



## NEWS RELEASE

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### **New Integrated F&B Campus for At-Sunrice GlobalChef Academy**

**SINGAPORE, 23 June 2010** – Today, At-Sunrice GlobalChef Academy sends off the last batch of graduating global chefs from Fort Canning Park, its home for the last 9 years.

The Singapore Workforce Development Agency (WDA) has appointed At-Sunrice as an Integrated CET Centre, for the culinary and F&B industry. This was announced by Mr Lee Yi Shyan, Minister of State for Trade & Industry and Manpower at the Academy's annual graduation ceremony today.

The Integrated CET Centre, Singapore's first for the culinary and F&B industry, will be outfitted with the latest industry-standard, state-of-the-art kitchens, equipment, tools, and software.

"Our mandate to set the standard of excellence in culinary education is further cemented with the upcoming Integrated Centre. We are glad to have WDA's relentless support and are grateful that they share the same belief in offering uncompromising quality culinary education with world class facilities. I am personally involved in the blue-print of the campus and am looking forward to offering future students with only the best," said Chef Christophe Megel, CEO of At-Sunrice GlobalChef Academy.

The new campus, three times the size of its current Fort Canning Centre venue, is icing on the cake for the Academy as she will be celebrating her 10-year anniversary next year. More programmes such as restaurant management, beverage services including wine, tea and coffee and a Diploma in F&B service will be offered.

Championing alumni success, the Academy's diploma programmes allow direct articulation into the Johnson & Wales Bachelor of Culinary Arts and Food Service Management degree.

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**At-Sunrice GlobalChef Academy, Fort Canning Centre, Fort Canning Park, Singapore 179618.**  
Tel: (65) 6336 3307 Fax: (65) 6336 9353 [www.at-sunrice.com](http://www.at-sunrice.com)



Three deserving graduates received awards for being the best in their respective cohorts today:

- Mr. Ong Sang Hwee (Diploma in Culinary Craft & Service Excellence)
- Ms. Lim Meiyu (Diploma in Pastry and Bakery Arts)
- Mr. William Chandra Tjong (Advanced Culinary Placement Diploma)

Each of the winners will spend a week in France where they will gain experience at the training centre of a leading culinary organisation and an attachment to one of their starchefs.

The Academy also honoured 20 mentor chefs - brilliant teachers who share the same vision of championing students' success, with personalized Bragard chef jackets and DeBuyer copper pans.

The graduation ceremony was followed by TalentMatch, Singapore's only culinary career fair where graduates are assigned best-fit interviews. The Ritz-Carlton Millenia Singapore, The Fullerton Hotel and Marina Bay Sands were amongst the prestigious F&B and hospitality employers who were present to scout for culinary talent to fill more than 100 job vacancies.

2010 marks a year of several milestones for At-Sunrice - it has set unprecedented records in various arenas. This graduation witnessed a record number of graduates, a total of 127 – 68 attaining a Diploma in Culinary Craft & Service Excellence (DCCSE) or a WSQ Diploma in Culinary Arts (WSQ DCA), 37 attaining a Diploma in Pastry and Bakery Arts (DIPB), and 22 attaining Advanced Culinary Placement Diplomas (ACP). Of the 127 global chefs-to-be, a whopping 75% have already received job offers from prospective employers.

Recently EduTrust certified, At-Sunrice has displayed an excellent track record in selecting and training the cream of the crop, with a job retention rate of over 80% amongst its students six months after graduation, according to a WDA survey.

Each year, At-Sunrice students contribute more than one million man-hours to the F&B industry. At-Sunrice's study and work curriculum enables students to enhance their classroom learning with on-the-job training to gain industry knowledge.

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### **About At-Sunrice GlobalChef Academy**

At-Sunrice is the first culinary academy in Singapore to be awarded the National CET Institution (NCI) accreditation. Our vision is to advance culinary art with integrity and meaning. Our mission is to cultivate global chefs in a living environment of culinary authenticity, best fit apprenticeships and research. We deliver culinary arts education by applying skills and recipes from East & West, Herbs & Spices, and Old World & New World cuisines. Our programmes are synchronised with Study & Work rotations at top hotels, restaurants and food services supported by partners who champion our students and alumni success. We create culinary products and sensory experiences for enrichment, education, and increased yield for the environment and for businesses.

The academy's rigorous Study & Work pedagogy contributes annually, more than one million man-hours to the local F&B industry, empowering students with opportunities to augment their classroom learning with hands-on apprenticeships at the workplace.

The learning environment at the academy is truly global, with students coming from over 30 countries. Graduates from At-Sunrice are also living and working around the world in countries such as the U.S., Australia and Singapore.

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For further information regarding At-Sunrice GlobalChef Academy, please contact:

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## APPENDIX

### **Ong Sang Hwee** **Diploma in Culinary Craft & Service Excellence** **Overall Best Student Award**

Ong Sang Hwee's interest in the culinary arts stemmed from a very young age while helping his father at his hawker stall. Despite his passion in this area, he followed the pack, picking up his diploma in engineering.

At the age of 35, after 7 years as an electrical engineer, Sang Hwee realized that it was time he pursued his true calling and stepped back into the kitchen. Determined to pursue his passion, Sang Hwee enrolled at At-Sunrice GlobalChef Academy. Always believing that you will do best in what you truly love, Sang Hwee has not only successfully completed his Diploma in Culinary Craft and Service Excellence but also emerged the most outstanding student of his cohort. For his exceptional performance, he was awarded a free trip to France for a one-week attachment with a starchef from Euralis.

Currently employed by Hide Yamamoto, a Japanese restaurant at Marina Bay Sands, Sang Hwee continues to exhibit immense conviction and dedication to the culinary arts

### **Lim Meiyu** **Diploma in Pastry and Bakery Arts** **Overall Best Student Award**

Once bitten twice shy goes the saying but not quite for Lim Meiyu, a feisty 29 year old, who despite being rebuffed by the baking industry initially has never quite fallen out of love with it.

Struggling between pursuing her passion and career stability, Meiyu, a Bachelor of Applied Science graduate from National University of Singapore, registered herself for a Baking Certificate from ITE despite having a stable job as a laboratory officer.

However, the lack of elaborate skills proved to be a stumbling block and she was rejected by many F&B establishments she approached for a job opportunity. Meiyu then returned to the corporate world while upgrading her baking abilities on the side.

Upon discovering At-Sunrice GlobalChef Academy's Diploma in Pastry and Bakery Arts, Meiyu finally made up her mind to drop all her commitments to focus on pursuing her passion for baking. This definitely turned out to be the best decision of her life - Meiyu emerged as the most outstanding student of her batch and has secured a job at Marina Bay Sands Hotel even before her official graduation! She has also earned herself a well deserved trip to France to undergo a one week attachment in France with a starchef from Valrhona and is well on her way to realizing her dream of becoming a baking instructor in future.

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**William Chandra Tjong**  
**Advanced Culinary Placement Diploma**  
**Best Student Award**

William Chandra Tjong's passion for the culinary arts was so intense that he uprooted from his hometown in Bandung, Indonesia, in search for the best chef academy to groom and hone his culinary talents. Spurred on by opportunities that would be available in the F&B industry once the IRs opened and armed with a Certificate in Food Production from the NHI Academy of Tourism in Bandung, Indonesia, William packed his bags and enrolled at At-Sunrice GlobalChef Academy.

Currently undergoing an apprenticeship at Capella Singapore, William's determination to succeed has earned him the Best Student Award in the Advanced Culinary Placement Diploma. For his exceptional performance, he was awarded a free trip to France for a one-week attachment with a starchef from Lactalis.