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The Miele Guide awards its annual culinary scholarships to two new Asian talents

The Miele - At-Sunrice WSQ Scholarship continues to nurture budding Asian culinary talents with joint sponsorship from Miele and At-Sunrice GlobalChef Academy in its fourth year

Two deserving young Asian talents attained a kick start to their culinary aspirations last night. South Korea native Kim Ho Joon and Singaporean Brandon Yip Kam Yew were awarded culinary scholarships under the auspices of The Miele - At-Sunrice WSQ Scholarship 2011/2012. The recipients' names were announced at The Miele Guide 2011/2012 Gala Dinner to a select, celebrity-studded crowd of some of Asia's most celebrated chefs and restaurateurs, as well as regional and international food critics and journalists.

"This year, Miele is proud to help two young men with tremendous potential, and who we think have great futures in the culinary world," says Mario Miranda, Managing Director of Miele Pte Ltd. "We believe the younger generation is the key to the continued growth of Singapore's growing gastronomic scene. We hope that these two scholarships will help Ho Joon and Brandon refine their culinary skills and help them in attaining their goal of becoming world-class chefs."

"We see the tremendous growth and potential of Asia's vast and vibrant culinary landscape. Through The Miele Guide scholarship programme, we hope to sustain this growing industry. A formal culinary education is still the most expeditious start for any aspiring chef today and we are very grateful to be working with partners like Miele and At-Sunrice GlobalChef Academy to help develop the future of our region's dining scene," says Tan Su-Lyn, Director, Ate Media Pte Ltd, which publishes The Miele Guide.

Created in 2008 to promote formal culinary education and to further excellence and continuous achievement in the restaurant industry in Asia, the scholarship programme complements the overarching goal of The Miele Guide, which is to help the culinary scene in Asia grow. The Miele - At-Sunrice WSQ Scholarship Programme is jointly sponsored by Miele and At-Sunrice GlobalChef Academy (At-Sunrice), and supported by the Singapore Workforce Development Agency (WDA) under the Singapore Workforce Skills Qualifications (WSQ) framework.

"At-Sunrice supports The Miele - At-Sunrice WSQ Scholarship as we share The Miele Guide's vision in advancing Asia's culinary arts and cultivating global talent. Both Ho Joon and Brandon are deeply motivated and passionate about pursuing a career in the culinary industry. And we warmly welcome them to At-Sunrice," says Christophe Megel, CEO of At-Sunrice GlobalChef Academy.

The scholarship recipients were chosen from amongst numerous applicants from across Asia, successfully passing the selection process administered by At-Sunrice's admissions board plus an interview by representatives of the school, Miele and The Miele Guide. Both Kim Ho Joon and Brandon Yip Kam Yew have been given the opportunity to attend At-Sunrice's intensive and comprehensive WSQ Diploma in Culinary Arts course, which will hone and refine their raw talent and provide them with the skills and foundation needed for a head start in the culinary industry.



The professional 15-month course will equip the two with the fundamental culinary skills and techniques of both Eastern and Western cuisine. They will learn the finer art of cooking through the tutelage of the distinguished international chef faculty at At-Sunrice, which includes experienced chefs and executive chefs who have worked at highly acclaimed international establishments, as well as award-winning food authors and service excellence professionals.

As part of the course, the recipients will also acquire professional kitchen experience over 12 months through apprenticeships at some of Singapore's finest restaurants. Upon graduation, recipients who perform well will be given the opportunity to work at a prestigious dining establishment in Singapore or overseas through TalentMatch©, the academy's annual culinary career fair.

18-year-old Kim Ho Joon, who worked as a Commis Chef in the banquet kitchen of The Park Hyatt Seoul, South Korea, was awarded the Miele-At-Sunrice scholarship (offered to citizens or permanent residents of any one of the 16 Asian countries featured in this year's guide, with the exception of Singapore). Says Ho Joon, "I am truly grateful to receive this honour. It is the biggest opportunity of my life and I hope to go forward and achieve my goal in becoming a truly great chef. I hope that I can also impart my knowledge to others and that one day, I can have an academy of my own for young people who want to learn culinary arts professionally as I did."

23-year-old Singaporean Brandon Yip Kam Yew received the Miele-WSQ-At-Sunrice scholarship, which is offered to Singapore citizens or permanent residents. Previously working as a Sous Chef at Osavory Pte Ltd, his extensive background working in various kitchens have helped him to develop the necessary skills and technique to have a long career in cooking. "There is only one Miele-WSQ-At-Sunrice scholarship recipient every year and I feel extremely honoured to have been chosen. Cooking is my passion; I cook to bring joy to others. When the people I cook for appreciate my food, it fills me with a great sense of satisfaction and achievement. I hope to hone my cooking skills and hope to one day intern under a great chef, someone who will be willing to mentor me and impart his knowledge to me. I will never stop learning and striving to improve my cooking skills," says Brandon.

Since its inaugural edition in 2008, The Miele Guide has set a new standard for Asian dining, independently evaluating and recognising the region's finest restaurants in 17 countries – Brunei, Cambodia, China (including Hong Kong and Macau), India, Indonesia, Japan, Korea, Laos, Malaysia, Myanmar, Nepal, Philippines, Singapore, Sri Lanka, Taiwan, Thailand and Vietnam.

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About The Miele Guide

The Miele Guide was created in 2008 in order to better recognise and celebrate Asia's best chefs and restaurants. This annual publication evaluates restaurants across the region and releases an annual ranking of Asia's Top 20 restaurants in addition to profiling the best restaurants across Asia. The guide ranks and selects restaurants in Asia based upon the opinions of the region's most respected restaurant critics and food writers, a popular public vote, and the votes of The Miele Guide's invited jury, as well as anonymous tastings conducted by The Miele Guide's contributing editors and editorial team. Through this rigorous system, The Miele Guide showcases establishments that deliver excellence and exceptional dining by Asian standards.

The 2011/2012 edition of The Miele Guide features 500 restaurants across 17 Asian countries: Brunei, Cambodia, China (including Hong Kong and Macau), India, Indonesia, Japan, Korea, Laos, Malaysia, Myanmar, Nepal, Philippines, Singapore, Sri Lanka, Taiwan, Thailand and Vietnam.

The Miele Guide 2011/2012 also lists the Top 5 restaurants for each country in the guide (with the exception of those countries for which there fewer than 10 restaurants listed, after the guide's four rigorous rounds of judging), and each country chapter features an insider's perspective of the country's dining scene written by The Miele Guide's shortlist panellists, who are top restaurant critics and food writers in their respective home countries.

As an independent guide, The Miele Guide does not accept any advertising, sponsorship or free meals from the restaurants reviewed. The Miele Guide is published by Ate Media and sponsored by Miele, a German manufacturer of premium and innovative home appliances. While a naming sponsor of this guide, Miele does not exert any influence over the selection and judging process that determines which restaurants appear in The Miele Guide.

The 2011/2012 edition is available at US\$15 at www.mieleguide.com and will be on the shelves of all major bookstores across Asia from mid-November 2011.

About Ate

Ate, founded in 2006 by Aun Koh and Tan Su-Lyn, is a Singapore-based integrated communications agency that manages regional and global campaigns for a select group of companies drawn from the hospitality and lifestyle industries. Clients include Singapore Tourism Board, Miele, TWG Tea, American Express, Capella Singapore, Van Cleef & Arpels, Vertu and Beam Global Asia. Ate is co-owned by Mr Koh, Ms Tan, Ms Lynn Yeow and Ms Sharon Chong. Services include public relations, events, marketing, branding, design and content-development.



About Miele

Miele is a German manufacturer of premium domestic appliances and machines for commercial applications. Founded in 1899, by Carl Miele and Reinhard Zinkann, Miele remains a family-owned and family-run company today.

Since its inception, Miele has zealously pursued a philosophy of Immer Besser or “Forever Better”. It epitomises Miele’s unwavering and uncompromising commitment to quality and innovation, and is applied to every aspect of the company’s products and operations. This dedication to being forever better drives us to constantly seek newer and better ways of contributing to and enhancing the quality of our customers’ lives and is reflected in the legendary quality and durability of our products.

This is why Miele continues to be a trusted, award-winning leader of the industry. In 2011, Miele received the highly coveted Best Brand award for the fifth year in a row from the GfK Group – Germany’s leading market research company – in recognition of its extraordinary brand strength. And, for the tenth year in a row, Miele was also named one of Europe’s Most Trusted Brands by Reader’s Digest Europe in its annual Trusted Brands consumer survey.

Miele’s extensive range of kitchen and home appliances includes multi-functional ovens, steam ovens, hobs and cooker hoods, dishwashers, coffee makers, wine cellars, washing machines, tumble dryers, rotary ironers and vacuum cleaners.

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 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 32 countries. Graduates from At-Sunrice are also livening and working around the world in countries such as the U.S., Australia and Singapore. For more information, please visit www.at-sunrice.com.

For more information, please contact:

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