



ITALIAN FINE WINES



Lotus
Arts de Vivre



October 9th, 2008

MEDIA RELEASE

THEATRE OF TASTE – JAKARTA

Tasteful Living at its Best, now Jetting Down in Indonesia

Jakarta - Italian Fine Wines, Lotus Arts de Vivre and Etihad Airways have joined forces to present a unique sensory experience sure to captivate those who appreciate the finer things in life with their **Theatre of Taste** event on October 22nd at the prestigious Grand Hyatt Hotel in Jakarta.

The “cream of the crop” - major players from the fine wine, hospitality and fine jewelry and decoration industries - will give Indonesians the taste of a lifestyle that encompasses sophistication and splendour with the **Theatre of Taste** bi-annual culinary tour. Italian Fine Wines will showcase wines and culinary ingredients from various regions throughout Italy, perfectly complemented with specially prepared “tasters” of dishes that are offered on Etihad Airways’ daily flights from Jakarta to Abu Dhabi. Guests will have the chance to relish this five star experience in surroundings made up of exquisite handcrafted decorations and collectables courtesy of Lotus Art De Vivre.

In explaining the concept behind the event, general manager of Italian Fine Wines Davide Vacchiotti says: “With their visuals and sound, dramatic plot twists and elaborate production, art forms such as theatre and opera stir deep emotions within the spectator. The Theater of Taste aims to do the same but goes a step further by engaging all the senses, be it smell, sight, touch, sound and of course, taste, through the combination of fine food, drink, and ambience, cultivating

not just any experience, but an example of a lifestyle of culture and refinement. The event gives guests a chance to experience a life of good taste through the Theatre of Taste”.

Wine producers and sommeliers from different Italian regions will be on hand to educate guests on their different wines and regions and also profile foods native to their area.

Lungarotti from Umbria, for example, will present their wines with excellent tastes of their Ubriaco cheese (literally Drunk cheese), a unique Italian delight preserved by immersing cow’s milk cheese in fermenting wine; while connoisseurs can enjoy Piedmont’s Batasiolo wines complemented with fine Piedmont Toma and Parmesan cheese. Leonardo Da Vinci producers from Tuscany will delight the discerning wine enthusiasts with a taste of the region’s celebrated honey, followed with their top selection Da Vinci.

Also on show will be the acclaimed Lotus Art De Vivre’s unique Asian inspired interior decoration collection, fitting for the collector who takes pride in only the best for their homes.

Fine cuisine replicated from Etihad Airways’ exclusive, award winning menu will also be available at **Theatre of Taste** and is sure to tempt taste buds.

“The reason we decided to create this event together is because all our individual offerings give people a taste of the lifestyle that many aspire to have – and in coming together, we are able to give our guests a firsthand head to toe experience of such a lifestyle” Davide says.

Theater of Taste takes place on the 22nd of October at the Presidential Suite of the Grand Hyatt Hotel in Jakarta. The event is open from 5-6pm for the press conference.

Please RSVP to

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About:

Italian Fine Wines

Davide Vacchiotti has been working as a representative of Italian wines since 1998 in Bangkok. Italian Fine Wines Co (IFW) was established in 1998 and has offices throughout the Asia-Pacific region. It represents nine brands of Italian wines in 14 countries in Asia. Through marketing and educational activities, Italian Fine Wines aims to increase the popularity and knowledge of Italian wines and is also the representative of the Italian Association of Sommeliers in the Asia Pacific region, regularly holding professional sommeliers courses. IFW also works with various cultural institutions and establishments to help produce events such as the Italian Cultural Festival, various wine and food festivals, and has collaborated with Elle Magazine and the Italian Embassy in the past for events.

Lotus Arts De Vivre

Lotus Arts de Vivre specializes in exclusively designed, handcrafted luxury jewelry, accessories and Home Decoration products, blending Far East Asian art with modernized function and sensibility. Principally, Lotus Arts de Vivre products are not mass-produced, they are individual, distinctive and unique, they are instantly recognizable and of course collectible. The von Bueren family personally travels far and wide to explore, discover and commission the most dedicated and loyal craftsmen whose skills have been passed down through the generations in order to work on their collections. Lotus Arts de Vivre has signature stores in Thailand, Singapore, Cambodia, and a representative based in Hong Kong, Japan, UK and USA. Consequently, LAdV pieces have become a regular addition to local and international serious collectors of luxury and unique art objects. For further details, visit www.lotusartsdevivre.com

Etihad Airways

Etihad Airways is the national airline of the United Arab Emirates based in the UAE's capital, Abu Dhabi. Currently Etihad offers flights to 48 destinations in the Middle East, Europe, North America, Africa and Asia, including daily, nonstop flights between Jakarta and Abu Dhabi. Flights to and from Jakarta offer a choice of its award-winning Pearl Business class, twice winner of "the World's

leading flatbed seat” award, and Coral Economy class. At Etihad Airways, everyone is welcomed as a guest and treated to the best of modern Arabian hospitality. Etihad Airways is known worldwide for its premium service including its award-winning on board cuisine. The airline was awarded “Outstanding Food Service by a Carrier” in the Middle East category by Pax International readership awards and “Best Economy class Catering” in the global survey by Skytrax in August 2007. This year, Etihad has been awarded ‘Best Business Class Airline’ at the Irish Travel Trade News Awards and “Best Cabin Staff” by Business Traveler Middle East.

For further details, visit www.etihadmediacentre.com