

# - THE - MARKET GRILL

For Immediate Release

## **GRILLED-MEAT LOVERS DINER - THE MARKET GRILL, OPENS AT TELOK AYER STREET**

*March 2013, Singapore* – At THE MARKET GRILL, everything begins with freshness and quality. Expect fresh cuts of steak, home-made beef burger patties prepared daily and live Atlantic lobsters cooked to order. Expect a fun dining experience in the vicinity of Telok Ayer where diners can watch meats and lobsters being freshly grilled to perfection with the specially imported "Woodstone" Charbroiler.

Inspired by a blend of traditional old-style butcheries and diners, The Market Grill provides visitors an option of simple and generous portions of freshly grilled market produce. Leading the culinary direction and helming the kitchen is **Executive Chef Colin West**, who has previously worked at Les Amis, Le Saint Julien, Braise, and Swiss Grill. Colin was the Sous Chef in Braise, the "master of grills", with a special talent in cooking meats to perfection. While at Swiss Grill, Colin was responsible for formulating the burger recipes and launching the burger menu, now a popular favourite.

Celebrating dishes that are hearty and robust, the food will include grill selections featuring classic charbroiled steaks with cuts ranging from Premium to standard cuts from high grade meats. The menu at The Market Grill also features the **finest Live Atlantic Lobsters** as well as **Colin West's (CW) Signature Burgers**. These seemingly simple-looking burgers are actually hand-crafted from scratch with Colin's perfect blend of beef patties, down to individual flavour and texture of each bun.

Signature dishes served at The Market Grill include Premium Cuts such as **Black Angus Prime Beef Rib** as well as **Aged 21 Days Grassfed Ribeye**. For more mouth-watering flavourful meat options, The Market Grill's "High Low" cuts of steak also offer diners choices ranging from **Waygu Rump** to tender Australian **Black Angus Beef Bavette**. The Market Grill will also feature exotic cuts of meat such as **Ox Tongue** and **Beef Brisket**, with several other unique cuts in the pipeline that diners can look forward to. All steak options are served with either red wine jus or spicy peppercorn sauce along with sides of onion confit and potatoes, mashed or traditionally cooked in duck fat "sarladaise-style".

Featuring a 1.5 meter long live lobster tank with Atlantic Lobsters flown from Maine and Boston, diners have a choice of having their lobster either freshly steamed or grilled. Delectable choices include **Chargrilled Whole Lobsters** drizzled in garlic and lemon infused clarified butter and served with a side of salad and creamy mash potatoes; and **Lobster Sliders** that feature juicy and generous chunks of lobster meat mixed with creamy herbed mayo-pommery and crisp romaine, sandwiched between freshly-baked brioche rolls.

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For burger selections, **CW Signature Burgers** feature Chef Colin West's original recipe of chargrilled burgers with their own unique personality that burst with every mouthful in light and fluffy buns. Some highlights from the burger menu include the **CW Cod Fish** comprising of succulent grilled Atlantic Cod in pommery-marinade with romaine lettuce and juicy vine tomatoes, served in a golden baked parmesan bun. Don't forget to try the **CW Burger Breakfast** that is bound to whet appetites at any time of the day with a juicy beef patty topped with sunny side up egg, crispy bacon and a dash of aged cheddar.

To top off the excellent choices of main course, The Market Grill's rendition of **Apple Crumble A La Mode** with chunks of fresh tart apples under a bed of golden crumble served straight from the oven and topped with a generous scoop of homemade rum & raisin ice cream is bound to leave diners wanting more. Also, **Market Grill Granita "Martini"** will be sure to keep spirits high with an intriguing and refreshing combination of Vodka-ice and Lemon and Lime sorbet.

The interior design of The Market Grill draws inspiration from a combination of old-style traditional butcheries and whimsical diners, coupled with a light industrial touch. Conveniently located on Telok Ayer Street, this new addition to the Unlisted Collection group of restaurants is designed in-house.

The Market Grill features an open-concept kitchen and dining counter where diners can view their food being freshly prepared and served directly. Using an interesting combination of materials, the bar top is clad in zinc while the underside is clad in wood strips – likened to the chargrill sear on meats. To add on to the edgy industrial vibe, iron framed shelves clad with extruded mesh are suspended above a portion of the counter.

Unique to The Market Grill as well, is a 1.5 meter long live lobster tank and a full height meat chiller displaying fresh cuts of meat. Taking a step back in time, a large antique mirror artwork embellished with incandescent light bulbs and featuring an old-style butcher chart is another design highlight.

"The Market Grill takes a step back in the days of traditional diners where it is all about a fun-filled dining experience. Chef Colin West has a great experience with grills and diners will get a taste of his signature-style dishes prepared right in front of you!" Loh Lik Peng on what diners can expect from The Market Grill.

The Market Grill is renowned Singapore hotelier and restaurateur **Loh Lik Peng's** latest project. Some of his other establishments include **Hotel 1929**, **New Majestic Hotel** and **Wanderlust** as well as award-winning restaurants such as **Jing** and **Cocotte**. The Market Grill is yet another exciting project by The Unlisted Collection, aimed to cement Singapore's reputation as a food and dining destination.

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## **Fact Sheet**

Address: 208 Telok Ayer Street Singapore 068642

Executive Chef: Colin West

### Seating capacity

Bar Stools: 14

Total: 34

### Prices

Sharing Plates from *SGD 16*

Steaks from *SGD 36*

CW Signature Burgers from *SGD 18*

Atlantic Lobsters from *SGD 42*

### Payment methods

Cash and all major credit cards

### Opening Hours

Monday to Saturday: 1130am – 230pm (Lunch)

5pm – 10pm (Dinner)

Sunday: Closed

Website <http://themarketgrill.com.sg>

Tel 6221 3323

*No Reservations, enquiries only*

Branding: Higher