



FOR IMMEDIATE RELEASE

Media Contacts:

April Roberts or Amanda Liok

april@iwprgroup.com or amanda_liok@at-sunrice.edu.sg

At-Sunrice GlobalChef Academy to Offer Cross Disciplinary Specialist Diploma in Food Entrepreneurship

Innovative new curriculum fosters talent from around the globe to develop pioneering food-focused business concepts

SINGAPORE – November 16, 2018 – At-Sunrice GlobalChef Academy, the premier private education institute for culinary arts and food & beverage in Singapore, announced today the launch of their new Specialist Diploma in Food Entrepreneurship (SDFE) – a unique interdisciplinary programme that will provide the keys to success for aspiring entrepreneurs.

"At-Sunrice GlobalChef Academy has been training students from more than 32 countries for almost two decades, and increasingly we see our students expressing the desire to become entrepreneurs and launch their own creative businesses and endeavors," said Dr. Kwan Lui, founder and director of At-Sunrice GlobalChef Academy. "We've worked for more than two years to develop the SDFE curriculum by focusing on the intersection of food and six other disciplines: wellbeing, sustainability, tourism, do good, education and journalism. Our programme is designed to help students identify, incubate and accelerate their entrepreneurial dreams and gain the skills they need to bring them to fruition."

The Specialist Diploma in Food Entrepreneurship is a six-month programme of mentorship, education, and project-based learning. Students will learn the fundamentals of entrepreneurship, ranging from developing a business plan, validating and market testing, financial projections and cashflow management, to marketing and investor negotiations. Students will have access to a state of the art culinary campus, resident chefs, industry professionals, internship opportunities and mentors from top universities to transform their business ideas into a proof of concept. Following the Specialist Diploma in Food Entrepreneurship, selected students will advance to the Open Sesame Accelerator programme in Singapore or overseas, where concepts will be further developed. The concepts with the best commercialization potential will be pitched to an Open Sesame Investors Platform, where successful pitches may potentially earn investment funds.

Interested applicants should be at least 19 years old with a minimum of one year experience in any F&B establishment or with any of the six key disciplines.

CULINARY · PASTRY · LIQUIDS · F&B MANAGEMENT · CULINARY WELLBEING / FRIENDS / CERTIFICATE · DEGREE PATHWAY

SINGAPORE · USA · UK · HONG KONG · AUSTRALIA

At-Sunrice GlobalChef Academy 28 Tai Seng Street, Level 5, Singapore 534106
Tel: (65) 6416 6688 Fax: (65) 6416 6609 www.at-sunrice.edu.sg

Individuals without culinary experience are encouraged to apply. Additional admissions criteria and detailed programme information can be found on our website <https://opensesame.org>, or interested individuals can contact academy@at-sunrice.edu.sg.

About At-Sunrice GlobalChef Academy

At-Sunrice GlobalChef Academy has been cultivating global chefs and F&B professionals in an experiential environment of culinary authenticity, best-fit apprenticeship and innovation since 2001. With an internationally experienced faculty and staff, state of the art facilities and strong industry partnerships, the Academy delivers skills and knowledge in East and West, Old and New World Cuisines, Herbs and Spices, Innovation and Technology as well as enables the diploma students to spend their last six months in a paid Overseas Industrial Attachment. At-Sunrice GlobalChef Academy is under the EduTrust 4-year certification from the Committee for Private Education (CPE). For more information about At-Sunrice visit www.at-sunrice.edu.sg.

###