



## **PRESS RELEASE**

**World Gourmet Summit 2011  
(25<sup>th</sup> April- 8<sup>th</sup> May)**

### **Rachel Allen Amongst the Shining Cast of Celebrity Chefs to Dazzle at the World Gourmet Summit's 15<sup>th</sup> Crystal Anniversary**

**Singapore, 5<sup>th</sup> April 2011:** The much anticipated gastronomic event, the World Gourmet Summit (WGS), is set to return with a shining cast of celebrity chefs, promising a dazzling 15<sup>th</sup> Crystal Anniversary celebration in 2011.

Dubbed the Irish Cooking Queen, Rachel Allen, will share the limelight with South Korea's first celebrity chef, Edward Kwon; Michael Ginor, co-founder of Hudson Valley Foie Gras, the most comprehensive Foie Gras producer in the world and owner of LOLA in New York; and Andrew Turner, head chef of London's iconic British restaurant WILTONS.

#### **Rachel Allen: TV Host, Best-selling Cook Book Author**

Renowned television chef and best-selling cook book author, Rachel Allen will make her debut at the World Gourmet Summit this May. A well-known face on TV screens in the UK and on BBC Lifestyle in Asia, her show, *Bake!*, premiered at the end of 2008 on UKTV and enjoyed the highest ever ratings for a show on the channel. She is also a columnist and contributor to a number of Irish publications, including The Irish Mail and BBC Good Food magazine.

In 2009, Rachel's series, *Rachel Allen: Home Cooking*, debuted on BBC 1 and RTE. In Asia, it premiered first and exclusively on BBC Lifestyle. The series focused on the food that Rachel loves to make at home. An accompanying book of the same title was released in September 2009. In 2010, Rachel turned her attentions to entertaining at home, with a series and book to match. The series, *Rachel Allen's Dinner Parties* will premiere first and exclusively in Asia on BBC Lifestyle on 22<sup>nd</sup> April 2011. In Singapore, viewers can watch it on Starhub Cable, Channel 432, at 8.00pm.

Rachel is the author of four bestselling cookbooks, including *Rachel's Favourite Food*, the book that accompanied her first TV series in September 2004. It was a

huge success, with the TV series being broadcast all around the world. Her subsequent books and TV series were all smashing successes.

The multi-talented superwoman is a mother of three children, a teacher at the internationally reputed Ballymaloe Cookery School in Ireland, where she had trained at; and has also launched a range of electrical products for Argos and tableware range with Tipperary Crystal.

For a taste of Rachel's practical and simple, yet delicious cuisine, join her at the World Gourmet Summit 2011 at:

### ***Rachel Allen Celebrity Masterclass***

Tuesday, 3<sup>rd</sup> May, 12pm to 1.30pm at Singapore Tourism Board, Auditorium

Price: S\$68+ (Citibank cardmembers receive 15% off)

Dress Code: Smart Casual

At the masterclass, Chef Allen will be featuring the following recipes: Brown Soda Bread, Celeriac Soup with Roasted Hazelnuts, Spiced Poached Pears and Poached Monkfish with Tomato, and Sherry Vinegar & Toasted Hazelnut Salsa.

### ***Rachel Allen Celebrity Dinner***

Wednesday, 4<sup>th</sup> May, 7pm to 11pm at Conrad Centennial Singapore

Price: S\$188+ (Citibank cardmembers receive 15% off)

Dress Code: Lounge Suit

As guests enjoy her exclusive cuisine paired with fine vintages, Rachel Allen will share her experience of being an accomplished television chef, author, journalist and mother.

Rachel Allen is joined by three other gourmet stars: Edward Kwon, Michael Ginor and Andrew Turner.

### ***Edward Kwon: Korea's First Celebrity Chef***

The young and talented Edward Kwon is the owner of Gastronomy, a European bistro located in Seoul. With his recognised talent, the South Korean had an illustrious stint at the world's most prestigious hotel in Dubai – Burj Al Arab Hotel.

Over the years, Chef Kwon has acquired a wealth of culinary expertise from working at prestigious five star establishments: The Ritz-Carlton Seoul, The Ritz-Carlton San Francisco, W Seoul, Sheraton Tianjin Hotel and Fairmont Dubai.

A familiar face on TV and radio, Chef Kwon has been a TV host for Arirang and SBS, radio programme host on EBS and KBS, and is the bestselling cookbook author of, *Who Cooks for Seven Star* (best seller in 2009, 2010 and 2011).

Catch this rising star at the following events:

### ***Edward Kwon Culinary Masterclass***

Tuesday, 26<sup>th</sup> April, 12pm to 1.30pm, Singapore Tourism Board, Auditorium

Price: S\$68+ (Citibank cardmembers receive 15% off)

Dress Code: Smart Casual

At the masterclass, Chef Kwon will be featuring the following recipes: Chilled Sam Gye Tang, Gal Bi JJim and Su Jung Gwa Shooter.

### ***Edward Kwon Celebrity Dinner***

Wednesday, 27<sup>th</sup> April, 7pm to 11pm, Conrad Centennial Singapore

Price: S\$188+ (Citibank cardmembers receive 15% off)

Dress Code: Lounge Suit

Guests are in for an evening of great food, wine and company at the Edward Kwon Celebrity Dinner. The amiable chef will showcase a delectable spread of his speciality – Western dishes infused with Korean elements. His creations will be paired with fine wines.

### ***World Gourmet Summit Charity Dinner***

Thursday, 28<sup>th</sup> April, 7pm to 11pm, The St. Regis Singapore

Guests at the annual charity dinner will be treated to the cuisine of Chef Kwon, as well as Special Guest Chefs - Ramón Freixa and David Muñoz. Over the years, this fund raising activity has raised more than S\$3 million for Community Chest.

### ***Michael Ginor: Foie Gras Producer***

American chef, Michael Ginor is the co-founder and chef of Hudson Valley Foie Gras – the most comprehensive Foie Gras producer in the world. In 2009, Chef Ginor opened a world fusion cuisine restaurant, LOLA, in New York – hailed as one of Long Island's best restaurant, having received three and a half stars from Newsday (Long Island's newspaper).

Chef Ginor has had two very diverse careers prior to being a chef – he was a successful Wall Street executive and had served as captain in the Israeli Defence Forces. It was in Israel that Michael first discovered the potential of modern-age Foie Gras processing. Today, the company distributes its moulard duck products through a network of distributors extending throughout the United States, and beyond.

While the Hudson Valley Foie Gras is the bedrock of Chef Ginor's pursuits, since 1990, Chef Ginor has dedicated his time to the many facets of the culinary world, including product development, creating and organising gourmet and charitable events, workshops and demonstrations.

For a taste of Chef Ginor's creations, join him at the following events:

### **Sabre d'Or Champagne Dinner Featuring Celebrity Chef Michael Ginor**

Thursday, 5<sup>th</sup> May, 7pm to 11pm, Amara Sanctuary Resort Sentosa

Price: S\$328+ (Citibank cardmembers receive 10% off)

Dress Code: Lounge Suit

Guests will be served the best bubbly – Sabre d'Or style, served with the newfound flavours of Michael Ginor's cuisine.

### **Michael Ginor Celebrity Masterclass**

Friday, 6<sup>th</sup> May, 12pm to 1.30pm, Singapore Tourism Board, Auditorium

Price: S\$68+ (Citibank cardmembers receive 15% off)

Dress Code: Smart Casual

At the masterclass, Michael Ginor will be presenting the following recipes: Lola Crab Cakes, Osso Buco Milanese and Lola Chocolate Bar.

### **Andrew Turner: Head Chef of London's Iconic British Restaurant - WILTONS**

Andrew Turner is the chef who brought the, 'grazing concept menu' to London, allowing diners to sample up to 10 smaller dishes, with wines from around the world.

Starting his culinary training in France, he returned to the United Kingdom, where he worked with well-known master chefs including Albert Roux and Anton Edelmann. Having learnt from the masters, Chef Turner created his own new style which he has mastered and made his own, 'the grazing concept' – winning many awards.

The acclaimed chef has worked in many top London hotels, such as the fabulous Pennyhill Park in Surrey where he was the executive head chef. In 2009, he was appointed as head chef of London's iconic British restaurant, WILTONS, situated in St James's SW1. There he plays a key role in its new outside catering venture, WILTONS "The Events", and is in charge of training young apprentice chefs from various colleges and universities.

The celebrity chef has appeared on *BBC Saturday Kitchen*, *Ainsley's Gourmet Express*, *Yes Chef* and *BBC Food Poker*. He recently consulted on the BBC 2 programme, *Whites*. He works in the media and on radio airing his views on food related issues, has appeared on TV and radio in Australia, and has won a Remy's Award with Hardens. In addition, Chef Turner demonstrates at leading food events both at home and abroad.

Chef Turner describes his culinary style as, 'Contemporary European' - a deconstruction of classic food followed by a reconstruction of those same ingredients, but in a contemporary style. For a sample of his cuisine, catch him at the following events:

## **British Gastronomic Masterclass by Andrew Turner**

Friday, 6<sup>th</sup> May, 10am to 11.30am, Singapore Tourism Board, Auditorium

Price: S\$68+ (Citibank cardmembers receive 15% off)

Dress Code: Smart Casual

At the masterclass, Andrew Turner will be featuring the following dishes: Seared Scallops with Liquorice Allsorts, Capers & Raisins, Dover Sole 'Kiev', Salsify, Bubble & Squeak & Essence of Carrot Foie Gras & Apple.

## **An Evening of British Gastronomy with Andrew Turner Presented by Indoguna**

Saturday, 7<sup>th</sup> May, 7pm to 11pm, Grand Hyatt Singapore

Price: S\$188+ (Citibank cardmembers receive 15% off)

Dress Code: Lounge Suit

A celebration of all things British, this sensorial experience invites guests to immerse themselves in an unparalleled British gastronomic feast.

**\*All prices are quoted in Singapore Dollars and are subjected to prevailing Goods & Services Tax.**

***Information is subject to change.*** For an updated listing of the participating chefs, and events line-up, please visit <http://www.worldgourmetsummit.com>.

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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), supported by the Singapore Tourism Board (STB), and presented by Citibank. The World Gourmet Summit celebrates its 15<sup>th</sup> anniversary in 2011.

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.

### **Asian Gastronomic Awards Of Excellence**

The Asian Gastronomic Awards Of Excellence (formerly known as WGS Awards Of Excellence) is a leading industry recognition programme that acknowledges individuals and organisations which make significant contributions to the development of the 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 Asian Gastronomic Awards Of Excellence has a total of 27 awards in the culinary, hotel, industry, restaurant and culinary institution categories will be presented, along with eight others by the Singapore Workforce Skills Qualification (WSQ), and nine scholarships in the 2011 instalment. Of these, 12 awards from the Singapore category and three awards from the regional category were open to the public for nominations.

This year, the Asian Gastronomic Awards Of Excellence iPhone App was introduced. Available for free downloading from iTunes, the iPhone App provides users with a one-stop virtual environment to understand more about the awards platform and what it takes to be an award recipient. It provides users with the ability to vote for who they think should receive an Award of Excellence in 2011 and familiarise themselves with past award winners through videos and photographs. They can discover details about the scholarship programmes and obtain media updates and news items as they are released. A virtual gallery of the Hall of Fame – Singapore's best in the F&B scene that has been inducted over the years, can also be viewed.

The iPhone App can be downloaded from the iTunes store at:  
<http://itunes.apple.com/sg/app/asian-gastronomic-awards-of/id417931266?mt=8>

Peter Knipp Holdings Pte Ltd (PKH), together with Singapore Tourism Board (STB), WDA, and our beneficial partners will witness 27 awards, nine experiential scholarships, two educational scholarships and eight WSQ awards to be presented during the awards ceremony on 16<sup>th</sup> April 2011.

For more information, please visit <http://www.wgsawards.com>.

**Organiser:****Peter Knipp Holdings Pte Ltd (PKH)**

Peter Knipp Holdings Pte Ltd (PKH) offers a multi-faceted range of services for the food, beverage 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 magazine, newsletter at [www.asiacuisine.com](http://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).

**Supported By:****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, "YourSingapore" brand. For more information, please visit <http://www.stb.gov.sg/>.

**Primary Partner of WGS Awards Of Excellence:****Singapore Workforce Development Agency (WDA)**

The Singapore Workforce Development Agency enhances the competitiveness of our workforce by encouraging workers to learn for life and advance with skills. In today's economy, most jobs require not just knowledge but skills. WDA collaborates with employers, industry associations, the union and training organisations, to develop and strengthen the continuing education and training system that is skills-based, opened and accessible, as a mainstream pathway for all workers – young and old, from rank and file to professionals and executives – to upgrade and advance in their careers and lives.