

FOR IMMEDIATE RELEASE

World Gourmet Summit 2008

Fine Cuisine, Great Wines, Unique Dining



SAVOUR ONLY THE FINEST

Singapore, 7 April 2008 – Food connoisseurs will have even more to look forward to at the World Gourmet Summit 2008. Joining this year’s Michelin star-studded line-up of chefs are Marco Sacco (2 Michelin stars), known for his masterful treatment of traditional Italian cuisine prepared with ultra-modern concepts and techniques, Vincent Pouessel (1 Michelin star) who goes back to basics using only the freshest ingredients, and Shanghai-based Eric Johnson acclaimed for his delicate preparation of foie gras.

Co-organised by Peter Knipp Holdings and the Singapore Tourism Board, and presented by American Express, the 12th World Gourmet Summit (WGS) kicks off today in sumptuous style. From **7 to 26 April 2008**, there will be over 70 multi-sensorial events to titillate sophisticated taste buds.

Over the next three weeks, a brilliant constellation of 15 Michelin starred chefs, three Guest Chefs and four celebrities will converge in Singapore. The World Gourmet Summit will see its first female Iconic Chef **Anne-Sophie Pic** as well as celebrities including **Curtis Stone**, the sizzling-hot star of Discovery Travel & Living’s *Take Home Chef*, and *Globe Trekker* travelogue host and adrenaline junkie **Ian Wright**.

“The World Gourmet Summit is an exclusive platform that showcases the vibrancy of Singapore’s epicurean culture and lifestyle, and positions Singapore as the premier gourmet capital of Asia.” said Mr Andrew Phua, Director of Cluster Development, Tourism Shopping and Dining at the Singapore Tourism Board, elaborating that over 10 per cent of total visitor expenditure or S\$1.1 billion was spent on food and beverage in 2006. “The response to the Summit this year has been good with a high take-up rate across the various events. We hope that discerning gourmet enthusiasts who travel to Singapore during this period to wine and dine will also experience the other luxury lifestyle events and products that Singapore offers.”

“WGS is an excellent lifestyle feast for Singapore’s gourmet and wine lovers. The event fits well with Singapore’s aspiration to become the region’s lifestyle hub and American Express is delighted to have been sponsoring it for a milestone 5 years. Our customers love the total experience - gourmet food, fine wine and a vibrant ambience,” said Shailesh Baidwan, Vice President, Card and Lending, American Express International Inc.

Mr Peter A Knipp, Chief Executive Officer, Peter Knipp Holdings Pte Ltd said, “There is a growing trend of gastro-tourism today. As Asia becomes more affluent, people seek more unique dining experiences and are willing to travel for it. The gastronomic scene in Singapore has certainly evolved over the years and we are proud to play an important role in this area. This year for instance, we have 23 restaurant partners, a two-fold increase from 2006 when we first introduced the Partner Restaurants programme.”

He added: “While the World Gourmet Summit is indeed a celebration of gastronomic excellence, we also continue to deepen our commitment to elevate the level of professionalism in the Food and Beverage industry with the **Awards of Excellence** ceremony, as well as a new series of industry-targeted events such as the **WDA F&B Workshop ‘Investing in Training – A Necessary Expense?’**, **WDA Symposium** and the **Food for Thought** round-table discussion involving prominent industry figures, Le Cordon Bleu, SPRING Singapore and selected educational bodies.”

Marking its 12th year, the World Gourmet Summit 2008 takes diners on a one-of-a-kind gastronomical adventure featuring the finest pleasures in life.

Also featuring...

Fine wines and winning wineries...

For appreciators of fine wines, the **first-growth wine dinners and masterclasses** features the estates of Alvaro Palacios, Dominio de Pingus, and Vega Sicilia from Spain. There are also the **vintner dinners** that follow a wine masterclass with vintages from Château de Beaucastel and Château Smith-Haut-Lafitte with cuisine paired by some of the visiting masterchefs.

Key Events...

The highly anticipated and ever popular **Sentosa Safaris** and **Wildlife Safaris** are back as guests literally embark on a gastronomical journey visiting three different locations for a night of extravagant dining filled with fun and adventure.

For aspiring chefs, the many **culinary masterclasses** and **workshops** offered are not to be missed. Other special events to look out for include the **Truffle Dinner** with renowned French truffle expert Pierre-Jean Pebeyre, as well as **A Taste of the Highlands**, showcasing for the first time, Highland Park’s 40-year-old whisky.

With 23 of the leading local restaurants presenting special promotions and activities from premium virgin olive oil from Italy to an in depth culinary class with an abalone specialist, the **partner restaurants** promotions are bound to impress and delight any discerning food connoisseur.

World Gourmet Summit Retail Experience ...

With the growing affluence of local and regional consumers, the **World Gourmet Summit Retail Experience** has been introduced to serve as an easy reference guide for consumers looking for premium products and services for their special gourmet dining needs. Replete with recipe highlights, the booklet features gourmet retail partners such as **Greengrocer.com.sg**, **Culina**, **Swiss Butchery**, **L’Organic**, **SuperNature** and **Razorsharp**.

For more information on the personalities and participating establishments, please refer to the accompanying fact-sheets.

Please also bookmark www.worldgourmetsummit.com for updates.

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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.

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SINGAPORE TOURISM BOARD

www.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. The STB aims to differentiate and market Singapore as a must-visit destination offering enriching experiences through the “Uniquely Singapore” brand.

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