



PRESS RELEASE

World Gourmet Summit 2010
11 – 25 April 2010

**The Eu Yan Sang Epicurean Experience -
An Infusion of Quality Herbs Into Japanese Style Cuisine
At the World Gourmet Summit on 21 April 2010**

Singapore, **6 April 2010**: Singapore's trusted brand for quality herbs, Eu Yan Sang continues to intrigue gourmards with a special dinner at the World Gourmet Summit on 21 April, at Capella Singapore on Sentosa Island. Featuring a six-course meal by chef-owner Ronnie Chia of Tatsuya Japanese Restaurant, a highly-acclaimed dining establishment in Singapore and Executive Chef Jakob Esko of Capella Singapore, the unique Japanese-style cuisine presented at this dinner will incorporate quality Eu Yan Sang herbs, and is paired with premium vintages from Grand Vin for a truly sensational epicurean experience.

In showcasing a creative way of incorporating its premium herbs, Eu Yan Sang aims to indulge diners with a surprising twist, by demonstrating how herbs can be used with everyday cooking. The nourishing benefits of these herbs add to the enjoyment of the meal, as one can relish good food knowing that it will be good for health.

"The World Gourmet Summit showcases the finest cuisine around the world and plays an instrumental role in bringing together various cultures through culinary delights. We have worked with various culinary maestros and have successfully demonstrated that Chinese herbs can go very well with different cuisines featuring east-west fusion and seafood menus. This year, we are pairing the herbs with Japanese cuisine and the result is truly sensational", says Richard Eu, Group CEO of Eu Yan Sang International Ltd.

Organised By:

PETER KNIPP
holdings pte ltd

Supported By:



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The six-course menu will feature the cuisine of Chef Ronnie Chia, renowned for his excellent Japanese-style creations. Take delight in the Chef's exquisite cuisine that includes the *Soup of Double-boiled Tuna Belly with Tofu, infused with mitsuba, Solomon's seal, ophiopogon, lily bulb, poria, galanga Chinese wolfberries & American ginseng*; and the *Cod fish marinated with Sake, featuring seven spice, bonito stock and tangerine peel*, with the appetiser and dessert courses prepared by Chef Jakob Esko and his culinary team. In keeping to the Japanese themed menu, Chef Jakob Esko and his culinary team will compliment with the appetizer and dessert dishes - both adopting Japanese touches in the form of the Japanese Style *Cheesecake dessert, prepared with Chrysanthemum Jelly & Hawthorn Raspberry Sorbet*.

For more information on the various herbs used, and their benefits, please refer to Annex A.

Chef Ronnie Chia

The World Gourmet Summit Awards Of Excellence Asian Ethnic Chef of the Year for two years running in 2007 and 2008, Chef Ronnie Chia is the epitome of excellence in Japanese cuisine. Widely recognised and regarded as one of the best Japanese chefs in Singapore, one mention of his name immediately evokes the wondrous cuisines of the land of the rising sun. With nearly three decades of experience, Chef Chia executes his continuing vision of providing diners with high quality traditional Japanese cuisine. Dine at his award-winning Tatsuya Japanese Restaurant to fully comprehend the culinary ingenuity of this gourmet maestro.

Chef Jakob Esko

Executive chef of Capella Singapore, Jakob Esko has seen the world and has brought his experiences from Michelin-starred restaurants to Singapore's Lion City. When asked what he hopes to achieve in Singapore, he says "I strongly believe that what sets Capella Singapore apart would be our ability to create highly personalised experiences for each one of our guests."

Eu Yan Sang Dinner Featuring Cuisines Of Ronnie Chia & Jakob Esko & The Wines From Grand Vin

Date: 21 April 2010, Wednesday

Time: 7pm to 11pm

Venue: Capella Singapore, Grand Ballroom

Price: S\$228+

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**Eu Yan Sang Dinner Featuring Cuisines of Ronnie Chia & Jakob Esko
& The Wines from Grand Vin**

APERITIF

2007 Légende, Bordeaux Blanc

MENU

The Cuisine of Chef Jakob Esko

Foie Gras layered with Pork Belly, Caramelized Plum & Tangerine Peel
Paired with *Chef Ronnie Chia's Home-made Plum Wine*
with Soda, Honey Vinegar & Chinese Wolfberry

The Cuisine of Chef Ronnie Chia

Soup of Double-Boiled Tuna Belly with Tofu
Infused with Mitsuba, Solomon's Seal, Ophiopogon, Lily Bulb, Poria, Galangal,
Chinese Wolfberries & American Ginseng
2007 Château d'Aussieres (Lafite) Blanc

Cod Fish Marinated with Sake

Seven Spice, Bonito Stock, Tangerine Peel
Cod Fish with Teriyaki Sauce

Japanese Cucumber, Bean Paste with Wasabi & Leaf-Bearing Shoot
2006 Domaine Schlumberger, Les Prince Abbes Riesling

Australian Beef in Sesame-Ginger Sauce

Aubergine, Potato, Bamboo Shoot, Tomato, Lyophilum, Solomon's Seal,
Chinese Wolfberry, Potato Salad with Cherry Blossom Leaves
2006 Château La Fleur St George

Glutinous Rice with Shitake Mushrooms Boiled in Ganoderma and Galangal
Lily Bulb and Honey Rock Sugar Omelette
Pickled Burdock, Turnip Greens & Baker's Garlic
2008 Château d'Aussieres (Lafite) Rouge
2005 E.Guigal, Côtes du Rhône Rouge

The Cuisine of Chef Adam Thomas

Japanese Style Cheesecake
With Chrysanthemum Jelly & Hawthorn Raspberry Sorbet

Coffee & Tea

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Annex A

About Chinese Herbs

American Ginseng, *Huaqishen* (花旗参)

Cool. Influences the heart, kidney and lung channels. Replenishes fluids, tonifies Yin and Qi, clears heat and restores energy.

Coix Barley, *Yiyiren* (薏苡仁)

Cool. Influences the spleen, lung and kidney channels. Leaches out dampness, strengthens the spleen, clears the heat and expels pus. Commonly used to treat diarrhoea, urinary difficulty, joint pain and warts.

Chrysanthemum, *Juhua* (菊花)

Cool. Influences the liver and lung channels. Expels wind, clears the eyes and disperse wind-heat.

Ganoderma Mushroom, *Lingzhi* (灵芝)

Neutral. Influences the heart, lung, liver and kidney channels. Replenishes qi, eases the mind, relieves cough and asthma, and boosts immunity.

Galangal, *Gaoliangjiang* (高良姜)

Hot. Influences the Spleen and Stomach channels. Warms the middle warmer, alleviates epigastric or abdominal pain, vomiting, diarrhea, hiccups due to cold in the middle warmer.

Lily Bulb, *Baihe* (百合)

Cool. Influences the heart and lung channels. Stops cough and settles the mind.

Ophiopogon, *Mai Men Dong* (麦门冬)

Cold. Influences the heart, lung and stomach channels. Generates fluid, aguments the Yin, settles the mind and moistens the intestines.

Poria, *Fuling* (茯苓)

Neutral. Influences the heart, spleen and lungs channels. Purges dampness, improves digestion, transforms phlegm and settles the mind.

Solomon's Seal, *Yuzhu* (玉竹)

Cool. Influences the lung and stomach channels. Nourishes Yin, prevents internal dryness, expels wind and softens the sinews.

Tangerine Peel, *Chenpi* (陈皮)

Warm. Influences the lung, spleen and stomach channels. Improves digestion, unblocks the diaphragm, dries dampness and prevents stagnation.

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Annex B

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.

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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

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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 (F&B) 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 "Your Singapore" brand. For more information, please visit www.stb.gov.sg.

Eu Yan Sang International

Listed on the Singapore Exchange, Eu Yan Sang International Limited is a progressive, consumer healthcare company with its strong foundation in Traditional Chinese Medicine. Today, the company manufactures and markets fine quality Chinese herbs, medicines, health foods and supplements under its brand name "Eu Yan Sang".

A household name in Asia for over 130 years, Eu Yan Sang has since earned a reputation as the leader in traditional Chinese medicine industry. With its mission, "Caring for Mankind", Eu Yan Sang dedicates its business to offer the best natural healthcare products and services by combining nature, tradition and science to help its customers realise good life-long health.

Capella Singapore

Located on Singapore's premier resort destination, Sentosa Island, Capella Singapore offers an inspiring natural setting while providing easy access to Singapore's financial and shopping districts. The flagship property for Capella Hotels and Resorts in Asia promises the ultimate in personalized service and represents a new standard of luxury in Asia, combining the best of old and new Singapore. Capella Singapore offers the most spacious accommodations in Singapore. The 112 guestrooms include two Colonial Manors, villas that feature private plunge pools and outdoor bathtubs, suites and premier rooms. In addition, Capella Singapore will offer the opportunity for extended stays with full access to the hotel's facilities via The Club at Capella Singapore. These long stay offerings will include 72 sea-facing suites and duplexes and 9 manors with private pools. For more information or to plan an event at Capella Singapore, please visit www.capellasingapore.com.

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