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PRESS RELEASE

WORLD GOURMET SUMMIT 2010 INTRODUCES THE 'GRANDEUR OF WINE' A THREE-DAY WINE SYMPOSIUM 16–18 April 2010

Singapore, **16 March 2010**: Wine enthusiasts will be in for a grand treat at the World Gourmet Summit 2010, with the debut of the Grandeur Of Wine, proudly supported by Citibank and Singapore Tourism Board. This three-day wine symposium will henceforth become a regular event at this annual gastronomic extravaganza.

Celebrating the finest wines from around the world, the Grandeur Of Wines will inaugurate with an opening gala reception on 16 April, graced by notable World Gourmet Summit and trade personalities; two sessions of blind wine tasting by the Grand Jury Européen, a panel of 18 esteemed wine authorities and a gala dinner on 17 April. The gala dinner will seat up to 120 guests who will join gastronomic professionals and local talent to savour the finest wines paired with exquisite cuisine. The following day, an upmarket wine fair will feature over 150 wine labels from the world's leading wine-producing countries, as well as wine masterclasses, seminars and open demonstrations.

"To a gourmand, wines are a crucial part of the dining experience, complementing and enhancing the enjoyment of fine cuisine. We thought it appropriate and timely, especially given the flourishing regional wine industry to introduce the Grandeur Of Wines event, to take the appreciation and study of

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PETER KNIPP
holdings pte ltd

Supported By:



7 Jalan Kilang Fifth Floor Singapore 159407

Tel: (65) 6273 7707 Fax: (65) 6270 1763

For Reservation & Enquiries: (65) 6270 1254

Company Registration No: 199604103W

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wines to a whole new level. With this initiative, we hope to be able to contribute to the education of wines in Singapore, by making the finest quality of wines accessible and bringing the 'who's who' in the wine industry right to our doorstep", says Peter A Knipp, CEO, Peter Knipp Holdings Pte Ltd.

Blind Tasting by the Grand Jury Européen

The Grand Jury Européen, a panel of 14 esteemed wine authorities, led by founder François Mauss, will offer consumers an unprecedented experience with internationally renowned wine experts, giving them a chance to calibrate their palates to these European wine experts.

Two sessions of blind tasting will be conducted on 17 April, with a morning tasting of the 2005 Bordeaux wines, followed by an afternoon tasting of the 2004 Barolo wines.

For the complete list of wines, please refer to Annex A.

About the Grand Jury Européen

Founded in 1996, the Grand Jury Européen sees itself as an alternative professional wine classification. To date it has 35 permanent members from around the world who are notable wine journalists, merchants and enthusiasts.

François Mauss is the founder and president of the Grand Jury Européen. An expert in old wines and a fervent aficionado of the finest Bordeaux and Bourgogne growths, Mauss is one of the world's most respected wine authorities. Other notable members include Neil Beckett from Scotland, editor-in-chief of one of the world's best wine magazines, *The World of Fine Wine*, Peter Moser from Austria, director of *Falstaff* wine magazine in Austria; and Bernard Burtschy from France, writer for French morning daily, *Le Figaro* and others titles.

For more information on the Grand Jury Européen, please visit www.grandjuryeuropeen.com.

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Grandeur Of Wine Gala Dinner

After a full day of tasting fine wines, guests will join members of the Grand Jury Européen for a first-class dinner featuring the cuisine of three-Michelin-starred Chef Bruno Ménard from award-winning Restaurant L'osier in Tokyo. Chef Menard is a stern believer of 'neo-classic' cuisine, described as, 'a discipline that closely defers to the classic technique and ideas of French cooking, while also instilling modern sensitivities through scrupulous selection of ingredients and methods of preparation'. His special menu will be paired with equally impressive labels from leading wineries Domaine Faiveley, Grattamacco, Mas Amiel and Weingut Tement.

With its amazing menu paired with fine wines, and the opportunity to mingle with Europe's most prestigious wine tasting panel, the Grandeur Of Wine Gala dinner will be a feast to remember.

Grandeur Of Wine Fair

The Grandeur Of Wine fair is one of the most spectacular, first-hand tasting experiences ever offered to Singapore consumers. Only here will the wine aficionado enjoy the opportunity to taste over 200 selections of wine in a single venue.

The Grandeur Of Wine fair also brings the fine art of wine and food together as regional gourmet foods will be served with their respective regional wines from around the world.

The fair comprises wine masterclasses, seminars and open demonstrations conducted by industry experts. Highlights include a wine investment workshop by oenologist Francois Hautekeur from champagne house, Maison Veuve Clicquot; Schott Zwiesel glass appreciation and wine tasting workshop and the Weingut Tement and Arachon wine masterclass with Peter Moser and Manfred Tement. There is also a tour of New Zealand's wine regions with a tasting of a star wine from each of the eight regions with Bob Campbell MW; and tasting of classic Australian wines with Jeremy Oliver.

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With a stellar line up of exciting and informative activities, the Grandeur Of Wine promises to be on of the highlights of this year's World Gourmet Summit, and for many more years to come.

Grandeur Of Wine Events Calendar

Grandeur Of Wine Opening Ceremony

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

Grand Jury Européen Blind Tasting

Date: 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 Wines Gala Dinner

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

Grandeur Of Wine Fair

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

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. Please visit www.worldgourmetsummit.com for updates. All prices listed above are subjected to GST Charge.

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Grand Jury Européen Blind Tasting

Session 1: Wine List – 2005 Bordeaux

1. Château Angelus
2. Château Beychvelle
3. Château Canon
4. Château Cos d'Estournel
5. Château Lascombes
6. Château Le Bon Pasteur
7. Château Léoville Poyferré
8. Château Mouton-Rothschild
9. Château Pape-Clément
10. Château Pavie
11. Château Pichon Longueville, Countesse de Lalande
12. Château Pichon Baron
13. Château Rauzan-Ségla
14. Château Smith Haut-Lafitte
15. Château Talbot
16. Château Valandraud

Session 2: Wine List - 2004 Barolo

1. 2004 Boroli, Barolo
2. 2004 Domenico Clerico, Barolo Pajana
3. 2004 Domenico Clerico, Barolo Ciabot Mentin Ginestra
4. 2003 Domenico Clerico, Barolo Per Cristina
5. 2004 Elvio Cogno, Barolo
6. 2004 Conterno Fantino, Barolo Vigna del Gris
7. 2004 Gianni Gagliardo, Barolo Preve
8. 2004 Angelo Gaja, Barolo Sperss
9. 2004 Marchesi di Barolo, Barolo Cannubi
10. 2004 Cordero di Montezemolo, Barolo Enrico
11. 2004 Pio Cesare, Barolo Ornato
12. 2004 Luciano Sandrone, Barolo Cannubi Boschis
13. 2004 Luciano Sandrone, Barolo Le Vigne
14. 2004 G.D. Vajra, Barolo Bricco Delle Viole
15. 2004 Mauro Veglio, Barolo Castelletto
16. 2004 Roberto Voerzio, Barolo Riserva Brunate

Ends/

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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

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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.

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WGS Awards Of Excellence 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

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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 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. STB 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.

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