



**MEDIA RELEASE
FOR IMMEDIATE RELEASE**

SINGAPORE RESTAURANT MONTH RETURNS WITH A HEALTHIER DINING THEME!

46 restaurant brands have introduced 95 healthy dishes

1 to 31 July 2016

www.singaporerestaurantmonth.com

Singapore, June 2016 – The Restaurant Association of Singapore (RAS) is proud to bring back **Singapore Restaurant Month** (SRM) that will be held from **1 to 31 July 2016**. In collaboration with the Health Promotion Board (HPB) and Singapore Tourism Board (STB), RAS aims to encourage both industry partners and the public to appreciate the joys of healthier dining through promoting dishes that are lower in calories and/or have a higher wholegrain content this year. This is aligned with HPB's campaign to "Eat Healthy. Get More From Life".

Diners can savour 95 wholesome locally-inspired new and signature dishes introduced by the culinary teams of 46 restaurant brands. To qualify as an SRM dish, each creation has to contain either 500 calories or less and/or has to be made up of at least 8% wholegrains. **Singapore Restaurant Month** will also give all an opportunity to experience a wide array of notable establishments in the local F&B scene as the participating restaurants range from Chinese, Thai, Western, Japanese, Indian, vegetarian, Korean and fusion cuisine. This year, 22 restaurants are new to **Singapore Restaurant Month**.

Singapore Restaurant Month is held in conjunction with the Singapore Food Festival (15 to 31 July 2016) and HPB's upcoming food and drink campaign (28 July to 28 October 2016). The organisers have also teamed up with Unilever Food Solutions as an official ingredient partner.

Criteria for participation – Singapore Restaurant Month 2016



Healthier choice labels

In order to qualify, the dishes must contain 500 calories or less and/or at least 8% of each dish must contain wholegrains such as oatmeal, brown rice and wholemeal bread. All creations have to be approved by certified HPB nutritionists and diners may look out for HPB endorsed dishes tagged with the striking-red 'Healthier Choice' identifiers in menus.

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Explains Mr Andrew Tjioe, President of RAS and Executive Chairman of Tung Lok Group: "In our second year organising **Singapore Restaurant Month**, we would like to encourage more consumers to explore the option of healthier dining with the introduction of either lower calorie or higher wholegrain content dishes across the 50 participating restaurant brands. We hope for more F&B operators to consider offering a wider selection of nutritious meals, making it more accessible for those looking to implement a positive change in their eating habits. We are elated to welcome back restaurants that participated last year, and excited with the new entrants that have come on board. Last but not least, we would like to thank our partners HPB, STB and Unilever Food Solutions for their support."

"The Health Promotion Board is happy to partner the Restaurant Association of Singapore and we applaud this move by the industry to make the healthy food scene a vibrant one. With restaurants creating dishes that are 500 calories or less or contain wholegrains, Singaporeans will be able to savour healthier, tasty options during the Singapore Restaurant Month and have a wider variety of healthier food choices when dining out. This complements our ongoing Healthier Dining Programme where 1,600 food stalls island-wide are offering healthier meals. We encourage more F&B establishments to come on-board to offer healthy and tasty options," says Mr Zee Yoong Kang, Chief Executive Officer, Health Promotion Board.

Ms Ng Seow Ling, Managing Director of Unilever Food Solutions Singapore, Myanmar, Cambodia and Laos, says: "We are thrilled to be the official ingredient partner for the Singapore Restaurant Month organised by Restaurant Association of Singapore. In line with Health Promotion Board's campaign theme, Unilever Food Solutions is very pleased with the 95 exquisite, delicious and more importantly, healthier dishes that the restaurants have introduced. We have no doubt that Singapore diners will appreciate the additional dish choices which are lower in calories and/or higher in wholegrains."

Heritage restaurants

Among these establishments are ten heritage restaurants that have stood the test of time for decades in the local food scene. Noteworthy eateries include *Jumbo Seafood Restaurant*, *Prima Tower Revolving Restaurant*, *Gim Tim Restaurant*, *Fatty Weng Restaurant* and *Beng Thin Hoon Kee Restaurant*. New entrants this year include *Moi Lum* and *Qian Xi Lou - Carpenter 29*.

For updates, kindly visit www.singaporerestaurantmonth.com.

For the full list of participating restaurants, please refer to Appendix A (below).

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SINGAPORE
RESTAURANT
— MONTH —
Eat healthy. Get more from life.



FACTSHEET – SINGAPORE RESTAURANT MONTH 2016

When:	1– 31 July 2016
No. of restaurant brands:	46 (refer to Appendix A for a full list)
Organised by:	Restaurant Association of Singapore (RAS)
Website:	www.singaporerestaurantmonth.com
Hashtags:	#singaporerestaurantmonth #singaporerestaurantmonth2016

*Note to editor: *High-res visuals of selected dishes and Singapore Restaurant Month logo are available upon request. All information is correct at time of release.*

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About the Health Promotion Board

The Health Promotion Board (HPB) was established in 2001 as a statutory board under the Ministry of Health with the vision of building “A Nation of Healthy People”. HPB aims to empower the people of Singapore to attain optimal health, increase the quality and years of healthy life and prevent illnesses, disability and premature death. As the key partner of national health promotion and disease prevention programmes, HPB spearheads health education, promotion and prevention programmes as well as creates a health-supportive environment in Singapore. It develops and organises relevant health promotion and disease prevention programmes, reaching out to the healthy, the at-risk and the unhealthy at all stages of life – children, youths, adults and older Singapore residents. HPB’s health promotion programmes include nutrition, mental health, physical activity, smoking control and communicable disease education. HPB also promotes healthy ageing, integrated health screening, and chronic disease education and management. More information can be found at www.hpb.gov.sg.

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is a leading economic development agency in tourism, one of Singapore’s key service sectors. Known for partnership, innovation and excellence, STB champions tourism, making it a key economic driver for Singapore. We aim to differentiate and market Singapore as a must-visit destination offering a concentration of user-centric and enriching experiences through the “YourSingapore” brand. For more information, please visit www.stb.gov.sg or www.yoursingapore.com.



About the Singapore Food Festival

The Singapore Food Festival (SFF) returns for its 23rd edition this July with the theme “Savour the Past, Taste the Future”. SFF2016 will honour generations of food heritage and showcase culinary creations that push the envelope on Singaporean cuisine. It celebrates Singapore flavours, amazing talent and the rich depth of our culinary past and future.

The Festival takes place in various locations across Singapore from 15 to 31 July 2016. Look forward to three weeks of feasting, a variety of exciting programmes, as well as immersive experiences showcasing the evolution of Singapore’s cultural tapestry. For more details, please visit: www.singaporefoodfestival.com

About Unilever Food Solutions

Unilever Food Solutions (UFS) helps chefs and F&B owners all over the world serve tasty, wholesome meals through quality ingredients that save preparation time and boosts flavour. These ingredients, under the brands of Knorr, Best Foods, Lipton and Planta, are staples in professional kitchens in more than 74 countries around the world.

The company also employs over 500 chefs globally to constantly provide ideas to help keep food operators’ menu fresh and exciting. Here in Singapore, the team of chefs and marketers work closely with industry leaders to always be at the forefront of market trends, to deliver relevant business solutions to food operators, from back-of-house to front-of-house and central kitchens.

One way is through the Chefmanship Academy, a first-of-its-kind initiative in Southeast Asia that provides F&B professionals with practical and creative ingredients needed for success. The one-stop centre covers 165 topics across 12 modules and combines real world insights with industry research to offer hands-on learning experiences. Topics include ways to raise the quality of food, service and efficiency, and become a better chef.

Participants can get the insights and techniques from e-modules, or sign up for comprehensive training courses conducted by UFS chefs and other industry experts through interactive workshops and seminars.

Learn more about UFS at <http://www.unileverfoodsolutions.com.sg>.

APPENDIX A

** Restaurants that are new to Singapore Restaurant Month 2016*

HERITAGE RESTAURANTS

S/N	RESTAURANT	CUISINE	DISH NAME	CALORIES (KCAL PER DISH)	DISH CATEGORY
1	Beng Thin Hoon Kee Restaurant	Chinese (Fujian)	Braised Sea Cucumber with Mustard Greens & Chinese Mushrooms	424.6	Lower in Calories
			Chicken Treasure Wrapped in Lettuce	263.8	Lower in Calories
2	Fatty Weng Restaurant	Chinese (Cantonese)	Prawns in Mushroom Sauce	410.2	Lower in Calories
			Curry Pork Loin	500	Lower in Calories
			Scallops with Singapore Chilli Crab Sauce	387.4	Lower in Calories
3	Gim Tim	Chinese (Hokkien and Cantonese)	Fried Brown & Short Grain Rice with Tobiko	528.1	Higher in Wholegrains
4	JUMBO Seafood	Chinese	Steamed Cod Fish with Jin Hua Ham in Rice Wine	146.5	Lower in Calories
5	Islamic Restaurant	Turkish-Indian	Grilled Fish Beryani	493.1	Lower in Calories
			Butter Chicken with Plain Naan	473.3	Lower in Calories
			Chicken Beryani	499	Lower in Calories
6	Moi Lum*	Chinese (Cantonese)	Golden Coin Beancurd	474	Lower in Calories
			Mixed Brown Rice Fried with Taiwanese Sausage	488.8	Lower in Calories
7	Prima Tower Revolving Restaurant	Chinese (Beijing)	Jade Potage with Multigrain Crispy Rice	855.1	Higher in Wholegrains
			Shredded Scallop with Fish & Egg White	499.9	Lower in Calories
			Steamed Crystal Ball with Chinese Yam	433.4	Lower in Calories
8	Qian Xi Lou - Carpenter 29*	Chinese	Prosperity Abalone Rice	457.4	Lower in Calories
			Double-boiled Abalone & Chicken Soup with Black	194.8	Lower in Calories

			Garlic		
			Mushroom & Tofu Soup in Chicken Broth	191.4	Lower in Calories
9	Red Star Restaurant	Chinese (Cantonese)	Stir-fried Celery with Sliced fish	455.4	Lower in Calories
			Fish Head with Mustard Leaves & Tofu Soup	399	Lower in Calories
10	Zi Yean Restaurant	Chinese (Cantonese)	Farmer's Six Mix & Matches	419.1	Lower in Calories
			Wok-fried Sliced Fish, Snake Marrow and Fungus	416	Lower in Calories
			Abalone, Dried Scallop and Figleaf Gourd Soup	403.3	Lower in Calories

NON-HERITAGE RESTAURANTS

S/N	RESTAURANT	CUISINE	DISH NAME	CALORIES (KCAL PER DISH)	DISH CATEGORY
1	Bali Thai*	Indonesian and Thai	Basil Leaves Chicken Lettuce Wrap	259.2	Lower in Calories
			Tom Yum Soup with Seafood	250.1	Lower in Calories
			Braised Glass Noodles with Seafood	487.9	Lower in Calories
2	Big Street*	Chinese, Malay, Indian and Western	Ocean Heaven (Oven-baked Teriyaki Salmon served with Lobster Fruit Salad)	474	Lower in Calories
3	Crystal Jade Dining In*	Chinese (Contemporary Cantonese)	Double-boiled Sea Whelk Soup with Chicken & Morel Mushroom	189.5	Lower in Calories
			Poached Prawns with Herbal Soup & Chinese Wine	285.2	Lower in Calories
			Baked Crab Shell stuffed with Seafood Paste	93.2	Lower in Calories
4	Crystal Jade Golden Palace*	Chinese (Modern Cantonese and Teochew)	Pan-fried Cod Fish with Black Truffle Sauce	235.9	Lower in Calories
			Double-boiled Morel Mushroom Soup in Coconut	26	Lower in Calories
			Braised Mustard Green with Fish Maw & Crab meat	231.4	Lower in Calories
5	Crystal Jade Palace*	Chinese (Traditional Classic Cantonese)	Steamed Egg White with Conpoy and Diced Chicken	211.8	Lower in Calories
			Braised Homemade Beancurd with Honshimeji Mushroom	210.2	Lower in Calories
			Sautéed Kailan with Assorted Fungus	147.2	Lower in Calories
6	Earle Swensen's*	Western	Baked Hoisin Cod Fish	470.2	Lower in Calories

7	Georges*	Western	Grilled Salmon Fillet	498.6	Lower in Calories
8	iSTEAKS Diner*	Western	iSTEAKS' Grilled Pacific Dory	468.4	Lower in Calories
9	JPOT – hotpot Singapore style	Chinese	Silky Porridge Soup Broth	227	Lower in Calories
10	Kampong Café @ BM*	Chinese, Malay, Indian and Western	Nasi Briyani with Curry Barramundi Fish & Achar	317.1	Lower in Calories
11	Lao Beijing	Chinese (Northern Chinese)	Beijing-style 'Zhajiang' Noodles	494.4	Lower in Calories
12	LingZhi Vegetarian	Vegetarian	Black Truffles and Organic Sweet Corn Bisque with Smoked Beancurd	413.1	Lower in Calories
13	Mamanda	Malay	Royal Laksa Lobster	484.9	Lower in Calories
14	Nara Thai Cuisine*	Thai	Yum Som O (Pomelo Salad)	218	Lower in Calories
			Pla Kra Pung Nung Manao - Steamed Whole Sea Bass with Spicy Chilli and Lime Sauce	492.8	Lower in Calories
15	Palm Beach Seafood Restaurant	Chinese (Seafood)	Fragrant Tofu	464	Lower in Calories
16	Peach Garden Chinese Restaurant	Chinese (Cantonese)	Grilled Fillet of Sea Perch with Olive Oil and Poached Broccoli	362.5	Lower in Calories
			Chicken Breast Superior Soup with White Fungus & Gingko Nuts	430.1	Lower in Calories
			Steamed Organic Brown Rice with Sweet Corn and Black Fungus	527.7	Higher in Wholegrains
17	Pies & Coffee*	Western	Beef Rendang Pie	497.2	Lower in Calories
			Charcoal Crust Curry Chicken Pie	468.8	Lower in Calories
			Black Pepper Chicken Baked Pasta	488.6	Lower in Calories
18	Prata Wala*	Indian	Chappati with Dal Gravy	484.8	Lower in Calories
			Idli with three Chutneys and Dal Gravy	373.8	Lower in Calories
			Prata with Dal Gravy	483.5	Lower in Calories
19	PUTIEN	Chinese (Fujian)	Pan Fried Tomatoes with Minced Pork	311.9	Lower in Calories
			Stir Fried Yam with Fruits	447	Lower in Calories
20	Seoul Garden Hotpot	Korean	Bap-Assorted Korean Mushroom	428.6	Lower in Calories
			Bap-Marinaded Chicken	488.2	Lower in Calories
21	Seoul Yummy	Korean	Korean Mushroom Pot with Tuna	423.9	Lower in Calories
			Grilled Eel Hot Stone Bibimbab	389.4	Lower in Calories
			Kimchi Soup	245.5	Lower in Calories
22	Shin Yeh Restaurant	Chinese (Taiwanese)	Eight Treasures Box	107.3	Lower in Calories
23	Si Chuan Dou Hua Restaurant	Chinese (Sichuan and	Premium Truffle Salad	261.4	Lower in Calories

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		Cantonese)			
			Double-boiled White Fungus in Pear Vessel	454.2	Lower in Calories
			Healthy Eight Treasures Rice	870.9	Higher in wholegrains
24	So Pho*	Vietnamese	Summer Roll with Prawns and Lemongrass Chicken	179.4	Lower in Calories
			Vietnamese "Pho" with Sliced Beef, Beef Brisket and Beef Balls	452.6	Lower in Calories
			Mango & Papaya Salad with Crispy White Bait	235.1	Lower in Calories
25	Streets Hong Kong Café*	Hong Kong and Local	HK Shrimp Dumpling Noodles	370.6	Lower in Calories
			Stir-fried Six Treasures	242.6	Lower in Calories
			Sautéed Chicken & Mushrooms with Thick Gravy on an Omelette with Steamed Rice	481	Lower in Calories
26	Sufood	Vegetarian	Sufood Shaker Salad	469.7	Lower in Calories
27	Sushi Tei*	Japanese	Salmon Chasoba	388.7	Lower in Calories
			Salmon Don	476.6	Lower in Calories
			Nabeyaki Udon	489	Lower in Calories
28	Switch by Timbre*	Western	Nicoise Salad	401.8	Lower in Calories
29	The Manhattan FISH MARKET*	Western	Fiery Hot Cherry Snapper	422.4	Lower in Calories
			Island Grilled Cod	498.5	Lower in Calories
30	The Orange Lantern*	Vietnamese	Vietnamese Char-Grilled Chicken Satay and Sugarcane Prawn Serve with Vermicelli & Salad	424.7	Lower in Calories
			Hanoi Turmeric Fish with Dill & Rice Vermicelli	346.6	Lower in Calories
31	The Soup Spoon Union	Western	Grilled Salmon with Cauliflower Rice	486.3	Lower in Calories & Higher in Wholegrains
			Grilled Cod Fish with Cauliflower Rice	381	Lower in Calories & Higher in Wholegrains
			Grilled Portobello Mushroom with Cauliflower Rice	284.7	Lower in Calories & Higher in Wholegrains
32	Timbre @ The Substation, @ The Arts House, @ Gillman	Western	Grilled Peach & Prawn Summer Salad	310	Lower in Calories
33	Tim Palace	Chinese	Steamed Cod Fish with Black Garlic Sauce	246.2	Lower in Calories
			Cogollos Con Idiazabal Y Anchoas Ahumadas	260	Lower in Calories
34	UNA at One Rochester*	Spanish	(Grilled Spanish Sucrine lettuce, Idiazabal cheese form, smoked anchovies and pomegranate)		

			Coca De Higos Y Foie Con Vermouth (Foie gras and grilled figs on a crispy Spanish flatbread with vermouth reduction)	384.1	Lower in Calories
35	Yam's Kitchen	Chinese	Yam's Kitchen Soya Bean Curd	472.6	Lower in Calories
			Homemade Meatballs with Double Mushrooms in Bean Paste	457	Lower in Calories
			Sliced Fish with White Cabbage Soup	331	Lower in Calories
36	Zaffron Kitchen*	Indian	Naan with Dal Makhani	496.8	Lower in Calories
			Biryani Rice with Chana Masala and Jaipuri	494	Lower in Calories
			Tandoori Fish Tikka with Salad	420.7	Lower in Calories

MEDIA FACTSHEET

Changing the Way Singaporeans Eat

The Health Promotion Board (HPB) has made healthier food options more pervasive and accessible to help Singaporeans improve their dietary quality and reduce calorie intake when they dine out and eat at home. In support of key initiatives such as the Healthier Dining Programme and Healthier Choice Symbol, HPB partners F&B establishments, food manufacturers and supermarket retailers to roll out campaigns to nudge Singaporeans to choose healthier food choices and reduced or no sugar beverages.

Healthier Dining Programme

Introduced in 2014, the Healthier Dining Programme aims to increase the accessibility and variety of tasty and healthier meal options and improve Singaporeans' dietary quality when dining out.

In 2015, HPB launched "Eats for Treats" promotion to encourage Singaporeans to switch to healthier meals with rewards like vouchers and prizes. These efforts aimed to shift behaviour and change Singaporeans' eating habits so that the increased demand for healthier meal options will also entice more new food business players on-board to supply healthier meals.

Under the Healthier Dining Programme, HPB collaborates with 52 F&B operators in a good mix of dining settings, including restaurants, cafés, food courts and kiosks, involving nearly 1,600 food stalls across Singapore, to offer lower calorie meal options, and to incorporate healthier ingredients, such as whole-grains, fruits and vegetables, as part of their core menu offerings. HPB and its partners believe that healthy food can be tasty and nutritious, and when dishes are made healthier, taste is not compromise. The number of healthier meals sold has doubled from 7.5 million in 2014 to 15 million in 2015.

HPB's Healthier Dining Partners can be easily identified by the distinctive Healthier Choice decal on their respective store fronts (see Figure 1). The decal indicates that the dish is a healthier dish which may be "lower in calories" or has been prepared with healthier ingredients.



Figure 1 – Decal for Healthier Dining Partners

Reduced or No Sugar Beverages

To encourage Singaporeans to switch to reduced or no-sugar beverages, HPB rolled out the “Drink Healthy. Get More From Life” Match & Win promotion in 2015 and “Life’s Sweeter with Less Sugar” campaign in 2014 to remind and nudge Singaporeans to ask for less sugar and be rewarded at the same time. In the 2015 campaign, HPB worked with partners across 1200 food courts, cafés, kiosks and coffee shop outlets to encourage Singaporeans to choose less sweetened beverages where they stood chances to win up to \$5,000 cash and other prizes.

Healthier Choice Symbol



Figure 2 – Healthier Choice Symbol

To nudge Singaporeans to prepare healthier, tastier meals at home, HPB uses the Healthier Choice Symbol (HCS) (see Figure 2) to help shoppers identify healthier options when selecting groceries.

In 2015, HPB partnered close to 240 supermarkets to introduce the “Shop Healthy. Get More From Life” campaign to promote HCS products through in-store promotions, such as lucky draws, food sampling and cooking demonstrations. At each step of their shopping experience, shoppers were nudged at various decision points by strategic placements of visual cues to make informed, healthier choices.

There are currently 2,500 HCS products across 70 food categories. These products contain less sugar, saturated fat, or salt. Some products are also higher in calcium, dietary fibre and whole-grains, than others in similar food groups.

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