

FOR IMMEDIATE RELEASE

**THE PENINSULA NEW YORK WELCOMES
EXECUTIVE PASTRY CHEF DEDEN PUTRA**

The Peninsula New York is pleased to announce the appointment of Deden Putra to the position of Executive Pastry Chef of the Forbes Five Star and AAA Five Diamond-rated hotel. Chef Putra oversees the pastry creations for the food and beverage outlets within the luxury Manhattan hotel, including Fives restaurant, Gotham Lounge, Salon de Ning, Room Service and all banqueting functions.

Chef Putra was most recently Executive Pastry Chef at the Jumeirah Essex House New York, where he was especially well-known for creating grand-scale edible works of art including a 12-foot tall holiday gingerbread house that was an identical replica of the hotel's historic building. Other fantastic creations over the years include a 10-foot tall holiday tree made from white chocolate and skillfully-crafted three-foot tall chocolate Fabergé eggs for Easter. His creations have earned him much acclaim including appearances on national and local broadcast outlets such as the Rachel Ray Show and KNBC-TV's "Now You are Cooking."

The common theme for Chef Putra's pastry creations is the combination of flavor, texture, presentation and the seasonal offerings of local farmer's market produce. His work is inspired by the motto "It's not how you start, it's how you finish."

Prior to working in New York, Chef Putra held pastry chef positions at top-rated California hotels and resorts such as the Bacara Resort and Spa in Santa Barbara and the Beverly Wilshire, Beverly Hills, A Four Seasons Hotel.

Chef Putra began his culinary career in his native country of Indonesia, attending the prestigious National Hotel Institute of Indonesia and graduating with a degree in Culinary Arts.

THE PENINSULA

NEW YORK

He has completed several advanced programs, including L'École Professionnelle Lenôte certifications in “Desserts de Prestige a l'assiette” and “Pâtisserie” and is a member of the American Culinary Federation.

The Peninsula New York is ideally located on Fifth Avenue and 55th Street, in the heart of New York City's most prestigious shopping, cultural, and business neighborhood, in Midtown Manhattan. A 23-storey, 1905 landmark building, The Forbes Five Star and AAA Five Diamond Peninsula New York features 185 spacious and luxurious guest rooms and 54 suites, decorated in a classic, contemporary style with art nouveau accents. For additional information on The Peninsula New York please visit www.peninsula.com/newyork.

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About The Hongkong and Shanghai Hotels, Limited (HSH)

Incorporated in 1866 and listed on The Stock Exchange of Hong Kong (00045), HSH is the holding company of a Group which is engaged in the ownership, development and management of prestigious hotel, commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of transport, club management and other services. The hotel portfolio of the Group comprises The Peninsula Hotels in Hong Kong, Shanghai, Beijing, New York, Chicago, Beverly Hills, Tokyo, Bangkok, Manila and Paris (opening in 2013). The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower and The Peak Tramways, St. John's Building, The Landmark in Ho Chi Minh City, Vietnam and the Thai Country Club in Bangkok, Thailand.

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