



Saw Swee Hock
School of Public Health

FOR IMMEDIATE RELEASE

1st Annual Worlds of Healthy Flavors ASIA® Event to Be Held in Singapore

*Groundbreaking Event Showcasing the Latest in Nutrition Science Research
to be held in November this year*

10 September 2012, Singapore – Worlds of Healthy Flavors (WOHF), an educational leadership initiative led by The Culinary Institute of America (CIA) and Harvard School of Public Health - Department of Nutrition that addresses some of the major nutrition and health issues seen in the world today, makes its debut in Asia in partnership with Saw Swee Hock School of Public Health, National University of Singapore and Health Promotion Board, Singapore, from **28th to 30th November** at the Raffles City Convention Centre.

Held in the US for the past eight years, the Asian version of this invitation-only leadership retreat will bring together the best in Asian culinary traditions and the latest in nutrition research to address many of the health and nutrition issues affecting Asians today such as diabetes and obesity.

“Worlds of Healthy Flavors has had a tremendous impact on foodservice operations in the United States,” says Greg Drescher, Vice President of Strategic Initiatives and Industry Leadership for The Culinary Institute of America. “We have seen increasing numbers of healthful menu options being made available to consumers in the U.S. We are bringing this leadership initiative to Singapore because, in Asia, Singapore is known for its commitment to health promotion, and we look forward to collaborating with our Singaporean colleagues to advance strategies and techniques for healthier, delicious flavours both within the Singaporean foodservice community, and eventually across Asia.

The 1st Annual Worlds of Healthy Flavors ASIA® will bring together opinion leaders and trendsetters in all sectors of the Singaporean food service and hospitality industries, prominent leaders in the Singaporean medical, healthcare and public health sectors, and hotel industry experts with pan-Asia responsibilities in food and beverage.

Some of the key speakers at this event will include Greg Drescher (CIA), Walter Willet, MD (Harvard School of Public Health), Chia Kee Seng, MD (National University of Singapore) and Ang Hak Seng, CEO (Health Promotion Board). Well known international and local chefs will also be present to give culinary demonstrations and presentations such as Bill Briwa (Chef-Instructor, CIA, Napa Valley), Suvir Saran (Consultant, New York based Chef and Author) and Violet Oon (Singapore Chef, Author and Restaurateur)

“HPB is proud to co-create with our reputable partners, an Asian edition of the internationally renowned Worlds of Healthy Flavors. With our Centre of Excellence for Nutrition championing healthy food innovations and development, we are confident that this annual showcase and the experts that will be featured, will significantly boost capacity efforts of our local food service industry towards food solutions that are tasty, healthy, and affordable”, remarked Mr Ang Hak Seng, Chief Executive Officer, Health Promotion Board.

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Please visit the Worlds of Healthy Flavors ASIA® web site at www.worldsofhealthyflavorsasia.com

About Worlds of Healthy Flavors

Worlds of Healthy Flavors is a groundbreaking educational initiative launched in September 2004 by The Culinary Institute of America (CIA) and Harvard School of Public Health—Department of Nutrition. This annual invitation-only three-day leadership retreat is designed to help volume foodservice operators expand options for healthy menu choices within their businesses and on behalf of their customers.

For more information please visit www.ciaprochef.com/wohf/

For more information and the latest version of the programme schedule please contact

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