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New Personalities, New Programmes at the World Gourmet Summit 2007 Fine Cuisine | Great Wines | Unique Dining

From 9 to 28 April, all eyes will be trained on Singapore as master culinarians and winemakers make their way here to present the annual gastronomic affair – the World Gourmet Summit, co-organised by Peter Knipp Holdings and the Singapore Tourism Board and presented by American Express.

On the Event...

Now into its 11th year, the World Gourmet Summit is an annual celebration of the best of the culinary scene. Aply held in Singapore, which is a destination offering the well-heeled defining lifestyle experiences, the Summit has grown from strength to strength. Showcasing an epicurean three-week calendar boasting 70 activities, the World Gourmet Summit will attract connoisseurs in Singapore, from the region and even further afield such as Europe and North America.

Dr Chan Tat Hon, Assistant Chief Executive (Leisure), Singapore Tourism Board, said, "Over the years, the World Gourmet Summit has been able to attract visitors from the region to converge in Singapore to celebrate the fine cuisine and unique experiences served up by an impressive line-up of first-rate chefs and culinary personalities. On the average, one in five diners at the World Gourmet Summit 2006 was a foreign visitor, with the majority coming from Malaysia, France, Australia, Philippines, India and Indonesia."

"Aligned with our vision of attracting 17 million visitors and recording S\$30 billion in tourism receipts annually by the year 2015, STB is focusing its efforts to strengthen Singapore's position as the leading destination for our various key customer segments, the premium visitor being one of them. The World Gourmet Summit profiles Singapore as an exclusive lifestyle destination, advancing our standing with the well-heeled seeking distinctive experiences. While in Singapore, visitors to the Summit can also enjoy other world-class lifestyle highlights this premium March and April season such as the Singapore Fashion Festival, Mosaic Music Festival, the second run of Phantom of the Opera, art auctions and exhibitions as well as other luxury service arrangements," he continued.

On the Chefs...

Boasting one of the strongest line-up of chefs ever who embrace gastronomy from the abstract to the traditional, Peter Knipp, co-organiser of the summit had this to say, "We have the classically trained chefs and the contemporary-experimental chefs. World Gourmet Summit could be said to be at the new peak of gastronomy!"

One Iconic Chef – these are iconic masters with three Michelin-stars, **ten Masterchefs** and **seven Guest Chefs** are expected to congregate in Singapore. They span from America, Europe, Asia and Australia, each accomplished culinary masters in their own right.



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with Kevin Brauch

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After a year's hiatus, the highly celebrated **Le Cordon Bleu** chefs return to create a dinner in the image of one of the culinary field's most respected chef, Auguste Escoffier, dubbed *The Chef of Kings and the King of Chefs*. It is held that this is one dinner that will satisfy even the most discerning of foodies.

All the activities of the summit are conducted in **ten of Singapore's top hosting establishments** as they come together for the conviviality, celebrating world gastronomy:

On the Wines...

For wine-lovers, there will be no less than six internationally-renowned wineries. Each winery will bring at least two decades of their premium pours to be tasted at the wine masterclasses. An accompanying vintner dinner will follow, pitting the culinary ingenuity of the visiting masterchefs against the wineries' selection in a wine-paired dinner.

On the Personalities...

Master of wine and the most notable wine-guru of our time – **Serena Sutcliffe**, head of Sotheby's International Wine Department will also grace the Summit and lead a special session that deconstructs the most popular grape varieties, the cabernet sauvignon, from around the world. This will be conducted at the Grand Hyatt Singapore.

Bobby Chinn, chef-restaurateur and host of new television series World Café Asia on Discovery Travel & Living (DTL) will be in town to host an evening of his signature cuisines and share his culinary treks around the region.

Kevin Brauch, the inebriated albeit highly entertaining host of The Thirsty Traveller on DTL will create a special dinner featuring vodka and martini that will surely lift the spirits.

Keith Floyd, a presenter of 19 worldwide TV series on food and author of over 25 best-selling books, is the first person to combine food, travel and his unique brand of humour for presentation on TV. He will be hosting a dinner at the Grand Hyatt Singapore featuring cuisines from his cookbook.

Events Not to be Missed...

Other noteworthy activities include **a sensual reception that is presented by The Macallan**, touted as the world's best single malt whisky. It will be held at the Shangri-La Hotel Singapore and the popular **gourmet safaris** at new locations with a twist – along the Singapore River and at the Night Safari!

"We've had overwhelming responses for our safaris. We will definitely be having more of them this year and they will be completely different from the past safaris. This is one event you don't want to miss!" Knipp revealed.

Mr Atul Mathur, Senior Vice President and General Manager, ASEAN and South Asia, American Express International Inc said: "We recognise that our Cardmembers appreciate the finer things in life, which is why we continually seek ways to bring signature events, like the World Gourmet Summit, and exclusive dining and lifestyle experiences designed with them in mind. Our message to lovers of fine food everywhere is come and enjoy the best dining the world and Singapore has to offer."

The **partner restaurants** are also back with **14 leading restaurants** running special promotions and activities.

For more information on the personalities and participating establishment, please see accompanying fact-sheets. Please also visit www.worldgourmetsummit.com for updates.

Hospitality Partners



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Official Venue Host
An Evening with
Bobby Chinn



Official Venue Host
Uncorking Keith Floyd, Wine
Workshop with Serena
Sutcliffe & The Macallan Fine
& Rare Tasting



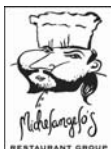
Official Venue Host
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Official Venue Host
After-Dinner Party



Official Venue Host
A Taste of Luxury from
the Old World & New World



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Official Venue Host
An Escoffier Dinner



Official Venue Host
Meet the Stars Reception
& A Sense of Indulgence



Official Venue Host
Gourmet Barbecue with
Paulaner Beer



Official Venue Host
WGS Awards Luncheon
& In Good Spirits with
Kevin Brauch



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Official Venue Host
An Evening with Jerome Leung
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Wine Partners



Official Wine Partner
An Evening with
Bobby Chinn



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Meet the Stars Reception &
Uncorking Keith Floyd



Official Wine Partner
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Official Wine Partner
The Ginseng Banquet &
An Evening with Bobby Chinn



Official Wine Partner
An Escoffier Dinner, WGS Awards Luncheon &
A Taste of Luxury from the Old World & New World

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WORLD GOURMET SUMMIT

www.worldgourmetsummit.com

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

SINGAPORE TOURISM BOARD

visitsingapore.com

The Singapore Tourism Board (STB) is an economic development agency for one of Singapore's key service sectors - tourism. The mission of the Board is to develop and champion tourism, so as to build the sector into a key driver of economic growth for Singapore.

With its strategic tourism units covering the key purposes of visit by tourists, the STB will work towards revitalising traditional segments ranging from sightseeing and attractions to business travel, as well as actively tap into emerging segments such as healthcare and education services.

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