



NEWS RELEASE

At-Sunrice Unveils New WSQ Integrated F&B Campus

Where education comes with style and comfort

SINGAPORE, 19 April 2011 - At-Sunrice GlobalChef Academy celebrates its 10-year anniversary with an icing on its birthday cake - a brand new campus on 28 Tai Seng Street.

The academy, which is recently crowned the Culinary Institute of the Year at the Asian Gastronomic Award of Excellence, now occupies 42000 square feet- an area three times the capacity of its old campus at Fort Canning Centre.

In collaboration with Singapore Workforce Development Agency (WDA), At-Sunrice today showcases its new campus to industry partners, the media and relevant government agencies.

Designed with panache, the academy is fitted out in dark wood flooring and high ceiling and uses predominantly warm and natural tones, boasting an upscale environment with a warm and relaxed ambiance.

Said Mr Christophe Megel, CEO of At-Sunrice GlobalChef Academy: " Cooking is essentially a sensual art form that invites us to take pleasure in tasting, touching, smelling and enjoying. These sentiments, more often than not, are also powerful impetus for chef aspirations. We want our new campus to exude comfort, class and style in order to inspire and hearten our students and to give them the most conducive environment to study in."

The academy employs cutting edge technologies to boost productivity at its new premise and showcases a repertoire of industry standard kitchens, equipments, tools and software. It conceptualized and implemented three distinctive kitchens, all of which are firsts in the culinary training industry.

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First in Asia, the Coffee and Tea Academy by Nespresso is poised to take students on an exhilarating journey into the world of coffee and tea. From learning their rich history, to mastering the art of espresso and latte, the academy allows students to have a multifaceted understanding of coffee and tea in a contemporary setting.

In the delicatessen room, the art of charcuterie, as well as the world of vinegars, oils and food preservation, is fully explored in this dedicated, atmospheric space. Exuding the quintessential European deli vibe with authentic design and equipment, this is the kitchen set to be benchmarked in the industry.

One-of-a-kind in Asia, the innovation centre by Miele is designed with such flexibility that it can be transformed into 50 different kitchen settings to cater to different learning needs. It focuses on Research and Development of new food technologies and products that helps to improve preparation methods and food quality. Students here also get to gain first-hand knowledge of new cooking technology and hands-on experience on appliances that are yet to be released in the market.

On top of these, the academy also sees a sophisticated array of training facilities at its new campus.

To train students for Food and Beverage (F&B) Services, the academy has in store a Wine Academy adorned with wine artifacts of the old world to give students an inspirational environment to study in; a functional training restaurant coupled with a production kitchen that serves up 600 meals a day; and a fully equipped bar with supporting mobile stations to train student for beverage service and mixology.

The multi-purpose hall, designed by At-Sunrice's group of multi-ethnic chefs, master chefs, and world champions, showcases a GlobalChef demo kitchen. It is completed with a made-to-measure Molteni Stove, uniquely one-of-a-kind in Singapore; an integrated pastry and bakery production unit from Salva; and a home consumer kitchen from Miele -all meant for teaching the authenticity of Eastern and Western Cuisine, Old and New World Techniques and knowledge of herbs and spices.

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The first culinary academy in Singapore to be accredited with National CET Institute (NCI) by WDA, At-Sunrice GlobalChef Academy has come a long way to where it is today.

The NCI first expanded its campus and open a new wing at its Fort Canning Centre venue in 2006. The new wing included an Asian and Western kitchen, a Pastry and Baking School as well as a Wine Academy to double its original size.

Today, with the new campus, the Asian and Western kitchens are further improvised: With a touch of the oriental, the Asian kitchen now claims its own modern and traditional steaming facility, a full-sized stove-top custom-made for Chinese woks, and a tandoori oven. On the other hand, the Western Kitchen is equipped with cast iron stoves and sophisticated commercial kitchen units by Electrolux.

Made to simulate real industrial kitchens, the Asian and Western kitchens offer an experiential environment for students and prepare them for the 12 months apprenticeship in both Asian and Western Kitchen of top-notch hotels and restaurants. This makes At-Sunrice students truly competent in Asian and Western Cuisines and set them up to be a GlobalChef.

Launched in 2001, the academy first started off with only a single programme - Leisure Morning Gourmet and Corporate Bonding. Nonetheless, within a short span of three years, the academy grew exponentially and started its first Diploma course, amongst others, in collaboration with Johnson & Wales University.

Last year, At-Sunrice GlobalChef is one of the first six private education institutions to be awarded the new EduTrust Certification by the Council for Private Education. This underscores the academy's commitment to deliver quality education to students from over 32 different countries.

The academy also offers WSQ-certified programmes that are recognized worldwide. This translates to convenient access for students to get work permit in third countries.

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"In the last 10 years, our alumni have travelled and work in various countries to take on their GlobalChef paths. They are now restaurant owners, Executive Chefs, Food Writers and Photographers, Food Manufacturing consultants, Chef Instructors and Nutrition Experts. We will continue to strive towards championing our students to become Global Chefs," said Mrs Kwan Lui, Founder and Director of At-Sunrice GlobalChef Academy.

Moving forward from its ten-year mark, At-Sunrice is committed to do its part to reshape the culinary landscape in Singapore and to enter its next decade of culinary and F&B service excellence.

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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