TASTE OF FINANCE

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www.penangchefs.com



2nd Anniversary Dinner

Date • 16th February 2017 (Thursday)

Time • 7:00 pm to 11:00 pm

Venue • The TOP Grand Ballroom, Level 5



Penang Elite Chefs Club



Penang Junior Chefs Club



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World Association of Chefs Societies

Dr. Rick Stephen CMC Hon Continental Director



February 16th 2017

Dear President Audee, Penang committee, distinguished guests & fellow chefs,

I would like to bring the best wishes from the WorldChefs and our board, I also bring you and apology from the World Chef President Thomas who many of you know, as he would love to be here with you tonight!

Unfortunately, I am missing in action as well due to my work commitments and I am truly sorry to miss your 2^{nd} Annual Dinner.

I have been coming to Malaysia since 1992 when Kai Wagner hosted me at the Hotel Istana in KL and I have been coming back ever since.

The Penang chefs has an uniqueness unparalleled among all the chefs of the world – driven by an enthusiastic local committee and members who want to be a part of the culinary scene, but more importantly they put on a united front. Malaysia is such a diverse country spread out over many miles and islands, then these guys pop up in Penang, with the home chef videos, loud and fun events, proudly wearing the botic colours of their region on their jackets

And this is what brotherhood is all about, working together for the betterment of our great professional and industry.

To the young chefs in the audience, I say to you, follow your ambition, your dreams, do not be afraid to fail, but get right back up on the horse. No chefs are beyond approach if you yearn for knowledge, WorldChefs and Penang chefs are here to help.

I wish you all well on the great occasion and terribly sorry I could not join you.

Kind regards ap happy cooking!

Rick Stephen Dr:

Continental Director - Asia









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Message from the Organising Chairman



Chef Audee Cheah

Organising Chairman, PCA 2nd Annual Dinner President, Penang Chefs Association (2016 – 2018)



It gives me great pleasure to welcome you to our 2^{nd} Annual Dinner of Penang Chefs Association which is coincidentally the 28^{th} anniversary of the founding of the Penang Chefs fraternity.

In the nut shell, the inception of Penang Chefs Association can be traced back to more than 28 years ago in 1986 where Penang Hotels' Chef Association (PHCA) was conceived. PHCA in 1994 merged with Chefs Association of Malaysia into Chefs Association of Malaysia, Penang Chapter. Over the years, the Penang Chef community finally became independent and was registered with the Registrar of Society Malaysia to become Penang Chefs Association on 12th November 2014. Hence we celebrate our official 2nd anniversary and in honouring the overdue Association 2nd Annual Dinner Celebration today on 16th February 2017.

As Organising Chairman and President of the Penang Chefs Association, it gives me pleasure to inform all active members and respective associates and valued supporters that the Committee had designed a few benefits for Members and Members' Children such as Children Education Fund, Member's Welfare Fund and various workshops and educational activities. We will continue to work earnestly to create more educational workshops, events and activities to further improve and elevate the skillset and knowledge of chefs in this very fast-paced and digital world we now live in.

PCA is also proud to receive continuous support from the global chefs' community with their support in our biennial signature event – Battle of the Chefs which concluded successfully in August 2016 alongside Asia Food Festival and International Curry Gourmet Summit. We hope to focus in 2018 (next year) in making the 17th edition BOTC the biggest and most comprehensive in this region. I would call upon all aspiring competitive chefs to sharpen your skill and get-set for this competition which the dates will be announced soon.

In conclusion, I would like to sincerely thank as usual PCA's hard working committee and Penang Junior Chefs Club for their time, dedication and commitment in making this annual event a success. On behalf of PCA General Committee and Members, I would also like to extend my gratitude and appreciation to all associates, sponsors and supporters who have one way or another contributed to the success and well-being of the Penang Chefs Association from day one till today. We hope to receive your continuous commitment and support to make Penang the evergreen Food Capital of Malaysia.

Thank you and warmest culinary regards

Chef Audee Cheah PJK















































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Chef Thomas See PJK PJM
Chef Khor Ying Jia
Chef Billy Lee PJM
Chef Jovan Beh

Chef Mohamed Bakri РЈК РЈМ

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- Chef Philip Ng Nei Teik PJK

- Chef Hua Tai Wan
- Mr. Peh Soo Keong
- Chef Boudville Valentine (Billy)
- Chef Lim Meng Seng
- Chef Chong Fock Cheong

HONORARY LIFE MEMBER

• Bruce Lee Chee Onn PJK, PJM • Thomas See Swee Heng PJK, PJM • Linda Liang Nyut Chan

Heartiest Congratulations



Mohamed Bakri Mohamed Said

Penang Chefs Association
Director Social, Recreation & Government Affair

on his conferment of

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Eddie Choong T.K
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Penang Chefs Association
Pastry Alliance Penang - Chairman

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AFF & BOTC 2016 OFFICIAL LAUNCHING CEREMONY



sia Food Festival 2016, organized by Penang Chefs Association this year carries the theme "Celebrating Our Culinary Cultural Diversity", which specifically reflects the rich and diverse culture of Penang where one can find Chinese, Malay, Indian and even Nyonya influences in our local culinary delights.

It was one of the largest culinary event in the region which was held on the 18th to 21st of August 2016 at SPICE Arena alongside Battle of the Chefs and International Curry Gourmet Summit.

The 4 days event highlighted the grand opening of the event, exciting culinary battles among chefs from around the world, mouth-watering curry cuisines, F&B showcases, seminars and conferences.

We express our great appreciation to our sponsors and participants who have supported and contributed in the success of the event. We look forward to a grander event come year 2018.















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THROWBACK 2016

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PENANG CHINESE NEW YEAR STREET CELEBRATION 2017

Penang

Penang Chefs Association members were out in full force to the recently concluded Penang State Chinese New Year celebration on 3rd February, themed -Year of the Rooster Fruit & Vegetable Carving Demonstration.

An all around contribution from PCA General Committee with special mentioned and thanks to Chef Jovan Beh and his team from Ixora Hotel Penang. Penang Junior Chef Club commitee were also at hand to participate in making the event a great success.

























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PCA ROUND - UP FOR JANUARY & FEBRUARY 2017





The Committee of Penang Junior Chefs Club 2017 oath taking ceremony witness by the General Committee of Penang Chefs



1st General Committee Meeting of PCA for 2017 hosted by Rainbow Paradise Beach Hotel on 19th January 2017



Borneo Chefs Association and Borneo Convention Centre preliminary meeting chaired by Mr Ashwin, CEO of Penang Convention and Exhibition Bureau



PCA Annual Dinner Committee Meeting at Level 59, TopView Restaurant, KOMTAR



PIHCC Committee Meeting at Rainbow Paradise Beach Resort on 19th January 2017



PIHCC Final Committee Meeting hosted by Hotel Royal Penang on 9th February 2017



Chinese New Year Luncheon at the TOP Komtar with YAB Tuan Lim Guan Eng, Chief Minister of Penang and Tourism & Hospitality players in Penang

2016 WACS WORLD CHEFS CONGRESS

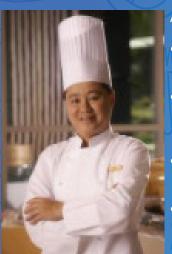
n September 2016, the city of Thessaloniki, Greece hosted the 2016 WACS World Chefs Congress. Junior Chef Yeap Thean Su from Penang Junior Chef Club, Malaysia had the absolute privilege of his lifetime to attend.

From the congress seminars, local culinary delights, the world of wine and viticulture and the excursion to the local wet market excursion plus the visitation to culinary school in Thessaloniki was his personal experienced cherished during his visit to Greece





Chef Andy Oh – 2016 Achievements Senior Executive Chefs, Pan Pacific Hotel Group



Awards & Recognitions

- World Luxury Restaurant Award 2016 (Awarded in Switzerland) - Global Winner, Best Executive Chef
- World Luxury Restaurant Award 2016 (Awarded in Switzerland) – Award Winner Singapore Continent, Luxury Restaurant Hotel
- World Luxury Restaurant Award 2016 (Awarded in Switzerland) - Global Winner, Luxury Bistro
- Restaurant Association of Singapore's Epicurean Star Award 2016 - Best Buffet, Pan Pacific Orchard, 10 at Claymore
- Hospitality Asia Platinum Award 2015- 2017 Regional Series Judge for the HAPA Event in Singapore and Malaysia
- Singapore Tatler Best Restaurants 2016 Pan Pacific Orchard, 10 at Claymore
- Wine & Dine Singapore's Top Restaurants 2016 Pan Pacific Orchard, 10 at Claymore

PENANG INTERNATIONAL HALAL CHEFS CHALLENGE 2016



PCA CELEBRATES



BATTLE OF TH



Official opening of The Ba

General Committee of PIHCC 2016

TAIWAN TCAC CULINARY CHALLENGE 2016

rom the 25th – 28th of August 2016, PCA team led by its President, Chef Audee Cheah had flown to Taiwan to take part in the Taiwan International Food Festival and TCAC Culinary Challenge 2016 organized by the Taiwan Chefs Association.

Our team of chefs had cooked up and served our local Malaysian cuisine during the competition which successfully won the hearts of the judges.



They have proudly represented Penang Chefs Association in the TCAC Culinary Challenge 2016 and returned triumphant as second runner-up. Congratulations to all participating Chefs!

INTERNATIONAL AY 2016

113

RIDE

G CHEFS





E CHEFS 2016



attle Of The Chefs 2016



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PENANG CHEFS ASSOCIATION @ **FOOD HOTEL PENANG - FHP 2016**



ood & Hotel Penang 2016 (FHP 2016) has once again brought together industry players and provided a valuable platform for the Hospitality fraternity held at the Straits Quay Convention Centre, Penang from the 15th - 17th of November 2016.

The showcase was the 2nd international exhibition of food, drinks, hotel, restaurant & foodservice equipment, supplies, services and related technology where the event has attracted a total of 2396 trade visitors from across the country throughout the 3 days duration.

The event was launched by Chief Minister of Penang, YAB

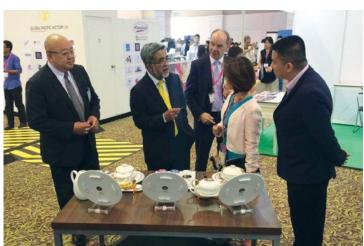
vear 2014.

Lim Guan Eng alongside YB Dato' Haji Abdul Malik Kassim, Penang State EXCO for Religious Affairs and Domestic Trade and Consumer, Mr. Alun Jones, General Manager of Malaysian Exhibition Sdn. Bhd. and supported by Penang Chefs Association.

According to the organiser, MES, FHP 2016 recorded an

increase of 15.6% in visits as compared to the 1st edition held in













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QILIAN CHINA & CULTURAL FESTIVAL - JULY 2016

Penang

enang Chefs Association was represented by a strong 6 member team led by Chef Billy Lee. The participation in the Qilan China & Cultural Festival for the 3rd year running from 15 to 16 July 2016 at Qilan County, Qing Hai China was very well received by the Chinese community and supported by the China Hotel & Purchasing Association.















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PENANG INTERNATIONAL HALAL CHEFS CHALLENGE 2016

Penang Penang

Another fascinating and intriguing competition at the SPICE Arena with the anticipated excitement filled with trill and spill among the competitors that have come from all over Malaysia.

Once again, the Penang Chefs Association was able to put up a great event thanks to all the support from the Committee and the Chefs' fraternity in the region. And not forgetting the judges that have come from near and far to make this event a memorable one.



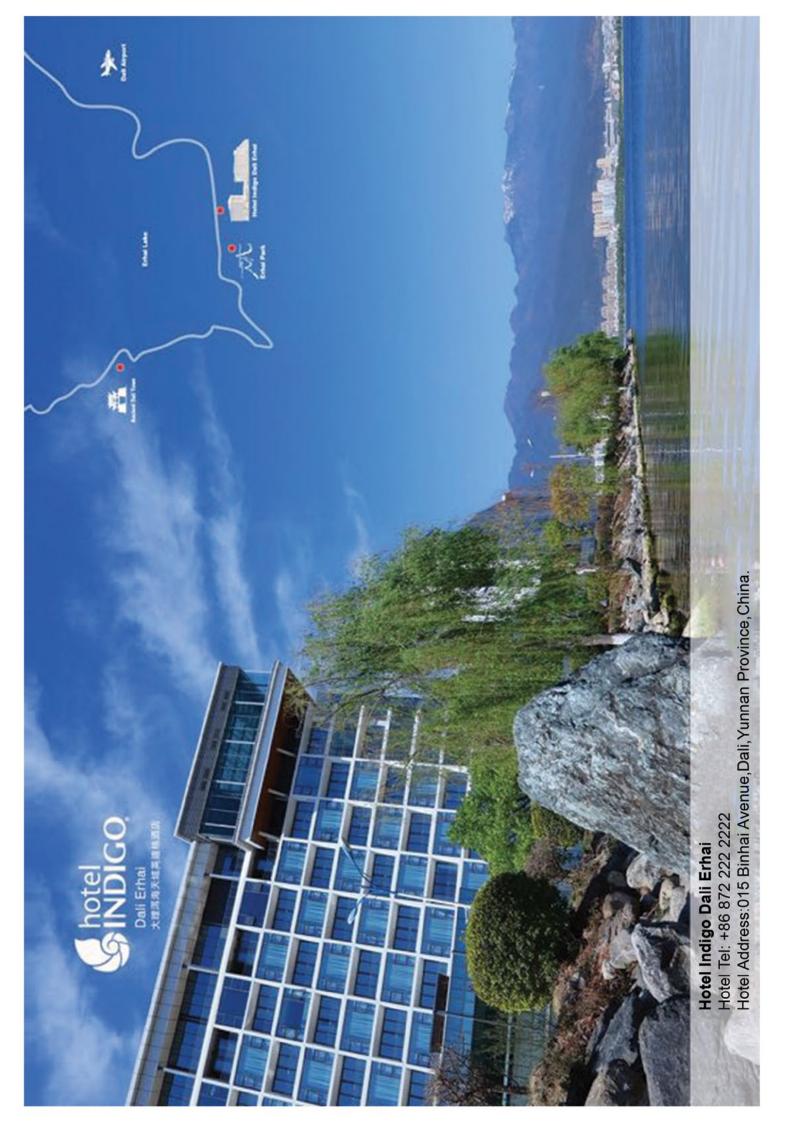












FLASHBACK PCA ANNUAL DINNER 2015 @ IXORA HOTEL



The year 2015 was especially special as there were many awards and milestones recorded by Penang Chefs. Team Penang were proud Champion for the 3rd Thailand Culinary World Challenge in March, Gold medal to Team Malaysia represented by members of PCA at the AEC Challenge in Bangkok in September, Gold medals also by our Penang Junior chefs at the US Poultry Culinary Challenge in Cambodia in October.

We have also traveled far and wide during 2015, traveling to Indonesia in April, HOFEX in Hong Kong in May, Chengdu and Xian in China in collaboration with Malaysia Palm Oil Council, another group to Qinghai province to Qilian International Food Festival respectively in July, October in India and Hong Kong for Penang Food Promotion in November. Kudos and looking forward to another bountiful year in 2016





























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厨艺中心

NYONYA DELICACY – NASI ULAM RECIPE

by The State Chinese Penang Association (Persatuan Peranakan Cina Pulau Pinang)

Nasi Ulam or mixed herbal rice is a Nyonya delicacy that is utterly delicious, nutritious, and appetizing rice dish that can be a main dish as well as a side dish accompanying other main dishes of fish, chicken, prawns etc. Nasi means rice while ulam refers to the assortment of herbs served during meal times. Nasi Ulam is equivalent to salad and it is normally eaten with sambal belachan or chilly mixture made from shrimp paste. The herbs used are finely sliced and mixed with rice and other ingredients. The Nasi Ulam is indeed an exotic, earthy and aromatic mixture of different types of herbs eaten with rice and dry toasted shredded coconut which is known as kerisik. It is a rich and fragrant concoction that is uniquely Malaysian.

Recipe

- a) Serves 5
- b) Preparation time: 1 hour

Method

- Soak the dried shrimp and salted fish in warm water until softened.
 Pound it all coarsely.
- 2. Heat up a wok and dry toast the pounded dried shrimp and salted fish.
- Stir fry the shredded coconut until golden brown and fragrant.Pound, if desired.
- 4. Set aside to cool.
- In a big bowl, mix the cooked rice and all the herbs, shallots, toasted coconut, dried shrimp and salted fish.
- 6. Add salt, sugar, white pepper powder and black pepper powder.
- 7. Toss to combine well.
- 8. Serve immediately.





Ingredients

- ¼ cup of pounded dried shrimps
- ¼ cup of shredded salted fish
- 1 cup of fresh shredded coconut
- 2 cups of rice, cooled
- 10 daun kadok (wild betel leaf), finely sliced
- ¼ cup of Thai basil leaves, finely sliced
- ¼ cup of daun kesom (polygonum leaf), finely sliced
- ¼ cup of mint leaves, finely sliced
- ¼ cup of daun kunyit (turmeric leaf), finely sliced
- ½ cup of turmeric, finely sliced
- 5 kaffir lime leaves, finely sliced
- 2 lemon grass (white part only), finely sliced
- 10 shallots, peeled and finely sliced
- 2 bunga kantan (torch ginger flower), finely sliced
- ¼ dry toasted belachan (shrimp paste), pounded finely
- Salt (to taste)
- Sugar (to taste)
- White pepper powder (to taste)
- Black Pepper powder (to taste)

Foreseeing SCPA Centenary Celebration 1920 - 2020

The members of the State Chinese Penang Association or the Straits Chinese Association as it was originally called were descendants of the Chinese migrants who ventured over to Malaya to seek their fortune for a better life from their motherland, China. Eventually throughout the years they were assimilated into the local community and through intermarriages with the locals of their adopted land, a fusion of languages, food, culture, traditions came into being and thus a new generation had evolved.

Being neither Chinese nor Malay a new name aptly called BABA and NYONYA were then given to them by the local community to symbolise their identity. Through the years their descendants co-existed with the dominant races peacefully, but stayed within the confines of their own community practising their culture inherited from their forefathers.

As we look forward to celebrate The State Chinese Penang Association in 2020, the Baba Nyonya community in Penang has indeed withstood the test of time and through the years we have flourished to carry our Baba Nyonya culture and tradition forward till time immemorial.









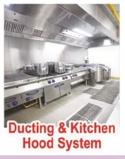


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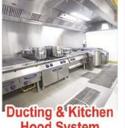
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Penang, Malaysia.



















THROWBACK 2016

AUSTRALIAN RED MEAT INNOVATION MASTER CLASS

Penang

n conjunction with International Chefs Day 2016, Meat and Lifestock Australia (MLA) has specially invited Chef Trainer, David Carew who showcased his technique and product knowledge in serving non-loin beef and lambcuts. The masterclass was held at The TOP, KOMTAR on the 20th of October 2016, supported by Penang Chefs Association and attended by more than 150 professional chefs and culinary students.

The educational programme was one of the many series of workshop co-organised by PCA to inspire our chefs in improving and elevating new recipe ideas and cooking techniques. The event ended with a simple yet memorable group photo session to commemorate International Chefs Day 2016.







With Best Compliment From





















































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