

The JUMBO Group

Bonding People through Food

The foundations of the JUMBO Group 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. With six diverse dining concepts, serving more than 4,000 diners daily, the JUMBO name is now synonymous with delicious, moderately-priced food offerings that are enjoyed by customers worldwide.

From its humble beginnings as a beach-front seafood eatery run by a group of friends, the JUMBO Group of Restaurants has since grown into a renowned brand with several popular dining concepts serving delicious Chinese cuisine at some of Singapore's most iconic locations.

The Group's flagship JUMBO Seafood in particular, ranks among the best places to go for the freshest quality seafood, with delicious offerings such as chilli crabs, pepper crabs, cereal fried prawns and crispy baby squid. Serving up more than a tonne of live crabs every day, the chain has a loyal following among locals and visitors alike. In strengthening its food diversity, the Group also offers customers several other mid-market dining concepts such as JPOT, Ng Ah Sio Pork Ribs Soup, Singapore Seafood Republic, Chui Huay Lim Teochew Cuisine as well as its Japanese-style Yoshimaru Ramen Bar.

The Group set up a central kitchen in 2009, to improve dine-in capabilities across its brands, while enhancing product innovation and food quality. Accordingly, while continuing to serve quality food at reasonable prices, the Group has been able to proactively innovate and implement greater variety in its cuisines to meet the changing tastes and expectations of its customers. Staffed by a dedicated team of people with a single-minded desire for top-notch service standards, the JUMBO Group continues to raise the bar on food excellence and customer satisfaction, elements that are well substantiated by the number of culinary and service awards it has received over the years.



JUMBO Group of Restaurants Pte Ltd

Blk 7 Kaki Bukit Road 1

#05-01/02 Eunos Technolink

Singapore 415937

+65 6265 8626 tel

+65 6749 4955 fax

jacqueline.tan@jumbogroup.com.sg

www.jumbogroup.com.sg

Tasty Singapore-endorsed brands: **Jumbo, Ng Ah Sio Bak Kut Teh**

Great reputation aside, the JUMBO Group takes pride in aligning its staff, process and safety improvement initiatives with industry best practices. Alongside structured training designed to ensure its people stay highly competitive and productive, the Group adopts the latest technology to further improve its operational functionality. In addition, stringent food safety standards are observed across all its dining concepts, while locations are carefully chosen for their accessibility and ability to complement the positioning of each brand.

"To meet the needs of our customers, we have extended our product mix into both catering services and ready-to-cook pastes and spices for some of our signature dishes", says Chief Executive, Ang Kiam Meng. "However, we regularly remind ourselves that successful business expansion is more than just delivering good food and good service. It calls for sound fundamentals in food consistency, safety and hygiene. We continue to emulate successful restaurant concepts around the world and implement technologies that will help us improve the dining experience".

By leveraging culinary innovation, product diversification and management experience across its dining concepts locally, the JUMBO Group has also built up significant capabilities that will extend its regional footprint into Asia, particularly China and Indonesia. In doing so, the Group stands poised to successfully replicate a winning restaurant and retail strategy that will continue to impress customers, business associates and investors alike.