



MALAYSIA INTERNATIONAL
GOURMET FESTIVAL
01-30 NOVEMBER 2008

MEDIA RELEASE

THE MALAYSIA INTERNATIONAL GOURMET FESTIVAL SOARS TO GREATER HEIGHTS

Kuala Lumpur, Tuesday 14 October 2008: The Malaysia International Gourmet Festival 2008, the 8th successive one in the series, literally soared into the skies this morning as five helicopters, courtesy of Festival Event Partner, Eurocopter Malaysia, converged on Merdeka Square to meet the Minister of Federal Territories, YB Dato' Sri Zulhasnan Rafique, at the festival's official Media Launch at the Royal Selangor Club.

Accompanying the festival's celebrated Master Chefs and flying in the lead helicopter was festival Organising Chairman, YBhg Dato' Steve Day. The loud and thunderous buzz of the helicopters coupled with a splendid landing sequence kept everyone's heart pumping and curious bystanders stopped in their tracks to watch the astonishing spectacle unfold. Upon landing on the 'padang', Dato' Steve and the festival Master Chefs gathered together in front of the lead helicopter in a fun filled ceremony to present Dato' Sri Zulhasnan with a copy of the Festival Magazine containing details of all Festival restaurants, chefs, menus, offers and happenings, 70,000 copies of which will be distributed both locally and internationally.

The Malaysia International Gourmet Festival will be held over 30 days from 1st – 30th November with 28 of the country's very best restaurants taking part. Each of them will be serving up special festival menus at extra special festival prices accompanied by a slew of festival offers throughout the month of November. Foodies everywhere can make a date with festival restaurants to enjoy these once-in-a-year signature menus at competitive prices and at the same time enjoy block booking offers, a la carte discounts and room night offers amongst other exciting promotions and offers. All details can be found on the Festival website, www.migf.com which received over one million hits during last year's festival. Overseas visitors can also enjoy special MIGF Gourmet Tour accommodation and dining packages offered by the Official Tour Operator, World Express.

Festival Partners this year include Mercedes-Benz as the Official Car, Canon as the Official Imaging Partner, Carlsberg as the Official Beer and Epicentre – Apple Premium Reseller, for Technical Support along with Festival Event Partner,

Eurocopter Malaysia. Festival Media Partners, Astro, LiteFM, Asian Food Channel, Seni Jaya, Vision Four, Vision KL and MFX have also been spreading the Festival word locally and internationally with television and radio commercials, billboards, special magazine supplements and feature articles.

Providing spectacular locations for the Festival are Venue Sponsors, Putrajaya Marriott for the Gala Launch, and Palace of the Golden Horses for the Grand Finale Dinner. A special mid-festival event – “Style Rocks!” will also take place at Sunway Lagoon’s Ministry of Sound at Euphoria.

Importance to the economy

In a speech delivered to members of the Festival Advisory Committee, Festival sponsors and Media partners as well as representatives of the Festival restaurants, the Federal Territories Minister, YB Dato’ Sri Zulhasnan Rafique underlined the importance of the food and beverage industry to Malaysia:

“The food and beverage industry is paramount to our country’s economy. The sector is worth billions in terms of expenditure and investments. At the same time, this critical employment sector also employs hundreds of thousands of people. Much more than that, I am of the view that the food business offers us a form of salvation from the dark days that are fast engulfing the globe – as well as enabling the economy to prosper through revenue generating initiatives like the Malaysia International Gourmet Festival.”

Dato’ Sri Zulhasnan noted that Malaysia had long been famous for its exquisite hawker food with influences drawn from the country’s many multi-cultural origins. However, the dining scene has had to keep pace with modern changes in the international economy:

“Kuala Lumpur has had to reposition itself from merely being a backpacker’s destination to a high yield tourist destination suitable for Meetings, Conventions, Incentives and Exhibitions,” said Dato’ Sri Zulhasnan. “The fact that these days we are seeing such a diverse and cosmopolitan selection of restaurants in Kuala Lumpur with standards that are now truly world class speaks volumes for the influence the Malaysia International Gourmet Festival has had.”

And the effects of the Malaysia International Gourmet festival go way beyond the food and beverage industry. A point that was also made by Dato’ Sri Zulhasnan:

“A healthy dining scene not only adds to the quality of life but serves to emphasise the position Kuala Lumpur has as a unique, diversified, safe and sophisticated place in which to live, visit as a tourist and conduct business in. It also adds to the decision making mix when overseas companies are considering a location for an international headquarters or assessing a safe haven for foreign investment.”

Referring to the importance of Malaysia’s unique food heritage, Organising Chairman Dato’ Steve Day had this to say:

“In the highly competitive tourism business, every country on the planet is trying to identify unique selling points that will make them stand out from the crowd and help them attract the world’s top high yield tourists. Here in Malaysia we are

blessed with more than our fair share of desirable tourism products and attractions, but in my humble opinion there is only one that really does stand out from the rest – the sheer quality and diversity of our food!”

As to the value and effect of the festival, Dato’ Steve continued as follows:

“Today, the Malaysia International Gourmet Festival can lay claim to being one of the country’s best known international brands. It has helped make fine dining accessible not only to local Malaysians, but to the world at large which of course is terrific for attracting those high yield tourists.”

The Malaysia International Gourmet Festival is on Tourism Malaysia’s Official Calendar of Events and was awarded one of the tourism industry’s highest international accolades last year when it won the Pacific Air Travel Association (PATA) Gold Award for Marketing last year – the first such award given to a gourmet festival. However the organizers are not resting on their laurels

“We cannot be complacent – and we know it,” says Dato’ Steve. “In fact, I would go as far as to say that all hands are now needed on deck as we strive to maintain our current lead and compete with neighbouring countries who now realise the full value of international food tourism – with some even trying to take ‘ownership’ of our local cuisines! This is why the festival is so important. It continually raises the bar and each year our participating restaurants excel themselves in creating Festival Menus that stretch imaginations to the full and combine international flair with the best of local ingredients and cooking techniques. This year is no different.”

So this November, leave your diets at home and take your friends, family and business associates out to as many festival restaurants as you can. Check out www.migf.com and plan your festival dining schedule. Remember, no one can copy the full Malaysian experience. For it’s not only our unique cuisine and friendly service that set us apart - it’s our relaxed approach to life. Dining is fun! Jemput Makan!

For enquiries, and a copy of the Festival Preview Magazine, please contact:

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www.migf.com

MIGF 2008 – Hot Picks

The Malaysia International Gourmet Festival is not just about Special Festival Menus at Special Festival Prices it's also about Special Festival Offers.

The More the Merrier

Gather friends and family and dine during the Festival – there are some great offers to be had! A booking for 20 persons at **Avanti** and **West Lake Garden**, for example, will entitle the entire group to receive complimentary admission to Malaysia's hottest dance club, Euphoria by Ministry of Sound @ Sunway Lagoon Resort. To add some spirit to the proceedings, your party will also receive a complimentary bottle of vodka or gin! At **The 39 Restaurant** every table of 10 persons for the Festival menu will receive a 25% discount on the total bill; while a booking of 10 or more Festival Menu seats at **Si Chuan Dou Hua** allows you to enjoy a 30% discount on your bill. The host booking 10 persons at **Zing** will be given a Zing Privilege Card entitling them to a 20% discount on food until 31 Dec 2008. In terms of wine offers, a booking of six persons or more at **Chalet** entitles the table to one bottle of Sparkling Champagne; while a booking of ten or more for the Festival Menu at **Nerovivo** will entitle the table to one bottle of selected wine or pink prosecco. A party of 15 Festival diners at **Tamarind Springs** or **Il Tempio** can experience the ultimate "Dine By Design - Jungle Luxe Experience" – a gourmet safari over 3 restaurants - in a tropical rainforest setting accompanied by music and dance performances and including an exclusive goodie bag for each dinner guest. The experience costs either RM6,600 or RM8,000 depending on where you have your main course.

Festival Specials

If you want to go to Genting and not worry about driving, Festival Diners at **Imperial Rama** will enjoy a free limousine service to and from the restaurant (minimum of 4 persons). Subject to availability of rooms, there's also a 50% discount on rack rates for Maxims Genting Hotel and 30% for Resort Hotel for Festival Diners at **Imperial Rama** and **The Olive** who wish to extend their Festival experience overnight. If you want to get pampered, a complimentary RM100 spa voucher from St. Gregory Spa awaits every Festival Diner at **Si Chuan Dou Hua** at Park Royal, Kuala Lumpur. Festival Diners at **Tuscany** and **Summer Palace** at Putrajaya Marriot will enjoy a 20% discount off published rates for Spa and Massage Services at the Dewi Sri Spa by Martha Tilaar. Throughout the Festival, Hilton Premium Dining Card Members will enjoy a 15% discount on the Festival Menu while dining at **Chynna**, **Senses** and **Iketeru** at Hilton KL.

Cigar & Beverage Promotions

Festival Menu diners will enjoy 15% discount off all Sake purchases (bottle/carafe or flask) at **Iketeru**; while a 15% discount on selected wines awaits Festival diners at **Nerovivo**. At **Villa Danielli**, Hotel Imperial, Festival diners will receive a complimentary bottle of Trivento Cabernet Sauvignon or Chardonnay for every table of 4 guests as well as 1 complimentary Montecristo No 3 for every glass of XO Cognac purchased.

Lucky Draws

All Festival diners at the KL Hilton are automatically entered into a draw to win a home cooked meal for 10 by Chef Lam Hock Hin (**Chynna**), Chef Michael Elfwing (**Senses**) or Chef Ricky Kamishii (**Iketeru**). Diners at **Tamarind Springs** and **Il Tempio** stand a chance to win a fabulous 2 night stay at the Hillside Plunge Pool Sarang Villa at the Japa Mala Resort on Tioman Island.

Hey Big Spender!

The top spenders at **Avanti** and **West Lake Garden** at the Sunway Resort Hotel will each receive a complimentary dinner for 2 along with a special hand picked bottle of wine. To win an invite to an exclusive wine dinner at the **Chalet**, Hotel Equatorial, make sure that you are the highest spender there during the Festival month! Be the highest spender at **RED**, PJ Hilton during the Festival to receive a complimentary Sunday Dim Sum Brunch voucher for 2 persons. A complimentary Mandara Spa vouchers await the highest spender during the Festival period at **Dynasty** and [MED.@Marché](#) at the Renaissance Hotel.

Return again

Retain your Festival Menu receipts and enjoy some great deals! Diners enjoying the Festival Menu at **Chynna**, **Iketeru** and **Senses** will receive a 15% food only discount for their next visit. Festival Diners spending RM500 in a single receipt at [MED.@Marché](#) and **Dynasty** at Renaissance KL will be entitled to a RM50 voucher redeemable on their next visit (within 3 months from date of issuance) At the same time, Diners taking the Festival Menu at **The Olive** and **Imperial Rama** in Genting Highlands will enjoy a 10% discount on all à-la-Carte menu items from 1st December 2008 to 31st January 2009 (not applicable on the eve of and public holidays). On production of their Festival Menu receipt, Festival diners at **Kabab & Qaurma** will enjoy 10% off on the à-la carte Menu till the 31st December 2008. All Festival diners will receive a RM50 discount voucher for their next visit at **Tamarind Springs** or **Il Tempio**; while **Nerovivo** Festival Menu diners will enjoy a 10% discount on food and a 15% discount off selected wines on their next visit. Festival diners at **West Lake Garden** will enjoy one complimentary bottle of prosecco for every table of four persons at their Weekend Dim Sum Buffet Lunch until 31st May 2009.

For enquiries, and a copy of the Festival Preview Magazine, please contact:

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The Malaysia International Gourmet Festival

Brief history and background

Now into its 8th successive year, The Malaysia International Gourmet Festival made its debut in 2001 when the organizers, AsiaReach Events, brought together an intrepid group of 13 restaurants to form the inaugural KL International Gourmet Festival (KLIGF).

That first festival was started in response to industry cries to help breathe life into what was then a very small fine dining scene. Though Malaysians had always enjoyed dining out, their overriding preference was for traditional restaurants and hawker food. Only a few fine dining restaurants existed for the simple reason there was not a big enough base of local diners to draw upon.

The festival's aims from the outset therefore were to increase the size of the local fine dining population for the mutual benefit of the participating restaurants; to create a sustained interest in the local fine dining scene; and, ultimately, to make Malaysia an international food tourism destination of choice.

During the Festival, restaurants put aside their highly competitive differences, share contacts and join together in a collective marketing effort. Rather than bringing in chefs from overseas for a limited food promotion, the festival's firm focus is on the skills of the world-class chefs already resident in Malaysia and the all-year-round quality of our cuisine and restaurants.

The idea is also to make fine dining as accessible to as many people as possible and not just an exclusive few. Special Festival Menus sold at special prices and Festival Offers not only help attract a new generation of diners, they also persuade existing diners to try different venues and dine out more often. In addition Festival Awards provide valuable recognition and encourage more people to take up careers in the hospitality sector.

Supported in the beginning almost entirely by sponsorship and media partners from the private sector, the festival is now universally recognised as Malaysia's premier fine dining event. In 2006 KLIGF became MIGF to enable restaurants from all over the country to participate. Last year, the festival received international recognition by winning the PATA Gold Award for Marketing - an achievement that has helped make Malaysia one of the leading destinations in the world for food tourism.

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