

**FACTSHEET EIGHTEEN CHEFS PTE LTD – WINNER OF THE 2012 PRESIDENT’S CHALLENGE
SOCIAL ENTERPRISE AWARD (SOCIAL ENTERPRISE OF THE YEAR)**

1. KEY INFORMATION

Name of SE : Eighteen Chefs Pte Ltd

Key Contact Person : Mr Benny Se Teo, Founder and Director

Address : No. 1 Jalan Kilang Timor, #06-03 Pacific Tech Centre, Singapore 159303

2. BACKGROUND

Founded by ex-offender Mr Benny Se Teo in 2007, Eighteen Chefs Pte Ltd is social enterprise that serves a variety of quality western cuisine dishes at affordable prices. It engages youths-at-risk and ex-offenders through its on the job training, and has employed about 20 of them to date across its outlets in Simei, Tiong Bahru and Fusionopolis. Such employment of the beneficiaries makes up about 30% of its current staff strength.

Eighteen Chefs adopts an innovative dining concept that allows customers to mix and match dishes and sauces in over 100 combinations. It also provides the customers a creative platform to do artwork on its restaurant walls. In addition, it has also embarked on unique service initiatives such as providing cooking classes during off-peak periods, as well as giving talks to schools and corporations as part of its community outreach programmes.

3. ACHIEVEMENTS

Under the management of Mr Se Teo, Eighteen Chefs has grown to 3 local outlets, with a 4th outlet expected to commence in 2013. This has been achieved in less than 5 years from its start-up since 2007.

For such outstanding work, Eighteen Chefs has been given extensive media coverage from printed to TV media channels, including Channel U, Suria, and 8 Days magazine. It has also been awarded the Simply Dining award in 2010 in recognition of their high quality food and service.

4. BENEFICIARIES

The beneficiaries of Eighteen Chefs include the ex-offenders and youths-at-risk.

To date, 12 out of their 44 staff are beneficiaries. They received training in all aspects including kitchen, admin and service. All staff including beneficiaries has direct access to the managers through an open feedback policy. The managers would also provide ready counseling to beneficiaries in both work and personal aspects.

Eighteen Chefs also works in collaboration with the Yellow Ribbon Project, the Singapore Prisons as well as Boys' Home for recruitment and events.

5. MANAGERIAL TEAM

- i) Mr Benny Se Teo Moh Wah, Founder and Director
- ii) Mr Wong Weng Kuan, Director
- iii) Mr Ng Kok Chye, Andrew, Operations Manager
- iv) Ms Tay Hui Xin, Accounts Executive

6. FUTURE PLANS

Eighteen Chefs has contacted various franchise consultants to explore on the possibility of local and overseas expansion. It also aims to achieve an employment target of training and/or engaging 10-20 beneficiaries a year, as well as hold at least 12 school-based outreach events annually. Constant innovation is a major part of its strategic development; new dishes are frequently tested and served to strengthen its competitive advantage in the local F&B industry.