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Delicious Forays Into Singapore With Opening Of Flagship Outlet At Scotts Square

By Tengku Noor Shamsiah Tengku Abdullah

SINGAPORE, Nov 10 (Bernama) -- After being successful in Malaysia, Delicious is now spreading its wings to Singapore as its first foreign destination in efforts to expand and capture overseas markets.

Delicious is owned by premier lifestyle developer, Eastern & Oriental Bhd, also responsible for the renowned luxury heritage Eastern & Oriental Hotel in George Town, and the contemporary beach resort, Lone Pine Hotel, both in Penang.

With seven outlets in Kuala Lumpur and Penang enjoying homegrown success, the keenly awaited cafe welcomed its customers in Singapore at its new outlet in Scotts Square yesterday.

As for now, Delicious cafes' fans will no longer need to travel to Malaysia for a taste of its famous Macadamia Cheese Cake and Nasi Kerabu.

Food-loving buffs can now enjoy an all-day dining menu of hearty and delectable East & West favourites and tempting desserts.

Delicious Group chief executive officer Michael Saxon said: "We have many fans and friends of Delicious in Singapore who make it a point to visit a Delicious cafe every time they are in Kuala Lumpur or in Penang.

"It means a lot to us to have their support and we hope this will be the start of a long relationship. Singapore was a natural first stop for us in our plans to expand Delicious beyond Malaysia," he said at the official opening of Delicious here today.

Speaking to reporters earlier, Saxon said Delicious was looking forward to open two more outlets in Singapore and was also eyeing Jakarta, Hong Kong and London.

Located on Scotts Square's Basement One, the dining destination is spread over 3,092 sq ft, offering 30 well-spaced tables with an indoor seating capacity for 120.

The glass-enclosed cafe sports a brick front facade. Pass the entrance, guests settle down in a contemporary-styled dining room with a soothing turquoise and white interior accented with quirky birdcages and stylised trees.

Guests can meet up with business clients over a light lunch, socialise with friends over a hearty dinner or take a welcome tea break after a day of shopping in a contemporary, relaxing dining ambience nestled conveniently in the heart of town.

Undoubtedly, Saxon said the star of the restaurant was the food.

In keeping with its varied range of East and West culinary offerings, he said the menu features straightforward, hearty, wholesome creations that truly live up to its name.

He said the cafe serves a great selection of full-favoured salads including the Balsamic Wild Mushroom Salad with Baby Spinach, Feta Cheese & Pine Nuts, and Thai Beef Salad. Pastas are one of Delicious' strong suits with must-tries such as Duck Confit Spaghettini with Sundried Tomatoes & Coriander, and Mushroom Mascarpone Spaghettini with Lemon Zest, Walnuts & Coriander.

Diners hankering for Asian delights are in for a treat. As a nod to Malaysia's culinary heritage, Saxon explained that Delicious serves up its own savoury version of Nasi Kerabu, which is a bestseller at the

outlets in Kuala Lumpur and Penang.

Quell the tropical heat with a freshly-squeezed Watermelon & Lychee Blast, or choose from an array of Delicious-invented fruit concoctions.

A meal at Delicious is incomplete without trying its crowd-pleasing range of freshly baked cakes and desserts especially the Macadamia Cheese Cake. Other indulgences for the sweet-toothed include Berrilicious Chocolate Pavlova and Classic Chocolate Cake with Vanilla Ice-cream, which is a bestseller across the Delicious Group.

Delicious has also created new dishes that will be available exclusively at the Singapore outlet. These include Chicken & Cheese Hot Dog with Chilli con Carne served with fries; the Chicago-Style Deep Dish Pizza Pie with Sliced Chicken or Sauteed Vegetables and Homemade Pesto Linguine with Sundried Tomato & Pine Nuts.

Saxon said this opening also coincides with the premiere of the "E&O Search for AFC's Next Celebrity Chef", an 8-part reality TV show developed in partnership with the Asian Food Channel (AFC).

Throughout the series, contestants from all across Asia are put through a series of creative challenges that test their abilities in the kitchen and on stage.

Those who can't take the heat are eliminated each week.

At the end of the series, the chosen winner will be awarded the opportunity of a year-long employment contract with the E&O Group, taking on the mantle of Creative Chef, E&O Hospitality & Lifestyle Division, E&O Group.

Delicious Singapore has also launched its very own FaceBook page, <http://www.facebook.com/delicious.sg>. Visitors to the Delicious site will have to click "Like Us" to gain access into Delicious' wall postings and photo albums.

-- BERNAMA