

pizzas of the time

dough with speciality ingredients.

The final product, which has the delicate blisters for which Lenas' pizzas are known, was created after six months and a series of trials involving numerous ingredients.

"We combined the synergistic benefits of ingredients, processing and packaging to deliver a great tasting product," says centre director Loong Mann Na.

"As a result, Lenas is now able to streamline its operation and enjoy substantial time savings with a leaner process in place."

The pizza chef now takes a piece of frozen dough, which has already been machine-pressed, adds the sauce and toppings before popping it straight into the oven.

"We easily doubled the amount of pizza we sold per day," says Ms Sim.

"I managed to capture a lot of local crowds who can't stand waiting. Previously, each handmade pizza took about 15 minutes to make; now it takes about six minutes including baking time and anybody can do it."

As Ms Sim puts it, the process is "idiot-proof", the way she likes it in her restaurant kitchens.

"Chefs have attitude so I am keen to not have chefs and instead, have idiot-proof cooking methods."

She also owns Ministry of Food, a Japanese restaurant chain that she started about five years ago.

Ms Sim had tapped the \$5,000 innovation voucher scheme to engage the Food Innovation Resource Centre and she paid \$8,000 on top of that. It was money well spent, she says, as the benefits extend be-



Ms Lena Sim turned to the FIRC after customers complained about the long waiting time. PHOTO: DESMOND LUI FOR THE STRAITS TIMES