



**NEWS RELEASE**  
*For immediate release*

## **TUNG LOK GROUP GARNERS FIVE INTERNATIONAL STAR DIAMOND AWARDS**

**February 26<sup>th</sup>, 2008, BEIJING** - Today, Tung Lok Group, one of Singapore's largest Chinese restaurant groups, hosts the *International Star Diamond Awards Presentation Ceremony* at My Humble House, China Central Place, Beijing.

The awards, presented by The American Academy of Hospitality Sciences, will be given to Tung Lok Group's *My Humble House at The Oriental Plaza (Beijing)*, *Jin Lu - The Chinese Story (Shanghai)*, and *Club Chinois (Singapore)*. In addition, Andrew Tjioe, Executive Chairman of the Group, will be presented with the International Star Diamond Lifetime Achievement Award; and Sam Leong, its Corporate Chef & Director of Kitchens, will receive the International Star Diamond Chef Award. Mr. Joseph D. Cinque, President & CEO of the American Academy of Hospitality Sciences, will arrive from New York to grace the event as Guest-of-Honour and to personally present the five awards to the recipients.

The American Academy of Hospitality Sciences is globally renowned for acknowledging and rewarding excellence in the international travel and luxury services industries. Every year, the Academy bestows its coveted International Star Diamond Awards on establishments offering exceptional service quality on a global level. They are known as the "Oscars" of the service sector.

As Singapore's leading innovative Chinese restaurant chain, Tung Lok restaurants boast quality cuisine, excellent service, and a unique dining experience. These qualities have helped Tung Lok Group to acquire numerous accolades from the F&B industry including awards from Asia's premiere gourmet event, The World Gourmet Summit. Tung Lok Group also regularly hosts internationally acclaimed chefs including Jean George Vongerichten, Susur Lee, Roy Yamaguchi, Bryan Nagao, and Alan Wong during the annual Summit which has been staged in Singapore since 1998.

Mr. Andrew Tjioe, Executive Chairman of Tung Lok Group, says: "Tung Lok has long been well recognised for its creative dining concepts and cuisine, as it established the now widely popular concept of Modern Chinese Cuisine. We play an important role in changing the Chinese food industry in Singapore. This presents an opportunity for Tung Lok to enter the global market and introduce truly excellent Chinese cuisine."

At the Awards Presentation Ceremony Dinner, hosted by Tung Lok Group, Sam Leong will personally present his Modern Chinese cuisine, “Spring Sensations,” to Beijing gourmets (*menu attached*).

Sam Leong joined Tung Lok Group in 2000 and was instrumental in establishing My Humble House, which first opened in Singapore, as one of Singapore’s top gourmet havens. Showcasing the finest Modern Chinese creations, My Humble House (which now has 5 branches including two in Beijing and one each in Tokyo, New Delhi and Singapore) has found favor with a large following of high-profile personalities who faithfully return to savor the gastronomic delights. Sam had the honor of serving many global celebrities and highly respected political leaders, such as Chinese Prime Minister Wen Jiabao, former U.S. President Bill Clinton, U.S President George Bush, Queen Elizabeth II of England, Singapore Prime Minister Lee Hsien Loong, Minister Mentor Lee Kuan Yew and Senior Minister Goh Chok Tong.

While in Beijing, Sam will also feature his “Spring Sensations” promotional menu, showing his recently designed delicacies which embody the spirit of spring, to Beijing gourmets. Between February 27<sup>th</sup> and March 2<sup>nd</sup>, guests of My Humble House at The Oriental Plaza will have the opportunity to witness an extraordinary display of Modern Chinese culinary artistry by this International Celebrity Chef.

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*Appendix 1: List of Awards Winning Restaurants*

**MY HUMBLE HOUSE AT THE ORIENTAL PLAZA (BEIJING)**

Ideally sited in a lively upmarket tourist hub, this Modern Chinese restaurant is within the famous Beijing Oriental Plaza – the single largest new development near the Forbidden City. An ultra-minimalist design sets the stage for an unforgettable dining experience, while provocative use of whimsical artefacts and soft furnishings engage the diner. Cutlery, chinaware and artefacts were meticulously chosen to set the mood, and guests will find their meal presented on exclusive tableware handpicked and custom-made from all over the world. The restaurant seats 170 in a spacious arena.

< **NOTE:** *My Humble House at China Central Place is the second outlet in Beijing* >

**JIN LU - THE CHINOISE STORY (SHANGHAI)**

Located within the 5-star Jin Jiang Hotel in Shanghai, Jin Lu - The Chinoise Story features an exquisite selection of Creative Chinese specialities, and a variety of traditional Shanghainese cuisine, recreated and given a unique twist. The culinary team is headed by multi-award-winning Singaporean chef Sam Leong and has iconic chef Susur Lee as its cuisine consultant. Designer Mr Junpei Yamagiwa from MYU Planning, Tokyo, has successfully captured the essence of the original building's beautiful art deco and combined it with modern elements. Jin Lu - The Chinoise Story also boasts designer lighting by Ingo Maurer of Germany and Flos of Italy, furniture by Philippe Starck and chinaware and cutlery by some of the most famous manufacturers from Europe and Japan. The contemporary Chinese dining concept of The Chinoise Story is highly elaborate and aims to touch and impress the six senses of all diners.

< **NOTE:** *The second outlet of Jin Lu – The Chinoise Story is located at Jin Jiang Hotel in Wuhan* >

**CLUB CHINOIS (SINGAPORE)**

Club Chinois, the pioneer of Modern Chinese Cuisine in Singapore, was launched in 1997 by Tung Lok Group and Canadian Susur Lee, one of the world's hottest chefs and restaurateurs, who still consults for the restaurant today.

The epitome of trendy dining, the restaurant spots a swanky interior complete with sleek design and avant garde soft furnishings that blend to evoke a seductive feel. Its wine cellar boasts a variety unparalleled by most Chinese restaurants in Singapore. With a winning combination of creative cuisine and excellent service, Club Chinois continues to attract a keen following, and some of its signature dishes are favourites among several luminaries.

A regular hosting establishment during the annual World Gourmet Summit, Singapore's foremost culinary event, Club Chinois has featured renowned chefs such as Jean Georges

Vongerichten, Anthony Walsh, Roy Yamaguchi, Arun Sampanthavivat and Patricia Yeo. It has also seen international stars such as Chinese beauty Gong Li, action hero Jackie Chan and 'Bond Girl' Michelle Yeoh walk through its doors.

*Appendix 2: Sam Leong "Spring Sensations" Menu*

**SPRING SENSATIONS**

27 February to 2 March 2008

**My Humble House at The Oriental Plaza**

Beijing Oriental Plaza Podium, Level W3 (Office Towers)

Unit 01-07 No. 1 East Chang An Avenue

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*skewered five-spiced crispy eel  
pan-seared french foie gras with sautéed egg white and fresh milk  
caviar served in crispy bamboo fungus basket*

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*wok-fried prawn coated with lemon cream dressing and mango salsa*

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*oven-baked shark's fin, steamed crab meat and crispy julienne yunnan ham accompanied with  
hot and sour clear consommé*

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*wok-fried beef with seared foie gras and sautéed spring vegetables*

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*braised lobster with fragrant rice accompanied with fresh black truffles*

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*green tea brulee with warm pear coated with wine accompanied with  
fresh berries and ice cream*

*RMB 450 + per person*

*For reservations, please call +86-010-8518 8811*