



### **LES AMIS GROUP RAISES FUNDS OF \$540,000 FOR STUDENTS**

*Les Amis Group thanks donors for championing progressive support towards social services for the past 20 years. To memorialize their 20<sup>th</sup> milestone, they embarked on a month-long fundraising endeavor – donating 20% of group-wide revenue on 15<sup>th</sup> March and spearheading a charity auction dinner at Les Amis restaurant on 23<sup>rd</sup> March.*

The award-winning Les Amis Group has been in the forefront of shaping the local culinary scene since its flagship Les Amis, Singapore's first independent fine dining restaurant, was established on 15 March 1994. Never mind how most fine dining establishments fold within a decade, the Group has since grown to 14 concepts in Singapore and 3 in Hong Kong, with several franchise ventures due to open this year in Southeast Asia.

The Group's Chairman Desmond Lim has been a steadfast believer in investing in people – a contributing factor behind the series of successful restaurateurs that Les Amis has spawned. On Desmond's advice to surviving the F&B business - "the success or failure of a restaurant lies not only in the quality of its food, but also the quality of its staff. Staff who left us along the way have gone on successfully to set up restaurant ventures of their own or followed diverse career paths in the F&B industry."

For the past 10 years, Les Amis has been providing scholarships for Temasek Polytechnic's Hospitality & Tourism Management and Culinary & Catering students from low-income families. "Our students have benefitted not only from the innovative training programmes that they put our interns through but also the many opportunities given to some of our best students to rise through the ranks in the company. Les Amis' culture of excellence and professionalism makes it one of our most preferred partners in nurturing and mentoring talent for the industry." Tan Hsien Wei, Assistant Director, Temasek Culinary Academy & Course Manager, Temasek Polytechnic.

As a supporter of the Yellow Ribbon Project, the Group also offers a second chance to ex-convicts who are passionate about the culinary industry.

To commemorate their 20-year hallmark, their mission was to uphold this endeavor by widening the quantity of students to help for a projected 5-year journey – expanding their reach to the Institute of Technical Education (ITE). "The partnership between ITE College West and Les Amis has stemmed from our common goal and commitment towards investing in, training and grooming the future leaders of the hospitality industry. Through educational scholarships and the industrial attachment opportunities given, this has helped motivate the students and broaden career prospects for them." Denise Tan, Director, School of Hospitality, Institute of Technical Education, College West.

Through the month of March, they conducted a series of fundraising efforts – including a 20% contribution of all revenue Group-wide on the 15<sup>th</sup>, and a private auction dinner for 70 on the 23<sup>rd</sup>. The Group's target of \$300,000 was exceeded by almost twice the amount, with the altruistic support given by friends of Les Amis. They raised a total of \$540,000, contributed by the 8-item auction dinner where all proceeds went to funding. The auction list included opulent wines such as Paul Jaboulet Aîné, Hermitage "La Chapelle" 1990, unparalleled travel destinations to France's most quintessential Hotel Le Bristol Paris, and an exclusively curated wine-and-dine tour at the private Château Rauzan-Ségla.

With the government's dollar for dollar matching grant, this endeavor chalked up a generous \$1,080,000 for 2 educational institutes: Temasek Polytechnic and the Institute of Technical Education (ITE). The \$540,000 will be used to increase the number of recipients in the existing Les Amis Scholarship Programme in both institutes.

**-Ends-**

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