

*Poland
tastes good*

**SHIOK!
SHIOK!**

POLISH FOOD FESTIVAL
18 May - 3 June 2017 Singapore



Zenon **KOSINIAK-KAMYSZ**

*Ambassador of the Republic of Poland
to Singapore*

“Poland tastes good”. This is what we hoped for Singaporeans to discover when we launched the Poland SHIOK Food Festival in 2017. We wanted to offer Singapore an insight into our culinary tradition, food and culture and bring Poland closer to your hearts.

I am happy and proud that this new initiative to showcase here Poland’s excellent food was met by the food loving Singaporeans with a great interest and enthusiasm. Our efforts were also recognised at the highest level during the official visit of President Tony Tan in Warsaw in May 2017.

I want to express our sincere gratitude to our guests for their invaluable involvement in all the events and to people who made the Festival happen.

We owe special thanks to the sponsors whose support was indispensable for all Festival activities, to local partners who kindly hosted the events, to the Polish community in Singapore who embraced the Festival and spread the word around the town, to the Polish musicians whose enchanted notes made us believe that Poland also “sounds good” and to all those whose special commitment and passion meant so much for the project. Last, but not least, warm thanks to our chefs for the wonderful flavours of Poland SHIOK!

The Festival’s success encourages us to continue the project in the future. Building up on the 2017 experience, we have already started work on the next edition of Poland SHIOK to be organised in April 2018. We will be back soon, stay tuned!



Festival highlights in numbers:

3,500 people tried Polish cuisine, food products and beverages
at **13** events held in **10** venues during **2.5**-week festival

we reached over **85,000** people through Facebook,
printed materials and our website
even more learned about us through prime-time TV programs

over **17,000** people actively participated
in sharing information about our events

we were featured by local **TV** (Channel News Asia),
local magazines (Peak, Expats Living),
online **culinary blog** (Seth Lui)
and **internet media**

75% participants were **25-44** years old

Chefs



Michał **TRUKAWKA**
Executive Sous Chef
The Westin Warsaw



Sebastian **KRAUZOWICZ**
Executive Chef
Copernicus Toruń Hotel



Marcin **SUCHENEK**
Executive Sous Chef
Airport Hotel Okęcie



Bartosz **PETER**
Junior Sous Chef
Copernicus Toruń Hotel



Maciej **DUSZKA**
Chef
Regent Warsaw Hotel



Daniel **CHRZASZCZEWSKI**
Chef
Copernicus Toruń Hotel



Polish Dining

During the 17-day long festival Singaporeans could taste some mouth-watering Polish lunch and dinner dishes at partner venues throughout the city. Polish smoked beef tartare, herring and beetroot salads, sauerkraut soup, beef rolls, Silesian dumplings, apple pie, ginger bread and many more received a warm welcome by local customers. Due to high demand, our chefs served twice as many portions as originally planned for!



**SHIOK!
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“ Proudly using local produce from the rich lands of Poland, dishes incorporate the best of what is grown such as apples, herbs and mushrooms appearing in many recipes ”

Seth Lui

top Singaporean food blogger





Polish Special Events



Special events added flavour to the food festival filling it with Polish vodka-based refreshing cocktails and numerous cultural events: movie screenings, classical music concerts and modern rhythms of Polish dance music. Polish Sunset Party at 1-Altitude rooftop bar, Pool Party at HI-SO Sofitel and BBQ at Sofitel Sentosa Resort & Spa provided local guests with a pinch of modern Polish lifestyle.





Picnic Music Concert

Our fabulous musicians Jacek Mirucki (double bass), Waclaw Turek (classic accordion), Hanna Krasnodebska (violin) and Arkadiusz Bialak (piano) attracted over 1,000 people to their special picnic concert at Singapore Botanic Gardens and proved that Poland not only tastes, but also sounds good!

Artists



Jacek **MIRUCKI**
double bass



Waclaw **TUREK**
acordeon



Hanna **KRASNODEBSKA**
violin



Arkadiusz **BIALAK**
piano



Lucky winner of our raffle, one of the 3,500 participants of the Polish food festival, will shortly fly to Poland to visit European Xmas markets sponsored by **Insight Vacations** and **Lufthansa**.



Gala Dinner



“ Upon hearing of Poland,
Vodka would be the first thing that comes
to mind, but there is so much more too

Seth Lui

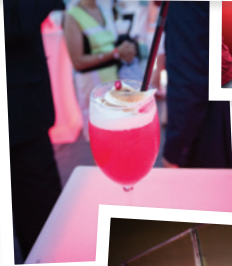
top Singaporean food blogger

”

To celebrate the exclusive Gala Dinner at Tower Club prepared by Polish chefs and supported by Singapore International Contemporary Art Society and Wealth Solutions we opened the 100-year old cognac, courtesy of the latter. On another occasion, we taught our guests how to cook Polish delicacies.

Cooking classes





“ In the 20th century,
there were three extraordinary inventions:
cubism, blues and Polish vodka ”
Pablo Picasso

Polish Happy Hours

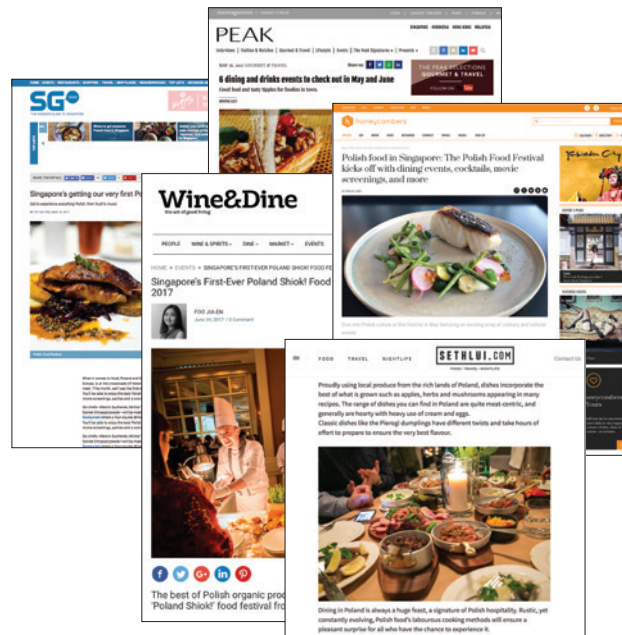
Happy hours? Happy people! In Singapore's tropical weather Polish cider and vodka proved to be the refreshments to cool down and relax after the hard day work. Unique cocktails made of well known and loved Belvedere, Wyborowa and Żubrówka (fragrant vodka with a straw of bison grass in the bottle) as well as bubbly apple-based Cydr Lubelski won the hearts of locals.



FEATURED IN:



- ChannelNewsAsia – “On the Table”
- ChannelNewsAsia – “Singapore Today”
- TV Polonia – “Hallo Polonia”
- TVP Info – “EkoBiznes”
- Seth Lui culinary blog sethlui.com



- Wine&Dine
- Gourmet and Travel
- Peak
- The Straits Times
- Expat Living
- The Honeycombers
- SG now
- InSing
- Allevents

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*We will be back
next year again!*

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