

food & entertainment



When the going gets tough, the tough go out on the town! Whether it's to forget the economic blahs or to flaunt unsinkable wealth, the outlook still looks rosy for the F&B and entertainment scene in Asia. Nightspots like the Monkey Bar in The Legend Hotel Kuala Lumpur are still packing in patrons, while Pacific Regency offers desserts with a special kind of bling. Pair these happenings with brilliant new F&B personalities who have just come to town bringing with them their exciting new concepts and life just becomes one big party.



Made In Singapore

At-Sunrice GlobalChef Academy is the new brand positioning for at-sunrice The Singapore Culinary Academy & Spice Garden. The seven year old academy has refined its vision and mission to focus on the global chef career pathway and graduate placements for its students from 25 countries.

When it was first started in 2001, At-Sunrice offered courses centred on enhancing the understanding of Asian cuisine and its use of herbs and spices through culinary arts, capitalizing on its ideal location adjacent to the majestic Spice Garden in Fort Canning Park, founded by Sir Stamford Raffles in 1822.

“Singapore sets an amazing landscape for At-Sunrice to flourish,” says Founder Kwan Lui.

“We congratulate At-Sunrice on its new positioning,” says Johnson & Wales’ University Dean of Culinary Education Karl J. Guggenmos. “Every summer since 2002, our students study in At-Sunrice for their month-long term abroad. The At-Sunrice faculty delivers an incredible Asian Culinary Arts curriculum with integrity, meaning and great context. We also jointly offer with the academy, the two-year Advanced Culinary Placement Diploma (ACP), which is attended by students of high calibre with a passion to pursue a global chef path. The hands-on exposure and internship experience in both Asian and Western kitchens give students a good foundation for the global chef career path.” **ha**



Chef Laurent Peugeot thrilled food enthusiasts with his highly creative fusion of French and Japanese

French Touch To F1

In the week of high-adrenaline Singapore Formula 1 Grand Prix, 1-Michelin-Starred Chef Laurent Peugeot thrilled food enthusiasts with his highly creative fusion of French and Japanese flavours at Singapore’s culinary institution, Harbour Grill & Oyster Bar at Hilton Singapore.

Hailing from the Burgundy region in France which is renowned for its gourmet cuisine, fine wines and idyllic landscapes, the French chef and owner of the celebrated Le Charlemagne restaurant in Pernand-Vergelesses thrilled Lion City gourmets with a culinary style that embraced innovation, tradition and refinement and a flair for presentation that made his creations truly a feast for the senses.

A keen culinary explorer at heart, Chef Peugeot has also spent several years in Japan where he learned more about Asian ingredients and developed his trademark culinary style that juxtaposes the simplicity of Japanese cuisine with the hearty terroir de Bourgogne. **ha**



GMSB's Executive Chef Philippe Derrien (centre) congratulating the winning team (from left) Chaiyant Paopooree - Pastry Chef de Partie, Tao Mongdu - Chef de Partie, Udomsak Mathong - Demi Chef de Partie and Salsilp Silprasert - Kitchen Artist

Grand Win

The award-winning team from Grand Millennium Sukhumvit Bangkok (GMSB) Hotel, made up of Chaiyant Paopooree, Tao Mongdu, Udomsak Mathong and Salsilp Silprasert recently won the Gold medal for the ice carving category and a Bronze medal for the Western cooking competition in the 14th Culinary Gathering of Cooks and Chefs. This competition is part of Food & Hotel Thailand 2008, Asia’s 5 star hospitality event held on 17 – 20 September 2008, which attracted more than 500 professional chefs and

cooking students. There were 15 categories in all including cooking, fruit carving and food presentation.

The GMSB winning team staved off competition from respected peers from over 15 leading hotels in Thailand in the Ice Carving category and from over 20 leading hotels for the Western cooking category. Judging the competition were members of the World Association of Chefs’ Societies (WACS). **ha**

Good Taste

Considered one of the pioneer professional culinary learning centres in the region, The French Culinary School In Asia recently launched its first cookbook, “Taste.” The “Taste” project was initiated two years ago - it was a reaction to the concern among F&B professionals at the lack of taste and cooking skills and disregard for good produce in restaurant food today.

More than just a collection of recipes, the book places food in its cultural context, advocating a return to the basics of good cooking principles – both at home and in the professional kitchen – to bring back the natural taste of food.

Endorsed by the purveyor of fine food in Malaysia, Classic Fine Foods, this book is testimony to today’s innovative cuisine that is soundly based on the classics, using easily available, and affordable, good quality ingredients to produce food with maximum flavours that are healthy too!

At the launch, principal chefs of The French Culinary School In Asia Jean Michel Fraisse, Bruno Casassus and Jean-Francois Arnaud demonstrated how even kitchen novices could produce dishes with a true European taste using mostly supermarket ingredients. At a live cooking station to demonstrate some of the recipes in the book, the chefs also explained their cooking philosophy and why it is important to have ethics in cooking and educate one’s taste buds. **ha**



Jasman Saidin at the Meat & Livestock Australia workshop

Authentic Cuisine Takes Centrestage in Hilton Hotels

With ongoing economic volatility and an increasing impact of global warming on food sources, Hilton Hotels is exploring smarter and more innovative ways to manage increasing food costs while balancing the need to maintain quality of produce in its restaurants across the world.

Recently 62 chefs from Hilton Hotels in Asia Pacific met with experts from Meat & Livestock Australia (MLA) and gastronomy gurus including Jasman Saidin, Michael Moore and Detlef Haupt at a workshop to exchange ideas on how to combine the drive for quality with the need to satisfy diners' appetite for authentic food.

The workshop equipped the chefs with new ideas to create a selection of Australian beef and lamb dishes for various hotel segments, such as restaurants and catering. Innovation and cost management was a core objective, which resulted in a new drive

to go 'back to the basics' of the Food and Beverage industry.

Discussions led to the development of new menu concepts, centering on the use of the right cuts of meat for certain recipes and using a wider variety of meat cuts. The result is an ongoing action plan that aims to have less wastage across Hilton Hotels in Asia Pacific. Examples of the plan include establishing herb gardens on property, using more organic produce and embracing authentic and home style cooking. Teams of chefs are exploring sourcing food with local farmers, fruit and vegetable growers and fishermen, and tapping food sources on a seasonal basis. **ha**



Kiwi master Jason Dell

Kiwi Cuisine

Jason Dell, award-winning Kiwi chef from Blanket Bay Lodge near Queenstown, New Zealand, showcased New Zealand produce in a series of food workshops held throughout Asia recently. During the Kuala Lumpur leg of the tour, Dell co-hosted a cocktail party at the New Zealand High Commissioner's Residence.

Dell is partnering with New Zealand Trade and Enterprise, the New Zealand Government's economic development agency, with a network of offices worldwide that helps New Zealand businesses internationalize their products and services overseas. Dell demonstrated to guests the versatility of New Zealand produce and products in the creation of high quality and innovative menu selections. "It is an excellent opportunity to have Jason Dell in Kuala Lumpur", said Grant Fuller, Trade Commissioner to New Zealand, "We are privileged to be able to showcase his passion, enthusiasm and knowledge for imaginative New Zealand cuisine and high quality New Zealand food ingredients to leading contacts, media and influencers in

Kuala Lumpur's HRI sector".

New Zealand products – comprising seafood, meat and poultry, fruit and vegetables, olive oils and wine – are highly regarded for their quality and freshness a result of New Zealand's natural resources.

The New Zealand meat industry is renowned for the disease-free status of its national flock and herd. A unique trace-back system also allows consumers to identify the locations where animals were farmed. New Zealand's modern and exceptionally well managed farms result in succulent prime cuts of meat with versatility for many uses. **ha**

From Pakistan To Malaysia

A television cooking programme crew and producer of Eye Television Network Limited-Pakistan were in Malaysia recently to shoot authentic cuisines in conjunction with the Ramadhan month. The ten-episode programme, which will be in English and Urdu, is called "Ramadhan Journey With Lubna". It will be shown weekly over in Pakistan and has created widespread interest especially in Malaysian customs and cuisines among Pakistan viewers.

'Ramadhan Journey with Lubna' was filmed in three different Muslim majority countries, namely UAE, Oman and Malaysia to capture their way of life, their cuisine and culture especially relating to Ramadhan. The episodes recorded in Malaysia will feature places of interest as well as culinary outlets such as popular street hawkers, restaurants and hotels specially recommended by the Ministry of Tourism Malaysia. During their visit to Hotel Equatorial Melaka, the crew shot interesting cooking scenes at the hotel's award winning restaurant Seri Nyonya Peranakan Restaurant, with its Peranakan Chef Bong Geok Choo and Malay Kitchen Chef Ahmad Nasaruddin Dollah. Pakistan's popular star chef Lubna Shariff, hosted the programme. **ha**

Hideto Setomoto

Head Chef, K Japanese Restaurant
InterContinental Singapore

K Japanese Restaurant at InterContinental Singapore welcomes Head Chef Hideto Setomoto. He brings with him 18 years of experience of creating fine and exquisite Japanese cuisine.

Originally from his hometown in Kobe, Seto graduated from the Kobe International Cooking School in 1989. Thereafter, he has worked under the apprenticeship of many Japanese master chefs, honing his skills to becoming the chef he is today. He has also obtained the Fugu (puffer fish) cooking certificate, licensed to prepare and create dishes with this poisonous fish.

Always wanting to bring a different dining experience to his guests, chef Seto has innovated his cuisine to suit the changing tastes of the diners. Keeping to the tradition of Japanese cuisine, he approaches cooking with a style that sets him apart from the rest; creating dishes based on macrobiotics, balancing the yin and yang components of the ingredients used in his dishes. As everyone is unique, each person's diet can be designed to meet his/her specific needs. In macrobiotics, ingredients and food preparations are thoroughly examined and combined to balance one's unique way of life. When eaten in suggested proportions, macrobiotic foods will provide one with high quality nutrients and energy to achieve and maintain vitality and health.

Based on the macrobiotics style of cooking, chef Seto has created many unique dishes like seven types of vegetarian sushi, consisting of lady's finger, mushroom, sakura leaf, ginger bud, turnip, mountain caviar and fresh bean curd skin. **ha**



Choo Kok Seng

Executive Chef
Rendezvous Hotel Singapore

Chef Choo Kok Seng is appointed Executive Chef of Rendezvous Hotel Singapore. Born and bred in Singapore, chef Choo is the most appropriate person to understand the local food culture of Singapore and is able to ensure that food served at the Straits Café @ Rendezvous is of the highest quality and standards.

Chef Choo started as a junior sous chef in 1998 and to date; he oversees the daily operations in the kitchen for

Straits Café, Palong Bar and banquet. He began cooking at the age of 10, when he was responsible for cook for the family when his parents were out at work. He eventually discovered his passion for the culinary arts when his grandmother impressed him during his childhood and adolescent years.

Throughout the years, Choo has participated in several competitions and won many medals. One of which was the MLA Black Box Culinary Challenge where he got a Bronze. Other than food preparation, he is also active in the pursuit of academic achievements. Over the past seven years he has taken up numerous courses which have equipped him with skills that are applicable in his career advancement and the way he handles his peers and staff. **ha**

George Lee

Executive Chef
M Hotel

M Hotel is pleased to welcome its new addition, Executive Chef George Lee. A veteran in the culinary field, Lee, with his unique signature style, will be leading the team of chefs towards conceptualizing and providing a more exciting dining experience to all at M.

Having garnered over thirty-seven years of experience in Singapore and overseas including Malaysia and Australia, Lee's versatility lies in Fusion, Western and Asian specialties. A member of the opening team for G Hotel Penang in 2006, he headed the 60-man kitchen and was responsible for the refreshing culinary creations in the hotel's restaurants and catering menus.

Lee's mastery and accomplishments certainly extended beyond the kitchen with the inception of his very own steak restaurant, George's Steak & Ribs Restaurant at Holland Village between 1995 and 2005. Not only was he at the helm of serving up premium steaks, his entrepreneurship skills were honed when tasked with having to constantly maintain high service and quality standards whilst reducing overall costs. **ha**





Rosario Seminatore

Italian Chef, Peppino Restaurant
Shangri-La Tanjung Aru Resort & Spa

Matthias Roeke, General Manager of Shangri-La's Tanjung Aru Resort and Spa, Kota Kinabalu, is pleased to announce the appointment of Rosario Seminatore as the new Italian chef for its Peppino restaurant.

Hailing from Turin, Italy, Chef Rosario joins the resort from his previous posting as the Italian chef manager for Sheraton Kuwait Luxury Collection Hotel and Towers in Kuwait City. Chef Rosario joins Shangri-La's

Tanjung Aru Resort and Spa, Kota Kinabalu with 25 years of experience in the culinary industry. He started his career in 1983 as a commis chef at Cacciatori restaurant in Caselle Torinese, Italy. He has worked in several restaurants and international hotels in Italy, Switzerland, France, China, Singapore and Thailand. He also has experience of working on-board the Pacific Princess De Luxury cruise liner which cruised around the Caribbean and Asia.

In his new role at Shangri-La's Tanjung Aru Resort and Spa, Kota Kinabalu, Chef Rosario is responsible for creating an entirely new menu of traditional rustic and healthy Italian home-cooking of great freshness for the regulars as well as new customers at Peppino restaurant. **ha**

Stephan Zoisl

Executive Sous Chef
NOVUS Restaurant

Executive Sous Chef Stephan Zoisl, 26, grew up in the region of Innsbruck, Austria. With a professional chef as his father, and the influence of other prominent chefs in the region, Zoisl's decision to pursue the culinary arts as a career came as no surprise.

His innate passion for gastronomy and the intricacy of food preparation led him to a three-year apprenticeship at Hotel Europa Tirol in Innsbruck, Austria.

Zoisl's passion and sheer dedication towards perfecting his craft saw him rise quickly through the ranks and after his apprenticeship ended, he embarked on his career proper with stints at several Michelin Star restaurants in Europe, among them Steirereck, the 1 Michelin Star restaurant in Vienna, and 2 Michelin Star restaurants Vila Joya in Portugal and Mathis Food Affairs in Switzerland.

Counting American Michelin Star Chef Thomas Keller as his inspiration and role model, Zoisl lives by the culinary philosophy "Keep it pure and simple; and always use the freshest produce." Alongside fellow Executive Sous Chef Cedric Bourassin, Zoisl delights the discerning palates of patrons with his simple but exquisite interpretation of NOVUS' modern European cuisine. **ha**



Herve Potus

Area Executive Pastry Chef
Shangri-La Hotel, Singapore

Chef Herve Potus has been appointed as the new area executive pastry chef of Shangri-La Hotel, Singapore. Chef Potus joined the hotel in July 2008 and in his new capacity, he will oversee pastry operations for Shangri-La Hotel, Singapore, Rasa Sentosa Resort, Singapore as well as Traders Hotel, Singapore.

Prior to joining Shangri-La Hotel, Singapore, Chef Potus was the executive pastry chef of The Imperial hotel in New Delhi, India. With 24 years' experience in the industry, he has an impressive track record with various established hotels. He has also amassed a wealth of experience from working in countries such as Jordan, Greece, Mexico, Switzerland and France.

In his pastry creation, Chef Potus places emphasis on taste and usage of quality products. He is open to experimenting with complex and flavourful combinations.

In his new capacity of area executive pastry chef at Shangri-La Hotel, Singapore, one of Chef Potus's first tasks is to present a stunning dessert showcase for the reopening of the iconic Rose Veranda. Chef Potus also aspires to establish one of the best pastry teams in the region and raise the hotel's standards of pastry operations to even greater heights. **ha**



Honey And Soy Glazed Cod Fish, Wasabi Mash And Piquillo Pepper Relish

Ingredients

180 gm each fillet x 4 Cod fish fillet
 30 ml Pure honey
 100 ml Soy sauce
 10 gm Sliced ginger
 To taste – Ground black pepper
 20 ml Olive oil
 1 pc Passion fruit

Piquillo Pepper Relish
 200 gm Smoked Piquillo peppers cut in strips
 10 gm Garlic sliced
 20 ml Honey
 10 ml White wine vinegar
 40 ml Olive oil
 To taste – Salt
 To taste – Pepper

Wasabi Mash
 200 gm Potatoes
 To taste – Wasabi paste
 To taste – Salt
 30 gm Butter
 40 ml Cream

Method:

Place the soy sauce, honey and sliced ginger in a sauce pan and reduce mixture till half. Set aside.

Wasabi Mash: Bring potatoes in a large pot of water and allow it to cook till soft. Remove skin, and pass through a sieve whilst still hot, place in a pan, add the butter, cream and wasabi paste and cook till mash has reached the desired consistency. Set aside.

Piquillo Pepper Relish: Sauté the garlic in olive oil till fragrant, but do not allow to turn colour, add in the piquillo peppers, honey and vinegar and cook till honey and vinegar is well combined, remove from heat and set aside.

To assemble: Season the cod fillets with salt and pepper and pan fry in hot olive oil for 2-3 minutes on each side, whilst frying, use a brush and carefully glaze the cod fillets with the honey and soy glaze making sure the glaze does not cook for too long.

Make a quenelle with the wasabi mash and place on a plate, place the fish on the plate, spoon the passion fruit on the fish, add a spoonful of the piquillo pepper relish on the side of the plate, and drizzle some of the honey and soy glaze on the plate and serve.

Adrian Oliver Jackson

Executive Chef
 Pullman Putrajaya Lakeside, Malaysia

Chef Jackson graduated from the renown Hotel Catering Institute of Management and continued his pursuit for excellence with a Diploma in Culinary Arts (BTH) from the Institute International D'hotel – Toulouse, France and Torres Institute of Gastronomic Arts Barcelona, Spain for Diploma in Culinary Arts.

Confident and immensely passionate about his job, Jackson brings with him over 14 years of experience in the culinary art. He started his career with Eastern and Oriental Express as Chef de Partie and later was promoted to Sous Chef. Prior to joining La Bodega in Kuala Lumpur as Executive Chef, he was with Paco Guzman of Santa Maria Restaurant in Barcelona, Spain.

The well-travelled chef has won various accolades such as Verve Cliquot's Taste Adventure. He was invited to compete in an international level culinary competition in Bolivia, South America. Chef Jackson also had the privilege to attend the Alimenteria in Barcelona where he has cooked with some of the world's top chefs like Ferran Adria, Joan Roca and Albert Adria. [ha](#)



Andrew David Skinner
Executive Chef
Bulgari Resort Bali

Andrew David Skinner is Executive Chef at the Bulgari Resort, Bali. In his role, he is in-charge of the overall culinary planning, food production and operations of the 59-villa luxury resort with a modern Indonesian restaurant, Italian restaurant and a bar. With over 25 years of culinary experience, chef Skinner joins Bulgari Hotels and Resorts from the Oberoi Mauritius Hotel. He was previously Executive Chef at Yasawa Island Resort in Fiji in 1990 and Amandari, Bali in 1995 where he mastered his craft in using local island ingredients. Chef Skinner first joined The Ritz-Carlton Hotel Company as Executive Chef of the Sydney property in 1997 before he moved to Washington D.C. . A recipient of over a dozen awards and accolades from the United Kingdom to Australia, Skinner is a gold medallist in the Mauritius Young Chefs Culinary Challenge, the Australian Salon Culinaire, and the Bali Les Toque Blanche Salon Culinaire. Originally from Sheffield, England and armed with a degree from the Granville College of Catering, he secured his apprenticeship with Gleneagles in Scotland and Charing Cross Hotel in London before immigrating to Australia in 1988. **ba**



Pan Seared Ocean Scallops (Dusted With Balinese Seasoning On Saffron Risotto With Lemongrass Emulsion)

Ingredients:

30	Scallops/roe on 16/20	3 stems	Lemongrass, crushed	Saffron risotto:
500 g	Asparagus tips, peeled blanched		Chervil sprigs to garnish	300 g Aborio rice
100 gr	Cubed cold butter 500g			1 litre Fish stock or canned veg stock
300 ml	white wine sauce			200 ml White wine
30 gr	Butter	Seasoning mix:		150 g Butter
30 gr	Onion diced	1 tspn	Turmeric powder	1 g Saffron threads
200 ml	White wine	1 tspn	Paprika powder	2 Onions, fine dice
1 litre	Cream	1 tspn	Coriander powder	2 Bay leaf
		1 tspn	White pepper, ground	Parmesan to taste
		1 tspn	Cumin powder	
		1 tspn	Salt	

Preparation Method:

White Wine Sauce: Saute the diced onions with the butter, add the white wine and reduce by 1/3. Add the cream, bring to a boil, reduce the heat to a simmer and add the lemon grass. Simmer and reduce until 1/3 the volume is left. Pass through a strainer. Set aside.

Risotto: Start by sauteeing the onions and bay leaf in the butter. Add the rice, stirring to coat the rice in the butter. Add the white wine; simmer until the wine has evaporated. Slowly add the fish stock 1 ladle at a time. Stir continuously until the stock has been absorbed; at the half way stage add your saffron threads to the risotto. Repeat the process of adding the stock until the stock is finished. This will take around 18 minutes.

Seasoning Mix: Simply combine all powders together for the seasoning mix. Blanch and refresh the asparagus.

Scallops: Dust the scallops with the seasoning mix. In a pre heated sauté pan, sear using a little olive oil and butter. Cook 30 to 40 seconds each side.

Plating & Presentation: To finish the risotto slowly add while stirring the chilled diced butter, lastly stir in some good quality grated parmesan reggiano. Spoon some risotto onto the plate next lay the asparagus. Then lay the scallops in a row on top. Spoon the lemongrass sauce over the top of the scallops, lastly spoon around a few drops of the juices from the scallop cooking pan.

Contemporary Flair Meets Classic Chinese Elegance At The Conrad Hong Kong

The favourite gathering place of the Conrad Hong Kong has reopened following a stunning makeover. The new design of the Golden Leaf Restaurant, part of a US\$20 million master renovation for the hotel, blends contemporary flair with traditional Chinese elegance. Designed by the internationally acclaimed designer Glenn Teixeira, the lavish enhancement further cements the Conrad Hong Kong's position as one of the most luxurious properties in the city.

The stunning new interior juxtaposes soft hues of caramel, gold, copper and bronze with traces of vibrant red. Its uniquely Chinese entrance is bold and pronounced, uniting teakwood and golden leaf panels with black and gold marble flooring.

Recognized as one of Hong Kong's finest restaurants, the Golden Leaf seats close to 90 guests and offers the finest in authentic Cantonese cuisine. A combination of traditional Dim Sum set menu and authentic a la carte dining tantalizes even the most refined taste buds. **ha**



Steamed Canadian Cod at Chynna

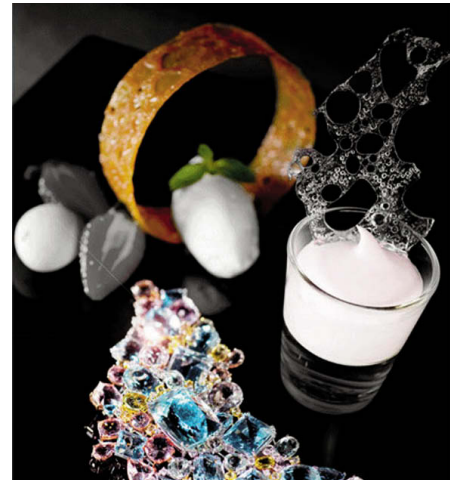
Change At Chynna

Chynna at the Hilton Kuala Lumpur has introduces a new menu with more colourful and creative creations courtesy of chef Lam Hock Hin, Chynna's Chef de Cuisine. What's more, diners will be pleased to know that Chynna dishes are trans fat-free and have no added MSG in the food production. This holds true for all the ten dining outlets in Hilton Kuala Lumpur.

From the resident herbalist to the tea-master, traditional Chinese musicians, calligrapher and replica of Tang Dynasty ancestral hall and now the introduction of its new menu, Chynna sets itself apart.

Another special feature on the menu is the Well Being Cuisine, with dishes such as simmered bean curd with gluten tou kan and seasonal vegetables and stir-fried sliced lotus roots with celery and Taiwan basil. Chynna's resident herbalist consults at the restaurant four times a week, reading your qi or energy and giving advice to enhance your well being.

Tea is a fascinating ritual at the hands of the tea-master, a young 20-year-old from Beijing trained in the art of pouring the traditional welcome tea from a teapot with a metre-long spout. Diners who have had their first cup can ask to be served the brew of their choice from the daily concoctions of herbal tea prepared daily. **ha**



Bringing bling to dessert at Pacific Regency

Just Desserts

Pacific Regency Hotel Suites (Kuala Lumpur) in cooperation with Habib Jewelleries are serving up Malaysia's most expensive dessert. This dessert, which debuted in late August, was inspired by the success of the hotel's other gem-studded treat, the Sugar Diamond Strawberries.

The star of the show is a hefty, 100+ carat gem arrangement that symbolizes Malaysia's rich cultural and natural diversity. The gemstone is yours, after polishing off the dessert.

At RM125,000 the purchaser can of course expect only the best and finest ingredients which include Alba truffle and white chocolate mousse, Fuji Apple gelée, champagne foam, the finest Belgian chocolate suffused in edible gold and silver leaves, berry compote and a rare cognac perfume. The price includes a bottle of Dom Perignon Vintage Champagne. **ha**

Honey Honey

The French Culinary School In Asia recently held an illuminating session on the benefits of organic honey by Lucio Cavazzoni. The experienced bee keeper and Founder/Chairman of the number one organic cooperative in Italy and the number one organic honey producer in Europe explained the production process of organic honey, with participants tasting the range of Alce Nero's organic honey. Guests also learnt to prepare dishes using Alce Nero Organic Honey products from the chefs of The French Culinary School in Asia. **ha**



The mezzanine floor of Luna Chill Out Bar at Pacific Regency Hotel Suites Kuala Lumpur provides a divine view

Luna Turns A Groovy Four

It was a groovy affair at Luna Chill Out Bar on 12 Dec 2008, as guests, agents, business partners and members of the press turned up for Luna's Groovin 70s 4th Anniversary celebration. Guests turned up sporting retro- do's to a transformed Luna. Purnama & Friends with its stellar performance and DJ Bernie spinning disco tunes added class to the entire affair.

"In tandem with our positioning as the one home where two worlds meet, our priority lies in meeting and exceeding guests' expectations by incorporating details that will cater and ensure product standards deliverance to our discerning guests", said Joanne Low, Assistant Director of Sales. "Thematic soiree such as this will become regular affair as we strive to introduce new and exciting events to our chic patrons," adds General Manager, Kenny Teo.

Everything about LUNA boasts unprecedented quality, including the high performance sound system and international repertoire of party beats. As the sun sets, the mood heightens with the deepening of the music vibes. Specially delivered by the artful resident deejay from Monday to Sunday, guests can groove to the invigorating tunes of house music, new age, electro and progressive

Succulent gourmet offerings are instrumental to an unforgettable culinary experience and the extraordinary journey is complemented by a plethora of extensive wine selection and galactically inspired specialty cocktail.

In a short four years Luna Chill Out Bar has firmly positioned itself as "the place to be and be seen". This is reaffirmed by its recent win of the HAPA Best Nightspot Regional Series Award. [ha](#)

Give Cheese A Chance

Already celebrated as a leading light in Bangkok's culinary scene, the multi-award winning Millennium Hilton Bangkok has unveiled another treat for gourmands visiting the Thai capital with the city's first ever Cheese Room at the hotel's FLOW restaurant.

Hilton Millennium Bangkok's Cheese Room is set in a specially designed climate-controlled dining room that is monitored by cheese experts to ensure the correct temperature for storage and quality of the cheese. On offer is not only the largest selection of cheeses in Bangkok, but also the best and most renowned cheeses in the world.

Cheese lovers can indulge in a tantalizing mix of flavours and aromas from the assortment of imported cheeses; some of which include Pecorino di Fossa, a hard cheese from Italy; Reblochon de Savoie, a classic and unique soft cheese from Savoie, France; Colston Basset Stilton, a blue cheese from Nottinghamshire, England; and Brie Royale Aux Truffles, a very high-priced semi-firm cheese with truffles from France.

The Cheese Room also lives up to the age-old partnership between cheese and wine where the experienced wine and cheese butler can advise guests on choosing the right wine to bring out the natural characteristics of the cheese. The special Wine Flight menu, consisting of five different wines from various international regions, has been selectively picked and prepared to complement the varied range of cheese. [ha](#)



Beautiful Sundays at Kampachi

Japanese Brunch

Hotel Equatorial's renowned Japanese Restaurant Kampachi is delighted to announce the expansion of the buffet delights to their famous Kampachi Brunch until 31 December 2008.

The restaurant has thrilled with their new editions to their buffet brunch on Sundays which is one of the city's Sunday highlights. The buffet promises everything on the Kampachi menu and Executive Chef Y.S How and Japan hailed Sushi Chef Sodu, have added the new dishes to their menu.

Among their new highlights are Shichimi Tofu, Kaki Furai, Ebi Maki Mushi, Shisyamo, Bukkake Soba, Tori Niniku Yaki and other delights including fresh Sashimi, Soft Shell Crab Rolls, Beef Sukiyaki, Matcha ice cream, California Handroll, Egg Roll stuffed with grilled Unagi, freshly steamed Chawan Mushi, assorted Tempura, Pan-fried Rice Dumpling and Potato Salad, Beef Sukiyaki with additional egg, Grilled Unagi and more. [ha](#)

Cool Runnings

Weng Kee drinks stall is shop number 46 in the Petaling Jaya Old Town food market. It is open all week



The coolest treat to be found in the city is from a little stall in the food market in Petaling Jaya's old town. The Weng Kee drinks stall offers a selection of traditional Chinese thirst quenchers, including the popular lime and sour plum juice and sweet tuber porridge (bubur cha cha). However, it is its shaved ice treats that has made stall 46's reputation. The charming lady proprietress makes all the ingredients which go into the ice kacang (shaved ice) from scratch. She melts down the traditional palm sugar, presses the milk out of fresh coconut, makes and cuts up the various

translucent jellies as well as cooks up the rich sweet red beans.

Each mound of ice hides a mother lode of red carrageen jelly, creamed sweet corn, groundnuts, pea flour drops (chendol), red beans and grass jelly. The ice is liberally doused with coconut cream and palm sugar, with just a little pink syrup. The result is a multi-textured mouthful of delight crowned with the finest shaved ice in the city. And as if the product was not good enough, the friendly missus gladly allows patrons to pick and choose their own ingredients. Have a nut allergy? Out go the groundnuts. Prefer nothing but jellies in your dessert? It's done and served up with a smile. Great product, smashing service... can you say super cool? [ha](#)

Hey Sweetcakes

The traditional Malay cakes and snack stall is located perpendicular to TMC grocer and across from the row of shop houses



With food to be had anytime and nearly anywhere in Kuala Lumpur, it is sometimes hard to shift the gold from the dross. Hawkers selling all manner of stuff abound, but one stallholder whose products are constantly consistent is to be found in Lucky Garden near the busy Bangsar suburb.

This lady has been hawking across grocery store TMC for a good few years. Her wares include the popular deep fried fish cracker from Malaysia's East coast called 'lekor' and assorted traditional Malay cakes and slices – her selection varies day to day depending on the availability of ingredients.

One constant however is her curry puffs. She offers two varieties – one with the original spiced potato filling, another with sardines and onion. The latter is scrumptiously tempting, being zesty with sliced chillies and big flakes of fish. The pastry on her puffs is the short crust kind, which adds to that feeling of satiety. [ha](#)

It takes some guts for a property to make their flagship restaurant a modern Malay one, especially, if like PNB Darby Park, the clientele comprises of expatriates more used to the usual Western buffet smorgasbord. However, the 39 Restaurant, located on the 39th floor of Kuala Lumpur's most favoured serviced residence has made waves with its traditional Malay cuisine served with a twist.

At the helm of this bold new movement is Executive Sous Chef Ashar Bin Daud who has risen to the challenge of serving authentic traditional Malay cuisine with a twist. A Starwood alumnus, this Kelantanese chef uses his Western kitchen training to re-present recipes handed down from his late mother. So while the food at 39 is gloriously piquant and rife with the spices one expects from wonderful Malay cuisine, the presentation is wholly modern. Forget earthenware dishes of formless curries, or masses of stodgy vegetables.

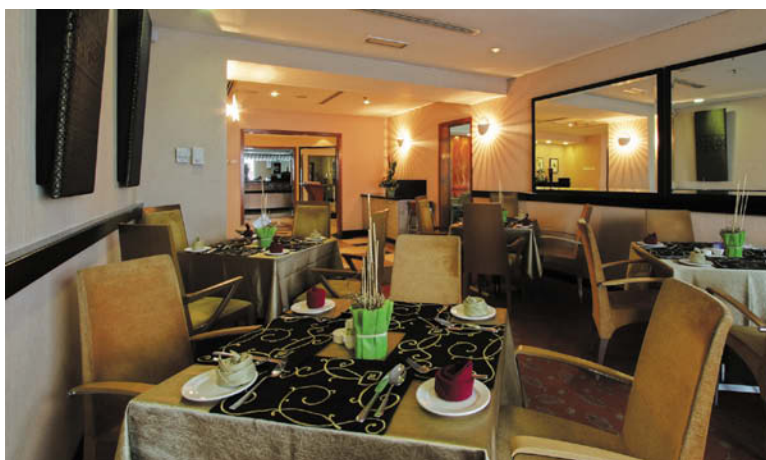
Instead say hello to artistically, sometimes even dainty, presentations befitting the contemporary feel of the restaurant. One such dish is the scallops and pennyworth salad. This local herb is used in place of rocket or other spicy greens. Its innate bitterness is mellowed with a dressing of tamarind and palm sugar and the accompaniment of ginger flower and lemongrass, while the scallops are marinated in sambal. Winged beans, cucumber strips and Roma tomatoes make up the dish.

Ashar's grilled chicken percik wrapped in purple cabbage with potato croquette is another fine looking dish, accompanied by a raw salad of cucumber and pineapple pickles. Ashar has gotten the art of saucing down to a T so that while authentic, the percik sauce of coconut milk, spices and chilli does not fireball the palate but seduces it with a warm, molten covering of flavour.

Desserts are dreamy, with his special Jala Emas (Golden Net) which is a delicate Kelantanese sweet which uses duck egg yolk simmered in syrup to form a springy local truffle. This is accompanied by a fried banana and cempedak in reduced evaporated milk and palm sugar sauce. And because the portions are fine dining size, a meal at 39 Restaurant will make you come back for more. 



For more information, contact:
The 39 Restaurant
PNB Darby Park Executive Suites
Kuala Lumpur
Tel : +60 3 7490 3333
Fax : +60 3 7490 3388
E-mail : reservations@pnbdarbypark.com
www.pnbdarbypark.com



Clockwise from the top: Chef Ashar Daud; Jala Emas; Chicken percik Chef Ashar's style; The modern The 39 Restaurant at PNB Darby Park; Scallops with pennyworth salad

Traditionally Modern

For more information, contact:
Pacific Regency Hotel Suites
Menara PanGlobal
Jalan Punchak, Off Jalan P. Ramlee
50250 Kuala Lumpur, Malaysia
Tel: +60 3 2332 7777
Fax: +60 3 2031 2492
E-mail: info@pacific-regency.com
www.pacific-regency.com



Above (from the top): Spicy Mango Salad with Crispy Fish; One of the dishes served at Soi 23;
The warm and chic interior of Soi 23

Soi 23 Fine Thai Restaurant is a fine dining Thai restaurant located at Pacific Regency Hotel Suites. Dining at Soi 23 is akin to having your meal while floating over Kuala Lumpur city. With floor to ceiling glass surrounding much of the dining area, the view is amazing, especially from the restaurant's location. Boasting a chic and modern interior and nestled away on level 23 with a view of city skyline, Soi 23 is where one can find authentic Thai cuisine infused with sublime style.

Soi 23 is also a place where one can also dine on a fusion of flavour; beyond spicy zest, there is always balance where mellow and subtle tastes gently complement sweet-sour seasonings and herbs. The dishes are all prepared by Thai chefs from Bangkok headed by Sous Chef Sujinda who promises only the best northern traditional Thai cuisine.

Some of the restaurant's signature dishes include fried beef with kaffir leaves (Mua Dad Deaw Tod Bai Ma Krood Krob), deep-fried soft shell crab salad (Yam Poo Nim), the eternal quintessential Thai soup Tow Yam Goong, chicken in green curry (Kaeng Kiew Waan Gai) and mussaman curry with beef (Kaeng Mussaman Nua). The chefs are accommodating enough to season dishes to each diner's palate so all one needs is to ask. Even the service team strives to anticipate the needs of guests and pays attention to the little things that will definitely makes a diner's visit a memorable experience.

Located on level 23 of Pacific Regency Hotel Suites, the restaurant is open daily from 7.00am to 11.00pm.

The restaurant also functions as an all day dining outlet that offers buffet breakfast from 7.00am to 10.30am and a la carte menu from 11.00am to 11.00pm for lunch and dinner.

The restaurant can be reached at (03) 2332 7777 ext. 6807 for reservations or inquiries.

Oh! Soi Good!

Fine Thai Dining In The Heart Of
Kuala Lumpur

Gen means 'spring' and with spring comes all things bright and new. Such it is with the Legend Hotel Kuala Lumpur's Gen Japanese Restaurant. The restaurant prides itself on presenting new menu items frequently and it has gained a reputation for innovative Japanese cuisine.

For those who think Japanese food revolves solely around vinegered rice, Gen offers a new take with ala carte menu items such as duck, cod and beef. The Aigamo Kappuni No Potato Mochi (lightly roasted duck meat and potato cake served with sweet duck sauce) is modern Japanese at close to its peak, with the warmed sliced gaminess of the meat offset by astringent sprouts. The Ise Ebi No Inaka Jiru (lobster miso soup with root vegetables) is a delicate consommé with carrots, lotus root and daikon which add crunch to pair with the succulent shellfish.

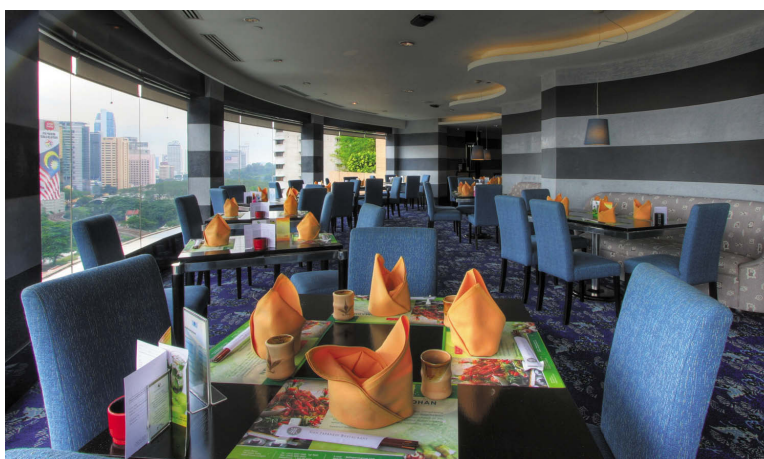
The bean curd steak with assorted mushrooms is a play of delicate flavours, with the earthiness of the mushrooms layering the nuttiness of the soy. Tofu makes another appearance in the grilled fillet of cod and bean curd with teriyaki and tomato sauce whose crisp skin envelopes the perfect white meat offset by minimalist shards of spring onion.

The star of the show has to be the Beef To Wasabi Bata Yaki (pan grilled beef tenderloin and momotaro tomato with wasabi butter). Tender, with a lovely fusion of heat from the wasabi and creaminess from the butter, it is a stellar dish with many fans. While Gen also serves up sushi and sashimi, with sections partitioned off for sushi and sashimi counters as well as a teppanyaki counter, the cooked dishes definitely have a place on the menu.

While the usual suspects of green tea ice cream and red beans are on the dessert list, Gen also offers something out of the norm with the Mizugashi which is homemade ginger ice cream served with rice cake and peanuts which sees the marrying of the salty nuts with the semi sweet ice cream. Different is in! **ha**



For more information, contact :
Gen Japanese Restaurant
The Legend Hotel, Kuala Lumpur
Tel: +60 3 4042 9888
Fax: +60 3 4043 0700



Clockwise from the top: The sushi and sashimi counter; Beef To Wasabi Bata Yaki; Grilled fillet of cod; Gen offers great food and views; Aigamo Kappuni No Potato Mochi

Spring Freshness

Legend Hotel Kuala Lumpur's Gen Japanese Restaurant.




Source: Some information in this advertorial was taken from www.eatturkey.com and is property of the National Turkey Federation, United States of America.

The turkey has been relegated mostly to Thanksgiving and Christmas menus, possibly because its size necessitates a large gathering to do it true justice. However, turkey is gaining prominence as a delicious and wholesome alternative to other regular white meats. Called the 'perfect protein' by the National Turkey Federation (NTF) of America, it is a meat option bursting with goodness.

A low-fat, high-protein, nutrient-rich meat, turkey is now finding its way to buffet spreads and menus in Southeast Asia. The variety of tasty U.S. turkey cuts and products now available make it easy to enjoy turkey all year long. U.S. turkey's delicate taste is easily seasoned. By adding herbs, spices or sauces, it's easy to create unique new dishes, especially when it is used as a substitute for other higher fat meats. U.S. turkey is also adaptable to all cooking methods, from stovetop and microwave to oven and grill. It is also easily assimilated into Chinese stir-fries and wok-based recipes. Used as an alternative to chicken in favourite Chinese dishes like sweet and sour, turkey takes on a tender, succulent texture. When braised, U.S. turkey absorbs the smoky richness of the sauces in a dish, making it a delicious new addition to old favourites.

The ease to which U.S. turkey meat absorbs seasoning also makes it a good new choice for traditional Malay or Indonesian cuisine which requires a long, slow cooking process, such as rendang. The slow cooking process on low, constant heat also brings out the meat's best characteristics, making it a wonderful alternative to other meats which tend to turn mushy. The cuisines of Thailand, Vietnam, Singapore and the rest of Southeast Asia also benefits from the addition of this nutritionally sound meat which marries well with the flavours, spices and piquancy of regional Asian cooking.

Another often overlooked fact about U.S. turkey is its nutritional value. A three-ounce serving of boneless, skinless U.S. turkey breast contains 26 grams of protein, on gram of fat and no saturated fat. That's eight percent more protein than the same size serving of boneless skinless other meats. The relative heaviness of the meat also promotes greater satiety, making it a great option for the weight conscious. 

It's Turkey Time!



U.S. TURKEY. The Perfect Protein.

U.S. Turkey is a delicious source of lean protein available in a variety of cuts and products to fit today's busy lifestyles. It adapts to all cooking methods from stovetop to oven to grill and its delicate flavour is easily seasoned. U.S. Turkey complements the flavour profiles of many cuisines from Latin American to Thai. Once you know a few turkey basics, preparation is fast and fun.



In Her Cups

Bartender Stefania d'Angelo from Sweden won the International cocktail final De Kuyper Cup sponsored by the world leader in cocktail liqueurs. After a spectacular battle the jury chose its favourite cocktail: Summer in the City by Stefania d'Angelo from Sweden who won the prestigious Cup and a dream trip to the Caribbean.

The winner created Summer in the City, a mix of Sour Rhubarb liqueur, white rum, lime and sugar syrup finished with pomegranate seeds. According to the jury this was the best accomplishment and presentation during the De Kuyper Cup competition. Summer in the City was the most convincing result of the Cup motto "Your night starts here". [ha](#)



Stefania d'Angelo, cocktail champ

Cèpe Wins Wine Spectator Award



The winning Cèpe team

offer 400 or more selections, along with superior presentation that exhibit vintage depth as well as an excellent breadth of major wine growing regions.

Created by Wine Director Lorenzo Maraviglia, the wine list at Cèpe features a wine list with over 484 etiquettes filled with unique varietals, new world producers and timeless selections namely from the Northern Italian region that the restaurant celebrates. The extensive wine list complements Chef de Cuisine Eugenio Iraci's various dishes that revolve around premium mushrooms stored in a humidior designed for dried and fresh mushrooms. [ha](#)

Wine Spectator, America's foremost wine publication, named Cèpe, a contemporary-style Italian restaurant at The Ritz-Carlton Beijing, Financial Street as the sole recipient of the 2008 Best of Award of Excellence in Beijing.

Cèpe alongside Palladio, Italian restaurant at The Portman Ritz-Carlton, Shanghai are also the only two restaurants to date to have received such an honor on mainland China. The award gives special recognition to restaurants whose wine lists

A Taste Of Portugal

The French Culinary School in Asia presented a Portuguese wine appreciation evening recently with wine expert and oenologist Mario Fernandes. Since the turn of the century, this small nation has emerged from the shadows to become one of the most interesting and exciting red wine regions in the world today and the night saw a wonderful introduction to the country's wines which included white, red and Moscatel, followed by a sit-down dinner by the French Culinary School In Asia.

The menu included Mesclun salad and homemade cold cuts, air dried duck sausage, assortment of pâtés, smoked duck breast, Mexilhões, fresh mussels in saffron cream, free range chicken stew Vindaloo style and lemon and cinnamon rice pudding. The wines showcased were Varanda do Conde 2007 Vinho Verde, Quinta das Baceladas 2004, Periquita Reserva 2005 and Fonte Mouro Reserva 2004. [ha](#)

Drink And Designate

The Conrad Centennial Singapore has adopted a designated driver programme to promote responsible alternatives to drinking and driving, and to ensure guests get home safely after a night out at the hotel. The campaign aims to encourage individuals to volunteer as a designated driver and to provide safe transportation for friends under the influence of alcohol.

Designated drivers receive complimentary free flow mocktails for the evening when they identify themselves to the service team at the food and beverage establishments; namely Oscar's, Golden Peony and Lobby Lounge as well as banquet events. In addition, they will also receive an "I'm A Designated Driver" car decal as a souvenir and a complimentary Uniquely Singapore lunch voucher for one person at Oscar's for their participation in promoting safe driving. As alternative options, the hotel also provides taxi calling service and special room rates for those who wish to stay in for the night. [ha](#)

Master Of Wine Ron Georgiou Hosts Gourmet Wine Event In Ithaa

Ron Georgiou, the Conrad Maldives Rangali Island's Master of Wine, treated guests to a gourmet wine celebration at Ithaa Undersea Restaurant recently. Georgiou is one of only 264 Masters of Wine in the world. He presides over the world-class wine experience on offer at the seven restaurants and three bars at the Conrad Maldives Rangali Island. This includes his own personal creation, the underground Wine Cellar, which houses over 10,000 bottles of wine from the Old and New Worlds. He has nurtured the wine programme at the resort for the last seven and a half years. This has seen the Conrad Maldives Rangali Island win the '2 Glass Award-Winning Wine List' as voted by Wine Spectator Magazine Restaurant Awards program 2008. His passionate mixing of wine, combined with travel, art and music anecdotes, will create a true multidimensional experience – and a night to remember. **ha**



Stephen Li (middle), Regina Bitzer, F&B Manager (left) and Jean-Pierre Mainardi, GM(right) of Hilton Sanya Resort & Spa

The Glass Is Half Full

Stephen Li, Assistant Food and Beverage Manager of Hilton Sanya Resort & Spa has been named runner-up at the recent "Penfolds China Sommelier Competition 2008" in Shanghai. ASC Fine Wines and Australian wine producer Penfolds co-hosted the event, the first of its kind to be held in China. Judges reviewed applications from over one hundred food and beverage professionals from around China and, following a written test, three contestants were chosen to continue on to the

final round. These three experts were then put through their paces in a day of practical wine exercises, including blind tasting and food and wine service, testing their skills as a sommelier.

Li began his food and beverage career 11 years ago as a bartender at the first 5 -star hotel in Xiamen, China and then joined the newly opened Hilton Sanya Resort & Spa in 2005 as manager of the resort's .IZE restaurant and bar. Over the past decade, he has refined his passion and knowledge of food and wine, and has inspired his team to enjoy the pleasure of tasting and enjoying wine. **ha**



Hemingway Daiquiri

Bar None

Marriott International recently announced the launch of a global mixology programme called BarArts: Liquids, Classic to Cool. Developed by world renowned mixologist Dale DeGroff and an international panel of Marriott and Renaissance bartenders, the BarArts programme sets the company apart by using fresh squeezed juices in all of its core cocktail recipes, signature cocktails, premium products and unique or indigenous ingredients. The BarArts programme is poised to "raise the bar" for the greater enjoyment of tipplers in Singapore.

"The art of mixology will never be the same," said Mark French, Marriott's Director of International Food and Beverage. "Approaching the creation of cocktails from the perspective of a world class chef in terms of flavour profiles and quality ingredients simply results in phenomenal drinks. The programme allows each bartender to use his or her flair and creativity and the training gives them the tools to create a well-balanced drink. In the end, the BarArts programme is all about bringing the fun back, to make tending bar an artful skill again."

"In addition to the 250 updated recipes included in the programme, we have developed unique signature cocktails at many of our international hotels and resorts, allowing our bartenders the creativity to craft cocktails unique to their locations," said French.

The "Bar Chef" concept is further enhanced by the development of online bartending certifications and a renewed emphasis on classic bartending training techniques, reflecting the new culinary approach to the creation of the cocktail. **ha**



The Pump Room Bohemian Lager

Pump It Up!

The Pump Room is proud to announce its recent scoop from the annual Australian International Beer Awards (AIBA) held in Melbourne. Established by the Royal Agriculture Society and the University of Ballarat, the AIBA is the second largest brewing awards in the world with 42 countries participating and 1084 beers entered this year. The AIBA is regarded as one of the most prestigious beer events and a barometer of quality in beer brewing worldwide.

Through the talents and expertise of Head Brewer Alex Chasko – who is armed with a Master of Science in Brewing from Heriot-Watt University in Edinburgh, Scotland – The Pump Room garnered two silver medals for its Bohemian Lager and Celebration India Pale Ale at the AIBA, a major accomplishment for a microbrewery in its first year of participation. The beers were judged on appearance, aroma, flavour and body, style, and technical quality by a blind judging panel. The silver medal is awarded to beers that display the right balance of taste, aroma, appearance of the style, and a high level of technical merit. **ha**



Sparkle Star

This Sparkling Shiraz is Henry Martin Wines signature product. This new style Sparkling has been created using the Char mat process with the base wine spending some six months in oak before fermentation and bottling.

It is a deep magenta with a vibrant and embracing pink mousse and features an extended middle palate full of hints of mulberries, black pepper and subtle vanilla oak complexities with a lingering dry finish.

This wine is a combination of Shiraz from handpicked blocks in the Barossa, Riverland and McLaren Vale blended to achieve the contemporary wine style we strive for. It is an ideal accompaniment for lively Asian dishes, a sumptuous turkey dinner, or the perfect way to start that alfresco dining experience. Serve chilled for immediate enjoyment. **ha**



Get Fresh

The 2006 New Zealand harvest was quite diverse between the North and South Island. Hawkes Bay and Gisborne, both on the North Island, experienced average harvest conditions dotted with sporadic rain events.

While the South Island, particularly Marlborough, was bathed with sunshine and very warm days promoting harvest 2-3 weeks earlier than the average harvest date.

The Villa Maria Private Bin East Coast blend consists of parcels grown in Gisborne, Hawkes Bay and portions from Marlborough. This inter-regional blend produces a complete wine displaying the full spectrum of Chardonnay flavours. Gisborne, in the north of the country, is the warmest grape growing region and produces rich and full bodied Chardonnays.

Hawkes Bay, in the East, typifies Chardonnay with stone fruit and peach characters while Marlborough, on the north of the South Island, produces refined, elegant and tightly structured Chardonnays.

Fresh and very fruit driven in style, displaying an abundance of ripe stone fruits and citrus blossom aromas. A mouth filling wine with a soft, creamy and slight mealy nuttiness on the palate. This wine is styled for enjoyment now, particularly over a delicious meal. **ha**



Bet On Black

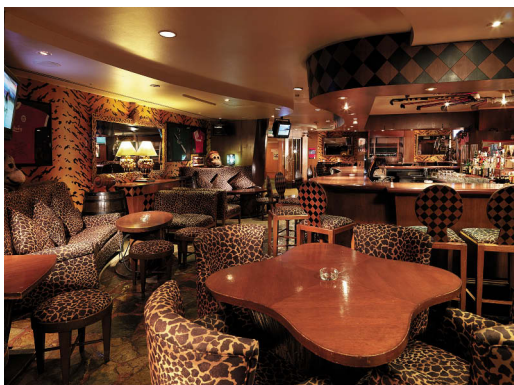
Over 90 years of wine-making tradition from one of New Zealand's oldest family-owned wineries ensures Babich Black Label Marlborough Sauvignon Blanc 2008 possesses a lingering and crisp finish.

Developed especially to complement food, the Black Label Sauvignon Blanc is vinted from a special selection of grapes from the Awatere, Wairau and Waihopai Valley areas of Marlborough. The 2008 vintage is characterised by typically hot and dry summer conditions with patchier weather conditions late on, resulting in a lifted and pungent bouquet of tropical fruit like pineapple and passion fruit aromas mixed with faint floral notes of musk and box hedge.

After harvest, grapes are quickly crushed and pressed into stainless steel tanks where the juice is fermented at controlled cool temperatures to capture intense varietal flavours. A small portion of juice is fermented in old oak barriques to contribute to the weight and complexity of the wine, which has an aging potential of three years.

The wine offers a powerful palate that is luscious and lively, with flavours like red currant, gooseberry and pear rounded off by a hint of capsicum. A wide variety of food including veal, seafood (particularly oysters) and even a mild chicken korma goes well with the blend. **ha**

Swinging Good Time



Touted as the happening fun pub in town, The Monkey Bar is designed with the objective to provide complete enjoyment for its patrons. From vibrant repertoires by the versatile live band to its very popular pizzas and exhilarating cocktails, it is indeed the perfect venue for a night out to let your hair down.

There is a variety of alternatives to encourage patrons to relax, have fun and most of all enjoy themselves tremendously so that returning again will be the most natural thing to do. The vibrant décor of

monkey motifs and decorated wall complete with knick knacks and interesting memorabilia immediately puts one at ease, in anticipation of a fun night out ahead. An in-house band performs every day except Sundays.

Apart from the exhilarating cocktails and mocktails, food is something that keeps faithful patrons returning to Monkey Bar, where it is well known for its specialty pizzas, BBQ chicken wings and sandwiches. Special food promotions are held regularly to give patrons variety and choice.

The Monkey Bar is an ideal place to have a party or a get-together with some friends or simply to relax and have fun. It also caters to private events or even launching of products and services with a seating capacity of 140 guests. The Monkey Bar also boasts the longest happy hours from 3.00pm to 9.00 pm with 1 + 1 on draught beers and house pouring brands. [ha](#)

The Monkey Bar
The Legend Hotel, Kuala Lumpur
Putra Place, 100 Jalan Putra
50350 Kuala Lumpur
Tel: +60 3 4042 9888 ext. 1027
Fax: +60 3 4043 8602
Opening hours:
3pm – 1am Mondays to Thursdays
and Sundays, 3pm – 2am Fridays and
Saturdays

Right Down The Alley



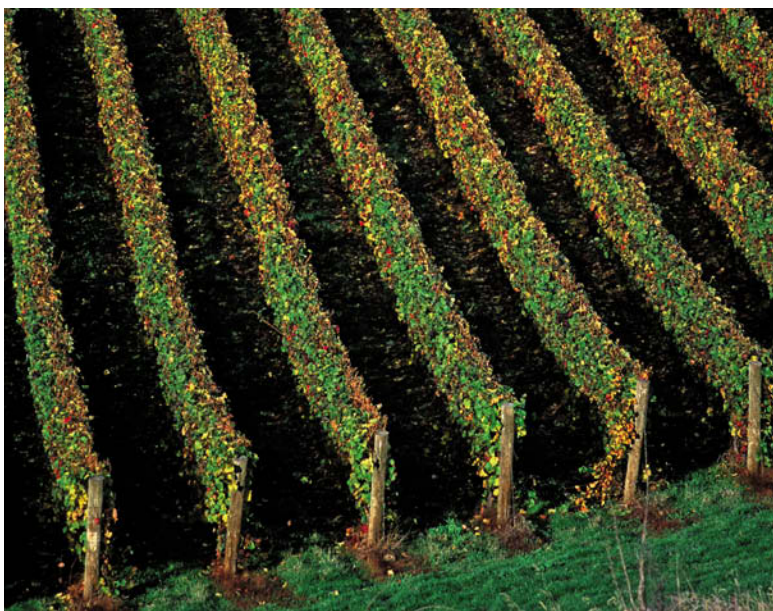
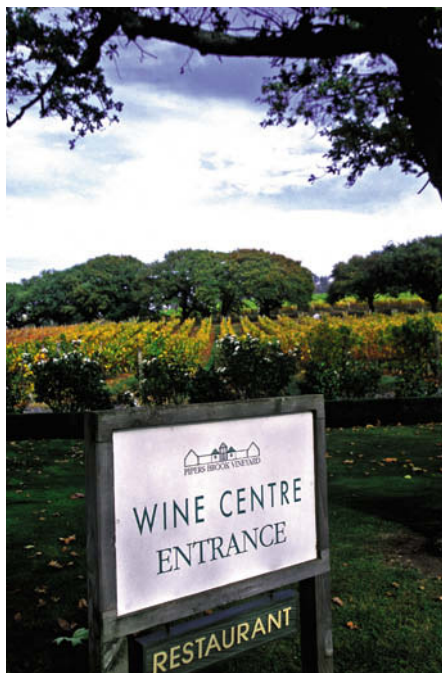
Tucked away in a snug passageway in Peranakan Place, against the exquisite backdrop of conservation shop houses, Alley Bar is an architectural gem that seamlessly weaves old-world

charm with contemporary design. Step inside, and the place opens up to an inimitable chic setting with its sweeping airy ceiling dotted with hanging lamps. This watering hole that boasts of a 15m-long black terrazzo bar complemented by a striking gilt-framed mirror capturing the scene is

the perfect place for drinks after a hard day's work or a clandestine date.

Get cozy on comfy settees and chill out to the groove of Acid Jazz and funk beats with a drink in hand. Alley Bar offers different promotions daily, like its Stirred or Shaken Nights on Thursdays where customers get two Martinis for \$15, and \$10 nett for Mojito, Caipirinha and Caiprioska on Mondays. Happy hours are 5-9pm. Also irresistible are the popular specialty drinks – Fusion Cocktails like YingZhen (Belvedere Vodka, Shochu, Grapes and Mint), Frozen Margaritas in delicious flavours, Signature Mojitos and the well-loved Lychee Martini. What also sets Alley Bar apart from the rest is its menu of unusual gastronomic delights such as Shitake Mushroom in Light Cream Sauce, N.Z. Half Shell Mussels in Garlic Hollandaise Sauce, Cantonese Wings and Tempura Soft Shell Crab with Mango Salsa. [ha](#)

Alley Bar
180 Orchard Road, Peranakan Place
Complex, Singapore 238846
Tel: +65 6738 8818
Opening hours:
5pm – 2am Sundays to Thursdays,
5pm – 3am Fridays, Saturdays & Eve of
public holidays



Clockwise from the top: The Pinot Noir grape; The entrance to Piper's Brook, Tasmania; Rows of yellow vines Clover; Rod Thorpe, Moores Hill Estate, Tamar River

Australian wines have well and truly established themselves around the world and while it comes as a surprise to many, wines are produced in all Australian states and the federal capital of Canberra (yes, from the tropical extremes of the Northern Territory to the sub-Antarctic winters of Tasmania).

While not well-known out of the country, Tasmanian wines have boomed over the past decade as more Australians are discovering that the climatic conditions down south are superb for establishing mostly cool climate grape varieties especially Sauvignon Blanc and Pinot Noir. Supply has been limited and even many Australians are not aware of the wine industry in the island state. Now Tasmanian wines are starting to trickle overseas and are available in Asia.

Langton's, the prestigious Australian guide to wine auctions, interestingly enough, places the warmer climate grape variety, Cabernet Sauvignon from Domaine A Vineyard, ahead of the state's better known Pinot Noirs and Sauvignon Blancs in its annual auction listings. This suggests that there are microclimates in Tasmania that support various grape varieties so the list on offer varies from vineyard to vineyard. Many of the large Australian wine producers are sourcing some of their sparkling wine grapes from Tasmania although this does not always get recognition on the label.

What makes Tasmanian wines so distinctive? The climate, of course, and that by itself is a major difference to the rest of Australia. Located at 41° South, Tasmania enjoys similar climatic conditions with famous French wine producing regions such as Bordeaux, Burgundy and Champagne. Cool climate grape varieties produce strong varietals across the board, including Chardonnay, Riesling, Pinot Noir, Gewürztraminers, Semillon and Sauvignon Blanc. The difference is that these varieties taste fresher than many produced in other parts of Australia while retaining a distinctive elegance.

While many today think that wine producing is new to Tasmania, the truth is, Tasmania has

Wines From Way Down Under

By David Bowden



been producing renowned wines since the 1880s. In 1848, the island won its first international wine award in Paris. For a long time after, wine-producing regions such as Hobart and Swansea fell to failure, and the general mindset, “too far south, too cold, grapes will never ripen” began to take hold.

With new technology and a growing interest in food and wine, there was a resurgence in growing grapes thanks largely to the efforts of Jean Miguet, a French engineer who mooted a vineyard at La Provence, 20km north of Launceston in northern Tasmania. Today, wines from Tasmania are regaining their former prominence. The state is the only Australian state with a government-controlled appellation system that guarantees that only 100 percent Tasmanian grapes are used in the production of wines.

The small island is divided into two main viticulture areas – southern and northern, but there are distinctive sub-regions as well. The southern wineries around Hobart that stand out from many other credible producers are: Stefano Lubiana Wines, Moorilla Estate, Frogmore Creek Winery, Bream Creek, Meadowbank and, Domaine A.

Many are small producers and vineyards such as Laurel Bank don't really have cellar door facilities preferring to sell stunning Pinot Noirs direct to a loyal band of followers. Winemaker and proprietor, Kerry Carland has a 3ha vineyard overlooking the Derwent River where he grows award-winning wines including Pinot Noir, Merlot, Cabernet Sauvignon, Sauvignon Blanc and Cabernet Franc.

Superb restaurants are attached to Moorilla Estate and Home Hill with the art collection, location and accommodation at Moorilla making it an attraction even for those who don't appreciate wines. Frogmore Creek is an organic wine producer headed by Californian born, Tony Shearer who is now an enthusiastic supporter of anything Tasmanian.

Wine producers around the Tamar River and Launceston include Piper's Brook, Pirie, Moores Creek, Clover Hill, Goaty Hill, Bay of Fires, Jansz, Rosevears, Tamar Ridge and, Josef Chromy.

On the northeastern coast near Freycinet National Park, wineries like Freycinet, Coombend Estate, Apsley Gorge and, Spring Vale have creative strong followings with connoisseurs. Freycinet wines are particularly hard to come by but look out for their Radenti (a sparkling wine), Riesling, Pinot Noir and the Louis Riesling/Schonburger.

Winery hopping is a favourite pastime amongst locals and tourists are most welcome too. Start from Tamar River's wine route comprising a dozen wineries clearly marked by yellow signs with grapes icon. Many also include restaurants, cellars and gift shops selling local produces as well as wines. One of the best set ups is at Moores Hill Estate where winemaker Rod Thorpe produces excellent Rieslings, Pinot Noirs and Unwooded Chardonnays. The views from the verandah restaurant over the vineyard towards the Tamar River are without equal in the region. [ha](#)



Clockwise from the top: Freycinet Tasmania; The vineyards at Tamar River, Tasmania; Kerry Carland, Winemaker, Laurel Bank, Tasmania; Goaty Hill Winery, Tamar

For more information, contact: Tastevin (Tel: +603 2148 8978, www.mytastevinkl.com) has a comprehensive selection of Tasmanian wines from vineyards such as: Bream Creek, Meadowbank, Pirie, Moores Hill and Apsley Gorge.



Dennis M. Johnny

Food & Beverage Manager
Quality Hotel Singapore

Dennis M. Johnny has been appointed as the new Food & Beverage Manager for Quality Hotel Singapore. Starting out with Mandarin Oriental Singapore, his confidence and enthusiasm led him to various promotions before moving on to Singapore Cricket Club for greater challenges.

One of his professional accomplishments includes being honoured as a winner of SAWEA 1994 (Shatec Australian Wine Education Awards).

Over the course of his 15 years in the hospitality industry, he has equipped himself with sharp business acumen, creativity and flair in customer service and management skills. He is set to oversee the operations of the hotel's food and beverage outlets, and will inject new ideas into the outlook and elevate them up to a new dining experience.

ha

Burhan Cülcüoğlu

Food & Beverage Director
Fairmont Singapore

Looking back at his career which began in December 1987, Burhan Cülcüoğlu's bartending days in Turkey are undoubtedly light years away as Fairmont Singapore appoints the seasoned veteran as its new Food & Beverage Director.

Fresh from his successful two-year stint with the Fairmont Hotel Olympic, Seattle's only AAA Five Diamond hotel, Cülcüoğlu will be directing and overseeing Fairmont Singapore's multifarious food & beverage operations encompassing banqueting, the collection of six restaurants and bars, the cutting-edge Raffles City Convention Centre, in-room dining and the seasonal promotions of one of the country's leading 5-star hotels.

He began his career in the bartending field at the Hotel Royal, then as bars supervisor for Club Marco Polo. After mastering bartending, Cülcüoğlu's passion and creativity were shifted to fine-dining when he transferred to the Swissôtel Chicago as assistant in-room dining manager. He worked there for three years, before being promoted to director of restaurant operations in 2000 at the Fairmont Hotel Chicago, and finally as a full-pledge director of food & beverage in 2004 at the Fairmont Hotel Kansas City.

Cülcüoğlu studied Hotel Management and Tourism at the Mediterranean University in Antalya, Turkey and has been recognized with many honours through the years. **ha**



Alfred Paulsen

Director of F&B
Sheraton Subang Hotel & Towers

Armed with more than 21 years of experience, Alfred Paulsen is no stranger to the hospitality industry. Having worked in various international hotels, resorts, cruise ships, food and beverage establishments has enabled him to excel. He started his career as a waiter and bartender in Pan Pacific Pangkor and Pangkor Laut Resort respectively, he moved on to serve as a waiter and was then promoted to Service Captain during the pre-opening of Penang Mutiara Beach Resort, after which he joined Mutiara Beach Langkawi Resort as an Outlet Supervisor.

As the Director of F&B in Sheraton Subang, Paulsen will be responsible for overall F&B revenue and profit, enhancing and innovating F&B products and standards, upgrading service standards, tapping on opportunities to attract potential guests to the restaurants, overseeing all food & beverage and kitchen operations, banqueting, meetings, conventions and functions in the hotel. Under his supervision, he leads a team of approximately 180 staff.

ha



Erich Friedl

Executive Assistant Manager
– Food & Beverage
The Westin Kuala Lumpur

Erich Friedl joins The Westin Kuala Lumpur as the Executive Assistant Manager - Food & Beverage. He leads the management and operations for the innovative Food & Beverage restaurants and bars at The Westin Kuala Lumpur.

Friedl was literally born into hospitality. His childhood in Austria was spent at his parents' country guesthouse and farm. The official start of Friedl's hospitality career was a five year apprenticeship in Salzburg, before he moved to a Swiss restaurant in Zurich. His passion for food moved to the next level when he joined a five star cruise liner to experience and explore fresh and exotic ingredients.

Arriving in Australia in 1996, he was appointed as Executive Sous Chef of an international hotel, where he led his Culinary team to win the 'Most Outstanding Three Course Australian Themed Menu' in the Salon Culinare in Cairnes.

He joined the Starwood family in 2000 when he took up the post of Executive Chef at the former Sheraton Sydney Airport. He then moved to Four Points by Sheraton Darling Harbour Sydney where he later moved out of the kitchen as the Executive Chef in charge of Food and Beverage in 2003. [ha](#)

Patrick Weder

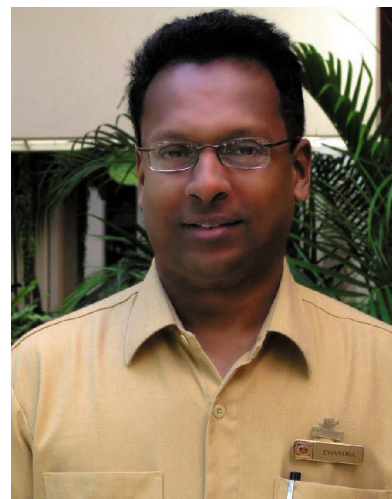
Director of Food & Beverage
The Ritz-Carlton Jakarta, Pacific Place

The Ritz-Carlton Jakarta, Pacific Place proudly appoints Patrick Weder as Director of Food & Beverage replacing Raghu Menon who has been promoted as Executive Assistant Manager Food & Beverage for The Ritz-Carlton, Jakarta.

Weder joined the Ritz-Carlton family in 2001 at The Ritz-Carlton in Cancun, Mexico as Restaurant Manager, where he immediately demonstrated excellent skills and was further promoted as Director of Banquet at the same property. In 2005, Weder was transferred to The Ritz-Carlton Portman Shanghai as Assistant Director F&B then subsequently as Director of Food and Beverage at The Ritz-Carlton Dubai in 2006 before then departing to Jakarta to lead the food & beverage team of The Ritz-Carlton, Jakarta, Pacific Place.

With his new appointment, Weder will direct all food & beverage service within The Ritz-Carlton Jakarta, Pacific Place, including the daily banquet operations services with the largest hotel ballroom in Asia. He will also ensure a pleasant dining experience by collaborating with award winning Executive Chef, Sean Mcdougall in creating memorable dining experiences.

Weder is excited about his new role and ready to share his experiences, exceptional management skills and undoubted expertise with everyone at The Ritz-Carlton Jakarta, Pacific Place. [ha](#)



C. Chandrasekhar

Director of Food and Beverage
Parkroyal Penang

Parkroyal Penang has appointed C. Chandrasekhar as the resort and spa's Director of Food and Beverage. Chandra brings with him more than 19 years of experience in hotel industry. He started his career in 1989 with Crowne Plaza Hotel (formerly known as Hilton Kuala Lumpur) and he has worked in 12 hotels all over Malaysia including Sabah and Terengganu and also in Vietnam before joining Parkroyal Penang.

Chandrasekhar joined Melia Hanoi, Vietnam in 2001 where he headed the F&B team as the Director of Food and Beverage. Amongst the successful events in Chandra's hotel career includes the Western Australia Trade Promotion and the Airbus Industries Gala Dinner held to mark the end of the IATA conference.

In his current role, Chandra will spearhead the hotel's three food and beverage outlets and banqueting facilities and services. His challenge is to maintain high service standards in food service as well as to implement various food and beverage promotions to see to an increase in the Food and Beverage revenue. [ha](#)



The Mongolian dance performers posing with: (from left) Derrick Lee, Alphonsus d' Conceicao (President of Rooms Division Executives), Ernie Ong, Ronnie Ho, Cheong Hai Poh, Maureen Tang, Ben Aw (President of Hospitality Purchasing Association), Moses Lim, Mac Lee (President of Bartenders Association), Adrian Chua (President of Housekeepers Association) Frankie Yu (Blue Ace Avant Garde), squatting - Frank Yuen.

FBMA D&D New Officers For JIHA

The Singaporean Food & Beverage Managers' Association celebrated its 18th annual dinner at the Conrad Centennial Singapore recently. The theme "Oscar's Night" was a formal "Hollywood style" event graced by members of the Hospitality Alliance Singapore, association members, industry partners, VIP guests from diverse backgrounds, celebrities and media guests. **ha**

Members of the Jakarta International Hotels Association (JIHA) made up of four and five star Hotels in Jakarta, have re-elected Poul Bitsch, the General Manager of Hotel Borobudur Jakarta, as Chairman of the association, and Darren Earle, the General Manager of Ciputra Hotel Jakarta, as the new Vice Chairman of the Association. The election was held during the Association's Annual General Meeting. The meeting was followed by a very informative discussion with Ibu Yanthi Sukamdani, the Chairperson of PHRI and member of the parliament, on various issues that affect the hotel industry in Jakarta.

The outgoing Vice Chairman Fraser Bell will remain on JIHA's executive committee. Other executive committee members are: Delia Inciong, the General Manager of Atlet Century Hotel, who remains in her position as the treasurer; Andrew Abram, the General Manager of the Mandarin Oriental, in charge of marketing, and Vikram Reddy, the General Manager of Four Seasons Hotel, in charge of energy and environmental issues.

JIHA was notarized and formally established in the first quarter of 2000 to replace the previous informal General Managers' organization known as Casa Grande. With 33 active members, JIHA works along similar lines as other International Hotel Associations where members proactively address common issues and opportunities. **ha**



The annual National Cocktail Competition is regarded as the ultimate cocktail competition in Singapore

National Cocktail Competition 2008

In its 20th continuous year, the annual National Cocktail Competition formerly known as the "Bartender of the Year Cocktail Competition" is regarded as the ultimate cocktail competition in Singapore. The organizer of this event is the Association of Bartenders & Sommeliers Singapore (ABSS). This special event is presented by the Singapore Hotel Association (SHA) and supported by Shatec Institutes. The competition is endorsed by the International Bartenders Association (IBA), and sponsored by industry partners Australian Fruit Juice, Asia Pacific Breweries, Bacardi-Martini, Boiron Freres S.A., Diageo, Delfi Singapore, Maxxium Singapore, Pernod Ricard Singapore and Vok Asia. This is the third year this event is conducted at this open public area. The event has been well-received, attracting many tourists and local spectators.

The competition consists of two categories, the Cocktail Category and the Flair-tending Category. The competitors are evaluated on creativity and taste of the original cocktail and bartending skills and working techniques. Over the years, this competition has gained the attention of not only participants from countries in the Asia Pacific regions but also Europe, North and South America and Asia. The coveted title of the Asia Pacific Bartender of the Year is contested by the best of the best in the bar industry internationally. There were 13 competitors for the creative category and 12 competitors for the showmanship category; totalling 32 competitors from over 15 countries this year.

Six competitors from the cocktail category and four from the Flair-tending category were selected from the semi-finals of the competition conducted in conjunction with the National Cocktail Competition 2008 Finals at Clarke Quay on 19th August 2008. These finalists then competed amongst themselves for their positions during the grand finals cum gala dinner at Goodwood Park Hotel on the 20th August 2008. **ha**



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Could fresh herbs and spices have a longer shelf life for year-round use yet still maintain their integrity of colour, flavour and aroma? The answer is yes. Freeze-dried!

Kiwi company Fresh As have developed a range of products that will make an incredible difference to food. Tried and tested by some of New Zealand's finest chefs, the company's freeze-dried herbs and spices are easy to use, have a more intense flavour than a fresh product and do not deteriorate over time. Fresh As products fit seamlessly between fresh herbs and spices and traditional dried ones, so the viability of freshness will always be in season in the kitchen.

Fresh As has a retail range for consumers as well as a full range for restaurants, food manufacturers and caterers. There are nine products in the retail range: Oregano, Rosemary, Sage, Thyme Ginger, Garlic, Lemongrass, Red Chilli and Red Capsicum, and the full range for the foodservice industry includes the above herbs and spices plus coriander, basil, mint and tarragon.

A range of Fresh As freeze-dried vegetable powders such as beetroot, green pea, pumpkin and freeze-dried fruits like raspberry, strawberry, pineapple, passion fruit, kiwi fruit and many others are also available. [ha](http://www.classicfinefoods.com)

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Solaris

The new Solaris Fine China Range from Dudson has a delicate embossment on a three quarter rim and a generous 'well' space which provides the perfect frame for your food. Its unparalleled whiteness and translucency combined with space saving and stackable shapes, double well saucers for multipurpose use and one size lid fits all, makes this not only a very versatile product but one which looks great too.

Solaris is manufactured to the very highest standards with a fully glazed foot to reduce abrasion in use. It is microwave and dishwasher safe, carries the food safe logo and above all has a Lifetime Edge Chip Warranty. [ha](http://www.dudson.com)

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Heilala Vanilla

What began as a New Zealand aid project for a village on Vava'u Islands in Tonga is today an ongoing food partnership between two Pacific countries – with the results being 100% Pure Heilala Vanilla Beans of a distinctive aroma, shine and goodness.

Named after the national flower of Tonga, Heilala Vanilla is grown on a vanilla plantation on

the Tongan island, and is later packed from a base in Tauranga, New Zealand. Planted in organic virgin soil on coconut husk frames, the vanilla beans are then dried under the Pacific Sun and stored at optimum conditions to ensure a full flavour. Heilala is a Bourbon Vanilla variety – the same variety as vanilla from Madagascar. Compared to a typical Madagascar bean, a Heilala one is more moist, plump and packed full of seeds and vanillin for superior flavour.

Two grades of premium Vanilla beans are available in lengths of 15-18cm or 18cm plus in retail tubes of 3 beans, 100g, 250g, 500 g and 1 kg pack sizes. Other pure Heilala vanilla products include Heilala Extract, which contains a single premium bean and is bottled using a cold extraction and aging process for an ever-developing flavour, as well as Vanilla Paste – excellent for use in desserts that require the flavour and appearance of Vanilla seeds minus the hassle of scraping beans. Both products are available at Cold Storage supermarkets and Hock Lee Mini Market in Malaysia, with Aeroshield being the distributors of vanilla beans at to restaurants and hotels in Malaysia. [ha](http://www.aeroshield.com.my)

Aeroshield Sdn Bhd

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Bigger, Better, Best

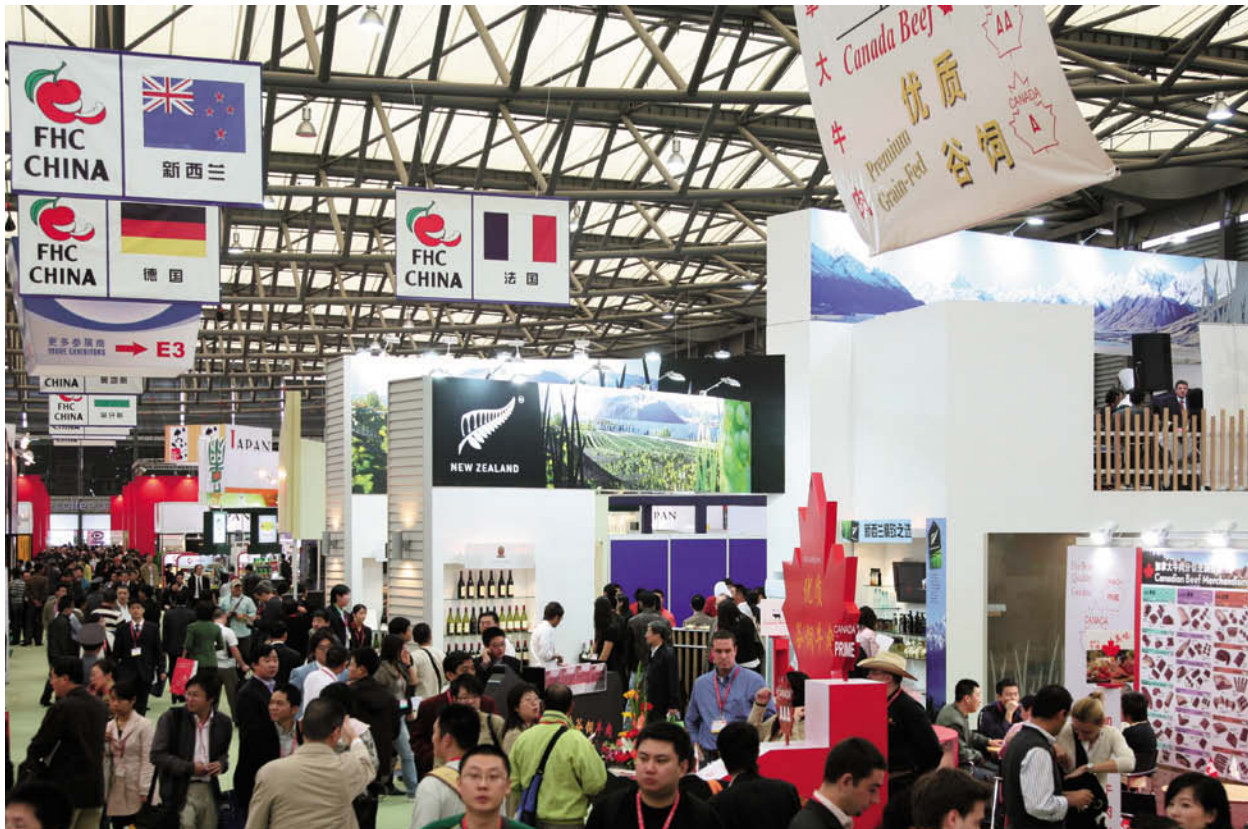


The year 2009 will mark the return of FHC Beijing, the eighth edition of this international exhibition for food, drink, hospitality, foodservice, bakery and retail industries targeting the Beijing and the North China market from 10-12 June 2009 at CWTC Beijing.

“With all the publicity and excitement of the Beijing 2008 Olympics it is easy to lose sight of the fact that this capital city of 16 million, is also the tourist hub for all China and the business centre for the North China market and is in itself, a vast market for food, beverages and hospitality supplies. A region that cannot be ignored by exporters of food, wine, confectionery, bakery, chinaware, glasses and hospitality supplies, seeking a foot hold in this market,” said Brendan Jennings, General Manager, China International Exhibitions Ltd the organizers of FHC Beijing.

With the addition of 10,000 hotel rooms, plus the upgrading of cold storage, warehousing and distribution for food and beverages, there is no doubt that Beijing’s hospitality industry has received a major boost from hosting the Olympics this year. However, this new hospitality infrastructure is long overdue in a Capital city whose population is growing by half a million per year and is the principal destination for international tourists visiting China. A total of 126 million tourists visited China in 2007 representing a 14.5 percent increase on 2006 figures according to the China National Tourist Authority, CNTA. The WTO also forecasts China will be the number one tourist destination in the world by 2012.


The HORECA trade of hotels, restaurants and catering organizations, fuelled by tourist and business travellers remains the market at present for food and beverages in Beijing. The growth for the future will come from the increasingly affluent and internationally exposed Chinese middle class. The Olympics will



play a role here with introducing Chinese to a range of new cultures and foods. However, with GDP growing at over 10 percent per annum, the youth of China today will have much more disposable income than their parents to spend on imported luxuries including food and wine in the future. "Now is the time to make an impact on this market and establish brand awareness and FHC Beijing offers a professional organized event to help companies make the right contacts," commented Jennings.

As the only food and hospitality exhibition in North China specifically targeted at international companies, FHC Beijing 2009 offers a unique platform for exporters and traders entering this market or those serving existing customers. The last show held in June 2007 attracted an audience of 6,142 buyers, with 42 percent coming from hospitality, 24 percent from retail and supermarket and 21 percent from food distribution trades. Visitors came principally from Beijing and the major cities of Tianjin, Qingdao, Dalian, Shenyang and Harbin in North China. Offering

a complete range of visitor groups and from different cities to match the varied customer targets of the 154 exhibitors from 21 countries and regions.

FHC Beijing 2009, www.fhcbeijing.com.cn is now open for reservations from National Pavilion organizers and individual companies. It is organized by China International Exhibitions Ltd, a member of the Allworld Exhibitions Alliance which has had a fully staffed office in Shanghai since 1994. Its stable of events include some of China's most prestigious industry event for food & beverage; hospitality & retail; packaging; processing; pharmaceutical technology; brewing technology; woodworking technology; furniture manufacturing and accessories; wood & wood products. For more information, please visit www.chinaallworld.com. 



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A Toast To Wine For Asia

Right (L-R): Malcolm Tham, Programme Director, Wine For Asia; Sylvia Phua, CEO, MP International Pte Ltd; Pierre Buhler, Ambassador of France to Singapore; James Chia, Chairman, MP International Pte Ltd

Below: Visitors getting a taste of the various different types of wine, paired with food and learning about them classroom-style



Wine for Asia 2008, the sixth installment in the successful series and held in Singapore in October 2008 was a noteworthy event, boosted by new country pavilions out to get an increased market share of the Singapore and regional wine market.

Spread over 5,500 sq m, the show had 350 exhibitors and ten country pavilions, including new ones from Italy, Argentina and Austria. The other pavilions were from Singapore, Spain, Germany, Portugal, France, South Australia and South America. Seminars on Italian wines (the country with the largest pavilion) were held on all the three days of the show. Singapore imported 788,000 litres of wine from Italy in 2007, up from 487,000 litres in 2005.

Sopexa, which promotes French food and agricultural products worldwide, lead the French contingent to further strengthen their stronghold of wine consumption in region with a pavilion measuring 126 sq m.

Other highlights of WFA 2008 included the Wine Business Forum on "Marketing and Selling Wines Online," the Asia Sommelier Forum, Wine & Hospitality Workshop in Mandarin, Henschke Wine Masterclass, Tutored Classes on Austrian, Italian, Spanish, French and Australian wines, a Wine Investment Seminar and Wine and Health Seminar. **ha**