

# JUMBO Group of Restaurants Pte. Ltd.

## Bonding People Through Food

The foundations of JUMBO Group of Restaurants were first established in 1987 with the opening of homegrown JUMBO Seafood Restaurant, which is best known for its award-winning chilli crabs. Since then, the JUMBO story has evolved steadily, turning the company into one of the most loved restaurant businesses in Singapore. From its humble beginnings as a beach-front seafood eatery, the JUMBO Group has since grown into a renowned brand with 9 diverse dining concepts, serving more than 5,000 diners daily, the JUMBO name is now synonymous with delicious, moderately-priced food offerings that are enjoyed by customers worldwide. In 2021, JUMBO Group launched its newly rebranded retail arm, under the brand - Love, Afare 《爱。食。录》.

Literally meaning “passionate about a spread of food”, the launch of Love, Afare, marks the culmination of the Group’s efforts to revamp its retail portfolio, offering authentic local flavours and Singapore culture in a “bring-home” format, to allow one to relish signature flavours from the Group’s restaurants, recreate the same experiences, and relive the fond memories forged at JUMBO.

Love, Afare’s range of premix pastes and condiments takes the laborious work out of cooking. These secret ingredients will enliven customers’ homecooked meals. They include the Singapore Chilli Crab Paste, Singapore Black Pepper Crab Spice, Singapore Cereal Premix and Singapore Teochew Style Bak Kut Teh Spice, amongst others. Love, Afare’s Singapore-inspired merchandise will also allow one to flaunt their love for our Little Red Dot. Love, Afare souvenirs are perfect gifts for all who are madly enamoured with the Singapore lifestyle or to be sent to friends overseas so they can enjoy a taste of the Singapore experience wherever they are. Love, Afare’s products are available for sale at JUMBO’s restaurants or online at [www.loveafare.com.sg](http://www.loveafare.com.sg).

**Mr. Ang Kiam Meng (黄建铭), Group CEO and Executive Director of JUMBO**, commented, “I am very excited to introduce Love, Afare to all who share our passion for authentic local flavours and Singapore food culture, and the notion of spreading it far and wide. Love, Afare is created for a special community, one who Love life, Love food, Love to share. Our products are curated with an aim of achieving the 3Rs - ‘Relish’ the Group’s iconic tastes, ‘Recreate’ JUMBO experiences, and ‘Relive’ treasured moments. Love, Afare expands the Group’s reach beyond the brick and mortar restaurant setting, allowing a wider audience, both local and international, to experience and enjoy JUMBO’s creations. The brand, with its vibrant colours and youthful tone, is a reflection of our enthusiasm to bring our retail portfolio to greater heights, and we look forward to extending our product range to continuously win the hearts of our fans.”



### JUMBO Group of Restaurants Pte Ltd

4 Kaki Bukit Ave 1 #03-05

Kaki Bukit Industrial Estate

Singapore 417939

+65 6265 8626

[jacqueline.tan@jumbogroup.com.sg](mailto:jacqueline.tan@jumbogroup.com.sg)

[www.jumbogroup.com.sg](http://www.jumbogroup.com.sg)

### Tasty Singapore-endorsed brand(s):

JUMBO

NG AH SIO BAK KUT TEH