



PRESS RELEASE

World Gourmet Summit 2010
11 – 25 April 2010

British Wine Celebrity, Oz Clarke, Brings His Expertise to the Grandeur Of Wine at the World Gourmet Summit, Singapore

Singapore, 8 April 2010: Award-winning British wine writer and famous TV personality Oz Clarke will be gracing the 2010 World Gourmet Summit's Grandeur Of Wine event, and hosting a celebrity dinner during his visit to Singapore from 16 to 19 April 2010 as part of BBC Lifestyle's involvement as the event's official lifestyle channel.

Attending the World Gourmet Summit for the first time, Oz Clarke is the star of BBC Lifestyle's *Oz & James Drink to Britain* (for which he was awarded the International Wine Challenge Personality of the Year Award 2009), and *Oz & James Big Wine Adventure*, which he hosts with *Top Gear's* James May.

He is also one of the world's leading wine experts, whose formidable reputation is based on his extensive wine knowledge and accessible, no-nonsense approach. An award-winning writer, he has won all the major wine writing awards both in the United Kingdom and the United States, and written numerous award-winning and best-selling books about wine.

Cuisine & Wine Asia's contributing wine editor and Master of Wine, Lisa Perrotti-Brown expresses her excitement at Clarke's visit, "I am extremely excited to learn of Oz Clarke's participation at the World Gourmet Summit's Grandeur Of Wine weekend. I own a lot of his books because I enjoy his style of writing, which is casual yet detailed and informative. He revealed his wonderfully entertaining sense of humour in the BBC Lifestyle TV series, *Oz and James' Big Wine Adventure*, when he and side-kick, James May, got up to a lot of mischief in the wine regions of France and then California. In many ways, Clarke epitomises what we're looking to achieve with the Grandeur Of Wine, being serious about wine while being seriously fun!"

"As the official lifestyle channel of this year's World Gourmet Summit, we are very excited to be part of this landmark gourmet event in Singapore. Both *Oz and James' Great Wine Adventures* and *Oz and James' Drink to Britain* have been very popular with BBC Lifestyle's viewers in Asia. Having Oz Clarke in Singapore for the World Gourmet Summit will be a real treat for our viewers and wine buffs," said Mark Whitehead, senior vice president and general manager, BBC Worldwide Channels Asia.

Oz Clarke will be gracing the Grandeur Of Wine opening in Singapore on 16 April. The next day, he will be offering his personal insights at the wine tasting sessions where he will join

the Grand Jury Européen, a panel of the most highly respected European wine critics and tasters, as they savour 2005 Bordeaux and 2004 Barolo vintages. On 18 April, Clarke will appear as a special guest at the fine wine exhibition in a wine masterclass: *A Taste of Bordeaux*.

Clarke joins other notable wine personalities such as François Mauss, founder of the Grand Jury Européen, Bob Campbell and Jeremy Oliver at this three-day programme of wine tastings and symposiums.

On 19 April, Clarke will dazzle guests at the celebrity dinner where he will entertain with wine-themed games and join those gathered as they feast on a delectable spread of fine cuisine prepared by Grand Copthorne Waterfront Hotel Singapore's banquet kitchen brigade paired with premium Marabino Sicily wines from Top Wines. Expect to be entertained and charmed by this charismatic wine guru as he brings his passion for all things red and white.

Celebrity Dinner with Oz Clarke

Date: Monday, 19 April 2010

Time: 7pm to 10pm

Venue: Grand Copthorne Waterfront Hotel Singapore

Price: S\$188

Ends/

Note to Editors/Journalists: Oz Clarke will be available for scheduled media interviews during his stay in Singapore.

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About the Grandeur Of Wine (16 – 18 April 2010)

Wine lovers are in for a grand treat at the World Gourmet Summit 2010, with the debut of the Grandeur Of Wine, a three-day programme of wine tastings and symposiums.

Showcasing some of the best wines from around the world, the Grandeur of Wine will inaugurate with an opening gala reception on 16 April where guests can sample wines from around the world while mingling with notable World Gourmet Summit and trade personalities. On the following day, the Grand Jury Européen, consisting of a panel of 14 of the most highly respected European wine critics and tasters will lead two wine tasting sessions, one in the morning, devoted to 2005 Bordeaux labels, and the second in the afternoon, concentrating on the great 2004 vintage of Barolo. The evening will conclude with a gala dinner for 120 guests who will join gastronomic professionals and local talent in a banquet of exquisite cuisine paired with the finest wines. On 18 April, an upmarket wine fair will feature over 200 wine labels from the world's leading wine-producing countries, as well as wine masterclasses, seminars and open demonstrations.

Grandeur Of Wine Opening Ceremony

Date: Friday, 16 April 2010
Time: 6pm to 9pm
Venue: Hilton Singapore
Price: S\$125

Grand Jury Européen Tasting

Date: Saturday, 17 April 2010
Time:
9.30am to 12.30pm Session 1: Tasting of 2005 Bordeaux
2.30pm to 5pm Session 2: Tasting of 2004 Barolo
Venue: Hilton Singapore
Price: S\$350

Grandeur Of Wine, Gala Dinner

Date: Saturday, 17 April 2010
Time: 7pm to 11pm
Venue: Ritz-Carlton Millenia, Singapore
Price: \$428

Grandeur Of Wine – Fine Wine Exhibition

Date: Sunday, 18 April 2010
Time: 11am to 5pm
Venue: Hilton Singapore, Ballroom
Price: S\$58

*All prices listed above are subjected to GST & Tax.

Online bookings for the various events opened to the public on 8 March 2010.

Citibank card holders will be entitled to up to 15 percent discount.

Information is subject to change. Please visit www.worldgourmetsummit.com for updates. For more information on the Grandeur Of Wine, please visit www.grandeurofwine.com.

Background

World Gourmet Summit

The World Gourmet Summit is an international gastronomic extravaganza organised by Peter Knipp Holdings Pte Ltd (PKH) and supported by the Singapore Tourism Board (STB). The World Gourmet Summit celebrates its 14th instalment in 2010.

An annual epicurean festival that showcases the intricate craftsmanship of prestigious chefs; it is also an exposition of the internationally acclaimed vintners. Encompassing a series of dazzling events like the vintner dinners and celebrity dinners, it is a gourmet spectacular specially crafted for the discerning individuals who appreciate fine wines and gourmet cuisine.

World Gourmet Summit Awards Of Excellence 2010

In April 2010, the World Gourmet Summit (WGS) Awards Of Excellence (AOE) looks forward to celebrating its tenth year since its inception in 2001. Over the decade, more than a hundred of the best food and beverage (F&B) industry partners have been recognised for their efforts in bringing the gastronomic scene in Singapore to the next level.

“I cannot stress more that the demand for skilled F&B professionals is at its peak. Now, more than ever, this industry requires passionate, driven and competent individuals to spearhead its advancement and I am positive that new benchmarks of excellence will be set during this time of increased competition among industry players,” said Peter A Knipp, CEO.

Lauded as the only national accolade which recognises the excellence of F&B professionals and establishments, the WGS Awards Of Excellence has scaled over the years from its initial 13 awards to its current 27 awards and six scholarships.

Hall Of Fame (<http://hof.wgsawards.com>)

Established in 2009 to applaud the continuing efforts of industry players who consistently shine to the fullest and have played an integral part in shaping the outstanding culinary scene in Singapore, the Hall Of Fame honours F&B professionals and establishments who have received an award at least three times in the same category.

The pioneer cohort includes nine recipients — comprising celebrated and established chefs, sommeliers, restaurants and an institute. Soon to join the ranks, we also anticipate the consortion of the fourth chef inductee in 2010 — Chef Eric Teo, for being the recipient of Executive Chef of the Year Presented by Tabasco for 2006, 2008 and 2009.

WGS Awards Of Excellence Ceremony

Peter Knipp Holdings Pte Ltd (PKH), together with Singapore Tourism Board (STB), and partners will witness 27 awards and six scholarships to be presented during the awards ceremony on 10 April 2010.

High-res images of the 2009 award winners are available at:
http://www.wgsawards.com/aoe2010/pressroom_photogallery.php

For more information, refer to
www.wgsawards.com/aoe2010/awards.php

Organised by Peter Knipp Holdings Pte Ltd (PKH) and supported by Singapore Tourism Board (STB)

Peter Knipp Holdings Pte Ltd (PKH) is a company born out of one man's deep desire to channel 25 years' worth of Food and Beverage knowledge towards building a complete one-stop solution centre for all food, beverage and hospitality concept needs. With a dedicated team of industry specialist supporting him, Peter A Knipp set out in 1996 to establish his company as a leading F&B consultancy in the region and has since worked with some of the world's top companies to generate creative concepts like no other.

Singapore Tourism Board (STB)

The Singapore Tourism Board (STB) is a leading economic development agency in tourism, one of Singapore's key service sectors. Known for partnership, innovation and excellence, the Board champions tourism and builds it into a key economic driver for Singapore. Singapore Tourism Board aims to differentiate and market Singapore as a must-visit destination offering enriching experiences through the "YourSingapore" brand. For more information, please visit www.stb.gov.sg.

BBC Lifestyle, the wholly-owned channel from BBC Worldwide, is an inimitable destination offering inspiration for home, family and life. BBC Lifestyle dishes up six key programming strands to entertain, engage and inspire viewers - **Food:** Serving up the best food and cookery shows with world-famous chefs promising enticing gastronomic journeys around the world. **Home & Design:** Expert advice and insider design knowledge to help viewers transform houses into perfect homes. **Fashion & Style:** Dramatic transformations are achieved with honest, practical advice and fashion tips from some of the world's top style gurus. **Health:** Programming to help improve life through diet, nutrition and health advice. **Parenting:** Child psychologists and advisors are on hand to help with busy or stressful family life. **Personal Development:** Guidance on how to enrich mental wellbeing and achieve inspiration in all aspects of life.

For additional information, visit www.bbclifestyle.com.

BBC Lifestyle is available on Starhub Cable Channel 432.