



For Immediate Release
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Masterclasses Available at World Street Food Jamboree

Jamboree visitors can deepen cooking knowledge from 10 renowned chefs

The organiser of the World Street Food Congress, Makansutra, today unveils an exciting line-up of 10 chefs and street food masters who will run a series of masterclasses at the World Street Food Jamboree. Visitors at the Jamboree will have the opportunity to experience a variety of cooking styles and deepen their knowledge through the masterclasses. These 45-minute sessions will be available to the public from 1 June 2013 to 9 June 2013 at these two time slots: 2.00pm and 3.45pm.

Please find below the biographies of the 10 chefs:

Chef Pavita Saechao of Cuisine Concept Co. Ltd (Thailand)

Chef Pavita Saechao has been cooking around the globe. She served as the sous chef at Kittchai restaurant in New York for five years, and has worked in Spain, Austria and Switzerland. After her stint at Kittchai, she moved back to Thailand where she was appointed as Chef de Cuisine for Sra bua (sister restaurant of renowned Michelin-starred Thai restaurant in Denmark, Kiin Kiin). You might have seen her on television in one of her appearances in Iron Chef Thailand and Iron Chef America as the challenger's sous-chef. Now, Chef Saechao is the Corporate Assistant Chef at Chef Ian Kittichai's International food and beverage consulting firm, Cuisine Concept Co. Ltd.

Chef Bryant Ng of The Spice Table (USA)

Chef Bryant Ng has worked alongside some of the nation's most influential chefs, including Roland Passot of La Folie (San Francisco), Daniel Boulud of Restaurant Daniel (NYC), Nancy Silverton and Mario Batali of Pizzeria Mozza (Los Angeles), where he served as Chef de Cuisine. In 2011, he went back to his culinary roots and opened The Spice Table at Los Angeles, which celebrates his Singaporean heritage and that of his Vietnamese wife, Kim. Chef Ng is also recently named one of Food & Wine Magazine's "Top 10 Best New Chefs" in United States.

Chef Anthony Ricco of Spice Market New York (USA)

Chef Anthony Ricco realised his passion for cooking since he was young. After graduating from culinary institution in 2001, he worked in a restaurant in Long Island before going to Jean Georges. There, he worked his way up through every station possible in the kitchen, and eventually was

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promoted to sous-chef, Executive Sous-chef, and has now earned the Executive Chef title at Jean-Georges Vongerichten's Spice Market, New York. He is also responsible for overseeing operations, training sous-chefs and implementing menu adjustments at Culinary Concepts' newest properties worldwide.

Chef Peter Lloyd of Spice Market London (UK)

Chef Peter Lloyd was first promoted to head chef of RSJ Restaurant in 1995 at the age of 23 where he worked with Charlie Trotter in Chicago, as well as Marco Pierre White, Gordon Ramsay and Pierre Koffman. Chef Lloyd had also held the position of Executive Chef at BANK Restaurant and Bar, City Inn and The Sanderson Hotel's Malaysian restaurant, Suka, before joining Spice Market in 2011. He specialises in Southeast Asian, French and British cuisine. Chef Lloyd has appeared on Masterchef on numerous occasions and also recently conducted a demonstration a few months ago on BBC Saturday Kitchen Live.

Chef Vo Quoc of Mon Ngon Vietnam (Vietnam)

Chef Vo Quoc is one of the most prominent chefs in Vietnam and has been acknowledged by the Asians Chefs Association as a culinary expert. He is also the founder and editor-in-chief of three Vietnamese gastronomy magazines: Mon Ngon Vietnam, Gia Dinh Vao Bep and Vietnamese Delicious. Quoc was christened as the Cuisine Ambassador of Vietnam and has been promoting Vietnamese food to the rest of the world by participating in food festivals overseas. He specialises in European and Asian food, teaches Vietnamese cooking classes and has been responsible for the menu for official government dinners.

Arie Parikesit of Kelanarasa Culinary Solutions (Indonesia)

Arie Parikesit is the founder and CEO of Kelanarasa Culinary Solutions in Jakarta, Indonesia, a one-stop culinary solutions company. Its services include organising culinary events (such as food festivals, corporate events, cooking classes), leading gastronomy travels within Indonesia as well as abroad, and F&B consultancy. Arie was a humanitarian activist in the late 90s where he spent time on USAID's project in East Timor, Tsunami response in Aceh and United Nations Development Program. After spending 12 years in the humanitarian field, which gave him opportunities to travel nationwide, Arie answered his calling to gastronomy, specifically promoting Indonesian culinary heritage.

Chef Hooi Kok Wai of Dragon Phoenix (Singapore)

Chef Hooi was one of the four 'Heavenly Kings' of Singapore's restaurant scene in the 60s. The 'Heavenly Kings' were famous for creating the Yu Sheng (raw fish salad), which has become a tradition during Chinese New Year. In 1963, Hooi established Dragon Phoenix and created Chilli Crab, which later became Singapore's signature dish. His other popular creations include Yam Ring,



Hong Kong Spring Chicken and giant Bao (weighs 600g), regarded as the king of all giant Baos in Singapore today and can be found at his dim sum outlet – Red Star.

Chef Gypsy Gifford of The Culinary Institute of America (Singapore)

After graduating from The Culinary Institute of America (CIA) in 1999, Chef Gifford spent several years in New York City working in the restaurants of Daniel Boulud, Terence Brennan and Rocco DiSpirito. Chef Gifford also served as the Executive Chef of Rain Restaurant where she earned the Emerging Tastemaker Award from Food Arts Magazine. Prior to joining the CIA as lead chef instructor at The Top Table Restaurant, Chef Gifford also worked as the Corporate Chef for Disney Studios and ran Café Pinot in California. Chef Gifford's cooking is much in tune with her personality: free spirited, driven by curiosity, and influenced from all corners of the globe.

Chef Damian D'Silva of Immigrants Gastrobar (Singapore)

Chef Damian D'Silva is known as the rebel chef of Singapore. He started his culinary education as a boy watching his grandparents cook, and later went to culinary school in Europe where he also worked as a chef. In Singapore, he has been active in the dining scene since 1999, well known for his eatery at Holland Village then - the Big D's Grill. In 2003, he opened The Soul Kitchen and in 2012, his latest venture, the Immigrants Gastrobar. D'Silva specialises in European and Peranakan cuisine. He also focuses on Singapore cuisine, which ranges from Malay to Cantonese.

The Teh Tarik Master – Rafee (Singapore)

Rafee is a teh tarik icon in the area of Amoy St where his business is located, popular both among white and blue collar workers. The tea is pulled from a higher level (rather dramatic but entertaining) to give it a smoother and creamier mouth feel. This master has also participated in several Singapore Day events, which were held overseas, such as New York, to demonstrate his tea pulling skill. Watch him prepare some of the heartland's favourites: kopi tarik, teh cino and milo dinosaur – just to name a few.



About the World Street Food Congress

The World Street Food Congress (WSFC) is the brainchild of KF Seetoh, founder of Makansutra, the organiser of the event. A first of its kind in the world, it has a 10-day feasting component - the World Street Food Jamboree, a 2-day World Street Food Dialogues component and a World Street Food Awards element. The event is powered by the World Street Food Council, a think tank comprising prominent names made up of influential thinkers, advocates and movers of the F&B ecosystem in the world. They will function as thought leaders and vanguards of the industry at the World Street Food Congress. Some of the names in the Council include James Oseland, author, avid street food advocate and acclaimed author of *Cradle of Flavor* (one of 2007's best books by Time Asia and the New York Times); Johnny Chan, top China TV food host and winemaker; Arbind Singh from the National Association of Street Vendors of India; and KF Seetoh, Makansutra's founder and CEO.

More information can be found at: www.wsfcongress.com

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