



2,200 OUTSTANDING FOOD & BEVERAGE SERVICE PROFESSIONALS AWARDED AT THIS YEAR'S 21st EXCELLENT SERVICE AWARD (EXSA) 2015

A sign of pride and passion, the F&B industry shows an increase of over 300 recipients receiving the Award (EXSA) this year

Singapore, 1 October 2015 – Today, the 21st annual Excellent Service Award 2015 honoured 2,200 outstanding Food & Beverage (F&B) service professionals. Organised by the Restaurant Association of Singapore (RAS), awards were presented to 319 more awardees this year as compared to the previous year. The ceremony, held at the NTUC Auditorium, was graced by Guest-of-Honour, Senior Minister of State for Health, Environment and Water Resources, Dr. Amy Khor. There has been a 15 per cent growth in award recipients since 2012, demonstrating companies' growing commitment to nominating their staff for service excellence in the F&B industry.

In total, 1,418 Silver, 524 Gold, and 258 Star awards were awarded to service professionals from 64 companies, a 56% increase as compared to last year. These individuals have received numerous compliments from customers and gained recognition for performing beyond their call of duties.

“We are pleased to see an increase of not only the number of awardees, but also an increase in the number of participating companies,” said Mr. Andrew Tjioe, President of RAS. “It is heartening to see companies in the F&B industry taking effort to recognise the passion and hard work of their employees. The valuable feedback that these awardees receive from their peers and customers encourages them to grow as professionals. We are proud to celebrate the efforts of our winners who have shown extraordinary dedication and passion. We hope that they will inspire even more people in the F&B industry.”

Thirteen Star awardees were also nominated to contend for the SuperStar Award, out of which five were shortlisted as the finalists:

- Mr. Jayachandran Nair A/L Janardanan Nair, Assistant Restaurant Manager, Swensen's (under ABR Holdings)
- Mr. Vedamuthu Rex Kulandairaj, Restaurant Manager, Jack's Place (under JP Pepperdine)
- Ms. Josephine Lee, Store Activities Representative, McDonald's Restaurants
- Ms. Cherry S. Sampang, Restaurant Manager, Manhattan Fish Market
- Ms. Dok Pei Chin, Waitress, Brecks Café (under Zingrill Holdings)

Of these nominees, Ms. Cherry S. Sampang was named the Superstar winner for the first time for her extraordinary dedication and excellent service.



Currently a Restaurant Manager at Manhattan Fish Market, Ms. Sampang has been providing excellent customer service for the past 5 years. She has gone to great efforts to establish close bonds with her regular customers, ensuring they have great dining experiences. Once, she chanced upon a misplaced iPad in the restaurant and went the extra mile to ensure that it was delivered to the customer's home. The customer was amazed by her level of service and wrote a compliment letter. In addition to her daily routine, Ms. Sampang makes it a point to work alongside her colleagues to create a positive and friendly environment. She also tirelessly trains her colleagues to improve their service standards and contributes new ideas during her monthly meetings. Ms. Sampang regularly attends service-related courses such as Service Training Workshop, Teamwork Workshop and 7 Secrets of Customer Service run by RAS, and remains committed to improving herself.

The EXSA will also be awarded to service professionals in six other industries, namely Attractions, Banking, Hospitality, Land Transport, Public Service and Retail.

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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.

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 more than 300, accounting for over 2,300 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.

For more information about EXSA 2015, please contact:

Debbie Pereira
Ate Integrated Communications
debbie@ate.bz
(+65) 6592 0545

Jia En Chan
Ate Integrated Communications
jiaen.chan@ate.bz
(+65) 6592 0548