

30 YEARS OF FOOD, FRIENDS AND FEAST

Come celebrate with us. Enjoy up to 50% off, 1-for-1 deals and stand a chance to win Les Amis Group dining vouchers.



Singapore, 20 February 2024 - Forged by the bonds of friendship, Les Amis Group has grown into the most diverse yet dynamic food and beverage group in Singapore. The Group's story first began 30 years ago on 15 March 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 the local food and beverage scene.

It's not every day that a homegrown food and beverage group turns a grand 30 years old. Join Les Amis Group in our year-long grand Pearl anniversary celebration. Start the festivities with these not-to-be missed celebratory deals meant for sharing at Picolino, LINO (Binjai Park), Tarte by Cheryl Koh, Mui Kee (Balestier), Tenjin (Shaw Centre), Jinjo, KOAL, and La Tapería. No complicated redemptions, just show up, dine and enjoy. Let the feasts begin. <u>These promotions run from 19 February to 31 May 2024</u>.



1-FOR-1 PIZZA DEALS



Above: Italian-inspired fare at LINO, Binjai Park (left) and unique pizza creations at Picolino (right).

Share a weekday meal with a friend and savour the <u>1-for-1 pizza at LINO (Binjai Park) and Picolino</u>. LINO offers Italian-inspired homemade pizzas adorned with burrata, pancetta, or an abundance of seafood. Meanwhile, Picolino caters to the adventurous palate, serving up unique pizza creations such as Salmon Mentaiko and Longanisa Hawaiian.

BUY 2 GET 1 FREE TARTS OR CAKES



For those with a sweet tooth, indulge in <u>Tarte by</u> <u>Cheryl Koh</u> with their special offer – <u>buy 2 get 1 free</u> <u>seasonal tarts or cakes.</u> Available at both Raffles City and Shaw Centre outlets for dine-in and takeaway, these artisanal tarts are crafted with care, using ingredients sourced from around the world and baked fresh daily.

Left: Seasonal tarts from Tarte by Cheryl Koh



50% OFF BUDDY DEALS



Above: Pork with century egg porridge at Mui Kee, Balestier (left) and cold Inaniwa udon set at Tenjin, Shaw Centre (right).

Enjoy <u>50% off your second bowl</u> of Hong Kong-style congee or noodles at <u>Mui Kee (Balestier)</u>, or indulge in tempura donburi or udon sets at <u>Tenjin (Shaw Centre)</u>. Available all day for dine-in only, Mui Kee features signature dishes like Pork with Century Egg Congee and Beef Brisket Dry Noodles while Tenjin plates up generous servings of seafood and vegetable tempura atop fluffy Hoshi-Jirushi rice, or Inaniwa udon served hot or cold.



Above (L-R): Tori Set from Jinjo, Steak & Potatoes from KOAL, and authentic Spanish fare at La Tapería.

For a satisfying midday recharge, relish in <u>50% off the second lunch sets at Jinjo, KOAL, and La Tapería</u>, conveniently nestled close to each other in Shaw Centre. Indulge in a different cuisine every day of the week, from Tori Set at Jinjo to angus ribeye and triple-fried potatoes at KOAL, or the Traditional Basque Seafood Stew at La Tapería.



MARCH GIVEAWAY



To thank our loyal customers and followers, Les Amis Group is giving away \$1500 worth of vouchers. Don't miss a beat, follow Les Amis Group on <u>Instagram</u> and our respective participating concepts' social media platforms to get the latest news our big giveaway starting 01 March 2024. Terms and conditions apply.

For more information, visit www.lesamisgroup.com.sg/anniversary-deals.

- END -



DETAILS AT A GLANCE

LINO (BINJAI PARK EXCLUSIVE) – 1-FOR-1 PIZZA

T&Cs: Only available for lunch, Monday to Thursday at LINO Binjai. Not applicable on PHs. Lower priced pizza will be free. Not applicable with other promotions or discount. For dine-in only.

PICOLINO – 1-FOR-1 PIZZA

T&Cs: Available Monday to Friday at both outlets. Not applicable on PHs. Lower priced pizza will be free. Not applicable with other promotions or discount. For dine-in only.

TARTE BY CHERYL KOH - BUY 2 GET 1 FREE

T&Cs: No blackout dates. Available at both outlets. Applies to tarts or cakes of the same size. Lowest priced item will be free. Not applicable with other promotions or discount. For dine-in and takeaway only.

MUI KEE (BALESTIER EXCLUSIVE) - 50% OFF SECOND CONGEE/NOODLES

T&Cs: No blackout dates. Only at Mui Kee Balestier. Lower priced item or set will be discounted. Not applicable with other promotions or discount. For dine-in only.

TENJIN (SHAW CENTRE EXCLUSIVE) - 50% OFF SECOND MAIN

T&Cs: No blackout dates. Only at Tenjin Shaw Centre. Lower priced don or udon set will be discounted. Not applicable with other promotions or discount. For dine-in only.

JINJO - 50% OFF 2ND LUNCH SET

T&Cs: No blackout dates. Lower priced set will be discounted. Not applicable with other promotions or discount. For dine-in only.

KOAL - 50% OFF 2ND LUNCH SET

T&Cs No blackout dates. Lower priced set will be discounted. Not applicable with other promotions or discount. For dine-in only.

LA TAPERIA - 50% OFF 2ND LUNCH SET

T&Cs: No blackout dates. Lower priced set will be discounted. Not applicable with other promotions or discount. For dine-in only.



For more media information please contact:

Michele Chang Group Head, Marketing & Communications Email: <u>michelechang@lesamisgroup.com.sg</u> Tel: +65 9130 9195

Melissa Kweh Manager, Marketing & Communications Email: <u>melissakweh@lesamisgroup.com.sg</u>

Tel: +65 8468 3240

About Les Amis Group

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. Our hope? To bring everyone who comes through our doors closer — our co-workers, customers, friends, families and the business community, by serving them as friends. Through our genuine hospitality, we strive to build enduring relationships so that they become lifelong customers and friends.

Website: http://www.lesamisgroup.com.sg/ Instagram: https://www.instagram.com/lesamisgroupsg Facebook: https://www.instagram.com/lesamisgroupsg