



Reuben Ang

Managing Director

Having grown up with the family business, Reuben learned the ropes from a young age. As a child, he spent his school holidays packing bento sets and by the time he was 21, he was volunteering his time delivering orders. After graduating from NUS with a Bachelor in Business Administration, Reuben worked in a Christian ministry for two years before joining Hesed & Emet in 2012, making him the 3rd generation in his family to manage the business.

As Managing Director, Reuben oversees the business development and operations of Hesed & Emet's subsidiaries. He was part of a team which implemented several projects to improve productivity, including the installation of kitchen automation systems and improving kitchen processes. Reuben also led the rebranding efforts of Elsie's Kitchen and Continental Delight Catering Services in an effort to refresh Hesed & Emet's two flagship brands.

In 2016, Reuben spearheaded the creation of Hesed & Emet's social arm, The Hesed Table. By working with partners, he hopes that this initiative will help to reduce food waste at the wholesale level and provide nutritious meals to communities that need it most, such as migrant workers and low income households.

Reuben has been a member of the Executive Committee of the Association of Catering Professionals Singapore (ACAPS) since 2015.



Hesed & Emet Holdings Pte. Ltd.

Hesed & Emet (H&E) is the parent company of well-loved Singaporean caterers Elsie's Kitchen and Continental Delight. Currently managed by the third generation of the Ang family, the history of the company can be traced back to the 1950s when Elsie's Kitchen began managing canteens for the British Royal Air Force camps. Today, with a central kitchen facility spanning 57,000 square feet, H&E caters an average of more than 10,000 meals every day. Its catering subsidiaries were official food suppliers for major national events such as the 28th SEA Games Singapore and National Day Parade. H&E also operates food courts under the brand Flavours, while The Hesed Table was recently set up as its social arm.

Derived from two Hebrew words, Hesed can be translated as "love, mercy and kindness", while Emet can be understood as "truth". The combination of these two words encompasses the vision of the company to enrich people's lives through its passion for food.