



## **MEDIA RELEASE**

### ***OFFICIAL LAUNCHING OF BRUNEI GASTRONOMY WEEK***

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1. Ministry of Primary Resources and Tourism has launched the first Brunei Gastronomy Week on the 15<sup>th</sup> February 2017 at the Dewan Setia Pahlawan Hall of Ministry of Primary Resources and Tourism. This is an initiative by the Ministry of Primary Resources and Tourism and the Brunei Tourism Board. Brunei Gastronomy Week is organized in conjunction with the 33rd National Day celebrations where the Ministry has collaborated with several hotels and restaurants in Brunei Darussalam including Royal Brunei Airlines, Brunei Press Sdn Bhd and the Association of Travel Agents. The actual event will commence starting from 22nd to 26th February 2017 at all the participating hoteliers and restaurants. The target audience predominantly consists of local as well as international visitors who are currently in the country.
2. Officiating the launching of the Brunei Gastronomy Week was The Minister of Primary Resources and Tourism, Yang Berhormat Dato Seri Setia Awang Haji Ali bin Haji Apong. Also present at the official launching ceremony were Permanent Secretary of Ministry of Primary Resources and Tourism, Deputy Permanent Secretaries of Ministry of Primary Resources and Tourism, Foreign Dignitaries, Brunei Tourism Board Members, Royal Brunei Airlines, Restaurants, Hoteliers, and Travel Agencies. Certificate of participation were given by the Minister of Primary Resources and Tourism to all of the representatives of participating agencies during the launching ceremony.
3. The objective of the event is to celebrate Brunei and create an awareness on the Bruneian Cuisine; to encourage more hotels and restaurants to serve the Bruneian cuisines in a more sophisticated way; to further improve on the taste and elevate the presentation of Bruneian dishes to be served as part of a fine dining experience or at receptions held within or outside the country; to provide a unique Bruneian gastronomical experience to visitors within or outside Brunei
4. The highlight of this Brunei Gastronomy Weeks is to promote the Brunei Bamboo Chicken as an authentic Bruneian delicacy showcasing Brunei's culinary diversity and creating awareness to Brunei's expansive gastronomy. Other Bruneian delicacies include *Acar Buah-Buahan*, *Sup Kembayau*, *Sup Tahaj*, *Ambuyat*, *Soto Brunei*, *Nasi Katok*, *Daging Masak Kunyit* (Beef cooked in Tumeric) and as well as

desserts such as *Wajid*, *Cendol* and *Selurut* are expected to be served in a more presentable and innovative ways.

5. There are 15 participating hotels and restaurant and as partners and Royal Brunei Airlines will also be serving Brunei Cuisines during the National Day on the Regional Flights. Participating restaurants will be promoting their own signature dishes, whereby Brunei cuisines are served as the highlight of the buffet or Ala Carte menu. The participating agencies for the Brunei Gastronomy Week includes D'Anggerek Serviced Apartment, Charcoal BBQ and Grill Restaurant, MyTown Restaurant, Orchid Garden Hotel, Keoja Hotel, Radisson Hotel, Royal Brunei Airlines, Royal Brunei Catering - Seasons Restaurant, Tarindak d'Seni, Tarindak d'Polo, The Brunei Hotel, The Coffee Bean and Tea Leaf, The Empire Hotel and Country Club, The Rizqun International Hotel, URBN Kitchen and V-Plaza Hotel
6. Royal Brunei Airlines and Travel Agencies are also involved in packaging the program for visiting tourists who are currently visiting the country.
7. In addition, cuisines served during the Gastronomy week will also take part in a rating program. The program will be judged by several criteria by a few appointed judges. Judges will be sampling the dishes served at the various participating hotels and restaurants and the winners will be announced at the Tourism Industry Award ceremony which is expected to be held tentatively in April 2017.
8. This is the first time the Ministry has organized Brunei Gastronomy Week whereby it is not just about the promotion of local cuisine to be elevated to a higher standard and served as part of the fine dining experience or at cocktail receptions held within or outside the country, but to also encourage the youth to take a keen interest and excel in the area of culinary. The Ministry of Primary Resources and Tourism through the Tourism Development Department will work closely with the relevant agencies such as the Manpower Planning Council, Educational institutions, Department of Economic Planning and Development (JPKE) to support Bruneians who are driven and passionate in the culinary industry, and want to further excel and gain international experience in order to achieve world class recognition
9. The event was supported by the Brunei Association of Hotels, CHMP Media, Borneo Bulletin, Association of Travel Agents Brunei and Royal Brunei Airlines.

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