



## **PRESS RELEASE**

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

### **Masterchefs Work Their Culinary Magic for a Good Cause at the World Gourmet Summit Charity Dinner**

#### **S\$500,000 Raised for Community Chest**

**Singapore, 29 April 2011:** The annual World Gourmet Summit Charity Dinner took place at the St. Regis Singapore, yesterday, on 28 April 2011. Into its 11<sup>th</sup> year, this special 'giving back' dinner is held each year as part of the World Gourmet Summit, a gourmet extravaganza, which showcases chefs, vintners and special guests from around the world.

Over the past decade, the charity dinners have in totality raised over S\$3 million for Community Chest, the fund-raising arm of the National Council of Social Service (NCSS). Graced by guest-of-honour, Mr Abdullah Tarmugi, Speaker of Parliament, the 2011 instalment successfully raised S\$500,000, with the generosity of its distinguished guests. Funds were raised through table sales, charity auction as well as donations.

A total of 370 guests, comprising the upper echelons of Singapore's society, were treated to an elegant six-course feast prepared by renowned international masterchefs – South Korea's first celebrity chef Edward Kwon from restaurant Lab XXIV Gastronomy in Seoul, and Spanish chefs from Madrid – two-Michelin-starred Chef Ramón Freixa of restaurant RAMON FREXIA MADRID and one-Michelin-starred Chef David Muñoz of restaurant DiverXO. The three visiting chefs were hosted by Frédéric Colin – executive chef of The St. Regis Singapore, who together with his culinary team also prepared dishes for the dinner.

Commenting on his participation at the World Gourmet Summit Charity Dinner, Chef Edward Kwon said, "I appreciate being able to lend my expertise as a chef to a good cause – cooking with the Spanish chefs and Frédéric Colin was a fun experience!" The owner of Lab XXIV Gastronomy restaurant also donated a personal item to the auction, "Contributing my favourite jacket by Korean's

fashion designer, the late André Kim, to the auction is my way of giving a piece of my culture to Singapore. It is a collector's item, with only two pieces available in the world. Thank you for having me at the World Gourmet Summit. It's been truly memorable!"

Among the items available on the live auction were an exquisite DAUM Golden Double Dragon Koi sculpture, a Vertu Constellation Quest luxury smart phone, a chic Leica X1 camera, as well as an exclusive Montblanc Meisterstuck Solitaire Doué Silver Barley Fountain Pen with a bespoke handcrafted rhodium-plated 18k gold nib.

The silent auction drew much interest from guests, with its varied offerings. Amongst them were getaways to Small Luxury Hotels properties worldwide and to the Louis Vineyard in Australia. Personable items included an autographed Nespresso Coffee Machine by George Clooney, and a collection of five 'Comfort Food' cookbooks by Rachel Allen. The Irish celebrity chef makes her debut at the World Gourmet Summit on 3<sup>rd</sup> May with a culinary masterclass and thereafter on 4<sup>th</sup> May with a celebrity dinner. Each of the items on auction was accompanied with a premium bottle of wine from wine labels such as Araujo Estate Wines, Domaine De Chevalier and Pio Cesare, to name a few.

Guests were enthralled by the entertainment for the evening, which included a special performance by all-female Korean percussion band DRUMCAT and Oscar Ng, a multi-disciplinary artist and scholar from the Nanyang Academy of Fine Arts, who entertained guests with her captivating Sand Art performance, where she created multiple transformation of images from one frame to another using only her hands without any tools.

Dr Henry Tay, Chairman of the World Gourmet Summit Charity Dinner Organising Committee, commented, "The World Gourmet Summit Charity Dinner has provided a valuable fund-raising platform for Community Chest to raise much needed funds for its beneficiaries. The generous support received for the charity dinner has enabled beneficiaries from the various charities to overcome their adversity and develop their potential."

Peter A Knipp, CEO of Peter Knipp Holdings, organiser of the World Gourmet Summit said, "I speak on behalf of the chefs when I say it is a joy knowing that your passion for cooking brings joy to others. Even more so when it helps others by raising funds for the less fortunate. I am truly happy to be able to contribute as an organiser of this event and I thank all those who have been generous in their donations!"

The funds raised will support critical social service programmes under the care of Community Chest. These include enabling children with special needs to have an education, reaching out to at-risk youths, providing lonely elderly with warm meals and befriending services, supporting low-income families and helping the disabled to lead more independent lives.

One of the beneficiaries is 12-year-old Raymond Tan who was diagnosed with mild intellectual disability in 2007 and admitted to Metta School three years ago. The contributions from the charity dinner have enabled Metta School to continue with programmes to improve Raymond's condition and develop his potential.

Joining the school's wushu team has greatly boosted Raymond's confidence and he has performed on various occasions, including before President SR Nathan on national television. To show their appreciation to all who have contributed to the charity dinner, beneficiaries of Community Chest presented handmade tokens to the chefs as special mementos to record their experience in Singapore at the World Gourmet Summit Charity Dinner 2011.

Ends/-

Media contacts:

Citrus Public Relations

Rachel Raeburn / Sim Siew Noi

[rachel.raeburn@citrus-pr.com](mailto:rachel.raeburn@citrus-pr.com)

[noi@citrus-pr.com](mailto:noi@citrus-pr.com)

Tel: (65) 6736 4119

[www.citrus-pr.com](http://www.citrus-pr.com)

National Council of Social Service

Corporate Communications Division

Ms Goh Siew Hian

[goh\\_siew\\_hian@ncss.gov.sg](mailto:goh_siew_hian@ncss.gov.sg)

Tel: (65) 6210 2638

## **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 its beneficial partners presented 27 awards, nine experiential scholarships, two educational scholarships and eight WSQ awards at the awards ceremony on 16<sup>th</sup> April 2011.

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

### **Community Chest**

Community Chest raises funds on a yearly basis to meet the needs of the social service programmes we help support. Community Chest ensures that the fund-raising and other operating costs are kept to a minimum. As these costs are covered mainly by Tote Board and Singapore Pools, every dollar raised by Community Chest will be made available to social service programmes under its care.

Community Chest has made it easier for individuals to donate from the comfort of their homes via websites such as [www.comchest.org.sg](http://www.comchest.org.sg) and [www.vpost.com.sg](http://www.vpost.com.sg), through the internet (DBS, UOB or Citibank) or phone banking (DBS or POSB) and even at SAM machines across the island. Individuals can also reap tax benefits on donations through hassle-free modes like the Community Chest's SHARE programme (the sign-up form is available at [www.comchest.org.sg](http://www.comchest.org.sg)) where one can make monthly donations via GIRO, credit card or payroll and have his or her tax deductions automatically included in their tax assessments.

**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 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.