

灵感触动， 让美味无限延伸

时至今日，创意饮食集团拥有18个自有餐饮品牌，已然成为一家声名远扬的餐饮企业。创意饮食集团创立于1992年，创立之初仅是一家占地面积100平米的小型餐馆，名为Hot Stones Surf and Turf Restaurant。在创办人王育康的带领下，创意饮食集团在短短几年内一步步茁壮成长起来，旗下品牌包括Bangkok Jam, Patara Fine Thai Cuisine, Shabuya, Sho Teppan, Suki-Ya, Fremantle Seafood Market及Vineyard at HortPark等。

创意饮食集团将美味触角伸向了多方，吸纳不同饮食文化的美食新店入驻，不仅满足多样化的需求，被消费者广泛熟知和喜爱，更赋予岛国生机勃勃、百花齐放的餐饮文化动力。又因卓越品牌的口碑，成为广大顾客做消费选择的风向标，让顾客们持续关注，构筑成一个消费趋势，缔造出完美的用餐体验。

集团经营范畴十分广泛，包括具有浓郁地方特色的中菜、日本料理、泰国料理以及西式料理等特色风味美食餐馆，精彩纷呈。每一家分店均有自己不可替代的独特卖点，以独树一帜的魅力展现出一场场令人惊艳的美食饗宴！

创意饮食集团的创办人王育康说：“唯有时刻把握餐饮行业发展的脉搏，紧跟行业发展的时代潮流，并不断掌握更全面的信息，这样我们就可以更好的填补国内的市场空白，造就最前沿的时尚。”

于2010年，随着提供地道台湾美食的西门町的加盟，创意饮食集团开创了中式餐饮部门。旗下两家西门町餐馆分别以怡丰城和莱佛士城购物中心为据点，由来自台湾的资深厨师掌舵，供应正宗的台湾美



食，让食客们沉浸在极致的美味中。等待食客挖掘的在地台湾美食有香气十足的烤乌鱼子、甜中带微咸和辣的蚵仔煎、充满酱油和金不换香味的三杯鸡等，枚不胜举。

王育康说：“尽管今天台湾美食展现了多样性的面貌，汰旧换新推出无数的新品种及新口味，但在西门町你依然能品尝到正宗台湾味。我们希望能将台湾美食最纯粹的味道传承下去，可以把经典的味道保存下来，为顾客们创造出丰富的饮食文化，让这些沉寂已久的味道“回归”人们心中。”

续西门町之后，创意饮食集团继续推出另一个台湾街边小吃品牌——吃在台北。这堪称是一个更大胆的概念，将台湾小吃与夜市文化“搬到”新加坡了。位于裕廊东的裕冰坊(JCube)三楼的吃在台北，菜单上提供了各种经典的台湾街头美食，囊括士林夜市、师大夜市以及基隆庙口夜市。蚵仔面线、大肠面线、台南棺材板、红烧牛肉面、卤肉饭等等应有尽有，让人目不暇给。早年在台湾，火车站内随时可以看到人手一个便当。台湾人对火车便当有深深执念，所以就算不搭火车，日常生活也少不了火车便当。而此刻，怀旧便当也是菜单中的一个亮点。装潢时髦的餐厅也为食客呈现甜点、泡泡茶与各种口味的刨冰。

创意饮食集团用心营造了一个标志性的台湾夜市氛围，也因此吸引不少国人和外地游客前来光顾，真切切体验台湾人生活中最具代表性的饮食文化。

除此之外，王育康创立了生意兴隆的食物承办宴席的部门。该分店以向亚太经合组织峰会和新加坡航空展等大型的活动提供高档餐饮，频频获得业界的一致好评。创意饮食集团Catering深信提升服务品质带来创新品质，也因此成为多项标志性艺术节和国际MICE活动的指定餐饮供应商。

向王育康问及成功的秘诀时，他说：“成功的秘诀其实很简单。不要安于小成、不思进取，就是要始终站在第一线，不断追求创新。我也密切监察自己的产品质量，使公司能够准确定位或抢占市场空白的策略来占得市场一席之地。”



Creative Diversity

A diverse and innovative cuisine portfolio propels Creative Eateries to a league of its own

“We try to keep our fingers on the pulse of the F&B scene in Singapore and our ears close to the ground so that we can better observe gaps in the market and try to fill it,” said Anthony Wong, CEO of Creative Eateries. His company manages a wide portfolio of brands, each with its own unique selling points. The assortment of restaurants meets the demand for variety in Singapore’s F&B scene and the group is successful in keeping people interested.

With the growing popularity of Taiwanese culture in Singapore, Creative Eateries launched Xi Men Ding, a casual Taiwanese restaurant which marked their first foray into the Chinese dining scene. Named after the famous shopping and food mecca of Taiwan, the brand has two restaurants at VivoCity and Raffles City Shopping Centre and has recently been franchised to Jakarta, Indonesia in the popular Senayan City. Xi Men Ding serves authentic Taiwanese fare such as grilled fish roe, fried oysters with vegetable and “san bei” chicken with basil among many other Taiwanese home-style specialities. Helming the restaurant is executive chef Terence Siew who was groomed under Ao Ba Taiwanese Cuisine in Taipei.

“Authenticity remains at Xi Men Ding – despite the diversity and myriad new flavours of Taiwanese cuisine we have today. Heritage dishes are preserved in their purest form. It is the taste of simplicity that we want our customers to reminisce and savour,” Wong said.

Following Xi Men Ding, Creative Eateries launched in April this year another Taiwanese brand, eat at taipei, that has a bolder concept that emulates the street dining subculture of Taiwan. Its menu offers a variety of classic



Taiwanese street delicacies found at iconic night market attractions in Taiwan that are popular both amongst locals and tourists alike.

Favourites are vermicelli with oysters and pig’s intestines, Tainan “coffin” toast, spicy braised beef noodles, braised pork belly rice and more. The Taiwanese bento culture inherited from the colonial days is also one of the menu highlights, with the restaurant offering diners a variety of Taiwanese delicacies at value-for-money prices. Located alongside an ice skating rink in JCube, this funky restaurant also indulges customers with its trendy desserts, bubble teas and flavoured shaved ice. eat at taipei’s second outlet is scheduled to open at the new Chinatown Point by the end of this year.

The group’s continual regeneration of concepts keep the local F&B scene vibrant and exciting. Wong had this to say about his accomplishment: “The secret to staying successful is simple – don’t rest on your laurels, and always try to be better than the next person as it makes all the difference. I am constantly re-inventing and fine-tuning the branding of some of our outlets. I also closely monitor the performance of my brands based on our financials so that I’m able to accurately pinpoint or preempt weaknesses.”

Wong’s discipline began with his background in hospitality and F&B but was really honed when he turned entrepreneur in 1992 with the first Hot Stones Surf and Turf Restaurant in Holland Village. Setting the trend at that time with his first concept that served sizzling premium meat and seafood on volcanic rock, Hot Stones infused the best of Western-style steak and seafood in a pseudo Japanese teppanyaki style. Since then, the group has diversified its offerings to Thai, Japanese, Chinese and Western cuisines as well as a catering division. With 18 brands spread across the spectrum, including popular Bangkok Jam, Patara Fine Thai Cuisine, Shabuya, Sho Teppan, Suki-Ya, Fremantle Seafood Market and Vineyard at HortPark, the group has also conceived fresh additions such as Boston Seafood Shack, ROCKU Yakiniiku and Xiao La Jiao. Just recently, the group participated at the recent Epicurean Star Award and walked away with the “Best Japanese Restaurant” award for Tajimaya Yakiniiku.

The catering division also has an excellent track record, accommodating large-scale events like the Singapore Airshow 2012, Singapore Biennale, Singapore Arts Fest, 2009 APEC Summit, Singapore Grand Prix and CommunicAsia. They have been the Esplanade’s approved caterer since 2005, Singapore Expo’s and Singapore Indoor Stadium’s official caterer since 2007 and 2009 respectively and are well poised to continue to shake up Singapore’s dining scene with their resilient stable of quality F&B restaurant brands.