



FOR IMMEDIATE RELEASE

**SHOWCASING THE TRUE ESSENCE OF SICHUAN CUISINE:
"EACH DISH ITS OWN, 100 FLAVOURS IN 100 DISHES"**

The pioneer of Sichuan cuisine in Singapore presents a buffet feast of 100 dishes that reveal the nuances of the multifaceted cuisine.

了解正宗川菜的精髓：“一菜一格，百菜百味”

(Singapore, 13 July 2016) – Known worldwide for its trademark ‘ma la’ (麻辣 i.e. spicy and tongue-numbing) flavour, Sichuan cuisine has flourished in the recent decade, taking the world by storm with its fiery and memorable dishes. Its rapid growth however has also endangered its very essence. As recently as in June 2016, NYTimes.com discussed how culinary veterans of authentic Sichuan cuisine are alarmed by the new generation of Sichuan chefs, who have been delivering to diners the limited perception that ‘ma la’ is the only definitive characteristic of the vibrant and multi-dimensional cuisine.

From **15 July to 15 October 2016**, 20-year-old Si Chuan Dou Hua Restaurant – the pioneer of Sichuan cuisine in Singapore - will present **‘100 Sichuan Delights, 1 Gastronomic Feast’**, presenting 100 authentic Sichuan dishes in an à la carte buffet, showcasing the trait that truly defines Sichuan cuisine - “Each dish its own, 100 flavours in 100 dishes” (一菜一格，百菜百味).

Spearheaded by Chengdu-born Executive Sichuan Chef Zeng Feng (四川主厨曾峰师傅), the buffet will reveal the immense breadth and depth of authentic Sichuan cuisine, overturning preconceived notions that Sichuan dishes are all spicy and numbing. Diners will discover that even when the core ingredients of a dish comprise chilli and peppercorn, the differing proportions of the spices or the cooking techniques will differentiate one dish from another. To experience the full range of flavours, most guests will find that at least two visits are required.



Showcasing the true essence of Sichuan cuisine – “Each dish its own, 100 flavours in 100 dishes” / 2



(Clockwise starting from top left): Diced Chicken with Chilli Oil (红油鸡丁), Spinach with Ginger (姜汁菠菜), Steamed Pork Belly with Glutinous Rice and Red Bean Paste in Sweet Sauce (甜烧白), Fresh Scallops with Sichuan Pepper and Minced Spring Onion Sauce (椒麻带子), Braised Pork Belly with Honey Sauce (樱桃肉)

Other than the familiar "ma la" (麻辣味), onion oil (葱油味) or garlic and chilli (鱼香味) flavours, guests will get to savour lesser known Sichuan flavours such as:

- Sweet Sauce Flavour (甜香味), presented as the Steamed Pork Belly with Glutinous Rice and Red Bean Paste in Sweet Sauce (甜烧白), a unique dish where sliced pork belly is steamed with a thick spread of red bean paste and glutinous rice, then sprinkled with sugar before it is served.
- Sweet and Sour Flavour (糖醋味), translated into the Chilled Sliced Radish wrapped with Sweet and Sour Sauce (珊瑚雪卷), an intricate dish of finely julienned carrots wrapped with a thin layer of radish.
- Sichuan Pepper and Minced Spring Onion Flavour (椒麻味), seen in a simple dish of Fresh Scallops (椒麻带子) coated with a delicious sauce of ginger and peppercorn powder, given a refreshing green tinge with minced spring onion.



Showcasing the true essence of Sichuan cuisine – “Each dish its own, 100 flavours in 100 dishes” / 3



Benefits of chilli

'Ma la' fans who adore peppercorn and chilli can still enjoy their favourite dishes such as 'Chilled Chicken in Spicy Bean Paste' (口水鸡) and Sliced Fish in Spicy Chilli Sauce (沸腾鱼). They will also be pleased to learn about the following benefits of capsaicin, a bioactive ingredient that provides the spicy kick in chilli and pepper:

- Increases metabolism, thus providing slimming effects
- Reduces accumulation of cholesterol
- Lowers oxidation rate in the body

A total of 100 authentic Sichuan dishes will feature in the '**100 Sichuan Delights, 1 Gastronomic Feast**' (一菜一格，百菜百味) à la carte buffet, available exclusively at Si Chuan Dou Hua Restaurant, PARKROYAL on Beach Road, at **\$48++ per person** or **\$58++ with free flow of Bavaria Premium beer**. The promotion will run from **15 July to 15 October 2016**, with UOB cardholders enjoying **20% savings**.

From July to October 2016, Tian Fu Tea Room will also offer a Sichuan Delights sampler platter with the **Imperial High Tea**, available at **\$32++ per diner** from 2.30pm to 6.00pm daily. Each guest will walk away with a Sichuan face mask tassel as a souvenir.

Home-cooked authentic Sichuan dishes

In conjunction with the promotion, Executive Sichuan Chef Zeng Feng will impart Sichuan recipes and culinary techniques to diners through a series of culinary classes. Each class will include a culinary demonstration of three Sichuan dishes and a 9-course high tea at **\$48 nett per person**.

Dates: Sunday, 21 August, 28 August, 4 September

Time: 3.00pm to 5.30pm

Venue: Si Chuan Dou Hua Restaurant, PARKROYAL on Beach Road



Showcasing the true essence of Sichuan cuisine – “Each dish its own, 100 flavours in 100 dishes” / 4

For further enquiries and reservations, please contact Si Chuan Dou Hua Restaurant at:

PARKROYAL on Beach Road

+65 6505 5722

douhua.prsin@parkroyalhotels.com

7500 Beach Road, The Plaza,
Singapore 199590

- END -

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

Pamela Tan
Marketing Communications Manager
Si Chuan Dou Hua Restaurants
Email: pamela.tan@sichuandouhua.com

Walter Santos Navarro
Marketing Communications Manager
PARKROYAL on Beach Road
Email: walter.navarro@parkroyalhotels.com



About Si Chuan Dou Hua Restaurants

The Si Chuan Dou Hua group of restaurants is renowned for the quality and authenticity of its Sichuan and Cantonese dishes. Since its inception in Singapore in 1996, the group has successfully built a regional presence in Japan, Malaysia and Myanmar through its stable of six restaurants. The exceptional dining experience is complemented with a skilled Tea Master who combines acrobatics, gymnastics and dance in the traditional art of tea-pouring, as well as a selection of more than 30 types of premium Chinese teas from the adjoining Tian Fu Tea Room. For more information, please refer to www.sichuandouhua.com.



Showcasing the true essence of Sichuan cuisine – “Each dish its own, 100 flavours in 100 dishes” / 5

Issued by: Dou Hua Restaurants Pte Ltd

Singapore

PARKROYAL on Beach Road

7500 Beach Road, Singapore 199590

Tel: (65) 6505 5722

Fax: (65) 6298 0716

PARKROYAL on Kitchener Road

181 Kitchener Road

Singapore 208533

Tel: (65) 6428 3170

Fax: (65) 6434 3184

TOP of UOB Plaza

80 Raffles Place, #60-01, UOB Plaza 1,

Singapore 048624

Tel: (65) 6535 6006

Fax: (65) 6534 5875

Malaysia

PARKROYAL Kuala Lumpur

Jalan Sultan Ismail, 50250 Kuala Lumpur, Malaysia

Tel: (603) 2782 8303

Fax: (603) 2145 2352

Japan

Tokyo, Japan

Shin Marunouchi Building 6F, 1-5-1 Chiyoda-ku,

Tokyo, Japan 100-0005

Tel: (03) 3211 4000

Fax: (03) 3211 4002

Myanmar

PARKROYAL Yangon

33 Alan Pya Phaya Road, Dagon Township, 11191, Yangon, Myanmar

Tel: (95) 1 250 388

Fax: (95) 1 252 478

