

ASIAN
MASTERS

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Asia's culinary maestros converge in Singapore yet again



Chef Wan

The culinary festival, Asian Masters, is back with a bigger line-up this November!

Its second edition will showcase yet another round of distinctive Asian fanfare with unique flavours that cater to food buffs from all walks of life. From 1st to 30th November, brace yourselves for more than 25 events featuring a broad spectrum of Asian cuisines at top notch venues and renowned wineries.

Aside from that, the gourmet event will see four masterchefs take centre stage as part of the Gourmet Signature Series. They include Thai celebrity chef Ian Kittichai, Malaysian celebrity chef Wan, Chinese chef David Du, and American chef Max Levy.

Look out also for our very own Singapore-based chefs in the likes of Sam Leong (Sam Leong@Forest Cooking School), Andre Chiang (Restaurant Andre) and Susur Lee (Chinois), who have been scheduled to present workshops and special dinners.

More than 50 restaurants here will serve up special set menus of three to eight-course meals throughout the month of November – under the Feast Asia segment. Some of the notable restaurants include Paradise Pavillon, Garuda Padang Cuisine, The Song Of India and Sabai Fine Thai Cuisine.

As the Presenting Partner, American Express is offering its members a sphere of exclusive privileges. With the exception of five highly anticipated private events for American Express Cardmembers, Cardmembers will also be entitled to a 15% discount on all other Asian Masters events and Feast Asia set menus.



Iggy's

"We are delighted to present Asian Masters for the second time this year, bringing the best in Asian culinary and lifestyle experiences to our Cardmembers again," says Mr. Kevin Alcott, Vice President and General Manager of American Express Merchant Services in Singapore and Thailand. "The strong dining focus of Asian Masters is a natural fit for American Express, as we are working with many great restaurants and lifestyle partners to continue bringing new experiences and value to our Cardmembers."

Along with the expanded line-up of events, other renowned brands have come aboard to partner Asian Masters for the first time.

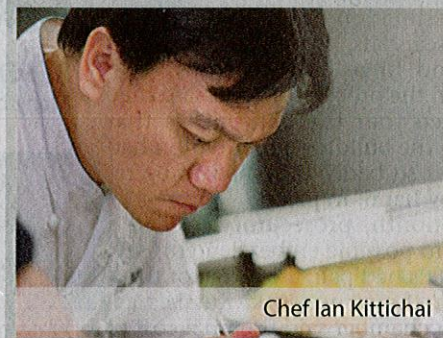
One of them is Pernod Ricard, a leader in the production and distribution of premium wines and spirits. Pernod Ricard has become increasingly acquainted with food pairing trends and the onset of ladies exploring "masculine" drinks like whisky. Keeping that in mind, it finds Asian Masters an excellent platform to showcase two of its premium spirit brands, Martell (as the Official Cognac) and The Glenlivet Single Malt Whisky (as the Official Single Malt Whisky).

"At Pernod Ricard, we take pleasure in sharing the varied experiences that come with enjoying our alcohol products at Asian Masters. It's also important that we advocate the message of drinking responsibly," says Charmaine Leung, Marketing Director, Pernod Ricard Singapore. "Through the Asian Masters' programme, we will be able to showcase interesting ways of pairing Martell with Asian cuisine. Not many consumers are aware of this. As such, we aim to introduce the brands that can further enhance their dining experience."

Martell – Singapore's market leading Cognac – has had close links to gastronomy since 1715. At this installment Asian Masters, the Cognac will make its mark in the 'Martell XO

presents an Haute Dinner by Masterchefs of Resorts World Sentosa'.

"The characteristics of Martell's Cognac are known to be oral, delicate, mellow, and complex, with its many variations celebrated in elevating dining experiences," describes Ms. Leung. "Compared to wines which pair well with Western cuisine, Martell's Cognacs, from its Martell VSOP to the heavier flavoured Martell XO, are able to complement the rich diversified flavours of Asian meals."



Chef Ian Kittichai

For the whisky-loving lady, the 'Ladies Sundown Soiree with The Glenlivet Single Malt Whisky' event has been introduced for females to enjoy a night out with their girlfriends over a glass of single malt, complemented with a sumptuous spread of exquisite tapas.

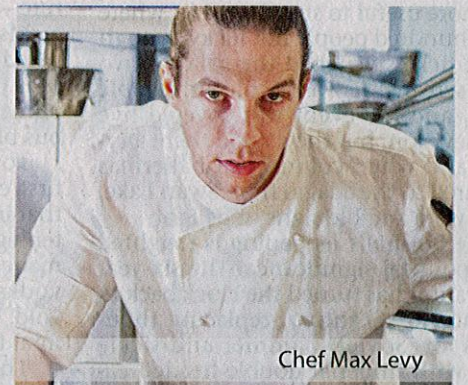
Ms. Leung says "We strongly believe that present-day women are able to hold their alcohol and know what they want on a girls' night out with their friends. Over many occasions, we have seen ladies enjoying single maltwhiskies in trendy bars, as well as an increase in female participants at The Glenlivet tasting sessions. Women are on a level playing field with men nowadays with many of them becoming opinion leaders themselves. Looking to the future, we can safely say that female consumers will become an integral part of the single malt."

In line with its long held association with gourmet dining, San Pellegrino will be showcasing its range of S.Pellegrino

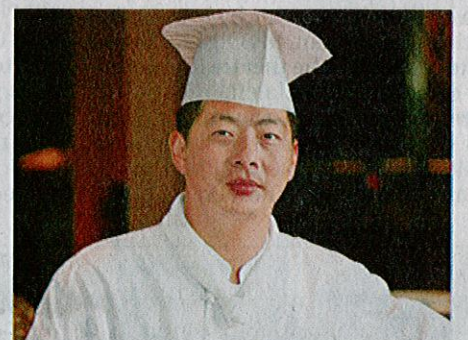
and Acqua Panna natural premium mineral waters at various festival events. For its unique properties, the brand enjoys international recognition for its prestige and is preferred by upscale restaurants the world over – perfect for Asian Masters.

Speaking about the complementary relationship of water and food, Ms Estee Wu, Marketing Assistant, Sanpellegrino Asia Representative Office, says "Water is a precious tool for preparing the palate and enhancing the flavour and aroma of food and wine. While no two sources of waters are the same, each having different mineral contents and taste, it is also important that you choose the correct water that harmonises well with your meal."

"Asian Masters is a good platform for us to be partnering where we look forward to establishing stronger associations with Asian cuisines and Chefs from around the region," adds Ms. Wu Rajamanikam.



Chef Max Levy



Chef David Du