



## “You Are The Chef” Annual Culinary Award-Giving Ceremony

### 《洋厨房》年度厨师颁奖盛典

Grand Hotels magazine joined hands with popular English-speaking cooking program “You are the Chef” and China’s major web portal style.sina.com.cn to launch the third culinary award-giving ceremony on Nov. 26, 2009, which was expected to be even more impressive than the previous ones. Chef of the Year Award is its top award. The winners were voted by TV viewers and readers of both print and online media as well as by the Host and producers of “You are the Chef” and editors of Grand Hotels. Viewer’s rates also contributed to the final results, and the highest vote reached a number of 550,368. At the mean time, a grand annual culinary award-giving ceremony will be held at The Eton Hotel Shanghai. 40 top chef candidates from major luxury hotels in China will compete for the “Chef of the Year” award. Besides there will be 18 Consolation Prizes, 23 Other Single Awards as well as 3 Awards for Best Cover of Grand Hotels Magazine.

It was beyond doubt a luxurious event, with one culmination after another adding to the festive atmosphere. The awards went to their respective recipients at the presence of an enthusiastic audience. Of the thirty-eight candidates vying for the Chef of the Year Award, only one received the greatest honor. Nineteen candidates won the various awards besides the biggest one, and consolation prizes were given to the remaining eighteen. The winners have all lived up to the expectations.

Around 300 guests, comprised of general managers of the international branded hotels in Shanghai, F&B directors and executive chefs with the luxury properties in Beijing, Suzhou, Hangzhou and Kunshan, high-ranking executives of the Fortune 500 multinational companies and foreign consuls-general in Shanghai, government officials and the representatives of top media in town, were present to witness the award-giving ceremony, which also included an extravagant dinner party and live entertainment. All the winners received congratulations from the enthusiastic guests, who spent a memorable happy evening at The Eton Hotel, Shanghai which played host to the event.

Besides The Eton Hotel, Shanghai, MATRO Jinjiang Cash & Carry Co., Ltd which offered generous support to the event, other sponsors are: Fujian Dehua Hiap Huat Koyo Toki Co., Ltd. Shanghai Branch, Torres China Shanghai Office, Spring Switzerland Shanghai Representative Shanghai Jun Dai Houseware+Giftware Co., Ltd, Shanghai Huayuan Culturecom, Sinodis (Shanghai) Co., Ltd, Shanghai Baolong Int'l Trading Co., Ltd, Tianjin

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Specializing in reporting hotels and the hospitality trade, Grand Hotels has been dedicated to bringing average consumers closer to high-end hotels since the publication of its debut issue in December, 2005. The facelift in 2009 has not only given the magazine a new look, but also enabled us to make timely release of trade information — from hotel news to operation concepts, from interior and layout to culture — with accuracy. In no time is Grand Hotels unaware of the new opportunities in hotels and our everyday life. The ultimate goal is to show the various sides of the hotel industry to consumers, while at the same time deliver their messages back to hotels.

First broadcast on July 7, 2002, “You are the Chef” is a popular English-speaking cooking program produced by Dragon TV’s foreign languages center. Every episode features an easy-to-cook food delight prepared by Host Heidi, a native of Australia, and a seasoned hotel chef. It is now shown on ICS at 18:45 weekdays (starting early 2008). A lifestyle program targeting white-collar foodies and interested housewives, “You are the Chef” is considered the epitome of hotel food and fashion in Shanghai and elsewhere in China. Viewers can relish flavorful hotel offerings at home.

Since March, 2007 when it began cooperating with “You are the Chef”, Grand Hotels magazine has been making good use of its abundant hotel resources, carefully selecting from the luxury hotels in Shanghai and other Chinese cities and talented hotel chefs in the hope of showing the best of the city’s hospitality and culinary scene to the viewers and readers, who are now able to access “You are the Chef” via TV, magazine and the internet. It is committed to discovering more great hotels and promising chefs in the future, and showcasing the diversity of hotel food and beverages to a bigger readership.

The Eton Hotel, Shanghai is a 5-star luxury international business hotel, strategically located in the heart of Lujiazui Finance and Trade Zone in Pudong. The hotel offers 460 luxuriously appointed rooms, gourmet cuisine prepared by International Master Chefs, Conference and Banquet facilities that can accommodate up to 500 guests. With our indoor pool, gym and spa, The Eton Hotel, Shanghai is the perfect place for both discerning corporate guests and leisure travelers.



Grand Hotels  
大酒店

继 2007 年成功举办《洋厨房》年度风尚颁奖盛典暨奢华晚宴之后，2009 年 11 月 26 日《大酒店》杂志将再次联合《洋厨房》栏目、新浪网尚品频道精心筹办，志在将今年的《洋厨房》年度厨师颁奖晚会打造成一场饕餮盛宴。除“年度最佳厨师”大奖外，我们还将为展现出特别天赋的厨师颁发其他奖项。各大奖项是由《洋厨房》电视节目主持人，电视制作人，《大酒店》编辑，通过研究每个节目的收视率，电视观众、包括 ICS、《大酒店》以及新浪网尚品频道的读者的投票结果总结产生，其中最高人气票数高达 550368 票。届时，将会在上海裕景大饭店上演一场别开生面的《洋厨房》年度豪华版将盛典暨奢华宴会。整场颁奖晚会将有 40 位顶级酒店的候选厨师将角逐“年度厨师”大奖。最终将会颁出 18 个鼓励奖、23 个单项奖及三个《大酒店》杂志年度最佳封面大奖。

70 位上海国际集团酒店的总经理和来自于北京，苏州、杭州和昆山的餐饮总监及行政总厨、前 50 强跨国公司的总经理、上海总领事和政府官员、顶级媒体，总计约 300 人将出席此次缤纷奢华的晚宴。被装点得别具一格豪华会场，加上缤纷奢华的晚宴，并不时有精彩的娱乐节目助兴，定将给当晚客人带来一个愉快而又难忘的夜晚。

此次活动除了得到了上海裕景大饭店、锦江麦德龙现购自运有限公司的鼎力支持外，其余赞助的有：福建德化协发光洋陶器有限公司、桃乐丝葡萄酒贸易有限公司、上海均岱日用品有限公司、上海花缘文化传播有限公司、西诺迪斯食品（上海）有限公司、上海宝隆国际贸易有限公司、天津橙宝鲜橙汁有限公司（无锡橙宝食品有限公司）、上海雅佳时尚瓷业有限公司。

2005 年 12 月第一本《大酒店》发刊，作为一本酒店业的专业杂志从创刊之日起就致力于拉近高端酒店与消费者之间的距离。2009 年《大酒店》全面改版并重磅推出电子杂志，更多、更快、更准确地介绍酒店业最新资讯。从简单的酒店新闻到酒店管理，从酒店布局到酒店文化，杂志无时无刻不在发觉酒店与生活的契机，带给消费者一个不同的酒店行业，同时关注消费者对待酒店业的心声。

《洋厨房》是东方卫视外语中心从 2002 年 7 月 7 日开始，推出的一档全新理念的时尚类服务性栏目。栏目云集了上海一流的大厨，汇萃了世界各地的美味佳肴，每期都会邀请一位大厨和澳大利亚女主持 Heidi 一起，制作一道美观可口的佳肴。该节目从 2008 年开始改版为日播，每天的下午 6 点 45 分在上海外语频道播出，向时尚白领和热爱美食的高端家庭主妇奉上一道简单易学的饕餮美食，展现这个城市中的时尚美食和精致生活。《洋厨房》节目为观众带来的是对大酒店中的美食和不同地域口味的想像。这档双语烧菜节目旨在让观众在家亦可享受星级酒店的佳肴。



《大酒店》杂志于 2007 年 3 月与上海外语频道 ICS 烧菜栏目《洋厨房》合作至今已有快 2 年的时间。携手至今，《大酒店》以其丰富的酒店资源，为该节目精挑细选沪上五星级国际酒店，在一展各位名厨的超凡厨艺的同时，也将各星级酒店的风采演绎得淋漓尽致，为观众带来各大酒店中的美食和不同地域口味的想象，并着力挖掘更多更好的酒店和金牌厨师。凭借电视、杂志、网络各种渠道让观众了解、贴近《洋厨房》。同时，《大酒店》也为众多酒店打开窗口，透过节目，揭开酒店神秘的面纱，缩小了彼此间的距离感，让更多的朋友了解酒店的精彩。

上海裕景饭店是位于繁华的浦东陆家嘴金融贸易区中心的国际豪华五星级商务饭店。饭店拥有 460 间豪华舒适的客房、国际厨师精心烹制的美食珍馐、多功能会议室及能容纳 500 名宾客的宴会厅、与潮流同步的健身休闲设施如室内游泳池、健身中心及水疗馆，上海裕景饭店是商务宾客及休闲旅游者的最佳休憩之所。

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