

ASTONS[®]



www.astons.com.sg

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OUR STORY

Aston Soon had a simple wish – to bring quality Western cuisine to the masses at affordable prices. With an idea, and the support of family and friends, he left his job as a restaurant chef to strike out on his own in 2005.

ASTONS SPECIALITIES had its humble beginnings in a coffeeshop along East Coast Road. Before long, it gathered a loyal following (and a fair share of media interest) for its tasty fare, reasonable prices and sincere service.

Listening to customers' feedback, **ASTONS SPECIALITIES** shifted a few doors down and into its own shop-front, so that customers could dine in a more spacious and comfortable environment. Considering customers' needs and responding to their suggestions and feedback proved to be an important factor for success. Within a few years, the **ASTONS** brand established itself as a household name, synonymous with quality and affordability.

Ask **Aston** for his recipe to success and the answer is surprisingly down-to-earth: *'For me, it's about providing quality and value-for-money food, service that makes you feel like you're with friends, and an experience that you'll remember for life.'*



OUR BRANDS & OUTLETS

ASTONS GROUP



ASTONS GROUP HEADQUARTER

ASTON FOOD & BEVERAGE SPECIALITIES PTE LTD

43 Kaki Bukit View, #04-01 Singapore 415970

t. 6744 7732 f. 6748 2052

e. enquiries@astons.com.sg w. www.astons.com.sg

ASTONS SPECIALITIES

- Bugis+
- City Square Mall
- East Coast Road
- JCube
- Kallang Wave Mall
- *Scape
- Safrá Toa Payoh
- Sembawang Shopping Centre
- Singpost Centre
- Suntec City
- The Cathay
- The Central

AJI ICHI

- JCube
- Kallang Wave Mall
- Singpost Centre

EAST TREASURE

- Clarke Quay
- Joo Chiat Road

MANLE HOTPOT

- City Square Mall
- Downtown East

SEDAP MANIA

- Changi Village Road

ASTONS STEAK & SALAD

- Marina Square
- The CentrePoint

ASTONS EXPRESS

- UTown
- APSN Café For All

ANDES BY ASTONS

- Changi Airport T4
- Changi Village Road
- Downtown East
- Viva Business Park

BIZEN OKAYAMA WAGYU STEAKHOUSE

- Plaza Singapura

CHIC-A-BOO CHICKEN SPECIALTY

- City Square Mall
- Marina Square
- Sembawang Shopping Centre
- Viva Business Park

JAVIER'S ROTISSERIE & SALAD

- Suntec City

THE RANCH STEAKHOUSE

- Clarke Quay

ASTONS

specialities

ASTONS Specialities, a local food chain dining concept well-known for its Value-For-Money western cuisine for the masses at affordable prices. With the philosophy to offer great food at great prices by using quality ingredients combining with service that makes you feel you're with friends and experience that you'll remember. ASTONS SPECIALITIES main menu includes steak, chicken, seafood and pork with most of the main course served with 2 side dishes with reasonable price starting from \$10.90.

🌐 www.astons.com.sg

📘 AstonsSingapore



OUTLETS

ASTONS SPECIALITIES

Bugis+

#05-08
201 Victoria Street
Singapore 188067

City Square Mall

#04-14/15/16
180 Kitchener Road
Singapore 208539

East Coast Road

119/121
East Coast Road
Singapore 428806

JCube

#03-18/18A
2 Jurong East Central
Singapore 408600

ASTONS STEAK & SALAD

Marina Square

#03-145/146
6 Raffles Boulevard
Singapore 039594

ASTONS EXPRESS

UTown

#02-01 Stall 10
2 College Avenue West
Food Clique
Singapore 138607

Kallang Wave Mall

#02-04
1 Stadium Place
Singapore 397638

*Scape

#03-04
2 Orchard Link
Singapore 237978

Safra Toa Payoh

#01-05
293 Lorong 6, Toa Payoh
Singapore 319387

Sembawang Shopping Centre

#B1-12/13/14
604 Sembawang Road
Singapore 758459

Singpost Centre

#01-114/115
10 Eunos Road 8
Singapore 408600

Suntec City Mall

#B1-161/162
3 Temasek Boulevard
Singapore 038983

The Cathay Building

#04-03/04
2 Handy Road
Singapore 229233

The Central (Clarke Quay)

#03-85
6 Eu Tong Sen Street
Singapore 229233

The CentrePoint

#03-28/28A
176 Orchard Road
Singapore 238843

APSN Café For All

11 Jln Ubi
Singapore 409074



STARTERS



CLASSIC CAESAR SALAD

Cream of Mushroom	\$ 3.80
Garlic Bread	\$ 2.80
Nuggets (8pcs)	\$ 4.50
Chicken Wings (2pcs)	\$ 4.50
Vienna Sausages (8pcs)	\$ 5.90
Classic Caesar Salad	\$ 7.90
Escargots	\$ 7.90
Mexican Nachos [Chicken / Beef]	\$ 7.90

LEGENDARY STEAKS

[MEAL INCLUDES 2 SIDE DISHES]



PRIME RIBEYE X'TRA CUT

Prime Sirloin	\$ 16.90
Black Pepper Steak	\$ 16.90
New York Strip	\$ 19.90
Prime Ribeye	\$ 18.90
Prime Ribeye X'tra Cut	\$ 20.90
Prime Tenderloin	\$ 28.50
Porterhouse	\$ 29.90
Wagyu Ribeye Grade 6	\$ 43.90

SUPER COMBO

[MEAL INCLUDES 2 SIDE DISHES]



SURF & TURF

Chicken & Fish	\$ 17.90
Steak & Chicken [Prime Ribeye & Grilled Chicken]	\$ 24.50
Surf & Turf [Prime Ribeye & Prawns (3pcs)]	\$ 21.90
All Day Special [Grilled Chicken, Vienna Sausages & Scrambled Egg]	\$ 17.90
Grand Sampler [Chicken & Cheese, Small Bratwurst, Beer Belsler, Spicy Chorizo]	\$ 18.90

GRILLWORKS CHICKEN

[MEAL INCLUDES 2 SIDE DISHES]



LEMON LIME CHICKEN

Chargrilled Chicken	\$ 10.90
Black Pepper Chicken	\$ 10.90
Crispy Fried Chicken	\$ 10.90
Hickory BBQ Chicken	\$ 10.90
Teriyaki Chicken	\$ 10.90
Lemon Lime Chicken	\$ 10.90
Fiery Chicken	\$ 10.90
Double Up Chicken	\$ 16.00

ENTRÉE

[MEAL INCLUDES 2 SIDE DISHES]



LAMB LOIN CHOPS

Lamb Loin Chops	\$ 23.90
Honey Bourbon Ribs (½ Slab)	\$ 17.90
Pork Chops	\$ 12.90

FISHERMAN'S PRIDE

[MEAL INCLUDES 2 SIDE DISHES]



CHARGRILLED SALMON FILLET

Grilled Fish With Herb	\$ 11.50
Black Pepper Fish	\$ 11.50
Crispy Fried Fish	\$ 11.50
Chargrilled Salmon Fillet	\$ 18.90

BURGER



ieat SUPER BURGER

ASTONS Classic Cheeseburger	\$ 14.90
ieat Super Burger	\$ 15.90

SPAGHETTI FIESTA

[MEAL INCLUDES CREAM OF MUSHROOM SOUP]



SEAFOOD MARINARA

Chicken Napolitana	\$ 9.90
Beef Bolognese	\$ 10.90
Salmon Spaghetti	\$ 10.90
Seafood Marinara	\$ 10.90
Carbonara	\$ 10.90

HOT SIDE DISHES \$2.80 Each



BAKED POTATO

Baked Potato	Mac & Cheese
BBQ Beans	Mashed Potato
Corn On The Cob	Onion Rings
French Fries	Potato Wedges
Garden Veggie	Tasty Rice

COLD SIDE DISHES \$2.80 Each



HOUSE SALAD

Coleslaw	D13 Pasta Salad
House Salad	D14 Potato Salad

ASTONS

specialities

COLD BEVERAGE

Plain Water	\$ 0.50
Mineral Water	\$ 1.50
Evian	\$ 2.50
Coke / Coke Light	\$ 2.20
Sprite / Grape	\$ 2.20
Coke Float / Sprite Float	\$ 4.50
Iced Lemon Tea	\$ 2.80
Orange / Apple Juice	\$ 2.80
Snapple	\$ 3.50
IBC Rootbeer	\$ 3.50
Canned Beer	\$ 5.50
Krombacher	\$ 7.50
Red Wine Glass	\$ 8.00
Red Wine Bottle	\$ 35.00

GOURMET COFFEE & TEA

Freshly Brewed Coffee	\$ 2.20
Espresso	\$ 2.20
Café Mocha / Latte	\$ 3.50
Cappuccino	\$ 3.50
Hot / Iced Chocolate	\$ 3.50
Hot Tea	\$ 2.00
Specialty Tea	\$ 2.20
Pot of Tea	\$ 3.50
Hot Milk	\$ 2.00

ANDES[®]

BY ASTONS

ANDES By ASTONS is the much sought after version of **ASTONS Specialities**, branded in the traditional cowboy themed settings at best value and quality concept catered for everyone. Bridging the gap for good halal western cuisine, ANDES By ASTONS is halal certified and accredited by MUIS. We as a local food chain well-known for its value-for-money dining concept where discerning diners applaud our fantastic food and prices. With the philosophy that it is possible to offer great food at great prices, ANDES insists on quality ingredients and generous portions. Our main menu includes a wide selection of steak cuts, chicken and seafood with most of the main course including 2 side dishes where diners can select from our varieties of choices to suit their desires. At ANDES, we definitely have something to satisfy all.

🌐 www.astons.com.sg/partners/andes

📘 **AndesByAstons**

Changi Village

Block 5, #01-2001
Changi Village Road
Singapore 500005

Changi Airport Terminal 4

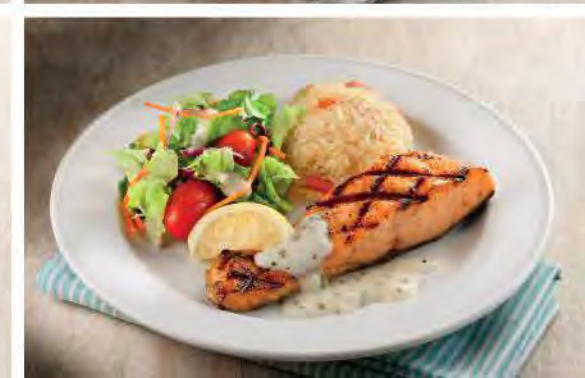
#02-202, Mezzanine
10 Airport Boulevard
Singapore 819665

Viva Business Park

#01-30
750 Chai Chee Road
Singapore 469000

E!Avenue @ Downtown East

#02-325
1 Pasir Ris Close
Singapore 519599



ANDES®

BY ASTONS

STARTERS



CHICKEN WINGS

Cream of Mushroom	\$ 3.80
Garlic Bread	\$ 2.80
Chicken Nuggets (8pcs)	\$ 4.50
Chicken Wings (2pcs)	\$ 4.00
Smoked Chicken Sausages (8pcs)	\$ 5.90
Classic Caesar Salad	\$ 7.90
Mexican Nachos [Chicken / Beef]	\$ 7.90

SUPER COMBO

[MEAL INCLUDES 2 SIDE DISHES]



SURF & TURF

Chicken & Fish	\$ 16.90
Steak & Chicken [Prime Ribeye & Grilled Chicken]	\$ 24.50
Surf & Turf [Prime Ribeye & Prawns (3pcs)]	\$ 21.90
All Day Special [Grilled Chicken, Scrambled Egg, Smoked Chicken Sausages]	\$ 17.90
Grand Sampler	\$ 18.90

LEGENDARY STEAKS & CHOPS

[MEAL INCLUDES 2 SIDE DISHES]



PRIME RIBEYE X'TRA CUT

Prime Sirloin	\$ 16.90
Black Pepper Steak	\$ 16.90
New York Strip	\$ 19.50
Prime Ribeye	\$ 18.90
Prime Ribeye X'tra Cut	\$ 20.90
Prime Tenderloin	\$ 28.50
Porterhouse	\$ 29.90
Wagyu Ribeye Grade 6	\$ 43.90
Lamb Loin Chops	\$ 23.90

SPAGHETTI FIESTA

[MEAL INCLUDES CREAM OF MUSHROOM SOUP]



SEAFOOD MARINARA

Chicken Napolitana	\$ 9.90
Beef Bolognese	\$ 10.90
Salmon Spaghetti	\$ 10.90
Seafood Marinara	\$ 10.90
Carbonara	\$ 10.90

GRILLWORKS CHICKEN

[MEAL INCLUDES 2 SIDE DISHES]



LEMON LIME CHICKEN

Chargrilled Chicken	\$ 10.90
Black Pepper Chicken	\$ 10.90
Crispy Fried Chicken	\$ 10.90
Hickory BBQ Chicken	\$ 10.90
Teriyaki Chicken	\$ 10.90
Lemon Lime Chicken	\$ 10.90
Fiery Chicken	\$ 10.90
Double Up Chicken	\$ 16.00

FISHERMAN'S PRIDE

[MEAL INCLUDES 2 SIDE DISHES]



CHARGRILLED SALMON FILLET

Grilled Fish With Herb	\$ 11.50
Black Pepper Fish	\$ 11.50
Crispy Fried Fish	\$ 11.50
Chargrilled Salmon Fillet	\$ 18.90

BURGER



IEAT SUPER BURGER

ANDES Classic Cheeseburger	\$ 14.90
ieat Super Burger	\$ 15.90

HOT SIDE DISHES \$2.80 Each



BAKED POTATO

Baked Potato	Mac & Cheese
BBQ Beans	Mashed Potato
Corn On The Cob	Onion Rings
French Fries	Potato Wedges
Garden Veggie	Tasty Rice

COLD SIDE DISHES \$2.80 Each



HOUSE SALAD

Coleslaw	Pasta Salad
House Salad	Potato Salad

COLD BEVERAGE

Bottled Water	\$ 1.50
Coke	\$ 2.20
Coke Zero	\$ 2.20
Sprite	\$ 2.20
Grape	\$ 2.20
Coke Float	\$ 4.50
Sprite Float	\$ 4.50
Iced Lemon Tea	\$ 2.80
Apple Juice	\$ 2.80
Orange Juice	\$ 2.80
Lime Juice	\$ 2.80
Plain Water	\$ 0.30

GOURMET COFFEE & TEA

Freshly Brewed Coffee	\$ 2.20
Espresso	\$ 2.20
Café Latte	\$ 3.50
Café Mocha	\$ 3.50
Cappuccino	\$ 3.50
Hot / Iced Chocolate	\$ 3.50
Hot Tea	\$ 2.00
Specialty Tea	\$ 2.20
Pot of Tea	\$ 3.50
Hot Milk	\$ 2.00

AJI ICHI

BY ASTONS

AJI ICHI is another “Value For Money” concept by **ASTONS**. It offers quality, authentic and value-for-money Japanese food such as Ramen, Udon, Nabemono, Don, Sushi and Ala-carte. Freshly prepared for your enjoyment, **AJI ICHI** used Koshihikari rice imported from Niigata in Japan, US beef, and tonkotsu broth that has been simmered for 12 hours.

🌐 www.astons.com.sg/partners/aji-ichi

📘 [ajiichisingapore](#)

📷 [aji.ichi](#)

JCube

#01-07

2 Jurong East Central
Singapore 408600

Kallang Wave Mall

#02-01

1 Stadium Place
Singapore 397638

Singpost Centre

#01-114/115

10 Eunos Road 8
Singapore 408600



AJI ICHI

BY ASTONS



DONBURI & SUSHI

DONBURI (All Donburi meals served with soup)



A1 Oyakodon
\$8.90
Chicken, chicken egg and onions simmered together in a rich, savory dashi soup, served with steamed rice.



A2 Teriyaki Chicken Don
\$9.90
Chicken, teriyaki, chicken egg and green onions served with steamed rice.



A3 Teriyaki Salmon Don
\$13.90
Teriyaki salmon on a bed of lettuce and sprinkled with sesame seeds.



A4 Chicken Katsu Don
\$9.90
Deep-fried breaded chicken cutlet and egg served in a rich, savory dashi soup, served with steamed rice.



A5 Butariki Don
\$10.90
Steamed burdock, pork and simmered miso soup served with steamed rice, served with steamed rice.



A6 Gyudon
\$11.90
Steamed burdock, beef and simmered miso soup served with steamed rice, served with steamed rice.



A7 Kurobuta Pork Katsu Don
\$13.90
Deep-fried breaded Berkshire pork cutlet and egg served in a rich, savory dashi soup, served with steamed rice.



A8 Unadon
\$14.90
Unagi served with steamed rice and sauce.



A9 Kaisen Don
\$15.90 (Sushi Rice)
Sushi rice topped with assorted raw fish (salmon, maguro, ikura, etc.), topped with fresh vegetables.



A10 Salmon Avocado Don
\$11.90 (Sushi Rice)
Sushi rice topped with salmon, sliced avocado, cucumber and green onions, served with steamed rice.

BENTO SET



B1 Soba & Sushi Set
\$11.90
Cold soba with salmon, tuna, tempura, California roll, sushi, miso soup and pickles.



B2 Bento Set 1
\$13.90
Teriyaki chicken, fresh salmon, salad, chawanmushi and soup.



B3 Bento Set 2
\$14.90
Teriyaki salmon, pork, yakitori, tamago, salad and pickles.



B4 Bento Set 3
\$17.90
Salmon, salmon, maguro, ikura, tempura, sushi, hot sauce, miso soup, California roll, salad, chawanmushi and soup.

NOODLES



C1 Kitsune Udon
\$8.90



C2 Cha Soba
\$7.90

SIDE DISH



D1 Fried Gyoza
\$3.00 (1 per)



D2 Tori Karaage
\$3.50 (1 per)



D3 Crispy Chicken Wing
\$3.90 (2 per)



D4 Chawanmushi
\$2.80

DRINKS / ALCOHOL

E1 Green Tea
\$1.20 (hot) / \$1.50 (cold)

E2 Coke / Coke Light / Ice Lemon Tea
\$2.00

E3 Sapporo Beer
\$6.00 (1 per)

E4 Kiku Masamune Ginjo Sake
\$12.50 (1 per)

E5 Kiku Masamune Kimoto Junmai Sake
\$12.50 (1 per)

E6 Ozeki Hana Awa Ka Sparkling Sake
\$10.50 (1 per)

E7 Ozeki Hana Fu Ga Sparkling Sake
\$10.50 (1 per)

E8 Ozeki Hana Fu Ga Yuzu Sparkling Sake
\$10.50 (1 per)

SASHIMI



F1 Salmon
\$4.50 (1 per) / \$8.50 (1 per)



F2 Maguro
\$4.50 (1 per) / \$8.50 (1 per)



F3 Kajiki
\$5.50 (1 per) / \$10.50 (1 per)



F4 Hamachi
\$5.50 (1 per) / \$10.50 (1 per)



F5 Sashimi Mori
\$18.90 (1 per)

NIGIRI



G1 Kani Sushi
\$2.40 (1 per)



G2 Tamago Sushi
\$2.40 (1 per)



G3 Inari Sushi
\$2.40 (1 per)



G4 Salmon Sushi
\$2.60 (1 per)



G5 Maguro Sushi
\$2.60 (1 per)



G6 Ika Sushi
\$2.60 (1 per)



G7 Unagi Sushi
\$2.60 (1 per)



G8 Ebi Sushi
\$2.60 (1 per)



G9 Hamachi Sushi
\$2.80 (1 per)



G10 Kajiki Sushi
\$2.80 (1 per)



G11 Aji Ichi Aburi
\$3.50 (1 per)



G12 Salmon Misoyaki
\$3.50 (1 per)



G13 Belly Mentayaki
\$3.90 (1 per)



G14 Tuna Mayo Inari
\$3.90 (1 per)



G15 Salmon Mayo Inari
\$3.90 (1 per)



G16 Lobster Inari
\$3.90 (1 per)

GUNKAN



H1 Chuka Hotate
\$2.40 (1 per)



H2 Chuka Kurage
\$2.40 (1 per)



H3 Chuka Lulako
\$2.40 (1 per)



H4 Chuka Wakame
\$2.40 (1 per)



H5 Tamago Mayo
\$2.40 (1 per)



H6 Kani Mayo
\$2.40 (1 per)



H7 Corn Mayo
\$2.40 (1 per)



H8 Ebiho
\$2.40 (1 per)



H9 Tobiko
\$2.40 (1 per)



H10 Tuna Mayo
\$2.40 (1 per)



H11 Salmon Mayo
\$2.60 (1 per)



H12 Salmon Avocado
\$2.60 (1 per)



H13 Spicy Tuna
\$2.60 (1 per)



H14 Spicy Salmon
\$2.60 (1 per)



H15 Lobster
\$2.80 (1 per)



H16 Ikura
\$4.50 (1 per)

MAKIMONO



J1 Kappa Maki
\$2.40 (1 per)



J2 Kani Maki
\$2.40 (1 per)



J3 Tamago Maki
\$2.40 (1 per)



J4 Avocado Maki
\$2.60 (1 per)



J5 Salmon Maki
\$2.80 (1 per)



J6 Maguro Maki
\$2.80 (1 per)



J7 California Maki
\$3.50 (1 per)



J8 Aji Special Maki
\$13.90 (1 per)



J9 Aburi Miso Roll
\$13.90 (1 per)



J10 Mentayaki Roll
\$15.90 (1 per)

SIDE ORDER



K1 Chuka Hotate
\$2.90 (1 per)



K2 Chuka Wakame
\$2.90 (1 per)



K3 Chuka Kurage
\$2.90 (1 per)



K4 Chuka Lulako
\$2.90 (1 per)



K5 Chirashi Morisuwae
\$4.90 (1 per)



K6 Edamame
\$2.90 (1 per)



K7 Salmon Skin
\$2.90

* Images are for illustrative purposes only.

* Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk for food borne illness.

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Chic-a-boo Chicken Specialty offers fresh and tender chickens, set meals, burgers, bites and sides at valuable price bundles. We believe in a wholesome and fresh set meal that include sides, bites and beverage. Experience the flavourful, tender and juicy "BOOM" with every bite of our fresh chicken in a comfortable and cosy country style atmosphere.

🌐 www.astons.com.sg/partners/chic-a-boo

📘 ChicABooSG

City Square Mall
#01-30/31
180 Kitchener Road
Singapore 208539

Viva Business Park
#01-31
750 Chai Chee Road
Singapore 469000

Marina Square
#03-147/148
6 Raffles Boulevard
Singapore 039594

Sembawang Shopping Centre
#01-02
604 Sembawang Road
Singapore 758459





GREAT TASTE, ALWAYS!

SET MEAL

* **NO CHOOSING** of Chicken Parts
* Choice of **Favourite** or **Hot & Spicy**

SET 1

2 pcs Chicken

(Includes 1pc Wing or Drumstick)

2 Side Dishes
1 Corn Muffin
1 Soft Drink **REG.**

\$7.90

SET 2

3 pcs Chicken

(Includes at least 1pc Wing or Drumstick)

2 Side Dishes
1 Corn Muffin
1 Soft Drink **REG.**

\$9.50

SET 3

8 pcs Chicken

(Includes 4pcs Wings or Drumsticks)

\$27.90

6 Side Dishes
4 Corn Muffins
4 Soft Drinks **REG.**

\$7.90

SET 4

2 pcs Fried Fish

2 Side Dishes
1 Corn Muffin
1 Soft Drink **REG.**

SET 5

1 pc Chicken
1 pc Fried Fish

2 Side Dishes
1 Corn Muffin
1 Soft Drink **REG.**

ALA-CARTE CHICKEN

* **NO CHOOSING** of Chicken Parts
* Choice of **Favourite** or **Hot & Spicy**

Single **\$ 2.50**

Half Dozen (6 pcs) **\$12.00**

(Includes 3pcs Wings or Drumsticks)

Dozen (12 pcs) **\$22.00**

(Includes 6pcs Wings or Drumsticks)



BURGERS

Black Pepper Chicken
BBQ Chicken
Cheezy Chicken
Mayo Chicken
Fish Fillet



Black Pepper Chicken

Mayo Chicken

\$5.90 EACH

ADD ON \$2.50 for 1 side dish and a soft drink (REG) to complete your meal

SIDE ORDER

Corn Muffin	1 pc \$1.20	6 pcs \$6.50
Nuggets	6 pcs \$3.90	10 pcs \$5.50
Cheezy Fries		\$3.50
Popcorn Chicken		\$3.00
Pot Pie		\$5.90



Nuggets

Pot Pie

Popcorn Chicken

SIDE DISHES

Coleslaw
TCO Salad
Corn Niblets
Cream of Chicken Soup
Curly Fries
French Fries
Mashed Potato
Onion Rings
Potato Wedges
Savory Rice
Sweet Potato Fries



TCO Salad



Onion Rings



Cream of Chicken Soup



Mashed Potato

\$2.00 EACH

BEVERAGES

Soft Drinks	REG. \$1.90	MED. \$2.20
Bottled Water		\$2.00
Iced Milo / Sjora		\$3.00
Hot Tea / Hot Coffee		\$2.40
Cappuccino / Latte		\$3.00
Hot Milo / Hot Chocolate		\$3.00



Javier's Rotisserie & Salad is another "Value For Money" concept by **ASTONS** serving quality, wholesome and delicious meals in a comfortable and casual ambience.

The Salad Bar Buffet is one of its kind in town which offers an exciting array of fresh greens, ready-mix salad, fruits and cooked items for a healthier dining experience. Javier's Signature Slow Roasted Chicken is freshly prepared and marinated for 24 hours with its own secret recipe, before slowly roasting them till tender and juicy.

www.astons.com.sg/partners/javiers

JaviersRotisserie

Suntec City Mall
#B1-128/129 (Fountain of Wealth)
3 Temasek Boulevard
Singapore 038983



Free Flow! Javier's home-made salad, fresh vegetables, hot side dishes, cold side dishes, soup, fresh cut fruits, hot & cold beverages.



Just Salad Bar Buffet

\$14.90⁺

Signature! Javier's Rotisserie Chicken



Choice of Flavour:

- Szechuan
- Honey Black Pepper
- Mexicanan Fiery Tangy
- Rock Honey Garlic Glazed

Slow Roasted Chicken **incl. Salad Bar Buffet**

\$22.90⁺ Half (½) **\$16.90⁺** Quarter (¼)



Lamb Short Ribs

incl. Salad Bar Buffet

\$21.90⁺



Chicken Leg Confit

incl. Salad Bar Buffet

\$15.90⁺



Poached Salmon

incl. Salad Bar Buffet

\$19.90⁺



Chicken Baked Rice

incl. Salad Bar Buffet

\$14.90⁺



Chicken Lasagna

incl. Salad Bar Buffet

\$14.90⁺



Crispy Fried Jumbo Wings

incl. Salad Bar Buffet

\$14.90⁺ (3 pcs)

GRAB & GO



Quarter Slow Roasted Chicken
with coleslaw, potato wedges & veggie salad

\$7.90 NETT



Pulled Chicken Wrap
with fresh vegetables & toppings

\$6.90 NETT



Chicken Sausage Bun

\$3.90 NETT

Available for takeaway only. Images are for illustration purpose only and may differ from the actual product.

📞 6252 7371 🌐 WWW.ASTONS.COM.SG/PARTNERS/JAVIERS 📍 JAVIERSROTISSERIE

📍 #B1-128/129 (FOUNTAIN OF WEALTH), SUNTEC CITY MALL, SINGAPORE 038983 **15**



MANLE HOTPOT is a Hotpot & Teochew Porridge Buffet restaurant where you can indulge yourself with good quality food and never ending choices in a joyous and cosy ambience. The Teochew Porridge Lunch Buffet is stocked with plentiful of the freshest ingredients, offering more than 30 traditional and modern Teochew dishes, freshly prepared for you. It is priced for the budget pocket and will be “die die must try” for everyone near and far! The Hotpot Dinner Buffet has an unbelievable spread of more than 100 freshly selected items for you to choose and available for a bargain of only \$28.80+ will be the talk of the town.

🌐 www.astons.com.sg/partners/manle

📘 **MANLEHotpot**

City Square Mall
#B1-01/-02
180 Kitchener Road
Singapore 208539

E!Avenue @ Downtown East
#02-344-348
1 Pasir Ris Close
Singapore 519599

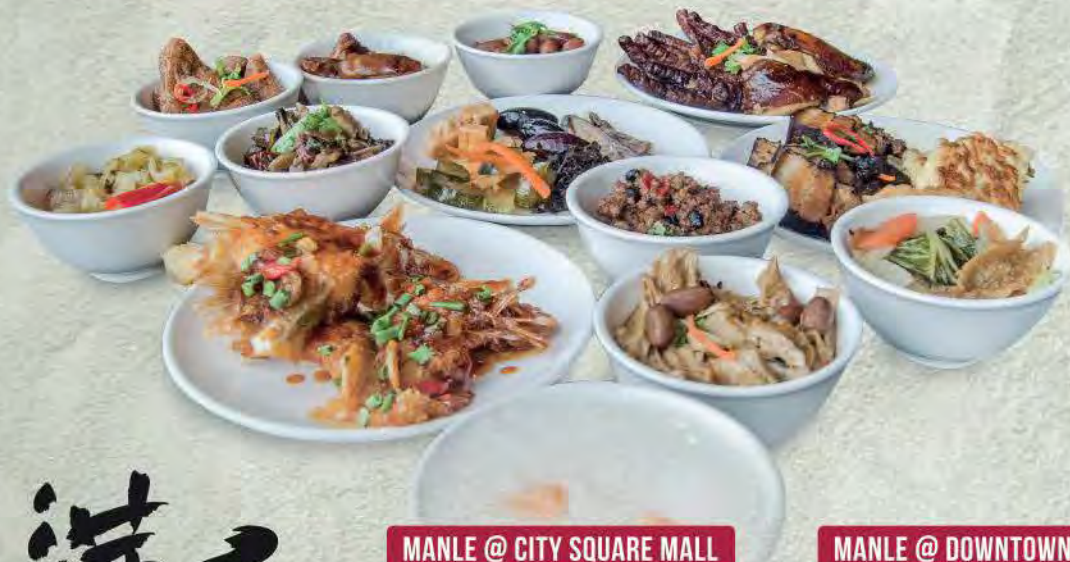


TEOCHEW PORRIDGE LUNCH BUFFET

Our Teochew Porridge Lunch Buffet is stocked with plentiful of the freshest ingredients, offering more than 30 traditional and modern Teochew dishes, freshly prepared for you and priced for the budget pocket will be “Die Die Must Try” for everyone near and far!

ADULT \$ 12.90+ CHILD \$ 8.90+
(6-12 YEARS OLD)

MONDAY TO SUNDAY 11.30 AM TO 3.00 PM



MANLE @ CITY SQUARE MALL

180 Kitchener Road
#B1-01/02 City Square Mall
Singapore 208539 t. (65) 6634 2538

MANLE @ DOWNTOWN EAST

1 Pasir Ris Close
#02-344-348 E!Avenue
Singapore 519599 t. (65) 6386 5332

WWW.ASTONS.COM.SG/PARTNERS/MANLE MANLEHOTPOT

MANLE HOTPOT DINNER BUFFET

Our MANLE Hotpot Dinner Buffet has an unbelievable spread of more than 100 freshly selected items for you to choose – available for a bargain of \$28.80+ only will be the Talk of the Town.

ADULT \$ 28.80+ CHILD \$ 18.80+
(6-12 YEARS OLD)

MONDAY TO SUNDAY 5.00 PM TO 10.00 PM



The RANCH

STEAKHOUSE

BY ASTONS

The RANCH Steakhouse By ASTONS is a Classic Steakhouse concept, offering the highest quality American and Australian Steaks, great wines and first class service in an exceptional setting, making The RANCH your favourite go-to dining destination in no time. The RANCH continue to use the highest quality ingredients at affordable prices. You won't find another upmarket restaurant with our fine quality meats and beverages at the same fair prices.

The RANCH's menu will feature exceptional succulent dry-aged beef, premium beef and secondary cuts offering delicate flavour and tenderness, all home-made and delicious. Exclusive dry-aged beef is served to guests with "bones in". The concept of "bone-in" greatly enhances taste, aroma and tenderness of the meat. Other classics, such as Terrines, Beef Tartar, Oxtail and many more, will be among the premium selections.

www.astons.com.sg/partners/theranch

[TheRanchByAstons](#) [theranchbyastons](#)

Clarke Quay
Block B, #01-15
3 River Valley Road
Singapore 179021



The RANCH STEAKHOUSE

BY ASTONS

Great Steaks - Humbly Priced!

Cold Starters

Caesar Salad	\$14
Australian Cos Lettuce, Bacon Bits, Garlic Croutons, Anchovies, Shaved Aged Parmesan Cheese & The RANCH Caesar Dressing.	
Bowl of Nutrient	\$14
Organic Green Salad, Earth Vegetables, Pomegranate, Walnut, Almonds, Wild Rice Chips & Clementine Honey Vinaigrette.	
Wagyu Cold Cuts Platter	\$22
Selection Of 4 Types Of Sliced Wagyu Beef, Cornichon & The RANCH Artisan Bread.	
Lobster Cocktail	\$24
Maine Lobster, Salmon Tataki, Brandy, Heirloom Tomatoes, Mango, Pine Nuts & Avocado Dressing.	
Beef Tartar	100g \$18 200g \$34
Hand Cut Beef Tenderloin With Onions, Capers, Gherkin, Tomato & Spices, Laced With XO Cognac & Smoothened With Egg Yolk & Toasted Rye Bread.	

Hot Starters

Roasted Bone Marrow	\$18
The RANCH Artisan Bread, Onion Capers Marmalade, Truffle Salt & Flat Parsley Salad.	
Homemade Crab Cake	\$18
Premium Crab Meat, Roasted Red Capsicum Ketchup, Cucumber Relish & Avocado Ice Cream.	
Baked King Prawns	\$22
Tobiko Crust Served With Lemon Wedges & Toasted Rye Bread.	
Pan Seared Hokkaido Scallops	\$24
Leek Fondue, Parmesan Crisps, Salmon Roe & Basil Pesto.	
Pan Fried Foie Gras	\$26
Baby Spinach Salad, Soft Boiled Egg, Dried Apricot, Raspberry, Walnuts, Brioche & Warm Bacon Dressing.	

Soups

* Soups Does Not Include Bread.

French Onion Soup	\$12
Beef Broth, Onions Trio & Parmesan Croutons Finished With Gruyere Cheese.	
Wild Forest Mushroom Soup	\$14
Mushroom Puree & Truffle Foam.	
Classic Lobster Bisque with X.O. Hennessy	\$16
Rich & Creamy Wholesome Lobster Extract.	

The RANCH Artisan Bread Basket \$7
Sour Dough Bread.

Entrées

Seafood Aglio Olio	\$29
Linguine Pasta, Garlic, Chilli, Crabmeat, Hokkaido Scallops, Mushrooms & Basil.	
Oxtail Ossobuco	\$33
Braised Oxtail, Garlic Mashed Potato & Gremolata.	
New Zealand King Salmon	\$33
Pan-Fried, Potato Puree, Sautéed Baby Spinach, Confit Vine Tomato & Caviar Cream Sauce.	
Whole Boston Maine Lobster Meuniere	\$62
Char-Grilled Live Lobster, Clarified Butter, Almond & Grilled Lemon.	

Burger

The RANCH Burger	\$28
Freshly Minced Dry Aged Beef Patty (220g), Sautéed Mushrooms, Onion Marmalade, Cheddar, Gruyere, Accompanied By Cornmeal Bun, Mixed Salad & The Ranch Homemade Fries.	

Side Dishes

Buttery Green Asparagus	Garlic Mashed Potato	\$8 each
Cauliflower Butter Crunch	Gratin Dauphinoise	
Creamed Spinach	The RANCH Homemade Fries	
Field Mushrooms Ragout	Baked Potato With Classic Garnish	
Bowl of Garden Greens	Cheese Sweet Corn With Bacon Bits	

The Ranch's Cuts

Choice Of One Sauce For The Cuts:

• Béarnaise • Périgord Truffle • Red Wine • Twin Peppercorn

Our Legendary Steaks

250g New Zealand Grass-Fed Black Angus Sirloin	\$29
300g Australian 240 Days Grain-Fed Black Angus Sirloin	\$39
300g Australian 150 Days Grain-Fed Black Angus Tenderloin	\$58
350g Australian 240 Days Grain-Fed Black Angus Ribeye	\$49
400g Japanese Hokkaido Wagyu	\$98

Signature USDA Prime 30 Days Dry Aged!

(In Our Own Dry Aged Fridge)

400g RANCH Strip Steak (Bone-In)	\$63
100g Bone-In Ribeye (Min. Order: 700g)	\$19
100g Porterhouse T-Bone (Min. Order: 700g)	\$15
600g Corn-Fed French Spatchcock	\$29
300g Iberico Pork Chop	\$35
250g Australian Lamb Rack	\$43

Desserts

Crème Brulee	\$12
Passionfruit Flavour Crème Brulee & Fresh Berries.	
Chocolate Paradise	\$12
Swiss Chocolate Ice Cream, Hazelnut Chantilly, Feuilletine Tiles & Salted Crumble.	
Snow White Bar	\$12
Delicate Layered Cheesecake, Charcoal Crumble & Berries Compote.	
The RANCH Chocolate Coffee Lava Cake	\$12
Vanilla Ice Cream	
Fresh Farm French Cheese Platter	\$23
Fresh Grapes, Rye Bread, Fig & Walnut Paste.	
Mövenpick Ice Cream	Single Scoop \$6.5 Double Scoop \$12
• Swiss Chocolate • Vanilla	

* All prices are subject to 10% service charge and prevailing GST. Menu is subject to change without prior notice.

sedap mania

BY ASTONS

Sedap Mania By ASTONS is another “Value For Money” concept by **ASTONS**, serving quality, affordable, delicious bbq and hotpot in a casual and comfortable ambience, making it the perfect setting for gathering with family and friends. At Sedap Mania, diners will enjoy 3 dining options; Be Your Own Chef offers a choice of either the Yuan Yang Hotpot or BBQ & Soup Pot, to go with your pick of favourite ingredients from our display fridge, or simply enjoy ready-to-cook Korean Army Stew prepared and served right at your table.

🌐 www.astons.com.sg/partners/sedapmania

📘 SedapManiaByASTONS

Changi Village
Block 5, #01-2001
Changi Village Road
Singapore 500005



sedap mania

BY ASTONS

BBQ & Hotpot Restaurant

Blk 5 Changi Village Road
#01-2001 Singapore 500005



Be Your Own Chef!

Step 1 Select Your Pot

(Inclusive of Complimentary Condiments)

YUAN YANG POT (Choice of 2 soups) or **BBQ+SOUP POT** (Choice of 1 soup) **\$2.50** NETT / PAX

1 Pot (1-6 pax) / 2 Pots (7-12 pax)

* Additional charge of \$5 applies for additional pot.

Step 2 Select Your Soup Base

MALA **CHICKEN PEPPER** **LAKSA**
TOM YUM **SOTO AYAM** **MUSHROOM**

Step 3 Select Your Ingredients

Kindly pick your choice of regular items (green, orange, yellow & white plate) from the display fridge.

Green Plate \$1.50 NETT / PLATE
Orange Plate \$2.00 NETT / PLATE
Yellow Plate \$2.50 NETT / PLATE
White Plate \$3.00 NETT / PLATE

Kindly place your order for our premium plate with our server!

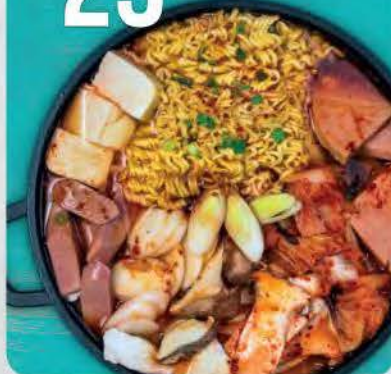
Premium Plate

Lamb Chop \$4.00 NETT / PLATE	Salmon \$6.00 NETT / PLATE	Sliced Lamb \$6.00 NETT / PLATE
Crayfish \$4.00 NETT / PLATE	String Ray \$6.00 NETT / PLATE	Sliced Sirloin Beef \$6.00 NETT / PLATE

Korean Army Stew

(suitable for 2-3 pax)

\$29 NETT



Beverages

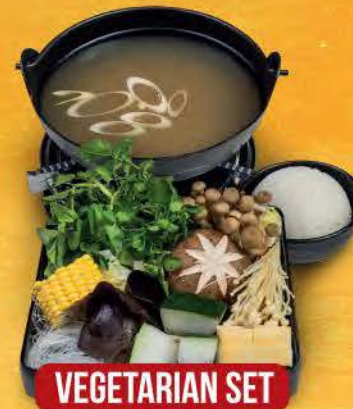
Coke \$2.00 NETT / CAN	Fanta Grape \$2.00 NETT / CAN
Coke Zero \$2.00 NETT / CAN	Ayataka \$2.00 NETT / CAN
Sprite \$2.00 NETT / CAN	Ice Lemon Tea \$2.00 NETT / CAN
Bottled Water \$0.90 NETT / BOTTLE	

SPECIAL SET LUNCH

Mon to Fri: 11.30am - 2.30pm (excluding PH)

Select Your Soup Base

MALA **CHICKEN PEPPER** **LAKSA** **TOM YUM** **SOTO AYAM** **MUSHROOM**



VEGETARIAN SET

\$6.80 NETT



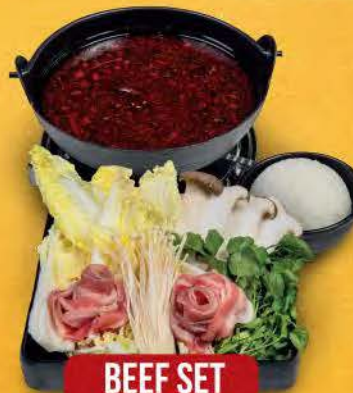
NIANG TOFU SET

\$7.80 NETT



CHICKEN SET

\$7.80 NETT



BEEF SET

\$8.80 NETT



SEAFOOD SET

\$8.80 NETT

Add-On Drink @ ONLY

\$1.50 NETT/CAN (U.P. \$2)

COKE **FANTA GRAPE**
COKE ZERO **AYATAKA**
SPRITE **ICE LEMON TEA**

Images are for illustration purpose only and may differ from the actual product.

Images are for illustration purpose only and may differ from the actual product.



OKAYAMA • WAGYU STEAKHOUSE

BIZEN Okayama Wagyu Steakhouse aims to bring high quality and exclusive **Bizengyu (Wagyu)** to steak lovers at an affordable price, with steaks starting at only \$18.90+. Having an exclusive partnership with Okayama cattle farmers, we import entire carcasses, handpicked and delicately processed by experienced Japan-trained butchers, so that diners can enjoy the different cuts prepared and served in the way they are best suited for.

Other than steaks that are 'caramelised' on high-intense charcoal grill imported from Japan, our menu also features some of American all-time favourites such as burgers, chops and wholesome side dishes with a Japanese touch. For those who enjoy having some alcohol to accompany good food, **BIZEN** has a good selection of wines, sake, shochu and beer. With a strategic location and affordably priced food, **BIZEN** is definitely a dining experience for everyone and every occasion!

🌐 www.astons.com.sg/partners/bizen

📘 BizenSteakhouse 📷 BizenSteakhouse

Plaza Singapura
#N3-10 NomadX @ Plaza Singapura
68 Orchard Road
Singapore 238839



OKAYAMA • WAGYU STEAKHOUSE

Appetisers

Miso Soup \$ 2.50
 White miso soup with tofu and high grade seaweed.

Caesar Salad \$ 7.90
 Baby romaine lettuce dressed with tomatoes, bacon bits, katsuo boshi and Japanese caesar dressing.

Spinach Gomadare \$ 8.90
 Australian baby spinach dressed with tomato, bacon bits, fried tofu and sesame sauce.

Fried Chicken Wings \$ 4.50 (3pcs)
 Deep fried midjoint winglets marinated with soy sauce.

Arabiki Pork Sausage \$ 4.50
 Crunchy Japanese pork sausage.

Chawanmushi \$ 2.80
 Silky and savoury steamed egg custard with surimi and shitake mushroom.

Sake Steamed Clams \$ 9.90
 Flower clams steamed in sake.

Garlic Bread \$ 3.00
 Toasted baguette with wagyu infused garlic butter.

Burgers

(Includes choice of 1 side dish)

Wagyu Hamburger \$ 14.90
 Simply 100% wagyu patty, grilled and constructed the classic style.

Wagyu Riceburger \$ 14.90
 Simply 100% wagyu patty, grilled and sandwich between grilled rice patties.

Wagyu Shaburger \$ 14.90
 Flavourful and savoury stir-fried sliced beef with onions sandwiched between grilled rice patties.

Rice Specialties

All our rice dishes are made from Koshihikari rice from Niigata prefecture.

Wagyu Sushi \$ 12.00 (4pcs)
 Medium rare wagyu sushi topped with savoury sauce and fresh wasabi.

Wagyu Maki \$ 12.00
 California roll with wagyu and vegetable stuffing.

Wagyu Don \$ 14.90
 Tokyo style beef rice bowl with flavourful and savory topping.

Wagyu Beef Stew \$ 10.90
 Slow cooked Japanese beef stew with sake and wholesome root vegetables.

Wagyu Curry Don \$ 10.90
 Mild spicy beef curry in thick curry broth.

Classic Favourites

(Includes choice of 1 side dish)

Teriyaki Chicken \$ 10.90
 Charcoal grilled boneless chicken with teriyaki glaze.

Chicken Katsu \$ 11.90
 Chicken leg breaded with fresh breadcrumbs and deep fried.

Grilled Fish \$ 12.90
 Charcoal grilled white fish fillet seasoned with Japanese spice.

Fish Katsu \$ 13.90
 White fish fillet breaded with fresh breadcrumbs and deep fried.

Pork Katsu \$ 14.90
 Kurobuta pork loin breaded with fresh breadcrumbs and deep fried.

Grilled Iberico Pork Chop \$ 23.90
 Salted grilled Iberico pork loin.

Special Cuts

(Includes choice of 1 side dish)

Chuck Steak \$ 22.90
DOUBLE UP \$ 39.90

Blade Steak \$ 19.90
DOUBLE UP \$ 36.90

Chuck Short Rib Steak \$ 22.90
DOUBLE UP \$ 39.90

Plate Steak \$ 21.90
DOUBLE UP \$ 38.90

Side Dishes

Coleslaw \$ 2.50

Potato Salad \$ 2.50

Bacon & Cheese Macaroni \$ 2.50

Corn Niblets \$ 2.50

French Fries \$ 2.50

Green Beans \$ 2.50

Koshihikari Rice \$ 2.50

Mashed Potato \$ 2.50

Steamed Broccoli \$ 2.50

Udon \$ 2.50

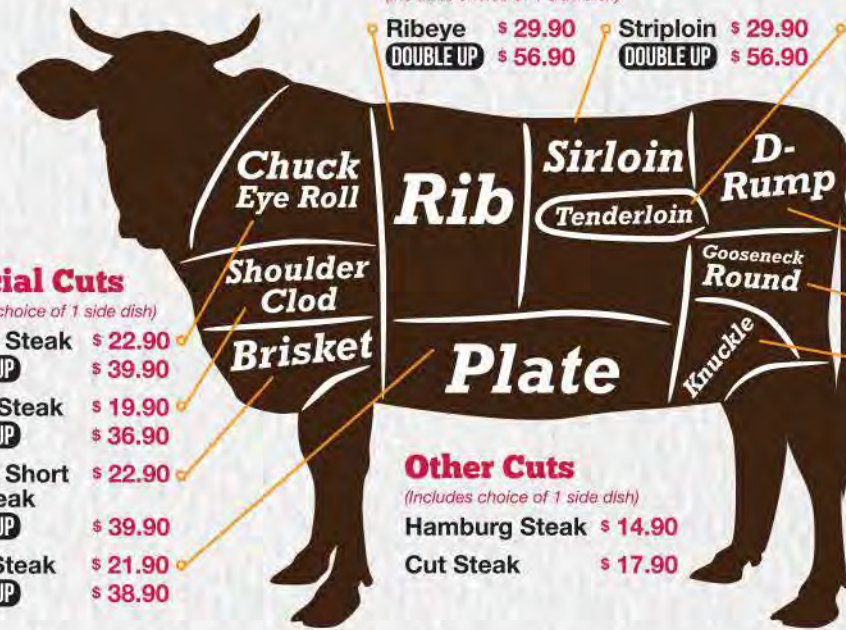
Bizen Gyu (Steaks)

(Includes choice of 1 side dish)

Ribeye \$ 29.90
DOUBLE UP \$ 56.90

Striploin \$ 29.90
DOUBLE UP \$ 56.90

Tenderloin \$ 33.90
DOUBLE UP \$ 64.90



Special Cuts

(Includes choice of 1 side dish)

Rump Steak \$ 19.90
DOUBLE UP \$ 36.90

Round Steak \$ 18.90
DOUBLE UP \$ 34.90

Tri Tip Steak \$ 22.90
DOUBLE UP \$ 39.90

Other Cuts

(Includes choice of 1 side dish)

Hamburg Steak \$ 14.90

Cut Steak \$ 17.90

Dessert

Tempura Ice Cream (Chocolate / Vanilla) \$ 4.00

Beers

Sapporo (330ml) \$ 5.50

Heineken (330ml) \$ 5.50

Tiger (330ml) \$ 5.50

Drinks

Dasani Bottled Water \$ 0.90

Coca-Cola \$ 1.90

Sprite \$ 1.90

Homemade Iced Lemon Tea \$ 2.50

Iced Green Tea \$ 1.90

Hot Green Tea \$ 1.50

* All prices are subject to prevailing GST.

東寶

EAST TREASURE
CHINESE RESTAURANT

東寶 East Treasure Chinese Restaurant is another exciting new “Value For Money” concept by **ASTONS**, serving an extensive menu of delectable, exquisite and affordable Chinese cuisine created by our Master Chef. Pairing up the freshest ingredients with modest cooking styles incredibly bring out the natural flavours of ingredients which is never too heavy on the palate and offer a more distinctive experience for discerning diners. The casual and cosy ambience is the ideal venue to hang around with family, friends, and associates over a satisfying meal.

🌐 www.astons.com.sg/partners/easttreasure

📱 EastTreasureSG

Joo Chiat Road
#01-01
328 Joo Chiat Road
Singapore 427585

Clarke Quay
Block B, #01-16
3 River Valley Road
Singapore 179021



AWARDS & ACCOLADES

2016 **Best Western Restaurant Chain**
Awarded by RAS Epicurean Star Award Singapore

Best Western Restaurant
Voted by AsiaOne Readers

2015 **Best Western Restaurant Chain Finalist**
Awarded by RAS Epicurean Star Award Singapore

Top 3 Best Western Restaurant
Voted by AsiaOne Readers

2014 **Outstanding Business Performance, Industry Prominence and Regional Recognition**
In Asia Top Outstanding Enterprise

2013 **1 Gold and 9 Silver**
In Excellent Service Award

2011 **Favourite Restaurant**
Nominated by The m:idea Youth Choice Awards

2010 **Best Western Restaurant**
Voted by AsiaOne Readers

Recommended Choice in the Singapore “Burger” Category
Awarded by CNNGo’s Best Eats Awards

2007 **Good Record Counts Category (Business Enterprise)**
In Singapore Promising Brands

MEDIA EXPOSURE



life! . pec

PART C

Life!

THE STRAITS TIMES
MONDAY, AUGUST 3 2009

Lost and found

Matthew Fox on stardom and endings

C2



One Million Star

Find out how Singapore did

C5



Nailing success

Trent Reznor is older and wiser

C6



STEAK-ING A CLAIM

Aston Soon turned a kopitiam stall selling value-for-money steaks into a 15-outlet chain with an annual turnover of \$12 million in four short years. TAN YIHUI finds out how he did it. **C4**

From hawker +

From a one-man stall, Aston Soon has built an empire...

UPPING THE STEAKS
At \$9.90, the sizzling steaks...



**eat
out
TODAY**

ulously marinates the fish with herbs and spices before grilling it lightly.

If you need your carbs, go for the spicy grilled chicken spaghetti (\$5.90 with soup of the day). For just \$5.90, Aston goes to great lengths and all of 25 minutes to prepare this dish. Except for the spaghetti, the dedicated chef prepares everything from pasta sauce and thick slices of char-

grilled chicken from scratch. My only gripe? It could have been spicier to live up to its name.

The **eatSuper burger** (\$12.50 on its own) isn't listed on the regular menu, but this big fella should not be missed. Named after a food-loving blogger who pestered Aston for a bigger burger after trying the restaurant's beef Jack burger (\$5.50), the **eatSuper burger** is a cholesterol buster, and certainly not for the faint-hearted.

For \$12.50, you'll get a 200gm piece of chopped sirloin steak, grilled with a dash of seasoning, and smothered in barbecue sauce, cheese, a rasher of bacon, lettuce, tomatoes and crispy onion frost – all sandwiched between lightly-toasted sesame seed buns.

That's a lot of stuff in one burger, but the one thing that really got my attention was the crispy onion frost – julienned onions coated with Aston's special batter and deep-

fried – which gave the burger a delicious crunch.

That said, there was no way I could have finished the burger on my own. If you haven't got a barrel for a stomach, you'd better get someone to share it with you.

TALKING CENTS AND MAKING PLANS

I couldn't resist asking Aston if he made a profit charging such low prices. The soft-spoken man said matter-of-factly: "The idea is to keep it cheap for the general public so that everyone can afford it. To make some money, I have to ensure I have a full house."

Aston also spoke of plans to take over the shop next door, and convert Astons into a more spacious 90-seater. Till then, diners will have to be content with the tiny, cramped eatery as they relish Astons' delectable steak.

*Do you know of any good makan place?
Tell us at food@newstoday.com.sg*

WHERE: ASTONS SPECIALTIES
119 EAST COAST ROAD (OPPOSITE KATONG MALL)
TELEPHONE: 6247 7857
OPENING HOURS: 11.30AM TO 11PM (TUESDAY TO THURSDAY, AND SUNDAY); 11.30AM TO 2AM (FRIDAY AND SATURDAY); CLOSED ON MONDAY

wh?ch



Restaurant standard, coffeeshop prices

Astons Specialties impresses our writer with quality, quantity, and affordability

THERE aren't many places you can go to for good, juicy steak without burning a big, fat hole in your wallet. Naturally, I was elated when I chanced upon Astons Specialties at Katong last weekend.

Opened last June, Astons Specialties serves restaurant-style Western food at coffee shop prices. If you had only \$5.90 in your pocket, you could get yourself a generous portion of spaghetti tossed with homemade pasta sauce, and soup of the day, or grilled fish with two side dishes. And \$9.90 is all you need to have a steak here.

It'd be easy to overlook the no-frills 36-seater if not for the extremely long queue snaking all the way to the shop next door – which is indicative of the yummy food you're in for. The restaurant doesn't take reservations, so be prepared to wait, especially on weekends.



Eveline Gan
eveline@mediacorp.com.sg

UPPING THE STEAKS

At \$9.90, the sirloin steak is the cheapest steak you can get here. But why settle for sirloin when you can have the superior prime rib eye for just \$2 more? Or the 250g prime rib eye extra cut at \$14.90? (The steaks are served with two side dishes.)

Meat from a cow's rib section has higher fat content than other parts, which makes it more tender and juicy.

My medium-well rib eye steak was exactly how I like

it to be – lightly and evenly char-grilled with slightly burnt bits on the outside, tender and pink in the middle. You don't have to take a bite to know how juicy the steak is – just press a fork against the meat and watch its juices ooze out!

Owner chef Aston Soon, who used to work at Ponderosa, said that the steaks are made using chilled New Zealand beef, and they are never marinated as it'd compromise the quality of the meat. A light brush of seasoning, such as salt and pepper, is all that is needed.

At such affordable prices, I'm particularly impressed with the side dishes. Whether your main course is a steak, chicken or fish, you'll be served two sides of your choice. And I'm not talking about measly boiled vegetables, limp fries or canned beans. Instead, you get baked potatoes (whole!) served with a gob of butter, and corn on a cob, among others.

FISH AND COMPANY

Besides steak, you can also find other value-for-money items on the menu. The grilled pepper fish (\$5.90), served with thick, robust black pepper sauce, was so fresh the flesh melted in my mouth. Lovely!

Aston isn't ashamed to reveal that he uses dory fish – one of the cheapest fish you can find at the market – to keep costs low. But to make up for it, the 35-year-old metic-

makansutra

KF Sooth
 Consultant
 fsooth@makansutra.com.sg

WHY would you say to a 300g grilled New Zealand rib-eye steak with side dishes at \$113? How about a 400g chargrilled New Zealand Porterhouse steak at \$25,90?

And no, this isn't any primo gimmick. Rub your eyes, read it again and weep... with joy!

Say hello to a new breed of steak eateries helmed by local folks who have been seasoned by stints at hardcore international meat joints.

They don't churn out pathetic paper-thin "beef steaks" or chicken chops smothered in saucy meat sauce that beckon ketchup and chilli sauce to justify their existence.

They don't over-do with deco by stunning New York or Japanese designers to distract you from the real reason why you are there. Two young tuskan entrepreneurs questioned why, in today's age and expectations, can't Singaporeans have prime cuts grilled to juicy perfection with decent potatoes and salad in an absolutely "no-fills-wear-shorts, bring-your-bawling-toddler-also-can-and-order-kopi-from-the-army" place with a matching price.

These two chaps stumbled on a *lahang* (opportunity).

The two I spoke to had similar business models.

Both previously slogged in international steak-joint kitchens and did not believe in high margins. It's too old school and simplistic.

High turnover, good product, decent service and cut-throat pricing policy is what they bank on to steam-roll their franchise and expansion dreams.

While they aren't quite in the league of Morton's or Lawry's, the quality is certainly well worth it for "one third the price of the top-dog steak houses".

E PRICE BOARD

When asked if selling prime steaks in a coffeeshop across from a popular hawker centre in the HDB heartland was a suicide call, owner Bryan Lim coolly said that "it is in-lententional".

Together with his ex-Singapore Place founding team chef, Tony Yu, they felt that there was a market for jaded steak fans who just want it sans frills.

They proudly tout a 300g blackened grilled New Zealand rib-eye steak at \$11 and proudly reiterate it's no opening gimmick—they have been at it for about a month now.

It was mean.

Great steaks at great prices



FYI

WHAT: Astine Specialties (above, right)
WHERE: 119 East Coast Road
HOURS: 12pm-3am except Mondays

FYI

WHAT: E Black Board (right)
WHERE: Blk 16 Bedok South Road, #01-87, KK78 Makan Place
HOURS: 11:30am-3am except Mondays

ASTON'S PLACE

Aston Soom doesn't quite look like he's bossing the place. The meek-looking ex-Ponderosa chef of six years just wanted to sell good steaks, and like Bryan, at good prices.

He began in a little hawker stall in Katong and slogged 15 hours a day (12pm to 3am daily).

He garnered a loyal following which constantly egged him to move to another place "not so stuffy".

Within a year, he shifted his 400g porterhouse (\$25.90) and his popular 250g prime New Zealand rib-eye extra cut (\$14.90) to a unit a few doors away.

When probed, he humbly admitted to making lots of mistakes along the way—like "getting a first-class liquor licence when the 1 per cent cess was totally not justified".

Now, he'll turn in a nice big piece of Wagyu steak (advance order) for under \$40, when most places do it at \$100.

I find he has a better control of done-ness with his steaks and the juiciness and texture shows.

Astons has a big menu and all side dishes are charged separately at \$1.50 each, which is a steal.

Atakanutra, founded by KF Sooth, is a company that celebrates Asian food culture and lifestyle. It publishes food guides in and around the region, produces food selection series, develops interactive mobile content and services, operates food courts and eateries, organises food tours and events, and consults on culinary concepts.

It operates the breezy and open-air retro push cart hawker centre, Makansutra Gluttons Bay, at the Esplanade Mall. Makansutra offers its searchable listings with discounts in its SG mobile services for subscribers to food lovers. Its full edition of Makansutra Singapore 2007 goes on sale now. Visit www.makansutra.com.

life! people



Friends said I was crazy for selling things at such high prices in a kopitiam but my target customers are people who understand what steaks are. When you order zhi char, you don't complain about how much a fish dish costs because you know fish is expensive. It's the same for good quality steak! Aston Soom on his early days at his East Coast kopitiam stall, a far cry from his new restaurant at The Centrepoint (left)

From hawker to steak king

From a one-man stall, Aston Soom has built an empire serving premium steaks for a steal



tan yi hai

"She never said what was nice or not nice, but one thing for sure was that she was very happy as long as I cooked."

This trial run proved a recipe for success. He rose through the ranks at Ponderosa, eventually becoming a supervisory chef manager.

Ponderosa was also where he met his first love, a fellow colleague. They married in 2001, but due to differences in life goals, he was ready to start a family but she was not — they separated after only

Singapore Gardens. It started as a part-timer job with long-time friend and ex-Ponderosa colleague Ivan Loo, 46.

Mr Loo says: "I've helped him out since his early days and as a favour to me, he eventually gave the ownership of the store. That's how generous he is."

Mr Soom opened a third Aston's outlet in his third store after and growth went into overdrive. Apart from his first kopitiam stall, the start-up costs of his other outlets were all paid for with

reserves of sales — ingredients are ordered in bulk — and also through good relationships forged with suppliers through the years, says Mr Soom, the beef comes from New Zealand, Australia and America and he intends to import the highest grade Japanese beef soon.

All this steaming success may seem a far cry from Mr Soom's childhood, when he juggled school and part-time jobs.

Jacky Tam, staff of the late-loved stall, shaking with food.

It seems he modified his mother's con-

cept of this sincerity and goodwill that makes him so approachable and friendly.

Mr Soom, 34, creative director of Concept 14th Communications, a design agency that provided consulting work to Astons, says: "I find him a very genuine and humble person. He's very approachable. There are no airs about him."

Long-time customer Daniel Loke, 25, a student who has been eating Aston's steaks since its early days at The Kopitiam, says: "My church was in the area so we used to order and Aston would person-

ALite!'"s photographer outside a new steakhouse at The Centrepoint on Orchard Road.

You wonder if this is a waiter who is filling in for his big boss before the actual shoot starts.

The session wraps, the man walks over, shakes hands and thanks everyone for coming to do the interview. The "waiter" is, in fact, the boss of the joint.

He is Mr Aston Soon, owner of the Aston chain of 15 steakhouses across the island worth up to a sizzling \$12 million.

He is the one to thank when you next tuck into a 250g grilled New Zealand rib-eye steak for just \$16.50, a steal of a price for a prime piece of meat. Or wagyu beef for \$38.90 nett, compared to the \$60 to \$70 it can cost elsewhere.

Forget high-end, international steakhouses such as Lawry's and Morton's, Aston's lean margins on juicy joints mean heartlanders can eat like a king, too.

Mr Soon, who is 37, has achieved this in just four years, starting from a humble kopitiam stall to a chain that has grown an average of nearly four outlets a year.

The latest addition is Astons Prime, an upmarket version of the other outlets, which opened at The Centrepoint in June.

He tushers Life! into the eatery. It has walls lined with wood panels and a warm, dimly lit ambience. A mix of American pop classics, jazz and blues sets the tone.

Despite the Western vibe, the director of Aston Food and Beverage Specialities says sheepishly that he has never been to the United States. "Everything is from my own imagination," he chuckles.

And what about the name? Mr Soon, whose hanyu pinyin name is Sun Wen Biao, explains: "I took up the name Astor 10 years ago from the brand of an American tobacco box. But I got tired of people mistaking me for a woman named Esther, so I changed the 'r' to an 'n'."

The link with Western food began when he was working at now-defunct food chain Ponderosa, known for its salad bar, steaks and other American fare.

He recalls: "It's an American chain and they train workers from scratch. I worked as a waiter, broiler-cook, dishwasher, everything."

Home was a two-storey house in Guillemard Road where he lived with his three brothers and two sisters, housewife mum and father. Dad ran a construction firm and then became a taxi driver. The family later moved to a four-room HDB flat in Ubi.

A hunger for more knowledge found the young Soon, the second eldest child, reading up on cookbooks and experimenting with dishes ranging from steamed fish to bee hoon.

His late mother, Madam Neo Bee Hong, was taste-tester. He says: "After work, I would buy groceries, come home to cook and wake her up for supper.

was posted to sister company Kenny Rogers, where he met his current wife Ng Li Li, 29, and remarried in 2004. She is now Astons' operations manager.

He eventually decided to "step down from a hectic restaurant life" and try his hand at other jobs, including dog-rearing and helping out at a friend's cafe.

The turning point came in 2005, when he borrowed \$35,000 from friends and family and opened Astons Specialities, a one-man stall in a kopitiam off East Coast Road.

Perhaps it was a natural talent for cooking but his stall got off to a roaring start and he broke even in six months. He was working 18-hour days, with help from his mother-in-law, wife and her sisters.

He says: "It was tiring. I would take power naps during non-peak hours behind the kopitiam, just squatting by the drain for about 10 minutes. But sometimes I was so drained that I would doze off just like that for an hour."

To cater to the growing demand, he shifted just two units down from his kopitiam stall in 2006 and started a proper restaurant with a staff of 10. He continued to do most of the cooking.

Due to overwhelming customer response, he converted the adjacent unit into dining space eight months later. The restaurant expanded from a 33-seater to a 90-seater.

In 2007, he opened a second outlet in

He now has a mini empire, with Astons restaurants divided into three categories - Specialities, Express and Prime. The Specialities line comprises the main concept with five outlets island-wide, the most popular being its Cathay branch.

There are nine Express outlets, mostly

the monday interview with Aston Soon

in the heartlands, from Jurong East to Tampines and Ang Mo Kio. These offer the same menu but no air-conditioned dining, music or personalised service.

Steaks - and prime cuts, too - start from just \$11. A standard Angus Prime Rib costs \$25.90 with two side dishes.

The single Astons Prime outlet at The Centrepoint is a sleeker version with pricier menus and a wider selection of wine. Steaks there start from \$18.90 for black Angus beef from New Zealand.

Astons' selling point of quality Western food at budget prices seems to hit the right spot with hungry carnivores.

At Cathay on weekends, scores of young people can be seen queuing for a bite of signature steak dishes such as the New Zealand ribeye extra cut.

Astons keep prices low because of

when the police came, you had to throw everything away and run."

He also helped his mother and grandmother prepare cakes and dumplings for various occasions. Holidays were spent working as a factory packer for food products.

He says of his penchant for work: "It was not that we were very poor. I'm just independent, so I didn't want to rely on my father for money. I was always finding ways to make more money. Plus, I hated school."

Textbooks were not his forte but his strict parents ensured he completed his studies at Guillemard East Primary School and later at Chong Cheng High School Branch, after which he took enlistment for national service and took a path that led him to become a steakhouse king.

So how has life from a humble kopitiam hawker to a boss of a 300-strong company changed his goals?

He says: "Well it's not all about making money now. I've to think about how to let everyone working for me feel that they are making progress in their careers. That's even more difficult than making money myself."

Having worked his way up the hard way, he seems to be particularly concerned about his staff. All the employees from his Joo Chiat branch have been transferred to Astons Prime, as the former has been shut to make way for a training academy for his workers.

me is an extremely humble person, despite his success. I called him recently after a year of not having kept in touch, to interview him for a personal food blog.

"He remembered me and we chatted for 20 minutes. He asked me how I was and even gave me tips on how to pass an upcoming driving test."

Mr Loke also recalls Mr Soon hiring some intellectually challenged staff to give them a chance at learning life skills. He says: "Aston really has a good heart."

Still, a reflective Mr Soon hints at some regrets, especially in his kopitiam days, saying: "Sometimes I was more concerned about whether the customer was happy than whether my wife was happy."

"We had many quarrels. Looking back, I should have been more understanding."

However, it is this trait of being focused that got him where he is today. "When I'm interested in something, I can shut out everything else to concentrate. I'm like that."

His wife says that taking time out to help friends has always been his character, which has not changed even with the growth of their business.

What attracted her to him?

"He is a good guy and a family man. Of course there were rough patches, especially in the early days juggling his stall and my pregnancy, but we got by," she says.

The couple have two children, daughter Jazlyn, four, and son Javier, two, and live in a five-room Woodlands HDB flat. The children stay with their maternal grandmother and come home only on weekends because of their parents' long hours.

Mr Soon still works 15-hour days, shuttling between outlets and handling landlords. He has only recently "made it a point not to work on Sundays".

He reads up on cooking and watches documentaries in his free time.

He still cooks, but does most of his "research and development" in his kitchen at home. He drives a Toyota Land Cruiser jeep and confesses that he does like sports cars because of their design.

So why does he not get one? He chuckles: "I'm giving myself 10 to 15 years, lah. I can't afford it yet."

He points out that his profit margins are "slim" despite rolling revenues.

Future plans include franchising and regional expansion, he reveals, but says he is currently consolidating the business to "fine-tune operations". With 15 restaurants, he has to ensure quality-control in terms of food and service.

While he is definitely a man with a plan, he still comes across somewhat as a tenderloin greenhorn who made good.

He says: "I did not start out with the intention of being my own boss or owning a company. Somehow, it all just took off and I handled it from there."

"I guess I chose a river that led me to the rough seas."

tanyihui@sph.com.sg

my life so far

"Once I'm passionate about something, I can shut off everything around me to concentrate on it. My wife has trouble talking to me, for example, when I'm engrossed in watching TV. And it's not soccer, it's the Discovery Channel"

On his powers of concentration

"If you're stagnant in a place, it's either you're too contented or you can't perform"

On his philosophy that his employees should always have career progression

"Now that I'm a boss, I understand why my ex-boss behaved a certain way. For example, he would rather waste money in removing everything from his restaurant that is closing down, despite the fact that he didn't need to. I understand this now because it's ownership: You don't want to feel that your successor owns your works"

On the difference between working for someone and being your own boss



Mr Soon (above left, second from right) with his grandmother and siblings, and (above) with his wife Li Li, daughter Jazlyn and son Javier. PHOTOS COURTESY OF ASTON SOON

ASTONSOON

No bones to pick with this beef

BY WILL WU, PHOTOS BY CLAIRE ZHENG



We Chinese have a popular saying: "The right one can't be missed." No other statement could better reflect our discovery of Astonsoon, a steak house of Singaporean origin that just opened in Foshan.

Even though the Guangfo metro line shuttles back and forth daily from 6am to 11pm, it is still rare for most big city dwellers to make a day trip to Foshan. Time consuming is one thing; wearing one out is another. Crowded carriages and little hope of finding a seat make the train quite unappetizing. Yet the arrival of Astonsoon offers Guangzhouers an extra

reward for making the journey. The merits even outweigh the fact that the restaurant is actually a 10-minute taxi drive from the nearest metro station.

Growing from humble roots, Astonsoon, dubbed by Singaporean media as the 'Steak King of Singapore,' has over 30 branches in the Lion City. The Foshan branch is the first in China. With cowboy-style decorations and furnishings, the message is clear: we serve big meat.

Steak is the major attraction. The stringent process of importing premium quality beef from Australia, New Zealand and North America is done personally by Aston Soon, the founding chef and owner of the brand. Beef cuts like ribs, short loins, sirloin and tenderloin are sold here, and each piece is guaranteed to be at least one-inch thick.

The menu is designed like an image-abundant textbook, giving every detail needed to choose one's favorite meat. Favor firmer beef? Go for the grass fed. Craving a juicy and fatty cut? Consider grass fed.

It is difficult to make a choice when faced with so many succulent pictures, but one does stand out. Described as the foie gras of beef, the Australian Wagyu striploin 9+ (RMB680) is noted for its intense marbling. Astonsoon strongly suggests customers have it prepared rare or medium rare, as these cooking methods best release the beef's natural flavor.

More flashily presented, Jack Daniel's flambe (RMB480) is three inches of tenderloin from 150-day grain-fed cattle, served

tableside and drenched with a sweet sauce of butter, onions, mushrooms and Jack Daniel's. Infused with a subtle whiskey aroma, it's clear why the name features Tennessee's finest so prominently. Prepare to be impressed not only by the tenderness of this dish, but by the shooting flame that erupts as the alcohol is added to the pan.

Another highlight at Astonsoon is the burgers. The least super burger (RMB90), named after celebrated Singaporean food critic Leslie Tay's blog, captures patrons' hearts with its multiple layers of deliciousness: chewy pan-fried bacon, rich cheese, soft tomato slices, refreshing lettuce and juicy minced beef. The sweet, crispy deep-fried chopped onions inserted between the meats add extra points to the burger's charm. Elegance is the last thing you need when you start to gulp down this humongous stack of patty.

In addition to beef, Astonsoon also provides pork, chicken and fish. Each main course is served with a complimentary soup and appetizer. We do recommend trying the french fries, as the potatoes are brought through North America's premier potato company, Lamb Weston. An extra thin coating guarantees a crunchier outside.

After dining at Astonsoon, we can't help thinking that being vegetarian is a big missed steak.

Price: Approx. RMB200 per person
Who's going: Meat maniacs
Good for: Weekend brunch

11 Shop 404, 4/F, Viva City, Shilong Nan Lu, Guicheng, Jiedao
Nanhai District, Foshan 佛山市南海区桂城街道石龙南路404号怡丰
城A座404楼 (0757-66921128)



Sat, Aug 08, 2009
The Straits Times

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From hawker to steak king

By Tan Yi Hui

A boyish-faced man sporting close-cropped hair poses for Life! photographer outside a new steakhouse at The Centrepoint on Orchard Road.

You wonder if this is a waiter who is filling in for his big boss before the actual shoot starts.

The session wraps, the man walks over, shakes hands and thanks everyone for coming to do the interview. The 'waiter' is, in fact, the boss of the joint.

He is Mr Aston Soon, owner of the Aston chain of 15 steakhouses across the island worth up to a sizzling \$12 million.

He is the one to thank when you next tuck into a 250g grilled New Zealand rib-eye steak for just \$16.50, a steal of a price for a prime piece of meat. Or wagyu beef for \$38.90 nett, compared to the \$60 to \$70 it can cost elsewhere.

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And what about the name? Mr Soon, whose hanyu pinyin name is Sun Wen Biao, explains: 'I took up the name Astor 10 years ago from the brand of an American tobacco box. But I got tired of people mistaking me for a woman named Esther, so I changed the 'r' to an 'n'.'

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He recalls: 'It's an American chain and they train workers from scratch. I worked as a waiter, broiler-cook, dishwasher, everything.'

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Myanmar's First Astons Specialities outlet opens in Yangon

ANNOUNCEMENT



Legendary Steaks and Great Super Burger, Spicy Seafood Marinara to fantastic Super Combs. The Pepper Chicken Burger starts at Ks 4,500 only while the Chicken Steak starts at Ks 6,000 only!

Astons Specialities started from the dream of one man - Mr. Aston Soom, founder and CEO of the Astons group, who left his job as a restaurant chef to strike out on his own at a small coffee shop along East Coast Road in Singapore. Its tasty fare and reasonable prices soon gained him a loyal following that led to the opening of more food stalls in various places around the island.

Today, Astons has over 24 outlets in Singapore, and has expanded in the last 3 years to China and Indonesia, with more overseas territories planned.



more outlets are planned in the city over the next 3-5 years.

Today, the restaurant held its Grand Opening at its outlet at Myanmar Plaza. It was graced by the brand's founder and CEO, Mr. Aston Soom, along with his leadership team. Special guests from the Myanmar Restaurant Association, the media, key suppliers, and other business associations also graced the event. The event was organised by Ms. Kay Thi Myint, Director, Marketing.

Inv. Soom and Photos: ASTONS

Established in 2005, Singapore's well-known steak place Astons Specialities has been delighting our quality steaks, char-grilled chicken, and other western food for years in the island-state. It has become known for offering great food at affordable prices with generous portions.

Today, that same tradition is shared with Myanmar as Astons opens its very first outlet in Yangon at Myanmar Plaza, the city's first mega-shopping, office, and hotel complex. The restaurant offers a wide selection of quality dishes - from Char-grilled Chicken to Black Pepper Fish.



"We brought Astons over in Yangon because we believe in the brand, the food, and its business potential here in Myanmar. We are confident that Myanmar consumers will love our food and embrace what we offer," says Mr. Chinmyi Young, Managing Director of the group that brought the brand to Yangon. Leon Ky, one of its Directors, notices that



国内新闻

你会这么做吗？

为吃西餐 排队1小时

排长龙②

位于东海岸路一带的西餐厅 Astons Specialities，也是一家让人大排长龙的店。经理孙文志说，门外排队的顾客，平均每个时候都有20多人，周末顾客人数加倍，等候时间甚至达到45分钟。

顾客虽然在排队时已经点餐，但进了餐厅，还是得等上大约半小时，才能享用食物。换言之，从开始排队到食物上桌，等候时间通常要超过1个小时。

Astons餐厅外狭小的走道上排了20多人。（潘丰源摄影）



ASTONS集团创始人孙文志：从小档口到大集团，离不开国家的支持

转眼间，新加坡已建国50周年，国家这五十年的变化，是世界所有人有目共睹的，从一个资源贫乏、经济落后的第三世界国家跃身成为新兴的发达国家，这段历史不得不让人感叹为“新加坡的奇迹”。

作为一位本土新加坡人，深感自豪而又充满着感激，因为论这几十年来，个人的成长离不开国家的培育，而论这几十年来，生意的成功更是离不开国家的支持。

2005年，我进行了人生第一次的大赌博，我毅然离开了打工生涯，开启了创业打拼阶段。我在东海岸租起了一个小档口，以“高性价比”的理念卖着牛排、汉堡。以前的小档口并没有独立的客席，需要共同分享着一个空间资源，小摊之间是开放式的。那时候整个社会还陷于经济紧张状态，为了能有更好的生意和发展，那段时间我基本每天工作18个小时，每天都是汗流浃背，累了的时候只能在小档口后的巷子蹲着小睡一会儿。大概一年过后，趁着生意做得还不错的时候，我把赚来的钱开了一家“名正言顺”的餐厅，那里有了独立的33个客人餐位，而且员工数也增长到10个。谈起创业的初期，总体还是很艰辛，但很欣慰，餐厅很受食客欢迎，而我也很爱跟客人打交道，喜欢倾听他们的建议，所以餐厅的生意越做越受大众喜欢，而我们也是要不断地开分店才能迎合食客的需求。

有人形容过，对于中小企业，新加坡有着保姆式的照顾。这样的说法确实不为过，因为新加坡无论是政策还是资金方面，都惠及中小企业。ASTONS集团能从初始的小档口，逐渐演变以每年的速度开分店，并且已经拥有了中央厨房，这样快的发展速度，其实除了跟餐厅自身成功经营有关以外，是离不开国家的政策支持，而这些在其他国家未必能得到重视，所以我也很感恩国家。新加坡企业发展局一直鼓励我们这些中小企业“走出去”，把生意扩展到海外市场，政府工作人员会赞助或者协助我们考察心仪的市场，帮助我们捕捉商机。其实，对于大部分中小企业都不太熟悉国外市场，而政府很贴心，会有一些相应的咨询机构协助。例如，2014年ASTONS集团入驻中国市场，新加坡政府帮忙不少。因为中国很大，政策法律跟新加坡又有着很大的差异，单独来到中国简直无从下手。所以很庆幸，新加坡政府会帮忙牵线，协助我们找到相应的中国办事处，省去了我们很多碰壁的时间。而且一直以來，新加坡政府都会组织一些培训或者分享会议，让我们学习到更多的知识，交流到更多的经验。这对于ASTONS集团来说，很有利于整体的发展，因为员工额外获得培训机会，不但利于个人素质的发展，而且会最终会反馈到企业的发展。

ASTONS集团目前已经发展成为超过30家分店，分别分布在新加坡、印度尼西亚和中国，并且即将在缅甸和马来西亚开店。能这样成功地跨国发展，并且辐射式地在本土开店，离不开四个字：国强家富。新加坡在飞跃地发展，ASTONS集团也是依仗国家的大环境顺势发展。我相信，新加坡在建国50年后，会继续迎来更有活力的未来，背负着社会责任的ASTONS集团也将会协助国家共同把新加坡的餐饮行业推动到一个新的高度！

邻里不比黄金购物地段，但只要能抓对顾客群，也能掘到金。接受本报访问的两名老板都是从邻里起家，提供“好吃好康”，成功开创品牌，拥有多家分店。

文◎王润 摄影◎龙国雄

企业王国从邻里出发

人物篇

孙文标只有中五学历，2005年在加东一家咖啡店开了Aston's西餐厅。短短五年内，他已拥有20家分店，300多名员工。

中五生开创 Aston's老板孙文标 西餐连锁店世界



从加东一家咖啡店的半个摊位起家，短短五年内，Aston's已成为拥有20家分店、300多名员工的响亮西餐品牌。对于具有中五学历的孙文标来说，除了幸运，他的成功离不开曾经助他一臂之力的贵人，更离不开自己对事业的认真和用功。

早起的鸟有虫吃

从小就“对工作有兴趣”的孙文标，7岁时就把妈妈做的糕点带到街边售卖。小时候还在邻居的咖啡店帮忙包装咖啡，虽然没有工钱，但为家人赚取免费的咖啡和牛奶。后来他还当过报贩，做过售卖日用品、圣诞卡等工作。

孙文标说，自小打工并不是因为家境不好，而是因为父亲不擅长给他零用钱。最重要的是，他不仅在工作中享受到赚钱的乐趣，还结交不少好友，学到很多东西。

话说1988年9月的某一天，早上9点多，很多餐馆还未开门营业，孙文标就跑到当时以沙衣自助餐闻名的Ponderosa餐馆找工作，经理看到他便问：“你为什么这么早来找工作？”

他回答说：“早起的鸟有虫吃。”

经理说：“真的让你找到虫了！”

就这样，孙文标踏入餐饮业，一做15年。在这期间，他学习餐饮业的整套运作模式，并为以后走上这条道路奠定了基石。

因为喜爱小动物，他一度放下餐饮业的工作，在狗场当饲养员。不过当他发现生活似乎停

滞不前时，他决定寻找新的人生目标。2005年8月15日，他在加东一家咖啡店开了Aston's西餐厅。

经营Aston's是人生最大赌注

打着“把真正的牛排带进咖啡店，带入邻居”的目标经营，Aston's售卖的牛排价格比普通咖啡店的西餐来得贵，但品质也有所不同；用孙文标的话说“牛扒最低的要求是要有厚度”。

这样的市场定位或许刚好填补了市场空缺，从开业第一天起，生意就蒸蒸日上。开张一年后，孙文标搬到现在的加东店址，几个月后扩大店面；10个多月后，在奥龙岗开了分店；2008年，设有10家分店的Aston's有了自己的中央厨房。

有如在幸运女神的眷顾，Aston's自开张以来，“每天都更好的一天”以为店面扩充了人变会增长，谁知更长！”

今天的成就对孙文标来说是出乎意料的，他当时只想“平平安安，有一份收入，有自己的空间”，现在是“身不由己”。他说，员工把前途和希望交在他手上，他必须认真地做下去。

38岁的孙文标说，当年决定开店是人生最大的赌注。他创业的3万元，大多是靠亲戚朋友借来的，摊位5月开张，太太7月生产。全靠家人帮忙，业主、供应商等合作伙伴也给了他很大的帮助。



孙文标：每天都是更好的一天。一厚片的肋脊牛扒Sirloin Cut，每份\$15.90。(Aston's提供)

现在最重要是守业

虽然店面扩充迅速，但他没有给自己设定任何目标。他说，现在最重要是守住这个事业，有舍意的机会，会继续开分店。

现有的20家分店中，有13家在咖啡店，6家是餐馆，还有一家是在高级酒店内的餐厅，位于乌节路。这些分店中，有8家在银禧区。

孙文标说，守业最重要的是保持持续吸引顾客的兴趣。他尝试过的营销手段包括在菜单中加入时下流行的菜式，顾客生日时送上一份免费西餐，新店开张炸鱼套餐只要8.99等，都获得不错的反应。

孙文标有一个6岁女儿和两岁半的儿子，事业虽然越来越大，他仍希望自己有更多时间陪孩子，做一名称职的好爸爸。

Aston's最新分店位于错茂路，不同档次的牛扒售价从\$10到\$50，食客可以在咖啡店享受餐前的大餐。

地址：Wang Wei Li Coffeeshop, Bk 13 Ghim Moh Road



报道：郑诗慧 摄影：李欣赏

美食部落格

医生也疯狂

在网上设置自己的部落格，果然是叱咤2006年IT界的一大现象。人人都blog，把自己的生活、思想和喜好都贴在虚拟的园地。

当中，美食部落格也风行了起来。有一名本地家庭医生，在业余到处尝试本地的小贩和餐馆美食，在网络上做美食全纪录。

吃汉堡包、煎炸美食都不是他的禁忌，因为他有一套“不要浪费卡路里”的饮食习惯。



Spezialies餐厅的牛肉汉堡包。(Fraser's提供)

4 想看看的美食部落格请在 <http://eatclick.blogspot.com/>。他也常为 <http://wineanddine.astonia.com.sg/> 供稿。



医生的美食地图横扫红堡

38岁的郑春茂医生惊喜地发现位于East Coast Road的Aston's Specialties西餐厅。

这家餐厅没有冷气设备，以亲民的价格出售牛肉汉堡包。平时在高级牛排餐厅点一套澳洲进口的200克 wagyu steak，肯定要花\$100以上。但在Aston's，只要\$38.90就能吃到。

“Aston's就是这么一个实惠的餐厅，我于是在部落格上大力推荐，结果获得了很大的回响。”

他说，发现美食的两项通常会从一个美食部落格看其他链接的网站(link)，因此部落格的名声被打开了。

Aston's Specialties的另一招牌菜Burger Sirloin Burger (\$12.50) 做得熟度适中，配料是洋葱、独家BBQ酱和真火腿肉。这道菜的别名是“Eat Super Burger”，以郑春茂的部落格命名。

“因为当值推出这款汉堡包时，就给了我许多改良口味的意见，希望做出在美国吃过的burger味道。”

郑春茂说，他早上和傍晚都要看病，在午休休息4小时中，他会乘机到处吃吃喝喝。

“我想通过一个可以和大家分享美食资讯的平台。此外，我会和一些小贩谈过，做访问，了解他们做菜的过程，希望尽能力，把年老老板的故事纪录在部落格上，保留我国的饮食文化。”



郑春茂医生(右)在Spezialies西餐厅前与老板兼主厨孙文标(左)合影。



郑春茂医生大力推荐Spezialies西餐厅的牛肉汉堡包。

价廉物美的 Aston's Specialties

这家餐厅开张不到半年，就吸引了美食家的目光。老板孙文标为人沉默，却散发出对做菜的激情，凡事亲力亲为，在厨房忙得不可开交，也是笑容满面。

郑文标曾在Ponderosa西餐厅当厨师。餐馆结业后，他选择在East Coast Road咖啡店经营西餐，去年7月开了自己的34人座小馆。

这里的食物价格以亲民和平价为卖点，一份burger and chips只要\$5.90就能吃到，饮料也是\$1-\$2的咖啡店价格。

如何把食物价格压得这么低？“我们和供应商取得好的价格，但我不表示不新鲜、卖不完的肉我都会丢掉。餐厅并不期望赚大钱，只要大家能吃得开心满意，我就心满意足了。”

卡路里像银行存款 不能欠债

去年8月才开网络闹得郑春茂，对待美食和控制体重，有一番独特的见解。

“男性每天需要2100卡路里，女生需要1800卡路里，我把卡路里消耗当成银行存款，要怎么花这笔钱呢？”

“我不要浪费在不好吃的，所以我选择吃本地最好吃的。但是，我也不会吃超过2100卡路里或暴饮暴食，不然就会‘欠债’发胖。这时就要多运动消耗。”

例如，他知道下午茶吃卡路里偏高的汉堡，早上就只吃麦片和果汁，晚上吃水果和沙拉。“这叫大餐前的‘苟苟能溜’。”

难吃的食物，能宁可不吃，也不硬吃下肚子。他说，坐下来在闹眼时间，他会慢慢和妻子与分别4岁和7岁的孩子一起寻觅美食，继续他的兴趣。

Aston's Specialties

地址：119 East Coast Road (Kislong Mall对面)

部落格：<http://astonspecialties.blogspot.com>

APR
ASTONS Specialities
@ East Coast Road

JUL
ASTONS Specialities
@ The Cathay

NOV
ASTONS Specialities
@ City Square Mall

NOV
ASTONS Specialities
@ Bugis+

NOV
ASTONS Specialities
@ Safra Toa Payoh

MAR
ASTONS Specialities
@ *Scape

JUL
ASTONS Specialities
@ Kallang Wave Mall

AUG
AJI ICHI
@ Kallang Wave MALL

OCT
Chic-a-boo
@ Marina Square

2005

DEC
ASTONS Specialities
@ Sembawang
Shopping Centre

2008

2010

2011

2012

DEC
ASTONS Specialities
@ Suntec City Mall

2013

2014

ASTONS MILESTONES

2018

FEB
AJI ICHI
@ JCube

FEB
The RANCH
Steakhouse by ASTONS
@ Clarke Quay

JUL
East Treasure
@ Joo Chiat Road

JUL
Sedap Mania
@ Changi Village

OCT
East Treasure
@ Clarke Quay

DEC
BIZEN Okayama
Wagyu Steakhouse
@ Plaza Singapura

DEC
ANDES BY ASTONS
@ Bukit Panjang Plaza

2017

JAN
MANLE Hotpot
@ City Square Mall

FEB
Chic-a-boo
@ City Square Mall

APR
ASTONS Specialities
@ The Central

JUN
ANDES BY ASTONS
@ Changi Village

OCT
ASTONS Specialities
@ SingPost Centre

OCT
AJI ICHI
@ SingPost Centre

OCT
ANDES BY ASTONS
@ Changi Airport T4

2016

JAN
ASTONS Steak & Salad
@ The Centrepoint

JUL
ANDES BY ASTONS
@ Viva Business Park

AUG
Chic-a-boo
@ Viva Business Park

NOV
ANDES BY ASTONS
@ Downtown East

NOV
MANLE Hotpot
@ Downtown East

DEC
Javier's Rotisserie & Salad
@ Suntec City Mall

2015

APR
ASTONS Specialities
@ JCube

APR
Chic-a-boo
@ Sembawang
Shopping Centre

SEP
ASTONS Steak & Salad
@ Marina Square

FINANCIAL HIGHLIGHTS

ASTONS GROUP ANNUAL TURNOVER



ACTIVE OUTLETS AT YEAR END

YEAR	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
ASTONS SPECIALITIES	4	5	7	8	10	12	13	13	11	12	12
ASTONS STEAK & SALAD	-	-	-	-	-	-	-	1	2	2	2
ASTONS EXPRESS	7	10	17	18	17	14	13	10	6	2	2
ANDES BY ASTONS	-	-	-	-	-	-	-	-	3	5	6
AJI ICHI	-	-	-	-	-	-	2	3	3	2	3
BIZEN STEAKHOUSE	-	-	-	-	-	-	-	-	-	-	1
CHIC-A-BOO	-	-	-	-	1	1	1	3	5	4	4
JAVIER'S ROTISSERIE	-	-	1	1	-	1	1	1	1	1	1
MANLE HOTPOT	-	-	-	-	-	-	-	-	1	2	2
THE RANCH STEAKHOUSE	-	-	-	-	-	-	-	-	-	-	1
EAST TREASURE	-	-	-	-	-	-	-	-	-	-	2
SEDAP MANIA	-	-	-	-	-	-	-	-	-	-	1
TOTAL	11	15	25	27	28	28	30	31	32	30	37

STRATEGIES AND GROWTH PLANS

To Establish New Outlets And Refurbish existing Outlets Across Singapore

- Leverage the strength of our diverse brands to further grow our network of outlets.
- Leverage our ASTONS brand success to further expand other brands and concepts in Singapore.
- Plan to refurbish and revamp our existing outlets to offer a fresher look.

To Expand Our Business Through Joint Ventures, Franchising or Strategic Alliances

- Expand our business overseas through joint ventures, franchising or strategic alliances with partners who can strengthen our market position and enable us to expand our International footprints.
- Expansion strategy could bring about greater economies of scale and provide an impetus for prospective growth.

To Acquire A Property For Our Headquarter, Central Kitchen And R&D Kitchen

- Improve overall communications among various departments and brands within ASTONS Group, increase operational efficiency and productivity.
- Cater to our future growth and development to ensure food quality and provide better training to further strengthen our position in the market.

GROWTH PLANS 2018 - 2019

POSSIBLE FRANCHISES

Dubai ✕
Possible 3 units

Myanmar ✕
Current 2 units
Possible 1 new unit

China ✕
Possible 50 units

✕ **Thailand**
Possible 10 units

Japan ✕
Possible 10 units

✕ **Philippines**
Possible 5 units

Malaysia ✕
Current 2 units (Johor Barhu)
Possible 1 new unit (Kuala Lumpur)

✕ **Indonesia** ✕
Possible 5 units

ASTON FOOD & BEVERAGE SPECIALITIES PTE LTD

43 Kaki Bukit View #04-01 Singapore 415970

t. 6744 7732 **f.** 6748 2052

e. enquiries@astons.com.sg

w. www.astons.com.sg