



Life & TIMES

ISSUE ONE Insights INTO THE WORLD OF ASIA'S Barefoot Luxury Pioneer

EPICURIOUS *Meet the Chefs who plate magic*

They can be found getting their hands dirty in organic farms, foraging in forests, haggling with fishermen and farmers, or hunched over computers researching the most sustainable and ethical suppliers of all manner of meats.

“Dining at Aleenta is about fun, being relaxed and very social” Chef Jean-Louis Leon

THEY can be found getting their hands dirty in organic farms, foraging in forests, haggling with fishermen and farmers, or hunched over computers researching the most sustainable and ethical suppliers of all manner of meats. They are equally comfortable in the heat of the kitchen, plating creative and classic dishes for discerning devotees, or initiating another class of hotel guests into the intoxicating world of Thai cooking. They learned their art as apprentices to modern masters and honed their skills in the world’s great restaurant kitchens. They leave no stone unturned in the quest to obtain ingredients that are as seasonal local and organic as possible.



And their stock in trade is the creation of culinary epiphanies for a growing coterie of connoisseurs who travel for the sake of food. They are AHMS The Collection’s Epicurean Elite, the senior chefs and young guns who make possible the AHMS promise of something deliciously different in dining possible. The unique flavours and elegant presentations in dream-like settings begin and end with chefs like Jean-Louis Leon and Alexander Bitterling, Aleenta Phuket-Phang Nga’s Director of Kitchens and Chef de Cuisine respectively, James Noble, Resident Manager and culinary creative force at Aleenta Hua Hin-Pranburi, and

the new breed of home-grown chefs like AKARYN Samui Resort & Spa Sous Chef Coco Apichet. It is the first two chefs who have been in the culinary spotlight of late, with Aleenta Phuket’s launch of The EDGE Beachfront Restaurant. Inspired by the surroundings, this spacious restaurant is an exquisite dining destination located just steps away from the white sands of pristine Natai Beach. It is here Bitterling and his kitchen team combined their epicurean passion and philosophies to provide diners and guests with an eclectic yet sumptuous collection of dishes best described as “Forward Thinking Contemporary Cuisine”.

It comprises timeless Thai staples, Asian-inspired noodle dishes, succulent meats and luscious burgers and sandwiches on the lunch menu, ceding to Chef Alex’s creative masterpieces for dinner as luscious Intro, Aquatic, Flora & Fauna and Finale choices. “Dining at Aleenta is about fun, being relaxed and very social,” says Chef Jean-Louis whose approach to food swept AHMS founder and managing director Anchalika Kijnakorn off her feet while sampling his creations in the Seychelles. She invited him to head Aleenta Phuket’s culinary team and the rest is Thailand fine dining history.

Continues Page 05

LIFE & TIMES

1st issue

BY AHMS THE COLLECTION

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SEP 2014

DESIGN

New *akya* to launch in Chiang Mai



●● In the north’s new heart of hip, AHMS teams up with Singapore’s red hot Manor Studio to create a chic urban hotel concept. *Page 04*

WELLNESS

Linda Meredith comes to Thailand



●● AYURAH Wellness Centre at Aleenta Phuket Phang Nga is proud to be the exclusive Thailand supplier of legendary UK beauty and skincare products by Linda Meredith. *Page 03*

Chef Alex Bitterling

“A love of the environment and a reverence for the great chefs who came before”



Chef James Noble

“It’s all about provenance: if you can’t prove where it comes from, don’t use it”



Chef Coco Apichet

“Respect the product. Find harmony between ingredients”



ADVENTURE

High on the hog with Aleenta



●● Exhilarating Harley Davidson transfers from Bangkok to Aleenta Hua Hin-Pranburi for wild hogs and the wild at heart. *Page 08*

HEAR & Say

GO TO www.ahmshotels.com for more information

A Few words from our leader

TO OUR FRIENDS AND PARTNERS

Issue 01 01.09.14

So here we are getting into the newspaper business in our very modest way. In the world of AHMS The Collection, staying in touch and being connected is something we place great value upon.

Newspapers were once the main way people kept themselves informed. They are also a more touchy-feely way of reading. In today's world of tablets and iPads, sometimes it's a luxury to lie back with a folded newspaper or magazine in your hands. A Life & Times is our gift to our guests and fans to keep them up to date, excited and inspired by all the things we are up to. Expect news, features and facts on everything wellness and adventure travel, and prepare to meet the people who make our magic happen.

Enjoy the old fashioned feeling of reading a newspaper at your leisure on your holiday, or download the latest issue to your preferred device. The choice is yours. There are some big stories to watch out for as we prepare to launch new properties in Chiang Mai

and on Koh Krabeay, a private island in Cambodia, in the next 12 months or so. Indeed, that's the best reason we have for getting into the newspaper business – the fact that we intend to keep on making lots of news.

HAPPY READING!



Anchalika Kijkanakorn

Founder AHMS Hotels
Chairman of the Board,
Small Luxury Hotels of the World

For enquiries or comments please feel free
to contact: info@ahmshotels.com



Aleenta Phuket -Phang Nga

MORE VOICES FROM THE AHMS TEAM



W At AHMS
we don't deliver you a
holiday, we give you a
lifetime experience.



EUGENE OELOFSE
Brand Director



W In AHMS, we
bring together people
who truly care about
you and your experience.
Our creed, Delivering
Promises.



MIA SINGSON-LÉON
Executive Director HR



W The quality of our
resorts is reflected in the
quality of our guests.
Thank you for spreading
the word!



MARCEL BOENI
Director of Sales & Marketing

MORE FEATURES YOU CAN FIND INSIDE OUR 1ST ISSUE

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●● The cream of culinary talent in Greater
Phuket turn up the heat for a good cause.

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to share it with you. Find all about it.

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Aleenta Phuket-Phang Nga
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akyra Chura Samui
AKARYN



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Special thanks to the AHMS team and everyone involved
behind every single one of our fabulous resorts who helped us
put this newspaper together

For any press enquiries please contact media@ahmshotels.com

Ayurah unveils 'fountain of youth'

Celebrity skincare secret Linda Meredith in Thailand

ALEENTA Phuket-Phang Nga's just-launched AYURAH Wellness Centre will be Thailand's only home of the exclusive and sought after Linda Meredith range of skincare products and therapies, as beloved by some of the world's most famous and beautiful women.

Linda Meredith's list of celebrity clients is legendary in the UK beauty industry, with names like Madonna, Gwyneth Paltrow and Kate Moss among her regular visitors, along with a host of super-models and celebrities, and male clients including Jude Law and Colin Firth.

The industry-leading list of treatments Ms Meredith developed over more than 40 years at the vanguard of the beauty industry are now deftly paired to AYURAH Wellness Centre's commitment to delivering wellness that works. Linda Meredith products have been developed to combat the ravages of chemicals, preservatives and hormones that can dramatically affect peoples' skin. They also transcend simplistic pigeonholing of skin types as oily, dry or a combination of both.

The truth is far more complex, meaning a more bespoke and personalised approach is required, which is where Linda Meredith's approach has made a difference.

Anchalika Kijkanakorn, the founder and Managing Director of Aleenta Phuket-Phang Nga's Bangkok-based parent company AHMS, said she was delighted to introduce Thailand to the, revolutionary' approach of Linda Meredith.

"I've long been a fan myself," Ms Anchalika Kijkanakorn said.

"Linda Meredith's reputation has been built on recognising the dramatic impact on skin caused by pollutants and toxins in the air and in our diets, and in developing transformative counteractive treatments.

"It's nothing less than a revolution in skincare, and now we are proud to introduce these cutting edge skincare products and therapies to Thailand through AYURAH Wellness Centre."

Linda Meredith products would be exclusively available at other AYURAH Wellness Centres set to launch over the next 12 months at Aleenta Hua Hin-Pranburi and AKARYN Samui, as well as at the upcoming AKARYN Koh Krabeay Retreat & Spa, opening

in Cambodia in 2015.

Ms Kijkanakorn said all AYURAH Wellness Centre products worked to increase hydration levels and help slow the ageing process. But more than that, she said, they removed unnecessary chemicals such as parabens, while ensuring safety during pregnancy.

"Our concept is to feed the skin with essential ingredients as we feed bodies," she said. "We believe this is the way forward for the next generation of skincare products. The results speak for themselves. People are looking for wellness that works. They want results, and spas need to deliver on their promises."

Ms Meredith said finding partners with likeminded goals

was 'paramount to delivering the next generation in skincare'.

"We were contacted by several luxury resorts in Asia, but the decision to partner AHMS was a no-brainer, really," Ms Meredith said. "My company is dedicated to striving for and achieving the highest standard and Ms Kijkanakorn has built her legacy on that philosophy. In a nutshell, it was immediately apparent to us that the future of our brand would be in safe hands."

"PEOPLE ARE looking for wellness that works. They want results and spas need to deliver on THEIR PROMISES"

AYURAH Wellness Centre therapists are trained in the UK by Linda Meredith, and an on-going training programme which has been formulated to maintain high standards. Ms Kijkanakorn added: "AYURAH Wellness Centre is a concept very much of its time. Guests are now well-versed on wellness and are looking for a more medical approach, integrating treatments into their holidays so they will leave feeling and looking great."

Other AYURAH Wellness Centre treatments include hydrotherapy and chromotherapy baths, nail and foot reflexology, oxygen and music therapy, a Vichy shower, a beauty lounge, a tranquil relaxation lounge and six treatment rooms for couples and singles.

For more information and for reservations visit www.ahmshotels.com



LINDA MEREDITH on AYURAH

Choosing AHMS as an exclusive partner in Thailand

●●●● "We were contacted by several luxury resorts in Asia but the decision to partner AHMS was a no-brainer really. My company is dedicated to striving for and achieving the highest standard and Ms Kijkanakorn has built her legacy on that philosophy. In a nutshell, it was immediately apparent to us that the future of our brand would be in safe hands" - L.M


LM



Star-preferred treatments and products like the HYDRATING MIST are now available



"To Linda, with so much love and appreciation for all of your beautiful work. Much Love" -GWYNETH PALTROW






LINDA MEREDITH by Ayurah

WELLNESS THAT WORKS

That knowledge and expertise is now part of the AYURAH Wellness Centre's core approach to beauty that lasts, wellness that works, and helping people look and feel their very best.

AYURAH.APH@ALEENTA.COM OR PLEASE CALL THE RESORT DIRECTLY ON +66 (0) 7-6580-333 WWW.ALEENTA.COM



Passionate by design

AHMS teams up with Singapore's maverick Manor Studio to create a new kind of urban oasis in the heart of Chiang Mai's hip Nimmanhaemin district with a fresh twist on indoor-outdoor living.

CHIANG MAI, the gracious northern city of Thailand famed for its ruins, temples and abundance of Lanna architecture both original and recreated – is about to get an infusion of urban contemporary chic with the launch of *akyra* Manor Chiang Mai.

In one of luxury hospitality's most exciting and buzz-worthy collaborations of recent times, AHMS The Collection has teamed up with the mavericks and visionaries of Singapore's red hot Manor Studio.

With a brand promise to Discover the Passion, *akyra* Manor Chiang Mai brings something new to the 'Rose of the North' – an urban, contemporary luxury hotel experience, for guests in search of something beyond the proliferation of neo-Lanna resorts.

Passion is a quality that abounds in Chaw Chih Wen, Manor Studio's Design Director and creative driving force. Chih Wen is the acknowledged master of creating living spaces as blank canvases that invite interaction from their inhabitants, and has been widely awarded for his work. The former protégé of New York architectural maestro Cesar Pelli has had his work selected for exhibitions such as La Triennale di Milano (2007), the 6th International mAAN Conference in Tokyo, Japan (2006), and Tokyo Designers Week (2010).

akyra Manor Chiang Mai, located in Soi 9 Nimmanhaemin Road, Chiang Mai's new home of hip, is set to become the place to be seen in downtown Chiang Mai, with passion expressed in flourishes like a state-of-the-art show kitchen and pizza ovens as part of flagship contemporary



Italian experience italics, and a show-stopping rooftop pool bar.

The hotel is a five-star, 28-key all-suite luxury hotel, with 21 suites at 610 sq ft and seven larger suites at a capacious 1,050 sq ft created around a courtyard-within-a-room concept. Jacqueline Yu, a spokeswoman for

Manor's Chaw Chih Wen, said this idea was one of the design's highlight. "In Chiang Mai, you see a lot of resorts built around a courtyard, so there is a sense of privacy, yet you are also looking into the spaces of your neighbors. "We have kept that feeling yet enhanced the privacy with

an ingenious feature in each room. So the jacuzzi bathtub is outdoors, but covered by a roof with a cloud motif, and that becomes the courtyard.

"The bathrooms are big and lavish. They are big spaces, you can really spread out and relax and live. The idea too is to offer a

lot of customised services. So we didn't design a spa for the hotel, but put the extra space into the suites, and we bring the spa experience to your room.

The exterior facade is another Chaw Chih Wen showstopper, inspired by Chiang Mai's old city wall, which survives in varying

states of crumbled brickwork throughout the old quarter of the city.

"The wall separates old and new, so the ancient city wall is the inspiration for the facade. It looks iconic, but we are not just pursuing wow' for its own sake," Ms Yu said. "Chih Wen wants the hotel to be perceived as something natural, a curved, organic part of the landscape, created over time with many layers. The colours are also very natural, a palette of browns and greys."

Ms Yu said *akyra* Manor Chiang Mai was targeting hip urban people, which is why the location was selected. "It feels a bit like the bohemian urban chic of, say, Williamsburg in Brooklyn.

"The area is a magnet for the arts community, university students from nearby Chiang Mai University and assorted other young, well-heeled professional types."

akyra Manor Chiang Mai brings a new standard of contemporary chic to this venerable city, and an invigorating shot of passion and style to a place somewhat set in its ways.



akyra Manor Chiang Mai opening April 2015

Continued from Page 01

“Thailand is a magical destination where a Chef like me can feel complete. You have beautiful ingredients, table wares designed to my liking, and a lot of people who share my passion for a beautiful and delicious dish. When I get that urge to express myself, the very blue sky is the limit in Thailand!” He also feels lucky to have a strong team behind him, most of whom have stayed with him from the very beginning, growing and learning with him in Aleenta.

Chef Jean-Louis unselfishly lavishes praise on the rare skills of Bitterling, his underling, saying his work is of a standard that would hold its own in any of the world’s great centres of fine dining. German national Bitterling previously worked as chef at the Buffalo Club Restaurant and the Alchemy Restaurant in Brisbane Australia, and was Sous Chef at Langham Place Samui before joining Aleenta.

Bitterling ascribes his inspiration to a love of the environment, a reverence for the deeds of the great chefs who came before, and a fierce curiosity about ingredients, flavours and their possible minglings and marriages. Above all, he considers himself a story

teller, leading each diner course by course along a narrative unique to that place in time.

At sister resort Aleenta Hua Hin, Pranburi, James Noble, the Resident Manager who also heads up the kitchen, brings another creative spark to the party.

A Michelin-starred chef, a futurist and a man of prudence, Noble was the prime mover in establishing an eight hectare organic

AS INDIVIDUAL chefs each of the four AHMS kitchen heavyweights have fine reputations and successful restaurants BEHIND THEM

farm to deliver low-carbon and now carbon-free cooking.

He forges bonds with guests that endure, and guards the privacy of his more high profile and A-List celebrity guests with passion. A classically trained chef with a contemporary outlook who still loves to perform magic in the kitchen has a culinary oeuvre that ranges from Mediterranean, French, Asian and International dishes have tantalised dinner parties and events from 30 to 3,000 guests.

The final weapon in AHMS culinary arsenal can be found in

the kitchens of AKARYN Samui, where a young Thai Sous Chef, Coco Apichet, is determined to Thai culinary talent.

He currently spends most of his time in the engine room of AKARYN’s relatively new but well-respected and well-reviewed steakhouse, OCHOS. The jewel in the crown of AKARYN’s Gourmet Village concept, Coco Apichet is intent on ensuring the steakhouse’s mantra of “60 percent ingredients, 30 percent technique and 10 percent talent” holds true.

“It’s been a steep learning curve and steaks at this level is not a simple thing but I am proud to be a Thai and a native of Samui getting this opportunity to learn, grow as a chef and deliver world class steaks and sides to appreciative diners. The best part of this job is the look on a guests’ face when you know you have really wowed them.”

As individual chefs, each of the four AHMS The Collection kitchen heavyweights have fine reputations and successful restaurants behind them. Together, they form a critical mass of culinary excellence which is refining the future direction of fine dining on this vibrant isle.

For more information visit www.ahmshotels.com



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DINING On THE EDGE

Forward thinking cuisine: Intro, Aquatic, Flora & Fauna, and Finale.

For reservations: media@ahmshotels.com www.aleenta.com/phuket/

ORGANIC from THE CELLAR

Rose Apple Waldourf, Thai Scotch Egg, Pranburi Prawn Cocktail, Potter Shrimp & Rye

For reservations: media@ahmshotels.com www.aleenta.com/huahin/

OCHOS RAISES the STAKES

Rock lava, Prime Rib, Saltbush Lamb, Chateau Clinet, Wagyu Striploin, Ginger Mustard.

For reservations: media@ahmshotels.com www.akaryn.com



Aleenta bags top gong in China

Award follows first phase of Aleenta USD3.5 million makeover, which saw the addition of an absolute beachfront infinity pool and children’s club, with 44 pools suites and villas to open by end of 2014

ALEENTA Phuket-Phang Nga Resort & Spa recently added another accolade to its trophy cabinet after being named Best Overseas Hotel at the prestigious China Best Design Hotel Awards.

Aleenta Phuket, part of the AHMS The Collection, was in illustrious company, with other winners at the annual event comprising luxury hospitality’s elite: St Regis Sanya Yalong Bay,

Amanfayun in Hangzhou and the Waldorf Astoria Shanghai on the Bund.

BEST OVERSEAS HOTEL at the prestigious CHINA BEST HOTEL AWARDS

Aleenta Phuket’s latest honour follows a USD3.5 million renovation-and-innovation spend to further elevate

the ‘barefoot luxury’ experience for guests.

Anchalika Kijkanakorn, managing director and founder of the Aleenta owner-operator AHMS The Collection, said the award was recognition for the resort’s continual metamorphosis into something better while cherishing its surrounds.

“We are continually striving to provide guests with a luxurious boutique experience that surprises

and delights,” she said. “We don’t rest on our laurels. We continue to innovate and improve.

“Without straying from our commitment to barefoot luxury, our latest improvements have ramped up the luxury part of the equation. It has taken the resort to another level. In fact, it feels like a new resort in some respects but all the Aleenta service touches and thoughtful gestures remain, with some new ones besides.”

The renovation sees the resort turn its attention to families in earnest for the first time through the launch of The Children’s Club. The state-of the art club has a pool and play area staffed by fully qualified and certified carers who hold engaging and fun classes where learning and development are key factors.

For more information visit www.aleenta.com/phuket

OUR Featu

PANANG NEUA

STIR-FRIED BEEF CURRY

Panang curry is a dry curry which is fried in coconut milk, not boiled. Panang uses the thicker part of the milk, or the cream only. It's typically made with beef, although you can use pork or chicken as well.

Ingredients:

Oil	30 ml
Panang curry paste	70 g
Kar lime leaf	2 pc
Coconut milk	250 ml
Tender beef, sliced	200 g
Fish sauce	10 ml
Palm sugar	25 ml

Other:

Salt & pepper

Preparation:

1-Heat the oil in a pot and add the curry paste and the kar lime leaves. Stir-fry over medium heat until fragrant. 2- Keep adding some coconut milk when it gets too dry. You should start to see a lot of oil coming to the top of the curry. Add the rest of the coconut milk, the palm sugar and the fish sauce and stir-fry for 3 minutes. 3- Add the beef and simmer until cooked. When it gets too dry add some more coconut milk. 4- Season with some salt and pepper.



"Cooking is like Love. It should be entered into with abandon or not at all"

-HARRIET VAN HORNE



LUK CHUP

THAI CANDY

Ingredients:

Mung bean	150gr
Coconut milk	250ml
Sugar	190gr
Agaragar powder	3 tsp
Water	500ml

Other:

Salt, food colouring

Preparation:

1. Soak the mung beans overnight in water to cover. 2. Drain and steam the beans until tender. 3. Put the beans, the coconut milk, the sugar and a pinch of salt in a food processor and process until smooth. 4. Put in a copper wok or a big pot with non-stick coating. Pan fry on medium heat while you keep stirring thoroughly until you get a dry, shapeable paste. 5. Shape the paste into little gures and paint them with the food colouring. Allow it to dry. 6. Bring the water to the boil and add the agaragar powder. 7. Dip the gures into the hot agaragar water and allow it to dry. Repeat this for 3 times. Can be stored up to 3 days.



Other recipes you can find on our blog.ahmshotels.com



YAM SOM-O
Thai Pomelo Salad



SCOTCH QUAIL EGGS
Coated with Smoked fish



RED MULLET ESCABÈCHE
with Asian Flavors



PO PIA TAUD
Thai Spring Roll



SATAY GAI
Chicken Satay

red Dishes

YOUR DAILY insight into the life & TIME's of AHMS

BEVERAGES WITH TODAY'S MENU



“Having the right drink to accompany our menu is almost as important as the food itself”
CHEF ALEX BITTERLING

TOM KHA GAI

COCONUT CREAM SOUP WITH CHICKEN

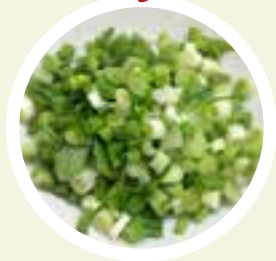
This is a mild but spicy chicken soup flavored with the unique flavor of galangal ('kha' in Thai) which creates a heavenly taste when combined with hot chili peppers, coconut milk, lime leaves and lemongrass.

Ingredients:

Straw mushroom	100gr	Coconut water	200ml
Lemongrass	1pc	Coconut milk	500ml
Galangal	15gr	Vegetable bouillon	400ml
Chicken breast	130gr	Sugar	1tsp
Spring onion	1pc	Fish sauce	60ml
Cherry tomato	60gr	Lime juice	45ml
Shallot	30gr	Chili oil	1tsp
Bird's eye chili	3pc		
Kafir lime leaf	3pc	Other: Salt	

Preparation:

1. Pre-cook the straw mushrooms. Chop the lemongrass and the galangal into thin slices. Chop the chicken breast, the spring onion, the cherry tomato, the shallot and the straw mushrooms into bite-sized pieces. Pound the bird's eye chilies and remove the vein from the kar lime leaf.
2. Put the coconut water, milk and the vegetable bouillon in a pot and bring to a boil.
3. Add the chicken, mushrooms, shallot, galangal, lemongrass, kar lime leaf, bird eye chilies and the sugar. Cook for 3 minutes.
4. Add the cherry tomatoes, spring onion, the fish sauce, the lime juice and the chili oil. Simmer for one minute. Taste and add a pinch of salt if necessary.



Cooking 'classy'

AKARYN Samui Resort & Spa welcomes guests into our kitchens to learn some of the secrets of cooking delicious and authentic Thai cuisine.

Our award-winning chefs take great pleasure in passing on their knowledge through the resort's popular Thai Cooking Class.

Guests have the chance to learn how to cook authentic Thai cuisine with the expert chefs and can make their own menu while discovering sensational Thai flavours. They also get a recipe book and a certificate. The price is THB 2,000++ for one person and THB 3,900++ for a couple.

AKARYN also has a private dinner on the beach promotion, with guests choosing from three delectable menus as they dine under the stars and enjoy a soothing sea breeze blowing off Hanuman Bay.

Its acclaimed eateries include The Edge, where a picturesque ocean view greets guests as they experience a full repertoire of popular Thai and Western dishes. Start your day with a sumptuous breakfast buffet by the sea, followed by a leisurely lunch at the Wet Bar.

As night falls, an absolute must is dinner at Ochos, the resort's signature steakhouse, where the finest aged Australian prime rib and specialities like saltbush lamb await.

Unlock
the
secrets
behind
authentic
Thai food
with
inspiring
cooking
classes



Our top drop



LIKE all AHMS – the Collection properties, Aleenta Phuket-Phang Nga believes in using local produce and supporting the local community.

That is why the boutique resort's new high-end gourmet restaurant The Edge has selected an amazing Hua Hin drop as its Wine of the Month choice.

In fact, Siam Winery's 'Monsoon Valley' is so good The Edge is promoting its Colombard and Shiraz versions.

The Colombard is a light, dry and fruity white wine with delicate citrus and ripe melon aromas. With a light-to-medium body, medium finish and crisp acidity hinting toward s sweet, it is easy drinking yet it can compete with the power of the Thai cuisine.

Rev up holiday with Harley ride to heaven

Exhilarating Harley-Davidson transfers to take you from mild to wild

AWARD-winning boutique resort, Aleenta Hua Hin- Pranburi has hit the road intent on offering guests the ultimate Easy Rider experience along the coastal roads to Pranburi with the introduction of Harley-Davidson transfers from Bangkok.

Riders stop half way at a secluded beachfront location to enjoy a five-star organic picnic, fresh from the resort's 6 hectare organic farm, served by the Aleenta team who follow riders en route.

The route weaves through fishing villages, limestone karsts, national parks, farm land and off the beaten track temples, such as Khao Luang cave temple just outside of Petchaburi, before reaching Pranburi, 30-minutes past Hua Hin town.

Riders then have the chance to explore further through the winding roads and spectacular scenery in Sam Roi Yot National Park, which is near the resort.

Aleenta Hua Hin-Pranburi Resident Manager and Michelin star chef, James Noble, said:

"It's going to be a lot of fun. There is nothing like straddling a serious machine to get the know you're alive. I'm more of a Triumph man myself, but the Harley Dina Wide Glide is a fine machine and about the coolest entrance anyone could hope to make."

Aleenta Hua Hin-Pranburi is renown for offering creative trips for guests - including its popular Gourmet Gliders experience, which combines a



thrilling paramotor flight over Pranburi with a 'farm to fork' organic dining odyssey and a fresh seafood feast.

The resort also recently added a new standalone three-bedroom, three-bathroom villa to its collection, fully serviced with a private chef and butler and boasts a full kitchen, a dining room, an outside dining balcony and a large infinity swimming pool.

Aleenta Action package allows couples or groups of friends to go off the beaten track. Become a tuk tuk driver, try your hand at kite surfing and much more.

For more information you can check our website or talk to one of our receptionists to arrange it for you. www.aleenta.com



Fore! Golf nuts eyeing Hua Hin

●● FRUSTRATION and jubilation will swirl around Hua Hin in increased measure in August and September when golfers descend on the province.

The Hua Hin Golf Festival attracts hundreds of competitors who are able to enjoy discounted green fees at the exceptional range of championship courses in the area. The festival has grown in popularity over the years and is supported by the Tourism

Authority of Thailand in cooperation with the prestigious Phetchaburi- Prachuap Khiri Khan Golf Course.

Special rates are held at these courses: Royal Hua Hin, Palm Hills, Imperial Lake View, Springfield Royal, Majestic Creek, The Eagle Milford, Sea Pine, Sawang Resort and Kaeng Krachan Country Club.

For more information kindly e-mail: rm.ahh@aleenta.com

SV
Special Visits

●● ALEENTA Hua Hin is honoured to have recently hosted Kim, a bubbly and wonderful young lady with a heart of gold. The resort extended a warm welcome to her with James Noble, the Resident Manager of Aleenta Hua Hin-Pranburi personally providing a tailor-made cooking program for Kim to ensure that her visit with the resort was a meaningful and memorable one. From a personalized tour of the resort's organic farm, to harvesting and selecting fresh produce, James who is also a seasoned chef by profession showed Kim valuable lessons and tips on what it's like to be a chef for a day in a luxury resort.

Impeccably dressed in her own chef's whites, Kim assisted James throughout the day and proved herself to be able to stand the heat of Aleenta's kitchen during the preparation of the meal, she also truly enjoyed.

Kim penned her thoughts on the day with a heartfelt note to a delighted James.



JAMES & KIM

"Hi James

I love cooking with you and it was a Great time I spent with you. I love my Chef Coat and I love my cooking egg tool too. Thanks again"

-KIM

To know more about Kim's adventures visit www.kimcando.com

An Old English Affair

Carbon Free High Tea and a bakery on the beach are amongst Aleenta's birthday gifts to its guests

From small seeds big trees grow, and this rings true through out the resort.

We have had so many exciting developments over the past years, from establishing our eco-farm and supporting the local communities in so many various ways.

Please come to try our new Carbon Free Menu and Bakery on the Beach. I am proud to say that we now make the best breads, croissants and pastries on this side of the continent.

To celebrate all of this in the nicest possible way we are conducting

an Old English Affair on the 20th of September.

Tickets are priced at 1500 THB and numbers are strictly limited, so book now to avoid disappointment.

Aleenta Hua Hin is also offering special rates over this period so take a break from the hustle and bustle, and join me and the team in cocking a pinkie and sipping some simply superb tea selections and some rather decadent cakes and pastries. We look forward to seeing you.

JAMES NOBLE ●●

For booking and reservations kindly e-mail: rm.ahh@aleenta.com



Secret beach escapes

Groove to a DJ by the ocean with up to 150 of your friends while enjoying exclusive access to the luxury boutique resort's CLUB *akyra*

HIP hideaway resort *akyra* Chura Samui has launched a series of private party escapes that provide guests with the stunning beauty of the island's best-kept 'secret beach' as their exclusive nocturnal playground, seclusion by day in which to chill, and easy access to the vibrant nightlife of Chaweng Beach and beyond.

The 'secret beach and pool party escapes' give parties of 20 to 150 exclusive access to CLUB *akyra*, a showpiece pool and bar area at the front of the resort that spills onto a white sand beach, romantic and mesmerising ambience, a DJ and a beautiful tropical setting delivering a chilled out vibe and an unforgettable experience.

Perched at the quieter end of Chaweng Beach but close to the party scene, the CLUB *akyra* package offers private use of the club for four hours, with a special lounge and party set up for



the gathering on a lit-up beach. There is a dance floor in the sand, candles and a sweeping beachside infinity pool and a spacious pool deck.

"Imagine your very own full moon party with your friends. My dedicated team of 20 staff will take care of the group for the evening," *akyra* Resident Manager Stephane Carric said. "We can also host weddings, anniversaries and birthday parties, and we tailor an event with the dedication and skill of the very best wedding planners. *akyra* thrives on the challenge of helping you realise the event of your dreams: fireworks, band, dancers - you name it."

Guests also have access to a massage area where three masseuses provide head, neck and shoulder massages. There is a private free-flow bar and a buffet and cooking stations producing Western and Thai BBQ and tapas.

The event, which includes a fire show, can take place between 4pm and 11.30pm. Access to a Chaweng nightclub is available following the event, which costs THB 3,000 net per person for a minimum of 40 people.



Meet the Manager!

The face behind it all, Stephane Carric

●● STEPHANE instills in his staff a goal that is also a mantra: "Ensure the guests enjoy the experience as much as you do." It is a mindset that has seen him excel throughout his career and build impressive teams.

He is an admirer of people who work their way to the top from the bottom. That is why he lists his previous General Managers who climbed the career ladder to become Regional GMs as his hospitality heroes.

The Frenchman, who is also fluent in English and a good communicator in Spanish and Thai, is well rounded in the sector, having worked with the Accor Group and Minor Group in Cambodia, Vietnam and Thailand.



Power of Pairs

Romantic retreat for couples

●● The AHMS Collection serves up a return to love with its new 'Power of Pairs' Passion Packages, unveiling a selection of romantic retreats for couples as the month of love draws nigh and romance approaches its annual climax. Thailand's premier collection of 'intuitive

luxury' resorts and retreats broke new ground last year and wowed with world with its provocative 'Power of One' holidays for the heartbroken, an unabashed celebration for 'singletons' which saw the love-lorn rediscover life and let the jilted have a tilt at simply pleasing themselves.



akyra's Angels

●● *akyra's* Angels, a fox force three of beauties chosen for their gracious personalities, smarts and willingness to go the extra mile to give guest the most seamless and memorable holiday experiences, have taken up residence at chic no-children resort *akyra* Chura Samui.

Like Charlie's Angels of the cult 1970s television show and more recent movie blockbusters, *akyra's* Angels comprise a trio of highly-skilled individuals who, when harnessed together, become an unstoppable force for good times, warm hospitality and indelible memories.

By bringing them together, *akyra* has created a high-functioning, internationally-flavoured team to make your wishes come true.

The trio is living proof of a fun, positive and passionate brand.

The Angels are tasked with forging close bonds with each guest, the better to understand their needs, dreams and desires. They will do their utmost to ensure each guest returns home with positive lasting memories of their stay at the resort, located at the quiet northern end of Samui's famed Chaweng Beach.

Anchalika Kijkanakorn, founder, creative force and managing director of AHMS The Collection, which operates *akyra*, along with the Aleenta resorts in Pranburi and Phang Nga and the nearby AKARYN Samui Resort & Spa, said *akyra's* Angels had been formed to make guests feel comfortable in the resort and



"THE TRIO OF *ENERGISED* beauties is one of *akyra* Chura Samui's greatest assets in its quest to ensure every guest has a *GREAT STAY*"

safe and looked after when out and about exploring the famed island and its environs.

"I want them to think of the resort as a second home" Ms Kijkanakorn said. "To do that, the Angels can't just serve - they have to feel. By telling the Angels a bit about yourself and the type of vacation you want, they will build an experience tailored to your needs. It's a heavenly holiday in the making."

To experience your own *akyra* angels experience please email us at rm.akks@theakyra.com

A Night with Chefs on the Edge

A total of THB75,321 (USD2,325) was raised for the Pure Blue Foundation

Aleenta Phuket-Phang Nga recently hosted the cream of the culinary talent in Greater Phuket to cook for the environment at its stylish beachfront restaurant, The Edge.

Working with a theme that blended sustainability, local sourcing and fine wines by Am-brose paired with each dish, four of Phuket's most talented chefs put on an evening to remember for resort guests and residents of Greater Phuket who came to the event to be wowed.

The Edge's own Chef Alex



Bitterling was joined by Chef Sandro Aguilera of Iniala, Chef Belinda Tuckwell of The Pavilions and Chef Peter Webber of les diables – each of whom produced a signature dish to celebrate the occasion and delight diners with their innovation and fine creativity.

A great total of THB75,321 (USD2,325) was raised for the Pure Blue Foundation marine charity project, founded by AHMS The Collection, which works to nurture the indigenous and endangered leatherback turtle population in Phang Nga.

All of the funds will be put towards continuing its work, with the chef's contributing to the fundraising efforts for free.

The Chefs On The Edge

creative collaboration is the first in a series of culinary events designed to raise funds for Pure Blue Foundation, with the next being held in two months time.T



CHEF ALEX BITTERLING

For more information please visit help@purebluefoundation.com, www.purebluefoundation.com or call +66 76 580 333.



It was such a beautiful event Aleenta organised I had no problem to leave my kitchen to come and help them for the evening

Chef Sandro Aguilera



The food was absolutely out of this world. And what better excuse to go out, have fabulous food and help to a good cause?

Emma Wattress
(guest at the event)



It's always great being a member of this team. But on this occasion you could sense the amazing atmosphere

Aim Wuthongtharernkun
(waiter at the Edge)

Fun Zone

●● EVERYTHING about AKARYN Samui Resort & Spa is geared towards having a good time – with a plethora of activities in place to ensure that happens. From Thai cooking classes to wine tasting, scuba diving to fishing and much more, the luxury boutique resort has got it covered. Located on Hanuman Bay, a dazzling stretch of pure white sand and overlooking the majestic Andaman Sea, AKARYN makes the most of the surrounds.

Head to the portentous Anghong National Marine Park for a sea trip to saviour or take in a unique animal show featuring elephants, crocodiles and snakes, or a dolphin tour, or a tiger show. The choice is yours.

For more information or to check other activities please visit our website www.akaryn.com



A brilliant boutique bag of mixed delights

●● GALLERIA is built on a foundation of exclusive lifestyle shopping – providing a range of quality products that compliment the exacting standards of AHMS.

From Kimono silk robes to homemade deli delectables and much more –this high-end shopping experience by AHMS showcases the most stylish resort wear, accessories and beach survival essentials.

New items include the latest scarfs, warps and kaftans from Louise Harrison Couture, Sharny Lindsay's fabulous footwear from the

Nancy King collection, Minmala jewellery and Vilebrequin swim-wear.

Galleria's new stock also includes luxurious Egyptian cotton bedspreads and cloud-like goose down comforters, designer indoor and outdoor furniture, fluffy white towels and generous carafes.

Located at every AHMS resort, Galleria's inventory includes Esthederm sun treatments and an extensive range of AHMS branded products. GALLERIA is worth the visit.

Find out more www.ahmshotels.com



Points & VIEWS

AHMS the Collection TEAM OPINIONS

Meanwhile ON the SOCIAL MEDIA...

SUCHADA *Swasri (Waitress)*



WHY DID YOU CHOOSE HOSPITALITY? I love to help people and find out about new cultures. WHAT INSPIRES YOU TO COME TO WORK EVERY DAY? My wonderful colleagues and my family.

WHAT IS THE FAVORITE PART OF YOUR JOB? Service mind, guest impression and making their stay with us as happy as possible. WHAT MAKES YOUR HOTEL DIFFERENT? AKARYN Samui because it's all about privacy and romance, two things that are very important to me, and that I enjoy delivering to our guests

@ AKARYN Koh Samui

A-PASARA *Philachai (Bartender)*



WHY DID YOU CHOOSE HOSPITALITY? I'd like to meet and give service and have an interaction with peoples all over the world. WHAT INSPIRES YOU TO COME TO WORK EVERY DAY? My love of

mixology, seeing my friends, and learning new cocktail recipes. WHAT IS THE FAVORITE PART OF YOUR JOB? Service mind, guest impression and make their stay with us as happy as possible. WHAT MAKES YOUR HOTEL DIFFERENT? I love working at *akyra* Chura Samui because every day is something different, exciting and lively.

@ *akyra* Chura Samui

SATAPORN *Tupet (Bellboy & Driver)*



WHY DID YOU CHOOSE HOSPITALITY? I went into hospitality because I wanted to meet people both in Thailand and abroad. WHAT INSPIRES YOU TO COME TO WORK EVERY DAY?

All the great people I work with and the guests make my day. WHAT IS THE FAVORITE PART OF YOUR JOB? Every day I look forward to going to work because of all the interesting people I meet from around the world. WHAT MAKES YOUR HOTEL DIFFERENT? Good management, and the best location in Koh Samui.

@ AKARYN Koh Samui

SUPUNNEE *Kaewkan (IT Supervisor)*



WHY DID YOU CHOOSE HOSPITALITY? Because it's so exciting, everyday is different with new people. WHAT INSPIRES YOU TO COME TO WORK EVERY DAY? Our Guests.

WHAT IS THE FAVORITE PART OF YOUR JOB? Everything about IT all on spot challenges everyday. WHAT MAKES YOUR HOTEL DIFFERENT? Professionalism in everything we do.

@ *akyra* Chura Samui



Instagram

guests pictures @ahms_hotels



WHAT'S NEXT on A life & Times

Available in all of our properties and online

Issue 2...

A taste of our top stories

AHMS BEYOND BORDERS 01

AKARYN Retreat Koh Krabeay is set to open on a private island in Cambodia.



DINING IN italics 02



Innovative italian in an emphatically cool new restaurant concept.



PURE BLUE FOUNDATION 03

See the full calendar for the marine conservation charity of AHMS.





simply the best steaks on the island

AKARYN

OCHOS open from 6 pm - 10.30 pm everyday - closed Sunday
Resident loyalty card benefits applies | www.akaryn.com
fb.asm@akaryn.com

AKARYN Samui Resort & Spa
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Suratthani 84320 | Thailand

This issue is dedicated to:

*Our amazing staff at all AHMS properties and to everyone
who makes every day like a dream come true*



THE COLLECTION



Aleenta

12:20N | 99:58E



AKARYN



AYURAH

www.ahmshotels.com