



🏠 | Jl. Raya Sanggingan PO BOX 181  
Ubud Bali Indonesia 80571  
☎ | +62 361 977 408  
🌐 | www.ubudfoodfestival.com  
✉ | hello@ubudfoodfestival.com



**MEDIA RELEASE: 5 FEBRUARY, 2018**

**UBUD FOOD FESTIVAL ANNOUNCES NEW PRESENTING PARTNER ABC  
AND FIRST ROUND OF WORLD CLASS CHEFS AND OUTSTANDING INNOVATORS FOR  
UFF18**

Ubud, INDONESIA–

The Ubud Food Festival (UFF) has today announced a new Presenting Partner, one of Indonesia’s leading food companies, ABC. Producing the nation’s essential condiments, kecap manis and sambal, ABC’s products are consumed across the country.

“We’re thrilled to announce the new partnership with ABC,” said UFF Founder & Director Janet DeNeefe. “It’s a brand we all know and love, so it’s a perfect fit for our Festival.”

Dhiren Amin, Head of Marketing, Southeast Asia at Kraft Heinz ABC, commented, “The UFF celebrates the joys of Indonesian food and cooking. As a home-grown Indonesian food brand, ABC too is invested in popularizing Indonesian cooking and the many culinary delights the archipelago offers. This shared vision of ABC and UFF was the primary motive to become a Presenting Partner of the Festival.”

The UFF also today announced a sneak peek of the world class chefs, culinary heroes, and outstanding innovators who will join this year’s three-day program of high-energy cooking demos, decadent special events, in-depth discussions, and hands-on masterclasses with the F&B industry’s best.

From 13–15 April, 2018, UFF will welcome almost 100 speakers from across Asia and beyond, plating up pioneering culinary insights and ideas and fearless flavors, all energized by the theme ‘Generasi Inovasi’. The theme is inspired by Indonesia’s young, tech-savvy population, which is driving the nation’s booming innovation economy and transforming the entire spectrum of the nation’s food industry. From Sri Lanka to Jakarta, Sydney to Seoul, Byron Bay to Bali, the first lineup reveal is testament to Indonesia’s rising status on the world food stage.

The first Sri Lankan chef to receive Michelin status, **Rishi Naleendra**, was Chef de Partie at Tetsuya’s in Sydney before establishing **Cheek by Jowl** in Singapore. He’ll be joined by Australian Chef-Owner **Sam Aisbett** of Singapore’s **Whitegrass**, which was awarded its first Michelin star last year. The stars keep shining with Chef **Jun Lee**, whose **Soigné** restaurant in Seoul was awarded one star in 2016 and 2017.

With a mission to bring Indonesian food, culture and art to the world, UFF welcomes the return of *MasterChef Indonesia* judge **Rinrin Marinka**, as well as the beloved Queen of



🏠 | Jl. Raya Sanggingan PO BOX 181  
Ubud Bali Indonesia 80571  
☎ | +62 361 977 408  
🌐 | www.ubudfoodfestival.com  
✉ | hello@ubudfoodfestival.com



Indonesian cuisine, **Ibu Sisca Soewitomo**. Ibu Sisca has dedicated her 50+ year career to nourishing Indonesia's food industry, and holds a warm place in the heart of the nation's top chefs and food lovers alike.

They'll be joined by **Hans Christian**, Chef de Cuisine of **View Restaurant by Fairmont Jakarta**, who prides himself on elevating Indonesia's culinary scene, and **Andrian Ishak**, whose **Namaaz Dining** has been described as Indonesia's first molecular gastronomy restaurant, and sits among the top of Jakarta's fine dining establishments.

Proving that the nation's capital can rightfully take its place among the world's top dining destinations, Indonesia's leading English-language F&B publication, **FoodieS Magazine**, has launched the inaugural **Jakarta's Best Eats Awards and Guide**. Appearing at UFF will be the Award's **Best Chef** and **Best Pastry Chef**, announced in March.

The Food for Thought stage, home to the UFF's in-depth discussions with industry leaders, will welcome some of the nation's top innovators tackling environmental problems and improving supply chains. Among them are **David Christian**, Co-founder of **EvoWare**, a startup producing food packaging from biodegradable, chemical-free farmed seaweed, **Thor Yumna** of **TaniHub** and **TaniFund**, successful Indonesian startups empowering farmers and improving agriculture, and **Helianti Hilman**, Founder of **JAVARA Indonesia**, which works with over 52,000 farmers across the archipelago, selling over 700 artisanal organic products for the domestic and export market.

"This first round of speakers is but a tiny taste of the fantastic feast we'll be serving up from 13–15 April," said UFF Founder & Director Janet DeNeefe. "With world class chefs from across the region, and incredible innovators improving the lives of farmers and producers on who we all depend, we're proving that Indonesia now has its rightful place on the world food map.

"We are also showing the world that now is actually a brilliant time to come to Bali," DeNeefe continued. "It's quieter, cleaner and more peaceful. As the source of Bali's iconic rice paddies, spectacular landscapes and extraordinary local produce, the Agung volcano is reminding us exactly what makes this island so magical.

"Without Agung there would be no Bali as we know and love it. So why not come and join our Festival Family and see why so many travelers have embraced the campaign **#IaminBaliNOW?**

"In the words of the revered Dr Sutopo Purwo Nugroh, head of PR at Indonesia's National Disaster Management Agency, 'Nature is telling its story'. We hope you'll be joining us to hear Indonesia's inspiring innovators tell theirs."



🏠 | Jl. Raya Sanggingan PO BOX 181  
Ubud Bali Indonesia 80571  
☎️ | +62 361 977 408  
🌐 | [www.ubudfoodfestival.com](http://www.ubudfoodfestival.com)  
✉️ | [hello@ubudfoodfestival.com](mailto:hello@ubudfoodfestival.com)



## More Information

---

- The three-day program from 13–15 April, 2018, spans a range of ticketed and free events, from cooking demonstrations, special events, workshops and food tours, to markets, film screenings, live music and in-depth forum discussions.
- Special events take place at various locations across Ubud.
- A not-for-profit initiative, the Ubud Food Festival is underpinned by a mission of supporting Indonesia's vibrant and sustainable culinary and tourism industries.
- The program, lineup and tickets will be announced in mid-February.
- Visit [www.ubudfoodfestival.com](http://www.ubudfoodfestival.com) for all information.

## Media Contact

---

For all media-related enquiries please contact our International Media Consultant, Julia Winterflood, at [julia@yayasansaraswati.org](mailto:julia@yayasansaraswati.org) or on +62 812 9942 7591.

Hi-res festival imagery (please note photo credits) can be downloaded for use via [www.flickr.com/photos/ubudfoodfestival](http://www.flickr.com/photos/ubudfoodfestival).

Social Media & Marketing Toolkit is available at [www.ubudfoodfestival.com/toolkit](http://www.ubudfoodfestival.com/toolkit).

Media accreditation will be open on the UFF website alongside the UFF18 Program launch in mid-February.