

THE ART OF THE CULINARY STORY

BY GWENDOLINE SIM

Going beyond generic buffets, Rasel brings into being one of a kind buffets



For the opening of Gardens by the Bay, Rasel designed a futuristic garden inspired buffet line and featured a menu with floral influences.



Not your regular garden variety catering company, Rasel, with its passion for the exceptional, ensures that the smallest detail is not left out in the crafting of a culinary story.

At Rasel, food is brought to life, where every buffet line is designed around a story. From swords, gongs and drums, to Venetian masks and floral-infused desserts, catering becomes an art form at Rasel.

Their commitment to this art has been recognised, having been awarded the Promising Brand and Established Brand in the Singapore Prestige Brand Awards for the past two consecutive years, in 2010 and 2011.

Not one to rest on their laurels, Rasel has recently added two other well-received events to their list of accomplishments, the openings of the Terracotta Exhibition at the Asian Civilisations Museum (ACM) on 23rd June 2011, and Gardens by the Bay, on 28th June 2012.

Crafting a culinary story

Behind every buffet line at Rasel, lies a story. In crafting a plot at Rasel, an inclusive approach is taken, involving the menu, the ambience, and a themed setting. Seeking "exclusivity with care", every event is distinctly personalised and catered for according to the client's preferences.

A cut above the rest, Rasel's immersive dining experience "communicates to the guests with our buffet line," said Alan Tan, Rasel's managing director.

"The dream when we started Rasel was to simply provide the best possible catering experience to our clients," Alan added.

Food wise, Rasel provides an extensive scope of catering menus, spanning from buffet lunches and dinners, teas and cocktail receptions, Western receptions, wedding receptions, children's parties, and a baby's first month celebration.

Latest additions to Rasel's culinary repertoire includes *Satay Bee Hoon*, and the *Rasel Galipot Pies* that come in three different flavours, *Traditional Lamb*, *Buttermilk Seafood* and *Sweet Chili Jam Chicken*.

Some of the themes Rasel has fashioned for their clients range from themes like "the zoo, a fairy tale, the casino, Hawaii, and a masquerade ball," said Chris Loh, Rasel's Creative Director.

"Rasel choreographs creatively inspired buffet receptions," Chris emphasised.

For the opening of the Terracotta Exhibition at the ACM, meticulous attention to detail was taken to ensure that the catering further extended the guests' experience of the event. Featuring swords and weapons displayed on the buffet line, to traditional Chinese instruments such as gongs and drums placed in the centrepiece of the buffet table, the catering brought an important archeological discovery to life.

At the opening of Gardens by the Bay, Rasel added an intimate touch to the lush greenery by placing man-made features such as mannequins and lamps, and metallic ornaments to give a futuristic feel. To further complement and highlight the garden theme, floral-infused desserts were served to guests.

"As a modern caterer, we strive to provide a total dining solution that includes food, ambience creation and service," said Alan.

"Our passion for food and the smiles on our clients' faces at the end of a successful event motivates us to further innovate and bring catering to a new level," he concluded.

For more information, please visit rasel.com.sg.