

INFLUENTIAL BRANDS AWARDS 2018

5 ways to stand out in F&B catering

Here are Rasel Catering Singapore's secrets to winning hearts – and stomachs

BY JOSHUA WONG

Singaporeans are increasingly opting for the convenience of ordering food — whether for personal meals, planning a celebration or organising a corporate event — and catering companies are facing intense competition to meet their expectations in taste, price, service and style.

Rasel Catering Singapore won this year's Outstanding Brand (Caterer) award. Here is how the company stands out from the rest in the F&B catering scene.

1 Offer a wide variety of cuisines

On top of being well-known for its themed, artisanal set-ups and excellent service, Rasel owns Purple Sage, a boutique caterer specialising in intricate and creative dishes; Zi Yu, a specialist in Chinese sit-down dinners and banquets; and Simply Buffet, which targets customers who prefer simple, no-frills catering. This range of offerings targeted at different cuisine and price point requirements makes Rasel flexible and better able to meet their customers' needs.

2 Cater to various dietary requirements

To be sensitive to various dietary requirements, Rasel received halal certification from the Islamic Religious Council of Singapore (MUIS) in 1999. Its delicious halal dishes include Buckwheat Noodles with Gari & Spring Onion, Hainanese Chicken Rice Ball with Garlic Chilli and Ginger Puree, and 65 deg C Beef Tenderloin with Hollandaise Sauce. Simply Buffet was awarded the halal certification this year.

To cater to vegetarians, Rasel's menu offerings include Aloo Gobi (an Indian dish featuring potato and cauliflower), Sautéed Eggplant with Sambal, and Button Mushroom with Parsley. Its policy is to use minimal mock meat ingredients.

3 Create innovative menus

It keeps its offerings elegant by crafting dishes that are simple but stylish. "These days, less is more," says Ms Chris Loh, Rasel's co-founder and creative director, adding that the company innovates by incorporating local flavours into its cuisine, resulting in dishes like Chendol pudding



Ms Loh and Mr Tan constantly innovate and strive to provide the best-quality service to their customers.

PHOTO: RASEL CATERING SINGAPORE

in Shooter, Chilli Crab Onsen Egg Donburi, and Laksa Pie.

4 Serve healthy food

Growing numbers of Singaporeans are pursuing healthier lifestyles. To meet these customers' needs, Rasel started using wholegrain and healthier oils in its dishes. Its efforts were endorsed by the Health Promotion Board this year as part of the Healthier Dining Programme. Its healthy Christmas-themed dishes include Baked Tarragon Marinated Chicken, Wholegrain Rice Façon Paella and Sautéed Green Vegetable with Butter Herb Medley.

5 Leverage cutting-edge technology

With large and complex events to cater for, the company

has gone digital by harnessing technology with IBOX, an on-site pre-order system that brings fresh food to customers with minimal hassle.

Unveiled last month, the technology allows attendees at large events to order their food by keying in their name and mobile number into a terminal. The chef will then prepare their food, and an SMS alert is sent once the dish is ready for collection at the IBOX. Tapping the link in the SMS will open the IBOX, granting access to the meal.

Says Rasel co-founder and managing director Alan Tan: "By constantly innovating and serving the best to our customers, we foster strong relationships with them, ensuring brand recall so that they return to us whenever they have catering needs."

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