

FOR IMMEDIATE RELEASE

**~ BRINGING FAMILIES TOGETHER ~
SI CHUAN DOU HUA RESTAURANT GROUP CELEBRATES
15 YEARS OF GASTRONOMIC FLAIR AND BUSINESS SUCCESS
Marking this milestone is the group's fifth Si Chuan Dou Hua Restaurant at
Kitchener Road in June 2011**

(Singapore, 15 June 2011) In the midst of a business trip almost two decades ago, Chairman of United Overseas Bank Mr Wee Cho Yaw came across the Si Chuan Dou Hua restaurant in Beijing, China, and was quick to spot the lack and potential of such a unique cuisine in Singapore. With his strategic foresight and strong belief in providing discerning diners more choices, Si Chuan Dou Hua restaurant was born as a lifestyle brand under the Pan Pacific Hotels Group.

This year, Si Chuan Dou Hua Restaurants commemorates its 15th year of business success in conjunction with the opening of a fifth outlet along Kitchener Road on 15 June 2011. As the only authentic Sichuan restaurant and tearoom in the Little India vicinity, it adds varied choices to nearby hotel guests, tourists, and locals with its signature brand of service and culinary excellence.

“When we first opened in Singapore, locals were not so familiar with Sichuan cuisine. Over the years, however, we have managed to educate them on the unique aspects of the cuisine. With our 15th year celebration this year, we feel there is no better time to open our third outlet to satisfy the upward demand.” says Ms Wee Wei Ling, Executive Director of Si Chuan Dou Hua Restaurants. “Our customers always return for our food and service, and they bring new friends who have grown to love us. This motivates us tremendously,”

Marking the occasion is also the beginning of a close working relationship between Si Chuan Dou Hua and the People’s Association (PA). Together with PA, the restaurant is introducing a series of privileges for the PA’s PAssion Card members, starting with an opening special of 25% off their total food bill at its brand new outlet at PARKROYAL on Kitchener Road, and a Father’s Day Special to promote inter-generational family bonding over a meal (*refer to page 4 for full promotional details for PAssion Card members*).

A series of culinary workshops ranging from mooncake-making, Sichuan cooking and Chinese tea appreciation will also be launched in subsequent months.

“The PA’s mission is to bring people together, to build strong family bonds and friendships. We are therefore very pleased to partner Si Chuan Dou Hua to promote inter-generational bonding over a good meal at fine restaurants like Si Chuan Dou Hua. This is yet another effort to offer even greater benefits for our PAssion Card members,” says Mr Yam Ah Mee, Chief Executive Director of the PA, who is also the Guest-of-Honour at the grand opening of Si Chuan Dou Hua at Kitchener Road.

The new outlet at Kitchener Road is a warm family-friendly set-up featuring alcove seating areas and three private rooms for cosy celebrations. Modernity and a tinge of eclecticism come in the form of beautiful, elegant custom-made lanterns, watercolour paintings about life in Chengdu and a Sichuan spice rack which makes dining at Si Chuan Dou Hua also a feast for the eyes.

Diners will also experience another unique aspect of dining with the presence of a traditional tea master, who delicately combines martial arts, dance and gymnastics in the traditional art of tea-pouring.

Stellar Dishes, Stellar Chefs

For the first time in Si Chuan Dou Hua history, the kitchen of its latest outfit will be helmed by a stellar group of Chinese chefs with at least two decades of experience each in different areas of speciality – Executive Chef Leung Wing Chung (梁永祥), Master Dim Sum Chef Lu Shi Qian (陆世乾) and Barbecue Chef Zheng Guan Liang (郑广良).

Other than signature Sichuan dishes available at all Si Chuan Dou Hua Restaurants, the chefs have come up with a new repertoire of Sichuan and Cantonese home-style favourites, barbecue speciality items and unique dim sum creations.

The Braised Pork Belly served in Whole Pumpkin (金瓜盅东坡肉) is both delectable and attractively presented, going perfectly with rice or steamed buns. The nutritious Double-boiled Soup of the Day (是日例汤), an essential course in Cantonese cuisine prepared using premium ingredients and simmered on the stove for at least three hours, can be served in big earthen claypots apt for communal sharing.



Braised Pork Belly served in
Whole Pumpkin
金瓜盅东坡肉



Soup of the Day
是日例汤



Steamed Glutinous Rice
Roll with Minced Meat
叶儿粩

To savour the culinary expertise of Chef Zheng, try the Combination of Barbecue Meat (烧味双拼盘). A selection of other succulent roast meats like the popular Beijing Roast Duck (北京片皮鸭) and Honey Glazed “Char Siew” (蜜汁叉烧) is also available.

In the dim sum arena, unlike more predictable dim sum dishes, Sichuan dim sum demands exquisite handiwork and artistic mastery. This is evident in dishes like the dainty Sichuan Pumpkin Pancake (像生南瓜饼), exquisitely shaped in the semblance of a pumpkin. Other Sichuan dim sum items on the menu include the Steamed Glutinous Rice Roll with Minced Meat (叶儿粩), an authentic Sichuan dim sum snack in a refreshing green colour, and the tasty Minced Meat Dumpling with Sour and Spicy Stock (酸辣抄手).



Debut of new high tea concept

Together with the opening of Si Chuan Dou Hua is that of Tian Fu Tea Room which will be adjoined to the restaurant. To kick off the launch, Tian Fu Tea Room is introducing a new Oriental High Tea (中式下午茶) which gives customers a choice of dim sum item paired with premium tea, and a never-before tea storage service (refer to Tian Fu Tea Room press release for full details).



Milestone Highlights of Si Chuan Dou Hua Restaurants

1996:

The first Si Chuan Dou Hua Restaurant was opened in PARKROYAL on Beach Road, serving a niche following of quality-conscious customers and hotel guests.

2002:

Second Si Chuan Dou Hua Restaurant was opened on the 60th floor of UOB Plaza 1 at Raffles Place.

2003:

Third Si Chuan Dou Hua Restaurant ventured out of Singapore to PARKROYAL Kuala Lumpur, Malaysia.

2005:

The first Tian Fu Teahouse, adjoined to Si Chuan Dou Hua, opened at PARKROYAL on Beach Road, with a wide selection of over 25 types of fine tea, ranging from the ubiquitous green and red tea, to more exotic variations of yellow, white and flower tea, as well as a collection of health tea. In addition, the Imperial High Tea and a menu of snacks and dim sum were introduced.

2007:

Fourth Si Chuan Dou Hua Restaurant opened in Tokyo, Japan.

2008:

The second Tian Fu Teahouse was launched at TOP of UOB Plaza.

September 2010:

Singapore's first tea room in a hotel enhances its brand identity - Tian Fu Teahouse changes name to Tian Fu Tea Room. Hotel guests receive an invitation to a complimentary Welcome Tea of their choice at the tearoom upon check-in.

November 2010:

Si Chuan Dou Hua Restaurant at UOB Plaza 1 undergoes a face-lift and now boasts a new stage perfect for weddings and celebrations.

June 2011:

Fifth Si Chuan Dou Hua Restaurant opens at PARKROYAL on Kitchener Road.

Si Chuan Dou Hua Restaurant

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UOB Special

To celebrate the grand opening, all UOB cardmembers will get to enjoy 30% off their food bill at Si Chuan Dou Hua at PARKROYAL on Kitchener Road from now till 31 August 2011. Terms and conditions apply.

Exclusively For PAssion Card Members

- PAssion Card members enjoy 15% off their total food bill at all Si Chuan Dou Hua restaurants at PARKROYAL on Beach Road, PARKROYAL on Kitchener Road and TOP of UOB Plaza *all year round*.
- From 15th June to 15th September (both dates inclusive), members enjoy 25% off their total food bill at Si Chuan Dou Hua at PARKROYAL on Kitchener Road.
- **Father's Day Special (18th and 19th June)**
To promote **inter-generational family bonding**, special discounts await members who dine at all Si Chuan Dou Hua restaurants with their children, parents, grandparents, or even great-grandparents! Reservations recommended.

2 Generations – 20% discount off total bill

3 Generations – 30% off total bill

4 Generations – 40% off total bill

5 Generations – 50% off total bill

Terms and conditions apply.

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For more information and high-resolution pictures, please contact:

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About Si Chuan Dou Hua Restaurants

The Si Chuan Dou Hua group of restaurants, designed to add value to PARKROYAL Hotels & Resorts Pte Ltd, is renowned for the quality and authenticity of its Sichuan and Cantonese dishes. The original team of master chefs opened Singapore's first branch in PARKROYAL on Beach Road with such success that a second restaurant was opened on the 60th floor of UOB Plaza 1 in 2002. A third followed in 2003 at PARKROYAL Kuala Lumpur in Malaysia and in 2007, a fourth outlet opened in Tokyo, Japan, all continuing the fine tradition of bringing the authentic tastes of China to the world.

Besides the authentic cuisine, a unique aspect of dining at Si Chuan Dou Hua is the presence of the traditional tea master who delicately combines martial arts, dance and gymnastics in the traditional art of tea-pouring.

Adjoined to Si Chuan Dou Hua restaurant is **Tian Fu Tea Room**, which offers a wide variety of tea and snacks in a cosy setting. Guests can adjourn to the teahouse before or after their meals to enhance and/or complete their dining experience.

For more information, please refer to www.sichuandouhua.com.

Issued by: Dou Hua Restaurants Pte Ltd

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About the People's Association

The People's Association's mission is to build and to bridge communities in achieving one people, one Singapore. We do this through our network of 1,800 grassroots organisations, five Community Development Councils, the National Youth Council, National Community Leadership Institute, Outward Bound Singapore and Water-Venture. More information at www.OurCommunity.sg.



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