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PRESS RELEASE

World Gourmet Summit 2010
11 – 25 April 2010

Chef Ferran Adrià of famed El Bulli makes Singapore debut at World Gourmet Summit 2010

Singapore, **23 March 2010**: Spanish culinary superstar and three-star Michelin Chef Ferran Adrià makes his first visit to South East Asia to star in the 14th edition of the World Gourmet Summit in April.

Chef Adrià is arguably one of the greatest chefs of our time, and voted best chef in the world five times by *Restaurant Magazine*. Famed for his groundbreaking deconstructivist culinary style, which adopts the application of science to culinary practices, Chef Adrià has steered El Bulli to its world-renowned status as a gastronomic institution voted world's best restaurant by UK's *Restaurant Magazine*.

"I am so excited to be part of the World Gourmet Summit 2010 and to visit Singapore for the very first time. My impression of Singapore is that of a country which understands and appreciates great food. It has always been my dream to visit South East Asia and what better time than now during the renowned World Gourmet Summit," says the 47-year-old gourmet maestro.

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PETER KNIPP
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7 Jalan Kilang Fifth Floor Singapore 159407

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

For Reservation & Enquiries: (65) 6270 1254

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Chef Adrià's visit to Singapore comes at an interesting point in his career. The chef has been recently appointed Spain's brand ambassador and is featured in Spain's new international advertising campaign "I Need Spain" which debuted on 6 March. He will also participate in international visits with Spain Tourism Board, where the first stop will be in Singapore for the World Gourmet Summit.

The documentary "A Day at El Bulli" will be screened at the World Gourmet Summit on 22 April, which will also provide an opportunity for audience interaction with Chef Adrià. On 23 April, the chef will provide a fascinating insight into his latest techniques and the philosophy behind them. A press conference (to be announced) will also provide a platform for Chef Adrià to present a detailed overview of the future of El Bulli.

Citibank, as the presenting partner for the World Gourmet Summit 2010, is pleased to present its customers with special privileges, such as priority front-row seating at Chef Adrià's events. Its support of the World Gourmet Summit for the second consecutive year is a natural extension of Citibank Gourmet Pleasures, its credit cards dining privileges programme that offers Singapore's widest dining merchant selection and unrivalled dining deals at more than 1,000 locations.

Background of Chef Ferran Adrià

From humble beginnings, Chef Adrià started his career in 1980 as a dishwasher at the Hotel Playafels in Castelldefels, Catalonia. He worked as a cook whilst performing his military service, and at the age of 22 joined the kitchen staff of El Bulli as a line cook. A year and a half later he became the restaurant's head chef.

Earlier this year, Chef Adrià announced that El Bulli will close in 2012, and re-open in 2014 as a creativity think-tank. Its role will be to attract the best talent worldwide to continue pushing forward the limits of gastronomic creativity. At the World Gourmet Summit 2010, Chef Adrià will reveal details about his future plans, with two informative presentations focusing on El Bulli's past, present and future.

Ends/

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Chef Adrià will be available for scheduled media interviews during his stay in Singapore.

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

Spain Tourism Board
Denise Tan
Denise.tan@tourspain.es
Tel: +65 6737 3008
www.spain.info/

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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.

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.

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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.

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