



**MEDIA RELEASE
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ENJOY IRRESISTABLE SAVINGS AT THE FIRST SINGAPORE RESTAURANT FESTIVAL

*Heritage and contemporary establishments to offer
an attractive voucher promotion and a range of Singapore-themed dishes
1 July to 30 September 2017*

Singapore, 5 July 2017 – The Restaurant Association of Singapore (RAS) proudly presents the inaugural **Singapore Restaurant Festival (SRF)** that will take place from **1 July to 30 September 2017**, an extension of the popular Singapore Restaurant Month that witnessed rousing success over the last two years with its thematic showcase of dishes at notable eateries.

SRF will offer opportunities to dine at select restaurants island-wide with great savings through the launch of the *Singapore Restaurant Festival Dining Voucher Set* redeemable over a three-month period.

Embracing a 'Flavours of Singapore' theme, RAS has put together over 200 outlets offering a variety of cuisines such as Chinese, Western, Middle-Eastern, fusion, Italian, Korean, Japanese, Indian, and buffet restaurants that will each highlight a locally-inspired dish for the festival.

The Singapore Restaurant Festival Dining Voucher Set – good food, great deals

In collaboration with DBS and POSB, participating outlets will offer exclusive promotions as well as attractive discounts for cardholders during the festival such as purchasing the voucher set (worth \$100), at a special price of \$70.

The vouchers, which come in denominations of \$25 can be used at any of the participating restaurants during the festival, and purchased from a list of restaurants. *Please refer to Annexe B for list of outlets to purchase vouchers.*

Mr Vincent Tan, President of RAS says: "We are pleased to bring together more than 50 restaurant brands in Singapore to accept a common voucher to diners at an attractive discount for this first edition of SRF. As the largest F&B Association in Singapore, we are constantly trying to build a collaborative spirit among operators in Singapore and SRF is indeed a first small step that we have managed to achieve."

Said Mr Anthony Seow, Head of Cards & Unsecured Products at DBS Bank, "As a strong supporter of local F&B businesses, we are proud to extend this support to the Singapore Restaurant Festival 2017 as its Official

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#singaporerestaurantfestival
#srf2017



Card Partner. As Singapore's largest credit and debit cards issuer in Singapore, we always seek to bring our customers the best deals and experiences in town. At this year's festival, DBS/POSB cardmembers will enjoy exclusive dining deals at over 50 participating restaurant brands, where they can feast on some of Singapore's finest culinary meals at up to 30 percent off."

'Flavours of Singapore' – a theme close to many hearts

In conjunction with the Singapore Food Festival (14 to 30 July 2017), each eatery will highlight a locally-inspired dish for **SRF**. Diners can expect traditional and modern dishes such as *Chicken Rice Risotto (Joo Bar)*, *Chilli Crab (Palm Beach Seafood)*, and *Chicken Tikka Pizza (Cali Café and Bar)* from participating restaurant brands. These dishes will be available throughout the festival.

As part of **SRF**, RAS and Unilever Food Solutions presents the '**Salted Egg Shiok**' campaign which takes consumers through a map of salted egg dishes in Singapore from July to December 2017. The website www.saltedeggshiok.com will launch on 3 July, and it will act as an aggregator of the salted egg dishes around the island.

Customers can contribute to the 'shiok-o-meter' by #saltedeggshiok and a chance to win prizes in the grand lucky draw. They can also take part in the bi-monthly polls on the website to win additional prizes while voting for the salted egg dish that best represents Singapore.

Heritage favourites and hip newcomers

Among the restaurant brands are heritage restaurants that have been veterans in the local food scene for decades – *Fatty Weng Restaurant*, *Goldleaf Restaurant*, *NG AH SIO Bak Kut Teh*, *Omar Shariff Authentic Indian Cuisine*, *Palm Beach Seafood Restaurant*, and many more.

Adding to the comprehensive list are newcomers such as *E!GHT Korean BBQ*, *Joo Bar*, *Hoshino Coffee*, *MUSEO*, and *SUN with MOON Japanese Dining & Café*, *Supply & Demand*, *Equilibrium*, and *Sakae Sushi* that are participating for the first time.

For updates on outlets and voucher purchase, kindly visit www.singaporerestaurantfestival.com

Note to editor: Please refer to Annexe A for full list of outlets and dishes. Hi-res images of selected dishes and interior shots of the restaurants are available upon request. Information is accurate at time of release.



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Fact Sheet – Singapore Restaurant Festival

When: 1 July to 30 September 2017
No. of restaurants: 57 (refer to Annexe A for full list)
Organised by: Restaurant Association of Singapore (RAS)
Website: www.singaporerestaurantfestival.com
Hashtag: #singaporerestaurantfestival
#srf2017

About Restaurant Association of Singapore

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 350, accounting for over 3,000 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. *Restaurant Association of Singapore website:* <http://www.ras.org.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.visitsingapore.com.

About the Singapore Food Festival

The Singapore Food Festival (SFF) returns for its 24th edition this July with the theme "Savour Singapore in Every Bite". SFF2017 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 14 to 30 July 2017. 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



Annexe A

Legend: * indicates new participant

S/N	Restaurant	Cuisine	Dish name
1.	Bangkok Jam*	Thai	Battered Seabass Fillet with Sambal Sauce
2.	Barossa*	Western	Singapore Sling
3.	Cali Café and Bar*	Western	Chicken Tikka Pizza
4.	Chui Huay Lim Teochew Cuisine	Chinese	Teochew Braised Duck
5.	Eatzi Gourmet Bistro*	Western	Nasi Goreng with Prawns & Chicken Satay
6.	E!GHT Korean BBQ*	Korean	Har Jeong-flavoured Mangalitsa pork belly
7.	Equilibrium*	Western	Sambal Chicken Pizza
8.	Fatty Weng Restaurant	Chinese	Deep Fried Soon Hock Fish
9.	Fremantle Seafood Market*	Western	Singapore Chilli Crab
10.	Goldleaf Restaurant*	Chinese	Goldleaf Prawn Roll
11.	Hua Ting Restaurant*	Chinese	Black Pepper Crab
12.	Hei Sushi*	Japanese	Aburi Moriawase
13.	Hoshino Coffee*	Japanese	Omu Soufflé on Tomato Risotto with Shrimp and Broccoli
14.	Ishizuchi Sake Bar*	Japanese	Chashu Pastilla
15.	Jack's Place*	Western	Jack's Sambal Steak
16.	J Café *	Local Delights	Hainanese Chicken Rice
17.	Jin Shan Lou*	Chinese	Fried Fragrant Prawns with Butter and Salted Egg Crumbs
18.	Joo Bar*	Korean	Chicken Rice Risotto
19.	JUMBO Seafood	Chinese	JUMBO Award-Winning Chilli Crab
20.	Jumping Jack*	Western	Laksa Slipper Lobster
21.	JPOT	Singaporean-style Hot Pot	Silky Porridge Soup Base
22.	Katong Kitchen*	Buffet (International and Peranakan)	Durian desserts
23.	Kazbar*	Middle Eastern	Lebanese Singaporean Cocktail
24.	MUSEO*	Asian Fusion	Crispy Baby Octopus
25.	NG AH SIO Bak Kut Teh*	Chinese	Signature Bak Kut Teh (Premium Spare Ribs)
26.	Omar Shariff Authentic Indian Cuisine*	Indian	Omar Shariff Tandoori Mix Grill Sizzler
27.	Palm Beach Seafood Restaurant	Chinese	Chilli Crab
28.	Patara Fine Thai Cuisine*	Thai	Morning Glory with Sambal Sauce
29.	Peach Garden	Chinese	Chilled Black Glutinous Rice with Ice Cream in Young Coconut (Bubur Pulut Hitam)
30.	PuTien	Chinese	Lor Mee
31.	Restaurant Hoshigaoka*	Japanese	Black Pepper Beef Set
32.	Sakae Sushi*	Japanese	Collagen Hotpot
33.	Sakae Teppanyaki*	Japanese	Premium Sakae Set

34.	Saltwater*	Buffet (International and Grill)	Rojak
35.	Seoul Yummy	Korean	Ginseng Chicken Soup
36.	Shio & Pepe Japanese-Italian Kitchen*	Fusion	I Love SG Gelato
37.	Singapore Seafood Republic*	Chinese	Black Pepper Crab
38.	Straits Café*	Buffet (International and Local)	Laksa
39.	SUN with MOON Japanese Dining & Café*	Japanese	Singapore Sling Highball
40.	Supply & Demand*	Western	Maiale Orientale (Pasta)
41.	Swensen's	Western	Black Pepper Seafood Pasta
42.	Tandoor*	Indian	Mango Curry
43.	Takujo Japanese Dining*	Japanese	Wagyu Yakimeshi
44.	The Asian Kitchen*	Chinese	Roast Triple Plate
45.	The Banana Leaf Apolo*	Indian	Apolo Fish Head Curry
46.	TFS Private Works*	Japanese	TFS Kueh Pie Tee
47.	The Soup Spoon*	Western	Asian Tofu
48.	The Soup Spoon Union	Western	Asian Tofu
49.	Tongkang Riverboat Dining*	Western	Singapore Sling
50.	TungLok Heen*	Chinese	Our Laksa
51.	TungLok Seafood	Chinese	TungLok Chilli Crab
52.	TungLok Signatures	Chinese	TungLok Soya Chicken
53.	TungLok XiHé Peking Duck*	Chinese	TungLok Curry King Prawns
54.	TungLok Teahouse	Chinese	Fried Assorted Vegetables served in Yam Ring
55.	Umi + Vino Seafood Wine Bar*	Japanese	Trio of Asian Sliders
56.	Xin Cuisine Chinese Restaurant*	Chinese	Singapore Chilli Crab with Merlion Mantou
57.	Yum Cha Restaurant	Chinese	Chilli Prawn Balls

Annexe B

Where to purchase Singapore Restaurant Festival Dining Voucher Set

Restaurant	Address
Bangkok Jam * Available from 10 Jul	68 Orchard Road, #03-85, Plaza Singapura, Singapore 238839 6 Raffles Boulevard, #02-105B/C, Marina Square, Singapore 039594 200 Victoria Street #02-46, Bugis Junction, Singapore 188021
Cali Café and Bar	31 Rochester Drive, #01-01/02 Singapore 138637
Hoshino Coffee	13 Stamford Road, #B2-55, Capitol Piazza, Singapore 178905
MUSEO	31 Ocean Way, #01-22, Sentosa Cove, Singapore 098375
Palm Beach Seafood Restaurant	1 Fullerton Road, #01-09, One Fullerton, Singapore 049213
Patara Fine Thai Cuisine *Available from 10 Jul	163 Tanglin Road, #03-14, Tanglin Mall, Singapore 247933
Peach Garden	133 New Bridge Road, #02-36, Chinatown Point, Singapore 059413 9 North Buona Vista Drive, #02-02, The Metropolis Tower 1, Singapore 138588 60 Airport Road, #036-084, Changi Airport T2 Departure Hall, Singapore 819644 76 Nanyang Drive, #02-01B, Blk N2.1 NTU, Singapore 63733
PuTien	127 Kitchener Road, Singapore 208514 6 Raffles Boulevard, #02-205, Marina Square, Singapore 039594 52 North Bridge Road, #02-18, Raffles City, Singapore 179103

The Asian Kitchen	201 Victoria Street, #04-09, Bugis+, Singapore 188067
TungLok Seafood * Available from 10 Jul	181 Orchard Rd, #11-05, Orchard Central, Singapore 238896
TungLok Signatures* Available from 10 Jul	No.5 Changi Business Park Central 1, #01-26/27, Changi City Point, Singapore 486038 1 Tanglin Road, #02-18, Orchard Parade Hotel, Singapore 247905 6 Eu Tong Sen Street, #02-88, The Central, Singapore 059817 1 HarbourFront Walk, #01-57, VivoCity, Singapore 098585
TungLok XiHé Peking Duck * Available from 10 Jul	181 Orchard Road, #07-07/09, Orchard Central, Singapore 238896
TungLok Teahouse * Available from 10 Jul	10 Sinaran Drive, #01-73, Square 2, Singapore 307506
Yum Cha Restaurant	20 Trengganu St, #02-01, Singapore 058479 6 Changi Business Park Ave 1, #01-33 Singapore 486017