

NEWS RELEASE

MINISTER OF TOURISM LAUNCHES MALAYSIA ASEAN HERITAGE TRAIL WITH CELEBRITY CHEF WAN

*Month Long Food Festival
Kicks of Ministry's 'Fabulous Food 1 Malaysia' Campaign*

KUALA LUMPUR, 29 OCTOBER 2009 - Yang Berhormat Datuk Seri Ng Yen Yen, Minister of Tourism Malaysia, today launched *The Malaysia ASEAN Heritage Trail With Chef Wan*, a month long ASEAN food festival road show that will showcase cuisines from across the region.

The Malaysia ASEAN Heritage Trail With Chef Wan, the brainchild of Chef Wan himself, and is co-organised by Tourism Malaysia, will be held at two locations, Lot 10 in Bukit Bintang and Avenue K Jalan Ampang from 29 October to 8 November and 12 November to 22 November respectively.

“Malaysia has always been well known for being rich in diverse culture and a haven for good food, attracting tourist and restaurateurs within ASEAN to establish their presence here. *The Malaysia ASEAN Heritage Trail With Chef Wan* will further promote our passion for food making us a one-stop tourist destination where one can experience the rich cuisine from the ASEAN region,” said Datuk Seri Ng Yen Yen at the launch.

To kick off *The Malaysia ASEAN Heritage Trail With Chef Wan*, Datuk Seri Ng Yen Yen and Chef Wan cooked up ‘nyonya prawn kerabu mee hoon’ for their guests.

Chef Wan went on to say, “I am proud that ASEAN countries have finally come into their own. They would have constantly looked to the West, with countries like Italy, France and Germany using food to promote culture. ASEAN countries have so much to offer - with our unique ingredients and cooking style that showcase our culture”.

The Malaysia ASEAN Heritage Trail With Chef Wan will showcase highlights of culture, heritage and food from all 10 ASEAN countries - Brunei, Cambodia, Indonesia, Laos, Myanmar, Philippines, Thailand, Singapore, Vietnam and Malaysia.

Besides offering an opportunity to savour the food from around the region, visitors at *The Malaysia ASEAN Heritage Trail With Chef Wan* food festival will also be able to see renowned chefs from the ASEAN region showcasing their local cuisines. The visiting chefs, include Chef Nattapong and Chef Chumpol from Thailand, Chef Heng from Cambodia and Chef Jason and Chef Tatang from Indonesia.

Some of our local reputable chefs such as Celine Marbeck, Chef Zaidah, and Chef Florence Tan will also be cooking up their signature dishes. They include Cristang cuisine - Malaccan food with Portuguese-Dutch influence, Johor cuisine and Nyonya cuisine respectively.

The Malaysia ASEAN Heritage Trail With Chef Wan is a festival for the senses, an opportunity for locals and tourists to learn more about the country’s culture via their cuisine.

Also present at the event are ambassadors from various ASEAN embassies and representative from various ministries.

Signature Kitchen sponsored the kitchen setup at the The Malaysia ASEAN Heritage Trail With Chef Wan. Other sponsors include Lot 10 as venue sponsors, Berjaya University College of Hospitality as culinary school partner, Royal Chulan as hotel sponsors, and Sutra Travel as travel sponsors.

Released on behalf Tourism Malaysia and Chef Wan Sdn Bhd. For more information on this release, please contact:

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