



PRESS RELEASE

RECOGNISING TALENT | REWARDING EXCELLENCE
World Gourmet Summit Awards Of Excellence 2010

Announcing the launch of two new awards:

Leica Food Photograph of the Year & Montblanc Food Writer of the Year

Singapore, **15 January 2010**: The year 2010 marks a milestone for the World Gourmet Summit Awards Of Excellence as it celebrates the tenth year since its inception in 2001. Highly regarded as the foremost food and beverage (F&B) accolade, which recognises the excellence of professionals and establishments, the World Gourmet Summit Awards Of Excellence strives to continuously expand on its efforts by introducing relevant awards to its annual event.

This year's World Gourmet Summit Awards Of Excellence comprises 27 local and regional awards, six awards by the Workforce Skills Qualification (WSQ), and eight scholarships, two of which are jointly launched. Among them are two newly introduced awards under the Singapore category: *Leica Food Photograph of the Year* and *Montblanc Food Writer of the Year*.

"Food journalists play a major role in promoting the F&B industry in Singapore, lending their taste buds and sharing their expertise with the public to identify superior dining establishments through food reviews and gourmet stories. This in turn, motivates restaurateurs to achieve high standards, elevating the quality of the F&B industry across the board. With the *Leica Food Photograph of the Year* and *Montblanc Food Writer of the Year*, we are now able to recognise their efforts in contributing to the burgeoning gourmet scene here", explains Peter A Knipp, Chief Executive Officer, Peter Knipp Holdings Pte Ltd (PKH).

Leica Food Photograph of the Year

This award is opened to both professional and amateur photographers residing in Singapore. It seeks to recognise a food photograph that explicitly showcases the style and characteristic of the featured dish in an open category featuring raw, processed or cooked food.





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Montblanc Food Writer of the Year

This award is opened to journalists who have written a food article that has either been previously published in a magazine or newspaper. The journalists' article should feature a restaurant(s) or Singapore-related cuisine and/or portray the culinary/dining scene in Singapore.



The selection of award recipients for both these awards will involve one round of nomination. A panel of ten industry professionals will be selected to judge the submitted entries for the award. The jurors may vote for any photograph/article that meets the criteria and the finalists will be announced at the World Gourmet Summit Awards Of Excellence press conference on 11 March 2010. The award recipient will be announced at the World Gourmet Summit Awards Of Excellence Ceremony on 10 April 2010.

Members of the F&B industry are invited to submit their applications or nominate friends and colleagues for the awards. **Submissions for both categories close on 12 February 2010.**

The award recipient for the *Leica Food Photograph of the Year* will be presented with a Leica D-Lux 4 camera while the award recipient for the *Montblanc Food Writer of the Year* will be presented with a coveted *Montblanc Hommage à Frédéric Chopin* writing instrument worth S\$700. The fountain pen was designed as a tribute to one of the greatest composers and pianists of all time, Frédéric Chopin.

For more information on the awards or to download the application forms for the *Leica Food Photograph of the Year* and the *Montblanc Food Writer of the Year* awards, please visit www.wgsawards.com.

World Gourmet Summit Awards Of Excellence 2010

The World Gourmet Summit Awards Of Excellence 2010 will be presenting the following awards in 2010:

Singapore Category

In this category, awards are presented to deserving candidates in the F&B industry for their hard work, dedication and unrelenting efforts in improving their techniques. They are recognised professionals who have met the stringent standards of the culinary industry.



WORLD GOURMET SUMMIT AWARDS OF EXCELLENCE 2010

Culinary Awards

- S.Pellegrino Chef of the Year
- Executive Chef of the Year presented by Tabasco
- Meat & Livestock Australia Rising Chef of the Year
- PCB Pastry Chef of the Year
- Asian Cuisine Chef of the Year

Restaurant Awards

- Indoguna Restaurant of the Year
- Luzerne Asian Restaurant of the Year
- New Restaurant of the Year
- Restaurant Manager of the Year
- Top Wines Sommelier of the Year
- Grey Goose Bar of the Year
- Georges Dubœuf Old World Wine List of the Year
- New World Wine List of the Year

Hotel Awards

- HEPP Food & Beverage Manager of the Year
- Sico Asia Banquet Manager of the Year

Industry Awards

- Lexmark Gourmet Retailer of the Year
- Gourmet Distributor of the Year
- Wine Retailer of the Year
- Vinitaly Wine Distributor of the Year
- Steward's Solution Outstanding Caterer of the Year
- Leica Food Photograph of the Year (new)
- Montblanc Food Writer of the Year (new)

Achievement Award

- Fonterra Lifetime Achievement Award

Regional Category

Representing the best in the F&B industry in the region, these individuals, establishments and institutions have been consistent in delivering and promoting high standards in the culinary field.

Culinary Awards

- Asian Cuisine Chef of the Year

Culinary Institution Awards

- Electrolux Culinary Institution of the Year

Restaurant Awards

- Restaurateur of the Year
- Vismark Asian Restaurant of the Year



Scholarships

Six scholarships will be presented to budding F&B professionals and those who aspire to build a career in this dynamic industry. The recipients will have the opportunity of attending bond-free courses and apprenticeships at renowned establishments overseas.

- At-Sunrice GlobalChef Academy and Johnson & Wales University
- Bodegas Torres Wine Scholarship
- Paul Jaboulet Ainé & Château La Lagune Scholarship
- Acqua Panna Hospitality Scholarship (new)
- Cantina Marabino Sicily Wine Scholarship (new)
- Valrhona Pâtisserie Scholarship (new)

Education Scholarships

In an effort to champion culinary excellence, two new education scholarships debut this year. Targeted at fresh entrants (graduates) in the culinary field of study, the scholarships provide budding chefs with the opportunity to build a career in the culinary and pastry fields. The scholarships run duration of 17 months, encompassing classroom learning, hands-on practicum and apprenticeship.

- World Gourmet Summit Awards Of Excellence At-Sunrice-WSQ Culinary Arts Education Scholarship (new)
- World Gourmet Summit Awards Of Excellence At-Sunrice-WSQ Pastry and Bakery Arts Education Scholarship (new)

Workforce Skills Qualification (WSQ) Awards

The Workforce Skills Qualification Awards is a celebration of the spirit of continued learning, the relationship between mentor and apprentice which goes beyond lessons learnt in the classroom.

Under the mentor category, individuals of the culinary and pâtisserie profession who champion education and training in their respective fields are recognised for their invaluable efforts in grooming the next generation of F&B professionals.

For the young apprentices, this is an opportunity for them to be recognised as outstanding apprentices – to utilise the opportunities given to them for their future development in the culinary and pâtisserie industry.

- WSQ Outstanding Pastry Apprentice
- WSQ Outstanding Culinary Apprentice
- WSQ Most Supportive Mentor Pastry Chef
- WSQ Most Supportive Mentor Culinary Chef
- WSQ Training Excellence (new)
- WSQ Most Supportive Employer (new)



WORLD GOURMET SUMMIT AWARDS OF EXCELLENCE 2010

The finalists of the above mentioned awards will be announced at the World Gourmet Summit Awards Of Excellence press conference on 11 March 2010. The award recipients will be announced at the World Gourmet Summit Awards of Excellence ceremony on 10 April 2010.

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Background

World Gourmet Summit

The World Gourmet Summit is an international gastronomic extravaganza jointly organised by Peter Knipp Holdings Pte Ltd (PKH) and the Singapore Tourism Board (STB).

An annual epicurean festival that showcases the intricate craftsmanship of prestigious chefs; it is also an exposition of the internationally acclaimed vintners. Encompassing a series of dazzling events like the vintner dinners and celebrity dinners, it is a gourmet spectacular specially crafted for the discerning individuals who appreciate fine wines and gourmet cuisine.

World Gourmet Summit Awards Of Excellence

Into its tenth year, the World Gourmet Summit Awards Of Excellence has grown from strength to strength since its inauguration in 2001. It is hailed as the only national accolade that honours the best of Singapore's F&B individuals and establishments. The awards are also a local and regional benchmark of recognition for those who have made significant efforts and contributions to provide world class fine dining experience in Singapore and the neighbouring regions.

Co-organisers:

Peter Knipp Holdings Pte Ltd (PKH) and Singapore Tourism Board (STB)

Peter Knipp Holdings Pte Ltd (PKH) is a company born out of one man's deep desire to channel 25 years' worth of F&B knowledge towards building a complete one-stop solution centre for all food, beverage and hospitality concept needs. With a dedicated team of industry specialist supporting him, Peter A Knipp set out in 1996 to establish his company as a leading F&B consultancy in the region and has since worked with some of the world's top companies to generate creative concepts like no other.

Singapore Tourism Board (STB)

The Singapore Tourism Board is an economic development agency for one of Singapore's key service sectors - tourism. The mission of the board is to develop and champion tourism, so as to build the sector into a key driver of economic growth for Singapore. With its strategic tourism units covering the key purposes of visit by tourists, the STB will work towards revitalising traditional segments ranging from sightseeing and attractions to business travel, as well as actively tap into emerging segments such as healthcare and education services.



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 also 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, open and accessible, as a mainstream pathway for all workers – young and older, from rank and file to professionals and executive – to upgrade and advance in their careers and lives.