

# MEDIA RELEASE



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## **Fonterra-At-Sunrice scholarship to help develop the future of Singapore's culinary talent**

*Full scholarship and training allowance to develop excellence in culinary arts*

Singaporean and Permanent Residents who are passionate about advancing their culinary careers can now apply for a new scholarship offered by Fonterra Foodservices in partnership with At-Sunrice GlobalChef Academy, and supported by the Singapore Workforce Development Agency (WDA).

The Fonterra-At-Sunrice scholarship offers two places for diploma programmes, valued at a total of SG\$61,200 annually to assist in developing Singapore's next generation of culinary talent. Scholarship awardees will receive 100 per cent course fee grant, as well as training allowance during their course of study.

Alastair Bruce, General Manager of Fonterra Foodservices for Asia and the Middle East, said Fonterra takes pride in providing education and training opportunities to build the next generation of culinary talent in Singapore.

"This sponsorship of At-Sunrice's programme demonstrates our ongoing commitment to equip young chefs with the skills they need to succeed in their careers and contribute to the creativity and flair of Singapore's foodservice industry.

"As Singapore cements its place as the melting pot of Western and Asian cuisine, local chefs will need to develop their skill set to work in this dynamic environment. We are confident that the skills learnt during the At-Sunrice programme will place the students in good stead to meet this culinary challenge."

Over the 17-month programme, students will join other aspiring chefs from 30 nationalities to learn the skills and knowledge of culinary craft and service in Eastern and Western cuisines from master chefs from a variety of ethnic backgrounds, as well as immerse themselves in the rich and diverse heritage and culture of food. The programme comprises a weekly two-day classroom learning and four-day apprenticeships structure, with an emphasis on hands-on learning.

"The Fonterra scholarship is the initiative of a shared commitment by At-Sunrice GlobalChef Academy and Fonterra to develop young aspiring chefs. Our aim is to propel passionate individuals into the F&B industry by equipping them with the relevant foundation, skills and knowledge imperative for them to excel," said Mr Christophe Megel, CEO of At-Sunrice GlobalChef Academy.

The scholarship is offered under the Singapore Workforce Skills Qualifications (WSQ) framework, the national continuing education and training system to enhance employability and career progression.

The last day for submitting applications is 17 June 2011. Selection results will be revealed in mid July.

Please visit the At-Sunrice website for more details:  
<http://www.at-sunrice.com/online/ApplicationHome.aspx>

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**For further information contact:**

Genevieve Mills  
Fonterra Communications  
DID: +65 6833 4112  
Mobile: +65 9236 4622  
Email: [genevieve.mills@fonterra.com](mailto:genevieve.mills@fonterra.com)

Tanya Somera  
At-Sunrice GlobalChef Academy  
DID: +65 6416 6625  
Email: [tanya\\_somera@at-sunrice.com](mailto:tanya_somera@at-sunrice.com)

**About Fonterra**

*Fonterra is a global leader in dairy nutrition – the preferred supplier of dairy ingredients to many of the world's leading food companies. Fonterra is also a market leader with our own consumer dairy brands in Australia/New Zealand, Asia/Africa, Middle East and Latin America.*

*The farmer-owned New Zealand co-operative is the largest processor of milk in the world, producing more than two million tonnes of dairy ingredients, value added dairy ingredients, specialty ingredients and consumer products every year.*

**About Fonterra Foodservices Asia/Middle East**

*Fonterra Foodservices is the leading supplier of dairy products and services tailored to the needs of foodservice operators across Asia and the Middle East. It has offices in Indonesia, Singapore, Malaysia, Thailand, Vietnam, Philippines, Taiwan, Hong Kong, Dubai, Saudi Arabia, Sri Lanka and Mauritius, and is also represented through local partners in Bahrain, Kuwait, Qatar and Oman.*

*Its extensive product range encompasses specialised creams for whipping and cooking, natural and processed cheeses, cream cheese, milk, and a range of butters for bakery and hot kitchen applications – all supported by an uncompromised commitment to quality and service.*

**About At-Sunrice GlobalChef Academy**

*At-Sunrice is the first culinary academy in Singapore to be awarded the National CET Institute (NCI) accreditation. 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.*

