

Diamond life

Is it only the rich who can have fun in Monaco? We find out on 938LIVE's Boarding Pass in The Culture Cafe today, 4.30pm to 6pm.

GET IT NOW

The insider

Travel deals and steals

Chan Brothers Travel Celebration Sale and Cruise Fair

To celebrate winning the Best Travel Agency in Singapore at the recent TTG Travel Awards, Chan Brothers



Chan Brothers Worldwide Cruise Fair offers deals to Alaska.

Travel is having a sale at the Chan Brothers Travel Powerhouse at Fook Hai Building from tomorrow to Sunday. Pick up travel deals such as the 8D Adelaide, Kangaroo Island and Fleurieu Peninsula Self-drive Convoy package from S\$1,998 and get up to 50 per cent off for the second traveller. In addition, you stand to win instant prizes such as cruise holidays and beauty treatments.

The company is also running a Worldwide Cruise Fair from today until Sunday at Marina Square Level 2 Linkbridge Atrium. Check out offers such as the 12D/17D Alaska & Canadian Rockies Cruise Tour priced from S\$4,688 (where you can enjoy S\$1,500 off per cabin). Admission to both events is free.

Get 30 per cent off Furama hotels

Looking for a year-end holiday in Bangkok, Kuala Lumpur or Bali? Furama Hotels is offering 30 per cent off its properties which includes FuramaXclusive Ocean Beach, Seminyak, Furama Bukit Bintang and FuramaXclusive Sukhumvit. You enjoy another 10 per cent off if you sign up as a Furama member. Book by Nov 30 and enter the promotional code YEF1516. The promotion is valid until Feb 29, 2016. Visit <http://www.furama.com> for more details.

ASIA GLOBAL VACATION
CHAN BROTHERS GROUP OF COMPANIES

ASK US ABOUT OUR CUSTOMISED PACKAGES & BILINGUAL TOURS
CHECK WITH US FOR ANY OTHER DESTINATIONS

YEWTEE POINT ROADSHOW & IN-HOUSE FAIR

Oct 16 - 18 @ Yew Tee Point Basement 1 Atrium (Outside Koufu)

FREE GOODIE BAG
Up to 50% OFF 2nd Pax*

BUY 1 GET 1 FREE
FREE GIFTS* Like us on Facebook
FREE Cabin Trolley Luggage*

EUROWORLD

Your Gateway to Flexible & Affordable Europe Travel

13D JOURNEY TO BUDAPEST & THE BALKANS

Hungary / Croatia / Bosnia / Slovenia
Budapest Vajdahunyad Castle
Zagreb City Tour
Dubrovnik Old City
Split Diocletian's Palace
Zadar Sea Organ, Old City
Jajce Pliva Waterfalls, Watermills
Mostar Old Bridge, Turkish House,
Ljubljana City Tour, Lake Bled

Special Dep: Nov 18 Dec 11, 16
DEP: Jan - Mar 2016

2nd Pax fr\$1798

Up to \$1600 OFF 2nd Pax*

14D EXPLORE CENTRAL EUROPE

Italy / Switzerland / France / Belgium / Netherlands
St. Peter Basilica Leaning Tower of Pisa
Baptistry of St John St. Mark Square
Lion Monument Astronomical Clock Tower
Interlaken Eiffel Tower
Arc de Triomphe Atomium
Manneken Pis Dam Square
Zaanse Schans

Special Dep: Nov 19, 26
Dec 1, 3, 8, 11, 15, 17
DEP: Jan - Mar 2016

fr\$2998

ALL INCLUSIVE FARE

11D Affordable Europe

Netherlands / Germany / Switzerland / France / Belgium
Cologne Cathedral Lake Titisee Rhine Falls
Lion Monument Clock Tower Arc de Triomphe
Manneken Pis Amsterdam Dam Square

Special Dep: Nov 19 Dec 5, 9, 12, 19
DEP: Jan - Mar 2016

fr\$1228

11D GEMS OF EASTERN EUROPE

Hungary / Slovakia / Poland / Czech Republic / Austria
St Stephen Basilica Wawel Castle
Birkenau Concentration Camp Schonbrunn Palace
University of Wroclaw Astronomical Clock

Special Dep: Dec 1, 8, 15
DEP: Jan - Mar 2016

2nd Pax fr\$1298

FREE 2ND BURSA!

WORLDWIDE PACKAGES

8D Uniquely Japan + Homestay

Kyoto / Gujo Hachiman / Nagano / Takasaki / Tokyo
Kiyomizu Temple (UNESCO)
Shirakawa-go (UNESCO)
Takayama Old Town
1N Onsen Hotel in Takayama
Free day in Tokyo
Throughout all Japanese Meal
Buffet + Unlimited Kani Crabs

Special Dep: Dec 2, 5, 7, 11 Jan 6 Feb 17
DEP: Oct - Mar 2016

2nd Pax fr\$1398

1st To Launch HOME STAY

8/9D Korea Winter Ski Fun

Jeju / Ski Resort / Seoul
Teddy Bear Museum
Play K Pop Museum
Trick Eye & Ice Museum
Waterpark
Fruits Picking
Pang Pang Cruise

Special Dep: Nov 26 Dec 3, 10, 17, 24
Jan 7, 14, 21, 28 Feb 4, 11, 18, 25
DEP: Nov - Feb 2016

2nd Pax fr\$788

Up to \$960 OFF 2nd Pax*

8D Colourful/Delightful Taiwan

Taipei / Taichung / Kaohsiung / Tainan / Nantou / Guanzhi
Eda Theme Park* / Leo Foo Village Theme Park
Ta-Shee Oasis & DIY Fragrance Bag*
1N Stay Guanziling Hot Spring Hotel
Sun Moon Lake & Wenwu Temple
Shih Fen & Kinfu Train Station
Taiwan Local Speciality Meals

Special Dep: Nov 4, 11, 18, 25 Dec 2, 4, 6, 9, 11, 13, 16, 18, 19, 20, 23, 25, 26
DEP: Jan - Mar 2016

2nd Pax fr\$0

BUY 1 GET 1 FREE

2-TO-GO

Choice of Airlines & Hotels Choice of Departures
No Re-booking Charge Maximum Flexibility

<h4 style="color: #e91e63;">ASIA</h4> <p>5D Tokyo Animate Fun fr\$798 6D Tokyo + Shirakaba NEW fr\$1338 5D Korea Winter Ski Fun fr\$1088 5/7D Sparkling Korea+Jeju fr\$988 3D Taipei+Free 1 Night fr\$398 4D Taipei with Hot Spring fr\$538 6D Favourites of Taiwan GV4 fr\$888 3D Hong Kong+Free 1 Night fr\$428 4D Hong Kong+Disney Stay fr\$608 4/5D Hong Kong + Macau Stay fr\$498 3D Siem Reap / Phnom Penh fr\$318 5D Civilization of Cambodia fr\$748 3D Ho Chi Minh City / Hanoi fr\$188 5D Bangkok Pattaya by Centara fr\$588 4/5D Chiang Mai / Chiang Rai fr\$339 3D Phuket / Krabi / Koh Samui fr\$238 4D Bali + LOVINA Experience fr\$388 4D Borobudur + Jogja Safari fr\$538 3D Manila / Cebu Getaway fr\$428 3D Boracay Getaway fr\$468</p>	<h4 style="color: #e91e63;">1-FOR-1</h4> <p>4D Tokyo Getaway 2 pax fr\$1088 4D Ho Chi Minh + Mekong 2 pax fr\$498 3D Bangkok + Free 1 Night 2nd pax fr\$219 4D Seoul Getaway 2nd pax fr\$499 5D Hanoi + Halong Overnight Cruise 2nd pax fr\$289 5D Wonders of Cambodia 2nd pax fr\$449</p> <h4 style="color: #e91e63;">EXOTIC</h4> <p>6/7D Golden Route of India fr\$968 6D Charming Kerala fr\$1098 7D Majestic Rajasthan fr\$1598 7D Sri Lanka Culture fr\$1298</p> <h4 style="color: #e91e63;">AUSTRALIA (Fly by SIA)</h4> <p>4N Perth/Melbourne/Sydney/Gold Coast Free & Easy fr\$788 4/5N Perth/Melbourne/Sydney/Gold Coast fr\$1058</p> <h4 style="color: #e91e63;">AMERICA (USA) (Land Tour)</h4> <p>6D Hawaii fr\$1618 7/10D Western USA fr\$1208 8D Eastern USA & Canada fr\$1298</p>
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3/4/5/7N BEST OF ASIA CRUISE

Singapore → Kuala Lumpur/Penang/Langkawi/Phuket/Bangkok/Ho Chi Minh City → Singapore

SAILING: Oct 22 - Feb 29

2-TO-GO fr\$374

SOUTHEAST ASIA CRUISE

Singapore → Malaysia/Thailand/Vietnam/Indonesia/Brunei/Cambodia → Singapore

SAILING: Nov 26 - Mar 17

2-TO-GO fr\$449

7/8D EDEN OF OKINAWA + TAIPEI

Naha / Onna / Taipei
Chartered Flight

DEP: Oct - Mar 2016 **2nd Pax fr\$1198**

8D DYNAMIC HOKKAIDO

Hakodate / Noboribetsu / Otaru / Sapporo

DEP: Oct - Mar 2016 **2nd Pax fr\$1169**

8/9D IN LOVE WITH KOREA

Seoul / Jeju / Mt. Sorak
Teseum Safari +Petite France
Uiyaji Wind Village +Everland

DEP: Oct - Mar 2016 **2nd Pax fr\$798**

8D SOUTHERN BEAUTY OF KOREA

Suwon / Icheon / Jeungdo / Gwangju / Daejeon
Seoul - Jeonju Hanok Village

DEP: Oct - Mar 2016 **2nd Pax fr\$498**

7D I LOVE TAIWAN

Yilan / Keelung / Taoyuan / Nantou / Taichung / Taipei
Sun-Link-Sea Scenery Park

DEP: Oct - Mar 2016 **2nd Pax fr\$238**

8D TAIWAN GO GO GO

Taipei / Yilan / Hualien / Taitung / Kaohsiung / Nantou / Taichung
Taroko National Park

DEP: Oct - Mar 2016 **2nd Pax fr\$298**

7D ZHANGJIAJIE + PHOENIX TOWN

Changsha / Phoenix Town / Zhangjiajie
Tuojiang River + Phoenix Town City Tour

DEP: Oct - Mar 2016 **fr\$758**

8D JIUZHAIYOU / LESHAN / MT EMEI

Jiang Tribe Village • Dioxihaiti

DEP: Nov - Mar 2016 **fr\$498**

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SAILING: Nov 26 - Mar 17

2-TO-GO fr\$449

Universal Traveller

Keep U Warm!

SALE UP TO 70%

\$99 SPECIAL

0°C Winter Jackets

\$120

\$120

\$120

\$120

\$120

\$120

Roadshow

Safra Toa Payoh	15th - 18th Oct
Plaza Singapura	15th - 18th Oct
Tampines 1	15th - 18th Oct
Jurong Point Shopping Centre	19th - 25th Oct

Boutiques

Prestige Singapore #04-42 New extension +65 6337 1988 (Dobby Chuan MPT)	Timespace 1 #03-25 +65 6781 3800 (Templeva MPT)	Changi City Point #02-28 +65 6604 7796 (Epo MPT)	Factory Outlet 15 Kallang Road View (2) #1590 +65 67428577 (Take Bus 97 from Takeshi Interchange)
Jurong Point #01-12 New extension +65 6861 2900 (Joon Lay MPT)	The Clementi Mall #04-10 +65 6559 5009 (Clementi MPT)	Chinatown Point #02-11 +65 6534 6888 (Chinatown MPT)	

ASIA GLOBAL VACATION

107 Upper Cross Street #02-SG568 People's Park Centre (TA1549)
* Mon - Fri: 10am - 6pm | Sat: 10am - 7pm | Sun & PH: 12pm - 7pm

6704 9199

* Applicable airport taxes & fuel charges

fr\$100 - \$750



Clinton St. Baking Company and Restaurant's selection of humble pies and cakes. PHOTO: CLINTON ST. BAKING COMPANY & RESTAURANT

AMERICAN TASTES IN S'PORE

WHY NEW YORK INSTITUTION CLINTON ST. BAKERY HAS PLANTED ROOTS ON THIS LITTLE RED DOT

DON MENDOZA
donm@mediacorp.com.sg



It makes more sense to open an authentic New York breakfast-and-brunch joint in Singapore than it does to open one in Texas.

We're talking about Clinton St. Baking Company and Restaurant, which recently opened only its third outpost outside of the United States in Singapore, its first in South-east Asia.

The other two are located in Tokyo and Dubai, launched in 2013 and last year, respectively, and both have proven to be successful, said co-founder Dede Lahman, who was an editor and writer before becoming a restaurateur.

Together with her husband chef Neil Kleinberg, the pair have over the past 14 years seen their humble eatery grow from a small wholesale bakery that served coffee at the front "just to fill up the seats" into a Lower East Side institution, reeling in the crowds with a hearty fix of classic American fare with a South-western touch.

Not everywhere in the US are consumers as fanatic about food as people are in Singapore and Tokyo, said Lahman of their decision to grow their business overseas, adding that it was sometimes hard to get really good produce in certain parts of the the US.

"We preferred that New York be the capital, because it is a very New York flavour, New York-centric kind

of eatery. It doesn't make sense to bring a New York eatery to Texas, but it makes sense to bring it to Asia."

So confident were the couple in Singapore's cultured palate that they made the decision without first visiting the island city. "We are open in Tokyo, so we have a huge Asian fan club, loyal fans. And we just thought Singapore would be the next natural progression because it's such a sophisticated food city. Singaporeans really love their food and there's a great food culture," she said.

It helped that they have partnered with another husband-and-wife team who have businesses in Singapore and Bangkok, where, incidentally, Lahman said they plan to open their next outlet.

The staff here had to spend up to six weeks training at the New York City flagship "to keep the standards really high", the food authentic and the process a lot less challenging.

"The most difficult part is translating the products and the recipes into another country where you may not get the same eggs or the same chicken, but our chefs who are brought to us to train, they're pretty experienced and know how to source a lot of great products," said Kleinberg, who trained in classical French cooking and has been working as a chef for 38 years, since he was 19.

GLOBAL APPEAL

Still, it is rather amazing how something so distinctly New York — boasting a down-to-earth menu that includes some of America's best pancakes, ice-

box pies, waffles and fried chicken, and some of the most marvellously savoury buttermilk biscuits — has managed to garner so much favour with a predominantly Asian market.

Lahman shared: "If you look at our restaurant in Manhattan ... 75 per cent of the people in our dining room are Asian. Not Asian-American but visitors from Japan, South Korea, Bangkok and China. (Only) 25 per cent are American or European."

That, she asserted, was proof enough that Asia was the right place to be. "We love Asian food; we love sushi, we love noodles and dumplings. We love all things Asian because it's something we don't do and we don't eat every day. And, in the same way, Asians love American breakfast, they love pancakes and waffles and eggs, and milkshakes and biscuits and all the things they don't normally eat in their lives," Kleinberg explained.

"So it's a swap lovefest," Lahman quipped.

"Truth is, one day we might expand to Los Angeles, because it's the other coast and it makes sense for us," she added. "But the global thing happened because people asked us, and we are really going with who asks us."

The couple do not have a list of preferred cities (though they did turn down an offer in Paris), but they have had numerous requests from all over the world.

"It doesn't belong everywhere. Because we have a great respect for the tradition of Paris baking; and we don't

think that American baking belongs in Paris ... and we don't need to put our American baking, which is very simple and humble, on display in Paris for all of them to judge," Lahman said with a laugh.

The famously long queues at their brand new Singapore outpost, which began when the store had its soft opening three weeks ago, is, nonetheless, a positive sign for them — even for a market that is famously fad-hungry and fickle.

"Right now, we've been lucky; we didn't need to do anything," she added. "But when you open a restaurant, you don't open so that you have lines at the door. The intent is to create really good, high quality food, delicious food and give the best service that you can, and then you just cross your fingers and hope for the best.

"We are so lucky Singapore has embraced us."

But could this iconic New York brand go beyond entertaining the curious and become a staple feature in Singapore's dining scene? "Yes, because you don't have anybody else doing what we're doing the way we do it," Lahman posited. "You may have other American restaurants, but this is a real family-owned, boutique, mom-and-pop restaurant with fine high-quality ingredients married to French classical technique.

"It has a very unique menu that has a lasting track record in New York as an iconic number one spot. We are not a chain."

> Clinton St. Bakery is at 31 Purvis Street.