



For Immediate Release

World Gourmet Summit Launches Inaugural Youth Chefs' Day

Meat & Livestock Australia Youth Chefs' Day reaffirms World Gourmet Summit's commitment to cultivating the next generation of culinary masters

18 April, 2013 (SINGAPORE) – On Monday, 22 April, the World Gourmet Summit launches the inaugural **Youth Chefs' Day**, presented by Meat & Livestock Australia, delivering a lesson in the food and beverage (F&B) sector like no other for close to 300 F&B students from five leading Singapore culinary and tertiary institutions. F&B students, aged 15 to 25 years, from Shatec Institutes (SHATEC), At-Sunrice GlobalChef Academy, Temasek Culinary Academy, Republic Polytechnic and Institute of Technical Education (ITE) have been invited to take part.

Budding chefs and future F&B professionals, will get a rare opportunity to pick up the tricks of the trade from the world's best culinary experts, such as Spain's finest pastry chefs, **Paco & Jacob Torreblanca**, who will share their insights into the *Evolution of the Patissier's role in the Kitchen*.

The day's session will also include leading industry experts such as Mr Ernst Huber, Awards Of Excellence 2013 Déliciae Lifetime Achievement Award winner who will share his expertise on the *Art of Butchery*, Janice Wong (**2am:lab**) Awards Of Excellence 2013 Classic Fine Foods Pastry Chef Of the Year, Daniel Sia (**The Disgruntled Chef**), David Senia (**Executive Chef of Capella Singapore**) and Jimi Tegerdine (**Executive Chef of LeVel33 and presented by Indoguna**).

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The crucial business aspect of the industry will also be highlighted in a session led by Mr Olivier Bendel (**CEO of Déliciae Hospitality Management**), who owns and manages nine concept restaurants: **L'Entrecôte, Sabio, 83, Forlino, Le Petit Cancale, &MADE by Bruno Ménard, La Cantine by Bruno Ménard, The Vintage Room** and **Sabio by the Sea**.

Peter A Knipp, CEO of Peter Knipp Holdings Pte Ltd, the organisers of the award-winning World Gourmet Summit, said, "The Youth Chefs' Day is very close to my heart. I strongly believe that in empowering the young talent and providing them with a platform with world-class chefs and award-winning culinary experts, is the way forward in ensuring a bright and successful future for Singapore's F&B industry. Learning in a classroom is critical, but to get invaluable tips, learn skills and techniques from masters who have been in the industry for over a decade, is priceless. We hope our intentions of rolling out the Youth Chefs' Day will be an annual event that all enthusiastic students look forward to."

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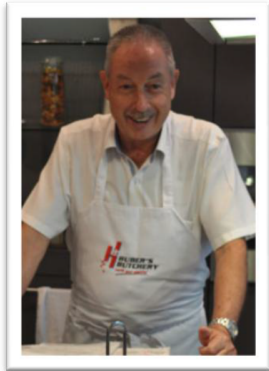




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ANNEX A – Youth Chefs’ Day Programme

Date : Monday, 22 April 2013
Time : 1.00pm
Cocktail : 6.00pm
Venue : Alkaff Mansion Ristorante
 10 Telok Blangah Green
 Singapore 109178

Time	Program	Description
12.30pm – 1.20pm	Registration	
1.20pm – 1.30pm	Introduction to Activities by Hamish Brown & Maggie Lim	
1.30pm – 1.40pm	Opening Speech by Mr Peter Knipp and Meat & Livestock Australia Spokesperson	
1.40pm – 2.20pm	Session 1 The Art of Sausage Making 	Mr Ernst Huber (Awards Of Excellence 2013 Déliciae Lifetime Achievement Award) <i>What are the best culinary techniques for different cuts of meat?</i> Leading the company is Chairman Ernst Huber, the passionate and inspirational driving force behind Huber’s Butchery. With regards to his work ethic, Mr Huber describes himself as “serious and professional”. He is a hands-on, operations geared owner who believes that there is no substitute for hard work, honesty and discipline. At age 65, he continues to strive towards excellence as a personal example to everyone in the company. Of his management style, he has one straightforward belief, “you get the best out of others when you give the best of yourself”.
2.20pm – 2.55pm	Session 2 More than Just Beans Sponsor: Coffex Coffee  	Kelvin Ngow, Executive Director of Coffex Coffee A new trend towards "Artisanal" or Specialty coffee is emerging, the Concept of Singles. Single Origin coffees, or Singles as Coffex Coffee calls it, are sourced from Specialty Grade coffee farms. Specialty Coffee? It is defined as a crafted quality coffee which has a unique and distinct cup profile. Take this opportunity to learn about the skills of pourover to bring out the best from these beans!

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2.55pm – 3.25pm	<p>Session 3 The Art of Chocolate</p> 	<p>Paco & Jacob Torrealba (International School of Pastry Arts)</p> <p>Chef Paco Torrealba is considered by many to be the driving force behind pâtisserie in haute cuisine. At his three patisseries in Alicante, Chef Torrealba has been clear about his ambition to design the flavour of chocolate.</p> <p>Paco will try to convey to the new generation of bakers, the value of the old traditions and techniques as well as to learn the value of the ingredients themselves.</p> <p>The modern pastry and the evolution of it, depends on knowledge of their roots. Innovation must be based on knowledge of the bases, whether the use of a spatula, or the preparation of pralines or crystallized chestnuts.</p>
3.25pm – 3.55pm	<p>Session 4 The Essence of Art in Cuisine</p> 	<p>Janice Wong (2am:lab) and Daniel Sia (The Disgruntled Chef)</p> <p>Chef Janice Wong is a vision of excellence and brilliance. Focusing on quality and bringing the best out of the ingredients that she uses, all her dessert creations are to die for. For Chef Daniel Sia, being a chef is about focusing on the overall experience of enjoying food.</p> <p><i>Inspired by these culinary talents? Together, they will share their experiences in The Essence of Art in Cuisine.</i></p>

3.55pm – 4.10pm	Coffee Break	
4.10pm – 4.30pm	<p>Session 5 Business Perspective by Young Entrepreneur</p> 	<p>Olivier Bendel (Déliciae Hospitality Management)</p> <p>Olivier Bendel decided to settle in Singapore in 2009 with his family, making Singapore his new “home”. Wishing to pursue his dream of creating restaurant concepts in Asia, Olivier founded Déliciae Hospitality Management in 2010, hiring the best team to assist in the pursuit of his ambition.</p> <p>In October 2010, Déliciae opened its first restaurant: <u>L'Entrecote</u> . In 2011, the group inaugurated two new concepts: <u>Sabio</u> and <u>83</u>. In 2012, Déliciae took over <u>Forlino</u> and opened <u>Le Petit Cancale</u>.</p> <p>The “piece de resistance” for Olivier and Déliciae Hospitality Management is the collaboration with <u>Bruno Ménard</u> – the first three-Michelin-starred chef to be permanently based in Singapore – starting from January 2012. Together with Chef Ménard, they developed concepts under his name: <u>&MADE</u> and <u>La Cantine</u> by Bruno Ménard.</p> <p><u>Sabio by the Sea</u> is a nautical extension of the original Sabio, located at the swanky new Quayside Isle at Sentosa Cove. Olivier’s most recent venture <u>The Vintage Room</u>, is a place that complements the charm of the <u>quaint Duxton Hill</u> by <u>introducing an Old World charm to reinforce the overall vibe of the location</u>.</p> <p><i>How and what made the success story? Olivier will share their “journey to success”.</i></p>

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4.30pm – 5.00pm	<p>Session 6 The Artisan's Mastery of Fromagerie</p> <p><i>Sponsors:</i> Classic Fine Foods Lactalis</p>  	<p>David Senia (Executive Chef of Capella Singapore)</p> <p><i>Wish to know more about Cheese and what can you do with Cheese?</i></p> <p>A true perfectionist in the kitchen, Chef David Senia believes in drawing inspiration from new experiences with the local flavours and ingredients then blending it with the various techniques acquired from his stints around the world.</p>
5.00pm – 5.30pm	<p>Session 7 Aquaculture & Sustainability Presented by Indoguna</p>  	<p>Jimi Tegerdine (Executive Chef of LeVel33)</p> <p>Chef Jimi Tegerdine will showcase the goodness that is of the frozen Ocean Gems Prawns. "Ocean Gems and Indoguna source the best seafood around the world. The stringent selection process ensures a consistently high quality in our products. Every piece is cleaned, processed and packed within hours of harvesting to preserve its natural freshness and taste to the highest international standards. No preservatives and chemicals are used in the process. We insist only premium quality and fresh flavours delivered in convenient, ready-to-use packaging."</p> <p><i>Want to work towards a sustainable aquaculture industry? Let Chef Jimmy Tegerdine show you the perks of using products from Indoguna.</i></p>
5.30pm – 6.10pm	<p>Session 8 Being a Chef as a Profession</p> 	<p>Chef Edmund Toh, Assistant Vice President of Resorts World™ Sentosa / President of Singapore Chefs Association</p> <p>Being a Chef is among the professions that people dream about, imagining leading a crack platoon of sous chefs in a glamorous, stainless steel kitchen and presenting fabulous meals to hundreds of people. Parts of this description are true, and those who become chefs have very high levels of satisfaction with their professions. One chef said his career "is only for the very crazy. It is hard work, it is gruelling work, it is important work, and still, I would do nothing else." Many mention the long hours, the painstaking attention to detail, and being constantly surrounded by food as parts of a job they love. The profession rewards the talented and the daring who can see opportunity and grab it. "You start out knowing absolutely nothing and these experienced, exciting chefs you've idolised all your life will show you how to run your kitchen."</p> <p><i>Looking at being a renowned Chef locally & internationally?</i></p>
6.10pm – 8.00pm	Cocktail and Entertainment	

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About the World Gourmet Summit

The World Gourmet Summit is an award-winning international gastronomic extravaganza organised by A La Carte Productions (a subsidiary of Peter Knipp Holdings Pte Ltd), supported by the Singapore Tourism Board (STB), and presented by Citibank. The World Gourmet Summit celebrates its 17th anniversary in 2013.

An annual epicurean extravaganza 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.

For all its efforts in organising the annual world-class gastronomic spectacle, the World Gourmet Summit has won global accolades including the prestigious Grand Pinnacle Silver Award at the International Festivals & Events Association (IFEA)/ Haas & Wilkerson Pinnacle Awards.

Since 2000, the World Gourmet Summit has been raising funds through its annual charity dinners in support of the Community Chest, the fund-raising arm of the National Council of Social Service (NCSS). The charity dinners have raised over S\$5.05 million with the generosity of its distinguished guests through table sales, charity auctions as well as donations.

For more information, please visit: www.worldgourmetsummit.com

ANNEX B – ORGANISERS, PARTNERS AND SUPPORTERS

About A La Carte Productions Pte Ltd

A La Carte Productions Pte Ltd, a subsidiary of Peter Knipp Holdings Pte Ltd, is an independently owned events company, which provides events planning, conceptualisation, and execution services. The annual gastronomic extravaganza - World Gourmet Summit held in April each year, and the Awards Of Excellence, the leading and most comprehensive F&B platform in Asia, which recognises and motivates talents to excel in the F&B industry and promotes the appreciation of dining in Singapore and the region.

About Peter Knipp Holdings Pte Ltd

Peter Knipp Holdings Pte Ltd (PKH) offers a multi-faceted range of services for the F&B and hospitality industry. Founded in 1996 by Peter A Knipp, the multi award-winning company has grown over the years to include four independent companies, encompassing various aspects of the F&B and hospitality businesses: A La Carte Productions Pte Ltd, an events management which provides events planning, conceptualisation, and execution services at the annual gastronomic extravaganza – World Gourmet Series which includes Awards Of Excellence (www.wgsawards.com) and World Gourmet Summit (www.worldgourmetsummit.com).

Food2Print Pte Ltd which publishes Cuisine & Wine Asia magazine, newsletter at www.asiacuisine.com, and provides marketing communication consultancy services; Foodservice Consultants Singapore Pte Ltd, F&B consultancy and kitchen design (www.fscs.com.sg); and Bytes Asia Pte Ltd, IT consultancy.

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Citibank Singapore Limited

Locally incorporated in Singapore, Citibank Singapore Limited is a distinct market leader in the consumer banking business. In the past few years, Citibank has extended its distribution network to more than 1,500 touch points to reach out to more Singaporeans and provide them with innovative, global and value-added products and services. A leading credit card issuer in Singapore, Citibank offers the widest range of credit card propositions and the best-in-class dining privileges through Citibank Gourmet Pleasures, which promises the best deals island-wide.

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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. They aim to differentiate and market Singapore as a must-visit destination offering a concentration of user-centric and enriching experiences through the "Your Singapore" brand. For more information, please visit www.stb.gov.sg or www.yoursingapore.com

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About Resorts World™ Sentosa Singapore

Resorts World Sentosa (RWS), Singapore's first integrated resort is located on the resort island of Sentosa. Spanning 49 hectares, the resort has welcomed over 15 million visitors in 2010 since it opened in January of that year. RWS is home to the region's first-and-only Universal Studios theme park, a Maritime Experiential Museum and Aquarium, a casino, luxurious accommodation in six unique hotels, the Resorts World Convention Centre, celebrity chef restaurants, Malaysian Food Street as well as specialty retail outlets. The resort also offers entertainment ranging from its resident theatrical circus spectacular - Voyage de la Vie, to public attractions such as the Crane Dance and the Lake of Dreams. Still to come are a destination spa and the world's largest oceanarium, the Marine Life Park. RWS is wholly owned by Genting Singapore, a company of the Genting Group. For more information, please visit www.rwsentosa.com

PREMIUM GASTRONOMIC PARTNER

Déliciae Hospitality Management

The Déliciae Hospitality Management group owns and manages nine concept restaurants: L'Entrecôte, Sabio, 83, Forlino, Le Petit Cancale, &MADE by Bruno Ménard, La Cantine by Bruno Ménard, Sabio by the Sea and The Vintage Room.

Established in 2010 by French restaurateur, Olivier Bendel, the group aims to become one of the Asian leaders F&B and hospitality concepts. The Singapore-based organisation also offers hospitality and restaurant consultancy services from conceptualisation to development and operations. For more information, please visit www.deliciae.sg

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