



food & entertainment





◀ Jason Manson

Chef de Cuisine

Eccucino, Prince Hotel & Residence Kuala Lumpur, Malaysia

Jason Manson is the Chef de Cuisine for Eccucino, an all-day dining restaurant at Prince Hotel & Residence Kuala Lumpur. In this capacity, Manson is responsible for the menu development for Eccucino which offers both a la carte and buffet, while overseeing daily kitchen operations.

Prior to Prince Hotel & Residence Kuala Lumpur, Manson was the Sous Chef at Grand Copthorne Waterfront Hotel, Singapore and several properties in the Kuala Lumpur, including Traders Hotel Kuala Lumpur and The Royale Chulan Hotel Kuala Lumpur to name a few. Over the last 12 years, he has been involved in several hotel pre-openings and participated in the Malaysian International Gourmet Festival in 2009 and 2010. Manson graduated with a Bachelor's Degree in Hotel and Tourism Management from the prestigious Vatel Institute. **ha**

Valerio Pachetti ▶

Chef de Cuisine

The Westin Resort Nusa Dua, Bali, Indonesia

The Westin Resort Nusa Dua, Bali welcomes Italian Chef de Cuisine, Valerio Pachetti, to its culinary team. He comes to the island from The Westin Pune Koreagon Park in India where he was responsible for the implementation of authentic Italian cuisine at the award-winning Prego restaurant.

Born in Colombia, South America to Italian parents, Pachetti enjoyed a multi-cultural childhood where good food was the focal point of his daily life. Upon graduating from a private culinary school in Rome, he went on to enhance his skills at a number of pizzerias and seafood restaurants in Rome. For the next few years he travelled extensively and accepted a succession of culinary roles in exotic destinations such as Brazil, Myanmar, Vietnam, India and the Caribbean. After exploring the world, learning about different cuisine styles and cultures, he decided to perfect his technique by returning to his Italian roots in a Michelin-starred restaurant in Sicily.

Apart from food, Pachetti is also passionate about language. He speaks fluent Spanish, English, French and Portuguese as well as basic Vietnamese and Mandarin. Now he is taking the time to study Bahasa Indonesia.

Pachetti will be the face of Prego when it opens and he is eager to introduce an array of entertaining gimmicks to bring the restaurant to life. He will also take the time to talk to each guest as they dine in this interactive setting and host pizza workshops for children. **ha**



Edmund Toh ▲

Assistant Vice President

Resorts World Sentosa, Singapore

As the Assistant Vice President of Resorts World Sentosa, Edmund Toh is responsible for more than 30 kitchens across the Universal Studios, Malaysian Food Street, Casino, six hotels with 1,350 rooms, West Zone's Marine Life Park and the production kitchens, ensuring that the resort delivers world-class food day after day. Previously from Suntec Singapore International Convention & Exhibition Centre, Toh operated the largest banquet kitchen in Singapore that catered to 10,000 guests at any one time.

Garnering over 30 years of experience helming dining establishments at Westin Hotel and Ritz Carlton Hotel in Singapore, as well as Ritz Carlton hotels in Egypt and Shanghai, Toh has cooked for former U.S. Presidents George W. Bush and his father, George H.W. Bush, former Russian Prime Minister, Vladimir Putin, and star golfer, Tiger Woods. A member of the Chaine des Rotisseur, the Les Amis d'Escoffier Society, he is actively contributing to the culinary world. In 2009, he led the Singapore National Culinary Team to win the Gold Medal at HOFEX—Hong Kong International Culinary Classic 2009 under the Gourmet Team Competition category.

In February 2013, Toh officially took over as President of the Singapore Chefs' Association. This year he won a host of awards including the At-Sunrice Global Chef Academy Global Chef Award from 2010 which recognizes his global achievements as a source of inspiration for young chefs; and the At-Sunrice Global Chef Academy Mentor Chef Award from 2010 to 2012 which acknowledges his mission of mentoring the young. **ha**



Good Eating In Kota Bharu

Located in the heart of Kota Bharu town, Grand Riverview Hotel offers a wide range of cuisine, with three F&B outlets: D'Brasserie, all day dining restaurant; the halal Chinese Chao Yuan Restaurant, and The View, which is the hotel's lobby lounge.

D'Brasserie offers a wide menu selection ranging from local specialties to western cuisine. The restaurant is led by Executive Sous Chef Ridzuan Ahmad, a local Kelantanese whose signature dish is the authentic Nasi Goreng Kampung which is served with fried chicken and fish crackers. The Sago Gula Melaka is a dessert of boiled sago with palm sugar and creamy coconut milk, which is best enjoyed sitting by the glass windows of D'Brasserie, or enjoying the river view while sitting at the lower deck of the restaurant especially during sunset. **ha**

D'Brasserie @ Grand Riverview Hotel (Malaysia)

Contact: +609 743 9988 www.grv.com.my



Chinese Heritage Style

Nestled in a secluded corner amidst the lush greenery at Singapore's Dempsey, premium pour bar Jiu Zhuang is raising the bar for both dining and bar experiences. The flagship project by Gan Bei Pte Ltd, a bar and restaurant concepts consultancy, Jiu Zhuang is inspired by the 1920s era in Shanghai when China opened its doors to Western civilization. Jiu Zhuang serves up Chinese-style 'bar bites' with a refined touch, with dim sum handmade daily by an in-house dim sum master. The signatures include the Jiu Zhuang Xiaolongbao with Whisky Infusion, Sea Dragon (crystal dumpling with lobster meat) and The Little Emperor (baby abalone with shrimp meat dumpling). Accompanying the dim sum section is the 'Little Bites' selections, with the addictive Eight Wonders (smoked Taiwanese ika slices), Sea Treasures (chilled baby abalone) and Bloom of the Sea Bubble Flower (chilled jellyfish with spicy sauce). **ha**

Jiu Zhuang (Singapore)

Contact: +65 6471 1711 www.jiu-zhuang.com

Home To Mao Great Food

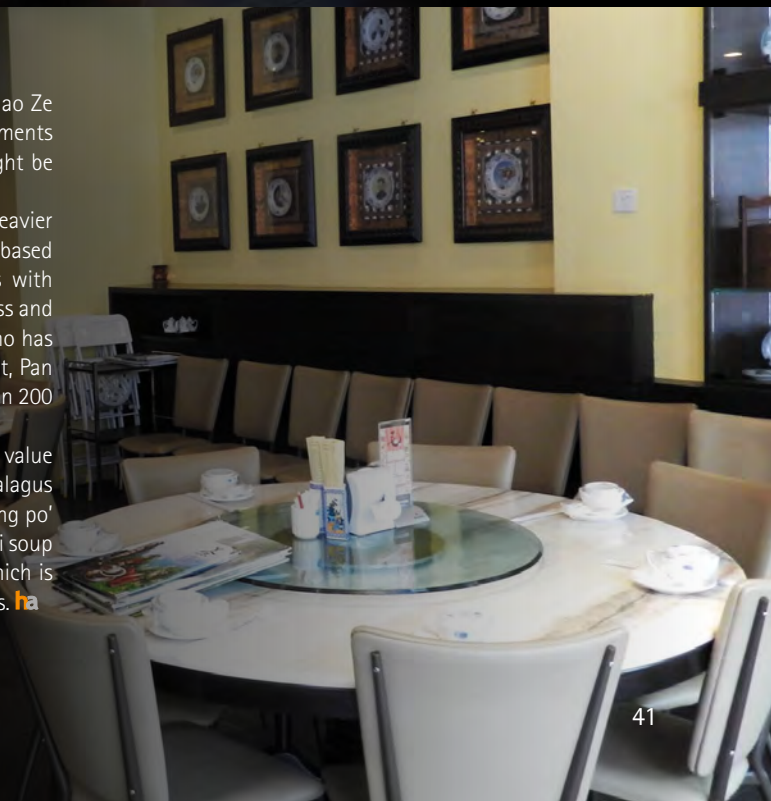
Restoran Mao Jia in IOI Boulevard Puchong takes inspirational from the Chinese icon Mao Ze Dong. The name Mao Jia means Mao's Home. Throughout the restaurant, oriental elements including bamboo, flowers, chilies, mountains and water dominate. The atmosphere might be sophisticated, but the servers make the restaurant welcoming and unpretentious.

Mao Jia serves a comprehensive repertoire from popular Chinese classics with a heavier focus on Sichuan, Xiang and Cantonese cuisine. Dishes and nutritious soups are prepared based on traditional, regional recipes and with haute Cantonese technique in which comes with additional innovative use of herbs and spices in particular mix of sour, salty, spicy, bitterness and a tinge of sweetness. The restaurant is helmed by award-winning Chef Aun Chin Poh who has more than 27 years of culinary experience with Tai Thong Restaurant, Oversea Restaurant, Pan Pacific Hotel and Kong Inn Seafood Restaurant. The kitchen at Mao Jia dishes out more than 200 dishes which include nutritious soups, main dishes, appetizers and desserts.

Mao Jia's dishes are carefully designed to bring out the best flavour and nutritional value of the ingredients. Signature soups and dishes to try include the chicken soup with astragalus and epimedium, steamed fish head with diced chilies, spicy pot roasted fresh prawns, 'dong po' styled pork, sautéed cabbage, sizzling hot plate mutton with spices, and fish head vermicelli soup with Chinese herbs. A further highlight of Mao Jia is the wide selection of flower tea which is beneficial for health and makes for a splendid pairing with the restaurant's Chinese dishes. **ha**

Restoran Mao Jia (Malaysia)

Contact: +603 8070 0599 www.facebook.com/maojia.restaurant



Chocolate In 4D

Classic Fine Foods Sdn Bhd premiered their range of prestigious Valrhona chocolate at a function billed as Chocolate 4th Dimension. Held at Nathalie Gourmet Studio in Publika, Kuala Lumpur, the session featured a range of new and innovative chocolates for guests to sample. Valrhona scours the world to find the very best raw materials and selects the finest varieties of beans with excellent aromatic potential from a dozen countries to offer the best chocolate.

The appeal and flexibility of the chocolates were shown off in a demonstration by French chef Lou Campagna who introduced some of his own recipes to share with the invitees. Campagna is an alumnus of the Valrhona School led by Frédéric Bau and is part of the international team of Valrhona pastry chefs. He has been a trainer at the Valrhona Tokyo School since 2007, where he continues to develop recipes and shares the Valrhona vision with pastry chefs all over Asia. **ha**

Hitting The Hi Tea Notes

Hotel Maya Kuala Lumpur's pastry team has once again clinched a prize in an international contest.

Lee Kwok Yew made the hotel proud by bagging the 1st Runner Up position in the "Best Hi-Tea Set Category" in the California Raisin Baking & Pastry Contest 2013 held in Singapore. Apart from receiving a recognition certificate and trophy, Lee is also eligible to join a team of fellow winners to Las Vegas for a study tour in October this year. Lee Kwok Yew initially completed his apprenticeship at the Silver Chef Academy from 2010 to 2011. Later, he went for his first stint of invaluable training at Hotel Maya and worked with another hotel before coming to join the Hotel Maya pastry team as a 3rd Commis.

His achievement has proven that Hotel Maya is committed to grooming young talents to achieve world-class recognition despite being a Malaysian brand. **ha**



Ramadhan Goodies

Sunway Putra Hotel Kuala Lumpur will pull out all stops to deliver a no holds barred spread of the best Malay delicacies for the breaking of fast this Ramadhan. Presented in a hawker style format, the buffet will mirror a food bazaar where each stall will feature a special food item which will be prepared on demand. Favourites which will make an appearance will be char kuey teow, ayam golek, murtabak, kambing panggang, beef and chicken satay, ikan bakar and grilled seafood served with air asam, chicken and beef shawarma, popiah basah, tauhu bakar sumbat, keropok lekor, fish and chicken tandoori as well as grilled otak-otak. Available throughout Ramadhan from 9 July to 7 August 2013. For a more value for money deal, get the Early Bird vouchers, available for sale from now until 30 June 2013. **ha**

Above: Local Malay delights at the breaking of fast at Sunway Putra Hotel Kuala Lumpur.

Below: Lee being congratulated by Danny Goh, General Manager of Hotel Maya Kuala Lumpur.

The Cat's Meow

Celebrity Chef Cat Cora will demonstrate how to whip up her favorite dishes as part of Holland America Line's Culinary Arts Center, presented by Food & Wine magazine. Cora is scheduled to sail on ms Nieuw Amsterdam's 12-day Mediterranean Empires cruise departing July 2, 2013. In addition to Cora, the lineup for the Culinary Arts Center fleet-wide enrichment programme includes other celebrated chefs, cookbook authors and television personalities from the culinary world who sail throughout the year. Also sailing this year are the Food Network's "Next Food Network Star" finalist Michele Ragussis and Danny Grant, executive chef at the Waldorf Astoria Chicago. **ha**



Above: General Manager Ulrich Hoffgen and Chef MacLean Fraser giving Centara Ras Fushi Resort & Spa Maldives guests a treat for the senses.

Right: Chef Rajender Kumar Maitola will be adding spice to the Indian cuisine available at The Westin Resort Nusa Dua, Bali.

Chef-GM Culinary Faceoff

It's not often that General Managers and Executive Chefs do battle with each other. But the Live Cooking Competition at Centara Ras Fushi Resort & Spa Maldives saw GM and Chef pitted against each other to create a menu for La Brezza Italian Restaurant.

Restaurant customers acted as the judges as GM Ulrich Hoffgen and Chef MacLean Fraser duelled over a set menu in the restaurant's open kitchen. Dishes prepared were an appetizer of seared scallops and glazed pork belly, an entrée of grilled king prawn with roast capsicum gazpacho and green-shell mussel salad, a main course of confit of duck leg with roast duck and mushroom risotto, and a dessert of flambé peach with vanilla bean ice cream. Guests enjoyed the dinner for USD85 plus service and tax, with USD40 being covered by the credit available under the resort's All-Inclusive Meal Plan programme. After the dinner was finished, guests were given slips of paper on which to cast their votes. Who won?

The GM collected the most votes. But Chef is still happily at work in his kitchen and GM has resisted the impulse to change his career. Ulrich, incidentally, was an Executive Chef before becoming a Resident Manager elsewhere in the Maldives and then being appointed General Manager at Centara Ras Fushi Resort & Spa Maldives. **ha**

Connecting Young Chefs To The Culinary World

On 3 September 2013, eight of Asia's very best young chefs, aged under 25 will come together in Restaurant & Bar Hong Kong to compete for the title of Best Young Chef in the Asia-Pacific as well

as a place in the global final. The competing chefs are the winners from their home countries and regions of Singapore, Thailand, Vietnam, Philippines, China, Korea, Macau and Hong Kong and the winner will go on to represent Asia on the world stage in the global final in France.

The Disciples Escoffier Young Talent Trophy has established itself over the past six years as the leading culinary competition for young Asian chefs, with past winners going on to become leading culinary celebrities in their own right.

The competition is a breeding ground for the best emerging culinary talent. Sponsors associated with the competition benefit not only from the extensive media attention that the Disciples Escoffier Young Talent Trophy generates. They are also brands who are seen to be investing in the future of culinary excellence. **ha**



Indian Fare With Flair

There are many parallels between Indian and Balinese cuisine including the use of indigenous herbs and spices. As a fellow devotee of the Hindu faith, chef Rajender Kumar Maitola is looking forward to sampling local delicacies as well as experiencing some of the religious ceremonies in Bali. Once settled into his new role as Indian Chef of The Westin Resort Nusa Dua, Bali, Rajender will be revitalizing the menu of Indian cuisine currently available at the resort. He will also introduce a few of his own specialty dishes from the different regions of the country.

Rajender arrived in Bali direct from a three year stint as Junior Sous Chef with Sujan Luxury Hotel, Delhi. Passionate about all food in general, Rajender sees himself as a culinary innovator. He is proud of his Indian heritage and keen to share the delectable flavours of his homeland with Westin guests in Bali. Chef Rajender is currently familiarizing himself with the availability of fresh and seasonal produce on the island. **ha**

The Stars Of My Little Spanish Place

Maria Sevillano, the founding chef of My Little Spanish Place in Singapore, grew up in Salamanca, one of the nine provinces in the Castilla y Leon region. Located in the northern part of Spain, Castilla y Leon is also one of the largest regions in the country. Hailing from a lineage of Spanish chefs and restaurant-owners, Sevillano started her gastronomic journey more than 25 years ago by helping her grandmother in the kitchens of their two family-run restaurants – a fine-dining establishment and a 'meson'. After years of wanderlust, she decided to settle down in Singapore with her two children – a teenage son and daughter. It was her love for the food she grew up with, combined with the realization that there were very limited authentic Spanish gastronomic offerings available in Singapore that led her to set up My Little Spanish Place. The menu includes an array of her favourite Spanish recipes from various parts of Spain, divided into sections from tapas (little bites), soups, salads, seafood, paellas, and dessert. Fastidious about the authenticity of dishes,

Sevillano has also included traditional recipes that are unique to her family. For example, one of the most popular tapas dishes, Tortilla de Patata con Allioli (traditional Spanish egg omelette, with potatoes and onions and served with aioli) is a common Spanish dish that she grew up with.

Chef Edward Esmero, 34 years old, is the new co-chef addition to My Little Spanish Place. Born in the south of Philippines in the town of Batangas, Esmero's heritage has a lot of Latino influences, as his grandmother was a Mistisa (her father was Spanish and her mum Filipina), and Esmero's dad is Mexican. He grew up in an environment that exposed him at an early age to the myriad of culinary influences in his country. Having spent many of his childhood years in the kitchen with his grandmother, he strongly believes that Spanish food comes from the heart and is best when cooked in a 'homely' manner, just like how his grandmother used to. **ha**

Winner Of Student Sommelier Of The Year Award

The Sydney Wine Academy has won the Wine and Spirit Education Trust's (WSET) International Educator of the Year Award. The announcement was made at the annual graduation ceremony in the Guildhall in London. The Sydney Wine Academy received the award for their significant contribution to WSET courses and qualifications and their commitment to innovation in education in the past year. Ryde Campus student Jeremy Foot has received the Fine Wine Partners – Philip Shaw Wines – Student Sommelier of the Year Award for 2010.



Above: Chefs Maria Sevillano and Edward Esmero from My Little Spanish Place believe in authentic Spanish experiences.

The award is presented to the most outstanding graduate of NSI's Sydney Wine Academy Certificate III in Hospitality – Sommelier course.

Foot received the perpetual trophy as well as an all expenses paid trip to visit Philip Shaw's winery to taste their wines and meet the wine maker.

Foot completed the Certificate III in Hospitality – Sommeliers course last year, achieving the highest mark in the class. At the same time, he successfully completed Wine and Spirit Education Trust (WSET®)

Level 3 Certificate in Wines and Spirits course. He now works as a sommelier at Rockpool Bar and Grill restaurant in Sydney. **ha**

Singapore Makes It Into Miele Guide

The Miele Guide's much anticipated Asia's Top 20 list of restaurants and the recipient of the prestigious Chef of Chefs award were announced before some of Asia's most well-respected chefs, restaurateurs and food industry experts at Tamarind Hill, Singapore. The evening was also held to celebrate the restaurateurs and chefs behind the Top 500 restaurants across 17 countries profiled by The Miele Guide, demonstrating the immense diversity and rich heritage of the gastronomic scene in Asia. Making its stunning debut at second place is Waku Ghin (Singapore). An amazing feat for any new restaurant, this achievement is understandable when it is a restaurant by Japan-born Australian chef Tetsuya Wakuda. Restraint, elegance and respect of both humble and premium ingredients characterize the omakase menu, which pays more tribute to Chef Wakuda's homeland than the original Tetsuya's. **ha**



The Taste Of Tradition

Rusuk kambing kelapa dara (roasted lamb rack with roasted onion pepper sauce and yellow virgin coconut oil rice) is a traditional Malay dish which is rich in spices. The version made by Kedah-born chef Nazrie Shaaban of Carcosa Seri Negara is given a traditional uplift, with modern plating and presentation, but it still retains the unmistakable fragrance of cumin, bay leaf and curry leaves which offset the richness of the evaporated milk which it is cooked in. The dish is accompanied by traditional coconut rice made with the first, most rich pressing of the coconut, known as virgin coconut milk.

Contact: +603 2295 0888
www.shr.my/hotels-resorts/carcosa-seri-negara

Treasure Of The Sea

The Healthy Fairy Cod dish served up by Philea Resort & Spa's Chinese Chef Wang Huee Suan is an ode to the delicacy and subtlety of Chinese cuisine.

For this dish Wang uses the best quality cod and steams it lightly with a healthy bunch of crispy Pak Choy. The dish is then topped with fragrant ginger and onion slices. Simple, light and refreshing, it is a healthy dish to be enjoyed by all. The Healthy Fairy Cod dish is priced from RM58++ per order.

Contact: +606 289 3399 www.phileahotel.com.my



Terrific Threesome

The best of the fruits of the sea come together in the simple but elegant Trio of Tartare presented by Executive Chef Jaffery Othman from Best Western Premier Dua Sentral Kuala Lumpur. Served at Grill 582, the trio is a lovely blend of tastes and textures. The tuna tartare is mixed with sesame oil and sesame seed, and sprinkled with chilli, making for a piquant quasi-Asian tasting mouthful. The Tasmanian ocean trout tartare bursts with zesty shallots, fragrant herbs, extra virgin olive oil and demerara sugar, while the crab tartare sees tomato, shallots, a hint of mayonnaise and extra virgin olive oil being called into play.

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Federico Michieletto has been around the block enough times to know a good thing when he sees one. The Italian maestro has been attached to restaurants, hotels and has even been the culinary head for the Tai Thong Group's western dining restaurants, San Francisco Steakhouse. He's taken the Chefs Association of Malaysia to greater heights, enabling more chefs to take part in international competitions and mentoring enough of them to form a whole new generation of aspiring young chefs, while managing to find time to write a book on pasta from his native Italy.

A Chef For All Seasons

He became part of one of Kuala Lumpur's hottest dining venues in September 2012 when he joined Marini's on 57, the ultra luxe more-than-a-restaurant owned by the charismatic Modesto Marini, located in Menara 3 of the Petronas Tower. With so much under his chef's hat, Michieletto dares to flex his creative muscle and show off some creative attitude. "Malaysians have a very different perception of food," he says, "They're so used to their own tastes and wanting things their way all the time that it is hard for chefs. The moment there isn't mushroom soup and Caesar salad on the menu, they complain!"



Michieletto laughs when he shares that some people say that dining at the restaurant is expensive because of the view. "That's not true. We are expensive because we have 25 guys in the kitchen who are all experts at something. There are some extremely talented chefs working with me, and some have been with me a long time. We also have high food costs because we pay for truffles from Italy. Diners do not expect cheap things here, and we make it a point to do things the artisanal way. We want people to come to Marini's in order to sit and enjoy the show. We want them to switch off their brain and open up, because I believe Malaysians are growing up culinary-wise." **ha**



*Above: Pretty dessert creations from Marini's.
Left & right: Michieletto wants Malaysians to be more adventurous in their dining habits.*

Marini's on 57 is not the place to air those myopic grievances. "I have changed the menu five times since I've been here. While the food is definitely Italian, it is innovative to the point that it is hard to call it pure Italian. It's very unique and it has received a lot of comments, both good and bad, and sometimes a complete 'don't understand'. But that's okay, because Malaysia needs to move on. We are catering to people who want an exciting meal and experience. We accommodate only 60 to 70 people and yet we have been fully booked every night, sometimes up to two weeks in advance. Sixty percent of our diners are regulars who are already used to spending US\$150 on a meal. At Marini's we are giving them the reason to spend the same kind of money in their own country."





Quality Linen Lined With Outstanding Craftsmanship

Hospitality Resources Sdn Bhd has been in the forefront of innovation in tableware and buffetware with constant introductions of the latest and newest products for the hospitality industry. This year Hospitality Resources will launch stunning new brands and exciting new products at FHM 2013.



Rivolta Carmignani has 150 years of tradition combined with specific skillfulness in fine textiles supplies.



Table linen from Rivolta Carmignani are made of the finest raw materials

Rivolta Carmignani has been synonymous with top quality since 1867. Rivolta Carmignani S.p.A. is a traditional manufacturer of luxury bed linen, table linen and bathroom textiles for hotels, restaurants and other commercial customers. With 150 years of tradition combined with specific skillfulness in fine textiles supplies, Rivolta Carmignani in November 2010 became the first company in Italy to be certified under the OEKO-TEX® Standard 1000 for its environmentally-friendly and socially responsible production conditions.

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Rivolta Carmignani is just one of Hospitality Resources' new brands. Please drop by the Hospitality Resources booth at Hall 7, stand no. 7301 at FHM2013 for more exciting new products launches. **ha**



Egyptian cotton, flax or polyester/cotton blends are very hardwearing and resistant to washing.

Contact : +603 7980 8075 www.hospitality.com.my



Man of the moment: Oliver Lopez is riding high with his promotion to Corporate Chef of Genting.

The burly Malaysian Portuguese now oversees a total of five hotels in Genting, the City of Entertainment, as well as three Awana resorts, which have recently been rebranded. In Genting Lopez will overlook 40 F&B outlets, over 850 staff, the elite Group of Eight (G8, Genting's culinary best of the best), F&B projects and HAACP issues. He will also be spearheading the opening of new outlets and the exploration of culinary offerings.

The task seems Herculean, but Lopez has grown up on the mountain, and knows its ins and outs. He joined the corporation fresh out of Form Five as a 19-year-old, earning RM180 a month and two service points. "In 1983 one point was worth RM30. Now, our new hires will be getting RM1,400 to start!" Lopez laughs, and it makes his normally serious face brighten up.

He will also be doing a lot more openings of F&B outlets and concepts. The latest dining experience is Genting Club's LTITUDE Restaurant, Bar & Lounge, a stunning showpiece of a live dining experience which was based on a concept masterminded by Senior

Vice President of Hotel Operations, Edward Holloway. With three stations offering small plates (Japanese), ovens (grilled items with a Spanish flavour) and pasta and noodles, the luxe feel all points to the bar being raised higher and higher when it comes to what will be rolled out.

"Guest expectations are different now. They may still want to eat doughnuts, but the doughnuts have to be served in a nice ambience, with good seating. Of course, we don't have air conditioning all around, but, it sure feels like 24-hour air conditioning with the cool air!"

The steady diet of mountain air must help in the creative process as Lopez is set on delivering new ideas to guests. "Unique experiences are what I am after. Be it Chinese, Asian, or Western, we will be rising to the challenge of being a great Asian casino destination (Resorts World Genting has won World Travel Awards Asia's Leading Casino Resort six times in a row, and World's Leading Casino Resort five times). We have the latest equipment and the best kitchens, so the sky is the limit," he enthuses. [ha](#)

Great Expectations

A Malaysian Chef Makes History

He is a few months short of his 50th birthday, but while most chefs are squirreling away retirement funds, and looking forward to sticking a 'Gone Fishing' sign on their doors, Oliver Lopez is making history. Recently appointed as Group Chef for Resorts World Genting, Lopez is only the second chef in the role, and the first ever Malaysian in the 48-year-old history of Malaysia's most iconic mountain vacation spot.

What's Cookin'?

With food, friendship and fun being the order of the day, Entrepreneurs' Organization's Malaysia cook up a storm at their annual Interforum Games.

by Tengku Zainab Ajlaa



It may have been hazy outside one Sunday afternoon in June, but in the Starhill Culinary Studio of Starhill Gallery, the presence of smoke and the aromatic wafts that lingered in the air only meant that something good was cooking. Organised by the Malaysian chapter of Entrepreneurs' Organization (EO), the Superchef event was a fun day out for its member and their families. But being the entrepreneurial business people that they are, what's a little competitive fun between forums? "Our backgrounds are really diverse," says EO forum chair and founder of Blu Water Studio Lai Siew Hong. "Once a year, we get together to do things that we wouldn't normally do together to integrate and bond the members of various forums."

Founded in 1997, the Malaysia chapter of EO assigns each of its new members into various forums. "Once you're placed in a forum, you become a member of that forum for life," adds Lai. Fast forward several years later, upon discovering this private section on the top floor of Starhill Gallery, and seeing as to how the forums had never cooked together before, EO's DNA forum hosted Superchef.

Setting The Scene

Fashioned after a popular reality television series, EO Superchef saw 11 teams through four challenges – pastry making, cake decorating, wine tasting and finally, preparing a gourmet main course in Chef Wai's Kitchen. The prize? The honour of having the team's name emblazoned onto the EO Interforum Games Plate and a gift generously sponsored by The Hour Glass, one of Asia's premier luxury watch retailers that carried timepieces from brands such as Rolex, Patek Philippe, Harry Winston, Omega and Tag Heuer.

Never ones to do things halfway, EO's competition had a panel of renowned judges critique them. On this select group of critics was YTL corporate executive chef, Chef Wai, and HAPA judges Chef Chern, founder and president of the Chefs Association of Malaysia, and Jean Michel Fraisse, the man behind The French Culinary School in Asia along with other numerous restaurants and catering services. Restaurateur, food columnist for Her World magazine and private chef Isadorai Chai was the rose among the thorns while sommelier and lecturer Reuben Arthur completed the panel with his wine expertise. In addition to this stellar, star-studded list were celebrity chef and Philips ambassador Chef Zam along with HAPA's founder and former YEO member Jennifer Ong who paired up in being the masters of ceremony for the day.

Overall, the competition was a fair in itself, with free-flowing Coffex Coffee, Chatime and healthy yet delectable finger foods specially air fried by Philips Consumer Appliances. But the real stars for the day was Speed forum that, for four preceding years in a row, has claimed the title of champion at the EO Interforum Games and were a force to reckon with. Not to mention, they stole the show in matching uniforms too.





Ready, Steady, Cook!

Kicking off the competition was a skill test where teams had to display their speed and dexterity in performing everyday kitchen tasks from dicing onions separating egg yolks for bonus points and most importantly, first dibs on the ingredients being used to create their main dish. In the meantime, the children too had their fair share of culinary fun with a burger-making station, tea party and live magic show!

For the pastry segment of the competition, teams were required to create two of their own pizzas – one regular, one thin crust – and it wasn't long before the smell of oven-baked pizza dough, melted gourmet cheeses and a bevy of herbs, spices and meats filled the air.

Meanwhile just in the next room, two members from each team were assigned the task of decorating their own chocolate cake. From heart shaped and strawberry laden cakes to a jungle-themed one by Rainforest forum giving a whole meaning to the name 'black forest', the bakery was filled with beautifully decorated chocolate cakes.

Naturally, not everyone present for the competition was a skilled cook, or adept in finding his or her way around a kitchen. So this was indeed a learning curve for participants as well, as each segment began with a demonstration of how to bake, cook, decorate and also fully utilise the accouterments provided by Philips. This proved especially helpful during the wine tasting, as Reuben Arthur extensively explained the methods in checking a wine for clarity, smell and taste using his own brand of humour.

With the surprise main ingredient for the day being lobster and crab, the teams were given an hour to complete their main, as other members were assigned to the pastry and bakery stations.

While Azure forum followed closely behind with what was dubbed a standout main for its combination of flavours by Chef Chern, as it turns out, Speed forum had the recipe for success all along – camaraderie, creativity, a dash of competitiveness and the drive to retain their title. "Being a chef myself, Speed really stood out for me," says Chef Zam. "The teamwork, them coming together in uniform, all agreeing on one thing and sticking to it, I really appreciate that." Suffice to say that for this winning team, it was all a matter of mind over platter.

Sweet Endings

So once the timers went off, the cakes had been frosted and the pizzas been made, Speed won by producing a winning lobster dish. "I would hire Speed to run my kitchen. They presented a dish that a fine dining restaurant would produce," says Chef Wai. Isadora and Jean Michel agree too, citing the team's creativity and "simplicistic perfection."

Along with the good vibes shared throughout the day, EO sent a little love towards the less fortunate. Raised by the future members of the EO at the Next Gen Entrepreneur Camp 2013, cheques for RM2000 and RM4000 were presented to EDI Games Sdn Bhd and Batu Grace Kulim Home respectively.

And albeit with the competitive nature of the Supercchef challenges, the main order of the day was to have a roaring good time whilst cooking up a storm. Relationships between forums were built and the bonds within them strengthened by way of laughter, amity, and of course, lots and lots of food. It is, after all, the Malaysian way. **ha**

Battle Of The Chefs

The Chefs Association of Malaysia, Penang Chapter, has pulled off yet another successful culinary event. The Battle Of The Chefs 2013 was held at Straits Quay Convention Center, Penang from 12 to 14 June 2013 and saw nothing but the best from all comers. The three day 'battle' saw some thrills and spills, many euphoric highs, some despair and a lot of learning all around, with the most important lesson being proper and adequate planning, training and self motivation.

While over 850 participants and judges registered for this year Battle, only 743 participants competed in the 60 classes of competitions events, totaling 974 entries coming from 93 organizations from 20 countries including 44 judges who shared their expert knowledge with the participants over the three days.

There were a total of 350 medals awarded which were broken down into 27 Gold, 98 Silver and 225 Bronze. As an encouragement to those who had missed winning by a whisker, 283 Diplomas was given out by the panel of international judges led by Chef Otto Weibel. The judges had a tough time awarding points to the participants, as this year's competitors showed greater prowess and ability.

While the judges were gladdened by the ever-increasing standards of competition, the organizers were elated by the reduced food waste from the cooking competitions. Peter Chan Weng Seng, Chefs Association of Malaysia, Penang Chapter Chairman cum Director of Culinary Promotion said that there was a 50 percent reduction in the menu for live cooking competitions in order to cut down



They came, they battled, and they learnt. The Battle Of The Chefs 2013's most important lesson was that proper and adequate planning, training and self motivation made winners.

on food waste, a move which was lauded by participants, judges and participating organizations.

"Our sincere and highest appreciation goes out to the Ministry of Tourism and Culture, Tourism Malaysia, Majlis Perbandaran Pulau Pinang, Penang State Exco for Youth and Sports, Penang Global Tourism, MAGGI - Assisting the Amazing, Pritchitts - A Lakeland Dairies Company, GST Group, CHEFONIC - Your Kitchen Partner, ASAHI Kitchen Equipments, Star Cruises,

Straits Quay Convention Center, Berjaya University College of Hospitality and many more other sponsors and supporters for their financial, material or service support. My personal gratitude goes to Malaysian Association of Hotels, Penang Chapter, and Chairman and all the Hotel General Managers who sponsored rooms for our panel of international judges. Their contributions enable us to smoothly and successfully organize this year's Battle!" said Chan. **ha**



Jubilation all round as the hardworking chefs earn their medals and accolades.

Award Winners

MOST OUTSTANDING US POTATOES CHALLENGE CHEF AWARD

Aravinthan / Shanmugam – 1658
(KDU College)

NESTLE GOURMET ICE CREAM CREATION AWARD

Mr. Raweekant Tukkinsathian – 1856
(Thailand Culinary Academy)
Valeska – 1609 (KDU College)
Lim Mei Peng – 1501 (Culinary Arts Centre)

MAGGI IMPERIAL CHEF CHALLENGE AWARD

Goh Eam Seah – 1632
(Shangri-la Rasa Sayang Resort & Spa)

MAGGI MOST OUTSTANDING MASTER CHEF AWARD

Mr. Kittisak Madnud – 1453
(Thailand Culinary Academy)

MAGGI MOST OUTSTANDING GREENHORN CHEF AWARD

Mr. Somprasong Jeenmahan – 1434
(Thailand Culinary Academy)

STAR CRUISE MOST OUTSTANDING GREENHORN CHEF ARTIST AWARD

Mohd Adib Mustaqim B Kamarulizam – 1596
(MSU)

STAR CRUISE MOST OUTSTANDING MASTER CHEF ARTIST AWARD

Mohd Yusof Bin Yaakob – 1142
(Politeknik Sultan Idris Shah)

STAR CRUISE MOST OUTSTANDING LIVE COOKING GREENHORN CHEF AWARD

Mr. Somprasong Jeenmahan – 1434
(Thailand Culinary Academy)

STAR CRUISE MOST OUTSTANDING LIVE COOKING MASTER CHEF AWARD

Mr. Yuranan Suphan – 1450
(Thailand Culinary Academy)

STAR CRUISE MOST OUTSTANDING TRADITIONAL MALAY CUISINE GREENHORN CHEFS

Nur Atikah Binti MOhd Fauzi – 1242
(PTPL Penang)
Nur Amirah Binti Ruslan – 1159 (PTPL Penang)

STAR CRUISE MOST OUTSTANDING TRADITIONAL MALAY CUISINE MASTER CHEFS

Masykur Bin Saidin
(BFS Management Consultant S/B)
Erin Falihi Bin Mt. Saad
(BFS Management Consultant S/B)

MOST OUTSTANDING MILLAC DAIRY WHIPPING CREAM CHEF AWARD

Chong Wei Tzeh – 1211 (Sunway University)
Mohd Nasir Bin Rasip – 1445
(Hotel Istana Kuala Lumpur City Centre)
Delvin Matthias Danker – 1024
(Genting Malaysia Bhd)

MOST OUTSTANDING MASTER CHEF PATISSIER AWARD

Patrick Siau Chi Yin – 1209
(Sunway University)

OVERALL BEST TEAM GREENHORN CHEFS AWARD

Thailand Culinary Academy

PENANG GOVERNOR CHALLENGE TROPHY FOR BEST ESTABLISHMENT

Thailand Culinary Academy

Up On The Roof

The Drifters weren't thinking of rooftop bars when they sang, "When I come home feelin' tired and beat, I go up where the air is fresh and sweet, I get away from the hustling crowd, and all that rat-race noise down in the street", but rooftop bars are fast becoming the way that new bars and lounges are differentiating themselves. There's something freeing about being under the stars in a luxe environment, where sound and smoke drift away like cares after a few tall ones. Add in décor which sometimes has more bling than the stars, and a clientele which is as glittering, and you've got the perfect party setting.

By nature of their placement, rooftop bars seems to be becoming places people flock to. Take Hugo's On 6 as a perfect case in point. Located in the new Best Western Premier Dua Sentral in Kuala Lumpur, Hugo's will become part of every new Best Western Premier in Asia. This lifestyle offering is a contemporary, modern space which, as General Manager of Best Western Premier Dua Sentral, Ian Hurst notes, is "for all ages, all cultures." The open, bright and light set-up is appealing all day, but it is at night, with its infinity pool, live bands, dance floor and superb bar that Hugo's on 6 comes into itself. With food like pizza and barbecues as fuel, the mixed crowd enjoys everything from retro music to Latin dance. If Hurst has anything to say about it, there will also be a Ladies' Club. He also has plans for Hugo's to be an exciting venue for families on Sundays, with outdoor movies and bbqs.

Over The Moon

Possibly the grande dame of all rooftop bars in Malaysia, Luna Bar is a space oft copied, but never truly replicated. Located in the heart of Kuala Lumpur's Golden Triangle, Pacific-Regency Hotel Suites' Luna Chill Out Bar has a stunning KL skyline view that draws patrons like moths to the flame. Live performances, parties and lifestyle cocktails are the hallmark of this impressive venue which is on the 34th floor, with a 360° view of KL. As befitting one of the city's hippest social spots, it boasts a pool, great music, and a chic bar which spans from one end of the roof space to the other. There are cozy spots in more dim-lit spaces for more intimate conversations, as well as al-fresco dining.

Luna caters to every taste bud with cocktails such as Derby Fizz, Luna Old Fashion Glass and Fusion Basil Martini. A hot favourite is the Lychee Martini (the venue's signature drink), a lovely creation that has the right amount of punch in its liquor as well as sweetness.



Pacific-Regency Hotel Suites' Luna Chill Out Bar has a stunning KL skyline view that draws patrons like moths to the flame.



Hugo's On 6 is a contemporary, modern space.



The Sky's Coming Up To Meet Us

Set in a stunning location atop the 55th floor of Bangkok's Centara Grand at CentralWorld, Red Sky provides a fitting crowning glory for this landmark property.

Covering the entire outdoor area of the 55th floor with artfully arranged wind protection and stunning city views, Red Sky provides one of the most impressive – and romantic – dining options in the city of Angels.

The long bar, serving probably the most creative Martinis in the city and a world wide selection of at least 20 wines by the glass, as well as a selection of appetizing bar snacks, is one of Bangkok's most vogueish meeting places for those who want to enjoy something a little special.

A completely new addition to this long established landmark property, Blue Sky at the Centara Grand at Central Plaza Ladprao Bangkok opens a whole new perspective on the City of Angels with its location on the 24th floor of the hotel and its indoor and outdoor seating. Blue Sky serves up dazzling range of cocktails, spirits, beers and a worldwide selection of wines as well as a menu of Mediterranean and Asian cuisines and snacks. There is wind protection for those who prefer to take an outside seat, while guests inside will enjoy the clean-cut modern interior design.



Above: Red Sky at night is a chill-out delight.
Right: Blue Sky serves up a dazzling range of cocktails, spirits and beers.
Below: Nights up on the roof get better with Southeast Asia's new rooftop bars.



Roaring From The Rooftops

Singapore's rooftop bars are becoming entities of their own, with nary a seat to be found at the bar on any given night. Eclectic, cutting edge, sophisticated and sometimes a little zany, venues like Kinki Rooftop Bar at Customs House, Collyer Quay offers cocktails and nibbles infused with a Japanese twist. Expect yuzu sake alongside the conventional cocktails, and hand rolls with the smoked bacon.

KU DE TA is Marina Bay Sands' party bar, with outstanding views and wagyu burgers on the menu, while La Terraza Rooftop Bar on Ann Siang Road is so hot, that reservations are a must, seeing space on the fifth floor roof is limited, to say the least.

Bali High

Occupying an elevated position on the fourth floor rooftop of Anantara Seminyak, SOS Supper Club offers a breathtaking panorama of the Indian Ocean's rolling surf. Divided into three purpose designed lifestyle zones, the signature lounge bar beckons guests to recline on oversized daybeds as the sun sets to chill-out DJ beats, while a unique event and party venue boasts Bali's only sky glass platform. Furthering the venue's sumptuous diversity, a steakhouse and seafood restaurant invites guests to dine on the spacious al fresco deck with uninterrupted sea views.

From the top: SOS Supper Club offers a breathtaking panorama of the Indian Ocean's rolling surf; KU DE TA is Marina Bay Sands' party bar; Enjoy wagyu burgers while soaking in the view of the KU DE TA pool.



M

MARINI'S ON 57
bar . restaurant . lounge

MALAYSIA'S HIGHEST ROOFTOP BAR, RESTAURANT & LOUNGE





Above: The View Rooftop Bar underwent a million-dollar renovation.
Below: The View looks great, from inside and out!

The View From Up There

GTower Hotel in Kuala Lumpur recently unveiled its new look The View Rooftop Bar. The million-dollar renovation and reinvention of the venue offers a vibrant atmosphere and panoramic view of the city with a surprising degree of intimacy.

The View occupies 9000 sq ft which is able to accommodate 400 guests at one time. It is located on the highest floor of GTower, and is designed in glass, set within a steel framework, using the latest techniques in sustainable development.

The unique al fresco experience emphasizes the natural light with a rooftop garden setting, and depicts exclusive, environmentally conscious luxury with an energy efficient air conditioning system. The green efforts are in line with GTower being the first Grade A++ Green & Smart integrated building in Malaysia. The View Rooftop Bar is also the official home for the supreme premium, Absolut Elyx Vodka, one of the most expensive vodkas across the globe.



Mountainous Achievement

If it's a different view you want, there's simply nothing to rival the new, super-luxe LTITUDE Restaurant, Bar & Lounge in Genting Highlands. Although it is physically located in the Genting Grand Hotel, it is a world of sophisticated lifestyle experiences which is a destination unto itself. The bar section overlooks the Genting theme park, and features its very own fireplace. Although gas-operated, it simulates a real fireplace, complete with glass guards which can be brought up or put down to control the temperature. The best whiskeys and the finest wines are offered, with some downright rare vintages. But don't mistake it for a sexy gentlemen's club (even with the stags' heads and neutral colour palette), because the best mixologist in Asia, Amanda Wan, is to be found behind the bar creating some of the coolest, trendiest, cocktails to be had. Apart from her From Siam To Schledam which utilizes Ketel One vodka, mango, basil and pomegranate to bring your taste buds on an exotic holiday, there are 33 cocktails unique to LTITUDE. Add brilliant little plates of bites from the restaurant, and you're on the way to a mountain high.

With all the great rooftop experiences to choose from, it is little wonder that the lifestyle experience has been so raised that it has busted through the ceiling, and right on to the roof **ha**



Fine wines in optimum holding conditions.
Left: LTITUDE was designed for the good life

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AFTER THE MAKEOVER?

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chic champagne lounge
the ultimate view**

View Rooftop Bar offers breathtaking panoramic views of Kuala Lumpur and sunsets over the montanic horizon of Jalan Ampang. Ideal for romantic interludes, glamorous cocktail parties and unforgettable events, VIEW offers the most unique chill-out option.

With every sunset comes a magical moonlit escapade under the stars and a promise that there will always be a perfectly-blended cocktail ready-and-waiting. Be caressed by the tropical breeze to refresh the jaded soul.

Boasting a multimillion dollar makeover, VIEW is your ideal chillout entertainment venue.

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Best Western Premier Dua Sentral is set to make a mark on the Kuala Lumpur hospitality scene. Left: Grill 582, its main international restaurant offers a range of exquisite culinary creations. Below: General Manager, Ian Hurst brings his brand of relationship management to the property.

The Best Is Yet To Come

It's a hotel chain that is part of American history, with a history of firsts. Now 67 years into the business, Asia looms large on Best Western's agenda. The brand began its business in Asia with its Asian head office opening in Bangkok in 2001, and began making inroads into China in 2002. In 2003 Best Western introduced the Best Western Premier® descriptor in Europe and Asia, heralding a new level of luxury business class hospitality for the brand.

Malaysia was introduced to the Best Western Premier® descriptor in the second quarter of 2012, with the launch of Best Western Premier Dua Sentral. The 357-room property has already made a name for itself for its dining and entertainment options, feeding the socially hungry Klang Valley crowd with new hotspots like Hugo's on 6 which offers great live bands and great F&B options like Grill 582.

The property has all the elements of Malaysian hospitality history in the making, and it seems to have finally found the perfect mix of executives to drive it. New General Manager Ian Hurst who made his mark on the local scene with his tenure at Saujana Hotels & Resorts is back in Malaysia with his sound, solid leadership style helping drive occupancy to a record 95 percent in



June, with a strong ADR and F&B takings on a strong uptrend.

Having a good product has undoubtedly helped. Its location just out of the KL Sentral has made Best Western Premier® Dua Sentral an easy place to meet. Its one and two-bedroom suites come with attached lounges, and are priced very attractively for the real estate one gets. The views are great, too. As Hurst puts it, "It's like being in the cockpit of a plane and seeing the city come up in front of you. On one side you see KL Sentral, from the pool deck you look out on the Petronas Twin Towers." It is also located in a vibrant part of the city, one which is

equally historic as well as history-making. "Great F&B is also one of the things that make us what we are. We cater to a vast range of tastes. We have a North Indian specialist, chefs who are excellent at south Mediterranean, we even have Guinness pie for the Irish," enthuses Hurst.

With leisure, shopping and sightseeing mere minutes from the hotel, there is much to keep guests out and about, but the creature comforts such as a lovely pool, well equipped fitness centre, and Best Western owned spa await guests who want a lounge-in day and a Premier sort of experience. **ha**



Unwind after a busy day and relax with friends after the sun goes down with a full range of beverages, an exquisite mix of light meals and soft jazz playing in the background. What's more, magnificent views of Kuala Lumpur City! Hugo's on 6 is definitely an ideal chill out spot for those who enjoy good food/ drink and great music!

BEST WESTERN PREMIER Dua Sentral

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PREMIER
Dua Sentral

Czechs And Balances In Josef Chromy Wines

by David Bowden

It's fair to say that with technological improvements in winemaking the checks and balances involved in the art have become much more complex. There is one Tasmanian vineyard where the checks and balances are paramount especially as the owner and driving force behind Josef Chromy Wines is Czech immigrant, Josef Chromy.



*Left: Butcher turned winemaker Josef Chromy's success story is one of Tasmania's legends.
Right: One of Josef Chromy's finest vintages.*



Chromy's story is as fascinating as the wines that are now produced on his 60ha estate in Tasmania's Tamar Valley in northern Tasmania near Launceston. His story as a migrant who escaped war-torn Europe after World War 11 is not dissimilar to others who now call Tasmania home.

However, his unique rags to riches story is one that the octogenarian still enjoys sharing with those prepared to take some time out to admire his successes. In 1950 he left Czechoslovakia, escaping into neighbouring Austria and prepared to act as a deaf mute when stopped by officials seeking his non-existent paperwork. After finally escaping into Austria but still facing an uncertain future, he chose to migrate to Australia and, upon arrival, slowly set about using his master butcher skills to his advantage in building up a fledgling business in his new home far from the cares of war-torn Europe.

His business which he named Blue Ribbon Meat Products became a successful Tasmanian brand and was eventually listed

on the Australian Stock Exchange in 1993. He then turned his attention to wine production and over the years has been involved in leading wineries such as Rochemcombe (now Bay of Fires), Jansz, Heemskerk and Tamar Ridge over the years.

In his mid 70s when most people turn their attention to playing golf or bowls, Chromy purchased a failing vineyard in 2003 and (after much persuasion) renamed it after himself. In its short history, the wine estate has won a stack of trophies and numerous medals while establishing itself as one of the leading lifestyle wineries in the northern part of Tasmania.

More and more winemakers are looking to Tasmania's cool climates to make wines especially as concerns about global warming concern many operating on mainland Australia. Already, the leading mainland wine houses source much of their grapes for premium sparkling wines from Tasmania. Other leading wineries in the 58-km long Tamar Valley include Jansz, Pipers Brook, Dalrymple, Delamere, Moores Hill, Rosevears and Ninth Island.



Left: Wines produced on the estate cover three market price segments. Below (from the top): Chromy has one of the best restaurants in northern Tasmania within the winery complex; Josef Chromy Wines has an extensive wine portfolio covering several wine varietals and styles from sparkling wines to table wines for all budgets.



Wines of Distinction

Tasmania is best known as a cool climate wine producing region where Pinot Noir and Chardonnay grow particularly well. Josef Chromy Wines has an extensive wine portfolio covering several wine varietals and styles from sparkling wines to table wines for all budgets.

Winemaker Jeremy Dineen produces delicate cool climate wines from grape varieties such as Riesling, Gewürztraminer, Chardonnay, Pinot Gris, Pinot Noir and Cabernet Sauvignon.

Wines produced on the estate cover three market price segments including the prestigious Zdar label, the reserve wines of Josef Chromy and the price entry wines under the Pepik label.

Hospitality Leader

Never one to stop, Chromy has championed hospitality in the region with arguably one of best restaurants in northern Tasmania within the winery complex and also wedding venue facilities in the same space. The modern winery is one of the most

spectacularly located in Tasmania with panoramic views over the White Hills to Ben Lomond. He also owns and operates the Hotel Charles Launceston (www.hotelcharles.com.au) in what was once the Launceston Hospital. The winery also hosts the Tasmanian leg of the very successful 'Day on the Green' musical concerts.

Josef Chromy has come a long way and is guided by hope and ambition in all that he does. Despite his age, one gets the impression that, with the right checks and balances, his best is yet to come. **ha**

He bears an uncanny resemblance to Canadian actor Jim Carey. There is the same brightness of eye, the easy grace of a tall man, and the sensitive hands of an artist. And make no mistake, Bruce Dallas, Marketing Director of Guinness Anchor Marketing Sdn Bhd, is a performer, with many balls in the air as he juggles his new entry into Malaysia's leading brewery; brand appeal topping his list. But first, it was all about settling the team.



All Hands On Deck

There was a state of flux around the time I came in, because (former Managing Director) Charles Ireland and (former Marketing Director) Yap Swee Leng had both moved on to their next opportunities at around the same time creating a bit of a vacuum. The New Managing Director Hans Essaadi was admirably handling both his and the marketing portfolio prior to my arrival. Hence, when I joined, I did focus a bit of my time giving a fresh perspective on how marketing should move forward, especially in terms of talent management as people are our best asset. In any situation, a new pair of eyes always gives opportunity for insights, observations and improvements" he shares.

The South African relishes the portfolio of brands that he is now overseeing, saying "Our portfolio is really very powerful from both a consumer and customer perspective." The key challenge right now is getting the brands to evolve with the consumer. "Gen Y is not as brand loyal as the traditional consumer and they are a lot more demanding. First and foremost, we need to be very clear on the positioning of all our brands, whether it is Tiger, Heineken or Guinness, or indeed any of the others.

Bruce Dallas is a believer in the importance of people, and the right use of digital media to build brand relations.

Staying relevant means being very active in the digital sphere where Gen Ys spend a lot of time. I personally am fascinated and excited about the kind of expression that is seen and heard in the space. I have been telling the marketing team that we should not be inhibited when developing marketing strategies for digital and we should experiment as much as possible. We do not need to always get our digital marketing right 100 percent. It is more important to constantly test the boundaries to discover what clicks.

While he works on connecting with the new generation of consumers, Dallas is also putting much of his focus on GAB Professional Solutions, the arm of the business that focuses on providing hospitality training as well as F&B consultancy. "GAB Professional Solutions runs the HERO Academy which provides

hospitality training to frontline staff of GAB's partner outlets. It's a really important part of our business as we truly believe that our consumers should have great experiences whenever they consume our products at restaurants or bars," he explains.

This is also why he is very supportive of the HAPA GAB Excellence Award programme. "Feedback to the awards has been very positive, with increasing calls for more." He adds, "The programme is growing because there is real benefit in it for both our customers and consumers. When we work with our customers, the outlets, at raising their service standards, it also means that their consumers will be enjoying the improved service which will lead to improved business for our outlets. In short, the programme is really a win-win for all involved." **ha**

Wine, The Chinese Way

No Chinese drinking house would be complete without the most traditional Chinese beverage – rice wine. At Jiu Zhuang, Shao Hsing Chiew is served, which is famed for its traditional production methods and impressive 2400 year history. Made from glutinous rice, yeast and water from Jian Lake, it is best served warm to bring out the rich and fragrant flavour. Two Chinese wines in particular, Pagoda Shao Hsing 30 years and Nu Er Hong 20 years are featured on Jiu Zhuang's menu. Shao Hsing Chiew is known for enhancing the flavours of Chinese dishes, and the former is a blended vintage served in a unique Pagoda-shaped bottle. Nu Er Hong, meaning 'daughter's wine', was traditionally brewed in celebration of a baby girl's birth then stored underground until her marriage when it is dug up and drunk. A smooth and mellow drink; it is a must at traditional Chinese celebrations.

ha

Music And Beyond

World Music Day, which originated from France is celebrated in over 110 countries as a day of music indulgence where amateurs and professionals join the beat to magnify the night by sharing their music.

Bringing W Hotels passion for music to life, the Retreat unveiled a different beat on World Music Day, June 21 2013. Guests at W Maldives were invited to join a creative concept Safari dinner that played host to vibrant beats. Resident DJ Lady Dee opened the night's festivities by bringing electric and pulsating beats to W Maldives while nibbles were served at SIP, the Retreat's sunset lounge bar. Starters awaited at iconic FISH restaurant as saxophonists entertained. FIRE, the Mongolian style BBQ restaurant set the scene for a Bodu Beru live performance, with guests wrapping up the night with sweet bites at WET while a Maldivian live band played under the moonlight. **ha**

Above (from the top): The flagship project by Gan Bei Pte Ltd, a bar and restaurant concepts consultancy, Jiu Zhuang is inspired by the 1920s era in Shanghai. Hotel Re's balcony bar offers 1-for-1 offers.



Re-ason To Drink

Hotel Re's breezy chillout alfresco bar is perched on the second level balcony of the Chin Swee Road, Singapore hotel. A wide selection of beverages and fine wines await guests who come by to simply release any inhibitions from the day and enjoy a glass of alcoholic or non-alcoholic beverage on a quiet evening. The alfresco area is also a perfect venue to host informal cocktail parties and networking sessions. Happy Hour at the bar starts from 5pm to 8pm daily. Enjoy 1-for-1 off House Pours and Beers! **ha**

Wine Masterclass Soon

Edwin Soon, wine columnist, wine editor and international wine judge will be hosting an Italian Wine Masterclass at The Tanglin Club, Singapore on July 4 2013. Soon will share the characteristics of Italian indigenous and international grape varieties, as well as take participants through the Italian Wine classification system. Twelve wines, accompanied with detailed notes will accompany this tasting.

ha

Argentina's Malbec Wines Get Their Own Glass

What is 3.54 inches in diameter at the base, with a stem 3.94 inches in length, and a bowl that measures 5.32 inches tall and 3.5 inches wide at its fullest point? It is the new Riedel glass designed and developed specifically for the Malbec wines in cooperation with the Graffigna wines of Argentina, owned by Pernod Ricard USA.

The Graffigna wine organization is not new to marketing as the parent company Pernod Ricard USA also owns prestigious brands as Absolut® Vodka, Chivas Regal® Scotch Whisky, The Glenlivet® Single Malt Scotch Whisky, and superior wines as Jacob's Creek® and Brancott Estate®; as well as exquisite champagnes and sparkling wines that include Perrier-Jouet® Champagne, G.H. Mumm™ Champagne and Mumm Napa® sparkling wines.

Noted as the inventor of the functional glass, Claus Riedel was the first person in the long history of the glass to design its shape according to the character of the wine. Originally established in Bohemia in the mid-18th century, the company has been family owned for over 250 years. Georg Riedel (11th generation) and Maximilian Riedel (12th generation) currently run the US \$348 million per year glass business. **ha**



Keep It Cool

Bentley Europe's La Fraîcheur® Wine Cooler is a great way to present your guests wine on a table. Once the ice is in, the aluminum conduction cooling process will begin. In about two minutes the cooler is ready for use. It will stay cool for two hours. This unique and worldwide patented wine cooler is stamped out of one piece of aluminum and is designed with a base tray to catch the condensation droplets from the bottle and with a visible tag of the wine bottle for clear presentation. The cooler takes minimum space on a table with its small base measuring 12cm. This Dutch designed, European made cooler is available in two sizes, Grand Slam or Grand Cru with various colour options. For more information, please call Hospitality Resources Sdn Bhd at +603 7980 8075, Fax +603 7980 8285 or visit www.hospitality.com.my. **ha**

Welcoming Izy

Artisan Cellars gave interested parties an opportunity to be the first epicureans to dine and wine in a new cool dining spot in town before it was opened to the public.

Newly opened on bustling Club Street, Izy is redefining the traditional izakaya. With its thoughtful new take on Japanese food and design, diners will experience a totally different sensory journey at Izy.

The pre-launch meal consisted of the flavours and textures of intricately assembled small plates, along with wines perfectly paired.

The team at Izy fine tuned the pairing to create the special menu to share with privileged dinner guests to inaugurate the space. In this degustation dinner, the custom six-course menu was paired with a selection of pedigreed and unique limited-release wines made by some of the most cutting edge artisans today.

The menu included chawanmushi with foie gras and oyster, paired with NV Henri Billiot Grand Cru Brut Rosé, yasai no osuimono (marinated seasonal vegetables blanched in dashi) with 2010 Pyramid Valley Winery's Kerner Estate Marlborough Pinot Blanc; omi Wagyu tataki smoked in Japanese straw, with summer truffle paired with 2011 Sato Central Otago Pinot Noir; karaage chicken with charcoal grilled lettuce and Teriyaki sauce accompanied by 2010 Domaine Viret's Renaissance Côtes du Rhône Villages Saint-Maurice, as well as Ranger's Valley wet aged rib loin with smoked potato puree and spinach, served with 2010 Domaine Du Coulet Billes Noires Cornas. **ha**

New Orangina-Schweppes P'tit Oasis Launched In Ecolean's Lightweight Package

Orangina-Schweppes France is expanding the package portfolio for the classic juice drink Oasis with the launch of P'tit Oasis in a brand new 200 ml package. Being a modern and innovative package, P'tit Oasis and Ecolean are a perfect match for meeting young consumer needs. **ha**

*Top left: Bentley Europe's La Fraîcheur® Wine Cooler
Right: DJ Lady Dee*

The Hows and Whys Of Wine

Taberna Wine Academy in Binjai Park, Singapore offered an Introduction to Wine Appreciation on June 30 2013. The evening provided the novice with the basics on how to approach wine tasting. It was a two-hour introduction to the technique of wine tasting – using sight, smell and taste to assess quality and different styles of wines.

There were eight wines for tasting; one sparkling wine, two dry white wines, one rose wine, one dry red wine, one sweet white wine, one fortified white wine and one fortified red wine. **ha**

Lady Dee For W

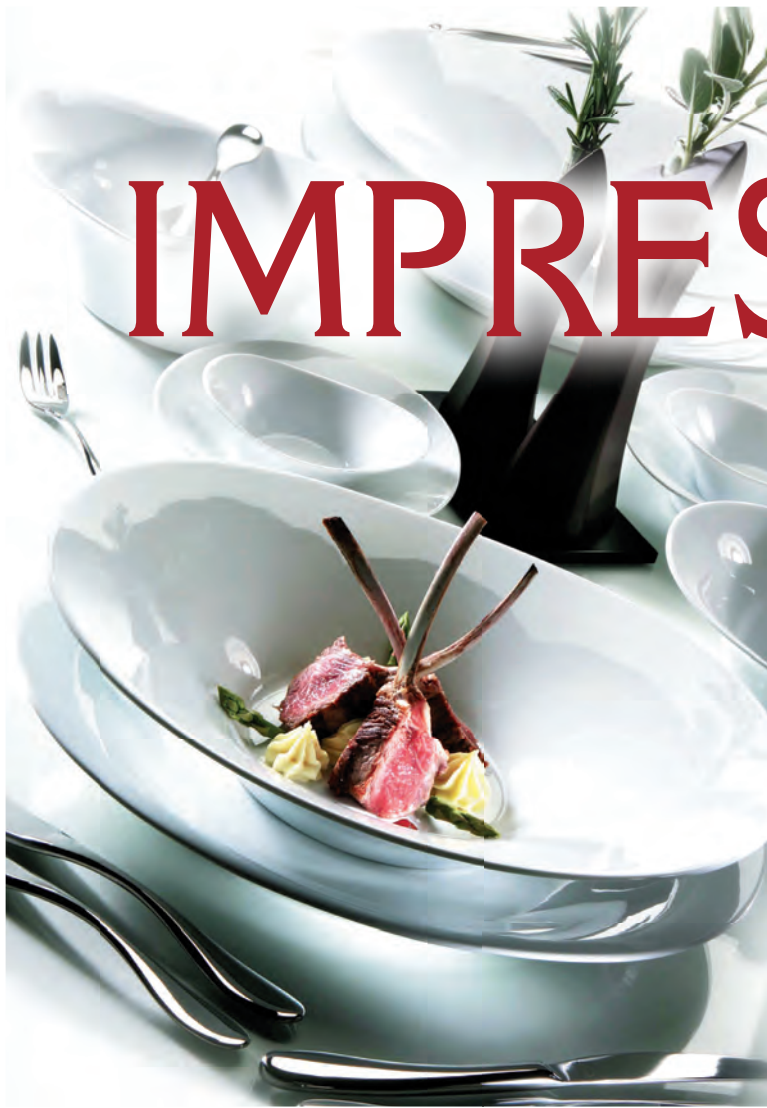
W Retreat & Spa Maldives welcomes DJ Lady Dee who takes residency at the retreat for the next three months. China-born Lady Dee, arrives in the Maldives directly from Melbourne's best clubs bringing electric and pulsating beats to W Maldives. With an impressive resume of DJ gigs around Asia, DJ Lady Dee blends an extensive range of music styles from House, Electro, Mushups and Mainstream Music to Chill Out mixes.

Graduating from United DJ School Melbourne, in 2006, Lady Dee was awarded Technical Winner of the year. Her unique turntable techniques Scratching & Beat Juggling, along with her commitment to the technical side on decks made her an inspiring DJ on the Australian scene.

Bringing W Hotels passion for music to life at the retreat, Lady Dee amplifies the W Hotels experience of visitors to W Maldives as she performs jazzy mixes at SIP, the retreat's sunset lounge and thrice weekly in 15BELOW, the only nightclub in the Maldives located 15 steps below ground. **ha**



IMPRESSIONS



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Shake It Up

Dominic Laverty of Princess Cruises has been crowned best bartender at the DIAGEO AMERICAS GLOBAL TRAVEL TEAM (GTME) WORLD CLASS final held in Miami. Following the creation of a new Diageo GTME cruise line partnership for 2013, the GTME final featured the best bartending talent from Princess Cruises and Norwegian Cruise Line. Laverty and his fellow competitors were tested on their bartending knowledge, skill and showmanship. Laverty will go on to compete against the world's best bartenders from over 50 countries at the Global Final in July. The final will be held aboard a boutique cruise ship in the Mediterranean, where Laverty will be vying for the title of Diageo Reserve WORLD CLASS Bartender of the Year. **ha**

Strong And Hardy

Iconic Australian wine label Hardys celebrated its 160th anniversary with a wine lunch which paired a tantalizing three-course lunch with the new William Hardy range of premium wines. The lunch, which was held at WIP in Bangsar Shopping Centre saw prawn and rocket salad with lemon vinaigrette paired with 2008 Hardys Sir James Sparkling, and seafood chowder with the 2012 William Hardy Chardonnay. 2012 William Hardy Shiraz was served with the main course. **ha**

Above (left to right): Dominic Laverty of Princess Cruises crowned best bartender. Have your coffee with an easy conscience.



Wines Of Brasil Embrace World Cup And Olympics

At Vinexpo 2013, the most traditional wine fair in the world, the largest country in Latin-America will be showing its wine scene and the plans they have for the World Cup and the Olympics.

Wines of Brasil will be showcasing at Vinexpo the wines and their producers, and the opportunity to interview Andrea Gentilini, Promotion Director of Wines of Brasil, a project aimed at promoting the quality of Brazilian wines in the international market and run by the Brazilian Wine Institute (Ibravin) in partnership with the Brazilian Trade and Investment Promotion Agency (Apex-Brasil). At Vinexpo there will be a number of new Brazilian releases to celebrate, including the official licensed wines of the 2014 FIFA WORLD CUP BRAZIL™ with Lidio Carraro's FACES brand; the Intenso range from Salton; Brazilian Soul from Aurora; new sparkling wines from Casa Valduga and for the first time ever at an international event, wines from the Brazilian Highland region of Santa Catarina, where vines are grown as high as 1,400 meters above sea level. Visitors will also be able to taste wines made on the 8th parallel (so very close to the Equator) from both ViniBrasil and from Miolo Family Vineyards. **ha**

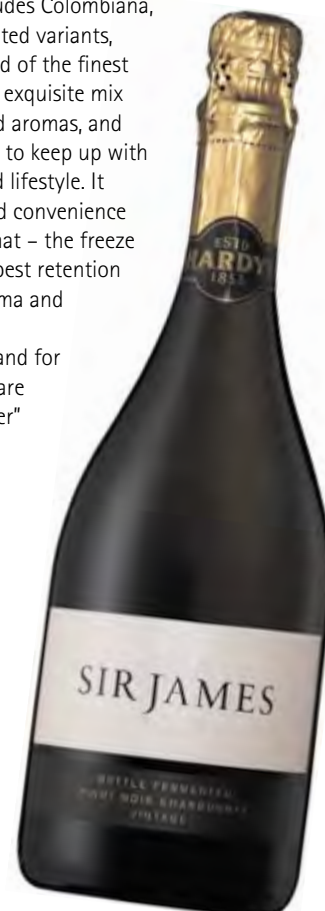
Right: The Sir James Pinot Noir Chardonnay is one of the wines carried at Jasons Food Hall in Bangsar Shopping Centre.

Boncafé Instant Coffee Collection Goes Healthy

Boncafé International is proud to announce that its premium Instant Coffee Collection has been endorsed by the Health Promotion Board of Singapore with its "Healthy Choice" logo.

Boncafé's premium Instant Coffee Collection, which includes Colombian, Mocca and Decaffeinated variants, offers a premium blend of the finest Arabica coffees for an exquisite mix of flavours and refined aromas, and was created especially to keep up with consumers' fast-paced lifestyle. It offers both quality and convenience at an instant mix format – the freeze dried format ensures best retention of the full natural aroma and flavour.

"Consumers' demand for healthier alternatives are becoming ever stronger" said Mr Christian W. Huber, Managing Director of Boncafé International Pte Ltd. "Our premium instant coffee range is 25% lower in saturated fat compared to others, and it's perfect for those who wish to have their caffeine fix minus the fat and calories," he continued. **ha**





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Uniquely clean smooth • Full flavored taste

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Banfi Wine And Italian Pairing

il Forno, the Italian restaurant at Shangri-La Hotel, Guangzhou, treated gourmets to the authentic culinary heritage of Italy in May. From 16 to 18 May 2013, one Michelin-starred Italian guest chef, Andrea Spagoni indulged a lucky few with a degustation dinner menu. To make sure the dining experience stood out, dinner was paired with premium Banfi wine selections. Guests also had the opportunity to recreate the culinary marvels at their own home because Chef Spagoni also hosted cooking demonstration classes daily during his stay. A partner and Executive Chef of Ristorante Pier Bussetti al Castello di Govone, an acclaimed Michelin-starred restaurant in Italy, Spagoni specializes in Piemonte dishes and cutting-edge experimental cuisine. His extensive experience and expertise were gained at some of the world's most renowned restaurants, in particular, the famous NOBU in New York and Rossini in Florence, where he cooked for such celebrities as Mick Jagger, Jennifer Lopez and Penelope Cruz. **ha**

Misha's Vineyard 5th Annual New Release Tasting

It was an intriguing and a mouth-watering proposition. Since their inaugural release five years ago, Misha's Vineyard's annual tasting/lunch had been held at the outstanding Grove restaurant in Auckland where exquisite food complemented the wines superbly. This year it was held at Café Hanoi, a fine Vietnamese restaurant in downtown Auckland. Asian cuisine is tricky to match with wine, and a careful consideration must be given to make to the combination work, as the sour, salty, spicy flavours can easily overpower or clash with the wine. However when they complement each other, the result can be sublime.

In very short five years Misha's Vineyard has established as one of the top-flight producers in New Zealand. It is mind boggling to think what they'll be making in the future. A wide variety of styles are made and there's no weakness in the range. Each wine displays concentration of pristine fruit as well as complexity from diligent winemaking. They are attractive wines when young,



and time will prove that these are cellar-worthy wines as well.

Fragrant First Courses were partnered with white wines. They included jellyfish salad, sweet pickled shrimp open wontons, poached chicken and papaya salad, Hanoi-style grilled pork and wok-seared market fish marinated in turmeric, ginger and galangal. The Limelight Riesling 2012 was a perfect match for the food. Pure and delicate on the nose with lemon/lime, mandarin, floral and flint, it was juicy and vibrant, showing elegant sweetness perfectly countered by the bright acidity, leaving the palate crisp and mouth-watering. **ha**



From the top: Shangri-La Hotel, Guangzhou hosted the Andrea Spagoni-Banfi wine dinner in May. Sate your thirst on Thirsty Thursday at Greenhouse. Above: The table set at Café Hanoi for the Misha's Vineyard 5th Annual New Release Tasting.



Winner Of Student Sommelier Of The Year Award

The Sydney Wine Academy has won the Wine and Spirit Education Trust's (WSET) International Educator of the Year Award. The announcement was made at the annual graduation ceremony in the Guildhall in London. The Sydney Wine Academy received the award for their significant contribution to WSET courses and qualifications and their commitment to innovation in education in the past year. Ryde Campus student Jeremy Foot has received the Fine Wine Partners - Philip Shaw Wines - Student Sommelier of the Year Award for 2010. Foot received the perpetual trophy as well as an all expenses paid trip to visit Philip Shaw's winery to taste their wines and meet the wine maker.

Foot completed the Certificate III in Hospitality - Sommeliers course last year, achieving the highest mark in the class. At the same time, he successfully completed Wine and Spirit Education Trust (WSET®) Level 3 Certificate in Wines and Spirits course. He now works as a sommelier at Rockpool Bar and Grill restaurant in Sydney. **ha**