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WOK'S UP

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Oct 2015 - Dec 2015

Complimentary Copy



JUMB GOLF CHALLENGE 2015

EDITOR'S NOTE

Alas! 2015 is entering its last quarter. At the tail-end of each year, many of us would heave "how times flies!" under our breaths as our memories take us back in time to reminisce upon the events that happened in 2015 - what was done, could be done and can be done for the year ahead.

At JUMBO, we have got pleasant news to share for the past quarter. We expanded our presence in Shanghai with the opening of our second outlet, and the third is slated to open in November. This signifies a new milestone in our global presence as we continue to bring the flavour of our local delicacies to people all over the world. As another testament of our successful brand presence, JUMBO Seafood Restaurant has recently been identified as one of Asia's Top Influential Brands in Singapore, emerging strong in consumers' minds amidst tight competition from renowned brands around the region!

We also concluded the 7th Annual JUMBO Golf Challenge in September with much hype as registration for the event was greeted with much interest – all sessions were taken up within two minutes from the time registration was opened! We would like to thank all our golf-avid members for the continuous support. This certainly encourages us to bring you yet another exciting Golf Challenge next year.

Within the JUMBO family, the Group Inter-Outlet Bowling competition was held and we saw elite bowlers stepping up to take the stage. Eleven teams were formed and battled well to clinch the titles, which came with attractive prizes. Such events are pertinent to bond our people as one, before we extend our philosophy of bonding people through food to our customers.

More JUMBO happenings are lined up for you in the months ahead. But for now, have a good read and enjoy the last issue of Wok's Up for 2015!

As the year closes its chapter,

a new year awaits in anticipation.

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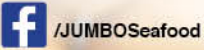
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JUMBO Corporate Office



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NEWS BITES

Flying High as One of Asia's Top Influential Brands

Brand Alliance, through its brand leadership platform Influential Brands®, announced Asia's Top Influential Brands in July 2015. JUMBO Seafood Restaurant emerged as one of the most recognised Food and Beverage (F&B) brand in

Influential Brands®
TOP BRAND
2015 WINNER
SEAFOOD RESTAURANT



Singapore, amongst competition from top brands around the region! This is indeed an attestation of our relentless efforts in ensuring that we deliver our brand promise of "Bonding People Through Food".

An Art of Singapore's Golden Jubilee

In commemoration of Singapore's Golden Jubilee, JUMBO Seafood partners UNIQLO as one of the five local organisations on board to conceptualise an exclusive t-shirt design that dons elements which are uniquely Singapore. Out of all the designs created, we are proud to have our award-winning Chilli Crab portrayed on a UNIQLO t-shirt as a poignant memory of Singapore. This collaborative effort also encompasses the element of giving back to our society - all profits earned from the sale of these t-shirts will be donated to the local charity - Community Chest to help people who are in need. On top of that, JUMBO bought 250 t-shirts, which in turn, donated \$7,475 to help the physically-disabled.



The Inaugural Hwa Chong Homecoming Day 2015

At JUMBO, we believe in going beyond ourselves to make a difference in the lives of the people around us. In efforts to raise funds for students with financial difficulties, the Hwa Chong Alumni Association organised the first-ever Hwa Chong Homecoming on 1 August 2015. Graced by Guest-of-Honour Ms Sim Ann, Minister of State for the Ministry of Education and Ministry of Communications and Information, JUMBO Seafood was part of the charitable occasion to set up a food stall selling our savoury chilli crab coupled with other signature dishes. All proceeds from the sales were donated to Hwa Chong's fundraising efforts in helping needy students cope with the cost of education and schooling needs.

Celebrity Chef Returns!

Two years after it was first organised, the Celebrity Chef fundraising event was held once again after garnering thumbs up amongst the attendees. Organised by the Hwa Chong Junior College (HCJC) Alumni, Celebrity Chef 2 was held on 18 July 2015 and JUMBO Seafood is happy to be an official partner of the event, yet again! As one of the slew of fundraising events to raise funds for scholarships, book prizes and bursaries, JUMBO Group's Executive Chef Ng Chong Lay was invited to conduct a cooking demonstration featuring JUMBO's award-winning Chilli Crab, Deep Fried Cereal Prawns and Stir Fried Asparagus with Mushrooms in X.O. Sauce. The attendees were charmed from sight to taste and brought home with them an unforgettable gastronomic experience.



JUMBO Expands Footprints in Shanghai!

Following a successful foray into Shanghai last year with the launch of our first outlet, JUMBO Seafood is set to cater to the rising demand for more of our local seafood delicacies with the opening of our second and third JUMBO Seafood Restaurant this year. Our second outlet open doors on 19 August 2015 at Raffles City Shanghai. Our third outlet located at 6 storey high Shanghai IFC Mall is well on its way for the opening in November with a seating capacity of 160 and 7 private function rooms.



JUMBO Seafood opens 2nd outlet at Raffles City Shanghai



3rd Outlet Coming Soon at Shanghai IFC Mall

Recipe

Teochew Cold Crab with Hua Tiao Chiew

(serves 3 - 4 pax)

Cooking Method

1. Mix all ingredients (except the crab) then refrigerate the mixture.
2. Steam the crab for 25 minutes.
3. Chill the crab in ice water immediately after steaming.
4. Cut the crab into smaller pieces to soak in the mixture for approximately 15 minutes.
5. The dish is best served chilled.

Ingredients

- ✓ 1.6 litres Water
- ✓ 1 litre Light Soya Sauce
- ✓ 250ml Seasoning Sauce
- ✓ 900ml Hua Tiao Chiew (Chinese Wine)
- ✓ 250g Sugar
- ✓ 300g Rock Sugar
- ✓ 10g Pepper
- ✓ 500g Crab (Female)



Ingredients

Sugar Syrup

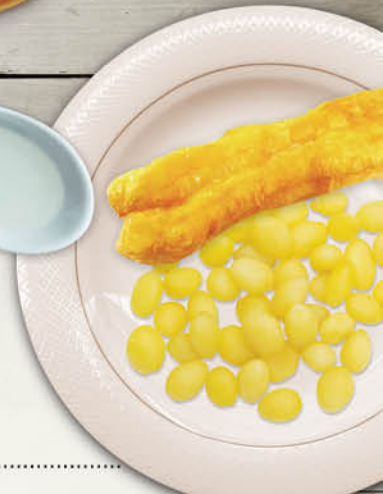
- 120g Sugar
- 900ml Water
- 1 bunch Pandan Leaf

Orange Peel Sauce

- 1 piece Fresh Orange Skin
- 35g Sugar
- 40g Corn Flour
- 100ml Water

Filling

- 200g Yellow Mung Beans
- 30 Ginko Nuts
- 1 Piece You Tiao



Tao Suan

(serves 10 portions)

Cooking Method

Sugar Syrup

1. Add sugar and pandan leaf into water to boil for 10 minutes then set aside.

Orange Peel Sauce

1. Mix water and cornflour into a mixture.
2. Marinate fresh orange skin with sugar and cornflour mixture and leave it for 1 day to set.
3. Blend the marinade into a paste-like consistency and set aside.

Tao Suan

1. Soak mung beans in water for 6 hours.
2. Drain the water and steam the mung beans for 25 minutes.
3. Add the mung beans into the sugar syrup and orange peel sauce and bring to boil.
4. Portion out the Tao Suan into individual bowls and garnish with ginko nuts and sliced You Tiao.
5. The dish is best served warm.





Stay tuned
for some
**FESTIVE
TREATS**



THIS CHRISTMAS!
Coming soon...



Participating Outlets :



Bonding people through food

STAFF ACTIVITIES

Rollin' Good Times!

The much anticipated JUMBO Group Inter-Outlet Bowling competition was back! Held on 19 August 2015 at Kallang Bowl, Kallang Leisure Park, 44 staff from individual outlets came together for a friendly pit against one another on the bowling arena. Many sent their team of best bowlers to compete in this annual event, where each team bowled three games each, and the total pin fall from the 12 games were tabulated to determine the winners. After an afternoon of stellar performance by all teams, the staff mingled further over a buffet lunch provided, before fantastic prizes were presented to the winners.



Our champion, first runner-up and second runner-up teams walked away with a trophy and \$1,000 food vouchers, \$800 and \$600 food vouchers respectively. As for our best male and female bowlers, they won for themselves a trophy and \$100 food voucher each.

Congratulations to all winners!

- | | |
|--------------------|---|
| Champion team | – Team Enjoy from JUMBO Seafood East Coast |
| First runner-up | – Team Legend from JUMBO Seafood East Coast |
| Second runner-up | – Team Matrix from JUMBO Seafood East Coast |
| Best Male Bowler | – Charles Chiang from Team Enjoy, JUMBO Seafood East Coast |
| Best Female Bowler | – Goo Mei Ling from Team Enjoy, JUMBO Seafood East Coast |



Team Legend
– JUMBO Seafood East Coast



Group photo of all the participating teams and organising committee



Team Enjoy
– JUMBO Seafood East Coast

EVENTS

Discover the Winning Formula

The JUMBO Culinary Challenge 2015 might be over in June, but the culinary splendour displayed at the event certainly lingers. After a day of faced-off with nine teams from various JUMBO outlets, Chef Liao Zhao Qing and his team from JUMBO Seafood iAPM in Shanghai clinched the title with their delectable “一品蟹汤” (Soup Category), salivating “堂焗一口龙虾球” (Seafood Category) and succulent “功夫一碗鸡” (Meat Category). We caught up with Chef Liao to find out more about the affairs behind the scenes – what were their battlefield strategies and preparations before their valiant display at the frontline.

“Actually, we never expect to win anything at all,” said Chef Liao. “We just wanted the experience and exposure to learn while competing with all the other chefs in JUMBO Group.” Perhaps such humility is the first ingredient to success as the team started preparation more than two months before the challenge. There were much thought poured into the creation of the dishes – from constant research for the best taste through various combinations of spices, to tireless experimentations so as to attain the right fire intensity and heat control, all these hard works were driven by sheer passion to present their best at the challenge.

“For our seafood dish, we had to be very delicate and precise with the heat and timing to ensure that the lobster is cooked at optimum conditions. This is to prevent it from being undercooked or overcooked. Precision is key to this dish!” reveals Chef Liao.





JUMBO[®]
Culinary Challenge 2015
珍宝厨艺争霸赛
30 June 2015



Indeed, such arduous attention to details is the secret to creating finesse in his dishes. "As for the meat dish, we did a lot of R&D as the meat texture was very complicated. We had a hard time understanding the texture of the chicken before we finally concluded that it is somewhat similar to noodles" explained Chef Liao, getting all excited as he explained his culinary concepts. "This is a new and unique breakthrough that nobody has done it before. And so, it also posed a great challenge for us to use such cooking methods as first-timers."

If there is anything else to speak of Chef Liao, it is certainly a respectable level of commitment he has displayed to ensure that his customers leave the restaurant as happy and satisfied folks. "Other than looking at things from our customers' point of view, we must also understand that people fancy high quality and interesting things. We must always think from the consumer perspective and then prepare our dishes with them in mind."

For Chef Liao and his team, the greatest reward is the new knowledge gleaned from his fellow colleagues during the challenge and learning new ideas from other chefs. "This is the most valuable and best prize for us from the competition itself," said Chef Liao. With so much heart placed into the winning dishes, we are excited to share that one of the dishes - Hot-stone Lemongrass Lobster with Glutinous Rice (堂焗一口龙虾球) is now featured on our menus!



Up Close and Personal with Our Folks



Mdm Seetoh Meiho

There is a saying “家有一老如一宝” (An elderly at home is likened to having a gem at home!) and this certainly applies to the JUMBO family. 60-year-old Mdm Seetoh has been with JUMBO for the past 6 years as a food runner at JUMBO Seafood (Riverside). She brought along with her over 10 years of experience in the Food & Beverage (F&B) industry and is stationed at the grill counter of the restaurant where she is frequently approached by tourists to ask for directions or information about our food. “I get a sense of achievement when I am able to answer their queries,” said Mdm Seetoh. As the only food runner in the restaurant, Mdm Seetoh faces her fair share of challenges at work, such as finding time to go to the washroom during peak hours. Fortunately, there is mutual understanding within the team and together with the chefs, they will work out the timings for food pick-ups so that Mdm Seetoh is able to take short toilet breaks during meal times. Beyond work, Mdm Seetoh is quite a chef herself. Apparently, her home-cooked curry chicken is extremely popular and well-liked by her family and friends! As age is catching up, Mdm Seetoh looks forward to seeing her children employed in good jobs upon graduation. “I am also hoping for my son to get married and grant me a grandchild soon,” Mdm Seetoh shared. Looks like the grandmother instincts are raging and may her wish come true in the near future.

Mr Kelvee Lee Zhe Hui

Receiving his 5-year long service award this year, Kelvee, our food runner at JUMBO Seafood @ Dempsey, was already familiar with our operations as a part-timer with the JUMBO family for two years in 2005 before enlisting into the National Service. He then joined us again as a full-time staff in December 2009. As a food runner, the 27-year-old plays an important role in ensuring that food are all well-placed and presentable before they are being served to customers. He also takes charge of the desserts and bar section of the restaurant by preparing an assortment of drinks and crafting desserts. While the challenges at work can be surmounting at times, especially when it is the peak season coupled with manpower shortages, Kelvee recalls a memorable experience that gave him all the encouragement needed to step up to challenges. "I remembered Celebrity Chef Sam Leong and his wife came to JUMBO Seafood @ Dempsey for dinner on a Friday night. I was tasked to serve at his table and felt extremely honoured to do so. At the end of the night, Chef Sam Leong said 'thank you' to me and those words of appreciation gave me the greatest motivation and satisfaction at work." As a soccer-fanatic, Kelvee supports Singapore's soccer team Lions XII and watches live matches on his off days. So fervent is his passion for soccer, his dream is to be able meet the soccer stars from the Germany team and former Lions XII player Shahril Ishak!





JUMBO GOLF CHALLENGE 2015

The Great JUMBO Tee Off

The month of September teed off with much zest as the 7th Annual JUMBO Golf Challenge held on 1 September 2015 saw 50 flights all geared up for a day of action on the green. The event was a resounding success with all slots fully booked within two minutes after registration went live on 22 July 2015. Featuring two sessions for the first time, our golf-avid members were all raring to go as they gathered at National Service Resort & Country Club (NSRCC), fully equipped to give their best shots.

Bringing along with them years of experience in golfing, the many “crouching tigers and hidden dragons” have set the bar high for the challenge. Long-time participant Mr Spencer Woo, who took part in the event for the fifth year, was ready to put up a good fight as he found his fellow competitors coming up strong. “For open category, I am not very confident. Youngsters nowadays are very good; I am more confident in the senior division,” said Mr Woo. Accompanying a friend at this event for the first time, Mr Malcom Tay joined the event for leisure, but came with much confidence as he finds the standard amongst the teams in this golf challenge pretty good.

The event was made even more meaningful with the “Visually Handicapped Mobile Massage Team” on site to help golfers who had their sessions in the morning to unwind and relax during a movie screening in the afternoon. Apart from having fun during this event, we hope to extend helping hands to those in need and do our part for the community!



What are some of our golfers' favourite JUMBO outlets and after-golf delicacies?



“

CHILLI CRAB!! It is my favourite food. I patronise JUMBO Seafood @ NSRCC about twice a week. This is my favourite outlet because it is near to my house and has a comfortable ambience.

”

– Mr Glenn Ang

“

I eat everything. I patronise JPOT VivoCity every week. JPOT VivoCity is my favourite outlet because it has better view and my wife can go shopping at VivoCity!

”

– Mr Phil Yen



Cover Story

As the sun set, a sumptuous seafood dinner was prepared, much to the delight of the participants. "Crabs!!! It's the best dish by JUMBO Seafood!" said Mr Woo. Attractive lucky draw prizes were given out at the event, as well as prize presentations for winning titles such as the Champion, Runner-ups, Longest Drive and Nearest to Pin.

Defending champion Mr Albert Moh handed over the Challenge Cup to Mr Ong You King, winner of the 7th Annual JUMBO Golf Challenge who scored a gross score of 39. "I play golf very often and practice very hard. If you have good skills, you can use any equipment and still win others." said Mr Ong on his winning strategy. Indeed, for a person who plays golf three times a week, his hard work had paid off handsomely. Looking forward to take part again in next year's challenge, our title champion gave some words of wisdom for budding golf enthusiasts – "You definitely have to learn from a proper coach to develop strong foundations when you start this sport."

In celebration of Singapore's Golden Jubilee, all golfers brought home with them customised SG50 golfing apparels and goodie bags, alongside a day of good games, great food and fun catching up with fellow JUMBO Rewards members.



