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Chicken soup for the family

Soup Restaurant makes it easy for the family to get together for a meal

The only thing better than a hot, delicious meal is sharing it with your loved ones.

As Singaporeans work longer hours, the idea of preparing a traditional family dinner seems exhausting and time-consuming.

Soup Restaurant, with its nutritious home-style Chinese cuisine, has become a convenient and delicious alternative for families — who make up more than 50 per cent of the restaurant's weekend customers.

Mr Chen Renshan, 30, said: "It takes

too much time to prepare a meal for the whole family, so we sometimes head for Soup Restaurant where I get to enjoy my favourite Samsui Ginger Chicken while my mum and grandmother — who are very health conscious — would order the soups as they are good comfort food."

Soup Restaurant's marketing manager Irin Lau said: "Gathering the whole family together for a meal is part of the Asian culture. We want to facilitate family bonding by creating a pro-family environment through our food and service."

She explained that a lot of thought had gone into the planning of the menu to ensure that it has something for everyone in the



Soup Restaurant reaches out to families through careful planning of its menu to cater to the young and old, and restaurant layout.

family, from non-spicy and sweet dishes for children to double-boiled herbal soups for senior diners.

To provide more personalised service, wait staff at Soup Restaurant — an accredited Pro-Family Business — are trained to recommend dishes based on customers' profiles and preferences.

In addition, they are trained to serve families as if they were their own. Whenever possible, children are seated away from busy walkways, and staff are trained not to serve hot food near young and elderly customers.

Staff are also well-trained beyond the restaurant confines. They are required to know the location of essential facilities, such as toilets and nursing rooms for mothers, so that they can point guests in the right direction when approached.

Mrs Evelyn Sng, who frequents Soup Restaurant's Tampines outlet with her extended family of 12 including her grandmother and her one-year-old daughter, is impressed with the staff's attentiveness.

Said the 27-year-old: "Each time we visit the restaurant, they would seat us in a private dining area, without us requesting for it. This is good for us as there is more space for the children to move about; and there is even space for me to park the pram without feeling the squeeze."

Mrs P K Tan, a 52-year-old mother of two, added: "Finding restaurants that are affordable for families and serve simple, nutritious home-cooked food is not that easy. It's nice to be able to sit down as an extended family at a place like Soup Restaurant and enjoy a healthy, delicious meal together."
MELODY TAN

The Pro-Family Business (PFB) Mark, supported by the Ministry of Community Development, Youth and Sports, signifies businesses' commitment to welcome families as customers. It underscores the potential business value that can be derived from targeting families as customers. For more information on the PFB Mark, contact the PFB Secretariat at 6375 0939 or visit www.mbp.org.sg.