



Media Release – Xi Yan Singapore group appoint new Group Executive Chef & Head of Operations, Chef Heman.

Singapore Jun 27th 2022. Continuing with its plans to open a series of new restaurant concepts in the next 12 months, Xi Yan Group is pleased to announce that Heman Tan joins Xi Yan this month as group executive chef and Head of Operations.

No stranger to the industry, Heman Tan has made his mark as a multi-talented chef who sees himself as much a seasoned 'Iron Chef' as an Ironman triathlete. Both aspects Tan is widely recognised and awarded; one leaning on the other towards excellence in his career.

Heman's experience with European fusion cuisine and even in packaged food is expected to be excellent value-add to Xi Yan Group's growth and development as a collection.

"It is exciting to have Heman, with such varied experience and accomplishments, join our Singapore team. I am already looking forward to collaborating for our upcoming Anniversary celebrations in October." Founding Chef Owner Jacky Yu, Xi Yan group.

"We have been planning the roadmap to our enterprise's growth and expansion. We are looking to more outlets, more new concepts." says Thomas Choong, CEO, Xi Yan Singapore. "The time is perfect for Heman to join our team. Xi Yan Singapore is aiming for the next launch end-2022, with another soon thereafter in 2023. With Heman's vast experience, we are excited at how his talent and skill will grow the business further."

Since the successful opening of the latest concept Zing at PLQ in December 2021, the Xi Yan team has been heartened by the warm reception to the casual dining restaurant and its new menu. The first visit made by most customers by word of mouth fast converting into a steady stream of loyal regulars is testament to achievement. It is also Xi Yan's winning approach to how it has proven its mettle through decades of ups and downs in the F&B industry.

"What motivates us is the challenge to evolve what we offer to changing consumer needs over time. We are driven by continuous and conscientious study of what works with our existing business while listening to our customers. This works with the large group of customers and stakeholders who are ever curious and passionate about food." said Choong.

"I'm very excited to come onboard Xi Yan Group. Jacky Yu was ahead of his time in Contemporary Chinese cuisine. I remember my first taste of Xi Yan's Xi Yan's Greenhouse Tomatoes in Wasabi Sesame Sauce, the dish impressed me a lot, it was simply beautiful and of tasted excellent. Personally, I own several of Jacky Yu's cookbooks and they have inspired me to look at Chinese food through a kaleidoscope, mixing sub-cultures of tastes. I share Xi Yan's down-to-earth approach to culinary creativity. A memorable meal can be refined yet comforting. That's what makes guests come back for more" says Chef Heman

Chef Heman makes special note that this is the first F&B enterprise he joins that recognises culinary creativity synonymous to artistic creativity. This is apparent from fine art pieces, paintings and sculpture on display, down to the choice of ceramic plates and bowls used to serve on the table. To this end, Xi Yan Maxwell is looking forward to add to its display of artefacts some of Heman's ceramic masterpieces, a trained and qualified Ceramicist himself.

Chef Heman will be launching his new and 6th book entitled “Cooking under soft pressue” on June 30^h 2022 at Xi Yan Maxwell. We shall be presenting some dishes specially created in conjunction with the book launch and will introduce these collection dishes as part of Xi Yan’s Wanderlust – an exciting culinary journey of places in different parts of the world, taste, texture and flavours prepared by Chef Heman in the month of July at Xi Yan Maxwell. Details attached.

“After two years of absence due to COVID, followers of Xi Yan, Jacky and Heman can look forward to Xi Yan’s 17th Anniversary celebration in Oct 2022 where we shall launch a series of new dishes created collectively by Chef Jacky Yu, Heman Tan and our head chef at Maxwell, Chun-Jie Gu”, said Thomas Choong

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Attachments in Dropbox :

1. Heman Tan profile
2. Xi Yan Wanderlust Menu, background and description