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FOR IMMEDIATE RELEASE

**City Restaurant 'Cinnamon Kitchen' confirmed as show partner for
Fractional Life Expo, 14-16th September 2009**

Fractional Life is pleased to announce celebrity chef Vivek Singh of The Cinnamon Club and more recently Cinnamon Kitchen restaurant in the City of London will be preparing complimentary canapés for all visitors to sample at the Fractional Life Expo in September 2009.

Chef Vivek Singh has always pushed the perceived boundaries with Indian food and has looked 'beyond authentic'. He has successfully liberated Indian food from the straitjacket of tradition and crafted a brilliant marriage between Indian flavours and spicing and western culinary styles.

His award-winning food has earned Cinnamon Kitchen restaurant in Devonshire Square its place as one of the destination restaurants of London. The restaurant's bar, Anise, is also now a destination bar for many people who work close by. Vivek is widely believed to be one of the most articulate Indian chefs of his generation. He has made guest appearances on popular shows such as *Saturday Kitchen* and is highly revered by the public.

By sampling his food at the show, Vivek's intention is to encourage visitors to redefine their expectations, and to discover and enjoy the new experience of Indian food.

Aaron Weddell, Editor of Fractional Life said "This is what the Fractional Life Expo is all about – living for the 'here and now', having fun, enjoying new experiences, entertainment and discovery. We're delighted to be working with Vivek and Cinnamon Kitchen restaurant in the City"

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Notes To Editors

Cinnamon Kitchen restaurant

- Cinnamon Kitchen launched in November 2008.
- Cinnamon Kitchen, 9 Devonshire Square, London, EC2M 4WY.
- Tel: 020 7626 5000 www.cinnamon-kitchen.com
- Vivek Singh is Executive Chef and CEO of both The Cinnamon Club and Cinnamon Kitchen restaurants and has authored several cookbooks, including *The Cinnamon Club Cookbook* and *Curry – Contemporary & Classic*.
- Vivek Singh is available for interview.

Fractional Life

Fractional Life is the number one consumer lifestyle brand dedicated to growing the fractional ownership marketplace. The company has 3 divisions: interactive, fractional conferences and exhibitions, and publishing.

For more information please visit:

<http://www.fractionallife.com>

<http://www.fractionallifeexpo.com>

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