

MEDIA RELEASE

For immediate release

JPOT spices up its menu with new Chilli Crab Soup Base this National Day
Food lovers can enjoy two different gastronomic experiences within the same pot!



[Singapore, 14 July 2017] – To celebrate National Day, JPOT is launching Singapore’s most iconic dish, the Chilli Crab, as a soup base in all its restaurants! The local hotpot specialist, known for its “Hotpot Singapore Style”, will be introducing the **Chilli Crab Soup Base (\$19.80++)** in August, so that everyone can enjoy chilli crab while having their favourite hotpot dishes. It’s the best of both worlds and good news to all who love both their hotpots and chilli crabs!

If you relish JUMBO Seafood’s award-winning Chilli Crab, you will be pleasantly surprised at how similar JPOT’s Chilli Crab Soup Base tastes. The sweet-tasting, mildly spicy soup base, takes inspiration from JUMBO’s signature dish, and is perfect for cooking your seafood in, as it brings out the freshness and flavour of it. Customers who order the soup base will also be treated to a fun and interactive dining experience, where they will see their hotpot transform into a yummy chilli crab dish right before their very eyes!



For starters, cook the live crab in the soup base for exactly three minutes (use the hourglass timer that comes along with the dish to ensure accuracy). When the soup is ready, you can proceed to cook your buffet of hotpot ingredients. Every morsel soaks up the “*shio*k” soup base, full of flavour by now, making it a delight to tuck into.

The fun part comes after your hotpot meal! A friendly staff will be on hand to assist you in preparing the actual Chilli Crab dish. Cornstarch is first poured in, followed by an egg, and the soup base (by now a sauce) is mixed thoroughly till it thickens to the right consistency. After a few minutes, you will have yourself a fragrant chilli crab dish! Pair it with some “Man Tous” from JUMBO Seafood or Crispy Beancurd Skin to enjoy it to the fullest.

What’s more, a **Chilli Crab Set** for two will be introduced at a special price of S\$52++ as part of JPOT’s National Day celebrations! The set, only available in the month of August, comes with Live Crab and JPOT’s signature ingredients such as the Live Prawns, Hand-Made Fish Ball, Fish Paste Tofu and Fried Fish Skin! Guaranteed to please the palate, this is one deal that you will not want to miss out on.

“We wanted to celebrate National Day in a big way, so we decided to introduce one of Singapore’s most iconic dishes as a soup base at JPOT! We first came up with this idea more than a year ago, and the team spent six months researching how to recreate our signature JUMBO Chilli Crab in a soup, so that our customers can enjoy their favourite local dish as a hotpot too. We believe our customers will love having the best of both worlds in one meal,” commented Mr Ang Kiam Meng, JUMBO’s Group CEO.

- END -

For more details, please contact **CROWD Pte Ltd**, PR Agency for JPOT:

Merliza “Commander” Lim
Account Director
(E) merliza.lim@crowd.com.sg
(M) 9735 1538
(O) 6538 2287

Clara “Runner” Tan
Account Manager
(E) clara.tan@crowd.com.sg
(M) 9129 3448
(O) 6538 2287



ANNEX

PROMOTIONS

Chilli Crab Soup Base (\$19.80++) Usual Price: \$23.80

- Consists of Chilli Crab Soup Base, an Egg, Live Crab (300 – 350g) and a small shot glass of Cornstarch

Chilli Crab Set for 2 Pax (\$52++) Usual Price: \$62.80

- Promotion only available in the month of August (1 – 31 August 2017)

Items	Chinese Name	Quantity
Live Crab 300-350g	活蟹	1
Live Prawns	活虾	4
Fish Paste Tofu	鱼制豆腐角	4
Sliced Squid	鲜墨鱼片	4
Sliced Toman Fish	生鱼片	4
Fish Paste Beancurd skin	鱼制腐皮	4
Hand-Made Fish ball	手制 鱼丸	4
Hand-Made Prawn Ball	手制 虾丸	4
Fried Fish Skin/Beancurd Skin (Choose 1)	炸鱼皮 /炸腐皮	(任选一样)
Eggs	鲜鸡蛋	2
Fried Man Tou	炸馒头	4
Chilli Crab Soup	辣椒蟹汤	2 pots



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 Limited

JUMBO is one of Singapore's leading multi-dining concept F&B establishments.

The Group's network of F&B outlets (including those of its associated companies and those under licensing arrangements) spans Singapore, the PRC, Vietnam and Japan. JUMBO also provides catering services for customers in Singapore, and sells packaged sauces and spice mixes for some of its signature dishes in its outlets, selected stores, supermarkets, travel agencies and online via the JUMBO eShop.

Fulfilling its philosophy of "Bonding People Through Food", JUMBO has a total of 20 F&B outlets in Singapore and the PRC, under five restaurant brands – JUMBO Seafood, JPOT, Chui Huay Lim Teochew Cuisine, NG AH SIO Bak Kut Teh and J Café. It also manages one Singapore Seafood Republic outlet.

The Group also has a Central Kitchen in Singapore to maintain stringent quality standards and the consistency in the tastes of its signature dishes, increase productivity and lower costs. JUMBO's Research and Development Kitchen facilitates the creation of new dishes and improvement of food preparation processes.

The Group has received many awards, accolades and notable mentions in prestigious publications for the high quality of food and service offered by the Group's F&B brands.



Some of the Group's more recent awards and accolades include the Excellent Service Award (2012 to 2016), SIAS 17th Investors' Choice Awards – Winner of Most Transparent Company Award for New Issues (2016), Singapore Business Awards – The Enterprise Award (2016), Singapore Corporate Awards – Best Investor Relations Merit Award for First-Year Listed Companies (2016), People Excellence Award (2015), HRM Awards – SME Employer of the Year (2015), Influential Brands Award – Top Brand for Seafood Category (2015), Singapore SME 1000 Company (2015), Singapore Prestige Brand Award – Established Brand Category (2012) and Page 4 of 5 Heritage Category (2012), and the Enterprise 50 Award (7th place in 2012 and 2nd place in 2015).

JUMBO Seafood was also featured in the “Top 50 most iconic places in Singapore to visit” list compiled by TripAdvisor in 2015 in conjunction with SG50 celebrations.

For more information, please visit www.jumbogroup.sg.