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Media Release

WORLD GOURMET SUMMIT 2012 PRESENTS AN EPICUREAN ADVENTURE WITH A HERITAGE OF FLAVOUR

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Singapore, 6 March 2012 – An epicurean adventure awaits the discerning gourmand at the 16th *World Gourmet Summit*. The smorgasbord of delights will include a stellar cast of Michelin-starred chefs to internationally acclaimed vintners and a host of enthralling activities.

The festival is organised by À La Carte Productions (a subsidiary of Peter Knipp Holdings Pte Ltd), proudly presented by Citibank and supported by the Singapore Tourism Board (STB). The World Gourmet Summit will be held from 23 April to 3 May 2012.

Embracing the theme, *A Heritage Of Flavours*, the World Gourmet Summit's festival programme pays homage to a tradition of tastes from across the globe while celebrating contemporary culinary methods and techniques with some events hosted at Singapore's top heritage sites such as the historical Alkaff Mansion, Bukit Timah Fire Station, Hotel Fort Canning and National Museum of Singapore.

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“Singapore’s rich culinary heritage which draws on our cultural diversity provides the perfect backdrop for the guest chefs of the World Gourmet Summit 2012 to share their own culinary traditions with us. In this way, the World Gourmet Summit provides an authentic platform for cultural and culinary exchange between the festival’s participating chefs and the Singapore public,” says Peter A Knipp, Principal, A La Carte Productions Pte Ltd, a subsidiary of Peter Knipp Holdings Pte Ltd, and organizer of World Gourmet Series.

In line with the heritage theme, the festival’s participating international chefs will not only feature contemporary cuisine but will also present traditional recipes refreshed with a modern twist, while staying true to the ingredients from their very own culinary heritage.

“Since its inception, the World Gourmet Summit, has contributed to Singapore’s prominence and development as a leading culinary hub in the region. The festival’s theme this year, *A Heritage Of Flavours*, is a nod to Singapore’s very own diverse culinary heritage while embracing the culinary heritage and traditions from around the world. The festival’s choice of selected heritage venues completes the World Gourmet Summit experience.” says Ms Ranita Sundra, Director of Attractions, Dining & Retail, Singapore Tourism Board.

Citibank Gastronomic Jam Sessions

New to the World Gourmet Summit this year is the Citibank Gastronomic Jam Sessions, a two-day event that will feature riveting back-to-back demonstrations of culinary techniques and trends by visiting masterchefs alongside local chefs.

Citibank returns as the presenting partner for the World Gourmet Summit for the fourth consecutive year. Jacquelyn Tan, business director and head of credit payment products at Citibank Singapore Limited says, “Citibank is delighted to continue our commitment as presenting partner for the World Gourmet Summit 2012. At Citibank, we are committed to providing the most rewarding experience for our cardmembers through our credit cards dining privileges programme Citibank Gourmet Pleasures, which promises the best 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. It affirms Citibank's support of the culinary arts here and is a natural extension of our efforts to offer the country's widest dining merchant selection, the best dining experiences and the latest gourmet trends. This year, the World Gourmet Summit continues to add exciting elements to its programme. With the introduction of the Citibank Gastronomic Jam Sessions, the Summit will be scoring another first in combining culinary education with entertainment. We expect to see overwhelming response not just from Singapore and the region, but also from around the world," adds Jacquelyn Tan.

International Cast

Singapore's leading gastronomic event, the World Gourmet Summit 2012 will present an international star-studded ensemble of chefs, each with distinctive culinary styles, colourful personalities and of course, exceptional cuisine.

Headlining the cast of culinary luminaries is British celebrity chef Marco Pierre White. As Knorr brand ambassador and the celebrity chef of this year's gastronomic extravaganza, Marco Pierre White will present his peerless cuisine at the *Marco Pierre White Celebrity Chef Dinner* on 27 April at Grand Hyatt Singapore. Marco Pierre White will also present a course at *World Gourmet Summit Charity Dinner* on 25 April to be held at Resorts World Sentosa.

If there is one man working in Russia today who could put the country on the world culinary map, it is special guest chef Anatoly Komm who has revitalized Russian cuisine through his combination of traditional Russian flavours with his unique molecular culinary methods. In 2011, his Moscow restaurant, VARVARY, earned a position in *The World's 50 Best Restaurants*. Anatoly Komm will be presenting a full Russian menu which will be paired with wines, including a special Russian sparkling wine, and of course, vodka, at the *Indoguna Gala Dinner featuring Anatoly Komm* on 28 April at Resorts World Sentosa.

Lauded as the rising star in the European culinary scene, Danish special guest chef Ronny Emborg was named “Chef of the Year” in 2007, at just 24. His restaurant, AOC in Copenhagen, earned its first Michelin-star in 2010, within a year of its opening. Acclaimed for his avant-garde and individualistic approach to molecular and nouvelle cuisines, as well as traditional Danish, Ronny Emborg will showcase his culinary finesse at a special themed dinner, the *Intimate Singapore Experience with Ronny Emborg* on 26 April at Bukit Timah Fire Station.

Also gracing the World Gourmet Summit arena are more moguls from the culinary realm; special guest chef with three-Michelin-stars Bruno Ménard (France); masterchefs Dani García with two-Michelin-star of Calima Restaurant (Marbella, Spain); Daniel Jordá, renowned baker and proprietor of La Trinidad: Panes Creativos (Barcelona, Spain); David Zhang of Xi He Ya Ju (羲和雅居) restaurant (Beijing, China); Fergus Henderson with one-Michelin-star of St. JOHN Bar and Restaurant (London, United Kingdom); Ian Curley of The European (Melbourne, Australia); Michel Sarran with two-Michelin-star of Michel Sarran Restaurant (Toulouse, France); Paco Roncero with two-Michelin-star of La Terraza del Casino (Madrid, Spain); Pietro D’Agostino with one-Michelin-star of LA CAPINERA RISTORANTE (Taormina, Italy); Pedro Miguel Schiaffino of RESTAURANTE & BAR MALABAR (Lima, Peru) which is listed in *The World’s 50 Best Restaurants*; Roy Brett of Ondine (Edinburgh, Scotland) and Vikas Khanna with one-Michelin-star of Vikas Khanna Hospitality Group (New York, United States).

Wineries

This gastronomic adventure is only complete with the accompaniment of the finest vintages. The World Gourmet Summit 2012 wine masterclasses will be conducted by international winemakers while the vintner dinners will be presented by local chefs alongside the masterchefs.

Showcasing their exquisite vintages are the wineries of Champagne Penet-Chardonnet (Champagne, France); Domaine Paul Jaboulet Aîné (Rhône, France); Penfolds (Magill, South Australia); Tenuta dell’Ornellaia Ornellaia and Tenuta dell’Ornellaia Masseto (Tuscany, Italy); Viña Almaviva (Puente Alto, Chile) and Weingut Johanninger (Rheinhessen, Germany).

Festival Events

The vibrant eleven-day spectacular will feature events that are the quintessential and enduring hallmarks of the festival; opening reception, charity dinner, special themed dinners prepared by the masterchefs, wine masterclasses and dinners prepared by local chefs and the celebrity chef dinner.

The perennial favourite Sunday brunch, Norwegian Waters, Australian Pastures: The Best of Sea & Land, will feature sparklies and bubbles from around the world, and a delectable range of culinary delights.

The special themed masterchef dinners will feature pairings of contemporary and traditional cuisines with wines of exquisite vintages, as well as fine whiskeys whose origins date back centuries, thus embracing the theme, "A Heritage of Flavours", so aptly. Something to watch out for is the unusual pairing of traditional Chinese cuisine with champagnes at the Champagne Dinner featuring Sabre d'Or with 3 Masters on 3 May at Conrad Centennial Singapore.

Dinners presented by the masterchefs will be held at various hosting establishments that include 2am:lab; BLU at Shangri-La Hotel Singapore; Gattopardo; LeVeL33; mezza9 at Grand Hyatt Singapore; My Humble House, TungLok Group; Osia at Resorts World Sentosa; The Knolls at Capella Singapore; The Song of India and Tung Lok Classics, Orchard Parade Hotel.

Singapore talents who will showcase their culinary skills alongside the masterchefs include Andrea Sacchi, Arnaud Thulliez, Douglas Tay, Gabriele Piegai, Jakob Esko, Janice Wong, Jimi Tegerdine, Kenny Kong, Ken Ling, Kevin Cherkas, Li Man, Lino Sauro, Lucas Glanville, Manjunath Mural, Sam Leong, Stephan Zoisl and Susur Lee.

For more information, please refer to:

Annex A – Calendar of Events

Annex B – Masterchefs & Special Guests

Annex C – Wineries

Annex D – Hosting Establishments, Chefs & Venue Hosts

***Exclusively for Citibank Credit and Debit Cardmembers,
enjoy up to 20% privileges on selected events.***

**For more information on prices and venues, please visit
www.worldgourmetsummit.com**

***The information provided in this media release and annexes are correct as of
6 March 2012. For updates, please visit www.worldgourmetsummit.com***

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BACKGROUND

About the World Gourmet Series

Inaugurated in 1997 as part of Singapore Tourism Board's initiative to establish Singapore as a culinary destination, the World Gourmet Summit has successfully grown into the region's most recognised culinary event – World Gourmet Series.

Encompassing a series of dazzling events such as the World Gourmet Summit, Awards Of Excellence and Wine & Restaurant Experience – our latest addition to the series – the World Gourmet Series has more than 140,000 guests attending over the 15 years.

Be dazzled by the arrival of a constellation of stars of the culinary world at our Singapore shores as they whip up delicious, delightful, delectable and desirable cuisine for discerning individuals who appreciate fine cuisine, great wines and unique dining experiences.

About the World Gourmet Summit

The World Gourmet Summit is an international gastronomic extravaganza organised by À La Carte Productions (a subsidiary of Peter Knipp Holdings), supported by the Singapore Tourism Board (STB), and presented by Citibank. The World Gourmet Summit celebrates its 16th anniversary in 2012.

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

Since 2000, the World Gourmet Summit has been raising funds through its annual Charity Dinners in support of the Community Chest, the fund-raising arm of the National Council of Social Service (NCSS). The charity dinners have raised over S\$3 million with the generosity of its distinguished guests through table sales, charity auctions as well as donations.

About the Awards Of Excellence

The Awards Of Excellence (AOE) is a leading industry recognition programme that acknowledges individuals and organisations which make significant contributions to the development of the food and beverage (F&B) industry in Singapore and throughout the region.

Lauded as the only national accolade which recognises the excellence of F&B professionals and establishments, the Awards Of Excellence has a total of 28 awards in the culinary, hotel, industry, restaurant and culinary institution categories will be presented. Of these, 13 awards from the Singapore category and three awards from the regional category were open to the public for nominations and voting.

About the Wine & Restaurant Experience

Singapore's most anticipated and novel Wine & Restaurant Experience (WRX) is the latest addition to the World Gourmet Series. A platform for wine connoisseurs, trade insiders, celebrated restaurateurs and talented local sommeliers and chefs alike, the event aims to further elevate the food and beverage scene in Singapore and its citizens' appreciation of wine.

Expect an exciting line-up of feature activities specially crafted by Singapore's best restaurants, showcasing over hundreds of fine wines from around the world. Enjoy a weekend filled with engaging wine tastings, masterclasses and VIP sessions featuring an ultra-fine wine selection hosted by wine experts offering guests a rare insight to the latest in wines. This, together with a number of ultra-premium dining experiences gives rise to this novel event.

With a vast array of fine wines from around the globe, quality entertainment and epicurean networking occasions, WRX is a memorable culinary treat as we partner with Singapore's top restaurants to bring a variety of gourmet dining opportunities.

ORGANISERS

About A La Carte Productions Pte Ltd

A La Carte Productions Pte Ltd, a subsidiary of Peter Knipp Holdings Pte Ltd, is an independently owned events company, which provides events planning, conceptualisation, and execution services. The annual gastronomic extravaganza - World Gourmet Summit held in April each year, and the Awards Of Excellence, the leading and most comprehensive F&B platform in Asia, which recognises and motivates talents to excel in the F&B industry and promotes the appreciation of dining in Singapore and the region.

About Peter Knipp Holdings Pte Ltd

Peter Knipp Holdings Pte Ltd (PKH) offers a multi-faceted range of services for the food, beverage (F&B) and hospitality industry. Founded in 1996 by Peter A Knipp, the multi award-winning company has grown over the years to include three independent companies and an events division, encompassing various aspects of the F&B and hospitality businesses: Food2Print Pte Ltd (publishes Cuisine & Wine Asia magazine, newsletter at www.asiacuisine.com, and provides marketing communications consultancy services), World Gourmet Summit and Gourmet Abu Dhabi (events management), Foodservice Consultants Singapore (FSCS) Pte Ltd (F&B consultancy and kitchen design) and Bytes Asia Pte Ltd (IT consultancy).

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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, STB champions tourism, making it a key economic driver for Singapore. We aim to differentiate and market Singapore as a must-visit destination offering a concentration of user-centric and enriching experiences through the "Your Singapore" brand. For more information, please visit www.stb.gov.sg or www.yoursingapore.com.

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