

**FOR IMMEDIATE RELEASE**

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**New Culinary Series, Chef's Table, Immerses Diners in an Interactive Dining Experience**

Guests signed up for a personalized dining experience with two of Singapore's top chefs.



*Talented chefs Kelvin Lee (Le Figue) and Paul Ng (Private Affairs) pair up for a unique evening*

**SINGAPORE, 25<sup>th</sup> November, 2010** – 24 participants were seated on the fourth level of the Bosch and Gaggenau showroom for Singapore's latest epicurean event, Chef's Table. Greeted by mouthwatering aromas and an air of friendly rivalry, guests found the

two featured chefs hustling behind countertops, preparing for HEAT branding's latest dining concept.

The first of a three-part series, Chef's Table showcases the innovative creations of two chefs in an intimate and interactive setting. The twist? The final menus are only revealed after guests have been seated on event evening.

On November 25th, diners experienced an unforgettable six-course culinary journey courtesy of Chef Paul Ng of Private Affairs, and Chef Kelvin Lee of Le Figue. The basis of the evening's menu revolved around three themes: Something Hot & Something Cold, Chef's Inspiration and My Chocolate Craving. While both chefs are trained in modern European cuisine, their individual dishes were as distinctive as their personalities.

"While Paul and Kelvin both presented beautiful and delicious courses; you could see each chef's unique style and taste shine through in each dish," said Victoria Chen, Media Sales & Partnership Manager, Zuji. "The menu was obviously carefully engineered, as the ordering was quite brilliant—balancing the ingredients and flavors in perfect harmony."

The ever-cheerful Lee started with a colourful assortment of tastes and textures with escarbeche of cherry tomato, red pepper caviar and muscarvado sugar jelly. Ng's Alaskan king crab was a succulent combination of avocado mousse, crab cream and squid ink tuile. The dishes were introduced in turn by their respective creators, who chatted informally with guests and answered questions.

Lee's main, a tender poulet de bresse with caramelized garlic puree and vegetables a la greque emphasized his experience in flavorful, French cooking. In contrast, Ng's monkfish lay atop a bed of fermented garlic romesco, French wild mushrooms, Riesling cream and sea lettuce foam – a subtle yet tantalizingly aromatic creation.

The much anticipated Chocolate Craving arrived in the form of Lee's rich mango puree, hazelnut tuile and charcoal ice-cream, while Ng's hazelnut cannelloni struck the perfect balance between sweet and sour with chocolate crumbs, hazelnut cream strawberry consommé and raspberry sorbet.

Maria Singh, writer, epicure magazine, praised the chefs' efforts. "We really enjoyed the food and the two chefs had a good energy that really bounced off each other," she said.

In between dishes, diners were invited to move around the showroom, mingle and watch as the chefs cooked up their creations. Zenobia Allie, Director of Zenz Consulting Pte Ltd, was pleased with the ultimate gastronomic experience. "I thoroughly enjoyed the interactivity of the chefs cooking and the guest enquiring about the dishes and ingredients," she said. "I think the numbers allowed for a sense of intimacy amongst the diners."

Chen agreed. "What made the night special was being able to interact with the chefs as they prepared and plated the meal throughout the night. Being able to see firsthand the chefs' down-to-earth personalities and passion for the craft helped provide even more appreciation for the effort that went into every course."

As the guests polished off their final glasses of wine and the last of chocolate from their plates, it was clear that the evening had been a success. "It was a vibrant, one-of-a kind experience for all parties involved; chefs, guests, and media," said Honey Lee, Managing Director, HEAT branding. "We couldn't have asked for a better start to a truly dynamic series that will continue to become bigger and better."



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Chef's Table will continue into the first quarter of 2011, featuring chefs and more top secret menus from Table 66, Sui and more. For more information on Chef's Table and how to attend, please contact Ms Mary Tan at [mary@heatbranding.com](mailto:mary@heatbranding.com) or (65) 9119 7089.

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