



The Miele Guide awards two young Asian talents with the 2010/2011 culinary scholarships

The Miele Guide Culinary Scholarship Programme enters its third year of nurturing Asian culinary talents with joint sponsorship from Miele, At-Sunrice GlobalChef Academy and Singapore Workforce Development Agency

Continuing its dedication to developing the culinary scene in Asia, The Miele Guide Culinary Scholarship programme accorded two budding Asian chef talents the well-deserved opportunity to take their passion for cuisine to the next level. Under the auspices of The Miele Guide Culinary Scholarship Programme 2010/2011, Filipino Roberto Antonio III Abello was awarded the Miele At-Sunrice scholarship while Singaporean Shaun Lee received the Miele-WSQ-At-Sunrice scholarship. The latter is a scheme created under the Singapore Workforce Development Agency's Workforce Skills Qualifications Framework. Amidst a select crowd of some of the region's most celebrated chefs and restaurateurs alongside regional and international food critics and journalists, the recipients were revealed and introduced at The Miele Guide 2010/2011 gala dinner.

21-year-old Roberto Antonio III Abello is presently a commis at Restaurant Ciçou and had previously trained under the talented Chef Ariel Manuel at Lolo Dad's. Incidentally, the former is featured in the Miele Guide this year while the latter is Philippines' 5th best restaurant. Roberto was awarded the Miele-At-Sunrice scholarship (offered to citizens or permanent residents of any one of the 17 Asian countries featured in this year's guide, with the exception of Singapore). Says Roberto of this milestone in his career, "Despite the difficulty in finding quality education in culinary arts within my province, my passion for cooking drove me to take the initiative to learn about the field through subscriptions to food magazines as well as enrol in a degree in a hospitality management where culinary courses were offered. Furthering my education in At-Sunrice is the best step I can take to learn what there is to learn in the world of food and food service profession". Fresh from representing the Philippines at Bocuse d'Or Asia 2010 in Shanghai with Chef Ariel, Roberto is keen to contribute to his hometown, "Like my mentors, I want to share the knowledge and experience to help boost the standards of culinary education in the Philippines and wherever I go".

29-year-old Singaporean Shaun Lee was awarded the Miele-WSQ-At-Sunrice scholarship, offered to Singapore citizens or permanent residents. His lifelong passion for discovering new flavour combinations and sharing them with his family and friends has earned him the reputation among them as "that kid who cooks" from his teenage years of being the only one who brought his own creations to potluck parties. Having previously battled tough economic circumstances and spent 10 years in the military, Shaun brings to the table discipline, tenacity and meticulousness that helps him deal with the most stressful kitchen situations. Certainly a candidate brimming with potential, Shaun affirms, "As I finally embark on my dreams of pursuing a career in the culinary arts, my driving force will always be my ambition to share my love for cooking with the world through my own dining establishment."

At Miele, we believe that we have a responsibility to our customers, to our staff, to the society, as well as to subsequent generations," expresses Mario Miranda, Managing Director of Miele Pte Ltd. "Therefore, we always place great importance in seeking out potential and making a positive contribution to people's lives. The Miele Guide scholarship presents us with a great opportunity to assist passionate youths from Asia to achieve their culinary dreams. We trust that this will not only change the lives of individuals such as Roberto and Shaun as its recipients, refining their culinary skills and inspiring them to constantly strive for excellence in their profession, but also encourages gastronomic innovations. By nurturing today's young talent, we are certain that in the future they will in turn contribute to the growth and development of the restaurant industry in Asia."

"The burgeoning Asian culinary scene has piqued the interest of many with a passion for cooking, and while many start by experimenting in their home kitchens, we believe that a formal culinary education provides a swifter albeit more intensive start for today's aspiring chef. The Miele Guide, with its focus on the brilliant chefs behind the restaurants, is as such in the best position to contribute by providing such

opportunities to tomorrow's talents through this social responsibility initiative," 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 Miele Guide Culinary Scholarship Programme complements the overarching goal of The Miele Guide which is to help cultivate the culinary scene in Asia. For the past three years, this scholarship programme has been 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.

Christophe Megel, CEO of At-Sunrice GlobalChef Academy says, "The fundamental aim of At-Sunrice is to propel individuals into the F&B industry with the relevant foundation, tools, techniques and expertise needed to excel. We are involved in The Miele Guide Culinary Scholarship Programme for the third year running and remain committed to nurturing talent for the culinary arts in Asia. We warmly welcome Roberto and Shaun, two individuals of diverse backgrounds with a common passion for the culinary arts. We look forward to honing their skills and transforming them into confident young global chefs, poised to become Asia's rising chefs of tomorrow."

The scholarship recipients were chosen from numerous applicants across Asia and had successfully passed the selection process with At-Sunrice's admissions board. Both Roberto Antonio III Abello and Shaun Lee have been given the opportunity to attend At-Sunrice's robust and comprehensive WSQ Diploma in Culinary Arts programme which will refine their raw talent and provide them with the skills and foundation needed for a head start in the culinary industry.

The professional 17-month programme will equip the pair with the essential culinary skills and techniques of both Eastern and Western cuisine under the tutelage of At-Sunrice's international chefs, which includes 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 programme, the recipients will acquire kitchen experience over 12 months of apprenticeships at some of Singapore's finest Asian and Western restaurants. Recipients will be given opportunities to work at prestigious dining establishments through facilitated interviews at TalentMatch©, the Academy's annual culinary career fair held after graduation.

The Miele Guide Culinary Scholarship Programme 2009/2010 scholarship recipients – Hong Kong native Alex Chim Tsz Ho and Singaporean William Tew Wei Lien – will graduate from At-Sunrice in June 2011.



The Miele Guide 2010/2011 Scholars: Roberto Antonio III Abello and Shaun Lee

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 2010/2011 edition of The Miele Guide features 450 restaurants across 17 Asian countries (1 more than were in the first edition): 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 2010/2011 also lists the Top 5 restaurants for each country in the guide (with the exception of those countries for which there were very few 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 2010/2011 edition is available at US\$15 at www.mieleguide.com and will be on the shelves of all major bookstores across Asia from end October 2010.

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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 2009, Miele received the highly coveted Best Brand award for the third year in a row from the GfK Group – Germany’s leading market research company – in recognition of its extraordinary brand strength. And, for the eighth 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. In the same year, ten Miele appliances won the Red Dot Design Award and eleven won the iF Product Design Award.

This year marks Miele’s 111th anniversary, which is a significant milestone that is testament to the success of the brand. It will forever be Miele’s goal to produce only the very best products in terms of quality, innovation and user experience. Miele will ceaselessly build upon its heritage to create further innovations. 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.

About At-Sunrice GlobalChef Academy

At-Sunrice is an EduTrust certified and National CET Institution (NCI) accredited academy in Singapore. Our vision is to advance culinary arts 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.

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

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About Ate Consulting

Ate was founded by Lynn Yeow, a career public relations specialist; Tan Su-Lyn, one of Asia's most highly regarded lifestyle journalists; Sharon Chong, an events and marketing expert; and Aun Koh, an ex-magazine publisher and luxury specialist.

Run by industry professionals with more than 35 years of experience, Ate, which consists of Ate Consulting and Ate Media, is Singapore's premier integrated media, communications and events group offering premium consultancy services across all areas of lifestyle, ranging from hospitality and travel, to food and beverage, and luxury. The company spearheaded the launch of Asia's first truly independent and authoritative restaurant guide, The Miele Guide in 2008 in celebration of Asia's best chefs and restaurants.

Ate also created Singapore's premium dining card, The White Card in partnership with MasterCard to provide the best privileges and most up-to-date news on the city's best restaurants. Ate's clients have included esteemed lifestyle and luxury brands such as the Singapore Tourism Board, Van Cleef & Arpels, Peninsula Hotels, Miele, Vertu, TWG Tea, and boutique hotels collection group, Mr & Mrs Smith amongst others. For more information, please visit www.ate.bz