



PRESS RELEASE
For Immediate Release

**LES AMIS GROUP UNVEILS ITS FIRST CLOUD KITCHEN
YOUR ONE-STOP SHOP TO SATISFY ALL CRAVINGS!**



Pic: Varied cuisine offerings at KITCH

Singapore, 4 March 2021 – With five brands under one roof —and more to come— Kitch is Les Amis Group’s newest and first ever cloud kitchen concept. Delivering from the heart of Serangoon Gardens, Kitch offers a wide variety of cuisines from both beloved and new concepts for customers to choose from. Popular favourites such as Peperoni Pronto (a delivery and takeaway only version of Peperoni Pizzeria) & Mui Kee Congee will be available alongside other concepts such as Yujin Bowls, Lemak Boys and One Prawn Noodle. There’s truly something for everyone to enjoy from Kitch.

“After 27 years, the Les Amis Group has taken on the challenge to experiment with a cloud kitchen model to serve the evolving needs of diners in Singapore who demand greater convenience and flexibility in their ordering. We remain committed to ensuring a seamless and thoughtful delivery experience for all diners.”

Kitch
28 Maju Ave, Singapore 556609
www.kitch.com.sg



- Mr Luke Pang, Group Head Business Development -

The Concept



Tapping on Les Amis Group's mix of fast-casual to mid-market concepts, Kitch will offer an exciting line-up of dishes available for takeaway or delivery. Customers can order via [Deliveroo](#), [FoodPanda](#), [GrabFood](#) (available for islandwide delivery), or directly from [Kitch](#) (available for islandwide delivery).

Many appreciate the social benefits of meals at home but everyone has a different palate with different cravings. With the sole purpose of catering to the varied tastes and preferences of customers, Kitch makes ordering for groups a breeze with over 60 restaurant-quality dishes prepared piping hot and delivered straight to the homes of hungry diners.

Mix and Match To Your Heart's Content

Families and friends want to eat at home together more often. Got kids who want pizza and a grandmother who will only eat Asian dishes, well, Kitch has the answer!

Kitch presents an irresistible line-up of cuisines. Expect heritage dishes like Nasi Lemak, Cantonese congee, hearty Italian pizzas and pasta, and comforting Japanese bowls. Look forward to trying One Prawn Noodle (located at Golden Mile Food Centre), a new partner of Les Amis Group, serving up

exclusive prawn-based ramen noodle dishes. Why settle for one cuisine when you can mix and match so many others!

Lemak Boys



Pic [L-R]: Premium Nasi Lemak, Chendol Pudding, Premium Laksa

Born out of a desire to preserve local heritage flavours and recipes, Lemak Boys is Les Amis Group's casual dining concept that shines the spotlight on local favourite dishes, such as the *Lemaklicious Nasi Lemak* (\$12.50+) and rich *Laksa* (\$12.50+). Don't forget to try their show stopping *Chendol Pudding* (\$4.50+).

Peperoni Pronto



Pic [L-R]: Diavola XXL Pizza, Arrabbiata Pasta, Classic Burrata

When you are hungry, nothing beats having comforting traditional Italian pizza and pasta from Peperoni Pronto, an offshoot of Peperoni Pizzeria focusing on delivery and takeaway only. Well-loved

by the young and old alike, share a thin crust **L-sized Pizza (\$24+ onwards)** or go big with the signature **XXL Pizzas (from \$55+ onwards)**.

Yujin Bowls



Pic [L-R]: Yuzu Kosho Mayo, Teriyaki, Aburi Mentaiko

Made for those preferring a nutritious and fuss free meal, Yujin Bowls, an extension of the trendy modern Izakaya – Yujin Izakaya – offers a variety of Japanese salmon bowls packed with multiple choices of toppings. Choose from options such as the aromatic **Aburi Truffle (\$16.60+)** or umami packed **Aburi Mentaiko (\$14.90+)**. Base options include rice, quinoa or soba noodles.

One Prawn Noodle



Pic [L-R]: Teriyaki Glazed Prawn Ball, Classic All Char Shu Ramen, Black Garlic All Prawn Ramen, Spicy Supreme Ramen



Drawing inspiration from the flavours of Penang Prawn Mee and Japanese Ramen, One Prawn Noodle has started their culinary journey serving prawn noodles at Golden Mile Food Centre, capturing hearts aplenty since 2019. Founded by a band of young and talented hawkerpreneurs, One Prawn Noodle is now collaborating with Kitch to offer an exclusive menu featuring their signature prawn broth ramen in three different styles – classic, black garlic and spicy.

Mui Kee Congee



Pic [L-R]: Snow Crab Leg Congee, Beef Brisket, Threadfin Fish Belly Congee, Century Egg

Mui Kee Congee needs no introduction. This concept made famous in Hong Kong is known for its delicious, heart-warming bowls of Cantonese congee made using traditional recipes and cooking methods to achieve its signature wok-hei flavour. Dig into the soul soothing **Parrot Fish Belly Congee (\$11.80)** or the classic **Century Egg and Lean Meat Congee (\$7.80)** – the ultimate comfort food to be enjoyed by one and all.

Kitch soft launched for takeaway and islandwide delivery on 4th February 2021 and officially opens on 4th March.

Sign up as a member and automatically enjoy exclusive discounts at Kitch.

KITCH10OFF50 for \$10 off with a minimum spend of \$50.

KITCH20OFF80 for \$20 off with a minimum spend of \$80.

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RESTAURANT INFORMATION

Address: 28 Maju Avenue, Singapore 556698

Website: <https://www.kitch.com.sg/>

Telephone Number: 8940 8036

Email: kitch@lesamisgroup.com.sg

Facebook: <https://www.facebook.com/kitch.sg/>

Instagram: <https://www.instagram.com/kitch.sg/>

Opening Hours

Tuesdays to Sundays

Lunch Time:

11am to 230pm

Dinner Time:

5pm to 830pm

Takeaway and Delivery only

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