

WORLD GOURMET SUMMIT 2004

PRESS RELEASE

Updated as of 19 April 2004



Presenting Partner

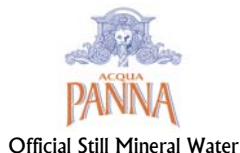


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WORLD GOURMET SUMMIT 2004 - A THEATRE OF TASTE - PRESENTS...

A LINE UP OF NEW AND EXCITING EVENTS TO SATISFY THE SENSES

19 April 2004, Singapore - The stage is set and the curtain will rise for the launch of World Gourmet Summit "A Theatre of Taste", the culinary event of the year. Organised by Peter Knipp Holdings and the Singapore Tourism Board, along with presenting partner American Express®, this annual gastronomic celebration that has positioned Singapore as a world class culinary centre will take place from 19 through 30 April 2004.

Leading the 2-week long festivities is a stellar cast of 12 Masterchefs with 11 Michelin-stars, internationally acclaimed Guest and Ambassador Chefs hosted by Singapore's foremost dining establishments. The noble grape, so revered by gastronomes will also play a major role as 11 of the world's most distinguished wineries will be showcased.

Along with the stable of favourites such as Masterchef Safaris, Culinary Masterclasses and Vintner Dinners, the organizers and presenting partner American Express® are proud to inaugurate a series of new gourmet activities, set to please foodies and epicureans alike.

NEW ACTS TO BE UNVEILED ATWGS "A THEATRE OF TASTE"

Culinary Workshops

10.30am to 12.30pm, 20 – 23 April 2004

Formatted for serious culinarians and gourmet enthusiasts, the Culinary Workshops will feature four days of "hands-on" workshops where participants are taught to prepare specialty dishes under the guidance of Guest Chefs. Held at at-sunrice The Singapore Cooking School & Spice Garden, participants will enjoy their own creations for lunch. Highlights for the workshops comprise of a **Callebaut Chocolate Workshop** conducted by Special Guest Chef Robrecht Wolters, Callebaut Ambassador Chef, Belgium, and a **Spice Odyssey Workshop** by Mrs Kwan Lui and at-sunrice team of chefs.

Jointly organised by



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Partners



Official Potato



Official Crystal Glassware



Official Raisins



Official Beer



Official Knife



Official Juices



Official Coffee



Official Blender



Official Gourmet Publication



Official Newspaper



Official Wine Consultants



Official Kitchen Designer Ware



Official Imaging Partner



Wine Partner for Dinner Theatre



Official Supplier for Chef's Apparel

Learn about the intricacies of using olive oil in gourmet cuisine with the **Dandaragan Estate Olive Oil Workshop**, with Special Guest Chef Simon Humble, Tuttu Béne, Melbourne, Australia as he shares the secrets of this liquid gold. Or, educate your palate and expand your knowledge of French cuisine as Special Guest Chefs Laurent Pagés and Patrick Terrien lead you, step-by-step through the basics of French gastronomy at the **French Gourmet Session by Le Cordon Bleu Paris**.

An Olive Oil Dinner presented by Dandaragan Estate featuring the cuisine of Simon Humble 7.00pm to 11.00pm, 23 April 2004

Held at The Sentosa Resort & Spa, this dinner event features an exclusive 5-course menu highlighting a variety of award winning olive oils. Presented by Dandaragan Estate, Australia's premium olive oil producer, participants will enjoy the cuisine of Special Guest Chef, Simon Humble as he highlights the aromatic flavours of exquisite olive oils in cuisine, and even dessert!

Best Served Cold – Revenge is a dish best served cold! An Interactive Murder Mystery Dinner Theatre 7.30pm to 10.30pm, 26 – 30 April 2004

A class act that promises to be a wonderful evening out: featuring a 4-course gourmet dinner paired with wines from Georges Duboeuf and an all star cast in a gripping yet deliciously funny Whodunnit Murder Mystery, the perfect accompaniment to dinner.

Joining local funnymen Hossan Leong and Kumar is Broadway star Leigh McDonald, Nathalie Ribbette, Timothy Ng and Paul Carr. So, will it be the TV cook, the fast-food magnate, the sexy Rival chef, the kitchen Assistant, or the Restaurant Critic? Guests will discover the motives of each of the characters dining along, as they mingle and speak about themselves. Solve the mystery and stand to win the prize of a Business Class return ticket on KLM to Jakarta.

Olive Oil Appreciation Class presented by Dandaragan Estate 3.00 to 5.00pm, 26 April 2004

Join Dandaragan Estate, Australia's leading and award winning olive oil producer and Simon Humble as they demystify the secrets of olive oil. Participants will have the opportunity to learn about the varieties of olives and their characteristics, managing the grove, harvesting and blending of varieties to produce a well-balanced olive oil. A tasting will follow, and all participants will have the opportunity to explore the complexities and overtones of this wonderful oil.

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Partners



The Singapore Cooking School
and Spice Garden
Official Venue Host for Culinary
Workshops



THE FULLERTON
SINGAPORE
Official Venue Host for The
Art of Discernment Dinner &
Evening Soiree



Official Venue Host for WGS
Press Conference, Gala Dinner
& Dinner Theatre



FOUR SEASONS HOTEL
Singapore
Official Venue Host for
WGS Charity Dinner



THE RITZ-CARLTON
MILLENNIA SINGAPORE
Official Venue Host for
Awards of Excellence
Presentation & Opening
Reception



the
Regent
SINGAPORE
A FOUR SEASONS HOTEL
Official Venue Host
for Wine Masterclasses
& Le Cordon Bleu
Evening



THE SENTOSA
Singapore
A BEACONER HOTEL
Official Venue Host
for Duval-Leroy
Champagne Brunch &
Olive Oil Dinner



CONRAD
CENTENNIAL
SINGAPORE
Official Venue Host
for Gourmet Herbal
Dinner presented by
Eu Yan Sang



Official Venue
Host for Post-Gala
Dinner Party



A STAR ALLIANCE MEMBER



Eu Yan Sang Lifestyle Class – Fortify and Vitalise with Chinese Herbal Food

3.00pm to 5.00pm, 28 April 2004

For centuries, the Chinese have embraced the use of natural herbal remedies to supplement their bodies. Eu Yan Sang, synonymous with quality herbs, will present a concise talk on the many aspects of Chinese herbs, as well as share how herbs can provide alternative nutrients for our bodies to function at its peak.

Gourmet Herbal Dinner presented by Eu Yan Sang

7.00pm to 11.00pm, 29 April 2004
The unequalled pharmacopoeia of food remedies developed by the Chinese through five thousand years of recorded history will be a focal point at this Gourmet Herbal Dinner.

Premium herbal lifestyle partner Eu Yan Sang and the culinary team of the Conrad Centennial Singapore, will present an entire 5-course meal prepared with a treasure trove of traditional Chinese herbs. Featuring a dialogue between Western and Chinese Chefs, this specially crafted menu will showcase their modern interpretations of cuisine, with the aim of creating harmony through the rebalance of the “Ying” and “Yang” elements.

American Express Cardmembers can enjoy priority bookings and up to 20% savings off the published price at WGS “A Theatre of Taste”

The World Gourmet Summit is jointly organised by the Singapore Tourism Board (STB) and Peter Knipp Holdings (PKH) and proudly presented by **American Express**. WGS is an exclusive platform that showcases the vibrancy of Singapore’s epicurean culture and lifestyle. The WGS highlights the concept of gastro-tourism, positioning Singapore as a world class culinary destination.

A full list of events, masterchefs, wineries and hosting establishments can be found online at www.worldgourmetsummit.com

For reservations and enquiries, call our hotline at **(65) 6270 1254** or fax at **(65) 6270 1763** | Email: info@worldgourmetsummit.com

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