



For Immediate Release

World Gourmet Summit Revives the Classics from 26 March to 5 April, 2014

Last WGS in April attracted record number of global visitors, strengthening Singapore's position as Asia's unrivalled gourmet destination

19 July 2013 (SINGAPORE) – World Gourmet Summit (WGS) organiser, À La Carte Productions (a division of Peter Knipp Holdings Pte Ltd), today announces that the 18th World Gourmet Summit will kick off a ten-day culinary fiesta in Singapore from **26 March to 5 April 2014**. The dates were revealed at the back of a highly successful event in April. WGS reported a record number of global visitors indulging in **WGS Epicurean Delights** with gourmands from United Kingdom (14%) leading the pack, followed closely by the United States (12%), France and Australia (11%). The total number of visitors to WGS in April was an impressive 20,380. Also back on board will be WGS' presenting partner Citibank Singapore Limited and backed by Singapore Tourism Board.

The recently concluded 17th edition of WGS also boasted significant firsts, namely Singapore's inaugural Youth Chefs' Day, which provided an interactive and educational workshop for tertiary students looking to excel in the food and beverage industry. Three Michelin-star Chef Yannick Alléno made a special appearance to highlight the importance of the industry and the dedication and passion required to excel in this challenging sector.

This year's event also saw the Lion City's first ever edible fashion show, which was headlined by Master chocolatiers from Spain, masterchefs Paco and Jacob Torreblanca. **Hearts On Fire Edible Fashion Show & Chocolate Dinner** was a showcase of chocolate dresses modelled by Miss World Singapore contestants and complemented by dazzling jewellery pieces by Hearts On Fire. Guests were also treated to a six course chocolate-themed dinner at the stunning W Hotel.

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Two other significant components of the event is the **World Gourmet Series Awards Of Excellence**, which is the benchmark for the food and beverage (F&B) industry in Asia through its recognition of only the very best in the industry across almost 30 categories – from best Chefs to the most innovative Pastry Chef. Giving back to society has become an integral part of WGS over the years as well. The WGS team raised an impressive S\$551,888 during the **13th World Gourmet Summit Charity** Dinner at the Fullerton Hotel, benefitting over 80 charities supported by the Community Chest, the fund-raising arm of National Council of Social Service (NCSS).

Peter A. Knipp, CEO of Peter Knipp Holding Pte Ltd, co-founder and creative force behind the World Gourmet Summit, said, “We are very proud of all we achieved during the 17th World Gourmet Summit. We presented to Singapore the best artisans from around the globe who have mastered their art in their distinct fields over decades. We are equally excited about surpassing our own goals and delivering an event like no other next year. We will be celebrating timeless classics and knowledge-based service that reflects excellence.”

“This year’s event also gave us an opportunity to listen to our diners, partners and sponsors. We will be adapting the next WGS based on their feedback and will bring back favourites such as the Citibank Gastronomic Jam Sessions, targeted workshops and intimate dinners. As always, we will unveil new headlining events in the coming months. A little innovation is essential in keeping WGS relevant and exciting over the years. ”

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BACKGROUND

About the World Gourmet Summit

The World Gourmet Summit is an international gastronomic extravaganza organised by À La Carte Productions (a division of Peter Knipp Holdings Pte Ltd), supported by the Singapore Tourism Board (STB), and presented by Citibank. The World Gourmet Summit will celebrate its 18th anniversary in 2014.

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\$5 million (approximately U\$3.9 million) with the generosity of its distinguished guests through table sales, charity auctions as well as donations.

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www.worldgourmetsummit.com

ORGANISERS

About A La Carte Productions

A La Carte Productions, a division 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 from March to 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 four independent companies, encompassing various aspects of the F&B and hospitality businesses: A La Carte Productions Pte Ltd, an events management which provides events planning, conceptualisation, and execution services at the annual gastronomic extravaganza – World Gourmet Series which includes Awards Of Excellence (<http://www.wgsawards.com>), World Gourmet Summit (<http://www.worldgourmetsummit.com>) and Wine & Restaurant Experience (<http://www.winerestaurantexperience.com>); Food2Print Pte Ltd which publishes Cuisine & Wine Asia magazine, newsletter at <http://www.asiacuisine.com>, and provides marketing communications consultancy services; Foodservice Consultants Singapore Pte Ltd, F&B consultancy and kitchen design (www.fscs.com.sg); and Bytes Asia Pte Ltd, IT consultancy.

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Citibank Singapore Limited

Locally incorporated in Singapore, Citibank Singapore Limited is a distinct market leader in the consumer banking business. In the past few years, Citibank has extended its distribution network to more than 1,400 touch points to reach out to more Singaporeans and provide them innovative, global and value-added products and services. A leading credit card issuer in Singapore, Citibank offers the widest range of credit card propositions and the best-in-class dining privileges through Citibank Gourmet Pleasures which promises the best deals at over 1,000 locations.

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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 <https://app.stb.gov.sg/asp/index.asp> or www.yoursingapore.com

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