

## **MEDIA ALERT**

**– THIS IS UNBELIEVABLE – YOU CAN ENJOY JPOT’S SOUP BASE AT JUST S\$1 THIS COMING APRIL FOOL’S WEEKEND**

- ***JPOT Superior Broth, Tom Yum, Herbal and Vegetarian soup bases going at only S\$1***
- ***Up to 85% discount off regular soup base prices***
- ***Valid at JPOT Parkway Parade and JPOT Tampines 1***

**Singapore, 28 March 2016** – Good news for all JPOT lovers! From 1 – 3 April 2016, all diners get to enjoy our JPOT Superior Broth, Tom Yum, Herbal and Vegetarian soup bases at a very special rate of S\$1 from 11.00 am – 10.00 pm at our JPOT Parkway Parade and JPOT Tampines 1 outlets.

Remember to mark your unbelievably good dining experience with a photo of our very own version of Mr. Unbelievable! There will be fun photo opportunities for those in the queue to enjoy the S\$1 soup base. Keep a look out for our caricaturist on 2 April 2016 and 3 April 2016 from 6.00 pm – 8.00 pm at our JPOT Parkway Parade and JPOT Tampines 1 outlets respectively.

To sweeten the promotion, those who upload photos onto Facebook or Instagram and hashtag “#1dollarOnly” and “#JPOT” will receive a surprise gift when you inform our representatives walking around with “fun” boards.

JUMBO Rewards Members can continue to enjoy 20% off their bill during lunch and 10% off their bill during dinner on ala-carte food items, excluding the S\$1 soup base.

Come by to JPOT this weekend and maximise your dollar, plus a chance to take a picture with JPOT's "Mr Unbelievable" and enjoy an unbelievably great weekend.

**DETAILS**

<b>Where:</b>	<p><b>JPOT Tampines 1</b>          10 Tampines Central 1 #03-16          Tampines 1 Singapore 529536          Tel: 6532 3536   Fax: 6481 0933</p> <p><b>OPERATING HOURS</b>          11.00 am to 10.00 pm Daily</p> <p><b>JPOT Parkway Parade</b>          80 Marine Parade Road          #B-17 Parkway Parade          Singapore 449269          Tel: 6884 3536   Fax: 6348 8820</p> <p><b>OPERATING HOURS</b>          11.00 am to 10.00pm Daily</p>
<b>Date:</b>	1-3 April 2016
<b>Time:</b>	11.00 am – 10.00 pm Last order to be placed 45 minutes before the closing time
<b>Website:</b>	<a href="http://www.jpot.com.sg">http://www.jpot.com.sg</a>
<b>Facebook:</b>	<a href="https://www.facebook.com/JPOT.SINGAPORE">https://www.facebook.com/JPOT.SINGAPORE</a>

## About JPOT

The concept of JPOT – hotpot Singapore style, was inspired by the increasing popularity of hotpot dining in Singapore. To pay homage to this centuries-old concept, JPOT offers a variety of unique and exquisite hotpot soup bases inspired by the well-loved flavours of local favourites. From the mildly spicy to the fiery hot, there is something to suit every individual's taste. Served in personal pots that make for a more hygienic way to enjoy this traditional meal, pick one of the following soup bases – JPOT Superior Broth, Bak Kut Teh, Herbal, Laksa, Silky Porridge, Tom Yum and Vegetarian – to match the myriad of hotpot ingredients available. These include fresh seafood, succulent meats, healthy vegetables and delicate dim sum; in addition to staples such as rice and noodles. To add another dimension of personalisation to this hotpot experience, the JPOT condiments bar offers diners an opportunity to get creative and customise more than a hundred variations of sauces and dips, limited only by their imagination.

With an ambience that is casual and relaxed, our three outlets can accommodate a total of more than 500 diners. JPOT makes the perfect setting for comforting meals alone, romantic dinners, roaring get-togethers or meaningful family bonding sessions – all over a pot of wonderful soup filled with the freshest and most delicious ingredients.

For more information, please visit <http://www.jpot.com.sg>.

## **About JUMBO Group of Restaurants**

The JUMBO story began in 1987 when a group of friends decided to set up a no-fuss private dining restaurant serving good quality local fare; where their family, friends and business associates could come together and enjoy a meal. The first JUMBO Seafood outlet is at East Coast Seafood Centre in East Coast Park. With the Singapore Chilli Crab and Black Pepper Crab as the “star” dishes, the restaurant soon gained a reputation for serving only the freshest seafood cooked to perfection. Its cosy ambience and friendly atmosphere soon won over the hearts of many, and it grew in popularity beyond the founders’ circle of family and friends. It became a meeting place for ‘towkays’ and their business associates and friends to socialise over popular local fare.

Mr Ang Kiam Meng, our current CEO, joined the business in 1993. Under his leadership, the company began to lay the foundation for sustained success and expansion by establishing a strong corporate structure and implementing processes and competencies to improve the internal operations of the company. These included the introduction of rigorous training and development initiatives and structured human capital development, as well as the adoption of innovative technologies.

In 2008, a Central Kitchen was established at JUMBO’s corporate headquarters to conduct R&D as well as to achieve better consistency in food quality. This helped the company to innovate and create a greater variety of cuisine to meet the changing demands of its diners.

Leveraging on opportunities to expand beyond just seafood, JUMBO gradually ventured into different dining concepts, while growing the JUMBO Seafood brand. Our restaurants in Singapore are spread over the island under the recognisable and well-loved brands of JUMBO Seafood, JPOT, NG AH SIO Bak Kut Teh, Chui Huay Lim Teochew Cuisine, J Café, YOSHIMARU ramen bar and Singapore Seafood Republic.

We also have three JUMBO Seafood outlets in Shanghai, the People's Republic of China, with the first outlet at iAPM, established in November 2013. The second outlet opened its doors in August 2015 at Raffles City Shanghai, and our third outlet opened in January 2016 at the Shanghai International Finance Centre Mall. Today, we are a multiple dining concept food and beverage lifestyle group with staff strength of over 900.

With a team of dedicated and creative professionals that place gastronomic and service excellence at the heart of all they do, we have achieved over 30 culinary and service awards over the years as well as a number of enterprise and industry accolades. Recognising that all successful brands must evolve to keep up with ever-changing lifestyles and trends, we continue to reinvent our dishes and our dining concepts. Even though our Group has grown to be an established name in the industry, we remain true to the essence of our brand: having a heart for our customers and a passion for our food.

For more information, please visit [www.jumbogroup.sg](http://www.jumbogroup.sg).

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