

The Miele Guide launches month-long Asia-regional charity initiative The Miele Guide Restaurant Month to launch in August 2009

(Singapore – June 2, 2009) Eating in fancy restaurants is usually a rather self-indulgent activity. But in the month of August, you can eat well while also doing your part to help others. The Miele Guide Restaurant Month is both a celebration of the best restaurants in Asia and a very unique charity drive to combat hunger and poverty in the region. This month-long initiative will see over 50 participating restaurants, a majority of which are listed in The Miele Guide 2008/2009 edition, offering special set menus or promotions unique to the programme. Fifteen percent of revenue derived from these special menus or promotions will be donated to the United Nations World Food Programme (WFP). These proceeds have been earmarked for WFP's activities in Timor Leste, one of the poorest countries in South-East Asia.

"Our intention was to bring together like-minded partners who share the same passion for food and have a similar desire to contribute back to society," says Aun Koh, Director of Ate Media, the Singapore-based media firm which publishes The Miele Guide. "While many may be fortunate enough to be able to dine in Asia's best restaurants and eat beautifully prepared, delicious food on a regular basis, we should be aware that many more people are unable to afford or gain access to nutritious food. The Miele Guide Restaurant Month, which we hope will become an annual initiative, is our way of making a difference in alleviating hunger and poverty in Asia. We are honoured to be working with WFP and are grateful for the support of the participating restaurants and our official media partners."

WFP is the world's largest humanitarian organisation and the United Nations' frontline agency in the fight against global hunger. In Timor Leste, WFP provides meals in schools, supports Mother and Child Health programmes that fight malnutrition, and helps local communities build up their infrastructure and assets. Altogether WFP assists over half a million of the most vulnerable people in Timor Leste.

"WFP relies entirely on voluntary contributions from corporations, governments, foundations and individuals. Our operations in Timor Leste are currently at risk of being cut back or stopped altogether due to a lack of funding, so we are very appreciative of the efforts of The Miele Guide and the participating restaurants," says Cynthia Jones, WFP's Head of Private Partnerships Asia.

"The Miele Guide Restaurant Month is an initiative that is very much in line with our corporate philosophy. Collectively as a company, we believe that we have a responsibility to our customers, to our staff, to society, to the environment, as well as to subsequent generations. We hope that through The Miele Guide Restaurant Month, more people will be made aware of the realities of hunger and poverty in our part of the world," says Mario Miranda, Managing Director of Miele Pte Ltd.

"Our goal is to raise US\$200,000 with the support of 57 participating restaurants and our official media partners in the region," says Mr. Koh. "We hope that the funds raised from this initiative will significantly aid and improve the living conditions of the people in Timor Leste. According to WFP, it takes only US\$50 to feed one child a year. The target amount of US\$200,000 raised will therefore be able to feed 4,000 children a year. We urge diners to look out for the special set menus or promotions when dining at participating restaurants and support this charitable cause."

The Miele Guide Restaurant Month is supported by LSD, a leading design firm based in Singapore. The official media partners supporting this initiative are International Herald Tribune (Regional), Weekend Weekly (Hong Kong), The Jakarta Post (Indonesia), The Japan Times (Japan), Philippines Daily Inquirer (Philippines), and Lush 99.5FM (Singapore).

About The Miele Guide



The Miele Guide was created in 2008 in order to better recognise and celebrate Asia's best chefs and restaurants. This annual publication evaluates restaurants across the region and releases an annual ranking of Asia's Top 20 restaurants in addition to profiling the best restaurants across Asia. The inaugural 2008/2009 edition profiled 320 restaurants in Asia as based upon the opinions of the region's most respected restaurant critics and food writers, popular public vote, the votes of The Miele Guide's invited jury, as well as anonymous tastings conducted by The Miele Guide's contributing editors and editorial team. Through this rigorous system, The Miele Guide showcases establishments that deliver excellence and exceptional dining by Asian standards.

As an independent guide, The Miele Guide does not accept any advertising, sponsorship or free meals from the restaurants reviewed. The Miele Guide is published by Ate Media and sponsored by Miele, a German manufacturer of premium and innovative cooking appliances for the home. While a naming sponsor of this guide, Miele does not exert any influence over the selection and judging process that determines which restaurants appear in The Miele Guide.

The 2008/2009 edition is available at all major bookstores in Asia. It is also available at mieleguide.com.

About United Nations World Food Programme (WFP)



WFP brings food to the world's most vulnerable people and provides assistance to those affected by floods, drought, earthquakes or war. With a presence in 77 of the world's poorest and least developed countries, WFP responds to the needs of the hungry poor, helping families to rebuild their livelihoods and giving school children the boost they need to build a better future. In 2009, WFP aims to feed around 100 million people in 77 countries.

For more information on The Miele Guide Restaurant Month, please contact:

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List of 57 participating restaurants:

China:

el Willy
Lost Heaven
Vue Restaurant

Hong Kong:

Bo Innovation
Fook Lam Moon (Wan Chai)
*Fook Lam Moon (Kowloon)
Grissini
*Kaetsu Japanese Restaurant
NOBU
One Harbour Road
Pierre
*Thai & Grill Restaurant
The Krug Room
Tomokazu Japanese Restaurant
Yan Toh Heen
Yung Kee

Indonesia:

Bebek Bengil Restaurant (Bali)
*Bebek Bengil Restaurant (Jakarta)
Blowfish Kitchen and Bar
Ku De Ta
Lara Djonggrang
Mozaic
*Puro Ristorante e Bar
*Social House

Japan:

*Hanasanshou
Il Ghiottone Ristorante
Kikunoi
*Peking
Restaurant tateru yoshino shiodome

Malaysia:

Chalet
Kampachi
Third Floor restaurant

Philippines:

Antonio's Fine Dining
Bizu Bistro
Chateau 1771
Chef Laudico Bistro Filipino
Cirkulo Restaurant
Kanin Club
Le Soufflé at Fernandos
People's Palace Thai
Sentro 1771

Singapore:

Buono Pizza Bar & Italian Restaurant
Chef Chan's Restaurant
Club Chinois
Coriander Leaf
*Forlino
Iggy's
il Lido
Majestic Restaurant
Taste Paradise
The Song of India
True Blue Cuisine

Thailand:

Cy'an
Philippe Restaurant
Zanotti Il Ristorante Italiano

Vietnam:

Restaurant Bobby Chinn
Xu Restaurant Lounge

*Restaurants that are not featured in The Miele Guide 2008/2009 edition