

living MOMENTS

TWO NEW SHOWHOUSES

'MEWAH' AND 'RAMAH'

— A Dream Home And
An Affordable Home

CHARITY STARTS AT HOME

Donating RM350,000 For
A New Community Space

GARDEN SHOW HIGHLIGHTS

Cacti, Succulents And
House Plants

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EDITOR'S

Letter

Dear readers,

It's been an interesting few months for us at Hock Seng Lee. In this issue, we update you on past, present and upcoming events.

Recently, we launched #LangitKch, Sarawak's first design competition for a high-rise. We collaborated with the Malaysian Architecture Institute and invited a panel of judges from Sarawak and peninsula Malaysia. Results will be announced in June.

In March, we began a rent-to-own scheme for Vista Industrial Park. Targeted at small-medium industries, the scheme has been well received by the local business community, particularly young entrepreneurs.

April was a busy month at La Promenade Mall. We had a fun Easter weekend. There were plenty of discounts, a special lucky draw and photo opportunities with the Easter Bunny.

Another highlight was the Cactus and Succulents Show on the ground floor, which drew a number of enthusiastic sellers, while the contest for the public attracted 99 entries. We've included plenty of photos from this amazing show.

The centre spread for this Living Moments feature the founders of NOMS, one of Sarawak's best new brands. In a Q&A article, Kelvin Chong, Avertino and Ardeles Phua highlight their business inception, challenges and successes to date.

This issue also features interior tips from HSL's graphic designer Katherine Song.

Looking ahead, we're previewing two new showhouses at Samariang Aman 3 - 'Mewah' and 'Ramah'.

May and June are festive months in Sarawak. Our #LaPromenEid and #GawaiLaPromenade are in full swing with more promos like Count the Ketupat, Count The Pua Kumbu, and photo contests.

Living Moments wishes everyone a Selamat Hari Raya and Selamat Hari Gawai.

With lots of love,



Lisa Ikram



Water colour shows single-storey terraces and open spaces.



The central park will be nearly the size of Kuching's Reservoir Park or more than 16 football fields put together.

HSL LAUNCHES SAMARIANG AMAN 3 TWIN SHOWHOUSES

'Ramah' And 'Mewah' Represent Core Values Of Good Housing and Extravagance

Our double storey terrace.

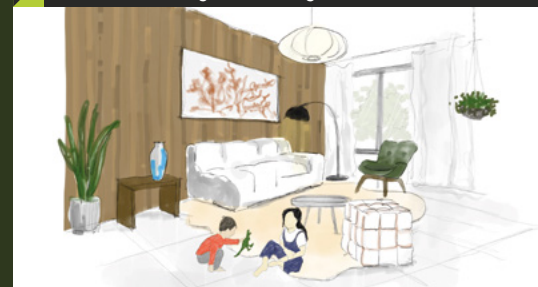


"We centralised all the open spaces. At Samariang Aman 3, we worked hard to make the open spaces as continuous as possible. When completed, this estate will have a park nearly as big as Kuching city's Reservoir Park. Samariang Aman 3's central park will be equivalent to more than 16 football fields put together," Chai said.

Houses at the new development includes all typologies. There are single- and double-storey units, terraces and semi-detacheds.

"All types share common features. They have optimised window openings for ventilation and sunlight. They all have high ceilings, generous gardens and covered carparks. We paid attention to details. For instance, for the single-storey units, we put in a glass partition between the living room and kitchen, this opens up the spaces but keeps the smell away from the rest of the house."

Hand-drawn image of the living room.



Samariang Aman 3 is near the Sheda award-winning Samariang Aman 1 and 2. The township is near schools, Government offices and three national parks, including the Wetlands National Park, which is a stone throw away.

Hock Seng Lee is adding another two showhouses to its impressive portfolio of about 30 showcases.

The latest additions are "Ramah" and "Mewah" which will be at HSL's new Samariang Aman 3.

Ramah is an intermediate terrace unit at the the first phase of the 310acre development, which will have an impressive 31acre central park when fully completed.

"Ramah is one of our most exciting showhouses ever. It costs just RM40,000 to fit out. It has three bedrooms, two baths, kitchen and living room. Visitors will be wowed by the high-ceiling, with plenty of incoming natural light and good ventilation," Shirley Loo from corporate communications said.

These intermediate units at Samariang Aman are larger and cheaper than Prima apartments. At launch last year, they were sold for RM275,000.

"Early phases of the single storeys are completely sold out. We are busy

constructing them now with new phases coming soon," Loo said.

The Mewah showhouse is a corner unit. Interior designer Lucas Goh said he aimed to elevate the look and feel of the home to a class above.

"These corner units are well beyond 1,000sqft, which makes them much bigger than apartments. For the money, this is great value. People are used to seeing fancy apartment makeovers, but few have thought about making a 'Mewah' single-storey home," Goh said.

The interior designer, whose Borneo Mansion won the 2019 Malaysian Institute of Architects' top prize, said both showhouses were interesting challenges.

"HSL is thinking outside-the-box. 'Ramah' is a demonstration of how affordable a home can be and still look good. 'Mewah' is about showing people the full possibility. We wanted to make Mewah really high class."

Samariang Aman 3 is masterplanned by Jurubina Unireka, who also did HSL's flagship La Promenade. Its founder Ar Chai Long Sen is particularly proud of Samariang's central park.

CHARITY STARTS AT HOME



La Promenade Mall Gets A 10,000sqft Community Space, Charities Get RM350,000

SPACE equivalent to six shoplots has been given to six charities to create a community section at La Promenade Mall.

The non-governmental bodies are given free leases worth RM18,000 monthly, on top of a one-off fit out grant totalling RM350,000.

The Corporate Social Responsibility initiative comes under Hock Seng Lee's retooled Healthy Bodies, Happy Minds, which was launched in 2018 as a staff community outreach programme.

Since Covid-19 put a stop to community activities, Healthy Bodies, Happy Minds funds have been redirected to soup kitchens, creating promotional materials for NGOs, and now, offering charities a space in the new mall.



- 1** Hope Place
Human Resource and Leadership Centre.
- 2** Bodhi Counselling
A new counselling centre with Zoom and phone-in facilities.
- 3** Helping Hands Penan
This is Helping Hand's first proper store in Kuching. In Singapore, Helping Hand's merchandise are sold at Tang's Orchard and Marina Bay.



- 4** Sarawak Women for Women Society
New HQ and counselling centre, relocated from Rock Road.

The idea to create the community section at the mall's level four came directly from HSL's senior management during the height of the pandemic. In late 2020, mall leasing manager Trish Lui presented to the Sarawak Welfare Council upon its new president Dunstan Chan's invitation.



- 5** Intellectually Disabled Adults Society
New workshop and store, relocated from Jalan Ong Tiang Swee.

By early this year, all six tenants were secured after careful selection. The pandemic has raised awareness on issues like counselling, gender equality and aid to society's most vulnerable.



- 6** Heart Treasures
Art therapy and motor skills development.

"Many of us at HSL come from humble backgrounds and we have all received a helping hand in the past. We want to continue this virtuous cycle," senior corporate communications manager Jennifer Tang said.

"We hope the presence of these charities in our mall will bring their important causes to the wider public. Often, NGOs' good work do not receive enough public attention. In a mall, charities and the public will have direct communication. We like to extend a warm welcome to all of them for the amazing work they do for our communal good."



CACTUS & SUCCULENT SHOW

More Than A Few Vendors
And 99 Entries For The
Competition

The first ever Cactus and Succulents Show was a bigger success than we had anticipated. Within days of announcement, all sales booths were taken up for the event at La Promenade Mall.

We expected about 20 competition entries but received a total of 99. In fact, the first entry came even before the show started, while the youngest participants were a pair of brothers who were 11 and 12 years old.

The show was held April 15-30 at a large 3,000sqft ground floor lot. Sellers reported brisk sales. We even discovered a succulent nicknamed Godzilla which was sold for RM8,000 on the second day. Hundreds other smaller plants were sold with prices starting from just a few ringgit.

To capitalise on the popularity, we held three Facebook Live sessions. The first one was a tour of the event and the second was a session with the competition judges. The results were also live-streamed on May 1.

“Cacti and succulents have grown big in the last few years. Since the

One of the most expensive succulent displayed at our event, named Godzilla is priced at RM8,000. This rare plant was bought by a Bruneian buyer on the second day.



MCO, they have become even more popular. People now spend more time at home and they are delighted to see these pretty domestic plants grow,” HSL landscape department head, Leslie Lim, said.

“These are very versatile plants. They have a reputation of being easy to care for but to really cultivate an amazing plant or arrangement takes a great deal of time and meticulous care.

“Speak to any cacti and succulent plant owner and they’ll have a story to tell you – how they were inspired to pot them in

The five judges were:

- ◆ **Simon Lau**, HSL Executive Director
- ◆ **Leslie Lim**, HSL Landscape Department Head
- ◆ **Sow Qian Xiong**, Managing Director of My City Landscaping
- ◆ **Johnny Then**, Landscape Architect of Tropoxcape Design
- ◆ **Lisa Ikram**, Living Moments editor & corporate communications officer



During the Live FB, the five judges gave comments on their criterias.



Our youngest participants, Keadan and Kaegan Chang, 11 and 12 years old, with their entries.



a specific way or how slow growing their plants have been.”

Out of the 99 competition entries, first place went to number 87, a beautiful arrangement that has taken years of care.

“I’m so happy. I knew I had a strong entry, but still, to win out of so many, I’m very honoured,” Jong Tze Fong said. “I love gardening. It’s more than a pastime for me, seeing them grow is very satisfying.”

Judges noted the winning entry contained a mix of slow-growing plants, different species and presented within an impressive circular vase.

Second place was won by Nicholas Boon, one of the largest plants entered for the show, with an artistically arranged tree branch.

Entry 70 by Loh Hua Nang won third place. Nicknamed the turtle, it was one of the public’s favourite, receiving a large amount of public votes.

Commendation prizes went to Andress Lantuk, Chang Siew Lin, Jong Li Ting, Sow Qian Kok and Keagan Chang.

The mall extended the popular event with “The Garden Show” on May 2-31. It comprised plenty of booths selling plants, gardening books, both preloved and new.

COMPETITION RESULTS



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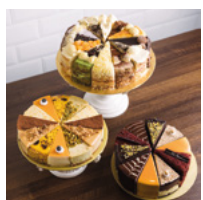
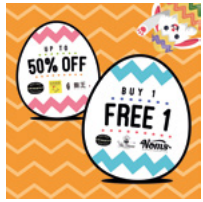


La Promenade



Project Address: La Promenade - Precinct Grande, Lot 1689 (Part of Lot 899), Block 14, Muara Tuang Land District, Kuching-Samarahan Expressway, Samarahan | House Units: Three-Storey Detached (17 units), Three-Storey Duplex (32 units), Double-Storey Semi-Detached (24 units) | Developer's License No.: L1605/KP/HD/09/160-R8 | Validity: 16/03/2021 - 15/03/2023 | Advertisement and Sales Permit No.: P2257JKP/HD/09/160-R4-8 | Validity: 30/04/2021 - 15/03/2023 | Expected Date of Completion: (Three-Storey Detached & Duplex) 32 months from date of S&P, (Double-Storey Semi-Detached) 24 months from date of S&P | Tenure of Land: 99 years leasehold (Mixed Zone Land) | Building Plan No.: (Three-Storey Detached) MPKS/PB/57/2018; MPKS/PB/58/2018; MPKS/PB/59/2018; MPKS/PB/60/2018; MPKS/PB/61/2018; MPKS/PB/62/2018; MPKS/PB/63/2018; MPKS/PB/64/2018; MPKS/PB/65/2018; MPKS/PB/66/2018; MPKS/PB/67/2018; MPKS/PB/68/2018; MPKS/PB/69/2018; MPKS/PB/70/2018; MPKS/PB/71/2018; MPKS/PB/72/2018; MPKS/PB/73/2018; MPKS/PB/74/2018; MPKS/PB/75/2018; MPKS/PB/76/2018; MPKS/PB/77/2018; MPKS/PB/78/2018; MPKS/PB/79/2018; MPKS/PB/80/2018; MPKS/PB/81/2018; MPKS/PB/82/2018; MPKS/PB/83/2018; MPKS/PB/84/2018; MPKS/PB/85/2018; MPKS/PB/86/2018; MPKS/PB/87/2018; MPKS/PB/88/2018; MPKS/PB/89/2018; MPKS/PB/90/2018; MPKS/PB/91/2018; (Three-Storey Duplex) MPKS/PB/71/2018; MPKS/PB/81/2018; MPKS/PB/91/2018; MPKS/PB/92/2018; MPKS/PB/93/2018; MPKS/PB/94/2018; MPKS/PB/95/2018; MPKS/PB/96/2018; MPKS/PB/97/2018; MPKS/PB/98/2018; MPKS/PB/99/2018; MPKS/PB/100/2018; (Double-Storey Semi-Detached) MPKS/PB/26/2020; MPKS/PB/27/2020 | Approval Authority: Majlis Perbandaran Kota Samarahan | SPA Approval No.: P/8D/115-15 | Selling Price: Designer Bungalow (from RM3,380,000 - RM4,350,888), Bungalow Majestic (from RM3,580,000 - RM4,350,888), Bungalow Elegant (from RM3,150,000 - RM4,350,888), Duplex Modern (from RM1,850,000 - RM2,200,000), Duplex Classic (from RM1,850,000 - RM2,200,000), Double-Storey Semi-Detached (from RM1,050,000 - RM2,000,000) | SHEDA Membership: SHEDA/175/00

Disclaimer Note: Illustrations are an artist's impression only. The information and plans are subject to change as may be required by the authorities or architect and cannot form part of an offer or contract. While every care has been taken in the preparation of this brochure, the developer/agent cannot be held responsible for any inaccuracy.



EASTER WEEKEND HIGHLIGHTS

Promo Frenzy At Our Biggest Event Yet

EASTER at La Promenade Mall was so much fun. It was our new mall's biggest promotional event since the opening on Jan 2021. For the April 2-4 weekend, all outlets participated in promos including buy-one-free-one deals or 50% discounts on any purchase.

Black Bean Coffee & Tea, Hock King Authentic Chicken Rice and Rice King all offered half price discounts. Premium drinks outlets like Yogurto by Hicca offered 50% off second drinks.

Taka Patisserie gave away free slices of cakes and desserts-in-a-jar with equivalent purchases while Choice Supermarket offered low prices for poultry, eggs and vegetables.

We also gave away Easter Bunny bookmarks and held a month-long special egg hunt lucky draw.

Overall, the Easter weekend saw similar amounts of shoppers as the Chinese New Year weekend with strict Safe Operating Procedures.

Aside from the Easter Weekend Promo, we even had the Happy Easter Hunt from 1 till 30 April.



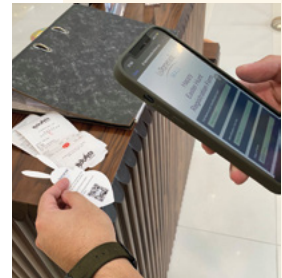
Our Easter bunny having fun strolling through the mall and entertaining people with funny antics.

This mall has taken extra precautionary measures in recent months. For instance, all visitors must only enter via the main entrances. Eateries and cafes can no longer let patrons enter directly from their own shopfronts.

Our main entrances offer better protection to all with advanced temperature cameras and touchless sanitiser dispensers.

We aim to give La Promenade Mall visitors a peace of mind when they shop and for our staffs to work in a safe and healthy environment.

Festive seasons are best enjoyed with all responsibly.



EVENTS & PROMOS



Raya Aidilfitri

PHOTO COMPETITION

#LaPromenEid

Check-In | @LaPromenadeMall

* Set your social media account to PUBLIC so that we can see your entries.



Raya Aidilfitri Photo Competition

ENDS on
24 May

▶ Put on your Raya best, snap a photo and upload to social media with the hashtag to win up to RM1,000 in cash prizes.




#LaPromenEid

COUNT THE Ketupat & WIN

1 - 31 MAY

WHERE ARE THEY ?

Both Entrances
Longhouse
Bamboo Bridge
Outdoor Parking

Count the Ketupat & Win

▶ La Promenade Mall is giving away extra 'duit Raya', so don't forget to join and count the ketupat!



La Promenade MALL

THE GARDEN SHOW

2 - 30 May

DAILY 11AM - 9.30PM

Calling for Vendors
019 816 8866
www.lapromenademail.com.my

The Garden Show

▶ The Garden Show is a continuation of the popular Cactus & Succulent Show. On sale at The Garden Show are books on gardening too.

#LaPromenEid 2021

Ongoing Raya Promos, Check The Hashtag For More



R

amadhan season is finally here and we all know that means Raya is approaching soon. So excited! We have so much planned with discounts, promos and fun activities with extra 'duit Raya' planned for you.

There are ongoing Ramadhan promos from La Promenade Mall eateries such as Black Bean Coffee & Tea, Saranut and NOMS.

Black Bean came up with two special discounts where you can get two cakes, one drink and one pastry of choice to bring home or dine-in. This simple menu is perfect for 'moreh'. They also collaborated with Indah Cafe, one of Kuching's best food places, for their Nasi Indah Sharing Platter for 2 pax starting from RM65.90. Look at their food items, how could you resist?

Their platter comes in two options, vegetarian and meat, and free flow of cakes!

Of course we're not going to forget the star of this magazine's issue, NOMS. They put up two special choices, either beef or chicken, for RM48 at 2 pax. We all know how crazy good their burgers are, hence this promo is definitely a must-have especially during the fasting month.

Saranut is offering a "Buy Two, Free One" special, which is most suitable to break your thirst before a heavy meal or to satisfy that late night sweet cravings. The promo is only valid for their Coconut Shake series. You can choose from a variety of flavours to share with your loved ones.



happy Mother's Day

Celebrate The Day With Love And Care



NOMS Mummy and family treats.



Black Bean For the queen of our hearts.



Taka Patisserie's Mother's Day cakes.



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HOCK SENG LEE BERHAD
Company No. 19790100733 (45556-X)

HONEST AND GOOD CUSTOMER SERVICE

Black Bean Staff Returns RM50, Choice Supermarket Staff Returns Credit Card

H **ONESTY** is the best customer service. The management at La Promenade Mall and tenants delight in receiving feedback on good customer service, whether it be on clean and dry toilets or guards reminding customers to socially distance.

In March, a Black Bean Coffee & Tea customer private messaged us on Facebook, saying: "We would like to express our thankfulness to your staff members, who were so honest to return our money – RM50 – which we left on the table."

In April, another customer texted to say thanks to Choice Supermarket for helping her husband find his dropped credit card.

We would be nowhere without our customers. Customer satisfaction and shoppers' peace of mind is a priority for us. At the same time, we value all our good staff members. Keep up the good job Team La Promenade Mall!



The baristas at Black Bean are notable for their good service.

Previous HSL Quiz **WINNERS**

Here are the winners for last issue of HSL Quiz.
Congratulations to all!

Eugene Ngui Seng Hui
Magdelina Mangi
Peter Chieng Yuan Siang
Dennis Lee
Andrew Tan Jui Yun



Selamat
Hari Gawai

Gayu Guru Gerai Nyamai



WHERE IT ALL STARTED: (From left) Kelvin Chong, Ardeles and Avertino Phua started NOMS On The Street in 2015. Today their truck is used for catering and deliveries.

OM NOM NOMS! YOUTHFUL INSPIRATION:

From A Movie To Reality. The Young Entrepreneurs Look Back On Their Early Years And Discuss What's Next.

Late one night in February 2015, Avertino Phua, a 20-year-old Esprit sales assistant at the time, called up his superior Kelvin Chong, 24, to talk about their future.



FAST FOOD: NOMS's third branch is their first in-mall establishment.

Avertino recalls it clearly. "I was sitting in the backyard of my parents' house in Kenyalang Park. I told Kelvin, why not we try something different? We talked about what sort of future we might have," Avertino tells Living Moments.

Prior, Avertino had spoken to his brother, Ardeles, 24, a cook in Kuala Lumpur. Ardeles had seen "Chef", a movie about a food truck. "It was Cuban-American street food. In the movie, the food truck became famous for selling 'Cubanos', a type of sandwich. I was very inspired," Ardeles says.

The trio spoke late into the night and formulated a rough plan on how they could become business partners.

"We spend so much time figuring out how to work within a confined space. It was tough. After lots of searching, we bought a truck in August," Kelvin adds. "On September 16, we opened the food truck. It was a very hazy day but there was a queue."



OPERATIONS: Kelvin Chong is an engineer turned restaurateur.

How was the first day like? Did the opening go well?

Avertino: People lined up for hours. Honestly we couldn't believe it cause it was a hazy day. Social media really helped us. Before we started, we had hyped it up. We made people excited about a food truck coming to town. By opening day, we had 1,000 likes on Facebook.

Kelvin: We posted plenty of our trial runs, all from the Phuas' backyard before the truck was ready.

Ardeles: Day one, our menu had four items only, no drinks other than canned drinks. We had one staff helping me with cooking inside the truck, while Avertino and Kelvin took care of orders and serving outside.

Where did the food truck first operated?

Kelvin: Jalan Tun Jugah. At the carpark right in front of our current restaurant, NOMS Signature. At the time, there was no food truck license yet. If there were public complaints, the 'samans' was RM50 to RM100.

Ardeles: [Laughs] It was an illegal business.

Avertino: Our business model using the food truck was always to draw people's attention. From there, we could divert their attention to something else.

Kelvin: The truck was a stepping stone. I used to travel a lot. I went to Europe and saw a lot of food trucks there. In places like Germany and France, it was very established. They treat their food trucks like their baby. Even though the business has been going for 10 years, they won't open a restaurant. They are dedicated to the food truck scene.

So when did your food truck starts travelling around?

Kelvin: A year after we started.

Avertino: The first time we travelled, we went to Friendship Park for Mid Autumn Lantern Festival. Then we went to a number of banks. First was at Stutong in front of Public Bank, then to Padungan, in front of AmBank. Surprisingly, no one really ever complained. It was the other way around instead – Most businesses were happy for us to be in front.

Back then food truck businesses were fairly new. Did you obtained any permit?

Kelvin: Licensing was spearheaded by Kuching North Datuk Bandar Abang Abdul Wahap Abang Julai. He was the first to talk to food truck operators and came up with permits to legitimise the scene. We were operating within the Kuching South jurisdiction but we owe the DBKU mayor our gratitude.

That's great! Now, when did NOMS transition to a fast-food restaurant?

Kelvin: August 3, 2017, we opened NOMS Chapter Two. The food truck remained as NOMS On The Street. Chapter Two was our first restaurant. Then in March 2019, we opened at Matang Metrocity. In October 2019, we expanded Chapter Two and it become NOMS Signature.

The name 'NOMS' is very catchy, who came up with it?

Avertino: Three of us.

Ardeles: We also came up with the hashtags from the start.

Avertino: Our own identity was important to us. Something that fits the brand. Our identity now is burgers plus sandwiches.

Ardeles: Sandwiches were something different. Everyone has burgers but we have sandwiches too. Our Mac and Cheese Sandwich is unique. In fact, our sandwiches are our top sellers.

NOMS does really great marketing. Care to share the strategies?

Ardeles: We have a passionate marketing team that spends a lot of time coming up with ideas as well as planning upcoming campaigns.

Avertino: Recently we had the PS5 (Sony Playstation 5) lucky draw. There was so much hype around the PS5 when it was released. We utilised that hype and it created a lot of excitement for NOMS.

Kelvin: Yeah, we think about how we give value to customers. What entices them? Whatever we want to do, we always view our decisions through a consumer's point of view.

Oh wow! Do you guys have PS5s yourselves?

Avertino: [Laughs] We kind of don't have the time. Wake up, think about business. I keep it simple. I don't like drama. I cut out all the superfluous stuff from my life. I keep a low profile. Something like drinking, is it necessary? Not really unless it's for a special occasion. I also let go of my hobby. I could get back to my hobbies later on once the business is settled. With hobbies, you need a lot of money to sustain it. If you play basketball, you need to buy shoes. If you play PS5, you need a very good TV. It's all money consuming.

Kelvin: For young people, temptation is the number one problem.

What else contributed to NOMS' success aside from good marketing?

Ardeles: Our passion towards serving good food for the local community and beyond. We always set out to do something different. Something trendy.

Kelvin: It's a combination of taste and branding.

As we all know, being in the food industry is not easy at all. Some even met a short end. But you guys managed to pull through.

Avertino: You have to be up the earliest and finish the latest. There's no public holiday. There's no right and wrong way to do business. What we believe in since day one is we do this with a full heart. You really have to have passion in whatever you do. In our case, it's good food.

Kelvin: The three of us, we started 'rough'. We were like bulldozers the first two or three years.

Ardeles: We've never even travelled for holiday together. So far, we've only travelled for site visits like Miri and Sabah.



CHEF: Ardeles Phua was a cook working in Kuala Lumpur before founding NOMS. He is still the heart and brains behind NOMS's exciting menu.



Nom's best seller, the Mac And Cheese Beef Sandwich.



Available for Dine in, Takeaway, Delivery and Pickup.

One of their famous seasonal menu, the Surf N Turf.



How do you guys determine your menu? Last time, there was a pasta option right?

Ardeles: We have a long list of new menu items for every year. There's seasonal menus that we change once every two months. Before Chinese New Year, we had the Golden Mess burger, and right now we have the Surf and Turf. We used to have pasta but we decided to sacrifice it to serve more burgers and sandwiches as we are transitioning towards fast food. Pastas were time consuming and harder to get consistency.

All of you started at a very young age, 20 and 24. What were the challenges?

Avertino: I had to really try hard to look matured. I did little things like never wearing short pants to work cause people are very skeptical of youngsters so I had to look serious. Regardless, I always knew I wanted to make my own money. I started doing business in Form Four by selling 'keropok'. I had to make money to reload my mobile phone. [Laughs]. It was 10 sen per message and cannot even exceed 140 characters!

Kelvin: So much of what we have done is just to seize the moment. For instance, we did not expect to expand Chapter Two to Signature so quickly. It was just that the next door business closed down and someone asked us, hey, do you want to expand?

How is the business so far at La Promenade?

Avertino: It's steady but we want to grow it. Got to push harder.

Kelvin: This La Promenade branch has the highest sales during high-tea time. Also it's a very mixed crowd, which is great. The spending power is quite strong and the per ticket spending is high. People are ordering extras.



Will there be more NOMS around Kuching? You currently have one in Samarahan, Kuching South and Kuching North.

Avertino: We were thinking of having five branches. The next one could be smaller, something like a kiosk, just 200 or 300-square-feet.

NOMS has been in the business for six years. Any memorable or unexpected event happened within those years?

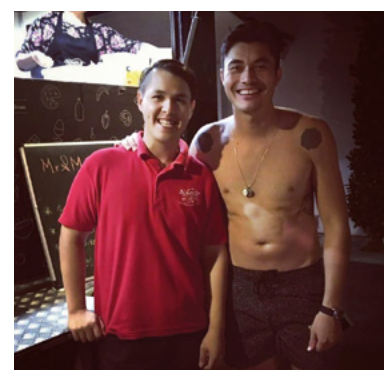
Ardeles: The way the business has evolved has been surprising. We've transitioned from a food truck to cafe to now, fast food joint. We also catered for Henry Golding's wedding back in 2017.

Wait, what? The actor? Really?

Ardeles: Yeah, the Crazy Rich Asian actor.

Avertino: Ardeles has a photo with him. It was in 2017.

Ardeles: He is topless in the photo. I showed the photo to my mum, and my mum said I'm more handsome [laugh]. We catered his wedding at Cove 55. Turns out, they had tried our food at the food truck before. I still remember one day I got a call from Singapore and it was Henry's then fiancée. They were organising the wedding and they thought of us. It was quite surreal.



FAMOUS: Ardeles Phua (left) with Henry Golding in 2017. "I showed the photo to my mum, my mum said I'm more handsome," Ardeles said.

My last question for you three before we end the interview. Who is the biggest food lover?

Ardeles: Everyone! We all love and enjoy food. Hence why I have a strong passion in cooking, because we all know everyone loves good food.



BLOOD, SWEAT & TEARS: The trio in front of their Noms La Promenade outlet. Looking ahead, they have plans for Miri, Sabah and Kuala Lumpur.



OM NOM NOMS !

INSPIRASI MUDA :

Bahasa
Sarawak
Version

Dari Sebuah Movie Menjadi Realiti. Usahawan Muda Kita Mengimbuai Masa Lalu Dan Idea Masa Depan

S iapa jak yang sik pernah dengar nama NOMS? Sebuah brand lokal yang cukup terkenal dengan hasil burger nya yang nyaman bertemakan street food western!

Dalam interview kali tok, kita akan tauk dengan lebih mendalam macam ne nama NOMS tok jadi famous terutamanya dikalangan orang mudak. Jom!

Living Moments rasa amat teruja sebab dapat menemu ramah pengasas NOMS yang terdiri daripada tiga orang pemuda lokal kita. Boleh cerita ka macam ne semua tok bermula?

Avertino: Semuanya bermula tahun 2015 bulan Februari, kamek masa ya berumur 20 tahun bekerja di Esprit sebagai pembantu jualan. Ada sigek malam ya, kamek call Kelvin mok kelaka pasal masa depan mekorang. Sebab kamek masih mudak, kamek rasa macam patut polah sesuatu untuk memperbaiki keadaan semasa.

Ardeles: Avertino ada padah kamek tentang tok, kamek masa ya berumur 24 tahun tengah bekerja di Kuala Lumpur sebagai tukang masak. Kamek terus teringat dengan sebuah movie tok, 'Chef'. Movie ya pasal business food truck jual street food. Food truck ya jadi famous jual "Cubanos", sejenis sandwich Cuban-American. Dari movie yalah kamek dapat inspirasi mok start business tok.

Kelvin: Avertino call tiba-tiba mok kelaka pasal ideanya mok ubah kehidupan. Kamek ngan Ardeles sebaya, jadi bila nya cerita tentang idea ya, kamek pun rasa bersemangat mok polah sekali. Kamek tiga berbincang mok jadi business partners malam ya juak. Daripada sia, kamek orang spend banyak masa mok merealisasikan idea business tok, semuanya dari belakang rumah sidak. Datang September 16, kamek orang akhirnya dapat beli sebuah food truck.

Macam ne business kitak orang masa awal-awal?

Avertino: Masa opening, terkejut nangga ramai orang yang beratur mok beli makanan kamek orang. Cuaca masa ya pun sik berapa bagus tapi bersyukur ada orang tauk tentang opening NOMS food truck. Media sosial nang main peranan terbesar lah masa awal-awal ya sebab kamek orang mok tarit perhatian ramai yang ada business food truck baru di Kuching.

Kelvin: Kamek orang post banyak 'behind-the-scenes', 'teasers' sebelum food truck kamek orang ada.

Ardeles: Dolok NOMS ada empat menu jak. Ya pun sikda air, jual air tin jak. Ada sorang staff masa ya tolong kamek bermasak di dalam food truck, jadi Avertino ngan Kelvin yang ambik order ngan serve makanan ke pelanggan.

Serving "good grub on the block", now at La Promenade Mall.



Disine food truck kitak orang mula operasi?

Kelvin: Di tempat parking Jalan Tun Jugah, yang kinek tok dah jadi kedai NOMS Signature. Business food truck masa ya sik ditauk orang gilak, jadi lesen pun sik ada. If adalah orang komplek tentang food truck kamek orang, kenak la saman dalam RM50 ke RM100.

Ardeles: [tetak] Masa ya memang rasa bukak business 'illegal' lah.

Kelvin: Idea food truck tok pun dah lamak wujud di negara orang, macam German ngan France. Dolok masa kamek selalu travel, business food truck sidak memang dah kekal. Ada yang dah bertapak sampai 10 tahun pun tetap sikmok bukak restoran. Pelan-pelan idea ya mendatang pake tambah-baik kamek orang pun juak.

Bila food truck kitak orang mula operasi ditempat lain?

Kelvin: Setahun lekak ya.

Avertino: Kamek orang ada juak bukak di Taman Sahabat masa perayaan Lantern Festival, di depan bank macam Public Bank Stutong ngan Ambank Padungan. Bila difikir balit, kamek orang sik pernah terimak komplek dari area-area tok walaupun bukak di tempat awam. Ramai juak yang puji and suka bila kamek orang datang.

Dolok business food truck kan agik baru, udah ada permit ka masa ya?

Kelvin: Idea perlepasan permit tok datang daripada Datuk Bandar Kuching Utara Abang Abdul Wahap Abang Julai. Beliau lah orang pertama yang ngagak penjual food truck dan memudahkan kebenaran sidak berbusiness secara sah di Kuching.

Baguslah gya! Jadi bila NOMS mula berubah dari sekadar berjual di food truck ke restoran fast-food?

Kelvin: Pada 3 Ogos, 2017. Kamek orang mampu bukak sigek cawangan dengan nama NOMS Chapter Two. Memang 'happy' lah, sebab daripada sia kamek orang dapat bukak cawangan lain juak, di Metrocity Matang tahun 2019 bulan Oktober. NOMS Chapter Two pun ditukar nama ke NOMS Signature, 'first baby' kamek orang.

Boleh share ka apa strategi marketing NOMS dan macam ne kitak orang maintainkan momentum business ya?

Ardeles: NOMS ada team marketing yang 'passionate' molah idea baru mok promosi menu yang ada dengan bakal ada, contoh juak macam kempen cabutan bertuah.

Avertino: Kamek orang ada polah baru-baru tok cabutan bertuah menang PS5. Masa ya PS5 tengah 'hype' jadi kamek orang ambik peluang ya untuk market NOMS.

Kelvin: Boleh dikatakan ya adalah salah satu inisiatif untuk memberik semula kepada pelanggan NOMS, apa yang molah sidak 'excited' jadi kita nangga darpada sudut pandangan sidak nya.

Seperti yang semua tauk, business di cawangan lain sangatlah maju. Macam ne dengan yang di La Promende Mall? Ada plan mok tambah cawangan lain?

Avertino: Berjalan lancar. Kamek orang memang ada plan mok molah cawangan tok lebih bagus agik.

Kelvin: Antara semua cawangan, hasil jualan di La Promenade Mall yang paling tinggi masa 'high-tea'. Atas faktor lokasi dengan suasana sekeliling mall yang puratanya pelbagai kaum, memang dapat pulangan yang cukup memuaskan sampe ada yang order 'extra'.

Avertino: Kamek orang bercadang mok ada limak cawangan, yang selepas tok pun mungkin kecil sikit daripada restoran, macam kiosk? Lebih kurang 200-300 sqft.



NOMS: Before NOMS, Avertino Phua was a sales assistant at Esprit. He was only 20 years old when he made a phone call to Ardeles and Kelvin to set up NOMS.

For this Mother's Day celebration, NOMS is giving out free meals to anyone who bring along their mothers for dine-in. **Happy Mother's Day!**



Nama NOMS tok kretip bah, siapa yang berik idea?

Avertino: Kamek bertiga. Penting bagi kamek orang, nama yang ngembak maksud identiti tersendiri. Jadi bila orang teringat NOMS, orang akan ingat burger ngan sadwic kamek orang.

Ardeles: Semua orang boleh jual burger ngan sandwic, jadi perlu lebih kretip mok polah menu. NOMS pun 'top-seller' sandwic memang lain dari yang lain, contohnya Mac and Cheese Sandwich kamek orang.

NOMS dah pun beroperasi selama enam tahun, kitak orang pun bermula dari umur 20 dengan 24 tahun. Mesti banyak cabaran nak?

Avertino: Banyakkk. Mok jadi 'business-owner' di usia mudak memang sik senang. Kamek mesti belajar nampak matang supaya orang sik anggap kamek remeh. Yalah, siapa jak yang percayak if kamek sik upgrade imej kamek untuk nampak serius. Masa Form Four kamek dah start berjual barang pake carik duit poket sendirik, macam jual keropak. Lagikpun, masa ya mok ber'texting' perlu 'reload'. 10 sen bah sigek mesej, tulis pun sampe 140 perkataan jak [tetak].

Kelvin: Semua tok boleh dikatakan murah rezeki juak untuk kamek orang. Contohnya NOMS Chapter Two, sik sangka juak boleh 'upgrade' jadi NOMS Signature mun sik kerana kedai sebelah masa ya mok tutup and tanyak kamek orang mok 'expand' ka sik.

Okay, soalan last untuk kitak bertiga sebelum kita tutup sesi temu ramah tok. Siapa 'food-lover' terbesar disitok?

Ardeles: Semua! Kamek orang nang 'food-lover', sebab ya kamek minat mendalam bab masakan. Kita tauk semua orang suka makanan nyaman, dan sebab ya ajak dah cukup sebagai penyebab utama kenak NOMS wujud.

A GRAPHIC DESIGNER'S APARTMENT

HSL's Kath Song Explains Her Design Choices

The kitchen area is modern and simple, with a two-tone cabinetry for contrast.



KATHERINE Song heads HSL's graphics department. Daily, she is in charge of a wide range of designs, from letterheads to brochures. She is especially good with colour selection and proportions.

Of late, Song's also been thinking about designs for her new apartment, which will be her first own home. Previously, Song stayed with her parents in a semi-detached house, before sharing a walk-up apartment with her elder sister.

"I chose this apartment because it's a good location, it's got a big 25m pool and it is low density. I didn't want to stay in a huge development," Song tells Living Moments. "I enjoy sports a lot. The pool, I love it. It looks a bit like a resort."

Song's apartment is 1,238sqft. It's got three bedrooms and two bathrooms.

"I prioritise what I want to spend on. I only spend on four areas – the foyer, kitchen, living room and focussed more on one bedroom."

Coming from her profession, Song knew the importance of getting a good interior designer before spending her money.



The living room is minimalist and contemporary. A rug "ties" together the spaces and furniture.



More storage for shoes.

On the Foyer

"I needed more space to put my shoes. I wanted a cabinet to hide the electrical box. Good storage spaces in an apartment is important. I also requested for no open shelves as I want to avoid seeing dust. The interior designer also created a shoe-putting-on place for me."

On the Kitchen

"This apartment came with some cabinets. I added in more – mostly the higher ones – and chose different colours for the top cabinets cause I wanted two tones for contrast. The lower ones are darker wood colour, the upper ones are whiter. They are matte finish, so less smudging."

"Cooking is very important to me even before the MCO so I'm very particular on this part of the apartment. It has to make me feel comfortable."

On The Living/Dining Room

"I'll be putting in a false wall between the kitchen and living room. It defines the space and keeps the living room cleaner. On the partition, the side facing the dining/living has display shelves. The entire apartment has light coloured walls to make it look more spacious."

"There is no feature wall for now yet but I may do it later. I intend to put more plants in the house, this will take some time because I must also find the right kind of vases. I care a lot about the aesthetics of objects. Things need to look good as a whole. I've selected some hand drawn and printed illustrations too."

"There will be a rug in the living room as well. It will 'tie' the room together."



Song added a partition to separate her kitchen and living room. The partition also has display shelves.



PINK & WHITE : This colour combo suits her feminine personality.

On the Master Room

"The master room has a big 'makeover'. The second bedroom I changed into a work area. The third bedroom is the guest room."

"Here, I asked for bigger wardrobes. On the left of this image, there's an added wall-rack, which disguises the aircon service door and ledge. This is to hide the service door as it is not appealing. The wall-rack and door is still openable."

"The back of the bed has soft touch cloth materials, brass inserts and

wooden panels. I've also asked for the dressing table to be improved and a cabinet added."

"I believe with good planning, you can still maximise space. I also like that I can do a bit less cleaning now, with a smaller space. I chose to work with an interior designer to get what I want and I believe I still saved some cost. Buying piece by piece may actually end up costing more."

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