

PRESS RELEASE
15 January 2009



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

Announcing:
Launch of four Workforce Skills Qualifications (WSQ) Awards by
Singapore Workforce Development Agency
Awards restructured to create level playing field for outstanding mentor
chefs and apprentices in the culinary and pastry arena.

The organisers of the World Gourmet Summit Awards of Excellence 2009 are pleased to announce the launch of the Workforce Skills Qualifications (WSQ) Awards presented jointly by the Singapore Workforce Development Agency (WDA), and Peter Knipp Holdings Pte Ltd (PKH).

Into its second year, the WSQ Awards were inaugurated with the objective of recognising and rewarding individuals who demonstrate a high level of passion and enthusiasm for learning and those who champion education and training in the food and beverage (F&B) industry.

WSQ Awards Categories Restructured

In 2009, the awards categories that will be presented are the WSQ Outstanding Pastry Apprentice, WSQ Outstanding Culinary Apprentice, WSQ Most Supportive Mentor Pastry Chef and WSQ Most Supportive Mentor Culinary Chef. The awards have been restructured to provide due recognition for the chefs and apprentices in two distinctive food and beverage sub-specialties of pastry and culinary.

“The expansion or restructure of the WSQ Awards is timely and necessarily in line with WDA’s objective, which is to recognise and reward individuals with a determined drive for learning and those who walk the talk in advocating education and training in the F&B industry,” said WDA’s director of tourism division, Teo Sio Hoon.

“As the awards is still in its formative years, WDA takes due care to evaluate the awards structure and has sought the input of food and beverage industry professionals in the restructuring process. This move aims to create an unbiased and level playing field for mentor chefs and apprentices for both (culinary and pastry) fronts of the industry.”

On how the restructuring of the awards will aid the F&B industry development landscape, Teo added, “It is exciting to observe the development of the F&B front, now that each speciality has its own trophy to strive towards to. We look forward to the next generation of outstanding F&B professionals proudly trained in Singapore.”

Welcoming the new awards structure is Peter A Knipp, chief executive officer of Peter Knipp Holdings Pte Ltd and organiser of the World Gourmet Summit Awards of Excellence (AOE).

“The WSQ Awards works hand-in-hand with the World Gourmet Summit Awards of Excellence to recognise up and coming talents as well as those who patiently nurture these talents. It is important to identify and address the diversity found in the F&B industry as a whole, and reward the efforts accordingly. It is very encouraging to see a primary partner like WDA who acknowledges this diversity in the new structure of the WSQ Awards. This distinction ensures that the overall development of the local F&B industry is balanced and not skewed towards one speciality or the other,” says Knipp.

“Recognising talents and rewarding excellence is also the driving principal behind the growth of the World Gourmet Summit Awards of Excellence since its inception. We recognise that there are indeed many areas of sub-specialities that make up the vibrant F&B landscape in Singapore. In response to that, we have continually evaluated the awards presented; adding new awards to give due recognition to those who have made significant contributions to provide world class fine dining experience in Singapore,” he adds.

In 2009, the World Gourmet Summit Awards of Excellence has also introduced eleven new awards, across both local and regional categories, bringing the total awards presented to a new high of 25 awards.

Applications & Nominations

From now till 13 February 2009, members of the F&B industry are invited to submit their applications or nominate friends or colleagues for the WSQ Awards.

(See Appendix A for WSQ Awards Description)

Following the application and nomination process, the shortlisted finalists will be interviewed by a panel of industry jurors who will apply strict evaluation criteria to determine the final winners for each award. The final results will be announced during the World Gourmet Summit Awards of Excellence Awards presentation ceremony on 25 April 2009.

For more information on WSQ Awards 2009 or to download the WSQ Awards application form 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.

Awards of Excellence

Into its' ninth year, the Awards of Excellence 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.

Singapore Workforce Development Agency (WDA)

The Singapore Workforce Development Agency (WDA) 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 executives - to upgrade and advance in their careers and lives.

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

Appendix A		
WORLD GOURMET SUMMIT AWARDS OF EXCELLENCE WORKFORCE SKILLS QUALIFICATIONS AWARDS 2009 LIST OF AWARDS		
	Awards	Application / Nomination
1	WSQ Outstanding Pastry Apprentice - This award seeks to recognise an individual who is a pastry apprentice in a Food & Beverage establishment. This individual should demonstrate high level of passion, a strong sense of responsibility and enthusiasm for learning.	Application and Nomination
2	WSQ Outstanding Culinary Apprentice - This award seeks to recognise an individual who is a culinary apprentice in a Food & Beverage establishment. This individual should demonstrate high level of passion, a strong sense of responsibility and enthusiasm for learning.	Application and Nomination
3	WSQ Most Supportive Mentor Pastry Chef - This award seeks to recognise an individual who is a practising pastry chef in a restaurant or hotel environment. This individual should demonstrate a high level of commitment to pastry education and training and has provided support and guidance to nurture WSQ apprentices.	Nomination only
4	WSQ Most Supportive Mentor Culinary Chef - This award seeks to recognise an individual who is a practising culinary chef in a restaurant or hotel environment. This individual should demonstrate a high level of commitment to culinary education and training and has provided support and guidance to nurture WSQ apprentices.	Nomination only

Information accurate as at 12 January 2009

All application forms should be sent to Ms Tiara Nordin at: Peter Knipp Holdings Pte Ltd 7 Jalan Kilang, fifth floor. Singapore 159407. The dateline for submission is 13 February 2009.

AWARDS OF EXCELLENCE 2009 PRIMARY PARTNER



AWARDS OF EXCELLENCE 2009 PARTNERS



Classic Fine Foods

Classic Fine Foods
New Restaurant of the Year



Electrolux
Culinary Institution of the Year



Fonterra
Lifetime Achievement Award



Hepp
Food & Beverage Manager of the Year



Indoguna
Restaurant of the Year



S. Pellegrino
Chef of the Year



Sico Asia
Banquet Manager of the Year



Executive Chef of the Year
presented by Tabasco



Top Wines
Sommelier of the Year

AWARDS OF EXCELLENCE SCHOLARSHIPS 2009 PARTNERS



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



Bodegas Torres
Wine Scholarship



Château La Lagune and
Paul Jaboulet Aîné Wine Scholarship



Pierre Hermé Paris Scholarship



Official Administrator

Held In:



Supported By:



Organised By:



In Conjunction With:



Information correct as at 12 January 2009