

**FOR IMMEDIATE RELEASE**

**CLUB ABC TOURS INTRODUCES “NEW ASIAN CUISINE CHEFS TOUR”  
TO HONG KONG, VIETNAM AND THAILAND**

**Inspired by Popular “New Asian Cuisine: Fabulous Recipes From Celebrity Chefs,”  
Tour Offers Exciting Immersion Into New Food Trend and Asian Culture**

**June 29, 2006, Bloomfield, NJ** - Club ABC Tours, one of the largest private travel clubs in the country, announces a unique new adventure in fine dining that takes food enthusiasts through the marketplaces, restaurants and gourmet kitchens of Hong Kong, Vietnam and Thailand, the “New Asian Cuisine Chefs Tour.” Inspired by the cookbook sensation, “New Asian Cuisine: Fabulous Recipes from Celebrity Chefs” by Wendy Chan and Grace E. Niwa, each 13-day escorted tour is led by one of the top chefs whose dishes are featured in the book. It takes food connoisseurs on a whirlwind voyage of discovery through the marketplaces and dining establishments of the three distinct Asian cultures and lifestyles that feature strongly in the cuisine.

An emerging and increasingly popular trend, New Asian Cuisine is the healthier alternative to the traditional Asian fare familiar to most Americans. Based on the USDA Food Pyramid that promotes a healthy and balanced diet low in fat, the cuisine draws from foods easily found at local grocery stores and ethnic Asian markets to build highly nutritious, vegetarian dishes that are combined with smaller portions of meat, fish and poultry. Food experts considered it a “smarter choice” for health-conscious Americans because these flavorful, healthy dishes typically contain a total fat content of less than 35%.

**A Moveable Feast of Epicurean Proportions**

Highlights of Club ABC’s “New Asian Cuisine Chefs Tour,” which was designed in partnership with Savory Productions, Inc., include visits to local produce markets; hands-on cooking sessions and demonstrations; and meals at numerous award-winning restaurants, such as T’ang Court in Hong Kong and Sala Rim Naam, a premier Thai restaurant. The tour also includes a visit to the famous sauce manufacturer Lee Kum Kee, the world’s largest and most popular producer of authentic Chinese sauces, which feature in the cuisine. Participants also visit local fish markets in the various countries, take a cruise along the Hoi An River to the Red Bridge

Cooking School in Vietnam; enjoy a Rice Barge Cruise while sampling a unique spread of Thailand's many tropical fruits; and learn Thai cooking at the Oriental Bangkok's Thai Cooking School.

### **Deluxe Accommodations, Incomparable Experience**

Prices for Club ABC's 13-day "New Asian Cuisine Chefs Tour" start at \$3,999 and include round-trip airfare on Cathay Pacific flights from New York, flights between cities in the three countries, 4- and 5-star hotel accommodations, travel with a top chef featured in the New Asian Cuisine cookbook, breakfast daily and most meals, and round-trip airport transfers in each city. Prices are based on double occupancy and vary by date of departure. Departures are also available from other major cities at additional cost.

"Club ABC's New Asian Cuisine Chefs Tour offers a unique opportunity for the sophisticated devotee of fine dining as well as the casual food enthusiast to experience the exotic and fascinating cultures that gave birth to this modern cuisine," remarked Wendy Chan, Co-Principal, Savory Productions, Inc., and co-author of *New Asian Cuisine*. "It brings to life in a memorable way the many nutritious, easy-to-prepare recipes – created by top Asian and non-Asian chefs – which are designed to be easily incorporated into today's modern, health-conscious lifestyle."

"Club ABC Tours' diverse escorted tours, independent packages and cruises offer travelers unique opportunities to gain greater insights into the people, culture and history of both popular and exotic destinations around the world," noted Tom Paris, co-president, Club ABC Tours. "We are very pleased to work with Wendy and Grace to bring travelers a memorable travel experience as well as an exceptional culinary adventure."

### **About Club ABC Tours**

Club ABC Tours is a members-only travel club that has been providing outstanding vacation values since 1966. Most packages include airfare and feature either first class or deluxe accommodations (4- and 5-star only). Members book directly with Club ABC by phone, online or by mail. Membership is available for only \$30 per year, \$45 for two years, or \$60 for three years. Each membership covers a maximum of two adults per household and their dependent

children. For more information, call toll-free 1-888-TOURS-ABC (868-7722) or log on to [www.clubabc.com](http://www.clubabc.com).

**Editorial Contact**

Mario Almonte  
212-404-6557  
[malmonte@hermanassociatesnewyork.com](mailto:malmonte@hermanassociatesnewyork.com)