



PRESS RELEASE

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

Asian Masterchefs Reign at the 15th World Gourmet Summit 'The Magnificent Seven!'

Singapore, 20 April 2011: A strong Asian presence will be felt at the 15th World Gourmet Summit, with the participation of seven chefs from the Asian culinary capitals of China, India, Japan and Korea – the highest ever number of Asian chefs at a World Gourmet Summit event.

Converging in Singapore for the region's most esteemed gourmet extravaganza, the Asian chefs include celebrity chef Edward Kwon, and masterchef Yim Jung Sik from South Korea, one-Michelin-starred masterchef Tam Kwok Fung from Macau, China; masterchef Manish Mehrotra from New Delhi, India; and three Japanese chefs: one-Michelin-starred masterchef Keisuke Matsushima, masterchef Shinichiro Takagi and masterchef Yuji Wakiya.

"It has always been our aim to bring the best of Asia's culinary stars to the World Gourmet Summit. This year, we have a total number of seven Asian chefs, representing the region's most popular cuisine. Their cultural diversity, which adopts specific culinary techniques and ingredients, offers diners a wider selection of cuisine type to choose from. The Asian chefs are of the highest calibre in the industry and are a great complement to the line-up of European, Australian and American chefs we have this year," says Peter A. Knipp, CEO of Peter Knipp Holdings Pte Ltd.

While the majority of these chefs will be showcasing their home cuisine at their respective events during the World Gourmet Summit (25th April to 8th May), **two of the Japanese chefs will be presenting their takes on foreign cuisine, with skills honed over the years: Keisuke Matsushima and Yuji Wakiya.**

One-Michelin-starred chef Keisuke Matsushima, owner of eponymous restaurant in Nice, France, mastered the basics of French cooking at L'école Tsuji Tokyo (Tsuji Culinary Institute). Born in 1977 in Fukuoka, Japan, Chef

Matsushima learned from French chefs all over the country after moving to France at a tender age of 20.

On his 25th birthday, Chef Matsushima opened his first restaurant, Restaurant Kei's Passion, in Nice. His innovative dishes made with local, southern French ingredients, soon gained great popularity. By the third year, the restaurant was decorated with a prestigious Michelin Star. In 2006, Chef Matsushima closed the restaurant and launched KEISUKE MATSHUSHIMA. It also earned a Michelin-star in 2007, and received its sixth consecutive Michelin-star in 2011. A recent addition in Tokyo, Restaurant-I, has also been awarded a Michelin-star.

Chef Matsushima will be hosted at My Humble House by TungLok Group, by senior executive chef Ken Ling, and executive chef David Liew.

Fellow countryman, **Chef Yuji Wakiya, owner of Wakiya Ichiemicharou in Tokyo, will be demonstrating his culinary skills honed in preparing Chinese cuisine** – weaving in the essences of Japanese culinary style.

Chef Wakiya began his career in 1973 as a young chef at the Sanno Restaurant in Akasaka and went on to gain experience at various establishments such as the Tokyo Hilton Hotel and the Capitol Tokyu Hotel.

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 invited each year to introduce and share techniques and philosophies of the culinary arts. Chef Wakiya is also an active contributor to society, supporting charity events and the training of young chefs.

A connoisseur in Chinese tea and an author of 13 culinary books, Chef Wakiya also makes appearances on NHK cooking shows and speaks regularly at culinary schools with the aim of nurturing the next generation of young talent. He will be hosted at Mandarin Court Chinese Restaurant, Mandarin Orchard Singapore, by Chef Sunny Kong, who brings with him 32 years of culinary experience from Hong Kong and acclaimed dining establishments in Singapore such as Lei Garden, Club Chinois and InterContinental Singapore's Man Fu Yuan.

Interweaving traditional Chinese medicine (TCM) into his cuisine, following the traditions of ancient Taoist techniques, one-Michelin-starred masterchef Tam Kwok Fung, is the perfect example of how a chef pays tribute to his culinary roots.

With his dishes known to nourish the body, Chef Tam regularly cooks for world leaders, the royal families of Thailand, Japan and Nepal; and a host of politicians and presidents. He gained a wealth of experience during his apprenticeship in Hong Kong hotels and restaurants and from his work at the Crowne Plaza Hotel, Beijing and The Oriental, Bangkok.

Chef Tam was executive Chinese chef at the Peninsula Hotel in Bangkok, a position he held for nine years. Under his leadership, the hotel's Mei Jiang Cantonese restaurant was consecutively awarded, 'Best Chinese Restaurant' by Metro and Dining, and Entertainment magazines for the period of 1999 to 2005.

Chef Tam was awarded the Gold Medal at the fifth World Championship of Chinese Cooking in 2005, arguably the pre-eminent award for Chinese cooking.

Now the executive Chinese chef of City of Dreams, in Macau, China, Chef Tam oversees two signature Chinese restaurants namely Lung Hin and Treasure Palace. He also created the Exquisite Eight Treasures menu with world-renowned Celebrity Chef, Martin Yan.

Chef Tam will be hosted at Cassia, Capella Singapore by its executive chef, Jakob Esko.

South Korea's first celebrity chef, Edward Kwon is the proud owner of Gastronomy, a contemporary European bistro located in Seoul, serving top-notch dishes at affordable prices. **Among the chef's most admirable achievements is his 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.

An author and celebrity chef, Chef Kwon has written three books and has his own TV show, Yes Chef, which is running in its second season.

Chef Kwon will be hosted by executive chef Wolfgang Ranner at the prestigious Conrad Centennial Singapore, which has received several international recognitions and houses the award-winning Golden Peony restaurant.

Infusing Chinese herbs from Eu Yan Sang into his Indian menu creation at a special World Gourmet Summit dinner on 2nd May, at Shangri-la Hotel Singapore, Chef Manish Mehrotra is setting out to accomplish what has been said to be an, 'impossible combination'.

The executive chef of Pan Asian Cuisine for Old World Hospitality Pvt Ltd., heads the kitchens of Indian Accent (New Delhi), Oriental Octopus (New Delhi, Noida & Lavasa) And Tamarai (London). He represents Indian Accent, New Delhi, at the World Gourmet Summit.

The renowned contemporary Indian menu of Indian Accent has been designed by Chef Mehrotra, and 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.

He has received several accolades – the Vir Sanghvi Award, Best Chef Of 2010 - HT City Crystal Awards and American Express Best Chef Of the Year, 2010; and recently, Indian Accent has been awarded the Best Modern Indian Restaurant by Times Food Guide 2011. It has also been recognised as, 'amongst the top three modern Indian restaurants in India' by The Wall Street Journal (March 2011).

Chef Mehrotra has recently introduced 'spa cuisine' for the first time at the Pan Asian restaurant, Tamarai, in London. The spa cuisine-inspired Detox Menu

features delicious and detoxifying, low calorie dishes for its health conscious diners.

Chef Mehrotra will be hosted at Rang Mahal by Chef Vinod Rana, a young and creative chef of 37 years old, who has played an instrumental role at Rang Mahal, raising the quality and food standards, as well as contributing to the delectable dessert recipes and other signature dishes.

Master of Kaga cooking, Shinichiro Takagi is the owner and executive chef of Zeniya, located in his native city Kanazawa on Japan's western coast.

With a bachelor's degree in commercial science from Nihon University, Chef Takagi has an unsurpassed talent in using fresh, local fish and ingredients to prepare mouth-watering, Kaiseki-inspired cuisine.

Chef Takagi began working at Kyoto Kitcho, one of the finest restaurants in Japan. Following his training, he moved back to his home city of Kanazawa, where after several years he became the executive chef of Zeniya and eventually the restaurant's owner. Chef Takagi continues to promote Zeniya and Kaga cuisine for a worldwide audience.

He will be hosted at Inagiku, Fairmont Singapore by Chef James Wierzelewski who is the director of kitchens for Fairmont Singapore and Swissôtel The Stamford. Chef Wierzelewski's culinary expertise extends far past the kitchen doors as he also excels at creating new restaurant concepts.

Always on the pursuit of something new, Chef Yim Jung Sik transforms local ingredients into New Korean Cuisine. Whilst maintaining traditional Korean philosophy through food, the menus at his restaurant, Jung Sik Dang, in Seoul is created with various modern cooking techniques.

Chef Yim was introduced to the intricacies of fine Western cooking at the renowned Culinary Institute of America. During the time he spent in New York, he took up internship opportunities in several much-admired New York restaurants to gain experience and exposure.

Upon his return to Seoul, he launched his first restaurant, Jung Sik Dang in 2009 and a second branch, Anju, in 2010.

Chef Yim will be hosted at My Humble House by TungLok Group by senior executive chef Ken Ling and executive chef David Liew. Chef Liew is the executive chef of My Humble House and is currently the brains behind the creations of contemporary Chinese cuisine, which My Humble House is renowned for, while senior executive Chef Ling oversees the entire kitchen's culinary operations.

Watch out for these seven magnificent Asian chefs at the following events, at the World Gourmet Summit:

Masterchefs' Epicurean Delights

Masterchef Tam Kwok Fung - Epicurean Delights

Date: 26 to 30 April

Venue: Cassia, Capella Singapore

Masterchef Keisuke Matsushima - Epicurean Delights

Date: 26 to 30 April 2011

Venue: My Humble House by TungLok Group

Masterchef Shinichiro Takagi - Epicurean Delights

Date: 26 to 30 April 2011

Venue: Inagiku, Fairmont Singapore

Masterchef Yuji Wakiya - Epicurean Delights

Date: 3 to 7 May 2011

Venue: Mandarin Court Chinese Restaurant, Mandarin Orchard Singapore

Masterchef Manish Mehrotra - Epicurean Delights

Date: 26 April to 1 May 2011

Venue: Rang Mahal

Masterchef Yim Jung Sik - Epicurean Delights

Date: 3 to 7 May 2011

Venue: My Humble House by TungLok Group

Culinary Masterclasses, Workshops and Up Close & Personal Experiences

Tuesday, 26 April:

Tam Kwok Fung Culinary Masterclass

10.00am to 11.30am

Venue: Singapore Tourism Board, Auditorium

Edward Kwon Celebrity Masterclass

12.00pm to 1.30pm

Venue: Singapore Tourism Board, Auditorium

Keisuke Matsushima Culinary Masterclass

2.00pm to 3.30pm

Venue: Singapore Tourism Board, Auditorium

Wednesday, 27 April:

Shinichiro Takagi Culinary Workshop

10.00am to 2.00pm

Venue: At-Sunrice GlobalChef Academy

Thursday, 28th April:

Culinary Experience At Miele: Up Close & Personal with Manish Mehrotra

10.00am to 2.00pm
Venue: Miele Gallery

Tuesday, 3 May:

Eu Yan Sang Herbal Culinary Masterclass By Manish Mehrotra

10.00am to 11.30am
Venue: Singapore Tourism Board, Auditorium

Wednesday, 4 May:

Yuji Wakiya Culinary Masterclass

12.00pm to 1.30pm
Venue: Singapore Tourism Board, Auditorium

Yim Jung Sik Culinary Masterclass

2.00pm to 3.30pm
Venue: Singapore Tourism Board, Auditorium

Wine Tastings, Dinners & Special Themed Events

Edward Kwon Celebrity Dinner

Wednesday, 27 April 2011 | 7.00pm to 11.00pm
Venue: Conrad Centennial Singapore

Weingut Markus Molitor Wine Dinner Featuring Cuisine of Tam Kwok Fung

Wednesday, 27 April 2011 | 8.00pm to 11.00pm
Venue: Cassia, Capella Singapore

World Gourmet Summit Charity Dinner (Featuring Cuisine of Edward Kwon)

Thursday, 28 April 2011 | 7.00pm to 11.00pm
Venue: The St. Regis Singapore

Eu Yan Sang Dinner Featuring The Cuisine of Manish Mehrotra

Monday, 2 May 2011 | 7.00pm to 11.00pm
Venue: Shangri-La Hotel, Singapore

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/sq/app/asian-gastronomic-awards-of/id417931266?mt=8>

Peter Knipp Holdings Pte Ltd (PKH), together with Singapore Tourism Board (STB), WDA, and its beneficial partners presented 27 awards, nine experiential scholarships, two educational scholarships and eight WSQ awards at 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 Asian Gastronomic 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.