

# Frozen food a festive hit

Diners buy frozen food items for reunion dinner as they are affordable and have longer shelf lives



**Kenneth Goh**

It is a week to Chinese New Year and the clock is ticking if you are planning to stock up on meat and seafood for festive feasts.

Most wet markets are closed on the first two days of Chinese New Year and, though some supermarkets have extended their opening hours during the festive season, they carry limited fresh stocks during this time.

If you cannot get your hands on fresh food or do not want to be caught in the last-minute frenzy at supermarkets, go for frozen food products. There is raw food such as seafood and shabu shabu meat, which can be used in steamboats, as well as pre-cooked dishes such as steamed herbal chicken.

At least five food suppliers, wholesale distributors and gourmet grocery shops tell The Sunday Times they are seeing healthy sales of frozen products. This is despite a sluggish economy and customers being more cautious about spending, given the close proximity of Christmas and Chinese New Year.

Buying frozen food products during the festive season is getting popular as they typically have longer shelf lives of up to a year. These items also have relatively stable



## Thaw, heat up and eat

ST PHOTO: WANG HUI FEN

### Ready-to-Eat Crab (above)

**What:** House of Seafood has come up with microwave-friendly crabs in three flavours: chilli, black pepper and salted egg yolk.

The Sri Lankan crabs are cooked before being vacuum-packed and frozen.

To heat up, thaw the package for five to seven minutes before placing it in a microwave for five minutes or stir-frying the crabs.

The restaurant's owner, Mr Francis Ng, spent three years developing the product. The crabs are priced at \$60 a kg in a box – similar to dine-in prices.

**Where:** 01-01 The Punggol Settlement, 3 Punggol Point Road; and 03-33, 756 Upper Serangoon Road

**Open:** 11am to 11pm daily; closed on first day of Chinese New Year

**Info:** Call 6466-9000/9003-9000 or go to [www.houseofseafood.sg](http://www.houseofseafood.sg)

### Fassler Gourmet

**What:** Golden Treasures Herbal Chicken (\$39.80) is a healthy spin on herbal chicken. It is stuffed with 16 wholesome ingredients