

ASIA'S 50 BEST RESTAURANTS 2017

THE ANNUAL LIST
OF ASIA'S BEST
RESTAURANTS



Asia's 50 Best Restaurants Bangkok, 19th - 22nd February 2017

Now in its fifth year, Asia's 50 Best Restaurants 2017 has established itself as one of the leading trade and consumer lifestyle brands on the food and restaurant calendar in Asia and across the globe.

Published and organised by William Reed Business Media, which also publishes The World's 50 Best Restaurants, Asia's 50 Best Restaurants 2017 represents the best in gastronomy reaching a global and regional audience of culinary travellers and high-spend consumers through thought leadership, exclusive events and aspirational lifestyle positioning.

Asia's 50 Best Restaurants was launched in 2013 and takes in six voting regions: India & Subcontinent; South-East Asia – South; South-East Asia – North; Hong Kong, Taiwan & Macau; mainland China & Korea; and Japan.

The list is the result of the voting from the Asia's 50 Best Restaurants Academy members, an influential group of over 300 leaders in the restaurant industry across Asia, each selected for their expert opinion of Asia's restaurant scene.

Spread over a number of days Asia's 50 Best Restaurants comprises a number of invitation only events, including:

- Asia's 50 Best Restaurants Chefs' Feast
- Asia's 50 Best Restaurants Awards Ceremony & After Party
- Asia's 50 Best Restaurants Academy Meeting and Dinner

The list, awards and events provoke a huge amount of discussion and interest across Asia and the world among chefs, media, the wider hospitality industry as well as consumers interested in gastronomy.

TIMETABLE

Saturday 18th February 2017
Academy Dinner 2017

Sunday 19th February 2017
Asia's 50 Best Restaurants #50 Best Talks 2017
Asia's 50 Best Restaurants Chefs' Feast 2017

Monday 20th February 2017
Asia's 50 Best Restaurants Awards Ceremony 2017
Asia's 50 Best Restaurants After Party 2017

Tuesday 21st – Wednesday 22nd February 2017
Academy Meeting 2017

* Subject to change. The Academy Meeting & Academy Dinner are Sponsor Neutral.



ASIA'S 50 BEST RESTAURANTS 2017 HAS A COMPREHENSIVE COMMERCIAL SPONSORSHIP AND PARTNERSHIP PROGRAM THAT ENABLES CORPORATE ASIA TO GAIN PREMIUM ACCESS AND ENGAGEMENT TO THE LEADERS IN GASTRONOMY.

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Sponsorship

Few awards and events offer a more attractive image - brands that associate themselves with the Asia's 50 Best Restaurants 2017 align themselves with an event that epitomizes prestige, luxury and excellence.

Packages include:

TIER 1

- Main / Headline Sponsor - SOLD
- Host Country / Presenting Sponsor - SOLD
- Official 'Top' Category Partners - SOME AVAILABILITY

TIER 2

- Official 'Premium' Category Partners - SOME AVAILABILITY

TIER 3

- Official Category Partners - SOME AVAILABILITY

TIER 4

- Official Media Partners - SOME AVAILABILITY

TIER 5

- Local (Bangkok) Partners - SOME AVAILABILITY

The comprehensive Commercial Sponsorship and Partnership Program on offer enables corporations to integrate with Asia's 50 Best Restaurants and target Ultra & High Net Worth Individuals.

Why Get Involved?

Partnering with Asia's 50 Best Restaurants 2017 provides numerous opportunities for sponsors, through The Awards Ceremony and The Chefs' Feast. Benefits include:

Brand Association & Alignment - with a leading gastronomic brand recognised both globally and regionally.

Publicity & PR - major regional PR media coverage, both traditional and digital. The 2016 event generated over USD\$6.3 million in International Media Value (IMV) alone! 10,052 non-social and social media articles – 25% of articles had a sponsor mention

Promotional Marketing - branding in marketing collateral at: the event; in the Official Programme, press releases, invitations and tickets; and via a pre and post regional marketing campaign

Networking - engagement with Asia's best chefs, VIPs and key food, national, travel and lifestyle media, offering cross-platform channels to both the trade and AB consumer markets. Opportunities to leverage chef and restaurant connections post awards.

Product Placement - at the Awards Ceremony, After Party and the Chefs' Feast (subject to confirmation).

Experiential - opportunity to have a brand activation area at the Awards Ceremony, emotionally connecting your brand to your target audience.

Digital - branding on event websites and social media.

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The Awards Ceremony

Run in conjunction with the Main Partners - San Pellegrino and Acqua Panna and the Tourist Authority Of Thailand - Asia's 50 Best Restaurants Awards Ceremony 2017 will attract 500+ invited guests including media (press, film crews and photographers), the top 50 restaurants' chefs and restaurateurs, the six Academy Chairs as well as VIP guests and sponsors.

Whilst Asia's 50 Best Restaurants 2017 continues to draw interest from all over the world. Industry guests travel from numerous locations, including France, Italy, Spain, Germany and USA as well as all across Asia to attend and participate.



THE AWARDS

There are 9 Awards:

| AWARD | AVAILABLE FOR SPONSORSHIP |
|--|---------------------------|
| Asia's No.1 Restaurant | Not Available |
| Individual Countries Awards (No.1 per Country) | Not Available |
| Asia's Best Female Chef | Available |
| Asia's Best Pastry Chef | Available |
| Chef's Choice Award | Available |
| One To Watch | Available |
| Highest New Entry Award | Available |
| Highest Clamber Award | Available |
| The Diners' Lifetime Achievement Award | Not Available |

TIMINGS

The event commences at 18.00 with a Drinks Reception where Sponsors & Partners have activation areas for their brands, followed by the Awards, presented Theatre Style, and culminating with an 'After Party' allowing further Sponsor & Partner activation. The event ends at around 23.30.

ARRIVAL

The Awards Ceremony commences with the arrival of the chefs and all other guests - entrances are highlighted using a red carpet style VIP walkway for guests.

ENTRANCE

Sponsor branding in the entrance area incorporates lighting with brand colours.

The event has "Formula One" style graphic boards for photo opportunities - sized to specific areas - they are used as a backdrop to photograph all the 50 best chefs on arrival and PR shots.

2015 FACTS & FIGURES

2017

- 500+ Chefs, Restaurateurs, Gourmands, Media and VIPs expected to attend
- 5 x core events across Bangkok
- 150+ media expected

2016

- Held in Bangkok, Gaggan in Bangkok won The No.1 Restaurant for 2016 for the second year running
- 500,000+ social community - Facebook, Twitter, Instagram
- Event generated 10,052 articles in both non social and social media worth USD\$6.3 Million - 25% had a sponsor mention

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Chef's Feast

The day prior to the Awards Ceremony Event, Asia's 50 Best Restaurants 2017 celebrates in style with a Feast at one of Bangkok's finest Restaurants. Venue tbc.

Chefs, Sponsors & Partners and VIP's come together to discuss and celebrate their craft in a more informal, media free environment.

There are a number of opportunities for Sponsors & Partners to integrate with the Chef's Feast...

Academy Meeting & Academy Dinner

Putting together a credible list of Asia's best restaurants requires collecting and collating opinions of numerous experts from across the globe. To do this the organisers rely on the Academy Chairs - a team of six highly diverse restaurant experts from around Asia who select and manage 300+ strong voting academy between them.

Asia's 50 Best Restaurants Academy Meeting and Academy Dinner 2016, brings together the Academy Chairs from across Asia.

They are:

Boris Yu Academy Chair | China & Korea
Evelyn Chen Academy Chair | South-East Asia (North)
Mason Florence Academy Chair | South-East Asia (South)
Susan Jung Academy Chair | Hong Kong, Macau, Taiwan
Rashmi Uday Singh Academy Chair | India, Central Asia & Subcontinent
Takanori Nakamura Academy Chair | Japan

*The Academy Meeting & Academy Dinner are sponsor free moments.



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Sponsorship Categories - SOLD

Current Partners include: San Pellegrino and Acqua Panna; TAT; and Diners Club International.
The following Tiers have been sold...

| TIER | SPONSOR | OFFICIAL CATEGORY | AWARDS |
|-------------------------------|-------------------------------|-------------------------------|-------------------------------------|
| TIER 1 | | | |
| HEADLINE / PRESENTING SPONSOR | SAN PELLEGRINO & ACQUA PANNA | MAIN SPONSOR & OFFICIAL WATER | BEST RESTAURANT AND BEST IN COUNTRY |
| HOST PARTNER | TOURIST AUTHORITY OF THAILAND | OFFICIAL HOST COUNTRY | NO AWARD ALLOCATED |
| CATEGORY PARTNERS | DINERS CLUB INTERNATIONAL | OFFICIAL FINANCIAL SERVICES | LIFETIME ACHIEVEMENT |
| | AVAILABLE | OFFICIAL GLOBAL CONCIERGE | CHEF'S CHOICE |
| | AVAILABLE | OFFICIAL CHOCOLATE | BEST PASTRY CHEF |
| | AVAILABLE | OFFICIAL BEER | ONE TO WATCH |
| | AVAILABLE | KITCHEN APPLIANCES | ONE TO WATCH |
| | AVAILABLE | OFFICIAL COFFEE | HIGHEST CLIMBER |

| TIER | SPONSOR | OFFICIAL CATEGORY | AWARDS |
|-------------------|-----------|---------------------|-------------------|
| TIER 2 | | | |
| CATEGORY PARTNERS | AVAILABLE | OFFICIAL WINE | TO BE NEGOTIATED |
| | AVAILABLE | WORKTOPS | TO BE NEGOTIATED |
| | AVAILABLE | CHAMPAGNE | BEST FEMALE CHEF |
| | AVAILABLE | VODKA | BEST PASTRY CHEF |
| | AVAILABLE | RUM | CHEF'S CHOICE |
| | AVAILABLE | GIN | ONE TO WATCH |
| | AVAILABLE | WHISKY | HIGHEST NEW ENTRY |
| | AVAILABLE | COGNAC | HIGHEST CLIMBER |
| | AVAILABLE | VENUES | TO BE NEGOTIATED |
| | AVAILABLE | WATCH | TO BE NEGOTIATED |
| | AVAILABLE | CARS | TO BE NEGOTIATED |
| | AVAILABLE | AIRLINES | TO BE NEGOTIATED |
| | AVAILABLE | TELCO | TO BE NEGOTIATED |
| | AVAILABLE | TRAVEL | TO BE NEGOTIATED |
| | AVAILABLE | HOTEL | TO BE NEGOTIATED |
| | AVAILABLE | PREMIUM INGREDIENTS | TO BE NEGOTIATED |
| | AVAILABLE | PREMIUM SOFT DRINKS | TO BE NEGOTIATED |
| | AVAILABLE | FASHION | BEST FEMALE CHEF |
| | AVAILABLE | PERFUME | BEST FEMALE CHEF |

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Sponsorship Categories - Available

Current Partners include: San Pellegrino and Acqua Panna; TAT; and Diners Club International.
The following Tiers are available...

| TIER | SPONSOR | OFFICIAL CATEGORY | AWARD / TROPHY |
|--------------------------|-----------|--|----------------|
| TIER 3 | | | |
| CATEGORY PARTNERS | AVAILABLE | APPLIANCES | NO AWARD |
| | AVAILABLE | COOKWARE | NO AWARD |
| | AVAILABLE | KNIVES | NO AWARD |
| | AVAILABLE | GLASSWARE | NO AWARD |
| | AVAILABLE | FISH | NO AWARD |
| | AVAILABLE | CHEESE | NO AWARD |
| | AVAILABLE | DESIGN | NO AWARD |
| TIER 4 | | | |
| CATEGORY PARTNERS | AVAILABLE | UP TO 10 MEDIA PARTNERS PROVIDING ADVERTISING AND GUARANTEED EDITORIAL THAT ARE ESSENTIAL TO THE EVENT | NO AWARD |
| TIER 5 | | | |
| LOCAL (BANGKOK) PARTNERS | AVAILABLE | PACKAGES FOR BANGKOK BUSINESSES | NO AWARD |



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Publicity & PR

Asia's 50 Best Restaurants is hot news... a huge opportunity to promote sponsor messages through news PR activity. Press releases are distributed to all Asian markets including: China; Hong Kong; India; Japan; Singapore; and Thailand.

Releases include: Launch announcements; Asia's Best Female Chef; Lifetime Award; and Asia's 50 Best Restaurant Awards Winners.

Asia's 50 Best Restaurants 2016 generated coverage with a cumulative value of USD\$ 6.3 million.

Media attending the Awards Ceremony was 150 in 2016, 106 in 2015, 108 in 2014 and 86 in 2013.

Social Campaign

Asia's 50 Best Restaurants runs a fully comprehensive online and social media campaign. This covers:

DIGITAL MARKETING

- Trade e-shots to a database 2,300 in the build up to the event
- Digital Campaign - on Asia's 50 Best Restaurants website
- Website - www.theworlds50best.com/asia/en/

In 2016 the event website received: over 58,000 - unique visitors; and over 231,000 - page views

SOCIAL

56% of mobile traffic to the site was from social platforms...

INSTAGRAM

- An active community of over 240,000 followers that increased over the past 4 months at a 60% rate
- This platform is available for bespoke campaigns with our sponsors and partner

FACEBOOK

- The World's 50 Best Restaurants has reached over 2 Million people on Facebook
- Asia's 50 Best Restaurants regional Facebook social platform has over 21,800 followers
- Facebook content is amplified through cross-channel promotion: Instagram, Twitter and YouTube as well as via the World's 50 Best Restaurants social eco-system
- 70% year-on-year growth in Facebook likes
- New feature - Livestreaming of the event

TWITTER

- 93% year-on-year growth in Twitter followers
- New feature - Livestreaming of the event

Sponsorship Inventories

| ASSETS, RIGHTS AND BENEFITS | T1 MAIN & HOST | T1 OFFICIAL TOP CATEGORY | T2 OFFICIAL PREMIUM CATEGORY | T3 OFFICIAL CATEGORY |
|--|----------------|--------------------------|------------------------------|----------------------|
| TITLE "NAMING RIGHTS" | | | | |
| Naming rights to a 'Top' Category including an Award or Trophy. For example: Champagne; Vodka; Rum; Gin; Whisky; Cognac | | Yes | | |
| Naming rights to a 'Premium' Category including an Award or Trophy. For example: Venues; Watches; Cars; Airlines; Telco; Travel; Hotel; Premium Ingredients; Premium Soft Drinks; Fashion; Perfume | | | Yes | |
| Naming rights to a Category including an Award or Trophy. For example: Appliances; Cookware; Knives; Glassware; Fish; Cheese; Design | | | | Yes |
| TERRITORY RIGHTS | | | | |
| Territory | Global | Global | Regional | Regional |
| OFFICIAL PRODUCT RIGHTS | | | | |
| Official product status | Regional | Regional | Regional | Regional |
| PREFERRED SUPPLIER RIGHTS | | | | |
| Preferred supplier status | | | Regional | Regional |
| EXCLUSIVITY RIGHTS | | | | |
| Category exclusivity among sponsors at a given level | Regional | Regional | Regional | Regional |
| LOGO & TRADEMARK RIGHTS | | | | |
| Integration of sponsor name in brand logo | Yes | Yes | | |
| Sponsor logos on (relevant) trophies | Yes | Yes | Yes | Yes |
| Regional use of logo under licence | Yes | Yes | Yes | |
| Regional use of images under licence | Yes | Yes | Yes | Yes |
| EXPERIENTIAL RIGHTS | | | | |
| ON-SITE PRODUCT SAMPLING OPPORTUNITIES | | | | |
| Awards Reception | Yes | Yes | Yes | Yes |
| Awards After Party | Yes | Yes | Yes | Yes |
| DEMONSTRATION OR DISPLAY OPPORTUNITIES | | | | |
| Awards Reception Large | Yes | Yes | | |
| Awards Reception Small | | | Yes | Yes |
| Awards After Party Large | Yes | Yes | | |
| Awards After Party Large | | | Yes | Yes |

| ASSETS, RIGHTS AND BENEFITS | T1 MAIN & HOST | T1 OFFICIAL TOP CATEGORY | T2 OFFICIAL PREMIUM CATEGORY | T3 OFFICIAL CATEGORY |
|--|----------------|--------------------------|------------------------------|----------------------|
| BRANDING RIGHTS | | | | |
| EVENT SIGNAGE | | | | |
| F1 & Media F1 Style | Yes | Yes | Yes | |
| Stage Set | Yes | Yes | Yes | |
| Directional signage | Yes | Yes | | |
| Totems | Yes | Yes | | |
| Signage on buildings, structures, vehicles, competitor uniforms, event staff | Yes | Yes | | |
| Aprons | Yes | Yes | Yes | |
| Staff Uniforms – Service | Yes | | | |
| Staff Uniforms – Hosts | Yes | | | |
| On Stage Model | Yes | | | |
| Brand placement on tickets and marketing materials | Yes | | | |
| Logo on invitations | Yes | Yes | Yes | Yes |
| Logo on tickets | Yes | Yes | Yes | Yes |
| Logo on official email communications | Yes | Yes | | |
| Logo on official communications | Yes | Yes | | |
| Logo on pocket guide | Yes | Yes | Yes | Yes |
| Logo on gift bag given out at Chef's Feast | Yes | Yes | | |
| Inclusion in all advertising and event promotional pieces | Yes | Yes | Yes | |
| Extended award editorial in printed guide | Yes | Yes | | |
| Extended award editorial on website | Yes | Yes | Yes | |
| 100 word product and brand profile in event programme | Yes | Yes | Yes | Yes |
| HIGHLIGHT RIGHTS | | | | |
| Presentation of an award live on stage | Yes | Yes | Yes | |
| Presentation of a brand video live on stage | Yes | Yes | | |

Sponsorship Inventories

| ASSETS, RIGHTS AND BENEFITS | T1 MAIN & HOST | T1 OFFICIAL TOP CATEGORY | T2 OFFICIAL PREMIUM CATEGORY | T3 OFFICIAL CATEGORY |
|--|----------------|--------------------------|------------------------------|----------------------|
| HOSPITALITY RIGHTS | | | | |
| Awards Ceremony x tickets | 10 | 10 | 8 | 6 |
| Chefs' Feast x tickets | X 3 | x2 | x2 | |
| Customized hospitality event to suit the sponsor's VIP audience | Yes | Yes | | |
| Participation in the event by employees, shareholders Extended staff passes for activation on site | Yes | Yes | Yes | |
| Extended benefits – access to the event or area for a target group Extended access to after party | Yes | Yes | | |
| TALENT ACCESS RIGHTS | | | | |
| Chefs and restaurants – Personal | Yes | Yes | | |
| DIGITAL RIGHTS | | | | |
| Sponsor logo placement on hub homepage | Yes | | | |
| Sponsor logo on brand home page | Yes | Yes | Yes | Yes |
| Sponsor content page linked from hub homepage | Yes | | | |
| Sponsor content page linked from brand home page | Yes | Yes | Yes | Yes |
| Provision of 'web events' created especially such as chat with 'talent' | Yes | | | |
| Award based Social media campaigns | Yes | Yes | Yes | |
| Bespoke Social media at extra cost | Yes | Yes | Yes | Yes |
| Award based Multiplatform campaigns | Yes | Yes | Yes | |
| Bespoke Multiplatform campaigns | Yes | Yes | | |
| Digital streaming rights for the Awards Ceremony - Regional & Non exclusive | Yes | Yes | | |
| Banner or pull-through ads on the event website | Yes | Yes | | |
| Sponsor content page | Yes | Yes | Yes | Yes |
| Special award page | Yes | Yes | Yes | |
| Database marketing – access to event-generated database for direct mailing | Yes | Yes | Yes | |
| Native advertising / sponsored content in newsletter | Yes | Yes | | |

| ASSETS, RIGHTS AND BENEFITS | T1 MAIN & HOST | T1 OFFICIAL TOP CATEGORY | T2 OFFICIAL PREMIUM CATEGORY | T3 OFFICIAL CATEGORY |
|--|----------------|--------------------------|------------------------------|----------------------|
| MEDIA RIGHTS | | | | |
| Right to host media allocation at Awards Event | X 2 | X 2 | x1 | |
| Right to host media allocation at ancillary events | Yes | Yes | | |
| Press release distribution and campaign prior to Awards Event | Yes | Yes | | |
| Bespoke press release prepared for sponsor distribution on Awards Event | Yes | Yes | Yes | Yes |
| Focussed brand related media campaign | Yes | Yes | | |
| Opportunity to request priority media interviews | Yes | Yes | | |
| Defined rights for media sharing | Yes | Yes | | |
| Logo on press releases | Yes | Yes | Yes | Yes |
| Mention in press releases | Yes | Yes | Yes | Yes |
| Editors note in press releases | Yes | Yes | | |
| First right of refusal for related events | Yes | Yes | Yes | |
| Specially designed new event to suit sponsor at additional cost | Yes | Yes | | |
| GIFTING RIGHTS | | | | |
| Opportunity to gift the chefs | Yes | Yes | Yes | |
| Opportunity to gift the media | Yes | Yes | Yes | |
| Opportunity to for gift in gift bag at Chef's Feast | Yes | Yes | Yes | |
| CONTRA RIGHTS | | | | |
| Opportunity to provide contra – free equipment, services, technology or staff as part of the value of the sponsorship deal | Yes | Yes | Yes | Yes |

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Official Media Partner Packages

| NAMING RIGHTS | TIER 3 - OFFICIAL MEDIA PARTNERS |
|---|----------------------------------|
| Rights to title "Official Media Partner Asia's 50 Best Restaurants 2017 or PR and advertising use | Yes |
| BRANDING RIGHTS | |
| Logo at venues: Awards Ceremony & After Party; Chef's Feast | Yes |
| Media interview area backdrop branding | Yes |
| Logo on literature pre and post events, website, stationery | Yes |
| 100 word profile in Asia's 50 Best Restaurants programme | Yes |
| MEDIA RIGHTS | |
| Brand name mention and logo in Asia's 50 Best Restaurants 2017 press information and advertisements | Yes |
| HOSPITALITY RIGHTS | |
| Awards Ceremony x tickets | X 2 |
| Chefs' Feast x tickets | X 2 |

Local (Bangkok) Partners Package

- Partners page on Asia's 50 Best Restaurants website – for example <http://www.theworlds50best.com/asia/en/Sponsors/peroni-nastro-azzurros.html>
- Digital leader board on the partners page for the duration of their contract – Feb 2017 to Jan 2018
- Logo on external event marketing (where applicable)
- Logo on event marketing FI boards throughout the Awards Ceremony and stage set
- 100 word profile in Asia's 50 Best Restaurants programme
- X 2 tickets to Awards Ceremony
- X 2 tickets Chefs' Feast
- Premium gift in the gift bag handed out at the Chefs' Feast

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Organisers

Asia's 50 Best Restaurants list is published by William Reed Business Media, which also publishes The World's 50 Best Restaurants, launched in 2002, and Latin America's 50 Best Restaurants, launched in 2013.

William Reed is a family-owned and operated business with offices in the UK, USA, France and Singapore. Established in 1862, it celebrated 150 years in business in 2012. Best known for The Grocer and Restaurant Magazine, its portfolio includes print, events, exhibitions and digital products, mainly in the food, drink and hospitality sectors.

The World's 50 Best Restaurants list is an annual snapshot of the opinions and experiences of almost 1,000 international restaurant industry experts. It is recognised around the world as the most credible indicator of the best places to eat on Earth and is the trusted arbiter of what matters in global cuisine. Latin America's 50 Best Restaurants is created by an influential group of over 250 leaders in the restaurant industry across Latin America, each selected for their expert opinion of Latin America's restaurant scene. The Academy is divided into four separate regions: Mexico & Central America, including the Caribbean; South America (North); South America (South); and Brazil.

HÉLÈNE PIETRINI - DIRECTOR

Hélène joins The World's 50 Best Restaurants as Director in 2016, after moving from her native France to London. A brand builder with extensive experience in marketing and communication, Hélène has held international roles in the beauty and hospitality sectors, including as strategic marketing director for Relais & Châteaux and publishing director of the premium gastronomy magazine 3 Étoiles. When she isn't scuba diving or filming sharks in the blue waters of remote locations, true foodie Hélène can usually be found eating out with her fellow gastronomes.

WILLIAM DREW - GROUP EDITOR

William is the Group Editor of The World's 50 Best Restaurants series and Restaurant magazine. He has been a journalist and editor for two decades, spanning business-to-business and consumer magazines, as well as national newspapers. He is a former editor of style magazine Arena and continues to write and comment on food and restaurants in the UK and international media. He is privileged to have eaten in a healthy proportion of The World's 50 Best Restaurants, though the experience hasn't been so healthy for his waistline.

TIAGO RESTANI - DIRECTOR OF PARTNERSHIPS

Tiago joins The World's 50 Best Restaurants team in 2016 after moving to London from the sunny Algarve in Portugal. A marketing professional with more than 15 years of experience, both in agencies and client side, Tiago has led international fashion projects and delivered unforgettable experiential events to luxury brands. As part of this team he fulfils his passion for cooking and discovering new fine dining experiences around the world.



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