



NEWS RELEASE

AT-Sunrice Bags Electrolux Culinary Institute of the year Award

SINGAPORE, 16 April 2011 - At-Sunrice GlobalChef Academy is today crowned the Electrolux Culinary Institute of the year at the inaugural Asian Gastronomic Award of Excellence (AGAOE) 2011.

Held at the Grand Hyatt Hotel, the AGAOE, which takes place in conjunction with the World Gourmet Summit, acknowledges individuals and organisations for their significant contributions to the development of the food and beverage (F&B) industry.

The award underscores At-Sunrice's commitment to nurture culinary talents and contribution to the Singapore F&B industry. The academy currently offers both full-time and part-time courses that enrich students with expert knowledge within the culinary field and provide professional accreditation.

The AGAOE also conferred two other awards to At-Sunrice GlobalChef Academy: WSQ Outstanding Pastry Apprentice and WSQ Outstanding Culinary Apprentice. The winners are Koh Cheen Eng, Genevieve and Tew Wei Lien, William respective. Both are current students of the academy.

"We are very pleased to be awarded the Electrolux Culinary Institute of the Year. Since our inception, we have been championing and nurturing aspiring chefs to take on the global chef paths. We are also particularly proud of Genevieve and William who have clinched the WSQ awards. I hope they continue to shine in their quest to become global chefs, " said Mr Christophe Megel, CEO of the Academy.

At-Sunrice adopts a robust study and work pedagogy and believes in delivering a holistic culinary education by equipping students with knowledge and skills from East and West, Herbs and Spices, Old World and New World cuisines, hence allowing them to take on a global culinary and F&B pathway when they graduate.

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The award brings about another cause for celebration for the academy as it celebrates its decade anniversary this year. 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 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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