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• **Be Enterprising Pte.Ltd.**
• **NEWS RELEASE**
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The Secret to Preserving your Special Memories is Revealed

Label A-Peel®, The World's Leading Label Remover, is Selected again as the Exclusive Premium Wine Accessories Partner at the World Gourmet Summit Singapore April 11 to 24, 2010

Singapore, – April 11, 2010 – After a successful World Gourmet Summit 2009, [Label A-Peel®](#) has been selected once again as the exclusive Premium Wine Accessories Partner at [World Gourmet Summit 2010](#), held in Singapore from April 11 to 24, 2010. The World Gourmet Summit (WGS) is an international gastronomic extravaganza jointly organised by [Peter Knipp Holdings Pte Ltd](#) and the [Singapore Tourism Board](#). WGS is an annual epicurean festival that showcases the intricate craftsmanship of prestigious chefs, as well as internationally acclaimed wineries. The event encompasses a series of dazzling events, including vintner dinners, celebrity dinners and masterclasses. WGS is designed for discerning individuals, who appreciate fine cuisine, great wines and unique dining experiences.

This year's WGS is being held in conjunction with the Food Hotel Asia and Wine & Spirits Asia shows held at the Singapore Expo April 20 to 24, 2010. [Label A-Peel®](#) will be participating in these shows as well.

Already established in Singapore and Australia, [Be Enterprising Pte.Ltd.](#) expanded distribution of [Label A-Peel®](#) and the **Personal Collection Albums**, into the USA and India. Following WGS 2009, [Be Enterprising Pte.Ltd.](#) launched at prestigious events, including [Cook.Eat.Drink.Live. 24.7.365](#), held at The Tunnel/La.Venue in New York City on November 6 to 8, 2009, and [TASTE 2010](#) held at the Bombay Exhibition Centre, Mumbai on January 28 to 30, 2010. "India is one of the fastest growing wine markets and we are very happy to announce **Dozo Services Pvt. Ltd** as our preferred reseller in India." said Talbot. "[Label A-Peel®](#) is the newest and most exciting wine accoutrement to arrive in the USA and India and hopefully additional countries soon" added Talbot.

Preserve your Memories

In addition to the commercial application of [Label A-Peel®](#) for restaurants, retailers, hotels, wineries, distributors, educators, and as a corporate gift, [Label A-Peel®](#) and the **Personal Collection Albums** appeal greatly to end consumers.

"More and more lovers of wine, Champagne, spirits, beer and even sake wish to preserve the label from their favorite bottles. From novice to aficionado, collecting the label from your favorite bottle is a fun and easy way to preserve the memory of a wonderful dining experience with friends, family, or colleagues. And, it's easy," says Talbot. "Just peel it!"

Designed and manufactured in Japan, [Label A-Peel®](#) is the world's leading label remover. With [Label A-Peel®](#), labels can be easily removed from a bottle in near perfect condition and presented on a printed card containing space for notes on tasting, the vintage, the occasion on which the wine was enjoyed, and the food with which it was paired. [Label A-Peel®](#) is used by restaurants around the world to provide an extra level of **customer service**. By receiving and taking home with them the label from the wine they enjoyed, patrons are able to preserve the memory of the occasion and repurchase the wine in the future.

“Restaurants typically have their logo printed on the card to which the label is attached. Patrons therefore, not only preserve the memory of the wine they enjoyed, they also remember the restaurant at which they enjoyed it. This has resulted in considerable repeat business for restaurants”, says Talbot. “In addition to offering better customer service and increasing repeat business, restaurants benefit in other ways from using [Label A-Peel®](#). One example of this is improved staff training. Restaurants provide their service staff with the label and notes on each wine, so they are better informed about the wines they offer to patrons. Trained service staff can make informed suggestions to patrons on wine and food combinations. This often leads to higher wine sales at these restaurants”.

“We hope to add many discerning establishments to our growing list of prestigious clientele in Asia and Australia. Leading restaurants in Asia, such as [Iggy's](#), [Les Amis](#), [Jaan par Andre](#), [Morton's The Steakhouse](#), [OTTO Ristorante](#) as well as [ROCKPOOL](#) and [est.](#) in Sydney, Australia offer [Label A-Peel®](#) to their patrons. Quality establishments like these understand the importance of world-class hospitality and the need to exceed guests' expectations. Creating a memory of a patron's dining experience using [Label A-Peel®](#) helps to accomplish just that,” says Talbot. “2009 also saw the addition of a top Sydney retailer, [Oak Barrel](#) and Singapore's distinguished wine distributor, [Top Wines](#) to the [Label A-Peel®](#) family” added Talbot.

Talbot is promoting [Label A-Peel®](#) to restaurants, sommeliers, major hotels and resorts, wineries, breweries, distillers, distributors, travel and tourism organizations, cruise liners, event and wedding planners, corporate gift companies, marketing and brand managers, boutique retailers, wine clubs, educators and wine lovers generally.

“I discovered [Label A-Peel®](#) while living in Japan for six years. I was amazed at how effective and efficient it is. The secret is in the **quality**; a word synonymous with Japanese manufacturing.” added Talbot.

Our hand-crafted [Personal Collection Albums](#) provide an elegant and functional place to preserve your labels. Also, popular as a **corporate gift**, the albums can be easily customized and engraved, included in hampers, or simply offered to customers, friends and family as a way to preserve the memory of a fabulous wine and dining experience.

“I want [Label A-Peel®](#) to enhance the experience for all wine and food lovers across the world” says Talbot. “We have created a [Facebook](#) page where fans can share their experiences, upload their favourite labels, and share thoughts with other cuisine and wine lovers. Great food. Great drink. Great friends. Great fun. Life is meant to be enjoyed. Preserve your memories!”.

About Be Enterprising Pte. Ltd.

[Be Enterprising Pte. Ltd.](#) is the exclusive importer and distributor of [Label A-Peel®](#) and the **Personal Collection Albums**. For more information visit www.label-a-peel.com, or contact us at info@label-a-peel.com, or call +65-6618-5013 in Singapore or +1-858-345-2430 in the USA.

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