

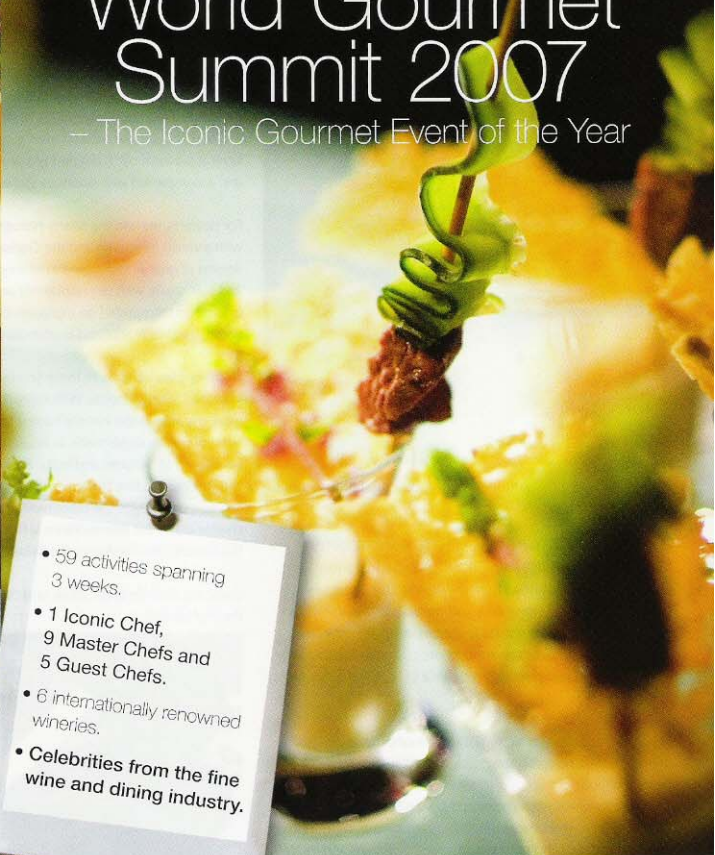


DAWN SPECIAL

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World Gourmet Summit 2007

– The Iconic Gourmet Event of the Year



- 59 activities spanning 3 weeks.
- 1 Iconic Chef, 9 Master Chefs and 5 Guest Chefs.
- 6 internationally renowned wineries.
- Celebrities from the fine wine and dining industry.

Master culinarians and winemakers will be in Singapore from 9 to 28 April to present The World Gourmet Summit. Into its eleventh year, this annual gastronomic affair highlights the concept of gastro-tourism and showcases Singapore as a destination for epicurean culture and lifestyle.

From luxurious dinners to insightful masterclasses, these summit activities will be conducted in Singapore's top hosting establishments. Furthermore, 13 leading restaurants have joined as Partner Restaurants and will be conducting special promotions and activities.

VISITING PERSONALITIES AND WINERIES

A strong line-up of chefs from the classically trained to the contemporary-experimental will be presenting a melting pot of cuisine styles. Look out for the Iconic Chef (three Michelin-stars), Heinz Winkler, who will be at the helm of the Iconic Dinner and the Iconic Culinary Masterclass. The Le Corcon Bleu chefs will also be replicating a dinner in the image of Auguste Escoffier, dubbed The Chef of Kings and the King of Chefs.


Internationally renowned wineries: Château Angélu, Château Palmer, Château Pichon Longueville Comtesse de Lalande, Domaine de Montille, E. Guigal and Tenuta dell'Ornellaia will be

offering at least two decades of their premium pours for tasting at the Wine Masterclasses. Following which, the ingenious creations of the visiting masterchefs will be paired with the wineries' selection at the Vintner Dinner.

Renowned personalities will be gracing the World Gourmet Summit. This includes wine-guru and head of Sotheby's International Wine Department, Serena Sutcliffe, who will be conducting a session to deconstruct cabernet sauvignon; celebrity chef, Keith Floyd, who will be hosting a dinner featuring cuisines from his cookbook; and Kevin Brauch, the exceptional host of The Thirsty Traveler, who will whip up a special dinner featuring vodka and martini.

THE HIGHLIGHTS

The Macallan Dinner, a special one-night only dinner paired with The Macallan (lauded as the world's best single malt whisky) is not to be missed!

The gourmet safari is another hot favourite. Feast under the stars at Townhouse, Indochine Forbidden City and Brasserie Wolf while guest chef Philippe Mouchel prepares your River Safari dinner. Adventurous gourmands who would rather dine among the creatures of the night while enjoying the dishes prepared by guest chef, Jerome Leung should indulge in the Wildlife Safari. 

The World Gourmet Summit is co-organised by Peter Knipp Holdings and the Singapore Tourism Board, and presented by American Express. For more information, visit www.worldgourmetsummit.com

INTERVIEW WITH MR. FRANCIS POULOSE — General Manager of Peter Knipp Holdings Pte Ltd

How has the World Gourmet Summit evolved since its debut eleven years ago? First conceptualised in 1997, the Summit has since grown to become Asia's foremost gastronomic lifestyle event. We garnered another eleven awards at the International Festivals and Events Association (IFEA), USA for WGS 2006 in September 2006. There is a growing trend in the number of attendees. In 2006, there were 11,576 attendees. We have also noticed an increasing number of foreign attendees.

What makes the 2007 WGS stand apart from the WGS of previous years? This year's World Gourmet Summit is of the largest scale, bringing in more than 40 renowned chefs and 22 establishments. It is the longest running gastronomic event, with the largest number of establishments involved and the participation of worldwide renowned chefs.

We also constantly shape the events to suit the market's demand and industry needs. Due to the overwhelming response for the Gourmet Safari, we have decided to deliver two themed safaris as opposed to one.

There are also the Le Gordon Bleu chefs who will present the seven-course Escoffier dinner, Eu Yan Sang who will be presenting a Ginseng Banquet, as well as even more partner restaurants creating feature activities showcasing our local talents.

The World Gourmet Summit is a celebration of ... 1: fine cuisine, great wines and unique dining; 2: gastronomic pleasures; 3: the finer things in life.

Food and wine connoisseurs around the world flock to Singapore for this epicurean extravaganza. Are the majority of the event participants local or from overseas? The majority of attendees are still locals although there is a steady increase in tourists. WGS celebrates an epicurean culture that is taking a foothold in Singapore. There is an undeniable growth in affluence here. 202,500 individuals with liquid wealth of more than US\$200,000.00

(2004) and an expected increase to 272,800 individuals (2009). These people seek the immeasurable experiences that the WGS creates.

The World Gourmet Summit has obviously earned herself a reputation as a credible and iconic gourmet event. What other gourmet events do you think can rival the WGS? As much as I admire other similar epicurean events, WGS in Singapore is in a class of its own. Duration-wise, it is the longest. In terms of chefs and personalities invited, we try to cover as much ground as possible. This year, on top of European chefs who share 11 Michelin stars among them, we have chefs who are highly recognised in their own countries, like Christian Faure (Meilleur Ouvrier de France) and Cheong Liew (Medal of the Order of Australia). While the other events are held in only one property, we have nine hotel establishments who come together to host and participate in this event. There really isn't much competition since it is fundamentally different.

What were the criteria to be selected as a partner/ host restaurant of the WGS? We make it a point to know the speciality of each chef and restaurant, so that their different strengths are well-coordinated to bring out the essence of the events. We want to showcase their talent and have a sharing session in the culinary arena so that the participants can learn from them.

Since American Express is a presenting partner, what sort of perks would their card holders enjoy? American Express Card members can enjoy a 10%-15% savings for various events, priority bookings and exclusive events organised only for the Centurion and Platinum card members. During our partner restaurant promotions, card members will enjoy special prices and sometimes even a bottle of wine when they dine with our partner restaurants.

Which event at the World Gourmet Summit are you most looking forward to? The Gourmet Barbecue on the last day.

What makes a true gourmet experience? Really it is our tagline of Fine Cuisine, Great Wines & Unique Dining. And of course, the company that you are in.