

# Dining in & living it up at Rochester Village



Rochester Park, Singapore will be seeing new additions to its premise as Caprice Holdings opens not just one but four establishments at the same time. Creating an enclave collectively known as Rochester Terrace, they are French restaurant Cassis, a gastro bar called Pinchos, a pastry school and shop aptly named Twelve + One and a sensual vodka and caviar bar called Minx. Chief Epicurean Officer Mahesh Ramnani says, "In having four different concepts all at once, it is fundamental in offering the guests something new to look forward to every time they visit." He adds, "I believe we have struck the right combination in terms of ambience, atmosphere, food, wine and service so that all senses can be fired together."

Ramnani explains, "We have Twelve + One that is a tea pavilion and pâtisseries that would be excellent for morning or day visits, Pinchos is perfect for an afternoon of leisure with quality tapas and a glass of wine. Move over to Cassis at night for its beautifully lit surroundings. End the night decadently at Minx with an exquisite vodka selection accompanied by rare caviar." He also explains that this bold venture fits the growing number of sophisticated diners in Singapore. He says, "Singapore is a fast growing multi-cultural city where the best of the East meets the West."

Heading the kitchens of Rochester Terrace will be Executive Chef Eric Guilbert, who promises nothing but great, clean tasting food. He says, "Our food is prepared using traditional French methods with state-of-the-art technology. Everything at Rochester Terrace is prepared in-house, and in the upcoming months, we will be reviewing the menu to constantly keep our customers curious." Hailing from Toulouse, France, Chef Guilbert was the executive chef of one-Michelin-starred Lido Restaurant in Marbella, Spain in 2004 and The Oberoi Hotel in Lombok, Indonesia in 2005. Coming to Singapore and joining Caprice Holdings however, was a decision he had gladly made. He says, "I am a perfectionist and in Singapore, I love the system, how efficient and clean it is. It complements me." Future plans from Caprice Holdings are still kept secret but what is known now is that Rochester Terrace is a place worth checking out. 🍷

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## Sensory Branding – A Whole Body Experience That Captivates



The only one of its kind in Asia, Equal Strategy has the latest methods for literally making one's stay or visit complete. They specialise in effectively integrating different sensory elements by delivering music, fragrance and recorded telephone messages on hold to businesses in a scientific way that enhances the overall customer experience of the brand. CW Asia managed to speak to CEO Simon A Faure-Field (left), the man behind this creative genius as he explains to us the uniqueness of his company's service.

Equal Strategy got their foothold in Asia when he moved to Singapore in 1995; he was immediately overwhelmed and taken in by how dynamic and progressive it was. However, he was puzzled by how companies wasted their money on televisions' advertisements that confused consumers. He says, "When you look at these advertisements, you create levels of perceptions. But when you call this company, they put you on hold and what you're really experiencing is the inconsistency." Faure-Field says that Equal Strategy then went through an expansion in helping businesses emphasise their brands more by creating a focused brand alignment on the phone with music that reflects their identity. Several clients have since been asking him to re-create that same effect on a larger scale. He explains, "We have the technology that allows us to schedule different types of music from different playlists at different times of the days of the week." At the same time, Faure-Field cleverly creates perfumes, tailored to

the characteristics of the brand, which are timely released as well. He says, "Sense of smell is the only sense that is directly connected to the brain sense for memory and emotions, so 80 percent of our decisions are based on our sense of smell."

What his company is trying to achieve for their customers is for all the different elements of the environment to work together in tandem, which will make patrons feel good the moment they step inside. He says, "It's about making use of the environment. It's about everything working together in an integrated manner and how it looks, feels and smells." 🍷

For more information go to [www.equalstrategy.com](http://www.equalstrategy.com)



NEWSBITES

## The Address Dubai's Latest Hotels & Resorts Venture

By the end of 2008, Dubai will be decorated even more, with Emaar Hospitality Group LLC promising the world a line of five-star premium hotels called 'The Address' Hotels & Resorts. This is a mark of integration for the group's offering to provide an "entire gamut of services". It will be more personal, approachable and experiential for all guests in all lifestyle environments. The hotels and resorts in this group are The Address Dubai Marina with a location that overlooks the world's largest man-made marina, The Address Dubai Mall that features a Mashrabia-pattern across its façade and The Address Downtown Burj Dubai that faces the world's tallest building, the iconic Burj Dubai.

On the whole, The Address is looking to progressively operate four brand extensions that offer exceptional and distinct give-aways within the resort, retreat, urban and business categories. Chairman of Emaar Properties PSJC, who is the parent company of Emaar Hospitality Group LLC, Mohammad Ali Alabbar says, "The Address will be one of the prime drivers in our global expansion strategy in the hospitality and leisure business."

Adding on, he quips that there have been several efforts in creating this world-class establishment. Alabbar says, "Over the last several months, we have put together a team of world-class professionals drawn from across the world to build The Address brand." Echoing what Alabbar had said, CEO for Emaar Hospitality Group LLC Marc Dadenne says, "The Address Hotels and Resorts will be set apart not only by their location but also in the total character and service standards, where we adopt a 'one size fits one' approach."

This 'one size fits one' strategy is all about making benefiting guests its utmost priority. All the properties under this line are situated at central locations, offering patrons the best in entertainment, leisure and overall conveniences. Emaar has already planned to add more hotels and resorts under The Address banner as it grows further. They are planning to open similar establishments in key cities and popular destinations in the Middle Eastern and North African region, the Indian Subcontinent, Asia, Europe and America over the next ten years. This will be in line with its Vision 2010 to become one of the most valuable companies in the world. ☞



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## Tête-À-Tête With *Yenn Wong*

Young, beautiful, successful and more, the list of words is almost endless when it comes to describing thriving entrepreneur Yenn Wong. CW Asia manages to catch up with the classy Singaporean lady who has opened up seven different hospitality establishments in Singapore, Shanghai and Hong Kong year after year and to top that, she's not even in her thirties.

In 2004, she opened up JIA Boutique Hotel in Hong Kong, as well as a restaurant. Then in 2006, she introduced Graze, a unique restaurant located in Rochester Park, Singapore. The following year, she expanded JIA Boutique Hotel by opening one more in Shanghai, which also included a restaurant, in August. And this was just after she had opened the unique bar and lounge Muse at the Singapore National Museum in May, 2007. Finally, within the first quarter of 2008, she managed to establish Kha, a modern Thai restaurant located in Hort Park, Singapore. And on the side, she is also helping out with her family business by running a highly successful Hong Kong online game business, Game One and Mutiara, an interior construction and furniture business based in Bangkok. A true testament that age is nothing but a number, she tells us over the phone that work is pretty much embedded in her veins. She says, "Actually when I travel, I try to see as much as possible. So I can't say that travelling is very much relaxing for me because I'm always thinking of work but I'm happy thinking about it." Travelling is what she does week in and week out. With her businesses found in three different cities, Wong is always on the go.

A lover of great designs with a nose for sniffing out good opportunities, Wong shares with us on one of her favourite projects, JIA in Hong Kong. Even over the phone, her voice beamed when asked about the concept behind this boutique hotel that she and acclaimed designer Philippe Starck worked on together. Joyfully she explains, "We kind of decided that we want something that reminds one of home, something down to earth but stylish. There are so many big hotels now and so many stylish hotels trying to offer so many services. We just kind of felt tired of all these... we wanted to go back to basics and realise what guests really want ultimately." Wong shares with us that she dreams of having more establishments in Beijing but this will have to wait for the Olympics to be over. To her, it is all about finding the right place and coming up with the perfect concept. "I'm never really rushing into projects; it must be interesting for me before we start to develop further." As for Singapore, it is one of the key cities for her to expand her boutique hotel line simply because it's home. She says, "It is my home country and I would love to do something at home." 

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# It's All About The Coffee & Tea

Coffee and tea are the usual endings diners all over the world look forward to. With a long history tagged to each beverage and (ongoing) developments, it is no surprise that new products pertaining to them are constantly being churned out, and CW Asia brings to you new and unique coffee and tea products worth mentioning.

Save for the ice creams and chocolates that Mövenpick is known for, the premium Swiss food products company is introducing its coffee blends in Asia. They are Heavenly, a mix of high grown Latin American and East African 100 percent Arabica beans, and Espresso, a blend of medium-dark roasted low and high grown Latin American and Asian beans, in Singapore and Malaysia. Managing director for Boncafé International, who is proudly distributing these blends, Christian W Huber says, "The Mövenpick Heavenly and Espresso blends complement our range of coffee choices, ensuring we are able to offer our coffee lovers and connoisseurs a perfect fit." Coming straight from Sri Lanka into a tea cup, premium tea producer Dilmah has recently launched its t-Series tea. This series is a collection of gourmet teas grouped in three different categories. They are the t-Series Gourmet, t-Series VSRT (very special rare tea) and t-Series VSRTxs (very special rare tea with a touch of excess). In total, they have 45 different and exciting blends of tea. These gourmet teas are available in fine restaurants and hotels and are aimed at bringing customers a sneak peek of the future of tea and will revolutionise how tea is perceived. Finally, world-famous pewter manufacturer Royal Selangor from Malaysia has released product collaborations with renowned Danish designer Erik Magnussen. He has designed a chic and elegant tea set that features his hallmarks of rigorous line and sensual shape. Sold separately or in a complete set, this collection comes with a teapot, sugar bowl, creamer, a pair of cups and coasters, tea caddy and tray. Magnussen says that he was inspired by the Asian tea drinking style, which is the latest trend in Europe. He says, "In Copenhagen, we see several tea houses coming up next to coffeehouses. The teapots would sometimes hold litres, now we are becoming conscious about preparing tea in smaller amounts." ☞

- Mövenpick coffee is sold in all fine supermarkets and served in Marché restaurants in Singapore
- For more information on the t-Series visit [www.teatimerocks.com](http://www.teatimerocks.com)
- Erik Magnussen tea set is sold in all Royal Selangor boutiques  
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