

MEDIA RELEASE

Far East Organization Launches Chef X to Empower Culinary Entrepreneurship

Home chefs are given the opportunity to operate from a professionally fitted 24-pax restaurant at Clarke Quay Central mall



From left to right: Sydnee Loue of Royaleys Smoky Boat, Zeng Wanting of Wanting Kimchi, Jasmine Foo of Popo's Kitchen, Benjamin Lai of oomahmee

Singapore, 19 April 2024—Far East Organization launches Chef X, an initiative that provides home-based chefs and private dining chefs with a sandbox to operate their own full-fledged commercial restaurant within Clarke Quay Central mall for four or eight weeks. From 26 April 2024, each resident chef will serve out of a professionally designed F&B space fitted with commercial-grade kitchen equipment, with a dining area that can accommodate up to 24 diners.

Said Ms Deborah Tan, Director of the Retail Business Group at Far East Organization, “Staying true to our vision of Inspiring Better Lives, Far East Organization is expanding our support from our successful Baker X programme for home-based bakers to Chef X. This is a new retail innovation initiated for home-based chefs to experience what it would entail for them to run a restaurant at a commercial space within a mall at minimal risk. Besides providing a fully fitted-out kitchen and restaurant space to these home-based chefs, we have also designed a mentorship programme to help our home chefs learn the skills of operating a restaurant that seats up to 24 diners, which a home-based environment cannot offer. We are excited to be able to play a part in their learning journey.”

Each resident chef, who will helm the restaurant for four or eight weeks, will showcase their culinary skills and individual styles, cooking at the unit for dine-in customers, with the option of takeaway. The current line-up will see a rotating roster of four home chefs, cuisines ranging from heartwarming food

inspired by grandmother's kitchen and Korean kimchi-based dishes, to Japanese bentos and a seven-course omakase. [See appendix on pages 5 to 8 for the line-up of home-based chefs from April 2024 to Feb 2025]

Apart from physical resources, resident chefs will be offered guidance from a mentor chef. They can look forward to receiving advice and tips - from menu planning, food presentation and recipe refinements, to business and human resource management, from Chef Isaac Tan, Head of Culinary & Product Innovations for Commonwealth Concepts (CWC), the F&B joint venture between Commonwealth Capital and Far East Organization. An industry veteran who has led dining institutions such as Bedrock Bar & Grill since its inception in 2008, Chef Isaac Tan currently steers 12 distinct brands under the group, including Fat Cow, Kinki Restaurant + Bar, and The Marmalade Pantry.

Upcoming Resident Chef Benjamin Lai, a private dining chef operating oomahmee, is looking forward to his upcoming stint in December, "I have always dreamt of opening a brick-and-mortar outlet to share food that I love with others, but I am often daunted by the unknown. Chef X will be a great learning ground for me. It will provide me invaluable support such as mentorship, marketing assistance, and a well-equipped space. It also helps me put in place a plan to fulfil my aspiration."

Chef X will be located at level three of Clarke Quay Central mall.

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Chef X Fact Sheet

Address: 6 Eu Tong Sen St, Clarke Quay Central, #03-103/104 Singapore 059817

Operating hours: Differs for each resident chef

Seating capacity: 24 | 94.7 sqm

Instagram: <https://www.instagram.com/fareastmalls/>

Equipment Provided:

Provisions: All fittings, including appliances – 1x electric combi oven, 6 tray, 1x 1-door counter freezer, 1x floor standing deep fryer, 1x 6-ring open burner (town gas), 2x electric table top half ribbed half flat grill w/custom stand, 1x ss equipment stand for electric grill, 1x 2-door counter chiller, 1x vitamix drink machine two-speed (dm-agcb), 1x s/s rice cooker/warmer 6ltr, 1x microwave oven 20l, 1x s/s infrared heat lamp, 1x 2-door upright freezer.

About Baker X

Baker X, launched in December 2021, supports home-based bakers who takes up residency of 2 to 8 weeks at Orchard Central. Designed with the aim of encouraging home-based bakers who wish to explore scaling up into full-fledged outlets, 30 bakers have been introduced to the retail environment and 7 of those have started their own retail business, including Ree.Connect café by Ree and Mummy at Katong V mall. The Baker X baking studio and café features industrial chic interior design with table and counter seating for up to 20 patrons, that is fully fitted with appliances from leading brands. Baker X has won the Best Efforts in Corporate Social Responsibility (Retail) at the Singapore Retailers Association Awards 2022 and the ESG Initiative of the Year at the Retail Asia Awards 2023.

This is part of Far East Organization's commitment to Inspire Better Lives.

About Clarke Quay Central Mall

Clarke Quay Central mall is above Clarke Quay MRT station within the Central Business District and along the picturesque historic Singapore River. The mall spreads across 5 floors offering a diverse range of retail outlets, from fashion and lifestyle brands to specialty stores such as Don Don Donki and Daiso & Threppy. Additionally, it features a wide array of dining options such as the well-known Rendezvous Restaurant Hock Lock Kee, Hokkaido Ramen Santouka, and the newly opened restaurants - Tsui Wah and NG AH SIO Bak Kut Teh.

About Far East Organization

Far East Organization is a Christian Enterprise, which develops real estate and operates businesses by serving with grace, love, integrity and honesty. Established in 1960, Far East Organization is the largest private property developer in Singapore. The Organization develops, owns and manages a diverse spectrum of real estate products across the residential, hospitality, retail, commercial, medical and industrial space segments.

Far East Organization's Retail Business Group manages about 20 malls in Singapore, each reaching out to different shopper segments catering to different needs. With over 30 years of experience in the retail and commercial sector, Far East Organization has become a pioneer of progressive, first-to-market concepts. Its malls are in quality regional centres as well as inspired destination locations, ensuring that Far East Malls enrich the communities it operates in through its retail places. Its key malls are One Holland Village in the eclectic Holland Village precinct, Clarke Quay Central along the historic Singapore River, Square 2 in Novena and Orchard Central in the heart of Orchard Road.

Far East Organization is the winner of 14 FIABCI World Prix d'Excellence awards, the highest honour in international real estate.

Website: [Fareast.com](http://fareast.com)

Instagram: <https://www.instagram.com/fareastorganization/>

APPENDIX: CHEF X LINE-UP

1st Resident: Royaleys Smoky Boat

Chef: Sydnee Loue

Residency: 26 Apr to 21 Jun 2024

Operating hours:

Closed on Wednesdays

Thursday to Tuesday: 11.30am to 9pm

Instagram: <https://www.instagram.com/royaleys.smokyboat/>

Highlights: Smoky Boat Rice



Royaleys Smoky Boat Platter

Kicking off the project is **Royaleys Smoky Boat**. Named for their boat-like form, these banana leaf parcels are stuffed with premium quality rice topped with a range of ingredients – chicken, fish, prawn, or soybean – naturally seasoned with tempered spice pastes. The parcels are grilled for a smoky flavour and are served as individual portions or colourful sharing platters, accompanied by fresh vegetables and side dishes.

Home-based chef and entrepreneur Sydnee Loue started sharing her culinary creations with friends and family during the pandemic, elevating flavours of traditional home-cooked comfort foods she enjoyed from her childhood in Indonesia, with a touch of modern sophistication. The food gifts were very well received, and she was encouraged to turn her pastime into an online business. Through word of mouth, the platters from Royaleys gained popularity. “We make everything from scratch with fresh and natural ingredients, and prepare our food with care,” shares Sydnee. “The platters are inspired by the diversity of Singapore, and are individually arranged to bring enjoyment for all the senses.”

“I eagerly anticipate this experience, and I hope by the end of the residency, we'll see significant growth in our customer base and brand awareness for Royaleys Smoky Boat.”

2nd Resident: Wanting Kimchi

Chef: Zeng Wanting

Residency: 1 Jul to 26 Aug 2024

Operating Hours: To Be Announced

Instagram: <https://www.instagram.com/wantingkimchi/>

Highlights: Signature Cabbage Kimchi, Addictive Apple Kimchi



Assorted Kimchi

Wanting Kimchi is the second resident chef at Chef X. From her home kitchen in 2019, former corporate executive Zeng Wanting has built a kimchi brand that has garnered a loyal base of customers. Wild fermented with low-salt, low-sugar and no MSG added, the offerings from Wanting Kimchi offer complex yet comforting home-style flavours. Those who love the wholesome ferments from the brand can now look forward to more during its residency at Chef X. Apart from best-sellers of Signature Cabbage Kimchi, Addictive Apple Kimchi, and

Wild Fermented Lemonade, customers can also enjoy a selection of hot food, available for dine-in and takeaway. “We will be serving up items we absolutely love but couldn’t offer to our customers as we didn’t have a restaurant setting,” shares Wanting.

The kimchi and banchan will be for takeaway while lunch “bentos” for enjoying on premise or on the go are also offered. For dinner, Wanting envisions a sit-down service, during which diners can savour their kimchi jjim – a braised kimchi made with slow-aged, whole-head cabbage kimchi, fresh pork and a cooked-from-scratch stock base. “This steaming, almost hot pot like dish will be rich, sumptuous and satisfying, yet light on the palate and easy to digest. It will be low in salt, with no added MSG and the natural sourness of the aged kimchi will offset the richness of the meat perfectly,” Wanting remarks.

“Chef X is a thoughtful initiative which I feel will definitely help chefs like me, who have not undergone formal culinary training. Running a hot food restaurant feels scary and complex, but it will be a lot of fun, a lot to learn and could very well do a 180 degrees for the brand’s future. I am also confident Chef Isaac Tan will provide invaluable insights into running the hot food kitchen with greater efficiency, helping me avoid pitfalls I might encounter if I were working independently.”

3rd Resident: Popo's Kitchen

Chef: Jasmine Foo

Residency: 5 Sep to 30 Oct 2024

Operating Hours: To Be Announced

Instagram: <https://www.instagram.com/ilovepoposkitchen/>

Highlights: Soon kueh, Mala soon kueh, Mee siam



Left to Right: Mala Soon Kueh, Honey Ginseng Chicken

Popo's Kitchen offers wholesome and comforting flavours reminiscent of the food found in one's grandmother's kitchen. Early childhood educator Jasmine Foo took to cooking for friends and family during the pandemic, and found herself reaching into her taste memories for flavours created by her mum. The matriarch – affectionately known as “popo” (grandmother) by the youngest generation – has been cooking

for the family for many decades, and has been Jasmine's source of culinary inspiration. “When I first started cooking in my twenties, it was usually Western food that I would make. But as I grew older, I really wanted to create good, old-fashioned Chinese dishes like soon kueh and yam cake, which I grew up eating at home,” shares Jasmine.

The three-year-old home-based business, specialising in handcrafted soon kuehs and roast chicken platters, will be expanding its offerings during its Chef X residency. The signature soon kueh – in flavours including traditional, mala, and truffle mushroom – is given new iterations at Chef X, with fillings such as Tom Yum Chicken and Kimchi. Other new items to look out for include a sauced mee siam with sambal prawns. The brand's popular roast chicken will also be available in the form of roasted chicken leg in a variety of flavours such as rosemary and tom yum. A ginseng whole chicken can also be pre-ordered.

“I look forward to more physical interaction with the customers, so that I can obtain feedback of the food products and also understand the customer's profile and segmentation,” says Jasmine, who is excited to meet and interact with her customers face-to-face.

5th Resident: oomahmee

Chef: Benjamin Lai

Residency: 16 Dec 2024 to 10 Feb 2025

Operating Hours: To Be Announced

Instagram: <https://www.instagram.com/oomahmee/>

Highlights: Bara Chirashi, Tori Yuzu Don, Unagi Don



Clockwise from left to right: Snow crab chawanmushi, oomahmee bomb, Una don, Tori yuzu don

The last chef to take over Chef X in 2024 is **oomahmee**, extending their residency into the next year. Specialising in chilled Japanese-style dishes spanning bara chirashi to chilled noodles topped with a variety of raw seafood, oomahmee is the brainchild of Benjamin Lai. The designer and self-professed foodie pivoted to F&B during the pandemic, and his generous bowls quickly gained popularity.

At Chef X, he continues to serve his signatures of chilled truffle infused capellini with scallop carpaccio and ikura, but will also be offering a whole new repertoire of hot dishes.

“Currently, the dishes from oomahmee are mainly cold, because hot food do not travel well,” Benjamin shares. With a physical space equipped with a professional kitchen, he is able to serve patrons hot dishes at the optimal temperature for enjoyment. These include a tori yuzu don – a rice bowl featuring a savoury chicken leg seasoned with a hint of yuzu, served over Japanese rice with an onsen tamago. Another is the unagi don: a fillet of steamed-then-grilled unagi kabayaki, served atop Japanese seaweed rice, and finished with an onsen tamago. Also to look out for will be Benjamin’s private dining omakase menu that will be making its appearance at Chef X, featuring favourites such as the oomahmee Bomb – negitoro, uni, and caviar over shari, and Snow Crab Chawanmushi.

On being part of Chef X, Benjamin says, “I have always dreamt of opening a brick-and-mortar outlet to share food that I love with others, but I am often daunted by the unknown. Chef X will be a great learning ground for me. It will provide me invaluable support such as mentorship, marketing assistance, and a well-equipped space. It also helps me put in place a plan to fulfil my aspiration.”
