

New treats at new malls



TAKE AWAY: Proofer specialises in freshly baked pizzas for takeaway. PHOTO: PROOFER BAKERY AND PIZZERIA



DIFFERENT TAKE: Guan Chee Hong Kong Roasted Duck will also serve zi char dishes such as fried tofu and ngoh hiang (above). PHOTO: GUAN CHEE HONG KONG ROAST



SLURP UP: Pho from Pho Street, a casual Vietnamese restaurant. PHOTO: PHO STREET



DRINK UP: Fruit-juice outlet Fruiti specialises in sugarless and water-free juices and smoothies. PHOTO: FRUITI

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The Sunday Times

AT TWO new malls, many new food concepts are being run by young people.

Westgate and Bedok Mall are scheduled to open today and tomorrow, respectively, and will roll out new food offerings, which will all open by the end of this month.

Both malls are managed by CapitaMalls Asia, which has given opportunities to young entrepreneurs who have little or no experience in the F&B industry to set up shop.

At Westgate in Jurong East, food kiosks opening at basement two of the mall include fruit-juice stall Fruiti, and Proofer Bakery & Pizzeria, which specialises in freshly baked pizzas for takeaway.

Two restaurants in the mall are owned by food-service provider Select Group, but the concepts were spearheaded by two Singapore Management University undergraduates.

Griddy is a savoury-waffle outlet, while Pho Street is a casual Vietnamese restaurant.

Hoping that this may be the start of his future in the industry, Mr Joshua Chia of Griddy says: "I would like to develop a local brand that is able to stand up to the likes of international brands such as McDonald's and Starbucks and help to take it overseas eventually."

Westgate's anchor tenant Isetan will feature new food offerings too. In addition to its supermarket, there will be new brands such as Johan Paris, a Japanese bakery known for its French breads; J-Dining, a Western deli serving takeaway meals; Japanese deli counter

Nagomi Deli; and Juice Bar by Yaoya.

Some new tenants are looking to expand their brand into the shopping-mall arena for the first time.

Mr Edmund Chi, 30, second-generation owner of Guan Chee Hong Kong Roasted Duck's first restaurant at Bedok Mall, says: "We cannot just stay in the coffee shop or foodcourt. Once we are successful at Bedok Mall, we will look to open at other malls too."

Guan Chee Hong Kong Roasted Duck was started 30 years ago by his father, Mr Terence Chi, 58, and has outlets in foodcourts.

They sank in about \$300,000 for their restaurant, which will open by the end of this month.

Vegetarian eatery Green-Dot at Bedok Mall has a

"green fast food" concept. It began two years ago at Temasek Polytechnic and two other schools at a "lower start-up cost" and targets youth.

One of the owners, Mr Justin Chou, 24, says: "In the schools, we would have students - both vegetarian and non-vegetarian - queuing for our food. We hope to get everyone to reduce meat consumption and go green."

Other openings at Bedok Mall include Ottoman Kebab & Grill's first standalone restaurant; Scallop-Q, a concept from Taiwan that serves grilled Hokkaido scallops with various sauces; and Paik's Bibimbap, a Korean fast-food concept by the owner of Korean barbecue chain Bornga, which sells healthy bibimbap.

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