

# STB Brussels Media Fam September 2024

## Introduction

STB Brussels is working on a fam trip for Gault&Millau Magazine. Gault&Millau is one of the most respected restaurant guides in the world. Founded in France in the 1970s, Gault&Millau has long been considered the main competitor of the Michelin guide, compared to which it is considered to be more open to innovation and more focussed on food. The restaurant guide is now published in 21 editions across different countries. Besides the guide, Gault&Millau also publishes a magazine. The 45,000 print copies of the French magazine are distributed in kiosks, Relay stores, SNCF Salons Grands Voyageurs, Premium hotels and more.

<b>Name of Fam Trip</b>	STB Brussels Gault&Millau media fam September 2024
<b>Dates of Fam</b>	26 September – 29 September
<b>Group Size</b>	2
<b>Country of Participants</b>	France
<b>Profile</b>	Journalist + photographer
<b>Type of Sponsorship</b>	<ul style="list-style-type: none"><li>• Accommodation (Full or Co-sponsorship)<ul style="list-style-type: none"><li>➢ 2 rooms for 3 nights + early check in</li></ul></li><li>• Attractions and Experiences (Full or Co-sponsorship)<ul style="list-style-type: none"><li>➢ Food-related experiences</li></ul></li><li>• Meals (Full or Co-sponsorship)<ul style="list-style-type: none"><li>➢ Especially food experiences highlighting Singapore's tradition and/or innovation</li></ul></li></ul>
<b>Additional details/criteria for sponsorship</b>	<p>The focus area of the familiarisation trip (FAM) will be the food angle, particularly highlighting the stark contrast between ultra-refined gastronomic tables and popular food centres, both experiences stemming from Singaporeans' love for cuisine.</p> <p>Ideally, we are looking to prioritize experiences related to dining and food, emphasizing authenticity, excellence, uniqueness, and the cocktail scene.</p>
<b>Information about FAM Participants</b>	Gault & Millau will send one journalist and one photographer, in order to have good photos for a long piece. The expected outcome is a 12-page article.
<b>Eligibility</b>	<ul style="list-style-type: none"><li>• All Singapore-based stakeholders are welcome to apply.</li><li>• STB will shortlist and inform stakeholders of the outcome once the EOI closes.</li><li>• STB reserves the right to decline/accept at their discretion</li></ul>
<b>Expression of Interest Opens</b>	14/08/2024
<b>Expression of Interest Closes</b>	26/08/2024, 23:59 (SGT)
<b>Point of Contact</b>	<p>For more details and expression of interest, please contact: Francesco Corte Colò, Assistant Manager Western Europe <a href="mailto:Francesco_CORTE_COLO@stb.gov.sg">Francesco CORTE COLO@stb.gov.sg</a></p>

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