

**WELCOMING REMARKS FOR
BOOK LAUNCHING CEREMONY
EAT RITE: RITUAL FOODS OF GEORGE TOWN
BY
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INCORPORATED**

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(VIP salutations)
Members of the Press
Ladies and Gentlemen

A very good evening to all our distinguished guests. Welcome and thank you for attending the book launch of ‘Eat Rite: Ritual Foods of George Town’.

The compilation of recipes for this recipe book started back in 2015, when the theme for the George Town Heritage Celebrations of the year was ‘Eat Rite’. George Town World Heritage Incorporated and the publication team worked together with the communities, whose selfless support led to the production of this recipe book featuring 44 festive food recipes.

‘Eat Rite: Ritual Foods of George Town’ is much more than a collection of recipes – it is a documentation of the intangible cultural heritage of George Town. Food is a subject that is very close to every Penangite’s heart. Every community in Penang has its own special dishes that complement their traditions and customs. Moreover, food plays a major role in the festive celebrations of each community regardless of race and religion. Hence, the significance of food as a part of intangible cultural heritage cannot be overlooked.

The ritual foods featured in this recipe book are symbols of the unique blend of traditions, beliefs and culture that form the intangible cultural heritage of George Town. To familiarise the reader with the cultural significance of each ritual food introduced, Eat Rite provides each recipe with information of its cultural background. This will ensure that the cultural significance and recipe for each dish, handed down for generations, are not lost to the future generations.

We urge you to take some time to learn the recipes of these celebratory foods and appreciate the colourful cultural diversity that we have here in George Town. Let’s continue to foster camaraderie through the sharing and enjoyment of food, while remembering that these foods are our precious cultural heritage.

To the multicultural communities of George Town that we have here with us today, I offer my utmost respect. Thank you for your commitment on safeguarding the intangible cultural heritage of George Town. Through the generous contribution of your knowledge, time and effort towards this project - this book of authentic festive recipes would not have been published without you. You have inspired me and my team to continue our efforts of documenting the precious intangible cultural heritage of George Town.

I would like to express my sincere gratitude to Think City, our partner in this project and Penang Global Tourism for their kind generosity and assistance. To all our honoured guests, thank you for being with us at this book launching ceremony today, and for your continuous support and efforts in conserving the cultural heritage of George Town.

Also allow me to invite you to browse the recipe exhibition and meet the chefs and practitioners who are here to share and showcase their recipes of festive foods. I hope they inspire you and that you enjoy yourself today while learning more about the recipes and their cultural significance.

Thank you.