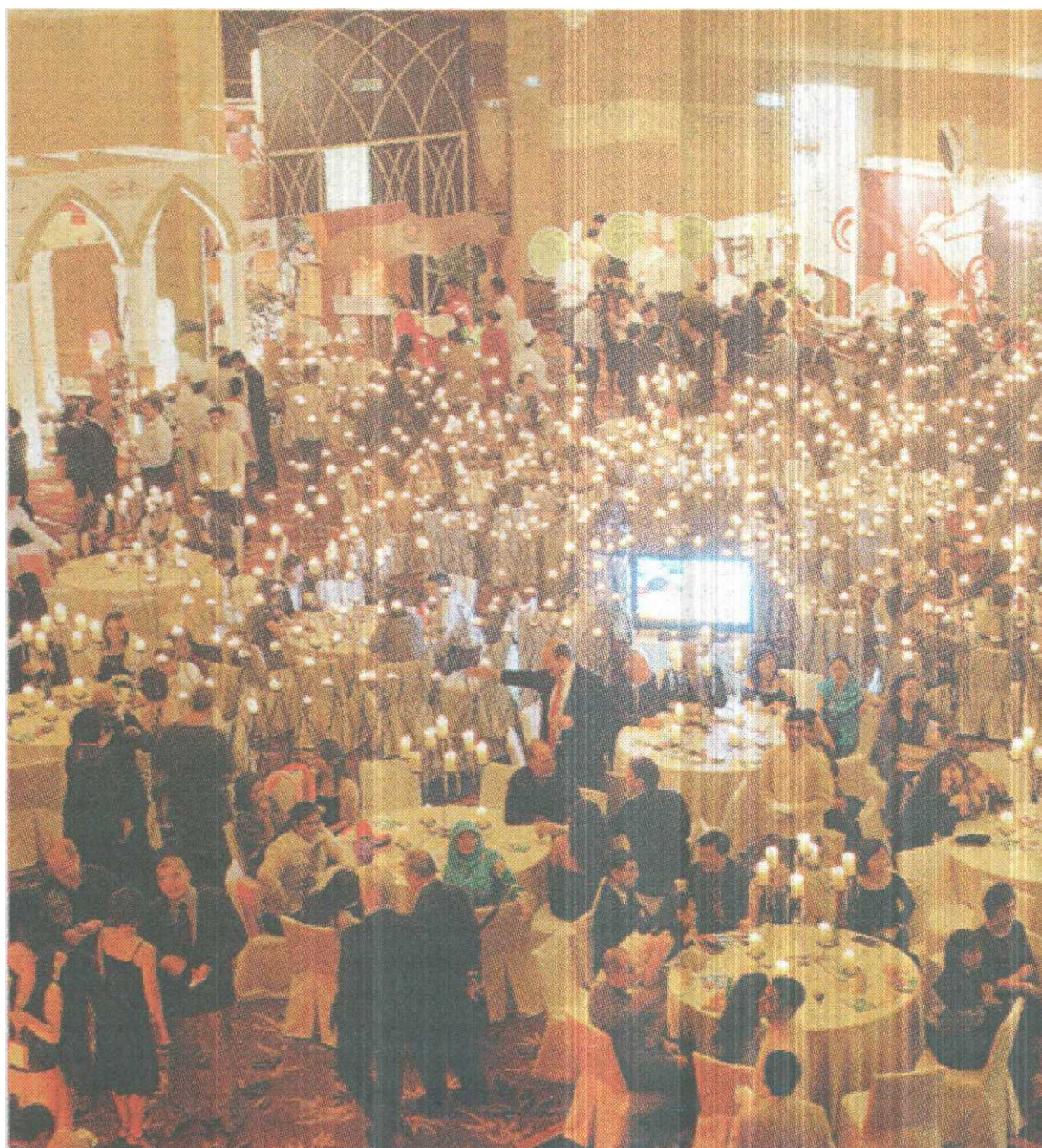


Headline **The World's one big feast**
Date **12. Nov 2007**
Media Title **New Straits Times**
Section **Supplement**
Circulation **127668**
Readership **446838**

Language **ENGLISH**
Page No **U14**
Article Size **246** cm2
Frequency **Daily**
Color **Full Color**



The World's one big feast



The Ballroom.

Headline **The World's one big feast**
Date **12. Nov 2007**
Media Title **New Straits Times**

THE month-long Malaysia International Gourmet Festival (MIGF) 2007 marked its eagerly awaited return with a gala launch at the Imperial Ballroom of the new, five-star One World Hotel, in Petaling Jaya, attended by some 2,000 guests. The fine dining extravaganza was officially launched by the Royal Patron of the festival, Tunku Naquiyuddin Tuanku Ja'afar together with organising chairman Datuk Steve Day and guest of honour, Datuk Seri Tengku Adnan Tengku Mansor, the Tourism Minister.

Inside the ballroom, the festival's record 30 participating restaurants assembled elaborate displays from which to serve their gourmet tempters. Adding to the carnival-like atmosphere were live musicians, Chinese acrobats, Russian dancers and live snakes!

Organised by AsiaReach Events, MIGF runs from Nov 2 to 30. During this period, the 30 participating restaurants and their master chefs will serve special menus at extra special festival prices, with a host of exciting events.

There are also a slew of special offers from sponsors such as American Express, the Official Card and Mercedes Benz, the Official Car.

Joining Amex and Mercedes Benz are festival partners such as Tourism Malaysia, VMY 2007, Malaysia Kitchen, World Express, along with event partner — Eurocopter Malaysia.

One World Hotel, is co-sponsor for the Gala Launch, and Sunway Resort Hotel and Spa will sponsor the Grand Finale Dinner on Dec 3.

MIGF has grown in size and stature since its modest beginnings in 2001. The Gourmet Festival is now recognised as one of the major food events in the region if not the world.

Once confined to Kuala Lumpur, it went nationwide last year.

It has done much to raise awareness of the culinary talent that exists in the country. Day said: "It is terrific to see so many restaurants taking part this year.

"When it started seven years ago we were struggling to find 10 fine dining restaurants that were doing well, "Simply put there were not enough people to go around.

"The solution was to get everyone together to increase the dining population. We had to offer diners fantastic deals and create more imaginative menus, and we had to create more competition and more variety."