

## **ASIAN FOOD CHANNEL SEEKS NEW CELEBRITY CHEF**

THE Asian Food Channel (AFC) is conducting a region-wide search for Asia's next celebrity chef. Joining AFC in the search is luxury-lifestyle group Eastern & Oriental Berhad (E&O).

Auditions will be held in five countries: Hong Kong, Indonesia, Malaysia, the Philippines, and Singapore. The winning chef will be signed to an exclusive one-year contract with AFC, and will be awarded a year-long stint as creative director and head of R&D for the E&O Gourmet Group.

Visit <http://www.asianfoodchannel.com/nextafcchef> for more information.