

NEWS RELEASE

JUMBO GROUP HERALDS IN CHRISTMAS FESTIVITIES WITH LIVE BOSTON LOBSTER PROMOTION

Fresh, tender and juicy Boston Lobster takes centre stage in year-end festive menus

SINGAPORE, 15 November 2013 – JUMBO Group of Restaurants, a renowned food and beverage group famed for Singaporean and Asian cuisines which are reflective of the rich culinary heritage of the region, gives diners another reason to celebrate Christmas with its very first Boston Lobster Christmas set menu promotion. Across all JUMBO Seafood restaurants as well as JPOT, Hotpot Singapore Style, Chui Huay Lim Teochew Cuisine and Singapore Seafood Republic, special Christmas set and à la carte menus featuring the freshest, specially air-flown Boston Lobsters have been put together to mark the festive celebrations. Paired with a choice of red, white or sparkling wine, complimentary with each order of the menu, the meal will satisfy the most discerning epicureans.

Distinctive Cooking Styles

Boston Lobsters, known for their sweet, tender meat, are prepared in one of two popular Cantonese cooking styles - braised in a specially prepared superior broth or steamed with a good dose of deep-fried garlic. These cooking methods, exemplify the best of uncomplicated seafood preparation which allow the natural sweetness of the lobsters to come through. The braising method entails cooking the lobster in a superior broth prepared by simmering a mix of pork bones, chicken, dried-scallop and ham subtly seasoned with oyster sauce and rice wine for four hours.

Steaming the lobster with fried, minced garlic retains the natural flavours of the lobster while the aromatic garlic enhances the texture of the dish – this cooking style is all about simplicity, freshness and a good understanding of the ingredients.

A third variation is wok-baked lobster which is only available at Chui Huay Lim Teochew Cuisine. In keeping with authentic Teochew cuisine, which is lighter on seasonings and relying instead on the natural goodness of the ingredients to tantalise the taste buds, this version of the lobster is wok-baked with fermented beans and garlic, a unique cooking style originated from Swatow.

A Meal to Suit Every Taste

The Boston Lobster Christmas set menus are accompanied by other JUMBO Seafood favourites such as braised abalone, steamed live star groupa and the celebrated and iconic chilli and black pepper crab, for which JUMBO Seafood has become synonymous. Complimentary choice of red, white or sparkling wine is served with each order of the set menu. The set menus served differ at each JUMBO Seafood outlet and range in price from \$238 for 4 persons to \$968 for 10 persons (please see attached menus). The JUMBO Seafood East Coast only serves Boston Lobster à la carte dishes.

For diners who prefer to have the lobster as an à la carte dish, they can order the same and also enjoy the promotion of a complimentary wine.

The Boston Lobster Christmas set menus promotion is available from 15 November 2013 to 5 January 2014.

About JUMBO Group

JUMBO Group of Restaurants is a renowned food and beverage group famed for Singaporean and Asian cuisines which are reflective of the rich culinary heritage of the region. We have become synonymous with delicious, hearty food served amidst a convivial and warm dining ambience.

We offer different dining concepts and distinct cuisines. Our 14 restaurants in Singapore are spread over the island under the recognisable and well-loved brands of JUMBO Seafood, JPOT, Hotpot Singapore Style, Ng Ah Sio Bak Kut Teh, Chui Huay Lim Teochew Cuisine, Yoshimaru ramen bar and Singapore Seafood Republic. Our first overseas JUMBO Seafood restaurant will be opening in Shanghai, China in November 2013. Our menus capture the diversity of cuisines through their authentic representation of iconic and well-loved dishes such as the fiery chilli crab, the robust and peppery Bak Kut Teh, the delicate and subtle Teochew cold crab and braised duck and the Traditional Hakata Ramen. Though varied, these dishes are prepared and served with **PRIDE** – Passion, Respect, Integrity, Diligence and Excellence – qualities which underpin our corporate values.

With our commitment to excellence in all areas of our operations, JUMBO Group has received a number of culinary and service awards over the years. But our greatest sense of achievement comes from our success in ***bonding people through food, creating a memorable dining experience*** for our customers and being a part of their most important and treasured moments.

JUMBO Group can be found online at <http://jumbogroup.sg>

JUMBO Seafood can be found online at <http://www.jumboseafood.com.sg>

Find us on facebook at <https://www.facebook.com/JUMBOSeafood>

Images:



Caption (left to right): Live Boston Lobster Braised with Superior Broth, Live Boston Lobster Steamed with Deep Fried Garlic and Live Boston Lobster Wok-baked Teochew Style

CONTACTS:

Ringo Chew
Marketing Director
JUMBO Group of Restaurants
Tel: (65) 6265 8626
Email: ringo.chew@jumbogroup.com.sg

Ann Chan
29 Communications LLP (for JUMBO Group of Restaurants)
Mobile: (65) 9669 4816
Email: ann@29communications.com.sg

