

ADVERTORIAL

Serving up quintessentially Singaporean and Asian cuisine

JUMBO Group – Bonding people through food

JUMBO Group is a multi-dining concept food and beverage group renowned for Singaporean and Asian cuisine which is reflective of the rich culinary heritage of the region. The group has become synonymous with delicious food served in a friendly and convivial dining ambience. Serving more than 6,000 diners daily and welcoming 2.2 million customers annually, the group has over 20 restaurants in Singapore, China and Japan and staff of over 800. It currently offers seven different dining concepts catering to the discerning palates of local and overseas gastronomes.

The JUMBO story

The JUMBO story began in 1987 when a group of friends decided to set up a no-fuss private dining restaurant at the then-East Coast Seafood Centre in East Coast Park serving good quality local fare. It was conceptualised as a place where their family, friends and business associates could come together and enjoy a meal and spend time with each other. Hence was borne the underlying JUMBO mission of "bonding people through food".

From a single outlet, with Chili Crab and Black Pepper Crab as the star dishes, the group's repertoire grew. Over the years, the group added new dining concepts to its fold, namely JUMBO Seafood, JPOT, J Café, Chui Huay Lim Teochew Cuisine, Ng Ah Sio Bak Kut Teh, Singapore Seafood Republic and YOSHIMARU ramen bar.

Vision, consistency and innovation

Ang Kiam Meng, chief executive officer, joined the business in 1993. Building on the foundations laid by the founders, including his father, he brought with him a passion for food and a business philosophy that was to become the impetus for growth.

The group began to lay the foundations for sustained success and expansion by establishing a strong corporate structure and corporate values: "PRIDE – Passion, Respect, Integrity, Diligence and Excellence", as well as implementing processes and competencies to improve internal operations.

These included the introduction of structured human capital development to enhance the group's most important asset; adoption of innovative technologies to streamline the internal processes and improve the customer experience; and the establishment of a central kitchen to achieve better consistency in food quality across the various dining brands and to conduct R&D for a greater variety of cuisine creations. Underlying these initiatives was the unifying desire to place customers at the heart of all it did and offer Great Food, Great Value, Great Service, and Great Place.

Beyond just seafood - multi dining concepts

The JUMBO Group now encompasses distinctive and instantaneously recognisable brands with outlets spanning Singapore:

- ◆ JUMBO Seafood: five outlets in Singapore and one outlet in Shanghai
- ◆ JPOT Hotpot Singapore Style: three outlets in Singapore



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- ◆ J Café Singapore's Local Delight: one outlet in Singapore
- ◆ Chui Huay Lim Teochew Cuisine: one outlet in Singapore
- ◆ Ng Ah Sio Bak Kut Teh: four outlets in Singapore
- ◆ YOSHIMARU ramen bar: one outlet in Singapore
- ◆ Singapore Seafood Republic: one outlet in Singapore and four outlets in Japan

With a team of dedicated and creative professionals that place gastronomic and service excellence at the heart of all they do, JUMBO has won over 30 culinary and service awards over the years as well as a number of enterprise and industry accolades.

Bringing the chilli crab to the world

In November 2013, the group took its flagship JUMBO Seafood overseas with the establishment of JUMBO Seafood Shanghai, its



first overseas restaurant. Located in the up-market iAPM mall at Huaihai Zhong Lu, the outlet which serves JUMBO's signature dishes including its award-winning Chili Crab and famed Black Pepper Crab sits on 1,055 square metres of prime retail space with a seating capacity of 280.

Within months of opening, the outlet was listed on Tatler's Best Restaurants in Beijing and Shanghai. It was more recently awarded as Best Asian Restaurant by *Modern Weekly China*. With the growing reputation of JUMBO Seafood in Shanghai, there are plans for a second outlet which will be located at Raffles City People's Square, bringing the best seafood cuisine Singapore has to offer to even more diners.