresh seafood, vegetables, beancurds, mushrooms and staples such as noodles, rice and more.

This generous assortment allows customers to recreate and enjoy the taste of familiar Singaporean favourites – for example, depending on what ingredients are chosen, one could turn a Laksa soup base into seafood Laksa, or instead relish it as Laksa Yong Tau Foo; even enjoy the guilty pleasure of a Laksa Maggi Mee. With so many choices at JPOT, the possibilities of personalization are endless. Individual hotpots make for a more hygienic experience, while also ensuring every one's taste buds can be satisfied in a variety of ways.

Another major highlight for a customer dining at JPOT is the experience at our condiments bar, in creating a unique combination to complete their own meals.





## COVER STORY

With 16 different condiments available, customers get to put on their creative hats to mix-and-match their own sauces and dips – an essential element to the perfect meal. The looks of glee we see on our customers' faces at the condiments bar has proven this section to be a hot favourite, often crowded with families and friends having fun customizing their own dips.

“

The condiments bar has many choices and is displayed neatly. Everything is fresh and tasty at JPOT!

– Ms Sally Tay

”

Sharing a cosy and savoury hotpot meal is always a delightful experience and especially so at JPOT. Customers often enjoy being spoilt for choice when it comes to having an incredible variety of quality food to choose from. “The dining experience is great at JPOT. The staff here are friendly and always display good service which makes dining here very comfortable,” says Ms Sally Tay, one of many regular customers who love dining at JPOT Tampines 1 with her loved ones.



Garlic Chilli Sauce



Chinese Parsley



Fried Garlic



Leek



Sesame Oil



Chilli Oil



Sesame Peanut Sauce



Fresh Garlic

Ground Peanuts



Chilli Padi



Sha Cha Sauce



Roasted Sesame



Garlic Oil



Black Vinegar

JPOT Soya Sauce



Spring Onions



# HO Singa

Jul 2016 - Sep 2016

18

19

WOK'S UP



Live  
Prawns



Thick Laksa Noodles



Taupok with Fish Paste



Chilli Oil



Chilli Padi



Seafood Laksa



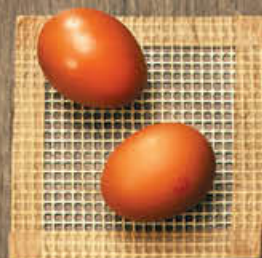
# TPOT Singapore Style



Instant Noodles



Live Prawns



Hard Boiled Eggs



Marinated Pork



Fried  
Beancurd Strips

Taupok with  
Fish Paste



Cheese Pork Balls



Steamed Rice



Leaf Lettuce



Yong Tau Foo Combination



Fried  
Beancurd Strips



Laksa Maggi Mee



Laksa Yong Tau Foo