



MEDIA ALERT
For Immediate Release

S'MAO BARBECUE NOW AT KITCH
BRINGING YOU SMOKY TEXAN BBQ GOODNESS!



Smoked meats available at Kitch

Singapore, 8th July 2021 – Designed to cater to the varied tastes and preferences of the modern-day diner, Kitch by Les Amis Group is excited to have S'Mao Barbecue join the already fabulous line-up of concepts! The Texas-style BBQ concept adds onto the wide variety of restaurant-quality dishes for hungry diners to enjoy. There's truly something for everyone at Kitch.

Bringing a taste of America back to Singapore

Well-known for bringing honest-to-god, smoky deliciousness on a platter – S'Mao is not only a quick abbreviation of 'Smoky Mao' (a nickname Chef Mao had picked up for his love of smoking techniques) but also speaks of his philosophy and approach to food – good food brings people together and makes them smile (S'Mao).



Pic: Chef Chia Jue Mao aka Smoky Mao

Inspired by Chef Mao's time in Austin, Texas, and North Carolina – S'Mao Barbecue adopts the time-honoured traditions of low and slow smoking techniques with an honest approach. There is nothing fast and furious here. Every prime cut of meat is prepared the old-fashioned way – lightly seasoned and meticulously smoked over a hardwood fire to achieve tender, succulent meats rich in smokiness and pack a serious depth of flavour.

Sandwiches



Pic: [from left to right] Dalmatian Belly (\$13+), Cajun-style Andouille Sausage (\$13+)

For those who desire to fulfil their smoked meat cravings any time of day, S'Mao Barbecue presents three brand new mouthwatering sandwiches to enjoy. Customers have the option of sinking their teeth into any of these meats — **Pulled Pork / Cajun-style Andouille Sausage / Dalmatian Belly (\$13+)** — placed between two slices of buttery brioche, paired with fresh house-made mixed pickles, fresh herbs, and a choice of between Pomegranate BBQ or Carolina Gold sauce.

Smoked Meats



Pic: Pork Ribs [Half-rack \$40+, Full rack \$80+]

Honeyed Pork Belly (\$35+ for 300g) – Chosen especially for its natural marbling and perfect fat-to-meat ratio, the Duroc belly is smoked for three to four hours and confit in honey butter till tender.

Pork Ribs (Half-rack \$40+, Full-rack \$80+) – Packed with flavour and all so tender, this mouth-watering option is sure to satisfy. These pork ribs will surely please any fussy eater, especially those who prefer a more delicate cut.

House-made Cajun-style Andouille Sausage (\$15+) – Any smoky affair is never complete without some handmade sausages. These sausages are expertly bound with a mix of Cajun spices and fresh pork shoulder.

Irresistible Bundles



Pic: Smoky Lover Bundle

Smoky Lovers Bundle (\$70+, available only on weekends) — Curated for the enjoyment of two people willing to share, the Smoky Lovers Set includes three Duroc Pork Ribs, 75g of Honeyed Pork Belly, one Cajun-style Andouille Sausage, a choice of three sides, mixed pickles, Pomegranate BBQ sauce, and Carolina Gold sauce.

Sides

Sides from the menu include **French Fries (\$10+)**, **Homemade Cornbread and Butter (\$10+)**, **S'Mao Coleslaw (\$10+)**, **Charred Corn on The Cob (\$10+)**, **Basil Mac 'N' Cheese (\$10+)**, **Curried Cauliflower Pickles (\$5+)**, and **Basil Cucumber & Red Onion (\$5+)**.

Sauces

S'Mao Hot Sauce (\$3+) – Chef Mao's specially crafted signature hot sauce

Homemade Pomegranate BBQ (\$2+) – The right amount of sweet and tangy

Carolina Gold (\$2+) – A mustard-based sauce with chilli flakes and black pepper

Mole Rojo (\$3+) – A blend of spices, nuts and chocolate, inspired by Chef Mao's trip to Oaxaca, Mexico



Brace yourself for a lip-smacking good time, S'Mao Barbecue will be available for your mix and match feast from Kitch, from 2nd July 2021 onwards.

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ABOUT KITCH

Kitch is Les Amis Group's first ever cloud kitchen concept. With the sole purpose of catering to the varied tastes and preferences of guests, Kitch helps you maximise the social benefit of gatherings without compromising on your cravings. Delivering from the heart of Serangoon Gardens, Kitch offers over 60 restaurant-quality dishes for you to choose from. Mix and match to your heart's content and be spoilt for choices with our eclectic mix of cuisines for takeaway and islandwide delivery.

Lemak Boys

Tuck into local heritage dishes like nasi lemak and laksa made with time-honoured recipes and ingredients. Each bite is guaranteed to satisfy!

Peperoni Pronto

When you are hungry, nothing beats having a comforting thin-crust pizza and traditional pasta. Great for sharing and all so satisfying!

Yujin Bowls

Made for easy eating, satiate your Japanese cravings with rice bowls from Yujin Bowls. Not only do they travel well, but they also come loaded with goodness. Oishii desu!

Mui Kee Congee

Savour soul-soothing congee filled with rich Cantonese heritage – every scoop will surely warm your belly and heart. The ultimate comfort food for any occasion!

S'Mao Barbecue

Brace yourself for a lip-smacking good time with authentic Texas-style smoked meats. Prepared using time-honoured smoking techniques, every meat is meticulously smoked over a hardwood fire to achieve tender, succulent texture with an additional dimension of rich smokiness – resulting in tender meats with a depth of flavour. Sure to put a S'Mao (smiles) on your faces!



RESTAURANT INFORMATION

Address: 28 Maju Avenue, Singapore 556698

Website: <https://www.kitch.com.sg/>

Telephone Number: 8940 8036

Email: kitch@lesamisgroup.com.sg

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

Instagram: <https://www.instagram.com/kitch.sg/>

Opening Hours

Mondays to Sundays

Lunch Time:

11am to 230pm

Dinner Time:

5pm to 845pm

Takeaway and Delivery only

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