

Press Release 2012

29 November, 2012

PAUL PAIRET RECEIVES ASIA'S 50 BEST RESTAURANTS' INAUGURAL LIFETIME ACHIEVEMENT AWARD

Asia's 50 Best Restaurants, sponsored by S. Pellegrino & Acqua Panna and organised by William Reed Business Media, today announced the winner of its first ever Lifetime Achievement Award – Paul Pairet. Chef Pairet's pioneering influence on the culinary industry in Asia and his unique approach to the delivery of sophisticated, avant-garde cuisine have led to him being granted this prestigious industry recognition.

Pairet will formally accept his award at the inaugural Asia's 50 Best Restaurants awards ceremony on 25 February 2013, at Marina Bay Sands, Singapore.

With a scientific study background, Pairet enrolled in hotel school aged 20 before training classically as a chef in various high-end Parisian restaurants. In 1992, he left France to begin his international chef career, working across the globe in Hong Kong, Sydney and Jakarta, before returning to Paris.

There, the innovative chef caught the attention of Alain Ducasse while at Café Mosaic. Ducasse brought Pairet to Cam at the Ritz-Carlton in Istanbul. Pairet transformed Cam into the first truly cutting-edge gastronomic restaurant the city had ever seen.

He first entered China's restaurant industry when he joined Jade on 36 in Shanghai, the flagship restaurant of the Shangri-La Hotel Pudong. He elevated it to international acclaim, making it the pinnacle of avant-garde dining in Asia from its opening in 2005.

Now 48 years old, he is the chef de cuisine and co-founder with VOL Group of two restaurants in Shanghai: Mr & Mrs Bund - Modern Eatery by Paul Pairet and Ultraviolet by Paul Pairet.

The contemporary French eatery Mr & Mrs Bund was launched in 2009 and provides an elevated but accessible take on classic bistro dishes, executed to Pairet's characteristic perfection. This fine dining establishment boasts international awards, including its ranking as No.95 on The World's Best Restaurants 2012, organised by Restaurant magazine. This was the first restaurant in Mainland China to feature on this prestigious list.

Ultraviolet, Pairet's second signature venture, champions the concept of uniting food with the latest technologies to create a fully immersive, multi-sensory gastronomic experience - an idea conceived and developed by Pairet over the last 15 years. Each course served at Ultraviolet is accompanied with visual, audio and olfactory components to represent Pairet's exact vision.



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William Drew of William Reed Business Media said: "Chef Pairet has been instrumental in establishing Asia as a fine dining hub, and has raised the bar for the standard of French cuisine in China. This Lifetime Achievement Award celebrates his accomplishments and recognises his talent, innovation and contribution to Asia's restaurant industry. Pairet's unique creative flair is inspiring to chefs making their way through the culinary ranks in this region."

Paul Pairet commented: "This award is voted for by leading industry experts, as part of Asia's 50 Best Restaurants, so it is an incredible honor for me to be chosen by my peers. Asia has provided me with so much opportunity to grow. It is truly an exciting time to be living and working in Asia and to be part of the region's diverse dining landscape."

Johnnie Walker Blue Label Lifetime Achievement Award

The award is sponsored by Johnnie Walker® Blue Label™ and is voted for by The World's 50 Best Restaurants Academy, which comprises of an influential group of over 900 international leaders in the restaurant industry, each selected for their expert opinion of the international restaurant scene. In receiving this accolade, Pairet will be the first winner in this category for Asia's 50 Best Restaurants.

Asia's 50 Best Restaurants sponsored by S. Pellegrino & Acqua Panna

Asia's 50 Best Restaurants provides a credible and trusted list that is dedicated to the restaurant industry in Asia and voted for by peers and luminaries in the culinary profession. The results of the awards and Asia's 50 Best Restaurants list will be published live on www.theworlds50best.asia following the awards ceremony. There will be a standalone Asia's 50 Best Restaurants guide available from 26 February.

ENDS

Notes to Editors:

This release is also available in the following languages:

English, Traditional Chinese, Simplified Chinese and Japanese. The official language of the press office is English.

Note to media: Asia's 50 Best Restaurants awards presentation will be translated live, through simultaneous interpretation headsets, into Japanese and Mandarin during the event.

About William Reed Business Media:

William Reed has been organising The World's 50 Best Restaurants list since 2002 and the Awards since 2003. The company now launches Asia's 50 Best Restaurants, and is solely responsible for organising the awards, collating the votes, and producing the list.

About our main sponsor:

S.Pellegrino and Acqua Panna are the main sponsors of the awards. S.Pellegrino and Acqua Panna are the leading natural mineral waters in the fine dining world. Together they interpret Italian style worldwide as a synthesis of excellence, pleasure and well-being.



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About Johnnie Walker® Blue Label™:

Blended Scotch Whisky Johnnie Walker® Blue Label™ blends the best of the rare and vibrant to deliver a game-changing whisky experience that is delivered through the perfect union of rare casks, rare craft and rare character. With a blending heritage of over 190 years, this luxury Scotch is crafted to recognise game-changing achievements.

World's 50 Best Restaurants manifesto:

Organised by Restaurant magazine, part of William Reed Media, The World's 50 Best Restaurants list is an annual snapshot of the opinions and experiences of over 900 international restaurant industry experts. What constitutes "best" is left to the judgment of these trusted and well-travelled gourmets.

There is no pre-determined check-list of criteria; for example an interesting experience in a simple establishment, where exceptional innovation was discovered, could be judged better than a more opulent meal from a widely feted restaurant team. The results are a simple computation of votes. Given that this well-constructed list is based on personal experiences it can never be definitive, but we believe it is an honourable survey of current tastes and a credible indicator of the best places to eat around the globe.

Asia's 50 Best Restaurants list features the restaurants in Asia that have received the most votes from The World's 50 Best Restaurants Academy. Votes cast during voting for The World's 50 Best Restaurants 2013, for restaurants in Asia will be counted and the computation of votes will result in the first list of Asia's 50 Best Restaurants.

Note to media: To receive further information and updates from Asia's 50 Best Restaurants, you MUST register with our media center online at <http://worlds50best.asia/media-centre/press-release.html>

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