

# TASTE OF PENANG

The Official Magazine of



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For Internal Circulation • Members Only

[www.penangchefs.com](http://www.penangchefs.com)





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Commercial kitchen equipment supplier (039489-P)

Malaysia's Official Food & Hotel Show

## FHM2017

The 14th Malaysian International Exhibition of Food, Drinks, Hotel, Restaurant & Foodservice Equipment, Supplies, Services & Related Technology

26 - 29 September 2017

Opening Hours 10am - 6pm

Kuala Lumpur Convention Centre

BOOTH NO:  
4501  
HALL 4



### KITCHEN SOLUTION

Combi oven, chiller, freezer, food holding cabinet, blast chiller-freezer



### DISPLAY SHOWCASE

Cake showcase, hot showcase, chocolate showcase, open showcase, gelato showcase etc



### GELATO SOLUTION

Gelato machine, blast freezer, gelato showcase, softserve machine, gelato cart, gelato mould



### BAKERY & CONFECTIONERY SUPPLIES

Macarons, eclair, assorted breads, assorted cakes, mini cakes etc.



### CAMBRO SOLUTION

Utensil organiser, trays, shelving, insulated transport system, meal delivery ware system, dish caddy, beverage servers, etc.



### CENTRAL KITCHEN SOLUTION

Cooking Equipment, vacuum packing machine, blast freezer, refrigeration system, food rethermalization equipment etc.

### WAREWASHING SOLUTION

Dishwasher, glasswasher, multipurpose washer, racks, pre-rinse unit, retractable hose reel, etc.



### FOOD PREPARATION SOLUTION

Vegetable cutter, cutter-blender, blender-mixer, juicer, cooking cutter-blender, stick blender

## Message from the President



### Chef Audee Cheah

PKT PJK  
President, Penang Chefs Association  
(2016 – 2018)



Greeting from Penang Chefs Association

As we are heading towards the end of the year, Penang Chefs have been very busy over the past few months. We are in the midst of planning for the upcoming International Chefs Day 2017 with Chefs Forum.

In the upcoming pipeline, the 5<sup>th</sup> Penang International Halal Chefs Challenge scheduled from 26<sup>th</sup> – 28<sup>th</sup> January 2018. Watch out for the Rulebook & Registration soon. We are also planning a Penang International Chef Convention in conjunction with World Chefs Congress in July 2018 to start soon after the Congress in Penang.

Please mark your calendar on 6<sup>th</sup> December 2017, where we will be having the Penang Chefs Association 3<sup>rd</sup> Annual Dinner in Bayview Georgetown Hotel with Chef Tony Tan as the Organising Chairman. We will be nominating Chef of the Year 2017 & Most Promising Young Chefs of the Year 2017. Send in your nominations directly to [audeecheah@penangchefs.com](mailto:audeecheah@penangchefs.com)

Penang Chefs Association planning a Penang Signature Dish to represent Penang. Feel free to proposed your idea to us. A dish that represent all races & ethics group.

Next issue of TOP will be our 2017 Annual Dinner edition. We look forward to your support by signing up to advertise with us. Look out for Penang Chefs Annual Dinner, Q4 of 2017 advertisement package in this issue.

With all this in mind, we look forward to seeing all of you at the Salon Culinaire & Food Hotel Malaysia in KLCC.

A handwritten signature in black ink, appearing to read "Audee Cheah".

**Chef Audee Cheah** PKT PJK

*We may live without poetry, music and art;  
We may live without conscience, and live without heart;  
We may live without friends;  
We may live without books;  
But civilized man cannot live without Chefs.*

*Edward Bulwer-Lytton*

## Message from the Publication Director

Given eight phases of the moon, how much time has pass and now, we've reached to the third quarter of year 2017. Thank you very much to the publication team for not only enlightening our readers but thrives to inspire young chefs to achieve goals in this field.

Throughout this year, we've encountered many challenges, breakthrough obstacles and returned with great results. Let's keep this roaring spirit with us until the end of the year.

We, the publication team respects all culinary experts and anyone to share their passion and knowledge in the food industry with us and we will spread these to other energetic sweethearts !



**Chuah Lay Yen**  
Publication Director

## The Editorial Team

### **Penang Has It All !**

When we talk about food, nothing beats Penang.

It doesn't matter what kind of food lovers you are as Penang will definitely have something for you. Here in Taste Of Penang, we just don't only focus on food but we salute the passionate people who bring you the food in Penang !

A little appreciation, some recognition and acknowledgment to the Chefs that have work tirelessly in making Penang the Food Capital of Malaysia.

We have also rolled out Penang Chefs Association Membership Card and holders of these cards will be entitled for discounted privileges. So, if you are yet to register as a Member of Penang Chefs Association, please submit your registration now.

As the curtain draws to an end for 2017, PCA will be celebrating our Annual Dinner on the 6th December 2017 at the Bayview Georgetown Hotel. We are delighted with Chef Tony Tan commitment and has consented to be the Organising Chairman. We hope that every member of PCA and the culinary community in Penang will come forward to support him in making this Annual Dinner a successful and memorable one.

We thank you all for the continuous support as always and on this note, we look forward to you in joining all Penangites to celebrate Penang Culinary Adventure with the Hokkien saying "*Chiak Si Hock*" which means "*Eat Brings in Prosperity*".

# PENANG CHEFS ASSOCIATION GENERAL COMMITTEE MEETINGS

The General Committee of Penang Chefs Association would like to "Thank You" and place on records our sincere appreciation for your invaluable contribution and generous support.



The Northam All Suite Penang : 21<sup>th</sup> February



Vistana Hotel: 25<sup>th</sup> July

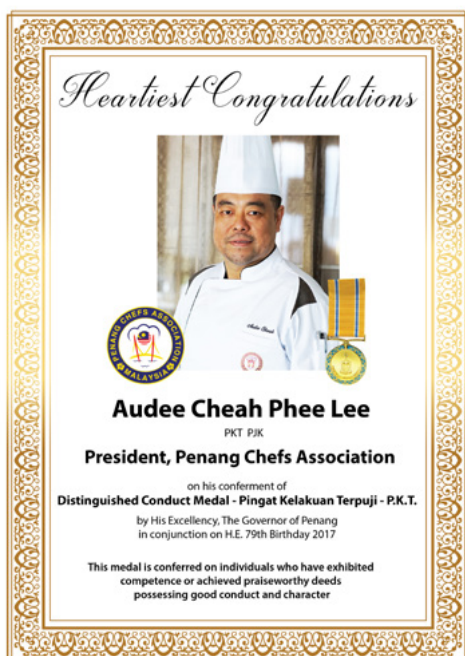


Disted College School Of Hospitality : 19<sup>th</sup> June



Bayview Georgetown Hotel: 22<sup>nd</sup> August

## *Heartiest Congratulations*



16<sup>th</sup>  
FEB  
2017

# PENANG CHEFS ASSOCIATION ANNUAL DINNER 2016



Most Outstanding Chef of the Year 2016 goes to  
Chef Andy Oh



Penang Junior Chef Yeap Thean Su received the Most Promising  
Young Chef of the Year 2016 award.



**"LONG SERVICE AWARD AS A CHEF"** were also presented to the following members :-

1. Michael Ch'ng Chee Huat - 45 years.
2. Chef Rodney Chun Pek Cheng - 40 years.
3. Chef Raja Radzalan Bin Raja Mohd. Ali - 35 years.
4. Chef Peter Chan Weng Seng PJK PJM - 35 years.
5. Chef Lee Chan Wai PJK PJM - 30 years.
6. Chef Shanli Ong Beng Yew - 30 years.
7. Chef Eric Cheng Seng Lim PJK - 25 years.



# PENANG CHEFS ASSOCIATION ANNUAL DINNER 2016

16<sup>th</sup>  
FEB  
2017

The 2<sup>nd</sup> Anniversary Dinner 2016 of the Penang Chefs Association was graced by the Deputy Chief Minister of Penang YB Dato' Haji Rashid, our Penang Chief Minister (1) together with other VIPs including Tuan Jonathan Freddie (MOTAC Director, Penang) and Dato' Seri Richard Koh at the TOP Grand Ballroom, Komtar on 16<sup>th</sup> February 2017





# Creative Chef Pasta Challenge 2017

The Creative Chef Pasta Challenge is a contest celebrating both the most important ingredients of Italian Cuisine and the talent of chefs of Italian Cuisine working outside Italy.

## 2017 Pasta Month

17 Kelawei Fusion Cuisine is organizing the 1st time ever of the "Creative Chef Pasta Challenge" partner with Penang Chef's Association in conjunction of world pasta month lying in "talented Chef's" contest that allows the participation of 24 professional Chefs & 32 young amateur Chef's. The "Creative Chef Pasta Challenge 2017 will be divided into 2 category which will be professional Chef (aged from 22 years and above) and amateur Chef (aged from 16 to 21 years old)

The Contest will be held on **8th November 2017 (Wednesday)**. Time: 12.00 noon till 7.00 pm

Venue: **17 Kelawei Fusion Cuisine**

17Jalan Kelawei, 10250 Georgetown, Penang.

Entry Fees:

- (1) **Professional Category** (aged 22 years old and above) Ringgit Malaysia (RM)150.00
- (2) **Amateur Category** (aged from 16 years to 21 years old) Ringgit Malaysia (RM)100.00

### Prize Presentation.

#### (i) **Professional Category** (aged from 22 years and above)

- Winner - RM800.00 Cash + Trophy + Certificate
- 1st Runner Up - RM600.00 Cash + Trophy + Certificate
- 2nd Runner Up - RM400.00 Cash + Trophy + Certificate

All Professional Category participant will received an certificate as a token of appreciation.

#### (ii) **Amateur Category** (aged from 16 years to 21 years old)

- Winner - RM600.00 Cash + Trophy + Certificate
- 1st Runner Up - RM400.00 Cash + Trophy + Certificate
- 2nd Runner Up - RM200.00 Cash + Trophy + Certificate

All Amateur Category participant will received an certificate as a token of appreciation.

# PENANG CHEFS ASSOCIATION 2016/2018



## PENANG CHEFS ASSOCIATION, MALAYSIA

Exco Committee & Office Bearer 2016/2018



Chef Audee Cheah PKT PJK  
 Chef Lee Chan Wai PJK PJM  
 Chef Thomas See PJK PJM  
 Chef Khor Ying Jia  
 Chef Billy Lee PJM  
 Chef Jovan Beh  
 Chef Mohamed Bakri PJK PJM

President  
 Deputy President  
 Secretary General  
 Asst. Secretary General  
 Treasurer General  
 Asst. Treasurer General  
 Director of Social, Recreation & Government Affair /  
 Organizing Chairman - Penang International Halal Chefs Challenge 2018  
 Director of Publication  
 Director of Education & Culinary Competition  
 Director of Membership  
 Director of Special Project & Culinary Promotion

Chef Chuah Lay Yen  
 Chef Darren Tan PJM  
 Chef Ong Hock Lye PKT PJK  
 Chef Shanli Ong Beng Yew

Mr. WilliamT Tan PJK

Marcom Manager

Chef Othman Hussein  
 Chef Eric Chuah

Internal Auditor  
 Internal Auditor

Chef Bruce Lee CO PJK PJM  
 Chef Mahalingam PKT PJK PJM  
 Chef Peter Chan PJK PJM  
 Chef Andy Oh PJK  
 Chef Eric Cheng PJK

Senior Fellow (Culinary Advisor)  
 Senior Fellow (Culinary Advisor)  
 Senior Fellow (Culinary Advisor)  
 Senior Fellow (Culinary Advisor)  
 Senior Fellow (Culinary Advisor)

Chef Eliza Mariam  
 Chef Chew Kean Kok  
 Chef Tony Tan

Penang Elite Chefs Club - Chairman  
 Penang Elite Chefs Club - V. Chairman  
 Penang Elite Chefs Club - V. Chairman

Dato' Tan Gin Soon  
 Mr. Subramaniam Palayah  
 Mr. Bobby Ang PJK FMIArb  
 Dr. Prashant Subramanian  
 Mr. Enson Neoh

Hon. Advisor - Welfare & Development  
 Hon. Advisor - Legal Matters  
 Hon. Advisor - HR Matters  
 Hon. Advisor - Medical Matters  
 Hon. Member

Chef Azhar Bin Bah  
 Chef Ilanko Veluyadhen  
 Chef Eddie Choong PKT PJK  
 Chef Ong Hock Lye PKT PJK

Malay Cuisine & Welfare - Chairman  
 Indian Cuisine & Welfare - Chairman  
 Pastry Alliance Penang - Chairman  
 Chefs Artist & Decorators Alliance -  
 Chairman

## PENANG JUNIOR CHEF CLUB 2017

Chairman Yeap Thean Shu  
 Vice Chairman Kelly Lim Wan Chen  
 Secretary Nur Durratul Syifa Binti Johari  
 Treasurer Tan Zhong Ning  
  
 General Ooi Yu Wen  
 Committee Kelvin Yap Ming Tjuin  
 Jackson Cheung Jie Sheng



24<sup>th</sup> - 27<sup>th</sup>  
FEB  
2017

# PENANG INTERNATIONAL HALAL

Penang Chefs Association is pleased to have successfully conducted the Penang International Halal Chefs Challenge - PIHCC 2017 for the 4<sup>th</sup> year running in conjunction with the 8<sup>th</sup> edition Penang International Halal Expo and Conference (PIHEC) 2017.

The Penang Chefs Association would also like to take this opportunity to thank Y.B. Dato' Abdul Malik Kassim, State Minister for Religious Affairs, Domestic Trade & Consumer Affairs of Penang and Chairman, Halal Penang for entrusting this prestigious event once again to PCA.



# CHEFS CHALLENGE - PIHCC 2017

24<sup>th</sup> - 27<sup>th</sup>  
FEB  
2017

## Winners of Penang International Halal Chefs Challenge – PIHCC 2017

### Most Outstanding Penang International Halal Malay Cuisine Chef Award

Comes with a cash reward of RM 1000.00, trophy, medal & certificate

**TUAN KHAIRUL TQKWAN BIN TUAN AZAMI** – SUNWAY PUTRA HOTEL SDN BHD

- MOST CREATIVE SATAY COMPETITION – GOLD
- TRADITIONAL NASI LEMAK – GOLD
- TRADITIONAL MALAY CUISINE Hidang Sekeluarga 2 CHEFS (Team Event) – GOLD
- KERABU – SILVER

### Most Outstanding Penang International Halal Chef Artist Award

Comes with cash reward of RM1000.00, trophy, medal & certificate

**BADRUL HISYAM BIN AZLAN** – KOLEJ KOMUNITI ROMPIN PAHANG

- INDIVIDUAL FRUIT & VEGETABLE CARVING (THEME: FANTASY) – SILVER
- TEAM FRUIT & VEGETABLE CARVING FOR 2 PERSONS (THEME: DRAGON & PHOENIX) – SILVER
- FRUIT & VEGETABLE CARVING (THEME: UNDER THE SEA) – BRONZE

### Most Outstanding Penang International Halal Chef Patisier Award

Cash reward of RM1000.00, trophy, medal & certificate

**LIM HOCK CHUN** – IXORA HOTEL SDN BHD

- SWEET SENSATION – BRONZE
- MODERN MALAY STYLISH WEDDING CAKE – BRONZE
- PLATTED DESSERT (ASIAN/CONTINENTAL) – BRONZE





Taking its name from the road address, 17 Kelawei is a Western and Nyonya flavoured Fusion Restaurant set in an elegant century old colonial bungalow. This double-storey can accommodate over 120 guests and is divided into several distinctive spaces with her own personality and settings.

Great for birthday and wedding parties, to corporate events and launches, seminars and workshops for the discerning guests. We also have a wide range of Red & White Wine collections from France, Australia, Chile & Italy.

We have also just launched our new set lunch menu. Do come join us and experience our chef special



Set Lunch available from  
Monday to Friday (12:00pm - 2:30pm).

#### Business Details

Cuisine	Multi Fusion Cuisine – Specialising in Western & Nyonya
Parking	Street and parking lot parking
Specialties	Serves Breakfast, Lunch, High-Tea, Dinner, Drinks and Coffee
Services	Catering
	Good For Groups
	Good For Kids
	Takes Reservations
	Take Out
	Waiter Service
	Walk-Ins Welcome

#### Operation hours:

8:00am - 10:30pm

Reservation no. 04 - 226 2005

Closed On Tuesday

**Address:** 17 Jalan Kelawei,  
10250 George Town, Penang.

**Email:** [reservation@17kelawei.com](mailto:reservation@17kelawei.com)

**Website:** <http://www.17kelawei.com>

WE ACCEPT



# BIG BIRDS CHALLENGE @ KDU PENANG UNIVERSITY COLLEGE

18<sup>th</sup>  
MARCH  
2017

Big, juicy birds took over KDU Penang University College on 18th March at the "Big Bird Challenge", a competition organised jointly by Sabajuta Sdn Bhd and KDU Penang's School of Hospitality, Tourism, & Culinary Arts.

The Big Bird Challenge was a cooking competition specially designed for professional master chefs, where they will create special dishes using local, halal, farm-fresh poultry: turkey, goose, and grass-fed chicken. The friendly competition showcased the talent and skill of the competing master chefs, as well as create awareness of the quality of local halal farm-fresh poultry

The Top, one of the newest establishments in Penang won the competition with their chefs winning the top prize.



Winner- The TOP



1st Runner Up - Equatorial Hotel Penang



2nd Runner up - MAD Chef



## AROUND THE CULINARY SCENE

### CULINARY CHALLENGE 2017 @ DISTED COLLEGE

22<sup>nd</sup> APRIL 2017



### GO BALD, GO THE DISTANCE - CHARITY HEAD-SHAVING & FOOD CARNIVAL 2017

16<sup>th</sup> JULY 2017



Members of the Penang Junior Chefs Club was in hand to support the 'Go Bald, Go The Distance - Charity Head-shaving & Food Carnival 2017' event at the Penang Adventist Hospital. With the support, the stall managed by PJCC and donations from fellow PCA members has contributed RM 1140 towards Dr. J Earl Gardner Fund. The Food Fair overall raised more than RM 26,000 and this is part of the RM 460,000 raised from the event.



### PIHH, HALAL PENANG & JHEAIPP RAYA OPEN HOUSE

20<sup>th</sup> JULY 2017

PIHH, Halal Penang & JHEAIPP held as Open House in conjunction with Hari Raya Aidil Fitri on 21st July 2017 at Level 44, Komtar.

Also present were YB Dato' Abdul Malik Kassim, State Minister for Religious Affairs, Domestic Trade & Consumer Affairs of Penang and Chairman and Chairman of Halal Penang, Ustaz Faisal and Mohamad Firhan Bin Mohamed Ghouse (General Manager) of PIHH Development Sdn. Bhd. The PCA entourage was led by Audee Cheah, Thomas See and William Tan



## CHEF'S TABLE HOSTED AT EONG HUAT'S RATIONAL DEMO KITCHEN

28<sup>th</sup>  
MARCH  
2017

PCA members were hosted to delightful demo and chef's table at the roof top demo kitchen of EONG HUAT Corporation. Guests were served with a medley of assorted appetizers including Thai Fish Cake, Satay, Otak-Otak and Thai Beef Salad.

Entree include Cantonese Roast Duck, Fried Cereal Butter Prawns, Steam Fish Cantonese Style and Pineapple Fried Rice.





2017  
**Philippine  
CULINARY CUP**  
Where The Best Meet To Compete

The Philippine Culinary Cup has become the most prestigious culinary competition in the Philippines.

Penang, Malaysia was represented by members of Penang Chefs Association and led by Chef Darren Tan completing a haul of 19 medals from 2nd - 5th August 2017 including 4 Gold, 4 Silver and 11 Bronze Medals.



## PCA CHEF'S TABLE @ BAYVIEW



# CULINARY CUP 2017



## Congratulations to our Gold Medalists for

Sous Vide Cooking – 2 Gold

1. Khor Ying jia & Chuah Lay Yen
2. Ong Ling Ming & Lim Soon Ming

Local Fish/Seafood Challenge – 2 Gold

1. Ong Ling Ming
2. Yeap Thean Su



# NEW GEORGE TOWN HOTEL 2017



After a long absence, Penang Chef's Table returned with a bang ! Over 150 registered Members, Associates, Vendors, Sponsors and Guests attended the event held at Bayview Georgetown Hotel on 22nd August 2017.

Many thanks to Chef Tony Tan (Executive Sous Chef of Bayview Georgetown) and team for their wonderful arrangement and hospitality.

PCA would like to extend our sincere thanks to the sponsors including Seng Huat Fruits & Vegetables Supplier, Cheow Guan, Hwang Seafood Supplier, Seng Enterprise Seafood Supplier, So Fresh Marketing, Chef Eddie Choong Bake & Culinary Centre, Maimi Butcher House, De Sunshine Food, Unilever Food Solutions, MyKuali, Lucky Frozen Penang, Nestle Professional, Kewpie Malaysia and ProFresh Sdn Bhd.

8<sup>th</sup> - 9<sup>th</sup>  
APRIL  
2017

## SONG YAN BENTONG EDUCATION TRIPS

Education trip with Penang Chefs Association young chefs and PJCC members to Song Yan (Bentong, Pahang).

Nestled in a valley amidst rolling hills, Song Yan is cool almost all year and located at 1500 feet above sea level offers fresh air, a lush panorama of primary forest and fruit trees spread over a wide hue of natural flora.



# PERTANDINGAN MEMASAK DALAM TAMAN 2017

16<sup>th</sup>  
APRIL  
2017



Cooking in the Park 2017 was successfully organised by Majlis Bandaraya Pulau Pinang and supported by Penang Chefs Association led by Chef Thomas See on 16<sup>th</sup> April 2017. Present also to assist were Chef Peter Chan, Chef Mohamed Bakri, Chef Zainuddin & other committee members including PJCC members.

This Annual event was well received and was divided into 3 categories consisting of Family, Secondary School Students and Students from Institute of Higher Learning.



College Students Winner



Open Categories Winner



Primary Students Winner



Panel of Judges



22<sup>nd</sup>  
APRIL  
2017

# PENANG INTERNATIONAL FOOD FESTIVAL - PIFF 2017

PCA members were in full force during the PIFF 2017, an event which was supported by Penang State Government and Penang Global Tourism held the PIFF Chef Championship on 22nd April 2017.

The competitions include Patisserie (Penang Traditional Pastry - Practical), Plate Food (Penang Future - Display), Artistic (Fruit Carving - Practical) and Hot Cooking (Individual - Practical)



# THE LAUNCH OF U.S. FRIES FIESTA PENANG

26<sup>th</sup>  
APRIL  
2017

The United States Potato Board (USPB) with 20 participating outlets in Penang recently launched the U.S. Fries Fiesta 2017 in Penang. This event organised in collaboration with the Penang Chefs Association was held on 26<sup>th</sup> April 2017 at the TOP, Komtar.

Ms Joani Dong, US Regional Agricultural Attaché for Malaysia, Singapore and Papua New Guinea was at hand to launch the one month fiesta.



**U.S. Fries Fiesta**  
U.S. FRIES FIESTA PENANG  
26<sup>th</sup> April 2017  
**Potatoes USA**

**Participating Outlets:**

- Perut Rambah (NYONYA CUISINE)
- Kaffa
- Obbve (Pizza & Pasta)
- 17 KELAWEL
- WHAT THE DUCK (DINING DESSERTS)
- Coco Cabana
- 45 FAHRENHEIT
- Umi
- CITITEL (Penang • Malaysia)
- St Giles Wembley
- Hotel Royal Penang
- Richdad (GOURMET FOODS)
- LEXIS SUITES (PENANG)
- The Lightbulb
- ESCOBAR
- ARTICHOKE (Café Restaurant)
- D'EAT MONA LISA CAFE
- THE NORTHAM

**Event Participants:**

A group photo of the event participants, including chefs and guests, holding certificates.

# ABOUT US



**F & B EQUIPMENT SDN. BHD.**  
*Commercial kitchen equipment supplier*

(039489-P)



Founded in 1978, F&B Equipment Sdn. Bhd. has grown to be the leading supplier for foodservice equipments and supplies in the region. With offices and warehouses in both Malaysia and Singapore, we promote and stock excellent products from well recognized manufacturers.

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Long-term partnership with our customers and suppliers allow us to understand the needs and expectations of the foodservice industry. We strive to improve our quality of service, provide the best solution at the lowest cost and facilitate the flow of information between users and manufacturers.

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Pusat Bandar Puchong,  
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**Hatco**

**Hatsuyuki**

**HOLMAN**  
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**LOTUS**

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**POLIN**

**RADIANCE**

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**univex**

**WARING**  
COMMERCIAL

**Zumoval**

# UNLOCKING THE FROZEN POSSIBILITIES WITH POTATOES USA

26<sup>th</sup>  
APRIL  
2017

Chef Henry Alexie Bloem, the President of the Indonesian Chef Association as the Guest Chef shared with more than 120 Chefs and guests in Penang about his U.S. frozen potato recipes incorporating Balinese flavours and how different cuts of U.S. potatoes can be used in various ways that will excite the palate !



6<sup>th</sup>  
MAY  
2017

## PASTRY ALLIANCE PENANG WORKSHOP AT CHEF EDDIE CHOONG ACADEMY

Bakery and Pastry Workshop at Chef Eddie Choong Academy on 6<sup>th</sup> May 2017 was organised by PCA 2017 Pastry Alliance. Members consisting mostly of Penang Junior Chefs Club led by PCA senior members Darren Tan and Khor Ying Jia had a wonderful and interactive time together with Chef Eddie Choong and Team.



# QILIAN COUNTY, QINGHAI CHINA HOSTED THE 5<sup>th</sup> QILAN INTERNATIONAL FOOD FESTIVAL 2017

22<sup>th</sup>-27<sup>th</sup>  
JULY  
2016

Qilian County, Qinghai, China hosted the 5<sup>th</sup> Qilian International Food Festival 2017 from 12<sup>th</sup> - 16<sup>th</sup> July 2017. Penang, Malaysia was represented by Thomas See and team members Billy Lee, Tony Tan, V. Ilangko, V. Suresh and Eliza Mariam.

Among the much sorted favourites presented to the locals in Qilian include "Roti Jala", "Spaghetti Bolognese", "Indian Tosai" and "Teh Tarik"



# PERSATUAN RESTORAN & KEDAI TEH KOO SOO KWONG CHONG PENANG 142<sup>nd</sup> ANNIVERSARY

1<sup>st</sup>  
AUG  
2017

The Koo Soo Association of Penang recently celebrated their 142nd Anniversary on 1st August 2017. Members of PCA were in-hand to rejoice with the Committee led by Madam Vinah Yee (President). The dinner also provided a platform to further renewed fellowship and camaraderie with associates and partners in the F&B fraternity.



# KDU SHTCA'S CHEF'S TABLE MONTH OF AUGUST MODERN INDIAN CUISINE

29<sup>th</sup>  
AUG  
2017

KDU Penang University College Chef Table for August 2017 at their Restaurant Bon Appetit on 29th August 2017 with the theme Modern Indian Cuisine was an exploding and mouthwatering affair.

It was a memorable evening where Ms Cindy Loh and Chef Aravinthan Shanmugam together with the KDU Kitchen Team churned up a fabulous dinner and a delightful culinary presentation. Syabas to all the young chefs and students of KDU School of Hospitality, Tourism and Culinary Arts (SHTCA)



26<sup>th</sup>  
AUG  
2017

# PENANG HOTELIERS ASSOCIATION 60<sup>th</sup> ANNIVERSARY DINNER & MBHA 12<sup>th</sup> ANNIVERSARY



## Congratulations !!! Penang Hoteliers Association 60th Anniversary

We would like to also thake this opportunity to congratulate Dato' Lim Mee Lee for his dedication in helming PHA since 1985

PCA members had a great networking time and wonderful support from the crème de la crème of the VIPs presence during the evening including:



- **Mr Khoo Boo Lim**, Chairman of Malaysian Association of Hotels, Penang Chapter
- **Mr Tony Goh**, Organising Chairman of PHA Annual Dinner and GM of The Wembley
- **YDH CP Datuk Wira Chuah Ghee Lye** Penang Chief Police Officer
- **Tuan Sani Sham Ahmad**, Director of Tourism Malaysia office in Penang
- **Dato' Tan Gin Soon**, President of Penang Peranakan Association and many more distinguished guests during the evening.







**PERSATUAN JURU MASAK PULAU PINANG**  
**檳城廚師協會**  
**PENANG CHEFS ASSOCIATION**

PPM-006-07-12112014

Secretariat – Communication Office  
Level 20, Office Tower, Hotel Royal Penang  
No.3, Jalan Larut, 10050 Penang, Malaysia.  
Email : penangchefs@gmail.com  
Website : www.penangchefs.com

## To Our Valued Supporters

### **RE: TASTE OF PENANG – PENANG CHEFS ASSOCIATION OFFICIAL PUBLICATION**

Greetings from Penang Chefs Association ! We are delighted with your continuous support and our Publication Team has successfully published 6 issues of the TOP – Taste of Penang. Our new advertising packages are as below and would like to appeal to you to further support our upcoming publications.

#### **Taste of Penang (TOP) Advertisement Package – 2017**

	Per Issue	A	B	B
Advertisement Page	Per Issue	Sept 2017 (One issue)	Sept & Dec 2017 (Two Issues Pkg.)	PACKAGE (2 Publications)
Colour Full Back Page	RM2000	RM2000	RM3,600 (u/p RM4,000)	2 addition page for news / advertorial + 5 seats PCA annual Dinner
Colour Full Inner Front	RM1500	RM1500	RM2,800 (u/p RM3,000)	2 addition page for news / advertorial + 2 seats PCA annual Dinner
Colour Full Inner Back	RM1500	RM1500	RM2,800 (u/p RM3,000)	2 addition page for news / advertorial + 2 seats PCA annual Dinner
Colour Full page	RM1000	RM1000	RM1,800 (u/p RM2,000)	2 addition ½ page for news / advertorial + 1 seats PCA annual Dinner
Colour ½ Page	RM650	RM650	RM1,000 (u/p RM1,300)	Addition ½ page advertorial

#### **Taste of Penang (TOP) Advertisement Package – Proposal for 2018**

	Per Issue	4 issues	Special	
Advertisement Page	2018 (One issue)	Usual Price	Jan/May/Aug/Dec (Special - 4 issues)	PACKAGE (4 Publications)
Colour Full Back Page	RM2000	RM8000	RM7500	2 addition page for news/ advertorial + 5 seats PCA annual Dinner
Colour Full Inner Front	RM1500	RM6000	RM5500	2 addition page for news/ advertorial + 2 seats PCA annual Dinner
Colour Full Inner Back	RM1500	RM6000	RM5500	2 addition page for news/ advertorial + 2 seats PCA annual Dinner
Colour Full page	RM1000	RM4000	RM3600	Addition ½ page for news/ advertorial + 1 seats PCA annual Dinner
Colour ½ Page	RM650	RM2600	RM2200	Addition ½ page advertorial

Thank you and warmest culinary regards

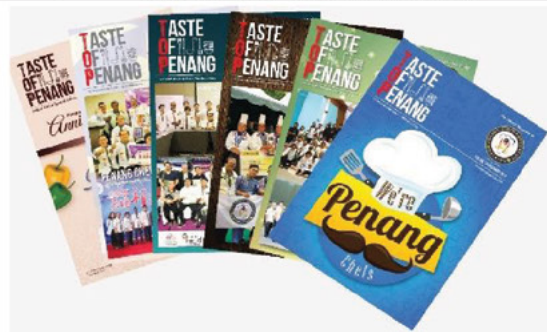
Yours sincerely

**Chef Chuah Lay Yen**

M: +6012-429 5016

Email: yen\_chuah@yahoo.com

Publication Director - Penang Chefs Association



# NYONYA OTAK OTAK

## Ingredient:

- |    |  |               |
|----|--|---------------|
| 1. | Shallot  | - 150g        |
|    | Yellow Ginger                                      | - 40g         |
|    | Serai  | - 4 - 6 Stank |
|    | Lengkuas   | - 40g         |
|    | Dried Chili  | - 12 pcs      |
|    | Red Chili  | - 70G         |
|    | Chili Padi   | - 4 to 6 pcs  |
|    | Belacan  | - 30g         |
|    | Buah Keras (Candle Nut)                            | - 4 to 6 nos  |
| 2. | Kunyit Leave (Young)                               | - 2 pcs       |
|    | Lemon Leave (Local)                                | - 6 pcs       |
|    | Kadok Leave (Young)                                | - 6 pcs       |
| 3. | Egg  | - 8 nos       |
|    | Fresh Santan                                       | - 200 ml      |
|    | Coconut (Young)                                    | - 4 nos       |
|    | Fish Fillet or Seafood Seasoning with Salt & Sugar |               |



**Executive Chef Ong Kean Wah**

17 Kelawei Fusion Cuisine

D'fat Mona Lisa Cafe

Jdog House & Cafe

## Method

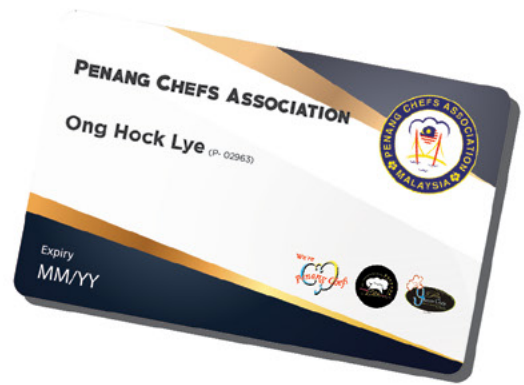
- *Cut all ingredients (1) and blend in food processor until fine.*
- *Cut all julience leaves into fine piece or use scissors to cut.*
- *After ingredients (1) being blend, add 200ML of oil & stir fry until the aroma come out.*
- *Add a pinch of salt and sugar to taste & add in Ingredients (2) into it and stir fry for a couple of minutes.*
- *After stir fry for a couple of minutes leave it to cool off.*
- *Cut the coconut hut to the shape that you desire and display it on a plate for steaming purposed.*
- *For Ingredient (3) bit the egg & add in Fresh Santan.*
- *After all the preparation process completed, first lay 2 to 3 pieces Kadok Leaves into the coconut hut.*
- *Each coconut need 2 numbers of egg plus 100g of cook ingredient 1 + ingredient 2.*
- *After all completed final step add in fish fillet or seafood as you wish into the coconut as seen in photo.*
- *Final step, steamed it for 20 to 25 minutes.*

**Serving: 4 Coconut Serving**



# PCA Members Benefits

## Special Discount for Penang Chefs Association Members;



**10% Discount**  
except Promotion Items, Set & Buffet Events



**17 KELAWEI**

17, Jalan Kelawei, 10250 George Town, Penang.  
Tel: 04-226 2005  
Email: reservation@17kelawei.com  
FB: 17 Kelawei [www.17kelawei.com](http://www.17kelawei.com)

**10% Discount for dinner menu**



**Kota Dine & Coffee -**  
**when Francis meets rempah**

Jalan Tun Syed Barakbah, Pulau Pinang  
Tel: 604-371 4929 Face Book: @KotaDineAndCoffee

**10% Off for Your Beverages**  
**5% Off for Your Set Menu**



**Cofferic**

Elit Avenue, 1-1- 47 Jalan Mayang Pasir 3,  
Bayan Baru, 11950 Bayan Lepas, Penang.  
Face Book: Facebook.com/coffeericmalaysia

**10% Discount**  
except Promotion Items, Set & Buffet Events



**D'FAT MONA LISA CAFE**  
43, Free School Road, 11600 Penang.

Operation Hours:  
Tuesday - Thursday 8.00am - 10.30pm  
Friday - Sunday 8.00am - 11.00pm  
(close on Monday)

Tel: 04-281 0797  
Email: booking@dfatmonalisacafe.com  
[www.dfatmonalisacafe.com](http://www.dfatmonalisacafe.com)

**10% Discount per receipt**



**Fusion Delight**

**D'Chef Fusion Delight - D'Chef 西餐厅**  
3185-G Jalan Maju, Pusat Perniagaan Maju Utama  
Bukit Mertajam, 14000 Penang. Tel : 04-5302970  
h/p : 6017-5174185 Face Book: @dchef.fusion.delight

**10% Discount for A la carte menu**



**HUG Chinese Restaurant**

1-2-12, 13 & 15 Elit Avenue, Jalan Mayang Pasir 3,  
Bayan Lepas, 11950 Penang.  
Tel: 604 6374013 Face Book: @HouseOfUdangGalah

**10% Discount for A la carte menu**



**Mich Delicacy**

Tel: 6012-4132998 (Michelle)  
Face Book: @MichDelicacy

### TERMS & CONDITIONS

1. THIS MEMBERSHIP CARD IS OWNED AND OPERATED BY PENANG CHEFS ASSOCIATION.
2. USE OF THIS CARD IS GOVERNED BY THE TERMS & CONDITIONS OF PENANG CHEFS ASSOCIATION.
3. THIS CARD ENTITLES MEMBERS TO THE BENEFITS AND PRIVILEGES ACCORDED BY PENANG CHEFS ASSOCIATION.
4. MEMBERSHIP CARD IS NOT TRANSFERABLE AND CAN ONLY BE USED BY THE MEMBER TO WHOM THE CARD IS ISSUED TO.
5. A FEE OF RM30.00 IS PAYABLE FOR ANY LOST CARD.
6. IF FOUND, PLEASE RETURN TO PENANG CHEFS ASSOCIATION AT NO. 28 (1ST FLOOR), DESA PILIHAN, JALAN KEDIDI, 11900 SUNGAI ARA, PENANG, MALAYSIA.