

PRESS RELEASE

RECOGNISING TALENT | REWARDING EXCELLENCE
World Gourmet Summit Awards of Excellence 2009



Announcing: Launch of First Time Ever Public Nomination System
- For Singaporeans' Voices & Views on the Food & Beverage Industry -

Unveiling: 11 Brand New Awards
- Acknowledging the Vitality & Growth of the Hospitality Industry -

Singapore Tourism Board (STB) and Peter Knipp Holdings (PKH), co-organisers of the World Gourmet Summit, are pleased to announce the launch of the new public nomination system for the World Gourmet Summit (WGS) Awards of Excellence (AOE) 2009. In addition, 11 new award categories will be introduced across the Singapore and Regional categories, bringing the total number of Awards a record high of 25 Awards. *(See Appendix A for List of Awards)*

Into its' ninth year, the Awards has grown from strength to strength since it's inauguration in 2001. It is hailed as the only national accolade that honours the best of Singapore's food and beverage individuals and establishments. The awards is 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.

15 Awards (Singapore and Regional) for Public Nomination

From 15 October 2008, interested members of the public can log on to the public nomination website at www.wgsawards.com to support individuals and establishments that demonstrate continuous pursuit towards customer satisfaction and greater professionalism in the culinary and hospitality industries across Singapore and the region. *(See Appendix B for Awards Description for Public Nomination)*

Out of the 25 Awards, 12 Awards in the Singapore category and 3 Awards in the Regional category will be available for the public in Singapore and overseas to nominate. Public nominations for Singapore Awards will open from 15 October 2008, and public nominations for Regional Awards will open from 1 November 2008.

Following two rounds of public and industry professionals' nominations, to identify the top three to five finalists, the final round of nomination will see a small group of industry jurors applying strict judging criteria to determine the final winners for each award. The remaining awards not open for public nominations are decided by nominations from a jury comprising industry professionals.

New Interactive Evaluation Process, Greater Transparency

The Awards, which has traditionally been nominated by a panel of food and beverage industry jurors, will now have an added dimension of prestige and impartiality, as the new evaluation process channels the clear voice of the discerning customer through online nomination.

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Peter Knipp, Chief Executive Officer of Peter Knipp Holdings said: “The past eight years has set the stage to encourage greater professionalism and creativity in the food and beverage and hospitality industry. This year, we want to take the Awards to higher grounds and invite all of Singapore and the region to join in, to honour and appreciate the very people who are providing fine food and delivering excellent services to create dining experiences that are truly world class.”

Awards Revamped, 11 New Awards Unveiled

The organisers have also revamped and expanded the list of awards to recognise a wider range of talents from restaurants, hotels and especially gourmet and wine retailers and distributors.

Awards like Gourmet Retailer of the Year and Wine Retailer of the Year, acknowledge that retailers also play an important role in shaping the vibrant fine-dining and lifestyle scene locally.

“We see a growing group of young affluent develop discerning palates in the finer things in life, it is timely and appropriate for them as consumers to directly interact or feedback positively to these retailers by nominating deserving them for the awards,” adds Knipp.

Members of the public who logon to the website to nominate will also stand a chance to be invited to various events in World Gourmet Summit 2009 from 17 April to 2 May 2009.

Workforce Skills Qualifications (WSQ) Awards

World Gourmet Summit Awards of Excellence will also continue to collaborate with Singapore Workforce Development Agency (WDA) to present the Workforce Skills Qualifications (WSQ) Awards in 2009.

Inaugurated in 2007, the WSQ awards are presented to individuals who posses great passion for culinary learning and organizations who champion the cause of continual training within the food and beverage industry.

“The WSQ award is an ideal platform to honor those who have played a key, yet discreet role in nurturing the potential of the culinary talents in the industry. We don’t just want to recognize those with exceptional skills, but also those who guide, inspire and provide the means for talents to scale greater heights of excellence,” says Mr Knipp.

For further information on AOE2009, please visit www.wgsawards.com.

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Background

World Gourmet Summit

World Gourmet Summit (WGS) is an exclusive platform that showcases the vibrancy of Singapore's epicurean culture and lifestyle. A world-class event that has won international accolades such as the US-based International Festivals and Events Association (IFEA), WGS highlights the concept of gastro-tourism and positions Singapore as a premier gourmet capital of Asia. Featuring a strong line-up of internationally acclaimed food experts, as well as an array of culinary classes, wine tasting sessions and gourmet dinners, WGS offers well-heeled premium visitors and discerning gourmet enthusiasts the opportunity to indulge in exquisite wining and dining experiences.

For more information on the visiting personalities and to access high resolution, print-friendly photographs, please visit www.worldgourmetsummit.com.

Supported by Singapore Tourism Board

The Singapore Tourism Board (STB) 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. The STB aims to differentiate and market Singapore as a must-visit destination offering enriching experiences through the “Uniquely Singapore” brand. For more information, please visit www.visitsingapore.com

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APPENDIX A

WORLD GOURMET SUMMIT AWARDS OF EXCELLENCE 2009 LIST OF AWARDS

	<u>Singapore Awards</u>	Nominated by	New Award in 2009
1	Chef of the Year	Public & Industry	
2	Executive Chef of the Year presented by Tabasco	Industry	
3	Rising Chef of the Year	Public & Industry	
4	Pastry Chef of the Year	Industry	
5	Asian Chef of the Year	Public & Industry	
6	Indoguna Restaurant of the Year	Public & Industry	
7	Asian Restaurant of the Year	Public & Industry	
8	Classic Fine Foods New Restaurant of the Year	Public & Industry	
9	Restaurant Manager of the Year	Public & Industry	
10	Hepp Food & Beverage Manager of the Year	Industry	
11	Top Wines Sommelier of the Year	Public & Industry	
12	Bar of the Year	Public & Industry	
13	Old World Wine List of the Year	Industry	New Award in 2009
14	New World Wine List of the Year	Industry	New Award in 2009
15	Gourmet Retailer of the Year	Public & Industry	New Award in 2009
16	Gourmet Distributor of the Year	Industry	New Award in 2009
17	Wine Retailer of the Year	Public & Industry	New Award in 2009
18	Wine Distributor of the Year	Industry	New Award in 2009
19	Banquet Manager of the Year	Industry	New Award in 2009
20	Outstanding Catering Experience of the Year	Public & Industry	New Award in 2009
	<u>Achievement Award</u>		
21	Fonterra Lifetime Achievement Award	Industry	
	<u>Regional Awards</u>		
22	Restaurateur of the Year	Public & Industry	New Award in 2009
23	Asian Restaurant of the Year	Public & Industry	New Award in 2009
24	Asian Chef of the Year	Public & Industry	New Award in 2009
25	Culinary Institution of the Year	Industry	

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APPENDIX B**AWARDS DESCRIPTION FOR PUBLIC NOMINATION****SINGAPORE AWARDS**

1.	Chef of the Year This award seeks to recognize an individual who is directly involved in restaurant operations in Singapore. The nominee must have consistently set standards of excellence in the culinary arts as well as provide excellent dining experiences. Eligible candidates must have been a working chef in the kitchen for the past three years in Singapore (at the point of nomination). Eligible candidates must also be directly involved in creating and driving the menu concept and kitchen operations in a restaurant/ restaurant chain that promotes culinary and service excellence.
2.	Rising Chef of the Year This award seeks to recognize an individual who is 32 years of age and below (as of 1 January 2008) who is directly involved in a restaurant operation in Singapore. The nominee should display exceptional culinary talent and is driven to raise standards of culinary excellence. Eligible candidates must have been a working chef in Singapore for a minimum of one year (at the point of nomination) in a restaurant /restaurant chain that promotes culinary and service excellence.
3.	Asian Chef of the Year This award seeks to recognize an individual who is directly involved in a restaurant operation and demonstrates a high level of talent and creativity in preparing Asian-inspired cuisine. Eligible candidates must have been working in Singapore for at least three years (at point of nomination) in a restaurant/restaurant chain that promotes culinary and service excellence.
4.	Indoguna Restaurant of the Year This award seeks to recognize a restaurant/restaurant chain that promotes culinary and service excellence in Singapore. Eligible restaurants must have been in operation for two or more years (at the point of nomination) and demonstrate a well-maintained standard of excellence. The nominee should also consistently set new standards of excellence in improving its cuisine and service.
5.	Asian Restaurant of the Year This award seeks to recognize a restaurant / restaurant chain serves Asian cuisine and promotes culinary and service excellence in Singapore. Eligible restaurants must have been in operation for two or more years (at the point of nomination). The nominated restaurant must have consistently exceeded the standards of excellence and provided extraordinary dining experiences for guests.
6.	Classic Fine Foods New Restaurant of the Year This award seeks to recognize a new restaurant / restaurant chain that promote culinary and service excellence in Singapore. Eligible new restaurants must have been in operation for more than a year but less than two years (at the point of nomination). The nominated restaurant must have consistently exceeded the standards of excellence and provided extraordinary dining experiences for guests
7.	Restaurant Manager of the Year This award seeks to recognise a Restaurant Manager who is professional and knowledgeable. The nominee demonstrates a high degree of competence in managing a successful restaurant operation. Eligible candidates must have been working in Singapore in the capacity of Restaurant Manager for a minimum of one year (at the point of nomination) in a restaurant / restaurant chain that promotes culinary and service excellence.
8.	Top Wines Sommelier of the Year This award seeks to recognise an individual who possesses in-depth knowledge of wines. The nominee must be capable of delivering excellent wine service (salesmanship and wine recommendation) to enhance the customer's overall dining experience. Eligible candidates must have been working in Singapore in the capacity of Sommelier for a minimum of one year (at the point of nomination), in a restaurant/ restaurant chain that promote culinary and service excellence.

9.	<p>Bar of the Year</p> <p>This award seeks to recognise a bar with the ability to provide a complete nightlife experience for its patrons. The nominee should be a popular establishment that is creating a 'buzz' in Singapore and must have been in operation for at least six months (at the point of nomination).</p>
10.	<p>Gourmet Retailer of the Year</p> <p>This award seeks to recognise a Gourmet Retailer in Singapore that features an impressive range and variety of premium gourmet products. Eligible establishments must have been in operation for one or more years (at the point of nomination) and a physical store in Singapore and/or an online presence. The nominated establishment demonstrates exceptional resourcefulness in obtaining the product specific to customer's requirements and continually meets or exceeds customers' expectations.</p>
11.	<p>Wine Retailer of the Year</p> <p>This award seeks to recognise a Wine Retailer in Singapore that features an impressive range of quality wine products. Eligible establishments must have been in operation for one or more years (at the point of nomination). The Wine Retailer of the Year displays exceptional resourcefulness in obtaining the product specific to the customers' requirements and continually meets or exceeds customers' expectations.</p>
12.	<p>Outstanding Catering Experience of the Year</p> <p>This award seeks to recognise a catering team with the most creative and impressive banquet set up. The nominated establishments may be from hotels, restaurants or event catering companies. The top five nominees selected will be invited to send in photographs of <u>one</u> (01) banquet and <u>one</u> (01) cocktail set-up for jurors to vote for. The top three nominees will then be invited to showcase their set up at the Awards of Excellence Reception in 2009. Attendees will be invited to vote for their favourite set-up and the winner will be announced during the Awards ceremony.</p>
REGIONAL AWARDS	
13.	<p>Restaurateur of the Year</p> <p>This award seeks to recognize an individual who is the owner of a chain of well-established, successful restaurants. The restaurants must have been in operation in the country for a minimum of one year (at the time of nomination) with a commitment to develop social initiatives in the culinary field and promote culinary and service excellence.</p>
14.	<p>Asian Restaurant of the Year</p> <p>This award seeks to recognise a restaurant / restaurant chain serves Asian cuisine and promotes culinary and service excellence in the region. Eligible restaurants must have been in operation for two or more years (at the point of nomination). The nominated restaurant must have consistently exceeded the standards of excellence and provided extraordinary dining experiences for guests.</p>
15.	<p>Asian Chef of the Year</p> <p>This award seeks to recognise an individual who is directly involved in a restaurant operation and demonstrates a high level of talent and creativity in preparing Asian-inspired cuisine. Eligible candidates must have been working in the country for (at point of nomination) in a restaurant/restaurant chain that promotes culinary and service excellence.</p>

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AWARDS OF EXCELLENCE PRIMARY PARTNER



AWARDS OF EXCELLENCE PARTNERS



Classic Fine Foods

Classic Fine Foods
New Restaurant of the Year



Fonterra
Lifetime Achievement
Award



Hepp
Food & Beverage Manager of
the Year



Indoguna
Restaurant of the Year



Top Wines
Sommelier of the Year



Executive Chef of the Year
presented by Tabasco

AWARDS OF EXCELLENCE SCHOLARSHIPS 2009 PARTNERS



At-Sunrice GlobalChef Academy and
John & Wales University Culinary
Scholarship



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Official Administrator

Information accurate as at October 2008