

press release



Avenue Joffre Arrives at Resorts World Sentosa *Immerse Yourself in Chinese Culinary Nostalgia*

SINGAPORE, [12th November 2015] – Avenue Joffre, a dining establishment with a unique concept of Chinese food, has opened its first branch in Singapore at Crockfords Towers, Resorts World Sentosa (RWS). Opened in partnership with the Epicurean Group, one of the leading hospitality groups from Hong Kong, Avenue Joffre promises a dazzling variety of premium Chinese cuisine all in one place.

During the 1930s and 40s, Avenue Joffre (now known as Huaihai Road), was an area located within Shanghai's French Concession and also referred to as Shanghai's "Avenue des Champs-Elysees". Members of high society, government officials, and movers and shakers of the time would mingle at this hub for fashion, arts and culture. It was during this time that a Cantonese filmmaker opened up the house he owned along this avenue for gatherings and social activities. The house became known for the delicious Shanghaiese cuisine his personal chef served, along with the authentic Cantonese dishes the filmmaker himself would prepare. This evolved into a gathering place where the local people would exchange and showcase cuisines from all over China.

Avenue Joffre takes on the tradition of this legendary house, offering authentic and comfort food from various provinces and cities of China that include Zhejiang, Szechuan, Beijing, and Guangdong. The restaurant will be helmed by four master chefs who will represent various cuisines from different parts of China. The master chefs share a common passion for cooking, and are committed to using the best ingredients and creating innovative dishes to wow guests and food lovers.

In terms of décor, Avenue Joffre looks to the Filmmaker's House for inspiration, and celebrates the Chinese movie industry in the 30s and 40s. Filled with photographs and memorabilia from that decade, it will take guests down memory lane to a time where Chinese art and culture thrived.

Epicurean Group chose Singapore as the destination for its first venture in the South East Asia countries due to the cosmopolitan nature of the city which mirrors that of Shanghai, where the concept of Avenue Joffre originated. "We understand that Singaporeans are quite adventurous when it comes to food, so it felt like a great fit for us to bring the Avenue Joffre's dining experience here to give diners a taste of all the different types of flavours Chinese cuisine offers," said Chief Operating Officer of Epicurean Group, Candice Cheung. "We are also very excited to be working with

RWS for this partnership, as it gives us the opportunity to reach out to a large demographic of tourists who are here visiting the attractions and are looking for something different in terms of dining options.”

Signature dishes at Avenue Joffre include the ***Hong Kong Style Roasted Suckling Pig, Cantonese Doubled-boiled Chicken Consommé with Sea Whelk and Morel Mushroom, Braised Tiger King Prawns with Homemade Tofu, Stir-fried Diced Chicken with Dried Red Chili, Szechuan Poached Sliced Fish in Chili Oil, Homemade Szechuan Pickles with Chicken Feet, Roasted Peking Duck, Stir-fried Crab with Glutinous Rice***, and many more.

Aside from the restaurant’s resident celebrity master chefs, other guest chefs will be invited to visit Avenue Joffre and showcase their culinary skills and exchange new ideas with the team, as well as surprise guests with dishes from their region’s cuisine.

Avenue Joffre is now open to public, and diners can expect a brand new tasting adventure of Chinese food while being immersed in culinary nostalgia.





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ABOUT RESORTS WORLD SENTOSA



Resorts World Sentosa (RWS), Asia’s ultimate destination resort, is located on Singapore’s resort island of Sentosa. 2015 marks the resort’s fifth anniversary, and RWS will celebrate with a line-up of new offerings and special promotions. Spanning 49 hectares, RWS is home to key attractions including the region’s first-and-only Universal Studios theme park, S.E.A. Aquarium (one of the world’s largest aquariums), Adventure Cove Waterpark and Dolphin Island. Other attractions include a Maritime Experiential Museum, an award-winning destination spa, a casino, six unique hotels, the Resorts World Convention Centre, celebrity chef restaurants, and specialty retail outlets. The resort also offers world-class entertainment, from original resident productions to concerts and public shows such as the Crane Dance and the Lake of Dreams. RWS has been named “Best Integrated Resort” since 2011 for five consecutive years at the TTG Travel Awards which recognises the best of Asia-Pacific’s travel industry.

RWS is wholly owned by Genting Singapore, a company of the Genting Group. For more information, please visit www.rwsentosa.com.

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ABOUT EPICUREAN GROUP

Founded in 1991, the Epicurean Group is one of the leading hospitality groups in Hong Kong. Epicurean owns and operates a wide variety of hospitality food and beverage outlets through its subsidiary, Epicurean Management Ltd. (EML). Epicurean is the leader in development, management and operation of innovative food and beverage concepts in Hong Kong, offering a diverse cuisine selection including Western bars and restaurants, Chinese and Japanese concepts.

The Epicurean Management Limited portfolio of over 30 iconic restaurants and bars in Hong Kong, China, Taiwan, Japan and Singapore are the preferred dining destinations for millions of people from around the world. These dining establishments include: The Peak Lookout, Jimmy’s Kitchen, Steik World Meats, El pomposo, Osteria Felice, Agave Tequila y Comida, Club 97, Post 97, Avenue Joffre, Joy & Joy, Xiao Wang Beef Noodle, Xia Fei Society, Xia Fei Shanghaiese, SEI, NAHA and Daimon.

For more information, please visit <http://www.epicurean.com.hk/>.

AVENUE JOFFRE

Address: 26 Sentosa Gateway, #02-137/138/139 Singapore 098138
(Entry by Festival Walk and Crockfords Tower)
Tel: +65 6570 3213
Email: info@avenuejoffre.com
Website: www.avenuejoffre.com

Opening hours:

Lunch:

Monday to Sunday: 12:00 – 16:00 (Last Order 15:30)

Dinner:

Sunday to Sunday: 18:00 – 22:00 (Last Order 21:30)

Friday, Saturday and Public Holiday: 18:00 – 20:30 (Last Order 22:00)

MEDIA CONTACTS

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CHEFS OF AVENUE JOFFRE



Executive Chef, IP Chi Kwong (叶志光), is the master of Cantonese Cuisine and oversees the entire kitchen's operations. A native from Hong Kong, Chef Ip has over 40-year of experience in famed Cantonese restaurants all over Asia including Hong Kong, China, Taiwan and Singapore. He has been serving the rich and famous his well-known delicate and authentic Cantonese dishes. Before his role at Avenue Joffre, Chef Ip was the Executive Chef at Taipei's famed Shang Palace at the Shangri-La Hotel Group and has won numerous culinary awards within the region.



Master Chef GU Xiao Rong (谷晓荣), is the Head Chef for Szechuan Cuisine. Chef Gu has been working in China and Hong Kong for the past three decades and has led a restaurant in Hong Kong to achieve a 1-Michelin star status for 5 consecutive years since 2011, thanks to his bold in Szechuan cuisine.



Master Chef ZHOU Yuan Chang (周元昌) will head the restaurant's Shanghainese cuisine division. Born into a family with renowned Shanghainese chefs, Chef Zhou started his career in 1971 and has since reaped a great number of culinary awards. He is now a recognized Culinary Master in China and is also an International Judge of the World Association of Cuisine, a Grade A State Level Judge of China's Food and Beverage industry, part of the Shanghai Cuisine Association Standing Committee as well as the Vice Chairman of the Association of World Renowned Chinese Culinary Chefs and Connoisseurs.



Master Chef GE Xian'e (葛贤萼), is the Culinary Master for Dim Sum. Nicknamed "The Queen of Dim Sum", Master Ge has gained fame in China since 1983 where she was named the "Best Dim Sum Chef" in the first China National Cooking Presentation in Beijing. Master Ge works closely with the Avenue Joffre team to develop innovative ideas for the dim sum menu.

