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World's First Cafés Richard officially opens at Resorts World Genting

GENTING HIGHLANDS, 3 APRIL 2017: Cafés Richard, the top traditional-style coffee roaster in France, has officially made its debut at Resorts World Genting, replicating the perfect Parisian blend for visitors and tourists at 6,000 ft above sea level.

Cafés Richard is instrumental in serving more than 2.4 million cups of coffee a day worldwide but their Coffee Brasserie at Resorts World Genting is their first into the retail world of cafés where coffee lovers would be able to savour authentic espresso, original coffees and teas, delicate pastries, classical French food and cocktails.....a Parisian experience under one roof.

Located at Level 1 of the SkyAvenue lifestyle mall, the 2,830 sq ft Cafés Richard is manned by 13 baristas that are well trained in the art of making and serving coffee as well as having the ability to converse in basic French to offer a complete French experience.

Over 120 invited guests packed Cafés Richard to enjoy a taste of Parisian café and slow coffee demonstrations during its opening today, with the café's brass rails, mosaic floor, raffia wicker chairs and satin brush finish round tables providing the traditional French ambience amidst background Parisian inspired music by a three piece band.

The VIPs who attended include Deputy Minister of Tourism and Culture, Datuk Mas Ermieyati Samsudin, Managing Director from Paris of Cafés Richard, Anne Richard Bellanger, Genting Malaysia Berhad Executive Vice President for Resort Operations, Aaron Chia, and Genting Malaysia Berhad Senior Vice President for Hotel Operations, Dato' Edward Holloway.

Genting Malaysia Berhad has inked a franchise agreement with Paris-based Cafés Richard to set up the world's first Cafés Richard retail cafe at Resorts World Genting.

"I am pleased to be here at Resorts World Genting on this momentous day to witness the opening of Cafés Richard first international retail Coffee Brasserie. As France's No.1 coffee roaster, we are delighted to be able to bring the traditional French-style coffee experience and the very real taste of Parisian café ambience to visitors here at this remarkable resort. Cafes Richard blends are exclusive and made from a harmonious balance of aromas and flavours. We trust you will enjoy the Cafes Richard experience, what more at 6,000 above sea level," said Managing Director of Cafés Richard, Anne Richard Bellanger whose paternal grandfather had set up Cafés Richard back in 1892.

The invitees were generally full of smiles at the opening with heaps of photo opportunities and greetings of *Bonjour Monsieur, Bonjour Madame, Bienvenue* filling the air coupled with a red carpet welcome. Many were admiring the 19th century pendant lamps at Cafés Richard that were juxtaposed against a minimalistic ceiling in metallic paint coupled with its trendy bar setting.

Carefully selecting beans from around the world, Cafés Richard rolled out its best this afternoon with its exclusive 100 percent Arabica brewed *Perle Noir* and its Mexico cultivated *Massaya* taking centre stage through its sumptuous espresso servings. They were equally good and received commendation from a host of coffee lovers that were among the guests.

Baristas were also busy preparing the café's superior beans such as the Ethiopian *Moka Yirgacheffe*, Costa Rican *Tarrazu*, and Sumatran *Orang Utan* that were served in several slow coffee methods such as *French Press, Chemex, Syphon* and *Cold Drip* for guests to taste.

Many of the guests were particularly fascinated with the *Syphon* and *Cold Drip* methods of serving coffee, with some of them busy engaging the baristas with their queries while others grabbing the opportunity for selfies and wefies with their smart phones.

Guests were busy sipping coffee and enjoying cheerful atmosphere while nibbling a selection of sweets such as *Mini Éclair, Profiteroles* and *Macaroons* prepared by the café. The café also provided guests with savories such as *Blini with Smoked Salmon and Chive Dressing, Smoked Duck with Melon*, and *Salted Beef on French Toast* to whet their appetite while taking pleasure in the coffee aroma.

Scores of invitees settled at the outside area of Cafés Richard which is ideal for chit-chatting and networking session with its banquette seating and decoration befitting a quintessential Parisian café. Backed by modern French music surrounding, guests were seen mingling at the “flower”i area while taking small mouthfuls of French Genting, a coffee cocktail which combines French orange liqueur, *espresso* and Bentong ginger.

For guests who are not coffee enthusiasts, they also had an awesome time tasting the extensive selection of teas – black, white, green, roiboos and herbal which were available at Cafés Richard All in all, guests had a fascinating Sunday afternoon enjoying a cuppa from the finest coffee roaster in the world together with a Parisian-style atmosphere at 6,000 feet.

Cafés Richard roasts 10,000 tons of green coffees each year which are sourced from plantations in countries such as Kenya, Ethiopia, Brazil, Mexico, India and Papua New Guinea. Their expertise in the art of roasting and blending is synonymous with the internationally recognised art of French gastronomy.

The Cafés Richard story began in 1892 when Henri Richard started the wine business and supplied fine wine to cafés, hotels and restaurants in France. To cater for growing needs of clients, Henri's two sons – Pierre and André started roasting coffee in 1955 in a small corner of their warehouse in Paris. The humble venture has since grown to become a symbol of the French café scene for coffee connoisseurs.

For more information, call +603 6101 1118 or visit www.rwgenting.com

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