PENINSULA

MERCHANDISING LIMITED

4 January 2007

NATURALLY PENINSULA – FLAVOURS

WINNER OF THE GOURMAND WORLD COOKBOOK AWARDS 2006 CATEGORY: BEST PHOTOGRAPHY COOKBOOK

Naturally Peninsula – Flavours, the first cookbook from the seven properties of The Peninsula Hotels published in November 2006, has won the coveted **Best Photography Cookbook** in the Gourmand (English) World Cookbook Awards 2006. The photographer for *Naturally Peninsula - Flavours*, Mr. Edmond Ho, is a well-known food and lifestyle photographer from Singapore. Ms Violet Oon, Singapore's food ambassador, wrote the introduction while Ms Kylie Kwong, a well-known food personality from Australia, contributed the foreword to the book.

The Gourmand World Cookbook Fair Awards is an important international competition which thousands of food and wine books in more than 40 languages from 65 countries compete in every year. *Naturally Peninsula – Flavours* will continue to compete in the same category of Best Photography Cookbook in other languages for **The Best in The World** and the results will be released in April 2007.

Naturally Peninsula – Flavours shows the spirit of culinary innovation and customisation to meet the growing needs of guests. From the 76 recipes, readers can feel the passion and commitment of The Peninsula Hotels' global team of chefs to showcase dishes which are prepared naturally, keeping in mind current lifestyle trends towards pristine flavours and quality ingredients.

The success of *Naturally Peninsula – Flavours* is the result of the hard work by the project team, led by Paul Tchen, General Manager of Operations Planning and Support, and Joanna Ng, Senior Assistant Manager of Operations Planning and Support of The Hongkong and Shanghai Hotels,

Limited, together with the Executive Chefs of the award-winning Peninsula Hotels worldwide and their respective culinary teams. They partnered with Marshall Cavendish International Asia (based in Singapore) who assisted with the publishing of the cookbook.

The guiding principle of *Naturally Peninsula,* "To live well is to eat well", is a new food concept pioneered by The Peninsula Hotels. It reflects the creation of a variety of lighter and healthier dining options, with each dish maintaining its own unique and natural flavours without compromise.

Naturally Peninsula – Flavours costs HK$ 390 (US$ 50) and is available at all Peninsula Hotels, online through The Peninsula Boutique at peninsulaboutique.com, at amazon.com and marshallcavendish.com, as well as at major English language bookshops in Beijing, Hong Kong, Indonesia, Malaysia, The Philippines, Shanghai, Singapore, Taiwan and Thailand.

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A subsidiary of The Hongkong and Shanghai Hotels, Limited, Peninsula Merchandising Limited distributes Peninsula merchandise and licenses Peninsula Boutiques in key gateway cities of Asia and North America. The Peninsula Boutique outlets are located at The Peninsula Hong Kong, The Peninsula Bangkok, The Peninsula Beijing, The Peninsula Manila (Peninsula Exclusivités), The Peninsula Chicago, Hong Kong International Airport, in Japan at Daimaru Shinsaibashi in Osaka, Fukuya Hacchobori in Hiroshima, Matsuzakaya Honten in Nagoya, Mitsukoshi Nihonbashi in Tokyo, and in Taiwan at Shin Kong Mitsukoshi Nanking West Road and Shin Kong Mitsukoshi Hsin Yi A4, both in Taipei. The Peninsula Boutique & Café outlets are located at Siam Paragon Bangkok and The Peninsula Tokyo (Autumn 2007). A selection of merchandise is also available for purchase online at peninsulaboutique.com for delivery in Hong Kong.

A division of The Hongkong and Shanghai Hotels, Limited, The Peninsula Hotels operates luxury hotels in key gateways of Asia and the USA: The Peninsula Hong Kong, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Bangkok, The Peninsula Beijing, The Peninsula Manila, The Peninsula Tokyo (opening September 2007) and The Peninsula Shanghai (2009).

For further information, please contact:
Ms Therese Necio-Ortega
Manager, Communications and Promotions
The Peninsula Hotels
8/F, St George's Building
2 Ice House Street
Central, Hong Kong
Telephone : (852) 2840-7735
Fax : (852) 2840-7550
E-mail : theresenecio-ortega@peninsula.com
Website : www.peninsula.com
Digital Photo Library : www.leonardo.com/peninsula