

Press Release

July 9, 2009
FOR IMMEDIATE RELEASE

BERJAYA University College of Hospitality Embarks on a Series in Food and Wine Celebrity Workshops

KUALA LUMPUR, July 9 2009 – Food Celebrities around the world have been invited to embark on a journey with BERJAYA University College of Hospitality (BERJAYA UCH) to share their knowledge, experience and skills about the essence of life – good food and swirly beverages.

From the barbeque grill to the oenology lab, BERJAYA UCH has invited culinary and wine appreciation experts such as Chef Robert Rainford from the Asian Food Channel and Sommelier David Kerr from William Angliss, Australia to educate the students as well as the public about the approach to food and beverages.

For its 'Food and Wine Celebrity' series, BERJAYA UCH hosted about 60 guests to wine and dine with Guest Speaker David Kerr. Invited guests included industry chefs, sommeliers, and guests of the BERJAYA Corporation. Mr. Kerr spoke on the appreciation of wines and about how to pair the wines with a menu provided specially by BERJAYA UCH's culinary students.

Speaking at the luncheon, Ms. Mae Ho, Chief Operating Officer of BERJAYA UCH, explained, "This is part of our ongoing mission to expose our students – and by extension, Malaysians – to international standards of quality when it comes to the culinary industry. Malaysia, already internationally renowned for its wide variety of gastronomic delights, will certainly benefit from continued exchanges of ideas such as this one. BERJAYA UCH is committed to continuing our 'Food and Wine Celebrity' series for this very reason."

The menu consists of a 4 course meal mentioned below;

Malibu Ceasar accompanied by Yellow Tail Chardonnay; Sea Bass en Papilotte accompanied by Steingarten Riesling; Asian Provencal Style Lamb Cutlet accompanied by Heathcote Shiraz; and a Chocolate Harmony dessert accompanied by Pertaringa Moscato.

For further information, please contact us at **03-2687 7000, from 9am – 6pm** on weekdays or log on to our website at www.berjaya.edu.my or email info@berjaya.edu.my.

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About BERJAYA University College of Hospitality

Berjaya University College of Hospitality, Malaysia's premier University College officially opened its doors to its inaugural intake of students in **January 2009**. The University College offers programmes related to hospitality, tourism, and services management from foundation to postgraduate levels through the School of Culinary Arts, School of Hospitality Management, School of Tourism, Arts and Culture Management and School of Services Management. The **cosmopolitan city campus**, situated in the golden triangle on the 11th and 14th floors of Berjaya Times Square, is conceptually designed with a 5-star hotel ambience, equipped with the most comprehensive and advanced facilities that mirrors the real world. For more information on BERJAYA UCH, please visit www.berjaya.edu.my.

About David Kerr

David is a full time William Angliss College Hospitality Operation's teacher in Melbourne Australia. He is the subject coordinator for wine studies and teaches other hospitality subjects.

A passion for wine developed at William Angliss as a Hospitality Management student in the late 1980's. Before long he was supervising and managing major Melbourne restaurants and designing extensive wine lists for these businesses including Sheraton, Hyatt and Crown Casino. David became Manager of Warrenmang Vineyard Resort where he first spent time in a vineyard and winery. In recent years David has travelled to wine regions regularly during teaching breaks and assists at several wineries during vintage. Recent travels include European wine regions in France, Italy, Spain and Germany. His car lives outside, as his garage has become a home winery.

David's hands on approach to wine and down to earth wine education helps to demystify wine and make it more understandable and enjoyable.