



Press Release

January 15, 2010

Chiva-Som teams up with Japan's most famous 'Shojin Ryori' chef Toshio Tanahashi



With the success of Toshio Tanahashi's first visit to Asia's award-winning destination spa in 2008, Chiva-Som is once again teaming up with Japan's most famous 'Shojin Ryori' chef to present the creativity of this unique cuisine and impart its relevance to health and wellbeing. You can experience this talented chef's sensational, vegetarian dishes in a series of events taking place from 6 to 13 March, 2010 at the Chiva-Som Academy in Bangkok and at the Chiva-Som resort in Hua Hin.

Chef Tanahashi explains that "'Shojin Ryori' only uses vegetables to purify the body and spirit, but is not like normal vegetarian cuisine because of the process. The 'shojin' way of life is about the entire body, not merely to satisfy the appetite. The food should be eaten not only with gratitude to those who prepared the dish and to the farmers who produced the vegetables but, above all, with respect for nature." Although, some of the processes in Shojin Ryori cuisine are lengthy and strenuous, Tanahashi comprehends it as culinary meditation.

'Shojin' prescribes that meals are made by hand, keeping ingredients as close as possible to their natural state, with no chemical additives. Based on the ancient tradition of this cuisine, Tanahashi has added his own flair to the cooking techniques, both in tune with contemporary Tokyo lifestyle and a reflection of seasonality.

Chef Paisarn Cheewinsirawat, executive chef of Chiva-Som explains, "Tanahashi's preparation by hand to keep the vegetables as close to their natural form mirrors the principles of Chiva-Som's spa cuisine. We both embrace producing healthy, nutritious and inspiring dishes. I am convinced Chiva-Som guests will delight in discovering Shojin Ryori cuisine in the resort."

You can experience the tantalising flavours of Shojin Ryori cuisine by joining Chef Tanahashi at the resort in Hua Hin for intimate cooking classes of 7 persons on 9 and 12 March, or for a 5-course Gala Dinner on 11 March.

Ocean View rooms for a 3-night retreat at the resort are USD1,545++ per person based on twin share. This rate includes 3 spa cuisine meals per day, a daily massage, individual health and wellness consultation, participation in daily activities, unlimited use of the water therapy suites and additional treatments depending on the retreat selected. Cooking classes at the resort are THB2,500++ per person for in-house guest and THB3,500++ for outside guest. Gala dinner tickets cost THB2,000++ per person for in-house guest and THB3,000++ for outside guest. We recommend you to book in advance to avoid disappointment! Please contact our reservations team at tel +66 (0) 32 536 536 or fax +66 (0) 32 511 154 or email to reservation@chivasom.com or visit www.chivasom.com

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Note to Editors:

Tanahashi Toshio

Toshio Tanahashi, served as an apprentice at the Gesshinji Temple in Shiga prefecture, near Kyoto, a nunnery famous for its abbess' excellent shojin cooking, training for three years in this culinary art. Since then, Tanahashi has demonstrated his style of cooking at the Victoria and Albert Museum in London, had his story dramatised for a TV series entitled "Honmamon" (The True Thing), introduced his traditional Shojin style from China in a program of NHK BS, collaborated with a French chef at Hotel Okura in Tokyo and gave lectures and demonstrations at the Japan Society in New York and Boston. With his experience, Tanahashi opened and ran a restaurant called Gesshinkyo in Tokyo for 15 years, and authored *Shojin* (Bunka Publishing Bureau, March 2002), a beautifully photographed recipe book, in Japanese, which outlines his philosophies of shojin ryori. Since February 2008, he organizes Zecoow Culinary Institute. Tanahashi has been featured by The New York Times, The Sunday Times, The Japan Times, The Financial Times, and Telegraph Magazine.

Chiva-Som

A secluded world of beauty and serenity, Chiva-Som is the "Haven of Life" – a luxury health resort dedicated to revitalising the mind, body and spirit. The beachfront resort represents tranquility at its best with luxurious accommodation, nestled within lush tropical gardens.

Focusing on greater well-being and vitality, Chiva-Som offers extensive fitness, spa and holistic health facilities to help you relax, restore, rejuvenate and redirect. Personalised programmes and treatments are designed for everyone, blending Eastern philosophies with Western diagnostic skills. Widely regarded as the Best Destination Spa in the World, Chiva-Som welcomes you with unique Thai hospitality. Located in the Royal city of Hua Hin, the resort is less than three hours by car south of Bangkok.

Chiva-Som is the proud recipient of numerous accolades, most recently 'Best for Mind, Body and Spirit' and 'Best for Medical' SpaFinder's Readers' Choice 2009; '2nd Favourite Destination Spa' Conde Nast Traveller 2009 Readers' Travel Awards; 'Top 5 Overseas Retreat' Condé Nast Traveller Readers' Spa Awards 2009 (and every year since 1999).; 'Best Overseas Spa' Luxury Travel&Style Magazine 2009 Gold List; 'Spa Cuisine of the Year' AsiaSpa 2008; 'Favorite Spa in Thailand' and 'Top 10 Medi-Spas' Spa Finder 2008; 'Best Spa in the world' The ULTRAs-The Ultimate Luxury Travel Related Awards 2008; 'Best Overseas Spa' Luxury Travel&Style Magazine 2008 Gold List

Chiva-Som has achieved the prestigious Green Globe certification recognising our commitment to operating at the world's highest environmental standard on all levels of operation. The resort has several initiatives, policies and practices in place for energy efficiency and conservation, waste water treatment and reuse, fresh water conservation, waste minimisation and recycling, air quality management and environmentally friendly product-usage.

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