



E & I FOOD CONCEPTS

Introduction



We serve up hearty, unpretentious and affordable European food in a unique hawker bar setting

Location: Singapore

Industry: Food & Beverage

Founded in 2015

Image Credit to E & I Food Concepts

E & I Food Concepts is a social enterprise founded in July 2015 by Mr Immanuel Tee and Mr Enoch Teo. E & I Food Concepts take in ex-offenders and youths-at-risk from boys' home, reformatory training centre and off the street with zero experience and train them in French cuisine and cooking techniques, so that they are empowered with the right skills to pursue a culinary career and find jobs in the open market. They opened their first Garçons outlet (a casual and affordable French eatery) in Essen @ The Pinnacle and provided food consultancy and private catering services. They believe that French fine dining cuisine should be accessible to everyone and focuses on creating fuss-free gourmet dishes using the best quality ingredients.

Highlights

- Awarded DBS Foundation Social Enterprise Grant in 2015
- Awarded the raISE Venture For Good Social Enterprise Grant in 2016
- Mr Enoch Teo has worked in top establishments such as Absinthe, Les Amis Group, Ritz-Carlton Millenia Singapore, 2-Michelin starred Restaurant Andre and came in second runner up in the Concours Cuisine French Culinary Challenge 2010
- Mr Immanuel Tee has worked in top establishments such as Guy Savoy (defunct), 2-Michelin starred Restaurant Andre, 2-Michelin starred Pastorale in Belgium, was Chef de Cuisine of Keystone Restaurant (defunct) and was a semi-finalist in the San Pellegrino Young Chef 2015



Social Problem

Mr Enoch Teo relates to the experience of being a youth with bad company. He was first exposed to the F&B industry when he worked in the kitchen as a cook at the age of 15 after dropping out of school. Back then, he was an at-risk youth who was involved in gangs and drugs. He was arrested for car breaking and drug offences at 16 and put under a 1-year program. After the program, he has decided to continue pursuing a career in the kitchen, which had him worked in 2-Michelin starred Restaurant Andre where he met his current partner Mr Immanuel Tee. Mr Enoch Teo knows that it was only because of support from his family, colleagues, ex-bosses and mentors that all these was possible.

E & I Food Concepts identified social issues with our current generation of youth. Many youths are aimless and lack a goal in life which exposes them to bad company and negative influences which eventually leads them to involvement in illegal activities.



Founders: Mr Enoch Teo (left) and Mr Immanuel Tee (right)

Image Credit to E & I Food Concepts

Social Intervention and Impact Created

E & I provides youths employment, both full-time and apprenticeship. In doing so, they want to help them learn a skill and get interested and passionate in this craft which in the long run help them with their life goals and career. E & I also provide second chances and support to ex-offenders so that they are able to support themselves and at the same time, deter them from committing offence again. The founders of E & I believe they are able to relate to their beneficiaries because some of them have been through what their beneficiaries have been going through as well. E & I has a very young and lively team at Garcons, with guys as young as 21- 30 years old. Some of them are beneficiaries who had committed offences in the past and joined with no prior cooking experience. Today, they are equipped and empowered with a skill. Some of them are still with the company while others have moved on to progress in their cooking career in restaurants such as Esquina and Alkaff Mansion.

Business Model

E & I leveraged on trends such as affordable gourmet, and came up with a hawker bar business model that was unique and refreshing in a matured F&B industry. They currently focuses on low-to-mid range food concepts (~\$8- 16) for the next 2 years as they see a growing opportunity with the current economic situation.

E & I provides food consultancy and private catering services. With the help of raiSE and DBS Foundation, they have expanded to another 2 more outlets in Timbre+ at JTC Launchpad, Ayer Rajah and Upper Thomson Road. Their 4th outlet will be opening in Savourworld at Science Park 2 in March.

The team behind E & I with their diverse culinary background and experience, each brings something unique to the table for customers. Mr Enoch Teo would train their young workers and instil positive thoughts in them.



Current Marketing Efforts

Online Presence and Social Media

- Facebook (Garcons): 1,042 likes and 1,038 followers

News and Media Coverage

- E & I Food Concepts has been featured in The Straits Times, DBS Bank Innovation & Technology Insights and Burpple, a website that act as a guide to good food and best restaurants in Singapore.

Challenges Faced and Project Scope

E & I Food Concepts do not have an existing marketing plan and would require assistance from participants in:

- Developing a marketing plan for its core business
- Raising awareness of the untapped potential of at-risk youths to enable E & I to reach out to those youth and train them

Useful Links and Resources

Company Website: <http://www.garcons.sg/>

Facebook: <https://www.facebook.com/garcons.sg>

Additional References

Article by The Straits Times – Cooking their way out of difficult times:

<http://www.straitstimes.com/singapore/cooking-their-way-out-of-difficult-times>

Article by The Straits Times – French eatery Garcons’ chefs Enoch Teo and Immanuel Tee: From rivals to partners:

<http://www.straitstimes.com/lifestyle/food/two-chefs-are-better-than-one>

Video by DBS Foundation for E & I Food Concepts:

<https://www.youtube.com/watch?v=XZKVSuLMuB8>

Mentioned by Michelin Guide Singapore:

<https://guide.michelin.sg/en/conscious-consumption>

Article by DBS Bank Innovation & Technology Insights – Overcoming Manpower Woes:

https://www.dbs.com.sg/sme/en/businessclass/articles/innovation-and-technology/overcoming_manpower_woes