

## MEDIA RELEASE

### **Pan Pacific Hotels Group launches “Eat Well With Us” initiative to enliven menus at Singapore charity homes**

*Organised in partnership with National Council of Social Service, this first-of-its-kind community outreach will see eight hotel chefs share healthy recipes to add variety to meals served at the homes.*

Singapore, 6 May 2015 – Demonstrating its Corporate Social Responsibility commitment to respect and care for the wider community, Singapore-based Pan Pacific Hotels Group is pleased to partner the National Council of Social Service (NCSS) to launch its “Eat Well With Us” culinary initiative.



Harnessing the collective experience of eight chefs<sup>1</sup> from the Group’s five Singapore hotels and its Si Chuan Dou Hua restaurant brand, the initiative aims to enliven the meals served at four local charity homes by

empowering their resident cooks with recipes and skills that will add a new dimension to their cooking. The participating homes, under the umbrella body of NCSS, are AWWA Senior Community Home, Bright Hill Evergreen Home, Melrose Home Children’s Aid Society and Singapore Cheshire Home.

In total, “Eat Well With Us” is expected to positively impact more than 600 beneficiaries, ranging from the elderly and the disabled to children and youth.

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<sup>1</sup> Chefs in photo: (Top row, from left to right) Executive Chef Low Hoe Kiat, PARKROYAL on Kitchener Road; Master Dim Sum Chef Peng Yi Chun, Si Chuan Dou Hua; Executive Chef Vijay, PARKROYAL on Pickering; Executive Chef Zeng Feng, Si Chuan Dou Hua; Executive Chef Jackson Goh, PARKROYAL on Beach Road. (Bottom row from left to right) Executive Chef Lai Tong Ping, Pan Pacific Singapore; Executive Chef Andy Oh, Pan Pacific Orchard, Singapore and Executive Chef Vincent Aw, Pan Pacific Singapore.



“With the kind support of NCSS, we are excited to embark on what we believe to be the first-of-its-kind community outreach initiative in Singapore,” says Ms Wee Wei Ling, Executive Director, Asset & Lifestyle, Pan Pacific Hotels Group.

“Going beyond mere corporate philanthropy and volunteerism, “Eat Well With Us” enables us to tap on expertise within our business operations to add value to the meaningful work of our partner charities in an engaging and sustainable manner.”

Over a period of two months, the chefs from Pan Pacific Hotels Group will make four visits to each charity home to impart eight healthy recipes to the resident cooks. These recipes have been specially created by the chefs, taking into account the homes’ food budgets and dietary needs of their beneficiaries.

As part of the “Eat Well With Us” culinary initiative, Pan Pacific Hotels Group has also pledged to donate 0.5% of the total sales proceeds from the following all-day dining restaurants at its five Singapore hotels for the months of June and July.

1. [Edge at Pan Pacific Singapore](#)
2. [I0 at Claymore at Pan Pacific Orchard, Singapore](#)
3. [Plaza Brasserie at PARKROYAL on Beach Road](#)
4. [Spice Brasserie at PARKROYAL on Kitchener Road](#)
5. [Lime at PARKROYAL on Pickering](#)

The funds raised will be channelled back to the four charity homes through Community Chest, the fund-raising and engagement arm of NCSS, to help in the purchase of kitchen equipment and supplies that will enhance their kitchens and meal preparations for their beneficiaries. The donation will also be matched dollar-for-dollar by the government under the Care & Share Movement, led by Community Chest.



“Eating well is living well. NCSS is thankful to Pan Pacific Hotels Group for imparting culinary skills to the voluntary welfare organisations (VWOs). We welcome businesses to come forward with skill sets that can benefit the social service sector.” says Mr Hsieh Fu Hua, President of NCSS.

Future plans for the culinary initiative include refresher sessions for the four charity homes in the later part of the year, as well as a second project run with a new group of charities next year.

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#### **NOTE TO EDITORS**

For hi-res project images, please access dropbox link below.

<https://www.dropbox.com/sh/fhpsssmkijy7p8r/AAAtmL0o-cTEg5lj7zk2-Bea?dl=0>

#### **About Pan Pacific Hotels Group**

Pan Pacific Hotels Group is a wholly-owned hotel subsidiary of Singapore-listed UOL Group Limited, one of Asia’s most established hotel and property companies with an outstanding portfolio of investment and development properties. Based in Singapore, Pan Pacific Hotels Group owns and/or manages over 30 hotels, resorts and serviced suites with more than 11,000 rooms including those under development in Asia, Oceania, North America and Europe. The Group comprises two acclaimed brands: “Pan Pacific” and PARKROYAL. “Pan Pacific” is a leading brand in Asia and the Pacific Rim with hotels offering premium accommodations and services. PARKROYAL is a collection of comfortable leisure and business hotels and resorts located in the heart of cities and interesting locales across Asia Pacific. For more information, visit [pphg.com](http://pphg.com).

#### **About National Council of Social Service**

The National Council of Social Service is the umbrella body for about 400 member voluntary welfare organisations in Singapore. Its mission is to provide leadership and direction in social services, to enhance the capabilities of social service organisations, and to promote strategic partnerships for social services.

#### **About the Care & Share Movement**

Care & Share is a national fund-raising and volunteerism movement led by Community Chest for the social service sector, in celebration of SG50 this year. It aims to bring our nation together to show care and concern for the less fortunate, and recognise the contributions made by voluntary welfare organisations (VWOs). Eligible donations raised by Community Chest and participating VWOs from now till 31 March 2016 will be matched dollar-for-dollar by the Government. The matched amount will go towards building the capabilities and capacities of the social service sector and supporting social services to meet rising needs. To contribute to this Movement, please visit [careandshare.sg](http://careandshare.sg) or email to [csm@ncss.gov.sg](mailto:csm@ncss.gov.sg).



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