

NEWS RELEASE

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**KING CHEN APPOINTED EXECUTIVE CHEF OF
NEW WORLD BEIJING**

King Chen has been appointed executive chef of New World Beijing, overseeing the culinary operations of two restaurants and bars and catering of all hotel meetings and functions. Born in China, Chef Chen has devoted himself to international hospitality food and beverage for more than 17 years and master in Southeast Asian Cuisine and North China Cuisine.

Prior to joining New World Beijing, Chef Chen held the position of executive sous chef at Rosewood Sanya. Previously, he worked with several other international five-star hotel brands, like Rosewood hotel group, Marriott hotel group and Shangri-la hotel group. Chef Chen has developed extensive experience in the management and operations of culinary teams. With his great passion for food and cooking, Chef Chen is thrilled to share his extensive experience with the culinary team through strong leadership and excellent dining experience for guests.

The 309-room New World Beijing Hotel is the closest deluxe hotel to Temple of Heaven, and is conveniently located near Tiananmen Square, the Forbidden City and the Wangfujing shopping district. Hotel dining includes Tian Tan Kitchen, an all-day Café; 8 Qi Nian Chinese restaurant; TANG lobby lounge; and YIN on 12 rooftop bar. Recreational options include a health club, spa and indoor swimming pool; whilst meeting space totalling 1,542 square metres includes a windowed ballroom and seven function rooms. The Residence Club executive floor offers the largest outdoor terrace amongst Beijing's luxury hotels. For more information and reservations, please contact your travel professional, the hotel directly at telephone +86 10 5960 8888, e-mail reservations.beijing@newworldhotels.com, or visit newworldhotels.com.

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