

Exemplary stars of the Food and Beverage service industry honoured at Excellent Service Awards 2017

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

Singapore, 5 October 2017 - More than 2,600 awardees in the F&B service industry were honoured at the Excellent Service Awards (EXSA) 2017 for exemplary service today. Senior Minister of State, Ms Sim Ann, was present at the ceremony organised by the Restaurant Association of Singapore held at the NTUC Auditorium.

“The Food and Beverage (F&B) industry is becoming increasingly competitive and has an ever-changing landscape. Furthermore, consumers are becoming more educated and informed, hence their demands are not the same as they were 20 years ago. As the largest F&B Association in Singapore, The Restaurant Association of Singapore (RAS) believes that changes are necessary to adapt to the changing F&B climate. Thus, the EXSA curriculum was revamped this year to emphasise service resilience and strengths, as well as coaching for service breakthrough. This thematic approach better caters to the different stages and levels of service mindset the nominees are at,” said Mr Vincent Tan, President of the Restaurant Association of Singapore.

He added, “The Association has seen a steady increase in the number of nominating companies and recipients over the years. This is evidence that more in the industry are believing in excellent service and recognising its importance.”

There were 369 Star, 693 Gold and 1,579 Silver award recipients from 74 companies this year, marking a 121 increase in total awardees from the previous year. Ms Choong Chew Yin, Senior Restaurant Manager from Soup Restaurant, also received the Superstar Award. Out of 24 nominated candidates, this top honour was awarded to Ms Choong in recognition of her exceptional service and exceeding guest expectations.

She was selected from amongst four other finalists:

1. Paul Lee Chee Hoong, Senior Restaurant Manager, Dancing Crab
2. Jimmy Wong Man Ka, Assistant Restaurant Manager, Swensen’s
3. Surina Binte Ismail, Store Activities Representative, McDonald’s
4. Dandin Quilong Quilong Peraren, Outlet Manager, The Connoisseur Concerto (TCC)

The Soup Restaurant nominated Ms Choong Chew Yin, affectionately known as Joanne among her colleagues and regular customers, for the award due to her dedication to good customer service and her efforts in maintaining a warm and cheerful disposition at all times. A former Gold EXSA winner in 2016 and Star EXSA winner in 2017, Joanne (or Chew Yin) is someone who pays close attention to details when it comes to serving customers. Believing in turning her customers into friends, Joanne also trusts that small gestures such as remembering customer's names, their likes and dislikes, and even having conversations with solo diners also played a part in her efforts to engage customers. She is well liked by her team and is often the first to offer assistance when needed.

A homegrown company with over 26 years of history in the F&B sector, The Soup Restaurant Pte Ltd has consistently placed strong emphasis on service standards across its outlets. The company regularly invests in staff training to improve service standards and upgrade their employees' skill-sets. This is reflected in the increase in their EXSA nominations over the years, as well as them clinching the top 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)

As the pioneer and largest F&B Association in Singapore, Restaurant Association of Singapore (RAS) has more than 350 members, representing about 600 brands that operate close to 3,000 outlets. Our members comprise a good mix of business models such as restaurants, caterers, fast foods and food courts, with various cuisine types, thus providing a wholesome view and opinion, with the common goal to propel the industry forward.

Since 1980, RAS has acted as a collective voice for the F&B industry and strives to advance the industry through various platforms such as bridging closer working relationships between businesses and government agencies, networking events for members, recognition and awards platforms and administering programmes to drive business success.

To know more about us, please visit www.ras.org.sg.

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