



PRESS RELEASE

RECOGNISING TALENT | REWARDING EXCELLENCE

World Gourmet Summit Awards Of Excellence Marks its 10th Anniversary with Four New WSQ Awards and Two New Scholarships

- 1. WSQ Training Excellence Award – F&B Category**
- 2. WSQ Training Excellence Award - Hotel Category**
- 3. WSQ Most Supportive Employer Award – F&B Category**
- 4. WSQ Most Supportive Employer Award – Hotel Category**

Singapore, **06 March 2010**: Twenty Ten marks a milestone for the World Gourmet Summit (WGS) Awards Of Excellence as it celebrates the tenth year since its inception in 2001. This year's WGS Awards Of Excellence comprises 27 local and regional awards, eight Singapore Workforce Skills Qualifications System (WSQ) awards, and eight scholarships, two of which are jointly launched.

In an effort to champion culinary excellence, two new education scholarships will make their 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. Slated to run for 17 months, encompassing classroom learning, hands-on practicum and apprenticeship, the new scholarships are:

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

Four new WSQ awards will also be introduced in 2010, to recognise training excellence and the most supportive employer, in both the food and beverage (F&B) and hospitality categories:

1. WSQ Training Excellence Award - F&B Category

This award seeks to recognise food and beverage (F&B) establishments, which have demonstrated a high level of excellence and commitment in WSQ training. The F&B establishment should have displayed exceptional accomplishment in implementing quality WSQ training in house.

2. WSQ Training Excellence Award - Hotel Category

This award seeks to recognise hotels which demonstrate a high level of excellence and commitment in WSQ training. The hotel should have



displayed exceptional accomplishment in implementing quality WSQ training in house.

3. WSQ Most Supportive Employer Award - F&B Category

This award seeks to recognise the efforts of food and beverage (F&B) establishments in supporting WSQ. The F&B establishment should have demonstrated consistent efforts in hiring WSQ graduates, sending staff for WSQ training and adoption of WSQ schemes.

4. WSQ Most Supportive Employer Award - Hotel Category

This award seeks to recognise the efforts of hotels in supporting WSQ. The hotel should have demonstrated consistent efforts in hiring WSQ graduates, sending staff for WSQ training and adoption of WSQ schemes.

The following WSQ awards have been conferred since 2008, and will continue in 2010:

1. 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.

2. WSQ Most Supportive Mentor Pastry Chef

This award seeks to recognise an individual who is a practicing 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.

3. WSQ Outstanding Culinary Apprentice

This award seeks to recognise an individual who is a culinary apprentice in a food and beverage (F&B) establishment. This individual should demonstrate a high level of passion, a strong sense of responsibility and enthusiasm for learning.

4. WSQ Outstanding Pastry Apprentice

This award seeks to recognise an individual who is a pastry apprentice in a food and beverage (F&B) establishment. This individual should demonstrate a high level of passion, a strong sense of responsibility and enthusiasm for learning.

Case Study 1:

Cai Qing Qing, aged 46, was nominated for the WSQ Outstanding Pastry Apprentice Award. She joined At-Sunrice GlobalChef Academy in July 2009 to pursue her passion in pastry and bakery arts. In 2004, she made



a bold career switch from a high flying career as a group financial controller to setting up her first restaurant in Indonesia. Despite years of experience in the running of restaurant business, she still finds her skills and knowledge lacking when it comes to managing the most important operation of a restaurant, that is the kitchen. In order to succeed in the world of food and foodservice profession, she decided to return to school, to learn the fundamentals of the craft through the 17-month WSQ Pastry and Bakery Arts Diploma programme to complement her 21 years of experience in management and finance.

The At-Sunrice WSQ Diploma allows one to pursue more than a career within the kitchen. Qing Qing is assured that with her training to becoming a professional pastry chef, she would be well rounded to further her career in business management in the F&B and hotel industry.

Each year, the students of At-Sunrice GlobalChef Academy contribute more than one million man-hours to the F&B industry. The Study and Work curriculum enables students to enhance their classroom learning and be industry savvy, with valuable on-the-job training. Students are also taught advanced techniques in both East and West culinary arts. Under the Study and Work curriculum, students have to complete 12-month apprenticeships. Qing Qing is currently doing her apprenticeship at The Ritz-Carton Millennia Singapore.

Case Study 2:

Mathew Mok, aged 35, was nominated for the WSQ Outstanding Culinary Apprentice award. He joined At-Sunrice GlobalChef Academy in July 2009 to pursue his passion in culinary. He enjoys cooking and always wanted to attend formal training in culinary arts. It sets the foundation for him to realise his dream to becoming a masterchef and setting up his own restaurant. The WSQ Diploma in Culinary Arts programme that Mathew undertook equipped him with the basic skills and knowledge of culinary craft and service in Eastern and Western cuisines through theory, practical workshops and immersion in the rich and diverse heritage of couture and food.

Having established a good career as an education councillor, it was not easy for Mathew to step out of the comfort zone to pursue his passion for culinary arts. It was a major hurdle for him both emotionally and financially during his career switch of becoming a professional chef. However looking ahead, Mathew has no regrets as he is enjoying every moment of his newfound career.

Constantly seeking ways to improve his skills, Mathew is always looking out for competitions he can join. He will be competing in the Food&HotelAsia (FHA2010) where he will be able to exhibit his skills and knowledge acquired through the diploma programme. To gain maximum



exposure in the culinary landscape, he has also taken on the role of student representative in the Junior Chef Club with the Singapore Chef Association. Mathew is currently serving his first apprenticeship with the Swiss Club under the Study and Work Curriculum.

“The WSQ award is an ideal platform to honour 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 recognise those with exceptional skills, but also those who guide, inspire and provide the means for talents to scale greater heights of excellence,” says Peter A Knipp, CEO of Peter Knipp Holdings Pte Ltd.

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.

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 food and beverage (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.

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
- Vinality 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 food and beverage (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 Award

- Asian Cuisine Chef of the Year

Culinary Institution Award

- Electrolux Culinary Institution of the Year

Restaurant Award

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

Scholarships

Six scholarships will be presented to budding food and beverage (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 Aîné & Château La Lagune Scholarship
- Acqua Panna Hospitality Scholarship (New)
- Cantina Marabino Sicily Wine Scholarship (New)
- Valrhona Pâtisserie Scholarship (New)



Education Scholarships

The WSQ 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 food and beverage (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.

Besides the four new awards that will be introduced in 2010 in both the food and beverage (F&B) and hospitality categories, the WSQ Awards comprises:

- WSQ Outstanding Pastry Apprentice
- WSQ Outstanding Culinary Apprentice
- WSQ Most Supportive Mentor Pastry Chef
- WSQ Most Supportive Mentor Culinary Chef
- WSQ Training Excellence – F&B (New)
- WSQ Training Excellence – Hospitality (New)
- WSQ Most Supportive Employer – F&B (New)
- WSQ Most Supportive Employer – Hospitality (New)

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.

Ends/

Media contacts:

Citrus Public Relations
Rachel Raeburn / Ian Grundy
rachel.raeburn@citrus-pr.com
ian.grundy@citrus-pr.com
Tel: +65 6736 4119
www.citrus-pr.com



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 food and beverage (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.

Organised by:

Peter Knipp Holdings Pte Ltd (PKH)

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.

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.



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.

Singapore Workforce Skills Qualifications (WSQ)

WSQ, or the Singapore Workforce Skills Qualifications, is a national credentialing system that trains, develops, assesses and recognises adult workers for competencies they need to stay employable. Based on standards developed by the Singapore Workforce Development Agency (WDA) and various industries, WSQ ensures workers acquire skills needed by employers at the workplace. With clear progression pathways, workers can also use WSQ to upgrade their skills and plan their careers. As training and assessment are competency-based, not academic-based, workers have to demonstrate the right competencies before they are certified. Experienced workers however, can receive WSQ certification without training. WSQ is accessible to all workers, as its entry criteria are skills and knowledge, not formal qualifications. The quality of WSQ is assured by WDA, from the development of competency standards, accreditation of training providers to the award of its qualifications.