



FOR IMMEDIATE RELEASE

Furama RiverFront Announces New Appointment of Executive Chef

Singapore, May 2014 – Furama RiverFront has appointed William Lum as the new Executive Chef. With over 30 years of global culinary experience across various renowned hotels, restaurants and country clubs, Chef William with his creativity and innovation will lead the kitchen brigade in providing guests with a more exquisite dining experience in the hotel's F&B outlets – The Square @ Furama, Kintamani Indonesian Restaurant, Banquet and Waterfall Lounge.

Chef William took part in the World Chinese Culinary Contest in Taipei, the Food & Hotel Asia in Singapore and the Le Salon Culinaire in Australia. The gruelling training and challenges over three decades of hotel and dining experience has spurred him on a continuous journey of culinary exploration in all cuisines.

The multi-faceted and versatile chef gained his extensive culinary and kitchen management expertise in Singapore, Australia and Paris working with many F&B veterans and under the mentorship of many master chefs. With his vast knowledge in different culinary styles and cultures, guests will be able to enjoy the authentic taste of the Western, Eastern and Japanese delicacies with a modern twist.



About Furama RiverFront

Furama RiverFront, an award winning 4-star premier business hotel, has snapped the Best Mid-Range Hotel, Asia Pacific in the TTG Awards for five consecutive years from 2009 to 2013. The flagship hotel features 615 well-appointed rooms with modern amenities, two restaurants, a lobby lounge, an executive lounge, 13 ballrooms and function rooms. Leisure facilities include an outdoor swimming pool with jacuzzi and a fitness centre. Strategically located at the fringe of the Central Business District, between Chinatown and Orchard Road, commuting to and from the hotel is a breeze.

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