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PRESS RELEASE

World Gourmet Summit 2010

MEET THE WORLD GOURMET SUMMIT'S CONSTELLATION OF STARS 11 – 25 April 2010

Singapore, **11 March 2010**: The much anticipated mega culinary event of the year, the World Gourmet Summit, celebrates its 14th instalment from 11 to 25 April 2010. Organised by Peter Knipp Holdings Pte Ltd (PKH) and supported by Singapore Tourism Board (STB), the World Gourmet Summit 2010 is presented by Citibank.

"This year's World Gourmet Summit is going to be more exciting than ever before. Guests can look forward to sampling the finest cuisine by the world's leading chefs and engaging with them at the chef's table luncheons and culinary masterclasses. There is also the inaugural kitchen party where guests can get up close and personal with the chefs, winemakers and personalities for a fun-filled after-dinner party. Among the new events to look forward to include the Grandeur Of Wines, a three-day celebration of fine wines from around the world. The Grand Jury Européen, a panel of 13 esteemed wine authorities, makes its debut in Asia for the first time in such a large scale at the Grandeur Of Wines, where they will be conducting a blind wine tasting of the 2005 Bordeaux Vintage and 2004 Italy Vintage. The Grandeur of Wines will also feature a gala dinner and wine fair. Other new events to look forward to this year are the gourmet golf experience, which combines this well-loved sport with fine food and wines; and the chocolate dinner", says Peter A Knipp, CEO.

Citibank returns as the presenting partner for the World Gourmet Summit for the second consecutive year.

Han Kwee Juan, managing director and head of credit payment products at Citibank Singapore Ltd says, "Citibank is delighted to continue our commitment as presenting partner for the World Gourmet Summit 2010. At Citibank, we are committed to providing value for our cardmembers through our credit cards dining privileges programme Citibank Gourmet Pleasures, which guarantees unrivalled dining deals at more than 1,000 locations."

"The World Gourmet Summit is one of the most eagerly anticipated events in Singapore's lifestyle dining calendar, truly celebrating the finest cuisines, and diverse tastes and food cultures around the world. It is a natural extension of Citibank's efforts to offer the country's widest dining merchant selection, the best dining experiences and the latest gourmet trends. This year's event is set to be even more exciting than before, and we expect to see overwhelming response not just from Singapore and the region, but also from around the world. In fact, we are extending this landmark event to many of our customers and journalists from overseas so that they too, will be able to experience this unique gourmet celebration first-hand," adds Han Kwee Juan.

"Singapore's culinary scene has evolved immensely in recent years and the World Gourmet Summit has undoubtedly played a strong contributing role to this change by being both a mirror and a catalyst. Aside from reflecting market needs, the World Gourmet Summit has also constantly pushed the boundaries through bold and innovative programming. This year, the World Gourmet Summit will feature an entire event dedicated to premium fine wines from around the world, complementing the gourmet cuisine offered at the summit, and positioning Singapore as a wine hub of South East Asia. We hope that audiences, both local and from overseas, will savour these fine offerings and immerse in the Singapore's richly flavoured culinary scene that takes inspiration from the city's culture and heritage," says Andrew Phua, STB's director for Tourism Shopping & Dining.

Meet the World Gourmet Summit's Constellation of Stars this year for a dazzling gourmet extravaganza. Hailing from the culinary capitals of the world, 2010's line-up of star-studded masterchefs include celebrity and two-Michelin-starred chef of the BBC TV series, *The Restaurant*, Raymond Blanc; two-Michelin-starred chefs Andrea Berton and Michel Rostang; one-Michelin-starred chefs Alex Chow, Dieter Kaufmann and David Thompson, Three Chef Hats Greg Doyle, assisted by Executive Chef Grant King, Two Chef Hats Ben Shewry, Chef Carles Mampel, Chef Hal Yamashita and Chef Vivek Singh. Special guest chefs include chefs Frédéric Bau, Gianluca Fusto and Loretta Fanella.

These international names in the gastronomy scene will be hosted by Singapore's top chefs, among them Chef Yong Bing Ngen from Majestic Restaurant, recipient of the World Gourmet Summit Awards Of Excellence 2009, S. Pellegrino Chef of the Year; and Pastry Chef Pang Kok Keong from Canele Pâtisserie Chocolaterie, who was awarded the PCB Pastry Chef of the Year in 2009. Chef Pang will also be participating in one of this year's debut event, the chocolate dinner.

A total of 63 sumptuous events will take place over the 15-day period with the participation of 25 partner restaurants and 13 hosting establishments. This is by far the most extensive line-up ever.

EVENT HIGHLIGHTS

World Gourmet Summit Awards Of Excellence Ceremony & Reception

Saturday, 10 April 2010

11am to 3pm

Venue: Grand Copthorne Waterfront Hotel Singapore

Industry Event

Celebrating its tenth year since its inception in 2001, the World Gourmet Summit Awards Of Excellence has been recognising the efforts of more than a hundred of the best food and beverage (F&B) industry partners to bring the gastronomic scene in Singapore to the next level. Applaud their efforts and share the joy of the crème de la crème in the F&B scene at the awards ceremony.

World Gourmet Summit Opening Reception

Sunday, 11 April 2010

6pm to 9pm

Venue: Mandarin Orchard Singapore

Slated to open the gastronomic event with a bang, the World Gourmet Summit (WGS) opening reception will showcase the delectable spread of cuisine prepared by hosting establishments of WGS which include the leading hotels and restaurants in Singapore. Other notable guests include WGS personalities, media and industry heavyweights, presenting a great opportunity for networking and finding out the latest happenings in the trade.

Culinary Masterclasses & Workshops

Monday to Friday, 12 to 23 April 2010

Culinary Masterclasses are priced at S\$68* per person and held at the Singapore Tourism Board:

One-Michelin-Starred Chef Dieter Kaufmann

Tuesday, 13 April

3pm to 5pm

Carles Mampel

Friday, 16 April

10am to 11.30am

Two Chefs Hats Chef Ben Shewry

Monday, 12 April

3pm to 4.30pm

Two-Michelin-Starred Chef Andrea Berton

Thursday, 22 April 2010

10am to 11.30am

Two-Michelin-Starred Chef Lai Yau Tim

Friday, 23 April 2010

10am to 11.30am

Culinary Workshops are priced at S\$140* per person and held at At-Sunrice GlobalChef Academy:

Chef Vivek Singh

Tuesday, 13 April

10am to 11.30am

One-Michelin-Starred Chef Alex Chow
Thursday, 15 April
10am to 11.30am

One-Michelin-Starred Chef David Thompson
Tuesday, 20 April
10am to 11.30am

Chef Hal Yamashita
Wednesday, 21 April
10am to 12pm

Culinary Experience at Miele – Up close & Personal are priced at S\$488* per person and held at Miele Show Kitchen:

Two-Michelin-Starred Chef Alfonso Iaccarino
Wednesday, 14 April
10am to 1pm

Three Chefs Hat Chef Greg Doyle
Monday, 19 April
10am to 1pm

Two-Michelin-Starred Chef Michel Rostang
Thursday, 22 April
10am to 1pm

They say those who can't, teach. But these chefs prove the old saying otherwise. Guests attending these masterclasses will be invited to share the secrets of creating world-class cuisine from some of the industry's most esteemed chefs. Expect to impress your guests at your next soiree after you have learnt from the best.

Chef's Table Luncheon (New)

Tuesday, 13 April
Chef's Table Luncheon with Chef Ben Shewry
12noon to 2pm
Venue: Tippling Club

Friday, 23 April 2010
Chef's Table Luncheon with Hal Yamashita (Sold Out)
12noon to 2pm
Venue: My Humble House

At the chef's table luncheon, diners will be able to taste specialties created by Two Chef Hats Chef Ben Shewry from Attica, Melbourne and Chef Hal Yamashita from his eponymous restaurant in Tokyo. The intimate session will allow for guests to mingle and exchange culinary ideas with the chefs. (S\$128* per person)

Rougié Foie Gras Dinner By Dieter Kaufmann With Wines From Weingut Egon Müller Scharzhof

Wednesday, 14 April 2010

7pm to 11pm

Venue: Les Amis

Showcasing his culinary prowess as well as the versatility of foie gras, one-Michelin-starred Chef Dieter Kaufmann will seduce your palate at the foie gras dinner with dishes paired with Egon Müller-Scharzhof wines for an evening of pure decadence. (S\$388* per person)

World Gourmet Summit Charity Dinner

Thursday, 15 April 2010

7pm to 11pm

Open to public

Venue: Shangri-La Hotel, Singapore

The World Gourmet Summit continues to serve up fine cuisine for a good cause at the annual charity dinner. This year, diners can look forward to nothing but the finest cuisine. This elegant evening is held in aid of Singapore's Community Chest to raise funds for the social service programmes run by the charities under its auspices. Guests can expect to leave the dinner feeling good both inside and out. Tickets are available to the public at S\$10,000 for tables for ten persons. For more information on the charity dinner, please contact:

Tricia Loh

Event Secretariat

Manager, Partnership Marketing, Community Chest

Tel: (65) 6210 2576 / Fax: (65) 6468 3410

E-mail: Tricia_Loh@ncss.gov.sg

Grandeur Of Wines (New)

Friday to Sunday, 16 April to 18 April 2010

Venue: Hilton Hotel Singapore (TBC)

Grandeur Of Wines is an inaugural three-day event celebrating fine wines from around the world. The opening gala reception on 16 April will be graced by notable WGS and trade personalities and the media. (6pm to 9pm, S\$125* per person)

On 17 April, a semi-blind wine tasting will be held during the Grand Jury Européen tasting event, where a panel of ten esteemed wine authorities, headed by founder Francois Mauss, will gather and classify the great vintages, including the 2005 Bordeaux Vintage and the 2004 Italy Vintage. (10am to 12.30pm, 2.30pm to 5pm, S\$350* per person)

The gala dinner held on the same night will seat up to 300 guests who will join gastronomic professionals and local talent to savour the finest wines paired with exquisite cuisine. Wine lovers may participate in this exclusive event at S\$428* per person. (7pm to 11pm)

The event will culminate with an upmarket wine fair. Held on 18 April, the fair will showcase over 150 wine labels by the world's leading wine producing countries. (S\$58 nett per person)

Norwegian Seafood Brunch Featuring Veuve Clicquot

Sunday, 18 April 2010

11am to 3pm

Venue: Capella Singapore

Featuring the cuisine of the finest talent from Singapore's leading hotels and restaurants in a casual yet sophisticated environment, guests can expect a delightful brunch with a premium bubbly in hand. Lift your mood as you sip on a free flow of champagne and sample the wide array of delectable dishes from the ten food stations by World Gourmet Summit partner restaurants while being entertained by a live band. (S\$168* per person)

Celebrity Dinner Featuring Cuisine of Chef Raymond Blanc

Monday, 20 April 2010

7pm to 11pm

Venue: To Be Confirmed

The celebrity dinners aim to feature international food and beverage (F&B) as well as lifestyle personalities. This year, guests can expect to be dazzled by the likes of celebrated chef and restaurateur Raymond Blanc, who fronts the BBC reality television series *The Restaurant*. Blanc owns a number of restaurants in the United Kingdom, including the renowned two-Michelin-starred Le Manoir Aux Quat' Saisons. (S\$188* per person)

Kitchen Party (New)

Monday, 19 April 2010

11pm to 2am

Venue: Bulthaup Showroom

This fun-filled event is held as a celebration and appreciation party for the participating chefs, winemakers, visiting personalities, venue and other event partners for World Gourmet Summit. Expect great food, fun and laughter with your favourite behind-the-scene culinary wizards together with invited guests and sponsor partners. (S\$155* per person)

Gourmet Golf Experience (New)

Tuesday, 20 April 2010

1pm to 9pm

Venue: Keppel Club

Presenting an epitome of affluence, the first ever gourmet golf experience combines enticing cuisine with the intense sport. Guests get to sample canapés and beverages prepared by a selection of hosting establishments during the 18-hole course game and a buffet dinner featuring live cooking stations after the game. The sumptuous spread will be paired with Castel wines. (S\$280* per person).

Eu Yan Sang Dinner Featuring the Cuisine of Chef Ronnie Chia of Tatsuya Japanese Restaurant

Wednesday, 21 April 2010

7pm to 11pm

Venue: Capella Singapore

Japanese food with Chinese herbs? Savour the intriguing pairing at this five-course dinner created by celebrated chef Ronnie Chia. Guests will be introduced to the different varieties of herbs Eu Yan Sang has to offer, followed by a demonstration on their daily usage. (S\$228* per person)

The Singapore Flyer Experience (Sold Out)

Thursday, 22 April 2010

6pm to 9pm

Venue: The Singapore Flyer

A new addition to the World Gourmet Summit event calendar, guests can expect to indulge in the magnificent view of Singapore's city centre while enjoying a sumptuous five-course dinner onboard the Singapore Flyer. (S\$199* per person)

Chocolate Dinner (New)

Friday, 23 April

7pm to 11pm

Venue: TBC

Celebrating the wonders of the cocoa bean, the chocolate dinner will definitely be an eye-opening event as master pâtissiers Gianluca Fusto, Frédéric Bau, Loretta Fanella team up with local pastry chefs Vincent Bourdin, Pang Kok Keong and Janice Wong to present a dinner featuring chocolate as the main ingredient. Guests will have the pleasure of enjoying the inspired creations from these world renowned chefs who will include an element of chocolate in each of the six savoury dishes they will be preparing. This will end with a sweet note – a speciality dessert of their creation. Indulge in your sweetest sinful desires at this chocolate dinner! (S\$188* per person)

Chocolate Workshop (New)

Saturday, 24 April

9.30am to 3.30pm

Venue: Singapore Tourism Board

At the chocolate workshop, guests can learn how to create chocolate-inspired pastries at the fascinating chocolate workshop as master pâtissiers Gianluca Fusto, Frédéric Bau, Loretta Fanella demonstrate their delicate skills at this sweet event. An educational session on the fine art of chocolate appreciation will also be hosted by Valrhona regional pastry consultant Vincent Bourdin for the sweet-toothed. (S\$68* per person)

Note : TBC – Venue to be confirmed

*** : All prices are subjected to prevailing 7 percent GST**

Chefs

With a star-studded line up of award winning masterchefs gracing the event, gourmands can experience all that the culinary world has to offer. From special dinners to culinary workshops, chefs are challenged to complement and explain flavours, while connoisseurs savour exquisite cuisines to their hearts' content.

Also, meet the partner restaurant chefs who helm the kitchens at the restaurant locales at each hosting establishments. Look out for the delightful week-long epicurean promotions, which sees hosting chefs collaborate with masterchefs to present a special menu for a limited time only.

For a list of participating masterchefs, hosting chefs and partner restaurant chefs, refer to Annex 1.

Establishments

The World Gourmet Summit 2010 celebrates the success of Singapore's finest restaurants and the magical creations of their executive chefs who will partner with visiting masterchefs and lead their team to whip up a gastronomic storm and delight the senses. Come dine with the stars and savour the finest flavours, all at the World Gourmet Summit 2010!

Wineries

A memorable dining experience must be accompanied with the finest produce from the vineyards. Distinguished estates from all over the world are invited to participate in this ten-day extravaganza, showcasing their gems at each winery dinners. Among them are Domaine Jacques-Frédéric Mugnier, Maison Paul Jaboulet Aîné, Château Le Tertre Rotebouef and Sassicaia, Tenuta San Guido.

Online bookings for the various events will be opened to the public on 8 March 2010. Citibank card holders will be entitled to up to 15 percent discount. For more information, please refer to www.worldgourmetsummit.com.

Masterchefs, Hosting Chefs & Partner Restaurant Chefs

Masterchefs

Two-Michelin-starred Chef Andrea Berton – Ristorante Trussardi Alla Scala, Italy

Two-Michelin-starred Chef Michel Rostang – Michel Rostang, Paris

Two-Michelin-starred Chef Lai Yau Tim – Tim’s Kitchen, Hong Kong

Two-Michelin-starred Chef Alfonso Iaccarino – Don Alfonso 1890, Italy

One-Michelin-starred Chef Dieter L Kaufmann – Zur Traube, Germany

One-Michelin-starred Chef Alex Chow – Kai Mayfair, UK London

One-Michelin-starred Chef David Thompson – Nahm, UK London

Three Chefs Hats Chef Greg Doyle & Chef Grant King – Pier Restaurant, Australia Sydney

Two Chefs Hats Chef Ben Shewry – Attica, Australia Melbourne

Pastry Chef Carles Mampel – Bubó, Spain Barcelona

Chef Hal Yamashita –Hal Yamashita, Japan Tokyo

Chef Vivek Singh – The Cinnamon Club, UK London

Special Guests Chefs

Three-Michelin-starred Chef Bruno Menard – Restaurant L’osier, Japan Tokyo

Chef Frédéric Bau

Chef Gianluca Fusto

Chef Loretta Fanella

Mixologist

Josh Begbie – Der Raum, Melbourne

Hosting chefs

Armin Leitgeb

Brian Cleere

Diego Martinelli

Frank Kilian

Frédéric Colin

Jason Dell

Lucas Spoel

Ryan Clift

Sam Leong

Vinod Kumar

Wolfgang Ranner

Yim Yiu Wing

Yong Bing Ngen

Partner Restaurant Chefs

Alexandre Lozachmeur

André Chiang

Carmine Esposito

Chan Chen Hei

Chintan Pandya
Chung Lap Fai
Ken Ling
Chung Yiu Ming
Damon Amos
Daniel Sia
Diego Chiarini
Francois Mermilliod
Janice Wong
Jean-Charles Dubois
Kevin Cherkas
Ku Keung
Lino Sauro
Michele Pavanello
Milind Sovani
Li Ngai Mun
Philippe Nouzillat
Roberto Galetti
Ronnie Chia
Yong Bing Ngen
Zeng Feng

Information is subject to change. Please refer to www.worldgourmetsummit.com for updates.

Annex 2

Hosting Establishments & Wineries

Hosting Establishments

Brasserie Les Saveurs, The St Regis Singapore
The China Club
Les Amis
Majestic Restaurant
mezza9, Grand Hyatt Singapore
My Humble House, Tung Lok Restaurants (2000) Ltd
Oscar's, Conrad Centennial Singapore
Pontini, Grand Copthorne Waterfront Hotel Singapore
Rang Mahal
The Lighthouse, The Fullerton Hotel Singapore
The Nautilus Project
Tippling Club
Victoria Bar, InterContinental Singapore

Partner Restaurants

2am: dessertbar
Absinthe
Au Petit Salut
BLU, Shangri-La Hotel, Singapore
Brasserie WOLF

Chef Chan's Restaurant
Chinois by Susur Lee
DOMVS, The Italian Restaurant, Sheraton Towers Singapore Hotel
Garibaldi Italian Restaurant & Bar
Gattopardo
Golden Peony, Conrad Centennial Singapore
Hua Ting, Orchard Hotel, Singapore
Jaan Par André, Swissôtel The Stamford, Singapore
JING
Li Bai Cantonese Restaurant, Sheraton Towers Singapore Hotel
OSO Ristorante
OTTO Ristorante
Si Chuan Dou Hua Restaurant, TOP of UOB Plaza
Tatsuya Japanese Restaurant
Tung Lok Classics
The French Kitchen
The Prime Society
The Song of India
The White Rabbit
Yantra

***Information is subject to change. Please visit
www.worldgourmetsummit.com for updates.***

Ends/

Media contacts:

Citrus Public Relations
Rachel Raeburn / Ian Grundy
rachel.raeburn@citrus-pr.com
ian.grundy@citrus-pr.com
Tel: +65 6736 4119
www.citrus-pr.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.

Awards 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

Organiser: 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.