



PRESS RELEASE

RECOGNISING TALENT | REWARDING EXCELLENCE
Asian Gastronomic Awards Of Excellence 2011

The New iPhone App From the Asian Gastronomic Awards Of Excellence 2011

Another way of voting to recognise chefs, sommeliers & F&B establishments in Singapore and throughout the Asia region.

Singapore, 15th February 2011: Now available for download from iTunes, the free Asian Gastronomic Awards Of Excellence iPhone App provides users with a one-stop virtual environment to understand more about this established awards platform and what it takes to be an award recipient. It also provides users with the ability to vote for who they think should receive an Award of Excellence in 2011.

The Asian Gastronomic 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. Voting for round two of the awards ends on 18th February, with the third, and final, round of voting commencing on 17th March.

Peter Knipp Holdings (PKH), the organiser of the awards programme, is launching its iPhone App at a time when Singapore's dining scene is becoming even more interesting, international and diverse. New chefs, new restaurants and new hotels and resorts, mean that competition to receive an Award Of Excellence will be fiercer this year than ever before.

The App, which can be downloaded to both the iPhone and iPad, takes the user on a journey of F&B excellence. As well as being able to nominate F&B professionals for an award, users can also become familiar with past award winners and view video and photographs of those that have been previously recognised. They can also discover details about the scholarship programmes and obtain media updates and news items as they are released. One of the most fascinating sections of the App is the Hall of Fame – a virtual gallery of Singapore's best in the F&B scene that have been inducted over the years.

"Food should not only be great to taste, but should also be visually pleasing" says Peter A Knipp, chief executive officer of PKH, "This new iPhone App, as well as our presence on Facebook and other social media platforms, gives an extra dimension to the enjoyable experience that food and wine brings to many of us".



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Using the iPhone App, users will be able to vote for who they think the award recipients should be.

The Singapore Category is as follows:

- S. Pelligrino Chef of the Year
- Meat & Livestock Australia Rising Chef of the Year
- Eu Yan Sang Asian Cuisine Chef of the Year
- Indoguna Restaurant of the Year
- Luzerne Asian Restaurant of the Year
- Nespresso New Restaurant of the Year
- Citibank Restaurant Manager of the Year
- Top Wines Sommelier of the Year
- Bar of the Year
- Gourmet Retailer of the Year
- Wine Retailer of the Year
- Steward's Solution Outstanding Caterer of the Year

The Regional Awards Category for public nomination are:

- Manitowoc Restaurateur of the Year
- Vismark Asian Restaurant of the Year
- Tung Lok Asian Cuisine Chef of the Year

The App can be downloaded from the iTunes store at:

<http://itunes.apple.com/sg/app/asian-gastronomic-awards-of/id417931266?mt=8>

The Awards of Excellence announcements are eagerly anticipated every year and in 2011 will be immediately updated to the iPhone App. To ensure that results best represent the industry's finest; the selections undergo a detailed and thorough evaluation process. The initial round of nominations, which were also open to the public, included nominations from 250 industry jurors. The nominations were tabulated with the highest scoring nominees for each award category proceeding to round two. At this level, the public, together with 150 industry jurors for the Singapore awards, and 50 for the regional awards, cast their votes. The votes were tabulated with the top three to five highest scoring nominees for each award category proceeding to the third round (finalists), subjected to a final evaluation by the appointed industry jurors.

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.

Held annually in conjunction with the World Gourmet Summit, the Asian Gastronomic Awards Of Excellence is the only Singapore national awards



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programme that acknowledges the efforts of key players in the food and beverage industry who deliver the best dining experience for their guests.

The 2011 award finalists will be announced at the Asian Gastronomic Awards Of Excellence Press Conference being held in March. The award recipients will then be announced at the 2011 Asian Gastronomic Awards Of Excellence ceremony in April.

Ends/

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<http://itunes.apple.com/sg/app/asian-gastronomic-awards-of/id417931266?mt=8>

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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.

Asian Gastronomic Awards Of Excellence

The Asian Gastronomic 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.

Organiser:

Peter Knipp Holdings Pte Ltd (PKH)

Peter Knipp Holdings (PKH) Pte Ltd offers a complete one-stop solution centre for all food, beverage and hospitality concept needs. Founded in 1996 by Peter A Knipp, the multi award-winning company has grown over the years to include



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four successful divisions, encompassing various aspects of the food and beverage (F&B) business: *Cuisine & Wine Asia* and Food2Print (publishing), World Gourmet Summit and Gourmet Abu Dhabi (events management). The diversified portfolio under the Peter Knipp Group of Companies also includes Foodservice Consultants Singapore (FCS) Pte Ltd (F&B consultancy and kitchen design) and Bytes Asia Pte Ltd (IT consultancy for F&B and hospitality businesses).

Supported By:

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.

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.