



PRESS RELEASE

**World Gourmet Summit 2011
(25th April- 8th May)**

Dietmar Sawyere Returns to Showcase at the World Gourmet Summit's 15th Anniversary Gala Dinner

Michelin-starred Spanish Chefs Ramón Freixa & David Muñoz Join the Cast of Top Chefs at the World Gourmet Summit 2011

Singapore, 12 April 2011: Two Chef Hats Dietmar Sawyere from Berowra Waters Inn in Sydney, Australia made his debut in Singapore at the premiere World Gourmet Summit in 1997. Fifteen years on, the internationally-acclaimed chef will be making a return visit to commemorate its crystal anniversary at the World Gourmet Summit 15th Anniversary Gala Dinner.

Chef Sawyere has been a driving force behind the evolution of Australian restaurants and cuisine since arriving in Melbourne in late 1988. Swiss-born Chef Sawyere comes from a family of restaurateurs and has been involved in preparing and cooking the highest quality of food since the tender age of 14. Having worked at some of the world's most exclusive hotels and restaurants, Chef Sawyere has honed his skills in incorporating exotic flavours and ingredients into his menus. His innovations and expertise have been internationally recognised, garnering numerous awards.

Hosted at **Capella Singapore**, Chef Sawyere will be presenting his cuisine at the **World Gourmet Summit 15th Anniversary Gala Dinner with Dietmar Sawyere** on 30 April, from 7pm to 11pm. A day earlier, on 29 April, he will be conducting the **Culinary Experience At Miele: Up Close & Personal with Dietmar Sawyere**, from 10am to 2pm, at **Miele Gallery**.

Joining him as special guest chefs are two-Michelin-starred chef Ramón Freixa and one-Michelin-starred chef David Muñoz. Like Chef Sawyere, both had previously participated in the World Gourmet Summit (2008 and 2009).

While Chef Freixa is set to delight with his plethora of Spanish flavours, the avant-garde Chef Muñoz will entice with his innovative fusion cuisine.

Special Guest Chef Ramón Freixa

Two Michelin Stars

Restaurant: RAMON FREIXA MADRID (Madrid, Spain)

Restaurant Type: Spanish

Born in the early 1970s, Chef Ramón Freixa started his culinary love affair in his grandparents' bakery. Fuelled by his passion and the desire to follow in his father's footsteps, Chef Freixa worked at the family restaurant, in the Escuela de Hostelería de Sant Pol, and in prestigious kitchens on the other side of the Pyrenees. Using only carefully chosen products, the adventurous chef always strives towards perfection with his unique creations.

Special Guest Chef David Muñoz

One Michelin Star

Restaurant: DiverXO (Madrid, Spain)

Restaurant Type: Chinese-Mediterranean Fusion

David Muñoz is arguably one of the most exciting talents in the Spanish culinary scene. At only 27, he has made an international name for himself with his innovative fusion cuisine. Blending Spanish, Chinese, Japanese, Peruvian, Mexican, Moroccan or whatever tickles his fancy, Chef Muñoz creates dishes which are fun, inventive and surprising. After several years of working in Spain and the United Kingdom, he returned to Madrid where he opened the trendy DiverXO – a restaurant named after the popular Chinese XO sauce. There, he whips up dishes such as back-to-front fried red prawn and his acclaimed signature dish – Spanish tortilla dim sum.

Both chefs will be presenting their cuisine at the **Spanish Gala Dinner** on Tuesday, 27 April from 7pm to 11p, at **The St. Regis Singapore**, and the **Domaine de Chevalier Wine Dinner** on Friday, 29 April, from 8pm to 11pm at **The Sentosa Resort & Spa**.

In addition, Chef Muñoz will be conducting the **Spanish Culinary Workshop** on Friday, 29 April, from 10am to 2pm, at the **At-Sunrice GlobalChef Academy**.

Presenting the Masterchefs

Joining the special guest chefs are celebrity chefs Andrew Turner, Edward Kwon, Michael Ginor and Rachel Allen; as well as 15 masterchefs, each offering a unique cuisine type, to satisfy the discerning taste buds of guests at the World Gourmet Summit. The list of masterchefs includes:

Masterchef Bruno Ménard

Three Michelin Stars

Restaurant: L'Osier (Tokyo, Japan)

Restaurant Type: French

Chef Bruno Ménard was born in France, in 1962, to a family with a long history of cooking. His father was a chocolatier and both his grandfathers were pâtissiers. Surrounded by fine food, Chef Ménard was naturally attracted to the culinary arts. At age 15, he began working at a restaurant and later joined Charles Barrier and Jean Bardet to gain more experience.

In 1995, he went to Japan to take charge of a French restaurant, which was followed by a period of working as an executive chef at a hotel. He then moved to the United States and while working as executive chef at the Ritz-Carlton Buckhead in Atlanta, was invited by Jacques Borie to succeed him as L'Osier's third generation chef. For the past three years, L'Osier has retained its three Michelin stars – a validation of Chef Ménard's successful leadership of the restaurant's 45-man team.

Hosted at ***JAAN, Swissôtel The Stamford***, Chef Ménard will be presenting the ***Masterchef Bruno Ménard Epicurean Delights*** from 3 to 7 May, and the following day (8 May), the ***Exclusive Champagne Louis Roederer Cristal Dinner*** from 7pm to 11pm. He will also be conducting the ***Bruno Ménard Culinary Masterclass*** on 5 May, from 2pm to 3.30pm at the **Singapore Tourism Board, Auditorium**.

Masterchef Luisa Valazza

Three Michelin Stars

Restaurant: Al Sorriso (Piedmont, Italy)

Restaurant Type: Italian

Italy's leading female chef, Luisa Valazza is one of the few female chefs in the world to achieve three Michelin stars. A graduate of Italian literature, Chef Valazza had initially aspired to follow in her parents footsteps to become a teacher. Her career path took a detour towards the kitchen when she met her husband, Angelo Valazza, owner of the internationally-acclaimed restaurant, Al Sorriso in Piedmont, Italy. The self-taught chef soon discovered her innate talent in cooking, adapting recipes from cookbooks to create her own interpretation of Italian gourmet cuisine.

At the World Gourmet Summit, Chef Valazza will be hosted by **Gaia Ristorante & Bar**, for the ***Masterchef Luisa Valazza – Epicurean Delights*** from 3 to 7 May. A day before it commences, on 2 May, from 8pm to 11pm, she will be showcasing her culinary prowess at the ***Pio Cesare Wine Dinner Featuring Cuisine Of Luisa Valazza***. And on 6 May, from 10am to 2pm at the **Miele Gallery**, diners get an exclusive encounter with her at the ***Culinary Experience At Miele: Up Close & Personal With Luisa Valazza***, where she will prepare lunch for a party of ten.

Masterchef Kevin Thornton

Two Michelin Stars

Restaurant: Thornton's Restaurant (Dublin, Ireland)

Restaurant Type: Irish

Two-Michelin-starred chef Kevin Thornton laid the foundation for his culinary skills working in the vegetable gardens of the Cashel Palace Hotel and at an abattoir, learning everything he could about meat. He later graduated from Galway Regional Technical College in fine cooking and after a stint of travelling in Europe, landed at the renowned Restaurant Paul Bocuse in Lyons, France. While he garnered rave reviews for his first restaurant – The Wine Epergne, it was Thornton's, which he opened in 1995, where he was awarded his first, and subsequently his second, Michelin star.

Those who had previously missed Chef Thornton when he was here for the World Gourmet Summit in 2005 and 2006, can catch him at this year at the **mezza9, Grand Hyatt Singapore**, where he is hosted for the **Masterchef Kevin Thornton – Epicurean Delights** from 2 to 6 May, and will be conducting the **Culinary Experience At Miele: Up Close & Personal With Kevin Thornton** on 7 May from 10am to 2pm, at **Miele Gallery**.

Masterchef Norbert Niederkofler

Two Michelin Stars

Restaurant: Restaurant St. Hubertus (San Cassiano, Italy)

Restaurant Type: Italian

Two-Michelin-starred chef Norbert Niederkofler is a vital member of the team at award-winning Hotel Rosa Alpina in the Italian Dolomites. His culinary roots can be traced back to his father in the Valle Aurina, a small valley in the province of Bolzano, where he developed a love of home cooking using local quality produce. He was first taught in Germany, and then moved to Switzerland, United States, Austria, and back to Germany, where he was trained by legendary chefs Jörg Müller, Eckart Witzigmann and Nadia Santini. In 1994, Chef Niederkofler's joined the Rosa Alpina and started St. Hubertus in 1996.

The Italian chef will be hosted at **Ristorante Bologna, Marina Mandarin Singapore** for the **Masterchef Norbert Niederkofler – Epicurean Delights** from 3 to 7 May, as well as the **Domaine du Pégau Wine Dinner Featuring Cuisine Of Norbert Niederkofler** on 7 May from 8pm to 11pm. On 5 May, from 10am to 2pm, he will be conducting the **Norbert Niederkofler Culinary Workshop** at the **At-Sunrice GlobalChef Academy**.

Masterchef Keisuke Matsushima

One Michelin Star

Restaurant: KEISUKE MATSUSHIMA (Nice, France)

Restaurant Type: French

Following his childhood dream of becoming a chef, Keisuke Matsushima mastered the basics of French cooking at L'école Tsuji Tokyo (Tsuji Culinary Institute). His first foray into the restaurant industry was in the area of service and wine list creation – a somewhat unusual step for a chef, but, which later proved invaluable when he became a restaurateur.

Learning from French chefs all over the country after moving to France at the tender age of 20, Chef Matsushima opened his first restaurant, Restaurant Kei's Passion, in Nice on his 25th birthday. His innovative dishes made with local, southern French ingredients gained great popularity and in its third year, the restaurant was decorated with a prestigious Michelin star. In 2006, Chef Matsushima closed his original restaurant with the birth of a larger one – KEISUKE MATSUSHIMA, which was also decorated with a Michelin star in 2007 and received its sixth consecutive Michelin star in 2011. A recent addition of Chef Matsushima's restaurant in Tokyo, Restaurant-I, has also been awarded a Michelin star.

At the World Gourmet Summit 2011, Chef Matsushima will be hosted at **My Humble House by TungLok Group** for the **Masterchef Keisuke Matsushima - Epicurean Delights** from 26 to 30 April. He will also be conducting the **Keisuke Matsushima Culinary Masterclass** on 26 April from 2pm to 3.30pm at the **Singapore Tourism Board, Auditorium**.

Masterchef Serge Vieira

One Michelin Star

Restaurant: Restaurant Serge Vieira (Chaudes-Aigues, France)

Restaurant Type: French

A rising star of French gastronomy, Serge Vieira is the owner of eponymous restaurant, one-Michelin-starred Restaurant Serge Vieira. The French native is internationally recognised for his contribution to the industry and has demonstrated his culinary art all over the world – in Lisbon at the Lapa Palade Promotion, in Singapore at a demonstration of the culinary art of Régis Marcon, in New York at a demonstration of the culinary art of Sir Marc Meneau at the Rayolton Hotel, and in Turin at the launch of Champagne, M. Marc Meneau.

Chef Vieira will be hosted at **Brasserie Les Saveurs, The St. Regis Singapore** for the **Masterchef Serge Vieira - Epicurean Delights** from 3 to 7 May, and the **Rougié Foie Gras Dinner Featuring The Cuisine Of Serge Vieira & Wines Of Weingut Joh. Jos. Prüm** on 3 May from 8pm to 11pm. He will also conduct the **Rougié Foie Gras Masterclass By Serge Vieira** on 4 May from 10am to 11.30am at the **Singapore Tourism Board, Auditorium**.

Masterchef Tam Kwok Fung

One Michelin Star

Restaurant: City of Dreams (Macau, China)

Restaurant Type: Chinese

The executive Chinese chef of City Of Dreams in Macau, Chef Tam Kwok Fung, is the perfect example of how a chef pays true tribute to his culinary roots. Today, after years of cooking in the kitchens of Hong Kong, China and Thailand, he oversees the two signature Chinese restaurants of the Lung Hin and Treasure Palace hotels. Interweaving traditional Chinese medicine (TCM) into his cuisine, following the traditions of ancient Taoist techniques, Chef Tam creates dishes inspired by home-style fare, combining tradition with modernity.

Chef Tam will be hosted at **Cassia, Capella Singapore** for the **Masterchef Tam Kwok Fung - Epicurean Delights** from 26 to 30 April, as well as the **Weingut Markus Molitor Wine Dinner Featuring Cuisine Of Tam Kwok Fung** on 27 April from 8pm to 11pm. He will also be conducting the **Tam Kwok Fung Culinary Masterclass** on 26 April from 10am to 11.30am at the **Singapore Tourism Board, Auditorium**.

Masterchef Paul Wilson

Three Chef Hats

Mr Wilson Restaurant Concepts (Melbourne, Australia)

Food and Beverage (F&B) Consultancy

Credited with serving some of Australia's most exciting food, Chef Paul Wilson has been described as one of the most extraordinary culinary talents in the Commonwealth and continues to receive critical acclaim for crafting inspiring dishes that take an innovative approach to cuisine traditions.

Lured to Australia by Sir Terence Conran after working with the world renowned designer & restaurateur as executive chef at Quaglino's in London (where at the age of 27 he was awarded the prestigious acorn award for achieving such a high profile and responsible position at a young age), he re-launched Melbourne's retail icon Georges and its cutting-edge restaurants. Chef Wilson then opened the kitchens at Park Hyatt in Melbourne and made it his signature restaurant, Raddi – one of Australia's finest. It was here that he was awarded Melbourne's highest culinary honour, three Chef Hats consecutively and the 2002 Chef of the Year award, in The Age Good Food Guide.

Chef Wilson will be hosted at **The Prime Society** for the **Masterchef Paul Wilson - Epicurean Delights** from 3 to 7 May. He will also conduct the **Paul Wilson Culinary Masterclass** on 6 May from 2pm to 3.30pm, at the **Singapore Tourism Board, Auditorium**.

Masterchef Brent Savage

Two Chef Hats

Restaurant: Bentley Restaurant & Bar (Sydney, Australia)

Restaurant Type: Modern European

Chef Brent Savage grew up in a household where the kitchen was the centre of the home. When his sister became a chef, it seemed to the softly-spoken man that it was a good lead to follow. Opening the Bentley Restaurant & Bar in 2006, together with award-winning sommelier Nick Hildebrandt, Chef Savage created a reputation for creating modern, cutting-edge food with a particular emphasis on contrast, using flavour and texture. The balance of his food is both showcased with his unique cooking style, which combines modern techniques, to accentuate the diverse flavours of Australian produce.

Chef Savage will be hosted at **Tippling Club** for the **Masterchef Brent Savage - Epicurean Delights** from 26 to 30 April, and conducting the **Brent Savage Culinary Masterclass** on 28 April from 10am to 11.30am, at the **Singapore Tourism Board, Auditorium**.

Masterchef Antony Worrall Thompson (MOGB)

Meilleur Ouvrier de Grande Bretagne

Restaurant: The Greyhound (London, United Kingdom)

Restaurant Type: Gastro-pub

A passionate advocate of organic farming, Antony Worrall Thompson won the Mouton Rothschild Menu Competition in 1988, and shortly before in 1987, the most prestigious accolade - the Meilleur Ouvrier de Grande Bretagne (MOGB), which is regarded as the chef's Oscar. He is one of only seven chefs to have merited the lifelong title so far. In 1989, Chef Thompson represented Great Britain in the Bocuse d'Or, which is a bi-annual world competition launched by Paul Bocuse.

Chef Thompson opened his first restaurant in 1981 - Menage à Trois in Knightsbridge - the only restaurant in London to serve just starters and puddings. In 1998, he became resident studio chef and main presenter for BBC2's Food & Drink programme. He is a, 'Ready Steady Cook' regular and is the face of Saturday morning food shows. Between writing columns for various magazines and newspapers, and TV appearances, Chef Thompson continues to run five restaurants in London: The Greyhound, Kew Grill, Windsor Grill, Windsor Larder and AWT 'to go'.

Chef Thompson will be hosted at **Stellar, 1-Rochester Group** for the **Masterchef Antony Worrall Thompson - Epicurean Delights** from 26 to 30 April. He will also be conducting the **Masterchef Antony Worrall Thompson Culinary Masterclass** on Saturday, 30 April from 10am to 11.30am at **At-Sunrice GlobalChef Academy**.

Masterchef Manish Mehrotra

Restaurant: Indian Accent (New Delhi, India)

Restaurant Type: Contemporary Indian

As executive chef of Pan Asian Cuisine for Old World Hospitality Pvt Ltd, Manish Mehrotra heads the kitchens of Indian Accent (New Delhi), Oriental Octopus (New Delhi, Noida & Lavasa) and Tamarai (London). At the World Gourmet Summit, Chef Mehrotra is representing Indian Accent, New Delhi.

Indian Accent's path-breaking contemporary menu has been designed by Chef Mehrotra. His creativity is showcased by the unique amalgamation of the freshest local produce combining home style nostalgic tastes with unusual ingredients from across the world. The decorated chef has won several awards including the Vir Sanghvi Award, Best Chef Of 2010 - HT City Crystal Awards, and American Express Best Chef Of The Year 2010.

Recently, Indian Accent was awarded the Best Modern Indian Restaurant by Times Food Guide 2011, and in March 2011, it was ranked amongst the top three modern Indian restaurants in India, by The Wall Street Journal.

At the World Gourmet Summit, Chef Mehrotra will be incorporating Chinese herbs by **Eu Yan Sang** into his menu creation at the **Eu Yan Sang Dinner Featuring Cuisine Of Manish Mehrotra** on 2 May from 7pm to 11pm at the **Shangri-La Hotel, Singapore**, and the **Eu Yan Sang Herbal Culinary Masterclass By Manish Mehrotra** on 3 May from 10am to 11.30am, at the **Singapore Tourism Board, Auditorium**.

Chef Mehrotra will be hosted at **Rang Mahal** for the **Masterchef Manish Mehrotra - Epicurean Delights** from 26 April to 1 May. He will also be conducting the **Culinary Experience At Miele: Up Close & Personal With Manish Mehrotra** on 28 April from 10am to 2pm at the **Miele Gallery**.

Masterchef Rosio Sanchez

Restaurant: Noma (Denmark, Copenhagen)

Restaurant Type: Nordic

Rosio Sanchez's interest in baking began at home when she was a high school student. Seeing her friends and family enjoying her creations spurred her to pursue baking professionally. Her passion for pastry art took her from Chicago to New York City, where she worked for three years, at the celebrated wd~50 restaurant, as Wylie Dufresne's and Alex Stupak's pastry sous chef. After a brief session of consultation work in Chicago, Chef Sanchez travelled to Europe to explore its robust pastry scene. After a few stints at various restaurants, she secured a position as Pastry Chef at the S.Pellegrino World's No.1 Best Restaurant 2010, Noma, in Copenhagen, Denmark.

At the World Gourmet Summit, Chef Sanchez will be hosted by Singapore's favourite pastry chef, **Janice Wong** at her restaurant, **2am:dessertbar**, for the **Masterchef Rosio Sanchez - Epicurean Delights** from 3 to 7 May. The duo will also be partnering for a joint pastry masterclass session - **Janice Wong & Rosio Sanchez Pastry Masterclass**, on 7 May from 1pm to 4pm, at the **Singapore Tourism Board, Auditorium**.

Masterchef Shinichiro Takagi

Restaurant: Zeniya (Kanazawa, Japan)

Restaurant Type: Japanese

Japanese chef Shinichiro Takagi is owner and executive chef of Zeniya, located in his native city Kanazawa on Japan's western coast. A world-class cook with strong ties to his home region of Ishikawa, Chef Takagi uses fresh, local fish and ingredients to prepare mouth-watering, Kaiseki-inspired cuisine. After completing his bachelor's degree in commercial science at Nihon University, Chef Takagi began working at Kyoto Kitcho, one of the finest restaurants in Japan. Following this training, Chef Takagi moved back to his home city of Kanazawa, where after several years he became executive chef of Zeniya and eventually the restaurant's owner.

Chef Takagi continues to promote Zeniya and Kaga cuisine (traditional Kanazawa cuisine) for a worldwide audience. As a master of Kaga cooking, Takagi is delighted to have the opportunity to share his native cuisine with an international audience.

Chef Takagi will be hosted at **Inagiku, Fairmont Singapore** for the **Masterchef Shinichiro Takagi - Epicurean Delights** from 26 to 30 April and conducting the **Shinichiro Takagi Culinary Workshop** on 27 April from 10am to 2pm, at the **At-Sunrice GlobalChef Academy**.

Masterchef Yim Jung Sik

Restaurant: Jung Sik Dang (Seoul, Korea)

Restaurant Type: New Korean

Chef Yim Jung Sik began his culinary journey during his army days. Recognising his talent, the commanding officer made Chef Yim his personal chef. Encouraged and inspired, his decision to pursue cooking professionally led him to the renowned Culinary Institute of America, where he was introduced to the intricacies of fine Western cooking. Chef Yim took up internship opportunities in several of New York's much-admired restaurants, to gain as much exposure as possible. Always on the pursuit of new discoveries, Chef Yim has today, transformed friendly local ingredients into creative New Korean cuisine. Whilst maintaining traditional Korean philosophy through food, the menus at Jung Sik Dang have evolved to encompass various modern cooking techniques.

Chef Yim will be hosted at **My Humble House by TungLok Group** for the **Masterchef Yim Jung Sik - Epicurean Delights** from 3 to 7 May, and will be conducting the **Yim Jung Sik Culinary Masterclass** on 4 May from 2pm to 3.30pm at the **Singapore Tourism Board, Auditorium**.

Masterchef Yuji Wakiya

Restaurant: Wakiya Ichiemicharou (Tokyo, Japan)

Restaurant Type: Chinese

Impressed by the authentic Chinese cuisine he had tasted at a Chinese restaurant in Tokyo, when he was only fourteen, Chef Yuji Wakiya was inspired to create similar dishes, becoming a Chinese cuisine chef.

The Hokkaido-born chef gathered his experience working at a number of restaurants before becoming the head chef of Turandot Yusenkyo restaurant in 1997. In 2001, he opened his own restaurant, Wakiya Ichiemicharou in Tokyo's Akasaka district.

Chef Wakiya was a participant in the Madrid Fusion 2005 event in Spain, where chefs are selected from around the world to share their techniques and philosophies. He is also an active contributor to society in the culinary field, being active in charity events and training for young chefs.

For a taste of his Chef Wakiya's creations, visit **Mandarin Court Chinese Restaurant at the Mandarin Orchard Singapore** where he is hosted for the **Masterchef Yuji Wakiya - Epicurean Delights** from 3 to 7 May, and conducting the **Yuji Wakiya Culinary Masterclass** on 4 May, from 12pm to 1.30pm, at the **Singapore Tourism Board, Auditorium**.

To read about the celebrity chefs lined up for the World Gourmet Summit 2011, please refer to, 'Press Release: World Gourmet Summit 2011_Celebrity Chefs'.

For a complete list of participating chefs and events calendar, please refer to, 'Press Release: World Gourmet Summit 2011_15th Year Crystal Anniversary'.

For more information or to arrange interviews, please contact Rachel or Noi at rachel.raeburn@citrus-pr.com / noi@citrus-pr.com, or visit www.worldgourmetsummit.com.

Ends/

Media contacts:
Citrus Public Relations
Rachel Raeburn / Sim Siew Noi
rachel.raeburn@citrus-pr.com
noi@citrus-pr.com
Tel: (65) 6736 4119
www.citrus-pr.com

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 15th 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 16th 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, 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.