



uncledon's<sup>®</sup>  
dine like a don everyday

CORPORATE PROFILE

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Uncle Don's is a progressive chain of restaurants & bar specializing in the development of affordable quality dining experiences throughout Malaysia with additional diversified businesses associated with the food & beverage and hospitality industry.

Founded and driven by experts in the industry, the group was established on the 11<sup>th</sup> of September 2015 and now comprises 45 high performance restaurants with many more exciting projects concurrently under development.

Its brand slogan "Dine like a Don everyday" conveys the brand's spirit of affordable dining in the simplest of ways and is today recognized as a leading brand for generating huge amounts of consumer traffic. It is themed as a family styled restaurant suitable for bringing family and friends together regardless of age. The very young and old are able to dine like a Don everyday.





## MISSION

To exceed customer expectation in relation to the areas of cuisine, service and ambiance while strengthening the growth and viability of all segments of the company for the long-term benefit of employees, customers, suppliers, trade partners and landowners.

## OBJECTIVE

We aim for total customer satisfaction by creating a dining experience in a relaxed, friendly environment at prices that represent excellent value for money.

## BUSINESS MODEL

Our business model is defining our products, awareness of our family-oriented customer base, developing loyalty through comments and feedback, implementation of consistent training and effective promotions and marketing.

## OPERATING PHILOSOPHY & VISION

The philosophy of Uncle Don's is to efficiently produce high quality fusion cuisine in an interactive kitchen environment with ingredients that are mostly fresh local produce.

The predominant theme of commitments and visions are:

- To conceive, create and maintain products and services of genuine quality
- To offer our products and services at a value-for-money price point
- To motivate and support members of our team at all levels
- To continuously sustain the quality afforded by Uncle Don's





## CONSISTENT QUALITY

To consistently maintain good quality, we built our Central Kitchen in September 2018. Within its 20,000 sqft parameter, fresh ingredients supplied daily are blended from scratch creating our own marinades under strict hygiene and food safety standards of practice.

Strict practices include:

- Defined cold and dry storage areas
- Temperature controlled supply chain
- Typhoid inoculation and food handler's certificate for all chefs and kitchen staffs
- Full and proper attires
- Drivers trained to handle shipments in temperature controlled refrigerated trucks



## TRAINING

Training is imperative to our success and is reflected in the level of services and knowledge provided to our guests.

Regular training sessions are undertaken to increase the knowledge and upgrade the skills of team members to enhance performance and competency levels.

Staffs are trained in all aspects from products, menus, restaurant features, service skills, customer service, complaint handling to reservation techniques.

A comprehensive operating manual for managers and staffs are maintained and carried in each restaurant for the staffs referencing and this is particularly used for the new recruits.

## AWARDS & ACCOLADES

The collective dedication, perseverance and sacrifices by the staffs, suppliers and trade partners earned us multiple awards.



**SME 100**  
*Awards 2020*  
FAST MOVING COMPANIES®





HAPA Awards Malaysia Series 2023 – 2024, The Awards for Resilience Winner

#1 Asean Restaurants & Service Excellence Winner 2023  
at 3.0 Award Trends Summit 2023 in Jakarta, Indonesia

The BrandLaureate SMEs BestBrands Best Choice Award 2022 (F&B: Lifestyle - Dining Experiences)

The BrandLaureate SMEs BestBrands of the Decade Award 2020 (F&B: Restaurants & Bars)

The BrandLaureate SMEs BestBrands e-Branding Award 2020 (F&B: Casual Dining & Bars)

The BrandLaureate SMEs BestBrands e-Branding Award 2020 (Food: Chili & Tomato Sauce)

The BrandLaureate SMEs BestBrands Award 2018 – 2019 (F&B: Restaurants & Bars)

Superbrands Award 2021: Malaysia's Choice

Des Prix Infinitus Media Leadership Excellence Awards 2020/2021

SME100 Award Fast Moving Companies 2020

SME100 Most Sustainable Brand Award 2020

Golden Bull Award 2020: Outstanding SME

2020 Certificate of Excellence by Slurpy based on recommendations received

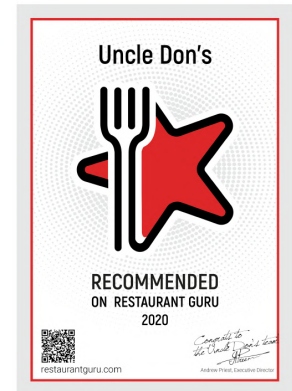
Best takeaway food in Subang Jaya by Restaurant Guru 2020

Best Casual Restaurant & Bar Chain (Malaysia)  
by Lux Life Magazine for Food & Drink Awards 2019

Most Successful Food & Beverage Enterprise (South East Asia)  
by Lux Life Magazine for Food & Drink Awards 2019

Best Beer Bar 2018 by The Bar Awards KL

Best Neighbourhood Bar 2018 by Time Out KL Food & Drink Awards





## CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility is actioned throughout our operations to uphold the principles of sustainable development.

We strive for sustainable development by continually creating positive impact on society, charitable organisations, trade partners and staffs, respecting and preserving the environment whilst being economically viable.

The company actively participates and engages in events that assist the socially disadvantaged and children that are under privileged.

We provide meals and school supplies including uniforms, books and other schooling accessories to support their education.

## St Thomas More parish organises a Charity Food Drive

The Church of St Thomas More and Uncle Don's Restaurant worked together to provide hearty, nutritious meals to the socially disadvantaged.



By Cassandra Wenceslas

The Church of St Thomas More and Uncle Don's Restaurant worked together to provide hearty, nutritious meals to the socially disadvantaged.

Founder and CEO, Ian Ong and co-founder, Don Theseira, expressed that their objective was to treat the underprivileged with respect and allow them to dine with dignity at the restaurant.

Guests were invited to dine with more than 100 special invitees from Destiny Home for the Homeless, City Revival Home and refugees from Myanmar, Pakistan and Sri Lanka.

The underprivileged were given the opportunity to pick their meal from the menu of local, Portuguese and Western cuisine.





IAN ONG  
FOUNDER, CEO & DIRECTOR

CEO and founder of Uncle Don's, Ian Ong graduated in 1992 from University of London (External) with an award winning Second Class (Upper) Honours and went on to complete his Certificate in Legal Practice in 1993.

In 2001, after lecturing law for over 8 years, Ian embarked on his career in the food & beverage industry. Through the years and armed with a wealth experience, he launched Uncle Don's in 2015 with a perfected business model and under his leadership, guided the brand to be recognized as a distinguished food & beverage group.

As the CEO and Director, Ian is regularly approached by Universities, Colleges and the media for industry comment, advice, direction, quotes and motivation speeches. He was conferred the prestigious SEBA Award 2022 for Entrepreneur of the Year, the BrandLaureate SMEs BrandLeadership Award 2022 for CEO of the Year, the BrandLaureate SMEs Brand Builder of the Decade Award 2020, the BrandLaureate BrandLeadership e-Branding Award 2020, the Des Prix Infinitus Media's Passionate Icon of the Year 2020-2021 and is also appointed as Industry Advisory Panel for Taylor's University's School of Food Studies and Gastronomy and Taylor's Culinary Institute in 2022.

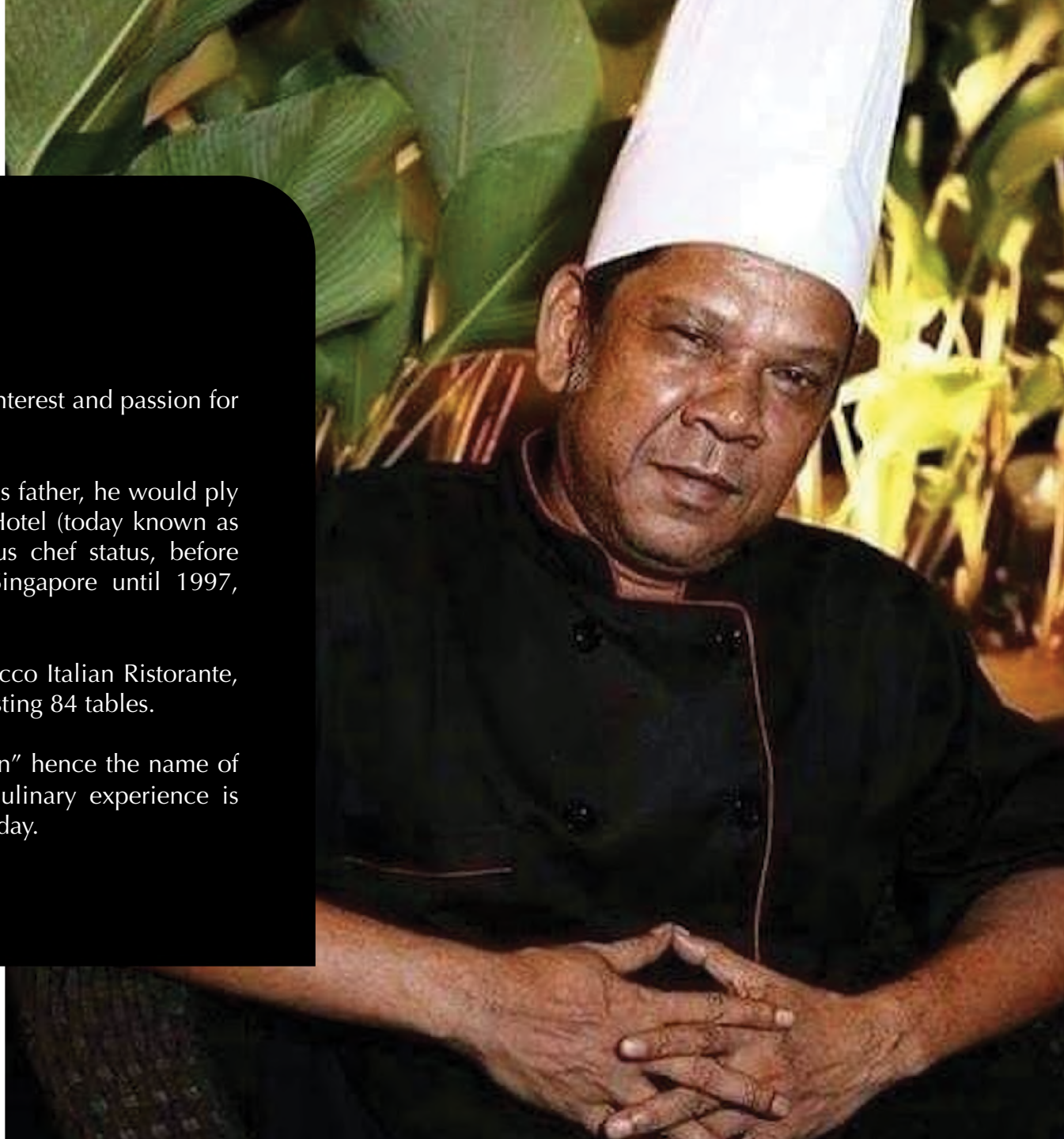
DON DANIEL THESEIRA  
CO-FOUNDER & DIRECTOR

Born to a family of chefs, Don discovered his interest and passion for culinary arts at the age of just 10.

After serving as apprentice for 2 years under his father, he would ply his trade from 1979 to 1993 at The Dynasty Hotel (today known as Singapore Marriott Tang Hotel) achieving sous chef status, before moving on to The Royal Plaza On Scotts Singapore until 1997, reporting directly to the Executive Chefs.

In 1997, Don mentored and trained chefs in Ecco Italian Ristorante, an exquisite fine dining restaurant in Perth boasting 84 tables.

Don Daniel is popularly known as “Uncle Don” hence the name of the brand was born. His immense 40-year culinary experience is embedded in all aspects of kitchen practices today.





**JAHNEL AGUARON**  
**CO-FOUNDER & CHIEF OPERATIONS OFFICER**

Jahnell Aguaron arrived from the Philippines in 2011 as a student and duly completed her Diploma in Business Administration in 2013. As a founding member and Chief Operations Officer of the group, her contributions have been instrumental in the success and expansion of the company.

She is tasked with overseeing all aspects including maintenance of profitable operations, recruitment, training & development of staffs and service standards for all outlets.



**DAMAYANTHI VIVEGANANTHAN**  
**FINANCIAL ACCOUNTANT**

Awarded with Bachelor's in Business Administration (Finance) in 1997, Damayanthi has accumulated a total of 27 years of experience in the Financial industry. 2004 was the start of her initiation into the F&B industry in Fine Gelato manufacturing under the wings of Lecka-Lecka (M) Sdn Bhd. Having vast experiences in Banking sector, Real Estate, Manufacturing and Logistics, led her to lead the Finance department in a major logistics company since 2017. With a progressive and keen interest in Financial matters, coupled with her extensive knowledge and experience, Damayanthi is indeed a valuable member of Uncle Don's Group since 2021.

PERAKASH VISWINAZAN  
OPERATIONS MANAGER FOR CENTRAL KITCHEN

Starting young, Perakash dedicated himself into the F&B industry even before the completion of his Diploma in Hospitality Management in 1994. Working his way up, Perakash has amassed invaluable experiences locally and abroad. Starting of as a mere beverage supervisor, Perakash fortified himself gradually to reach greater heights in the F&B industry. After an exciting stint in Langkawi under the umbrella of NAAM as a F&B Director, Perakash found himself absorbed into the Uncle Don's group as an Operations Manager for the Central Kitchen.



BELINDA BARBARA THESEIRA  
EXECUTIVE CHEF

Hailing from a family of food experts, Belinda is an experienced chef who gained her knowledge under the guidance of her father, Uncle Don himself. She graduated from University Utara Malaysia with a Bachelors of Science in Economics and started her career as a Primary School Educator. With her background in education along with exceptional management and cooking skills, Belinda now manages the operations of Uncle Don's Central Kitchen.





BELINDA HO  
HEAD OF SALES & MARKETING

Belinda has been in the quick-service restaurant industry for more than 20 years, starting with McDonald's for 17 years, then a quick 21 months in Texas Chicken, followed by 2 years in 4Fingers Crispy Chicken and finally joining Uncle Don's in 2023. With her vast experiences in Sales, Marketing and even PR, Belinda plays a major role in yearly budget projection and marketing calendar planning, sales performance, brand management & positioning, advertising, new product development, local store marketing, new store openings, image enhancements, digital marketing as well as corporate marcomm for the group.



YONG YUEN FHOONG  
HUMAN RESOURCE MANAGER

Group Human Resource Manager, YF Yong graduated from Singapore University with Engineering background; but was offered a chance to be in the HR field. She has accumulated a total of almost 20 years of experiences in Human Resource Practice, assisting the companies that she worked in to the development of their Human Capital. For her, Human Capital is the one and only one "key ingredient" for a successful company.



## OUTLETS



Uncle Don's (SS2, Petaling Jaya)  
183 & 181-1, Jalan SS 2/24,  
47300 Petaling Jaya, Selangor



Dukes & Duchess (SS15 Subang)  
64, Jalan SS 15/4C,  
47500 Subang Jaya, Selangor



Uncle Don's (TTDI)  
17, Jalan Wan Kadir 2,  
Taman Tun Dr Ismail,  
60000 Kuala Lumpur



Uncle Don's (Taipan)  
55A, Jalan USJ 10/1F,  
Taipan Business Centre,  
47620 Subang Jaya, Selangor



Uncle Don's (Hartamas)  
10, Jalan 22A/70A,  
Desa Sri Hartamas,  
50480 Kuala Lumpur



Uncle Don's (IOI Boulevard Puchong)  
19, Jalan Kenari 6,  
Bandar Puchong Jaya,  
47100 Puchong, Selangor



Uncle Don's (Sri Petaling)  
21\_G, Jalan Radin Bagus 5,  
Bandar Baru Sri Petaling,  
57000 Kuala Lumpur



Uncle Don's (Klang)  
8 & 10, Lorong Batu Nilam 3A,  
Bandar Bukit Tinggi 1,  
41200 Klang, Selangor



Uncle Don's (Kota Damansara)  
No 1-1, Jalan PJU 5/6,  
PJU 5 Dataran Sunway,  
47810 Kota Damansara,  
Petaling Jaya, Selangor



Uncle Don's (Cheras Traders Square)  
No 55-G and 56-G,  
Jalan Dataran Cheras 3,  
Dataran Perniagaan Cheras,  
43200 Balakong, Selangor



Uncle Don's (Cheras Leisure Mall)  
LOT G23 - G28, Ground Floor,  
Cheras Leisure Mall, Jalan Manis 6,  
Taman Sagar, Cheras,  
56100 Kuala Lumpur



Uncle Don's (Setia Alam)  
B11, Sunsuria Forum @ 7th Avenue,  
1 Jalan Setia Dagang AL U13/AL,  
Setia Alam, Seksyen U13,  
40170 Shah Alam, Selangor



Uncle Don's (Fortune Avenue, Kepong)  
C-G-20, Jalan Metro Perdana 3,  
Taman Usahawan Kepong,  
52100 Kepong, Kuala Lumpur



Uncle Don's (Taman Desa)  
21 & 23, Plaza Danau Desa 2,  
Jalan 3/109 F,  
Taman Danau Desa,  
58100 Kuala Lumpur



Uncle Don's (Setapak)  
Shop 14, The Palette Hab  
Komersial Danau Kota,  
No 8, Jalan Langkawi,  
Taman Danau Kota Setapak,  
53000 Kuala Lumpur



Uncle Don's (Times Square Penang)  
77-G-13/14/15/16, Times Square Penang,  
Birch The Plaza Commercial,  
Jalan Dato Keramat,  
10150 George Town, Pulau Pinang



Uncle Don's (Quill City Mall)  
G-03, 03A & 05, Ground Floor,  
Quill City Mall,  
1018 Jalan Sultan Ismail,  
50250 Kuala Lumpur



Uncle Don's (Ipoh)  
41, Jalan Dato Seri Ahmad Said,  
30450 Ipoh, Perak



Uncle Don's (Seremban)  
246, Jalan S2 B12, Seremban 2,  
70300 Seremban, Negeri Sembilan



Uncle Don's (Kuantan)  
A1, Jalan Air Putih,  
Taman Berserah,  
25300 Kuantan, Pahang



Uncle Don's (Rawang)  
17-1 & 18-1, Jalan Anggun City 1,  
Pusat Komersial Anggun City,  
Taman Anggun,  
48000 Rawang, Selangor



Uncle Don's (Equine Park)  
21-G, Jalan Equine 1C,  
Taman Equine, Sri Kembangan,  
43300 Sri Kembangan, Selangor



Uncle Don's (Sunway Pyramid)  
Lot K5 - K6A, Oasis Boulevard,  
Sunway Pyramid Shopping Centre,  
3 Jalan PJS 11/15, Bandar Sunway,  
47500 Subang Jaya, Selangor



Uncle Don's (Quayside, Kota Kemuning)  
GF(W)-08 & GF(W)-09 Kompleks  
Perniagaan Gamuda Quayside,  
42500 Telok Panglima Garang, Selangor



Uncle Don's (Malacca)  
No. 1, Kompleks Melaka Raya,  
Jalan Merdeka,  
Taman Melaka Raya,  
75000 Melaka



Uncle Don's (Kajang)  
5-G & 6-G, Plaza Indah,  
Jalan Sepakat Indah 1,  
Taman Sepakat Indah,  
43000 Kajang, Selangor



Uncle Don's (Bangsar)  
18, Jalan Telawi 5,  
Bangsar, 59100  
Kuala Lumpur



Uncle Don's (Cyberjaya)  
Unit G-2A, Block 3545, Prima 11,  
Jalan Teknokrat 6, Cyberjaya,  
63000 Sepang, Selangor



Uncle Don's (Taiping)  
229, Lorong Tupai,  
34000 Taiping, Perak



Uncle Don's (Seberang Jaya)  
30, Jalan Todak 4,  
Pusat Bandar Seberang Jaya,  
13700 Seberang Perai, Pulau Pinang



Uncle Don's  
(Taman Pelangi, Johor Bahru)  
52, Jalan Jaya, Taman Maju Jaya,  
80400 Johor Bahru, Johor



Uncle Don's (Mount Austin, Johor Bahru)  
97, Jalan Mutiara Emas 10/19,  
Taman Mount Austin,  
81100 Johor Bahru, Johor



Uncle Don's (Semenyih)  
Lot No. H-01-01, Block H,  
Ecohill Walk,  
43500 Semenyih, Selangor



Uncle Don's (Menjalara)  
59 & 61, Jalan 11/62A,  
Bandar Menjalara,  
52200 Kuala Lumpur



Uncle Don's (Teluk Intan)  
38, 38A & 38B, Lorong Impiana 1,  
Taman Impiana,  
36000 Teluk Intan, Perak



Uncle Don's (Taman Sutera Utama,  
Johor Bahru)  
72 & 74, Jalan Sutera Tanjung 8/3,  
Taman Sutera Utama,  
81300 Johor Bahru, Johor



Uncle Don's (Sentul Point)  
Unit AG-28 & AG-29, Ground Floor,  
Puncak Sentul (Sentul Point),  
No.8, Jalan Sentul Perdana,  
Sentul, 51000 Kuala Lumpur



Uncle Don's (Kulai, Johor)  
229 & 229-A Jalan Kenanga 29/2,  
Indahpura, 81000 Kulai, Johor



Uncle Don's (Kampar)  
75 & 75A, Jalan Terminal Kampar 1/D,  
Pusat Perdagangan Kampar,  
31900 Kampar, Perak



Uncle Don's (Batu Pahat)  
33, 33A, 35, 35A, 37 & 37A,  
Jalan Flora Utama 8,  
Taman Flora Utama,  
83000 Johor



Uncle Don's (Scott Garden)  
The Scott Garden  
Unit G9 & G10,  
289, Jalan Klang Lama,  
58200, Kuala Lumpur



D'Atas Restaurant  
108G, SS21/39, Damansara Utama,  
47400 Petaling Jaya, Selangor



Uncle Don's (Kluang)  
No.30, Jalan Duku,  
Kampung Masjid Lama  
86000, Kluang, Johor



Uncle Don's (Sitiawan)  
68,69,70,71 Jalan Raja Muda Musa 2/1,  
Taman Raja Muda Musa 2,  
32000 Sitiawan, Perak



## MANAGEMENT OFFICE

Address : No 24A & 24B, Jalan Tun Mohd Fuad 1,  
Taman Tun Dr Ismail, 60000, Kuala Lumpur

Tel : +603 7733 4755

E-mail : [info@uncledons.com.my](mailto:info@uncledons.com.my)



## CORPORATE INFORMATION

COMPANY NAME : UNCLE DON'S RESTAURANTS SDN BHD

FORMERLY KNOWN AS : D & D FOOD & BEVERAGE SDN BHD

REGISTRATION NUMBER : 201501039890 (1165208-K)

REGISTERED ADDRESS : NO 24A & 24B, JALAN TUN MOHD FUAD 1, TAMAN TUN DR ISMAIL, 60000, KL

GROUP FUNCTION : REGISTERED TRADEMARK OWNER  
OUTLET MANAGEMENT  
FRANCHISOR

BOARD OF DIRECTORS : IAN ONG MING HOCK  
DON DANIEL THESEIRA  
JAHNEL TORTOGO AGUARON

MEMBERS : WHOLLY OWNED BY UNCLE DON'S HOLDINGS SDN BHD

PAID UP CAPITAL : RM1,000,000.00

BANK : ALLIANCE BANK, SINARAN TTDI

BANK ACCOUNT NUMBER : 142060010017974

SST NUMBER : B16-1808+31019143

COMPANY SECRETARY : NALINI A/P SUBRAMANIAM

COMPANY NAME : UNCLE DON'S MANUFACTURING SDN BHD

FORMERLY KNOWN AS : RETRODREAMS SDN BHD

REGISTRATION NUMBER : 201501040416 (1165734-P)

REGISTERED ADDRESS : NO 24A & 24B, JALAN TUN MOHD FUAD 1, TAMAN TUN DR ISMAIL, 60000, KL

FACTORY ADDRESS : NO 1 & 6, JALAN PJU 3/46, SUNWAY DAMANSARA TECHNOLOGY PARK,  
47810, PETALING JAYA, SELANGOR

GROUP FUNCTION : CENTRAL KITCHEN  
FOOD MANUFACTURING  
BEVERAGE DISTRIBUTION  
LOGISTICS

BOARD OF DIRECTORS : IAN ONG MING HOCK  
DON DANIEL THESEIRA  
JAHNEL TORTOGO AGUARON

MEMBERS : WHOLLY OWNED BY UNCLE DON'S HOLDINGS SDN BHD

PAID UP CAPITAL : RM500,000.00

BANK : ALLIANCE BANK, SINARAN TTDI

BANK ACCOUNT NUMBER : 142060010017959

SST NUMBER : -

COMPANY SECRETARY : NALINI A/P SUBRAMANIAM

COMPANY NAME : UNCLE DON'S HOLDINGS SDN BHD

FORMERLY KNOWN AS : FRONTIER TOUCH HOLDINGS SDN BHD

REGISTRATION NUMBER : 201801039364 (1301395-T)

REGISTERED ADDRESS : NO 24A & 24B, JALAN TUN MOHD FUAD 1, TAMAN TUN DR ISMAIL, 60000, KL

GROUP FUNCTION : INVESTMENT IN THE FOOD & BEVERAGE INDUSTRY

BOARD OF DIRECTORS : IAN ONG MING HOCK  
DON DANIEL THESEIRA  
JAHNEL TORTOGO AGUARON

MEMBERS : IAN ONG MING HOCK  
DON DANIEL THESEIRA  
JAHNEL TORTOGO AGUARON  
ROBUSTUS CAPITAL SDN BHD  
ROBUSTUS RESOURCES SDN BHD

PAID UP CAPITAL : RM1,200,100.00

BANK : ALLIANCE BANK, SINARAN TTDI

BANK ACCOUNT NUMBER : 142060010023082

COMPANY SECRETARY : NALINI A/P SUBRAMANIAM

AUDITORS : CROWE MALAYSIA PLT

COMPANY NAME : VITAL STATISTIX SDN BHD  
FORMERLY KNOWN AS : FOODGENICS SDN BHD  
REGISTRATION NUMBER : 201901020093(1329422-M)  
REGISTERED ADDRESS : NO 24A, JALAN TUN MOHD FUAD 1, TAMAN TUN DR ISMAIL, 60000, KL  
GROUP FUNCTION : FAST-FOOD RESTAURANTS, FOOD & BEVERAGE PREPARATION  
BOARD OF DIRECTORS : IAN ONG MING HOCK  
  
MEMBERS : UNCLE DON'S HOLDINGS SDN BHD  
PAID UP CAPITAL : RM105,000.00  
BANK : ALLIANCE BANK  
BANK ACCOUNT NUMBER : 142060010024534  
COMPANY SECRETARY : NALINI A/P SUBRAMANIAM  
AUDITORS : DANIEL & CO (AF001930)



COMPANY NAME : BOSS BROTHERS SDN BHD

REGISTRATION NUMBER : 201701033757(1247928-D)

REGISTERED ADDRESS : 116-2, JALAN 2/23A, TAMAN DANAU KOTA, OFF JALAN GENTING KLANG,  
43300, SETAPAK, KUALA LUMPUR

GROUP FUNCTION : MANUFACTURE OF SAUCES AND CONDIMENTS

BOARD OF DIRECTORS : LIEW ING FONG  
FONG WAI TAT

MEMBERS : LIEW ING FONG  
FONG WAI TAT  
UNCLE DON'S HOLDINGS SDN BHD

PAID UP CAPITAL : RM10,000.00

COMPANY SECRETARY : OOI KOK YONG

AUDITORS : K.INDRA & ASSOCIATES (AF002220)