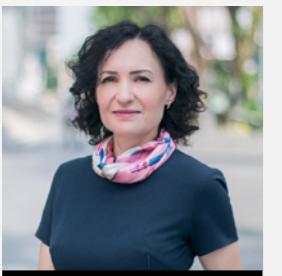




## Polish Festival in Singapore 2018

Taste it, experience it and discover that Poland SHIOK!

*Bringing Polish culture, specialties, culinary traditions  
and brands to Singapore.*



Magdalena BOGDZIEWICZ

*Ambassador of the Republic of Poland to Singapore*

For the second year in a row, Singapore became the host for PolandSHIOK festival. During the month long festival of Polish culinary tradition, products, brands, arts and culture we organized more than 20 events in 13 locations across Singapore. More than 5.000 people were actively involved in SHIOK2018 festival.

We were present at Singapore Yacht Show 2018 and we joined elite MasterChefs group during 22<sup>nd</sup> edition of the World Gourmet Summit. Polish alcohol-based cocktails were served at the Singapore Cocktail Festival. We partnered with the best venues in town, including Woolloomooloo Steakhouse, the Fullerton Hotel, Singapore Sofitel SO and Sofitel Sentosa Resort and Spa, the Projector cinema and Singapore Botanic Gardens. Wherever we have been, the enthusiastic and positive response of the local community and warm receptions

by our guests has been truly encouraging and has made each event a huge success. Thank you very much for being with us and discovering that Poland SHIOK!

Our special thanks go to SHIOK sponsors and partners, with DBS Bank, LOT Polish Airlines, Ministry of Agriculture and Rural Development, National Support Centre for Agriculture (KOWR), National Poultry Council (KRD IG), Polish producers of organic products (Polska Ekologia), BottlesXO only leading a suite. Without their support this wide-ranging project could never materialize.

While the next year marks the 50<sup>th</sup> anniversary of establishing diplomatic relations between Poland and Singapore, the 3<sup>rd</sup> edition of PolandSHIOK festival will be extraordinary. We hope to meet you again in April 2019! Stay tuned for more to come!



## Festival highlights in numbers:

**>30.000**

people actively participated in sharing information about our events

**21**

promotional events in 13 festival venues

**>5.000**

people participated in Polish dining, happy hours, business and cultural events

Within

4-week long festival

**>20**

information were published in mainstream and life-style media and magazines

**2**

round trip tickets to Poland with LOT Polish Airlines won in Lucky Draw

**7**

local partners were granted a honorable title of *Polish Vodka Ambassadors*

**>100.000**

people reached



## SHIOK Chefs / Polish Masterchefs



Artur MOROZ



Łukasz WEDZIK



Maciej DUSZKA



Witold DROBNY



Sebastian KORNACKI



Jakub BANASZAK



Michał TRUKAWKA



Marcin PIOTROWSKI

SHIOK2018 Masterchefs were sponsored by:  
National Poultry Council (KRD IG)  
National Support Centre for Agriculture (KOWR)  
Beef Meat Promotion Found  
Polish Association of Processors and Producers of Organic Products (Polska Ekologia)

# SHIOK Dining

For many of our guests, SHIOK2018 provided a unique opportunity to discover that Poland, as the European agricultural powerhouse and the biggest producer of poultry in Europe, provides quality class goose meat. We also offer one of the best caviars in the world (*Antonius*), which is selling well in Singapore. Our dairy products, from the most genuine and cleanest part of Europe are ready to enter the market, with *Lactima* cheese paving their way to Singaporean tables.



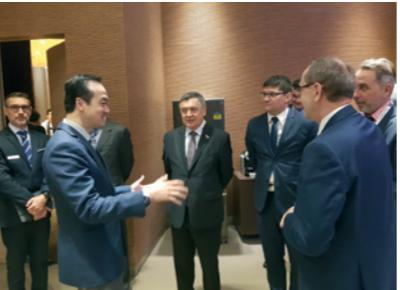
SHIOK

The absolute hit of the culinary feast during SHIOK2018 was the Polish **dumpling festival**. Those who tried had no doubts that Polish and Singaporean cuisines have something very much in common!



## SHIOK Business

SHIOK2018 evolved from food festival to the Polish festival in Singapore. Although the second edition of the festival was still dominated by food products, we also brought aboard some **luxury brands** to present to our Singaporean customers. Wide range of meat, dairy and beverages was presented by Polish producers at Food&Hotel Asia2018 and during business seminar organized by National Poultry Council. Number of B2B meetings were organized.



SHIOK

To the surprise of many, during SHIOK2018 Poland was revealed as a producer and supplier of top luxury goods. Polish **luxury yachts** (by *SunreefYachts*) and **architectural solutions** (by *SatorLuxura*) won hearts of local enthusiasts during private sunset dinner cruise operated by *EagleWings*. Want to experience it in person? A luxury catamaran by *SunreefYachts* could be chartered any time from *EagleWings*!

# SHIOK Happy Hours

Did you know that Poland, as a European “Apple Land”, can compete with the top world brands of apple cider? Our *Cydr Lubelski*, which is already available on shelves in Singapore, won the golden award at Singapore Beer Festival 2018. Our craft beer *Polanin* is also expanding fast in the local market. Not to mention the world leading Polish vodka! The *Apple Pie* cocktail based on Polish bison vodka *Zubrowka* and apple juice, is irresistible even for those, who are not fans of strong alcohols. If you have not tried yet, you should shop for *Zubrowka* at Redmart.



SHIOK

For many years Polish vodka brands have established their strong position in bars across Singapore. This was possible only with strong commitment of the whole supply chain, including distributors, bars and retailers. During SHIOK2018 we awarded seven Ambassadors of Polish vodka in Singapore, with 1Altitude and MHD (Belvedere), CrossroadCafe and Pernod Ricard Singapore (Wyborowa), Fullerton Hotel and Sofitel leading the suit.

## AMBASSADORS OF POLISH VODKA



# SHIOK Culture

With the first ever Polish Film Festival in Singapore at the Projector, "The JOY" Polish Arts Exhibition presented by Singapore International Contemporary Art Society, and Poland SHIOK! In The Garden musical picnic concert, the culture lovers were just spoiled for choice for the second edition of the Polish festival. Chilling tunes by some of best of Polish DJs lifted moods across Sentosa Island from the afternoon till brunch time next day!

**ICAS**  
International Contemporary Art Society  
SINGAPORE



**YAMAHA**



SHIOK Artists / Invited musicians



Maciej  
ŻÓŁTOWSKI  
conductor



Jacek  
MIRUCKI  
double bass



Hanna  
KRASNODEBSKA  
violin



DJ Papa Zura



Sound Traveler

## Sponsors

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Exclusively for DBS/POSB Cardmembers



## Partners

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*bottles*XO



KERRIS

Sunreef Yachts  
LUXURY CATAMARAN MANUFACTURER

YAMAHA



ICAS  
INTERNATIONAL CONFERENCE OF AIR  
SINGAPORE



## Product sponsors

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fork&pillow



We will be back again!

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