



MINISTRY OF TOURISM, MALAYSIA

**PRESS ANNOUNCEMENT
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TELEVISION SPICES AND FOODIE ADVENTURES IN A BOOK

Ambassadors from ASEAN nations kick-off the Fabulous Food 1Malaysia ASEAN Heritage Food Trail with Chef Wan

KUALA LUMPUR, 10 Nov: The month-long celebration of ASEAN cuisine kicks off with the gala launch of the *ASEAN Heritage Food Trail with Chef Wan* at Shangri-La Hotel in Kuala Lumpur today.

The *Asian Heritage Food Trail with Chef Wan* is the second instalment of the Fabulous Food 1Malaysia programme. The first was the *Malaysian International Gourmet Festival* held last month while the third phase is the *Street Food and Restaurant Food Festival* scheduled for December, 2010.

The *ASEAN Heritage Food Trail with Chef Wan* will be a dedicated 13-episode television series which begins filming on Nov 11, 2010 and will go on air on Astro Prima (Channel 105) throughout the last two weeks of the month.

“Be prepared for a travel, heritage, and culinary adventure as I introduce my friends from various ASEAN nations who will showcase a fusion of cuisines from their respective countries. We will be visiting plush hotels, relaxing at our back-to-nature home-stays while preparing some of the most delicious dishes around,” said Chef Wan or more formally known as Datuk Redzuawan Ismail.

Besides the 13-episode TV show, the event also launched the *ASEAN Heritage Food Trail with Chef Wan Munch Guide*. The guide is a must have for visitors to this part of the world in search of the best restaurants as well as must-try local delights. The Munch Guide will be available in selected Tourism Malaysia offices around the world.

“The Munch Guide comes in handy for tourists wanting ASEAN food in Malaysia. We have become home to many ASEAN delights as we Malaysians are avid food lovers. It is indeed an honour to be representing South East Asia,” added Chef Wan.

Minister of Tourism, YB Dato’ Sri Dr Ng Yen Yen was present to launch the event while other guests included the ambassadors from ASEAN nations and celebrity chefs.

“Today’s launch fits the Ministry’s initiative for ASEAN cooperation, by using food tourism as the medium to bring nations closer together. It is our contribution towards the development and promotion of ASEAN as a single tourism destination with world-class attraction, standards and facilities” said YB Dato’ Sri Dr. Ng Yen Yen.

“Food tourism is indeed a part of the key components that will bolster the Ministry of Tourism Malaysia’s Transformation Plan 2020 (36:168) via smart collaboration with public-private partnership to boost tourism industry to achieve our target of 36 million tourist arrivals and RM168 billion tourism receipts by 2020” added YB Dato’ Sri.

Besides previewing the promotional reel premiere, guests were treated to a variety of signature dishes catered by an assortment of ASEAN restaurants.

About Chef Wan

For more than a decade, Datuk Redzuawan Ismail, more fondly referred to as Chef Wan, has been working hard to put Malaysia on the culinary map as he cooks, remakes, and creates local dishes for the world to enjoy.

Ask any Malaysian about Chef Wan and you will immediately get a nod of agreement that he is in no doubt the most popular cook in Malaysia. Chef Wan is not only famous for his recipes but more so for his unique presentation methods.

The graduate from the California Culinary Academy is responsible for both bringing Malaysian food to the world and revolutionising local cuisine to what is available on menus around the country today.

With his accomplishments in the industry, he was an obvious choice to lead the ASEAN Heritage Food Trail this year.

Chef Wan's involvement in the project immediately attracted a string of ASEAN restaurants, the best chefs from this part of the globe as well as the Malaysian Tourism Ministry. Such support clearly shows the confidence in his ability to make ASEAN food a must-have throughout the world.

About Fabulous Food 1Malaysia

The goal of Ministry of Tourism Malaysia’s “Fabulous Food 1Malaysia” campaign is to further enhance Malaysia’s reputation as a fabulous food paradise and premier dining destination among the international and local tourists. Held annually, it is a three-tiered programme under the “Fabulous Food 1Malaysia” banner: the first promotes Malaysia’s top fine dining restaurants and gourmet cuisine (as epitomised by MIGF) in October; ASEAN heritage food and food court delicatessens in November; and the country’s multi-culturally diversified hawker/‘street’ food and restaurant food in December.

Press Release is issued on behalf of the ASEAN Heritage Food Trail with Chef Wan
by INK PR & Publications.

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(Owned by Brainchild & Sputnik Communications Sdn Bhd)

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