



TO HAVE YOUR CAKE AND EAT IT

BY GOH CHAY TENG

Holding both food and visual presentation in high regard, Rasel is a catering business that skims on neither.

What do intricate Venetian masks and Qin Emperors have in common? One does not usually expect to find them at a simple buffet event. But with Rasel Catering, catering for buffets is hardly a simple event, and the usual set-up of food placed on heated trays lined up in a straight line on a long table simply will not do.

Recipients of the Promising Brand award in the Singapore Prestige Brand Awards in 2010, and the Established Brand award in 2011, the catering service spares no expense – combining quality food and an exciting presentation to provide its clients with a fully immersive sensorial experience that is truly memorable.

Contemporary catering

Developing their own concept of modern catering, Rasel has managed to carve out for itself a niche in the catering industry by advocating a total dining experience, which encompasses food, ambience and setting. This includes coming up with innovative solutions in terms of food creation, presentation and thematic set-ups.

True to its vision, “Like you, we seek exclusivity with care,” Rasel takes on catering with a rather contemporary approach – providing themed settings that can be tweaked to its clients’ individual needs and preferences.

Case in point, to complement a romantic garden theme, Rasel accommodated with flower-infused desserts. For the same event, Rasel also invented a whimsical “desserts trolley” – a modern interpretation of the classic dim

sum trolley – on which the flower-infused desserts were served.

Food servers were also decked out in brightly-coloured costumes to match the playful vibe that the garden theme exuded, a show of Rasel’s dedication to creating a total dining experience.

Food-wise

While emphasis on presentation is one of the newfangled trends in the catering business, delicious food is and always will be the foundation of a good caterer. In this respect, Rasel is a very good caterer indeed.

Not one to rest on their laurels, Rasel revises its menu annually. Through thorough market research, Rasel understands the changing palettes of their clients and accommodates them precisely. Their chefs are frequent innovators, regularly dishing out different foods to introduce new flavours, or creating new ways to make their dishes more visually interesting – all in a bid to keep customers coming back for more.

But two dishes that clients may not want Rasel to change are its signature shepherd’s pie and assam Penang laksa. Both traditionally simple foods, they have been elevated to iconic heights through Rasel’s use of fresh ingredients and creative presentation.

The shepherd’s pie is a study in combining textures – a scrumptious crust crumbles under each bite, revealing the creamy mashed potato and savoury diced chicken or lamb stew inside – while the assam Penang laksa pulls off

an unusual mix of aromatic spices and herbs – giving out a strong characteristic smell that helps the richness of the gravy stand out.

Chicken soup for the soul

Perhaps unusual for a catering business, Rasel is very active in its community work, frequently sponsoring food for community-based fund-raising activities. Some of the communities and activities for which it has provided food for include MediaCorp’s Project Hope, lunch for the Singapore Association of the Visually Handicapped and the children at the Children’s Aid Society.

“We wish to inculcate ethical principles and encourage the staff to contribute to the community,” said Alan Tan, Rasel’s Managing Director. “I believe the aspect of community service will also preserve the passion of our staff at their work.”

At the end of it all, Rasel Catering is a business with a lot of heart, whether it comes to its food, its service, or the community work that it does. A testament to this is the fact that many of their clients do come back for seconds, or even thirds.

Creative Director Chris Loh sums it up best, “Many of our customers continue to engage us after the initial reception, for other events. Eventually, they have become bosom friends of Rasel. It is very touching that we are able to seek friendship in this business.”

For more information, please visit rasel.com.sg