

MEDIA RELEASE

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**PETER KNIPP HOLDINGS IS
BEST EVENT ORGANISER (SPECIAL EVENTS)
AT THE TOURISM AWARDS 2001, SINGAPORE**

Peter Knipp Holdings has climbed yet another notch as Asia's premier food and beverage consultant and event advisor with its recent win at the Tourism Awards 2001, Singapore. The dynamic team clinched the Best Event Organiser (Special Events) award for its sensational showcase of the World Gourmet Summit 2000 (WGS).

The WGS, a unique and exciting gourmet extravaganza with the participation of world renowned chefs and winemakers, is in its 6th year and has grown to become a world class gastronomic icon. Jointly organised by the Singapore Tourism Board, the week-long event which appeals to both the trade and consumers, promotes Singapore as an international gourmet capital and has no doubt placed Singapore on the world map of gastronomy.

In fact, WGS has helped boost the growth of gastronomic tourism with gourmets from Australia, Malaysia, Thailand, Hong Kong, Japan, Belgium, France, England and America travelling to Singapore to partake in the various activities. Besides recognizing and celebrating the best of our local talents, the event boosts the dining scene and encourages greater professionalism and creativity within the culinary circles.

Says Managing Director Mr Peter Knipp, *"As food and beverage consultants, this award proves that our team has the calibre and strength to turn events that would otherwise be simple and usual into outstanding, memorable experiences. An event of this magnitude requires meticulous attention to the finest of details and precision in orchestrating time and resources. It also shows how much we believe in and know the food and beverage industry and its markets, and we strive to help keep it at its peak."*

The WGS is also acknowledged worldwide, having been conferred the Grand Pinnacle Silver Award at the International Festivals and Events Association (IFEA) Pinnacle Awards ceremony held in New Orleans, Louisiana, USA. It made Singapore the first Asian country to win the IFEA acclaim. It was also the Gold Winner for Best Website, and Silver Winner for Best New Event (within and existing festival). This year, the WGS is again nominated as a finalist for the IFEA Grand Pinnacle Award. In addition, the website of WGS is also a winner of the TravelWeekly East Golden Web Award.

Says Mr Knipp, *"These awards are not only a tribute to PKH but to all our partners who have contributed to the international success of the WGS."*

The WGS 2002 promises yet another stellar gathering of the world's best culinary and winemaking talents. For more information, please visit www.worldgourmetsummit.com or contact Mr Peter Knipp / Mr Francis Poulose at (65) 273 7707 or fax (65) 270 1763.

Editor's note :

* about the World Gourmet Summit 2002

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