

Rasel — Promising Brand

Serving it up in style

Well prepared dishes and exclusivity go hand-in-hand for Rasel Catering Singapore

by susan chen

THINK catering and very often, a buffet comes to people's mind.

This is the perception the founders of Rasel Catering Singapore, Mr Alan Tan and Ms Chris Loh, hope to change.

To cook up a storm and be successful in the catering business, food isn't the only ingredient needed, says the duo. It is the whole package. True to its vision "Like you, we seek exclusivity", Rasel seeks to cater beyond dishing out great food — it also strives to make beautiful memories for its clients.

Says Mr Alan Tan, Rasel's managing director: "It is a combination of food, service and experience."

"Rasel listens, understands our customers' needs and creates a total unique catering solution for their occasion."

He adds: "We want to break the idea that catering equals buffets, as caterers today not only do business with consumers, but also business to business. We sometimes organise and put together logistics for tentage, tables and chairs, entertainment, so that the event can be carried out successfully."

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Rasel positions itself as a "modern caterer which offers quality, delectable international cuisines, interesting food presentation and elaborate thematic set-up," says Ms Loh, its creative director whose job is to conceptualise and create a unique dining solution for clients based on their needs and wish-list.

This includes coming up with innovative solutions in terms of food creation, presentation and thematic set-ups. For example, Rasel's desserts are served on specially designed "innovation-on-the-go" trolleys similar to those used in dim sum restaurants.

Food servers can dress according to the theme for the events, such as putting on kimonos or cheongsams.

The company started out catering for home parties in 1997. It has undergone a few name changes as it grew and penetrated the niche market of catering for wedding receptions.

Among its signature dishes are Penang laksa and traditional shepherd's pie, both being the

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favourite foods of Rasel's founders. The company today has its own factory and a staff of 40.

Last year's turnover stood at \$3 million. It was recently renamed Rasel Catering Singapore and named a Promising Brand in the Singapore Prestige Brand Award 2010.

Ms Loh attributes Rasel's staying power in the business to huge doses of passion and a healthy appetite to adapt to the ever-changing market. The duo spends weekends doing market research and food tasting at famous hawker and food centres, with the aim of improving the quality of their food and menu.

Also, Rasel pays special emphasis to ensuring that only the freshest ingredients are used and maintains a high standard of food hygiene. The company also invests in continuous training for staff, which it believes, translates into greater motivation and job satisfaction for its employees — their brand ambassadors on the ground.

"This eventually delivers Rasel's brand value and promise to our customers. We believe that branding starts from within. Our staff are inculcated with values that they are owners of the company. Just like the saying, one for all and all for one," says Mr Tan.

Receiving the Singapore Prestige Brand Award has raised the excellence bar for Rasel, he adds.

"We were overjoyed when we heard the news that we are one of the winners of the Promising Brand category. This is our very first award. It is a new chapter for Rasel. On the other hand, we know we will have to live up to the standards."



Ms Loh (left) and Mr Tan set up Rasel to provide an exclusive food catering experience.

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