



Shining stars of the Food and Beverage service industry honoured at the Excellent Service Awards 2016

*Championing and delivering good service remain a priority for the food services industry
as nominations and award recipients increase*

Singapore, 3 October 2016 - More than 2,500 shining stars in the F&B service industry were honoured at the Excellent Service Awards (EXSA) 2016 for their exemplary service. Minister in Prime Minister's Office, Mr Chan Chun Sing, presented awards at the ceremony held today at the UE Convention Centre, organised by the Restaurant Association of Singapore.

“Even as the food services industry moves towards raising productivity while reducing reliance on manpower, our service professionals continue to form the bedrock of this industry that contributes 0.8% to Singapore's GDP annually. It is now even more imperative that service standards are maintained and raised, to provide a personal touch so that we remain competitive and attractive for locals and visitors,” said Mr Vincent Tan, President of the Restaurant Association of Singapore.

He added, “We are heartened to see that high service standards remain a key priority for F&B establishments. We have seen an increase in nominations from companies and together we hope to continue to encourage and recognise the efforts of service professionals.”

This year, there are 346 Star, 631 Gold and 1,543 Silver award recipients from 72 companies, a 15% increase from the previous year. Mr Norman Tan, Restaurant Manager from Swensen's received the top honour of the Superstar Award, in recognition of his efforts in providing exceptional service and exceeding guest expectations.

He was selected from amongst four other finalists, who were shortlisted from 22 Superstar nominees. The four other finalists were:

1. Diana Belinda D'Silva, Senior Supervisor, Overeasy
2. Delphine Tan, Assistant Restaurant Manager, Delifrance
3. Jane Tay, Store Activities Representative, McDonald's
4. Zainuddin Bin Zin Noor, Assistant Restaurant Manager, Manhattan Fish Market

ABR Holdings Limited, which owns and operates Swensen's, nominated Norman for the award due to his dedication to good customer service and always going out of his way to ensure a memorable guest experience. A former Gold EXSA winner in 2015, Norman pays attention to little details, including chatting with the elderly or those who are dining alone, and remembering guests' usual order and preferences. He is also well-liked by his colleagues, often being the first to offer assistance and a helping hand.

A home-grown company with a stable of F&B brands including Tip Top and Hello Kitty Orchid Garden, ABR Holdings Limited has consistently placed strong emphasis on service standards across its brands and outlets. The company regularly invests in staff training to improve service standards and this is reflected in the increase in EXSA nominations over the years, as well as them clinching the top honour of the Superstar Award this year.

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.

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