

# MEDIA RELEASE

For Immediate Release

## NEW TRAVEL DISCOVERIES - LATEST MENU ITEMS AT CHARLY T'S

**SINGAPORE, 4 FEBRUARY 2010** – Charly T is back and he's brought the world with him! Charly T, who is always travelling and curious about different places around the world, their authentic recipes and cooking styles, has just returned from his most recent Food Journeys excursion; from the Hawaiian Islands, in the United States of America to Venice and Murano Island, Italy. As usual he wined, dined and collected numerous recipes and other Travel Discoveries that have found their way into the menu.

### KALUA PORK

Fire up the tiki torches – it's time for a *luau* at Charly T's! A *luau* is a Hawaiian feast that features a huge variety of Hawaiian dishes, most notably the Kalua Pork. While on his recent visit to the islands of Aloha, Charly T was invited to a 'homestyle' traditional *luau*. As the Hawaiian's do, Charly T ate not until he was full, but until he was tired and then ate more and more. Over the three days of the *luau*, Charly T was finally able to convince the hostess to share with him the family's secret recipe for this iconic Hawaiian favourite.

A generous serving of pork belly meat braised with traditional Hawaiian flavour, oven cooked to perfection on sticks and served with roasted potatoes, the Charly T's Kalua Pork takes 4 painstaking hours to cook, but is worth every single second of it. With the right amount of smokiness, Charly T's Kalua Pork is a delicious hearty dish fit for any day. Charly T in particular likes it spiced up a bit more with either his original HOT or Kansas City BBQ sauce.

### EBELSKIVERS

Originally from Denmark, Ebelskivers (pronounced as 'able-skeevers') are snacks or desserts traditionally served during holidays and at celebrations. Charly T believes that good food should be shared and celebrated with good friends; hence, he has brought back these light, puffy, sphere-shaped pancake delights. Charly T's made this travel discovery while hiking the rural hills and valleys of Denmark and found that they tasted wonderful accompanied by a steaming hot beverage! They are so niche that they even require a special pan in which to bake them, which he also brought back with him!

Ebelskivers literally translates to 'sliced apples', but there are many variations of Ebelskivers filled with fresh fruit or vegetables, preserves, caramel and chocolate available today. True to the literal meaning of Ebelskivers, you can find the apple filled Ebelskivers at Charly T's. Or sink your teeth into the strawberry filled ones – a sure favourite with the ladies! Varieties do change on a seasonal basis, so look out for new and exciting Food Journeys made even more special with Charly T's own version of Ebelskivers.

## **ICE CREAM SANDWICH**

Snack time in Californian schools would be filled with laughter and giggles as school children sank their teeth into the good ol' American snack – the ice cream sandwich. But few would know that the Ice Cream Sandwich actually originated as a 'homestyle' favourite made by hurried Moms for their friends and family. Charly T bought himself a 'homestyle' ice cream sandwich as he walked the streets of Los Angeles, and never forgot how they tasted.

This Travel Discovery is a combination of Charly T's past memories from Los Angeles and his recent trip to Hawaii. There he came upon the best ever recipe for 'homestyle' Oatmeal, Fruit and Honey cookies. He put a liberal scoop of his Homemade Ice Cream between two pieces of these chewy cookies and the result was a heavenly combination of two of Charly T's favourite Food Journeys.

Designed to pick you up at any time, Charly T's Homemade Ice Cream Sandwich is best washed down with a steaming mug of coffee or his hand selected Teas, or do what Charly T does, enjoy one while walking along Orchard Road.

Charly T's is open seven days a week, from 8am to 11pm. Breakfast is served from 8am to 11am and until 12noon on weekends and public holidays. On Thursdays, Fridays and Saturdays, hours are extended till 2am.

Charly T's was developed and created by Creo Lifestyle for Food Journeys.

### **Charly T's**

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## **About Food Journeys**

As an operator of innovative dining establishments, Food Journeys (Singapore) Pte Ltd believes that the key ingredients needed to deliver a distinctive dining experience are creativity and innovation, service quality and excellence, coupled with professionalism and teamwork. Drawing upon its industry experience in creating and operating F&B based concepts, Food Journeys is well-positioned to deliver unique lifestyle experiences.

## **About Creo Lifestyle**

Creo Lifestyle creates and develops unique and innovative concepts with a core focus in the hospitality and tourism industry. With a dedication to provide a distinctive experience to discerning patrons, Creo Lifestyle harnesses the knowledge and expertise of specialists with more than 30 years international industry experience to deliver the best in creating unique lifestyle environments. For deep at the heart of all its work is the philosophy that the enjoyment of good food within a comfortable setting, like life, is a never-ending journey of exploration and excitement.