



1,881 OUSTANDING FOOD & BEVERAGE SERVICE PROFESSIONALS LAUDED AT 20TH ANNUAL EXCELLENT SERVICE AWARD (EXSA) 2014

Two SuperStar winners presented top honours at EXSA F&B ceremony

Singapore, 2 October 2014 – Today, the 20th annual Excellent Service Award 2014 honoured 1,881 outstanding Food & Beverage (F&B) service professionals. Organised by the Restaurant Association of Singapore (RAS), awards were presented to 213 more awardees as compared to the previous year. The ceremony held at the NTUC Auditorium was graced by Guest-of-Honor, Minister for Prime Minister's Office, Mr. Lim Swee Say. Since 2012, there has been an approximate 10 per cent growth in award recipients year on year, signifying the dedication companies have in nominating their staff to honour service excellence in the F&B industry.

In total, 1,230 Silver, 479 Gold, and 172 Star awards were awarded to service professionals from 41 companies. These individuals have received compliments from customers and gained recognition for performing beyond their duties and delivered exemplary service through other service-related awards.

"This year, we see a gradual growth of not only nominations but also awardees. We are pleased to see companies in the F&B industry champion the passion and hard work of their employees. We are proud to celebrate the efforts of the two SuperStar winners who have shown extraordinary dedication and passion. With such exemplary role models in the F&B industry, we hope they can inspire other service professionals to continue to stay passionate and for more companies to join the movement and nominate their service staff in more EXSA ceremonies to come," said Mr. Andrew Tjioe, President of RAS.

Amongst the Star awardees, five finalists were shortlisted to contend for the esteemed SuperStar Award:

- Mr. Amos Ting Chia Siang, Outlet Manager, OverEasy Bar and Diner (under The Lo & Behold Group)
- Mr. Frederick Federis Pena, Assistant Store Manager, TCC at Robinsons
- Ms. Leah Luces Ortiz, Senior Supervisor, Island Café at TANGS (under Associated Catering Pte Ltd)
- Mr. Mohammad Saiful Bin Kassim, Customer Relations Manager, McDonald's Restaurants Pte Ltd
- Mr. Ralph Ng Auay Tong, Restaurant Manager, Silk Road Restaurant at Amara Hotel

Two individuals were awarded the SuperStar award for their extraordinary dedication and excellent service. They were Mr. Mohammad Saiful from McDonald's Restaurants Pte Ltd, and Mr. Amos Ting from OverEasy Bar and Diner (under The Lo & Behold Group).

Currently a Customer Relations Manager for McDonald's restaurants in the North Zone, Mr. Saiful always serves his customers warmly with a personal touch. Having started with the company at the age of 14 as a crew, he has always portrayed a willingness to bring a smile to his customers and provide the best experience he could possibly offer when they visit McDonald's. Notably, Mr. Saiful, along with



his fellow colleague, produced a service video to improve service standards within the North Zone. The video, made to educate frontline staff the importance of greeting customer with positive gestures, proved useful and successful – resulted in circulating to branches in the other zones to share the effectiveness of the video.

Having been with the company for more than three years, Mr. Amos Ting inculcated his belief that teamwork is key to exceeding customers' expectations in a positive and friendly environment. Mr. Ting also strongly emphasises in delivering service to the best of one's abilities. His attentiveness to details has shone through foreseeing a situation where a group of Chinese tourists who required translated menus, went to the office to prepare them for his guests to use whilst they were entertained by his team. On a separate occasion, he personally attended to an elderly foreign couple, offering them water and warm towels to recover as they felt unwell, piggy-backed the husband into a taxi and sent them back to their hotel.

The EXSA will also be awarded to service professionals in six other industries, namely Attractions, Banking, Hospitality, Land Transport, Public Service and Retail. The annual award is managed by seven lead associations (Association of Singapore Attractions, Association of Banks in Singapore, Singapore Hotel Association, Land Transport Authority, Public Service Division, Singapore Retailers Association, and Restaurant Association of Singapore) and supported by SPRING Singapore.

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About the Excellent Service Award

Launched in 1994, the Excellent Service Award or EXSA is a national award that recognises individuals who have delivered quality service. It seeks to develop service models for staff to emulate and to create service champions.

EXSA is managed by seven industry lead bodies (Association of Singapore Attractions, Association of Banks in Singapore, Singapore Hotel Association, Land Transport Authority, Public Service Division, Singapore Retailers Association, and Restaurant Association of Singapore) and supported by SPRING Singapore.

This year marks the 20th year EXSA has honoured service professionals for their passion and dedication. Organisations with EXSA staff that have committed to achieving service excellence will be celebrated at a special commemorative event in celebration of the milestone in November.

About Restaurant Association of Singapore (RAS)

Established in 1980, the Restaurant Association of Singapore (RAS) was formerly known as the Singapore Hotel and Restaurant Association, catering to the distinctive needs of restaurant and hotel operators then. As tourism flourished, it prompted restaurants and hotels to create separate representative bodies to better focus and service the needs of the respective individual sectors. Started with only 20 members, RAS had since grown its membership base to close to 300, accounting for over 1,500 restaurant outlets. As the leading body of Singapore's F&B industry, RAS is tasked with the mission of championing and encouraging industry development and excellence through promoting and advancing the common needs, interests and aspirations of the industry. It also works closely with various Government bodies and F&B related associations overseas to develop and propel the local F&B industry.