

Ji Xiang Confectionary Ang Ku Kueh. Is it the best Ang Ku Kueh in Singapore?

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Ji Xian Confectioneryâ??s Ang Ku Kueh is the best Ang Ku Kueh in Singapore.

An extremely bold claim by Little Big Red Dotâ??s creative director Wilber Suenâ?¦

When one makes such a bold claim, I have to validate the claim immediately. This warranted a detour from the journey back to the office. Lunch was not even settled. The first port of call was Ji Xian Confectionery at Everton Road. Everything else could wait. All other assignments were deemed secondary. The primary focus was to get the so-called â??best Ang Ku Kueh in Singaporeâ?•, put it to the test and decide whether Wilber was once again all fluff with little substance. He had previously recommended a cafe in Bangkok which turned out to be a huge tourist trap. He has been forgiven but the recommendation should never be forgotten. The question was whether this personâ??s credibility would be substantiated or further damaged by his bold claim of the moment.



It was a weekday afternoon and there was a steady stream of customers. The queue was never too long but there were constantly 2-3 people in the queue.



We met Mr Teong. He is the cousin of the founder. He was very friendly and helpful. I have never been to his shop and hence I was a bit lost. He introduced the various flavours to me. He introduced Wilber and me to their Facebook page and invited us to follow the page. Followers will get a free Ang Ku Kueh!



Wilber was pleasantly thrilled to meet Mr Teong. This is truly refreshing. There are many traditional businesses where you get the sense that the owners are in auto-pilot mode. They do not focus on

customer service and portray an attitude which gives me a sense that they do not need my business to survive. I have never been a difficult customer but it feels so refreshing to meet Mr Teong. The lady who took my order was also very enthusiastic. She actually walked over to the front to point to me the various flavours and what was good. I actually ended up buying two of each flavour.



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I have always wondered why certain businesses stop valuing customer service. This is especially true for some who develop a certain level of success. Ji Xian Confectionery is truly a breath of fresh air. I have never been here but from their attitude, I think I will make subsequent trips if I am to purchase Ang Ku Kueh.

But putting aside the excellent customer service and friendliness, their Ang Ku Kueh is very good. The skin of the kueh is not overly thick and the filling is extremely generous. My favourite flavours are the peanut and black sesame flavours. Next would be the coconut and both the sweet and salted bean. I was not impressed with the durian and yam flavours but then I never really fancied desserts that were durian-infused. Perhaps it was because I had durians the day before and the durian filling portrayed a much weaker durian taste as compared to the real McCoy.


吉祥
JI XIANG
EVERTON
吉祥红龟粿
$1.20起
限时促销十片只需$10*
只限门市（指定口味）
线上官网购物
*附带条件，优惠至12月31日2023年。(优惠仅限用于一天一次)
花生 $1.20
甜豆 $1.20
咸豆 $1.20
玉米 $1.20
椰子 $1.20
芋头 $1.30
芝麻 $2.00
菠萝蜜 $2.00
榴莲 $2.50
吉祥食品
新加坡红龟粿专卖店
浏览官方验书
Ji Xiang Confectionery 座落于 Everton Park 政府组屋区
简称 Ji Xiang Everton
网址 www.jixiangeverton.com.sg
创办人卓宝植夫妇立业于1988 营业至今35 年
只此一家，没有任何分店
现购，网购，团购，预定，批发
+65 6223 1631 +65 9270 0510
正宗·传统·好味道
浏览网络评价
只用优质真材实料，不含防腐剂不含添加物
每天新鲜制作，全呈手工传统工艺
虽没Halal 认证但适合素食者
吉祥
JI XIANG
EVERTON
Everton Park 1988年老店

Is it Singaporeâ??s best Ang Ku Kueh? I believe so. On flavour and taste, if it is not the best then it is close to the best. What places Ji Xiang Confectionery on top is its friendly demeanour to its customers.

Never change. I can understand why your business is doing well.

Hereâ??s a video review of their Ang Ku Kueh:

Ji Xiang Confectionery (Everton Park)
Address: 1 Everton Park, #01-33, Singapore 081001
Open daily from 8 am to 5 pm
Phone: 62231631

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