

TASTE OF PENANG

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**“ BATTLE OF THE CHEFS 2018, THE COMPETITION WHERE JUDGES ALL OVER THE WORLD,
ENVY TO BE ON THE JURY AS IT IS A LEARNING MECCA
FOR NEW STYLES, TREND AND TASTE PROFILES ”**

DR. RICK STEPHEN



27th MARCH 2018

THE BIENNIAL GENERAL MEETING OF PENANG CHEFS ASSOCIATION

The Biennial General Meeting of Penang Chefs Association was held on 27th March 2018 at the VOUK Hotel Suites. The BGM was conducted in a cordial and orderly manner. Once all the reports were presented by the President, Secretary General and Treasurer General and adopted by the members, the Committee for 2016 – 2018 was dissolved. The floor unanimously agreed to invite the Steering Committee - Chef Bruce Lee, Chef Philip Ng, Chef Mahalingam and Chef Billy Bourville to take their seat to oversee and also to conduct the Election of the new PCA General Committee for 2018 – 2020 consisting of 11 elected positions and 02 Auditors. The lined-up of the newly elected General Committee consist of a combination of new and old faces which clearly shows matured, positive and healthy trend among PCA's members. The newly elected committee took their "Oath of Allegiance and Loyalty" to PCA witness by the Election Steering Committee and all members.



PENANG CHEFS ASSOCIATION GENERAL COMMITTEE 2018 - 2020



PENANG CHEFS ASSOCIATION GENERAL COMMITTEE : 2018 - 2020

Audee Cheah Phee Lee PKT PJK

President

Lee Chan Wai PJK PJM

Deputy President / Director of Special Projects

Thomas See See Heng PJK PJM

Secretary General

Khor Ying Jia

Asst. Secretary General

Billy Lee Chan Hoong PJM

Treasurer General / Director of Culinary Promotions

Eliza Mariam Ooh

Asst. Treasurer General

Chuah Lay Yen

Director of Membership & Members' Welfare

Mohd Bakri Bin Mohd Said PJK PJM

Director of Asset Management & Government Affair

Yuzrem Ezri

Director of Training & Development

Darren Tan Yeok Ping PJM

Director of Culinary Competitions

Ong Hock Lye PKT PJK

Director of Social & Recreation

James Tan

Internal Auditor

Jovan Beh

Internal Auditor

William Tan PJK

Marcom Manager

Penang Elite Chefs Club @ 檳城精英廚師俱樂部

> Chairman : **Euzginz Lim**

> Vice Chairman : **Eric Chuah**

Chinese Cuisine Alliance @ 中式餐飲聯盟

> Chairman : **Ms. Vinah Yee Yoke Chee**

> Vice Chairman : Vacant

Artist & Decorators Alliance @ 餐飲廚務, 設計師聯盟

> Chairman : **Ong Soon Keat**

> Vice Chairman : Vacant

Malay Cuisine Alliance @ 馬來式餐飲聯盟

> Chairman : **Rozairy Roslan**

> Vice Chairman : **Osman Hussien**

Indian Cuisine Alliance @ 印式餐飲聯盟

> Chairman : **Balachandran**

> Vice Chairman : Vacant

Pastry Alliance @ 甜品蛋糕師聯盟 - Vacant

Penang Junior Chef Club 2018

> PJCC Chairman : **Yeap Thean Su**

> Vice Chairman : **Kelly Lim Wan Chen**

CHINESE NEW YEAR FRUITS & VEGETABLES CARVING

FEBRUARY 2018

Fruits and Vegetables Carving Event on 20th February 2018 in conjunction with the 6th Ban Ka Lan Snake Temple Chinese New Year Cultural Celebration 2018 in Bayan Lepas, Penang. Among the participants include members of Penang Junior Chefs Club and supported by chefs from Ixora Hotel, Prai.



PENANG CHEFS ASSOCIATION CELEBRATES 3RD ANNUAL DINNER

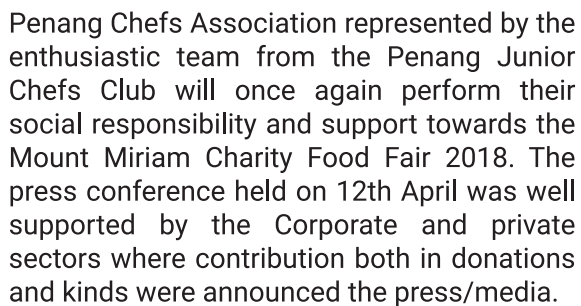
DECEMBER 2017

6th December 2017 marks another auspicious milestone for PCA as members and the hospitality community came together to celebrate the 3rd Annual Dinner of the Penang Chefs Association which is also the celebration of the 30th Anniversary of Penang Chefs fraternity since the establishment in 1987.

The evening also marks a very special celebration for The Right Honourable Chief Minister of Penang, YAB Tuan Lim Guan Eng where a specially prepared surprised birthday cake was presented to him in advance on the occasion of his 57th birthday which falls on 8th December 2017.



APRIL 2018



DECEMBER 2017

PRESS RELEASES PCA ANNUAL DINNER



20 NEWS December 16 - 31, 2017

Chefs lauded for relief efforts

Story by **Tanushalini Moroter**
Pix by **Ahmad Adil Muhamad**

THE Penang Chefs Association (PCA), which was formed 30 years ago, held its annual dinner this year on Dec 6.

Chief Minister Lim Guan Eng, who attended the function, expressed his appreciation for PCA's relief work when the state was hit by floods on Nov 4 & 5.

"You dedicated your valuable time to society in times of need such as the recent natural disaster that hit Penang."

"On behalf of the state government I would like to thank PCA for all your hard work and contribution."

"Everyone regardless of race and religion came together to the aid of the flood victims and that's the spirit of togetherness. Now it is important to let everyone know that Penang has bounced back," said Lim during his speech at the dinner.

The PCA joined hands with Food Aid Foundation and Mutiara Food Bank to cook and serve over 6,500 packets of hot meals for flood victims and volunteers over the course of three



Lim in a group picture with our very own passionate chefs.

days.

"We are known as the state with the best street food and now we want to create a distinction for the chefs in Penang."

"Kudos to all the young and aspiring chefs for having won gold medals this year at the Philippines Culinary Cup, silver medals at the recent International Food Hotel China Gourmet Table in Shanghai."

"On top of that, Chef Auddee himself led Penang to become the overall champion in the third Thailand Culinary World Challenge in 2015," added Lim.

Chef Auddee Cheah, who is PCA president, in his speech suggested to Lim to make "assam laksa" the signature dish of Penang.

In 2011, Penang's "assam laksa" was ranked seventh out of the world's 50 most delicious food in CNNGO's global poll.

Also present at the event were Deputy Chief Minister I Datuk Mohd Rashid Hassan, exco for Religious Affairs, Domestic Trade and Consumer Affairs Datuk Abdul Malik Kassim and Tourism and Culture Malaysia Penang office director Jonathan Freddy P. Bagang.

5TH PENANG INTERNATIONAL HALAL CHEFS CHALLENGE 2018

JANUARY 2018



PENANG INTERNATIONAL HALAL CHEFS CHALLENGE TROPHY AWARD

Best 10 classes C1-C28

KOTA CORNWALLIS DINE & COFFEE SDN BHD



MOST OUTSTANDING PENANG INTERNATIONAL HALAL MODERN CHEF AWARD

Best 4 classes C6, C8, C9, C10, C11, C12, C26, C27, C28

WISAKHA RAWIJAN - THAILAND CULINARY ACADEMY



MOST OUTSTANDING PENANG INTERNATIONAL HALAL CHEF PATISSIER AWARD

Best 3 classes C17, C18, C19, C20, C21

LOO HOOI HOOI - ASIAPRO CHEF SCHOOL



MOST OUTSTANDING PENANG INTERNATIONAL HALAL MALAY CHEF AWARD

Best 4 classes C1, C2, C3, C4, C5, C6, C7, C15, C16

KHAIRUL ASHIKHIN BT ABDULLAH SUHAMI - KOLEJ KOMUNITI CHENDEROH



MOST OUTSTANDING PENANG INTERNATIONAL HALAL CHEF ARTIST AWARD

Best 3 classes C22, C23, C24, C25

MUHAMMAD AMINUDDIN BIN AZHARI - KOLEJ KOMUNITI CHENDEROH

APRIL 2018

HOW TO BE A PROFESSIONAL CHEF AND A CHAMPION



Chef Willment Leong, the founder Chairman of Thailand Culinary Academy and Chairman of World Chefs Without Borders conducted a seminar at Restaurant Grand Court, Teluk Intan, Perak entitled "How to be a Professional Chef" and "How to be a Champion". The seminar attracted attendees from the Northern region of Malaysia including members from Penang Junior Chefs Club.

Armed with over 2 decades of experience in culinary competition and training of Chefs to both domestic and international competitions, attendees were provided with the finer pointers and what judges will look for during competition. With such valuable knowledge and skills imparted to the attendees, every participant returned home happily and satisfied where they can apply in their future competitions.



JANUARY 2018

PIHCC 2018



There were over 450 participants from all around Asia not to mention our neighbouring countries Singapore, Thailand, Indonesia, Vietnam and as far as South Africa participating in more than 550 entries. There were total 28 classes being offered and 5 "Most Outstanding" individual awards and the Grand Final Challenge Trophy to be awarded to the best Organisation.

PIHCC 2018 also saw 18 renowned local and international judges that came from far and near including Singapore, Thailand and Indonesia. After 3 days of intense competitors, PIHCC successful participants brought home 20 Gold, 65 Silver, 117 Bronze medals and 188 Diplomas.



Panel Of Judges

5th PENANG INTERNATIONAL
Halal Expo
& Conference

Chief Judge



LEA Zubir Mohd Zain



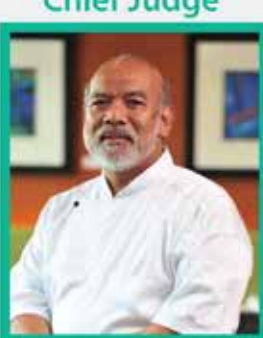
THA Jannong Nirungsan



CHN Peter Chan Weng Seng
PSK PSM



IDN Stefu Sentoso



MYA Johari Edrus



MYA Kamaruddin Adnin



CHN Elvin Chew



MYA Khairuddin Kamarudin



CHN Lee Chan Wai
PSK PSM



CHN Bruce Lee Chee Onn
PSK PSM



IDN Mimi Wahedi



CHN Shahrizan Ejan



IDN Muhammad Abdullah Aka Joe



MYA Shafique Taufik



IDN Rahmat Kusendi



MYA Saiful Bahri Md. Shafii



CHN Ong Hock Lye
PSK PSM



MESSAGE FROM THE PRESIDENT



Chef Audee Cheah

PKT PJK
President
Penang Chefs Association
2018 - 2020



On behalf of Penang Chefs Association, I am proud to announce the newly elected and appointed office bearers for the next 2 years 2018 – 2020. With over 30 years since our humble beginning and the formation of Penang Chefs in 1987, initially known as Penang Hotels' Chef Association (PHCA) and in 1994, PHCA through the merger with Chefs Association of Malaysia had evolved into Chefs Association of Malaysia, Penang Chapter. 12th November 2014 marks another important milestone where we were formally recognized by the Registrar of Society as Penang Chefs Association.

With such illustrious timeline, as the re-elected President for 2018 – 2020, I will continue to uphold and pledge to work for the betterment of all members and the culinary community together with all elected and appointed members of Penang Chefs Association. To all my working committee, let us put our effort together in contributing our knowledge, creating opportunities and dedicating to serve the interests of the culinary industry and striving to live the brand of Penang as the Food Capital of Malaysia.

With the 1st quarter of 2018 whizzing passed with a blink of an eye, we will be having a handful of major events starting with the Chef World Congress in July and our very own signature competition, the 17th edition of the Battle of the Chefs 2018 come 5th – 7th October 2018. I will continue to reiterate that teamwork has never been more important especially in this modern era of technological advancement with communication as a very integral tool in disseminating information among members and the culinary community at large.

We look forward to your participation and support for all our upcoming activities. Please remember to look out for the registration of Battle of the Chefs at www.asiaculinarychallenge.com and click on Battle of the Chefs 2018 scheduled to be release by mid May 2018. We look forward to your early registration to avoid any disappointment.

Thank You

Chef Audee Cheah PKT PJK

“ Put your head down and work hard. Never wait for things to happen, make them happen for yourself through hard graft and not giving up. ”

Gordon Ramsay

JANUARY 2018

PIHCC 2018



The crème de la crème winners of PIHCC 2018 will bring back trophies and cash Prizes including the Most Outstanding Penang International Halal Modern Chef Award won by Wisakha Rawijan from Thailand Culinary Academy, whilst Kolej Komuniti Cenderoh brought back 2 awards - Most Outstanding Penang International Halal Malay Chef Award won by Khairul Ashikhin Bt Abdullah Suhami and Most Outstanding Penang International Halal Chef Artist Award won by Muhammad Aminuddin Bin Azhari. Yet another culinary student Loo Hooi Hooi from Asiapro Chef School has won Most Outstanding Penang International Halal Chef Patisserie Award. Last but not least, the grand award, Penang International Halal Chefs Challenge Trophy Award won by Kota Cornwallis Dine & Coffee after accumulating 3 Gold, 3 Silver, 3 Bronze And 7 Diploma.



DECEMBER 2017

SPEECH BY CHIEF MINISTER OF PENANG



**PORTAL RASMI
KERAJAAN NEGERI PULAU PINANG**
webmaster@penang.gov.my 04-2621957 04-2634940

Utama Kerajaan Awam Bisnes Pelancongan

PENANG CHEFS ASSOCIATION 3RD ANNIVERSARY AND 30TH ANNIVERSARY OF PENANG CHEFS

Speech by Chief Minister Of Penang At Penang Chefs Association 3rd Anniversary And 30th Anniversary Of Penang Chefs 6th December 2017

I can recollect exactly a year ago in December at the Olive Tree Hotel together with the Ambassador of Norway where I officiated a Norwegian Seafood Council event jointly co-organized by the Norwegian Embassy and Penang Chefs. Here I am this evening to congratulate the Penang Chefs Association on the occasion of its 3rd Anniversary.

The Penang Chefs fraternity was formalised in 1987 – 30 years ago and where the Association was once known as the Chefs Association of Malaysia - Penang Chapter. I am delighted with this milestone and an achievement that needs to be celebrated!

Your 30 years as volunteers, giving up your valuable time to the profession in the hospitality industry, to the society in times of need especially during the recent natural disaster in the history of Penang. The Penang Chefs Association teamed up with Food Aid Foundation and Mutiara Food Bank to cook and serve over 6,500 packet of hot meals for flood victims and volunteers over 3 days. On behalf of the state Government, I would like to thank Penang Chefs Association for all your hard work and contribution.

Just 2 weeks ago on 20th November, we witnessed the MoU signing between Penang's pilot Mutiara Food Bank with Food Aid Foundation to feed low-income families. The signing of this MoU is an important step to expand the Mutiara Food Bank operations next year and it will also involve assistance from the Penang Chefs Association and the Malaysian Association of Hotels – Penang Chapter too.

Thank you for partnering with Penang International Halal Hub for 5 years running to co-organise the Penang International Halal Chefs Challenge. Your involvement recently in the state Chinese New Year Heritage enclave celebration and also the Penang International Food Festival 2017 Cooking Competition is also appreciated.

As for your young and aspiring chefs, kudos to all of you to have brought glory and fame to Penang. You have won gold medals this year at the Philippine Culinary Cup, Silvers at the recent International Food Hotel China Gourmet Table in Shanghai and the President himself Chef Audee led Penang as Overall Champion in the 3rd Thailand Culinary World Challenge as Highest Scoring Team in Day 1 and VIP Vote for Day Two – 2 years ago in Bangkok.

The Penang Chefs Association has also entered into a first-of-its-kind Memorandum of Understanding between LiFE Academy and DISTED College where PCA through its extensive experience, will provide industry-relevant review and input into the academic syllabus, as well as continuing the professional development courses.

It is not easy to stand out when Penang has the best street food in the world. But the Penang Chefs Association have made Penang proud. Let me again congratulate you on your perseverance and dedication to Penang and the world of culinary.

Read More :

<https://www.penang.gov.my/dmedia/360072-penang-chefs-association-3rd-anniversary-and-30th-anniversary-of-penang-chefs>

MARCH 2018

PROSPERITY YEE SANG TOSS FOR CHINESE LUNAR NEW YEAR



When Yee Sang is eaten, the ritual is to toss the mixed ingredients high in the air with a shout of “Loh Hey” which literally means to ‘move upwards’. May members of Penang Chefs Association continue to “Huat” “Ong” “Heng” – the symbolic of the wish for our fortunes to rise and expand during the forthcoming year.



PERANAKAN ASSOCIATION OF PENANG CHAP GOH MEH DINNER & DANCE

The nostalgia of Chap Goh Meh fills the air and a wonderful medley of Peranakan songs greets every guest during a simple yet meaningful dinners to end the Lunar Chinese New Year 2018. Many thanks to PCA Advisor, Dato' Tan Gin Soon who is also the President of State Chinese Penang Association for your kind invitation.



MESSAGE FROM THE PUBLICATION DIRECTOR

Khor Ying Jia

Asst. Secretary General
Publication Director
2018 - 2020

Seizing Every Opportunity

It was like yesterday that we just celebrated our Penang Chefs Association 3rd Anniversary which also coincide with our formation of Penang Chefs 30 years ago in 1987

Already April is upon us and we are now into the second quarter. So many festivities and celebrations have passed, Christmas, New Year, Penang International Halal Chefs Challenge 2018, the Lunar New Year, Valentine, Chap Goh Meh and our recently concluded biennial General Meeting and elections of office bearers (full list of office bearers for 2018 – 2020 at the subsequent pages). Nevertheless, kudos to all elected and appointed members whom had pledged their time and effort in raising the culinary standards and their commitment in achieving excellence for all members, Penang and the culinary fraternity as a whole.

Moving forward Food Hotel Asia in Singapore will be the biggest anticipated event for all hospitality and F&B community in Asia for 2018. Penang Chefs Association presence during FHA includes our team members to the FHA Culinary Challenge 2018, judges and a contingent of 20 over members visiting Singapore EXPO & SUNTEC Singapore. We welcome the month of May with Mother's Day but also a delightful gastronomic Ramadhan month for all our Muslim friends as well as our fellow Malaysian and guests too. Let us all hope that there is something for everyone with activities aplenty to boost their kitty.

As we continue our endeavours, Taste of Penang – TOP will be the source of archive for PCA's activities and we look forward for more individual contributions in areas of education, skills development and re-training.

Warmest culinary regards
Khor Ying Jia

BATTLE OF THE CHEFS - BOTC 2018 COLLABORATION KICK OFF

APRIL 2018

A simple yet important milestone signing of MoU took place over dinner between Dato' Vincent Lim (President, C.I.S Networks Sdn Bhd) and Chef Audee Cheah (President of PCA) in the collaboration of the 17th edition of the Battle of the Chefs – BOTC 2018 which will be held on 5th – 7th October 2018. Also in witnessing this momentous occasion is Ms Liliane Lee from CIS and Chef Darren Tan, Organising Chairman of BOTC 2018.



PCA ACTIVITIES

2018

COMMUNITY COOKING COMPETITION IN AYER ITAM

In collaboration with KRT Pekan Air Itam, PCA was at hand to assist the organizing of a Community Cooking competition which was divided into 3 categories, Male Team, Female Team and Mix Team. Competitors worked in pairs and were required to prepare a main course and a dessert of their own choice. The event were coordinated by Chef Billy Lee and assisted by Chef Thomas See, Chef Chuah Lay Yen, Chef Khor Ying Jia, Yeap Thean Su and Tan Zhong Ning. Chef Peter Chan was the Chief Judge together with Chef Bakri and Chef Billy Lee as judges. Winners for all 3 categories received cash prizes, trophies and certificates.



STAYING FIT & HEALTHY TO BALANCE THE MIND, BODY AND SPIRIT



"All work and no play makes Jack a dull boy" is a proverb. It means that if a person does not take time off from work, they will become both bored and boring. In this context, members from the Penang Junior Chef Club (PJCC) embarked of a Hiking activity up to Penang Hill on 3rd March 2018 to test their fitness but also to strengthened bonding among PJCC members.

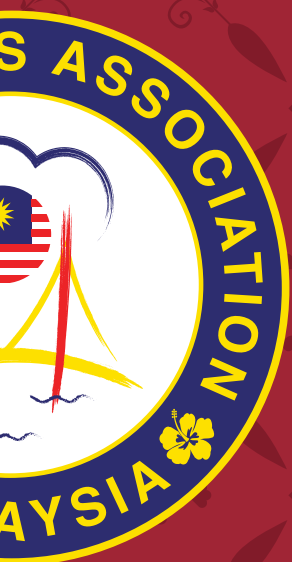


VERSATILITY OF SOYA BEAN POWDER BY NESTLE PROFESSIONAL

DECEMBER 2017

An introduction and demonstration of a new product by Nestle Professional was held on 20th December 2017 at DISTED College School of Hospitality. The application in preparing simple fresh tofu dishes using soya bean powder was demonstrated by the Nestle team. The versatile of the soya bean powder could to make into pudding, soya ice-cream or even the simplest of soya bean drinks.





SHOWCASING CHEFS' COATS BY CHEF WORKS



Feeling and Looking Great. The much anticipated Fashion Parade by PCA Members - The vanguard of fashion and function by Chef Works.

POMP AND CULINARY PAGEANTRY



PCA have continued to strive and continued the vision of our founding members and have maintained strong bonding and networking with fellow members across Malaysia, friendship shared with domestic and international chefs globally and is recognized and affiliated with the World Association of Chefs Societies (WACS), which is the umbrella body for the Global Chefs Associations and Societies.

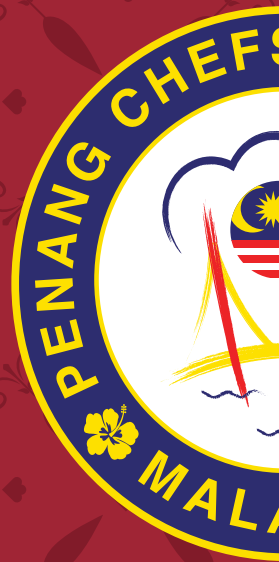
The President and General Committee would also like to put on record our sincere thanks to the Organising Chairman of the 3rd Annual Dinner, Chef Tony Tan of Bayview Georgetown for a fantastic well done event.

Also special thanks to all our sponsors, well-wishers, supporters and most of all, our Chief Minister YAB Tuan Lim Guan Eng, YB Dato' Haji Rashid, YB Dato' Abdul Malik, Dr. Rick Stephen (WACs Asia Continental Director), Mr Sam Cheah (MAH National President), Tuan Jonathan Freddy from Tourism Malaysia Penang and so many Associations – MAH, PHA, PCCA, Koo Soo Penang, Koo Soo Taiping, MLA, Nestle, Unilever, US Potato Board, PTGA and a whole list of companies and individuals whom had made the evening a very memorable one.

WACS ASIA CONTINENTAL DIRECTOR MEDAL



Congratulations to Chef Audee Cheah and Chef Peter Chan on been bestowed the WACS Asia Continental Director Medal by Dr. Rick Stephen himself.



PCA CELEBRATES AN EVENING OF



PCA Corporate Members receiving their Certificates and Medallions from the Deputy Chief Minister of Penang, YB Dato' Haji Rashid Hasnon.



Members of the Penang Junior Chefs Club receiving their respective Certificate of Appreciation from Tuan Jonathan Freddy of Tourism Malaysia Penang.





THIS IS THE COMPETITION WHERE JUDGES ALL OVER THE WORLD, ENVY TO BE ON THE JURY AS IT IS A LEARNING MECCA FOR NEW STYLES, TRENDS AND TASTE PROFILES



World Association of Chefs Societies
Continental Director – Rick Stephen



Greeting chefs and friends;

The world dropped into to Malaysia in July to taste our cuisines and experience our hospitality that only Malaysia can deliver at the World Congress for chefs; now you the chef have another opportunity to be part of our dynamic culture and experience the 'HEAT' of the kitchen, October 5th -7th 2018, you can catch up to us at the SPICE ARENA where chefs go to battle!

Chefs from all over many parts of the world will test their skills, determination, in 3 days of heat, spices, and passion to see whose cuisine or dishes come out on top!

This is the competition where judges all over the world, envy to be on the jury as it is a learning Mecca for new styles, trends and taste profiles.

Penang – the Pearl of Asia – is the home of one of the most dynamic group of chefs in Asia. Enthusiasm and commitment is a normal daily routine to these highly dedicated stars in their own rights. Their un-selfishness alone pushes the bar to great heights in our hospitality industry and YOU the competitor have an opportunity to be part of this Culinary Extravaganza.

Remember the dates 5th – 7th of October 2018 you have a date with culinary destiny, so get your entries into Penang, I am looking forward to meeting the Champions of the Future at the Spice Arena.

Happy Cooking

Rick Stephen Dr. Hon

Continental Director - Asia

World Association of Chefs Societies
From the office of the Continental Director – Asia
Email : rick_stephen@sats.com.sg



**5TH - 7TH
OCTOBER 2018**
**SPICE CONVENTION
CENTRE**
**PENANG,
MALAYSIA**



PENANG CHEFS ASSOCIATION

A : No. 4, Jalan Yeap Chor Ee
11700 Gelugor, Penang,
Malaysia.

E : penangchefs@gmail.com

W : www.penangchefs.com

Register online @
www.battleofthechefs.com.my

