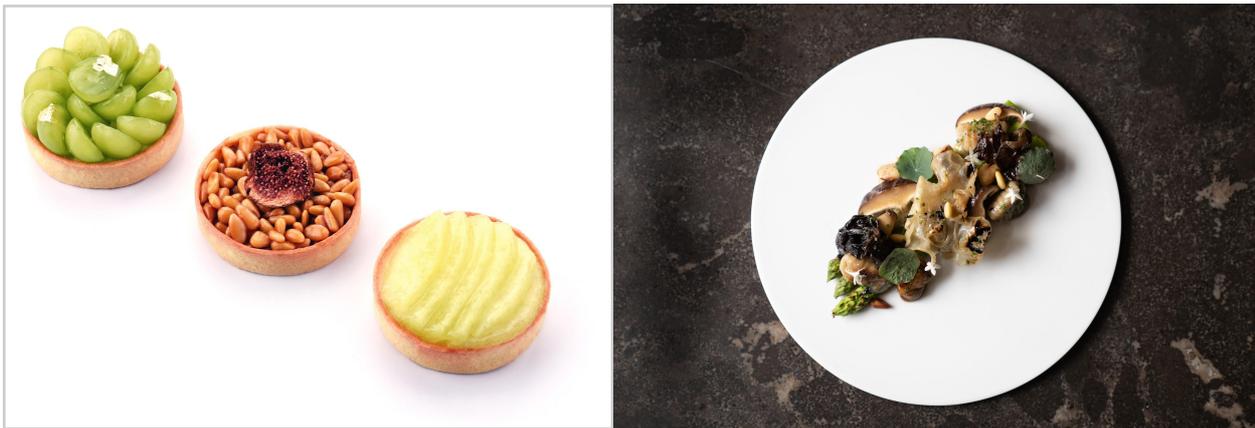


## PRESS RELEASE

### **Tarte By Cheryl Koh and Meta Restaurant to showcase premium Korean fruits, produce and artisanal sauces on their menus**

*For a limited time only, foodies get to experience the taste, quality and appeal of premium  
Korean agricultural products at these two establishments*



*Left: Limited-edition Korean fruit tarts from Tarte by Cheryl Koh,  
Right: Mushroom salad from Meta*

**Singapore, 27 August 2020** — This September, premium agricultural products take centre stage at two exceptional establishments in Singapore. They are Tarte by Cheryl Koh, helmed by the pastry chef of three Michelin-starred Les Amis, Cheryl Koh and one Michelin-starred Meta Restaurant headed by founder-chef Sun Kim.

#### **Tarte by Cheryl Koh**

Tarte's artisanal goods are baked fresh every morning using only the best available ingredients. Many of these ingredients are rarely used in Singapore. In September, Korean **muskmelons**, **Shine muscat grapes** and **yellow pine nuts** feature in three premium Korean fruit tarts created by award-winning Singaporean pastry chef, Cheryl Koh.

The **Master Cho's Muskmelon on Mascarpone Cream** tart is topped with slices of muskmelon from Master Cho's farms in Cheong-Yang. Each tree is farmed to bear just one fruit at a time. These sweet and flavourful melons are only available between July and October.

The **Korean Shine Muscat Grapes with Shingiwon Yuja Cream** tart is beautifully adorned with crisp, fragrant seedless grape halves. To ensure that the distinctive aroma and taste of Shine muscat grapes are best showcased in each harvest, farmers only grow one to two bunches of grapes on each vine at



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a time. The result is an exceptionally sweet fruit with a hint of mango on the palate when it is chewed. Korean Shine muscat grapes are in season between July and February.

Yellow pine nuts native to Korea are celebrated in the **Caramel Korean Yellow Pine Nuts with Muhwadam Green Fig Jam** tart. Korea's climate produces the best pine nuts and the finest nuts are from Gapyeong, Gangwon-do where each pine nut tree is only harvested once every three years. Premium Korean pine nuts are exceptionally large. Yellow pine nuts are more fragrant and crunchy, with a natural savouriness to them.

"Cheryl's belief in sparing no expense to procure only the freshest, high quality fruit for her handmade tarts makes her a natural partner in our efforts to showcase the distinctive qualities of premium Korean fruit," says Korean chef Olivia Lee, founder of BRANDFIT. "Only the very best meets Cheryl's expectations, and we are proud to share that she already uses top seasonal Korean produce at Tarte."

Limited numbers of the three premium Korean fruit tarts (\$13 each) will be available at Tarte By Cheryl Koh daily. Available for dine-in, takeaway, and delivery. For more information, please visit [www.tarte.com.sg](http://www.tarte.com.sg) or call +65 6235 3225.

### Meta Restaurant

Founder-Chef Sun Kim of Meta Restaurant blends his Korean heritage with Japanese culinary techniques and Western culinary training with comfortable ease. His elegant Asian-inspired dishes with a creative modern twist constantly offer new perspectives to familiar Asian flavours.

From September to October this year, chef Sun will incorporate premium Korean seafood, mushrooms, vegetables and artisanal sauces into some of the dishes on his tasting and lunch menus. One of the highlights is **Ok-dom Rice**. Ok-dom — otherwise known as tile fish or Amadai — are only found in the waters around Jeju Island. Ok-dom season is between September and June. Many chefs favour it for its soft, tender flesh and clean flavour.

At Meta, chef Sun charcoal grills ok-dom and serves it on a bed of Korean short-grained Golden Queen rice cooked with pen shell scallops, and little neck clams and burdock from Korea's west coast. The dish is seasoned with snow crab white soy sauce, sesame oil, kimchi seasoning mix and gamtae (seaweed). The dish is an ode to Korea's pristine agricultural produce. It artfully gathers a plethora of top notch produce along with small batch-produced sauces and oils from around the country.



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Chef's grilled **Mushroom Salad** combines some of Korea's finest mushrooms — **black and white wood ear** from Ansung, rare **baek-hwa-go white shiitake** and mini king oyster. They are dressed in a naturally fermented green fig balsamic vinegar and flavourful mushroom soy sauce vinaigrette. The mushrooms are tossed with charred green asparagus from Yanggu-gun in Gangwondo, sauteed buckwheat gnocchi and yellow pine nuts, and dressed with cold-pressed perilla oil.

"Chef Sun is proud of his Korean heritage and understands the rich history of Korean agriculture," Chef Olivia explains. "He has also made his mark internationally and is recognised for creating innovative Asian-inspired fine dining cuisine. The opportunity for us to demonstrate the quality and versatility of premium Korean produce with him is an excellent one."

Meta will feature premium Korean ingredients in its Chef Tasting Menu and Lunch Menu in September and October 2020. For more information, visit [www.metarestaurant.sg](http://www.metarestaurant.sg) or email [reservations@metarestaurant.sg](mailto:reservations@metarestaurant.sg).

This September, BRANDFIT's campaign to increase the awareness of premium Korean agricultural products amongst chefs and food lovers in Singapore is supported by the Korean Embassy. Subsequent collaborations will be announced at a later date. All premium Korean fruits, produce and artisanal sauces are available for purchase at Culina at COMO Dempsey. For more information, please visit [www.culina.com.sg](http://www.culina.com.sg).

### **Supported by:**

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## **PRESS RELEASE**

### **About BRANDFIT**

BRANDFIT is a consulting firm that helps export, import and promote Korean agricultural products. It was established by accomplished chef, television host and food author Olivia Lee in December 2019 to help Korean farmers and artisanal producers with exceptional products enter new international markets.

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