

**PRESS RELEASE
FOR IMMEDIATE RELEASE**



One Pioneer Caterer, Two Special Schools, Three Talented Chefs

Elsie's Kitchen collaborates with local chefs for a good cause

SINGAPORE, July 2017 – Elsie's Kitchen has introduced a long-term Corporate Social Responsibility (CSR) programme as part of its efforts to make a positive impact through food. From 1 July 2017, the caterer will pledge \$0.10 for every meal catered. Its beneficiary, Rainbow Centre, is a welfare organization which operates two schools for infants, children and youths with special needs. In support of the programme's launch, chefs Daniel Tay (Cat & the Fiddle), Victor Loy (Plentyfull) and Charles Tan (STRAY by Fatcat) will showcase signature dishes for a limited three months, on Elsie's Kitchen's buffet menu.

Started in 1954, Elsie's Kitchen has become one of Singapore's pioneering caterers, serving a diverse array of Halal local and heritage culinary treasures. Run by the third generation of the Ang family, the company has always been committed to supporting social welfare. In 2016, Elsie's Kitchen introduced The Hesed Table, which provided free, quality food for migrant workers. "Our commitment to the community is a long-standing one. Through these social initiatives, we hope to instill a positive, giving culture within the company and encourage more local organizations to make a difference in the society," shares Reuben Ang, the Managing Director of Elsie's Kitchen.

One Pioneer Caterer, Two Special Schools, Three Talented Chefs

From 1 July 2017, Elsie's Kitchen has pledged \$0.10 to Rainbow Centre for every meal catered. A non-profit organization, Rainbow Centre operates two campuses – Margaret Drive and Yishun Park – and serves children and young people with a diverse range of moderate to severe developmental needs.

In support of this initiative, from now to 30 September 2017, customers of Elsie's Kitchen will be able to top up their buffet packages to enjoy dishes designed by local chefs **Daniel Tay (Cat & the Fiddle), Victor Loy (Plentyfull) and Charles Tan**

(STRAY by Fatcat). 100% proceeds from the sale of these dishes will be donated to Rainbow Centre. In alignment with Elsie's Kitchen's diverse selection of local and heritage culinary treasures, the menu is inspired by the chefs' favourite local classics.



Mini Banana Cheese Tarts by Chef Daniel Tay, Cat & the Fiddle

“The great thing about this campaign is that it allows me to do my part for the society while sticking to my passion,” says Chef Daniel, who saw an opportunity to make a positive change and took it. Trained in the art of classic French pastry and dessert making, he brings to the table **Mini Banana Cheese Tarts**, freshly baked in-house and filled with a mixture of mascarpone, cream and parmesan cheese with banana cubes. The cheese tarts are available at a top up of \$1.00 per person.



Beef Brisket Tagine by Chef Victor Loy, Plentyfull

“A collaborative and enabling spirit is what Plentyfull advocates, and it makes it even more meaningful that this is done for a good cause,” shares Chef Victor. Incorporating flavours that are familiar to Singaporeans with the use of different spices, Chef Victor serves up the **Beef Brisket Tagine**. The beef is marinated with a mix of aromatic spices like cumin and turmeric powder before it is left to stew for three hours. To finish, it is topped with toasted dukkah, prunes, onion t’faya, fresh

coriander and pomegranate. The Beef Brisket Tangine is available at an additional \$2.50 per person.



Truffle Herbal Chicken by Chef Charles Tan, STRAY by Fatcat

"We have supported Rainbow Centre since Fatcat first opened, so Elsie's Kitchen's programme is perfectly aligned with our social initiatives," says Chef Charles. His dish, one that he hopes pushes the boundaries of catering, is the **Truffle Herbal Chicken**. The dish, which takes about three hours to prepare, comes wrapped in a paper bag that reveals a tender chicken thigh swathed in a fragrant truffle-infused herbal broth. The broth is brewed with ingredients such as dang gui, wolfberry and red dates. The Truffle Herbal Chicken available at a top up of \$1.50 per person.

"Rainbow Centre (RC) is heartened that Elsie's Kitchen is continuing their support for people with disabilities for the third year in 2017. Besides donations, this year Elsie's Kitchen is also working with RC and our students on various initiatives and projects, deepening their involvement and commitment. We look forward to nurturing this partnership to create more possibilities for our students," shares Ms Tan Sze Wee, Executive Director of Rainbow Centre Singapore.

xxx

For media enquiries and interview requests, please contact:

FoodNews PR

Cyndiana Ho / Matthias Ong

Email: cyndiana@foodnews.com.sg / matthias@foodnews.com.sg

Office: +65 9119 5357 / +65 9627 9970

About Elsie's Kitchen

Started in 1954 by the first generation of the Ang family, Elsie's Kitchen has become one of Singapore's pioneering caterers, serving a diverse array of Halal local and heritage culinary treasures. The history of Elsie's Kitchen began as a humble canteen in the British Royal Air Force camps at Seletar, Tengah and Changi. In 1986, the second generation of Angs took over and officially registered Elsie's Kitchen as a catering business. Elsie's Kitchen then diversified into events catering in 1990, eventually expanding from a single shop house unit to the 57,000 sq ft central kitchen facility that it occupies till today. In 1999, they became one of the first few caterers to be registered as Halal-certified. The third generation of Angs is now being groomed to usher Elsie's Kitchen into a new era of catering, after the company recently re-branded under the holding company, Hesed & Emet Holdings Pte Ltd. For more information on Elsie's Kitchen, go to www.elsiekitchen.com.sg.

About Rainbow Centre

Rainbow Centre Singapore is a not-for-profit organization that serves children and young people with a diverse range of moderate to severe developmental needs, including autism, physical, visual and/or hearing disabilities; many have multiple disabilities. Founded in 1992, Rainbow Centre currently runs two Special Education (SPED) schools for students aged 7-18 years old and two Early Intervention Programme (EIP) centres for children 2 months to 6 years old, at two campuses - Margaret Drive and Yishun Park. The Rainbow Centre schools and programmes adopt a holistic developmental curriculum in the areas of language and communication skills, cognitive skills, social and emotional skills, fine and gross motor skills, and adaptive daily living skills. They are carried out by a multi-disciplinary team of trained SPED and EIP Teachers, Speech Language Therapists, Physiotherapists, Occupational Therapists, Psychologists, Social Workers, and Music and Art Therapists.

About Chef Daniel Tay, Cat & the Fiddle

Classically trained in the art of French pastry, Daniel's impressive resume includes stints at Fauchon, a renowned gourmet food retailer in Paris, and at fine-dining restaurant Les Amis in Singapore, where he was Pastry Chef. Flaunting his skill and artistry in culinary competitions, he clinched prestigious awards including the Gold Medal at the World Pastry Cup 1996 in Singapore, and the Inniskillin Icewine Pastry Chef of the Year at the World Gourmet Summit Awards of Excellence in 2001. In 1998, Daniel founded Baker's Inn, a patisserie-cafe that was later renamed as

Bakerzin. Daniel then moved on in 2013 to establish Foodgnostic, a state-of-the-art food solutions company that focuses on food contract manufacturing. In the same year, he established Cat & the Fiddle, an online cheesecake specialist shop with its message of quality and affordability for all, and sustainability for the environment. His latest venture, Old Seng Choong, pays homage to his father and the confectionery that sparked his culinary ambitions.

About Chef Victor Loy, Plentyfull

Chef of Plentyfull, Victor Loy, age 31, hails from gourmet city, Penang, Malaysia. He grew up working for his family's hawker stall – his grandmother has sold iconic Penang street food such from char kway teow to laksa since she was seven. Victor started working in a Chinese kitchen at 17, and moved on at 18 to be a dishwasher at a European-style restaurant to learn more about the cuisine. He was quickly promoted and his then boss encouraged him to enroll in culinary school. Victor then spent 3 years in different kitchens for the exposure to different experiences while saving up for culinary school. Eventually, he enrolled in a 2-year culinary course at the International Hotel Management Institute in Switzerland in 2006, where he learned classical French cooking. He is currently the Head Chef of Plentyfull.

About Chef Charles, STRAY by Fatat

Armed with kitchen experience in various fine-dining restaurants, Chef Charles, aged 25, ventured into the culinary world two years ago when he opened Fat Cat Ice Cream Bar. Following its success, Chef Charles added yet another notch on his culinary belt - STRAY by Fatcat. Recognised as one of today's young and upcoming culinary entrepreneurs, Chef Charles is set to continue making waves in the food and beverage industry.