

PRESS RELEASE
For immediate release



by friends, for friends

- CELEBRATING 25 YEARS OF EXCELLENCE –

Singapore, 11 March 2019 - Forged by the bonds of friendship and a strong commitment to deliver excellent cuisine and service, Les Amis Group is a homegrown food and beverage company built on the values of excellence, humility, inclusiveness, integrity and teamwork. The Group's story first began March 15th 1994, when four passionate friends opened Singapore's first ever independent European fine-dining restaurant, right in the heart of Orchard Road. The restaurant quickly set the standard for fine-dining in Singapore and cemented its name as one synonymous with excellence.

Through the years, Les Amis has evolved but has always strived to maintain its philosophy, delivering the ultimate fine-dining experience with unflattering commitment to quality. This passion and dedication for excellence has become a mantra for the rest of the Group, guiding everything it does.

From a single establishment, Les Amis Group has gone from strength to strength, capitalising on its commitment to quality in food, wine and service, to venture into other cuisine styles and concepts. Today, the Group has 21 concepts and 29 outlets in Singapore (as of June 2019), with concepts ranging from high-end French and Japanese restaurants to authentic Vietnamese eateries and hearty Italian pizzerias. The Group also has multiple overseas concepts including joint ventures and franchises in Hong Kong, Myanmar, Vietnam and Indonesia, with more expansion plans in the pipeline.

This year, the Les Amis Group continues to grow its presence in the Singaporean food and beverage scene by introducing four new concepts.

- A PASSION FOR NURTURING TALENT -

Even after 25 years, the Group's commitment to excellence has not changed. This passion has only evolved and grown, with a focus on nurturing talent and giving them a platform to learn, develop and shine. The Les Amis Group continues to be home to many who seek to grow their culinary career and is proud to have been a part of the culinary journey of several prominent chefs and service staff who have gone on to set-up and run their own successful restaurants and food businesses. These food and beverage businesses range from Michelin starred restaurants, humble food courts, culinary academies and even the Changi Airport Singapore Airlines Lounge.

"I am just as excited today as I was 25 years ago when I come across raw talent. I believe that young talent should be given the wings to fly as far and as high as they can go."

Mr. Desmond Lim - Chairman, Les Amis Group

Recognising its success today is owed to the hard work and determination of its people, the Group continues to invest in their best asset (their employees), providing them with quality training and exposure. At our flagship restaurant Les Amis, trainers are employed to ensure service standards are up to par.

Overseas exposure trips are also a crucial part of investing in our staff. The Group hopes such trips will allow its staff to develop a greater appreciation for their craft and inspire the team to deliver memorable experiences for guests.

In 2018, the teams from La Strada, LINO and Peperoni went on a 12-day fully funded trip to Italy to explore the food and beverage culture there. Exploring cities such as Rome, Naples & Florence the teams got to learn about authentic Italian flavours by visiting prominent producers and experience the local dining culture. Short term overseas working stints with producers are also arranged. Mons Cheese – a cheese producer in Loire Valley has also invited two of the staff from Les Amis to work with

them for two weeks to gain a deeper insight of the cheeses served at the restaurant. A trip to visit Les Amis restaurant's caviar supplier is also planned for the later half of this year.

While the Group aims to retain high performing staff through proper recognition and rewards, it is also working hand-in-hand with educational and training institution partners to support the next generation of promising talents. When celebrating their 20th Anniversary in 2014, The Les Amis Group had raised and donated S\$1,080,000 in support of scholarship programmes for students from Temasek Polytechnic and the Institute of Technical Education.

The Group will always endeavour to provide platforms for both new and existing talent to showcase their skill and distinct point of view. Two of the Les Amis Group's new concepts will be helmed by young chefs under 30 years old who are keen to share their cooking philosophies. While the other two concepts showcase two existing Les Amis Group Chefs looking to branch out.

True to the Group's name – "for friends by friends", the first new concept to open on 15th March 2019, Yujin Izakaya will be helmed by Chef-owner Freddie Lee who was part of the original opening team of Les Amis on 15th March 1994. Managing the front-of-house is his wife Purdey Poon who he met while working at Les Amis in the late nineties.

- A YEAR OF CELEBRATIONS -

To kickstart the Group's 25th anniversary celebrations, its flagship restaurant Les Amis will be offering a special menu priced at S\$250++ which includes one glass of 2004 Bruno Paillard Brut Assemblage champagne, with compliments from Les Amis for its guests to celebrate this momentous occasion together. On a sweet note, a reservation only 12cm Kumquat Tart (S\$25++) inspired by the original Les Amis logo will be sold at Tarte by Cheryl Koh. The special commemorative menu and tart will be offered from 15th March to 31st March 2019. Fans of the Les Amis Group can look forward to an array of enticing offers and specials by its restaurants across the year.



by friends, for friends

- INTRODUCING OUR NEW CONCEPTS -

YUJIN IZAKAYA

(Zion Road - Opening 15 March 2019)

As the Japanese word for friend, Yujin Izakaya embraces the spirit of friendship. An unassuming modern 58-seater Izakaya tucked away at Zion Road, it showcases rustic yet contemporary Japanese fare that is enjoyed in a fun and vibrant setting. Chef-owner Freddie Lee presents his modern take on traditional Kushiyaki dishes. A perfect place to unwind and let your hair down, guests can enjoy a variety of yakitori skewers, grilled mains and other delicious small bites with friends. Chef Freddie was part of the original team which opened Les Amis Restaurant in 1994, coming full circle, his dream of opening his own Izakaya for friends, by friends is fulfilled.

INDIGO BLUE KITCHEN

(Shaw Centre, 3rd Floor - Opening June 2019)

Named after the iconic blue Butterfly Pea flower in Peranakan cuisine, Indigo Blue Kitchen aims to preserve and tell the stories of Peranakan culture through its heritage dishes. The 74-seater restaurant helmed by Chef Jun Xiang features recipes carefully fine-tuned in consultation with Peranakan matriarchs and is presented with a modern update that is best enjoyed communally in the comfort of the restaurant's soothing interiors.

UNCLE WOK

(Shaw Centre, 3rd Floor - Opening June 2019)

Presenting the art of wok cooking, Uncle Wok aims to offer well-prepared Asian dishes that deliver on both taste and quality. With recipes carefully put together by Chef Danny Tan, who has spent over 15 years with the Les Amis Group, guests can look forward to enjoying hearty and nostalgic fare at this 46-seater quick service restaurant.

KAUSMO

(Shaw Centre, 3rd Floor - Opening June 2019)

Co-founded by local female duo (Chef Lisa Tang and Front-of-house Manager Kuah Chew Shian), Kausmo aims to better the world, one thoughtful decision at a time by challenging food norms and promoting more sustainable and conscientious living. Through the use of fresh, repurposed fruits and vegetables that are overstocked, oddly shaped & sized but have best ripeness for consumption, the intimate 16-seater restaurant will present “unrefined fine food” that shines the spotlight on home-grown and regional produce.

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About The Les Amis Group

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For a full list of Les Amis Group concepts please click [here](#).

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