

## SO AMAZING CHEFS 2022 CELEBRATES 10 YEARS OF EXCEPTIONAL GASTRONOMIC JOURNEYS AT SO/ BANGKOK

CULINARY STARS OF ASIA JOINS 10 EXTRAORDINARY SO AMAZING  
CHEFS AND CULINARY MASTERS FOR A GASTRONOMIC DISCOVERY  
AND CELEBRATION OF ASIAN CUISINE



**BANGKOK, 24 October 2022** – **SO Amazing Chefs 2022** returns for its **10th year** with a stellar line-up of **10 extraordinary chefs and culinary masters** for a gastronomic discovery and celebration of Asian cuisine from **Tuesday, 1 to Sunday, 6 November 2022** at SO/ Bangkok.

Gourmands are in for Bangkok's most anticipated week-long culinary extravaganza, including **Masterclasses, Mixologist Night, Cheese at SO/, SO Amazing Sunday Brunch** and **exclusive fine-dining experiences** by the brightest culinary stars of Asia.

The event, which will be hosted by international celebrity chef Bobby Chinn, will kick off on **1 November 2022** with a **Masterclass by Chef Peter Cuong Franklin** from Anăn Saigon in Ho Chi Minh City, Vietnam. A pioneer of modern Vietnamese and Asian cuisine, Chef Peter was recognized as Tatler Asia's Most Influential Tastemakers of 2021. At Anăn Saigon, he combines his deep knowledge of Southeast Asian street-food flavors with contemporary international techniques. Master the art of making 'Shrimp & Pork Rice Paper Roll' - listen, learn and sample this classic Vietnamese dish with Chef Peter.

For one-night-only, with the return of **Cheese SO: The SO Amazing Chefs Edition**, cheese connoisseurs will get to enhance their epicurious palettes and dive into the world of cheese with master cheese affineurs (cheese ager) **Patrice and Philippe Marchand** along with **Éric Lefebvre - MOF Fromager** from **Les Frères Marchand**, one of the oldest food artisans in France. Cheese lovers will be able to experience the original flavor of Tomme du Père, a creation of Philippe Marchand, in addition to other fan favorites such as Comte, Brillat-Savarin and raclette alongside artisan breads, cold cuts, charcuterie, trimmings, plus live DJ and saxophone performance. As always, free-flow sommelier wine selection will be on pour for those who'd like to ease into the evening as they savor handcrafted cheeses from Les Frères Marchand.

On **2 November 2022**, a **Masterclass by Chef Bobby Chinn** will see Chef Bobby sharing his tips and secrets to perfecting one of his signature dishes, Bún Bò 'Beef'. Chef Bobby, no stranger to Bangkok's food scene, is an international chef, award-winning restaurateur, cookbook author and a culinary celebrity known across Asia and the Middle East thanks to his role as the host of Discovery TLC's World Café, and as a judge on MBC's Top Chef Middle East.

Throughout the week, six SO Amazing Chefs will showcase their culinary craftsmanship in a series of fine-dining experiences as follow:

- **SO Amazing Chefs: Six-Hands Dinner (Wednesday, 3 November):** a sensational six-hands dinner by acclaimed chefs Peter Cuong Franklin, Kai Ho from two-Michelin-starred Tairroir restaurant in Taipei, Taiwan and Andy Yang from Pad Thai Fai Ta Lu (2019-2022 Bib Gourmand Michelin Guide) and Table 38 (2019 one-Michelin star award; 2022 Michelin Guide Restaurant). Each chef will contribute two signature dishes to the six-course dinner paying homage to their respective vibrant Vietnamese, Taiwanese and Thai culinary cultures at MIXO, on the 9th floor of SO/ Bangkok.
- **SO Amazing Chef: Monster by Tong Dinner (Thursday, 4 November):** introducing one of Bangkok's in-the-know gourmands must-try private dining experience, Monster by Tong Chef's Table, with Bangkok's up-and-coming culinary talent Chef Tong Nandhabiwat. Chef Tong together with SO/ Bangkok's mixologists creatively curate an 8-course pairings of cocktails and contemporary cuisine, fusing Japanese, Mediterranean and local ingredients to uncover exciting new flavors and culinary possibilities.
- **SO Amazing Chefs: Modern Flavors of Vietnam (Saturday, 5 November):** award-winning chef Peter Cuong Franklin and international celebrity chef Bobby Chinn elevate street food-inspired Vietnamese dishes to new heights with their creative flair in a six-course lunch at MIXO, on the 9th floor of SO/ Bangkok.
- **SO Amazing Chefs: Memories on a Plate (Friday, 4 & Saturday, 5 November):** SO Amazing Chefs 2022 brings acclaimed Taiwanese chef Kai Ho for an exclusive four-hands collaborative dinner "Memories on a Plate" with Thailand's rising star chef Pam Utharntharm from restaurant POTONG. For the first time, SO/ Bangkok will be hosting a SO Amazing Chefs dining experience externally for a truly immersive multi-sensory experience at restaurant POTONG, set in the stunning historical Sino-Portuguese building in the heart of Chinatown. Due to high demand and limited seatings, the event has been extended over two evenings.

The weeklong epicurean celebration culminates with the SO Amazing Chefs edition of our decadent SO Sunday brunch, the **SO Amazing Sunday Brunch**. Nine of this years SO Amazing Chefs and Masters – Bobby Chinn, Andy Yang, Kai Ho, Pam Utharntharm, Peter Cuong Franklin, James Noble, Tong Nandhabiwat, Patrice and Philippe Marchand – will take over the kitchen at Red Oven to serve up gourmet dishes from their stations. The closing event is truly a celebration of gastronomic excellence with a special live music performance by Chef Bobby and his band!

For more information about **SO Amazing Chefs 2022**, visit [our website](#) or please give us a buzz at 02-624-0000 or e-mail [h6835@so-hotels.com](mailto:h6835@so-hotels.com)

## SO AMAZING CHEFS 2022 PROGRAM

### Tuesday, 1 November 2022

10AM - 12PM

#### **SO AMAZING CHEF: Masterclass by Chef Peter Cuong Franklin**

THB 990++ per person

Venue: MIXO Bar, 9th Floor

7PM – 9PM

#### **CHEESE AT SO/: SO AMAZING CHEFS EDITION**

THB 1,000++ per person for unlimited cheese

THB 1,400++ per person inclusive of unlimited cheese and free-flow wine sommelier selection

VIP Package: THB 2,500++ per guest (min 10 guests) inclusive of unlimited cheese & free-flow wine sommelier selection and private bar in private VIP room, The Box

Venue: MIXO Bar, 9th Floor

By: Patrice & Philippe Marchand of Les Frères Marchand

### Wednesday, 2 November 2022

10AM - 12PM

#### **SO AMAZING CHEF: Masterclass by Chef Bobby Chinn**

THB 990++ per person

Venue: MIXO, 9th Floor

6PM – 9PM

#### **SO AMAZING CHEFS: SIX-HANDS DINNER**

THB 5,500++ per person for a six-course dinner

THB 9,800++ per person for dinner with wine pairing and champagne reception

Venue: MIXO Bar, 9th Floor

Chefs: Kai Ho x Peter Cuong Franklin x Andy Yang

Host: Bobby Chinn

**Thursday, 3 November 2022**

6PM – 9PM

**SO AMAZING CHEF: MONSTER BY TONG DINNER**

THB 4,000++ per person for an eight-course dinner

THB 6,000++ per person for dinner and cocktail pairing

Venue: MIXO Bar, 9th Floor

Chef: Tong Nandhabiwat

Host: Bobby Chinn

**Friday, 4 November 2022**

6PM – 9PM

**SO AMAZING CHEFS: MEMORIES ON A PLATE I**

THB 5,500++ per person for an eight-course dinner

THB 8,888++ per person for dinner with wine pairing

Venue: Restaurant Potong, Chinatown

Chefs: Pam Utharntarm x Kai Ho

Host: Bobby Chinn

**Saturday, 5 November 2022**

12PM – 3PM

**SO AMAZING CHEFS: MODERN FLAVORS OF VIETNAM**

*ACCOR PLUS MEMBERS DAY*

THB 4,000++ | THB 4,708 net per person for a six-course lunch

THB 5,800++ | THB 6,827 net per person for lunch with wine pairing

Venue: Mixo, 9th Floor

Chefs: Peter Cuong Franklin x Bobby Chinn

7PM – 10PM

**SO AMAZING CHEFS: MIXOLOGIST NIGHT**

THB 3,800++ per person with free-flow cocktails

Venue: MIXO Bar, 9th Floor

Guest Mixologist: Smile Sakulwandee 'Winning Rising Star Bartender' of Diageo World Class Thailand Competition 2022

6PM – 9PM

**SO AMAZING CHEFS: MEMORIES ON A PLATE II**

THB 5,500++ per person for an eight-course dinner

THB 8,888++ per person for dinner with wine pairing

Venue: Restaurant Potong, Chinatown

Chefs: Pam Utharntarm x Kai Ho

Host: Bobby Chinn

**Sunday, 6 November 2022**

# SO/ BANGKOK

12PM – 3PM

## **SO AMAZING SUNDAY BRUNCH**

THB 2,500++ per person (Including Juice, Coffee and Tea)

THB 3,999++ per person (Including Juice, Coffee, Tea, Red, White, and Sparkling Wine)

Venue: Red Oven, 7th Floor

By: Bobby Chinn, Andy Yang, Kai Ho, Pam Uthartharm, Peter Cuong Franklin, James Noble, Tong Nandhabiwat, Patrice and Philippe Marchand, Éric Lefebvre

Download [press kit here](#).

###

## **ABOUT SO/ BANGKOK**

Located in the vibrant capital of exotic Thailand, SO/ Bangkok combines modern dynamism with classic wonder in a true meeting of East and West. The design-led hotel draws its inspiration from nature's five elements, which are reflected throughout its 238 striking rooms and stylish suites. Inspiring and innovative, SO/ Bangkok is an iconic landmark of design and a masterpiece of collaboration by Thailand's top five designers and world-renowned fashion designer Christian Lacroix. SO/ Bangkok is a luxury destination that is centrally located in the city where anything is possible, amongst contemporary high-rises, traditional Buddhist temples, bustling street markets, upscale fashion boutiques, notorious nightlife, and gourmet dining.

## **ABOUT SO/**

SO/ is a coveted collection of hotels, rooted in the world of fashion. Making its stylish debut on the global hotel scene in 2011, SO/ continues to command attention with its avant-garde design and creative approach to the world of luxury. SO/ is renowned for its signature fashion collaborations, having worked with some of the world's most celebrated designers, including Guillaume Henry, Christian Lacroix and Viktor&Rolf to create spaces, uniforms, amenities and experiences that feel sartorial and polished.

SO/ is located in some of the world's most vibrant and sociable destinations, including Berlin, Bangkok, St. Petersburg, and most recently Paris (opened September 2022). Exciting expansion plans will see the brand continue to spread its bold footprint globally, with SO/ Uptown Dubai and SO/ Maldives set to open in 2023 and 2024. SO/ is part of Ennismore, a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built brands with purpose at their heart.

[so-bangkok.com](https://so-bangkok.com) | [all.accor.com](https://all.accor.com) | [ennismore.com](https://ennismore.com)

### **For further information, please contact:**

Mathurot Chuladul

Director of Marketing Communications

Email: [mathurot.chuladul@so-hotels.com](mailto:mathurot.chuladul@so-hotels.com)