

TASTE OF PENANG

Annual Dinner Special Edition



Vol 02 / December 2015

Penang Chefs Association *Anniversary Dinner*



We're
Penang
Chefs

Date ● 8th Dec 2015 (Tues)
Time ● 7:00 pm to 11:00 pm
Venue ● Ixora Hotel Prai, Penang



Penang Elite Chefs Club



Penang Junior Chefs Club

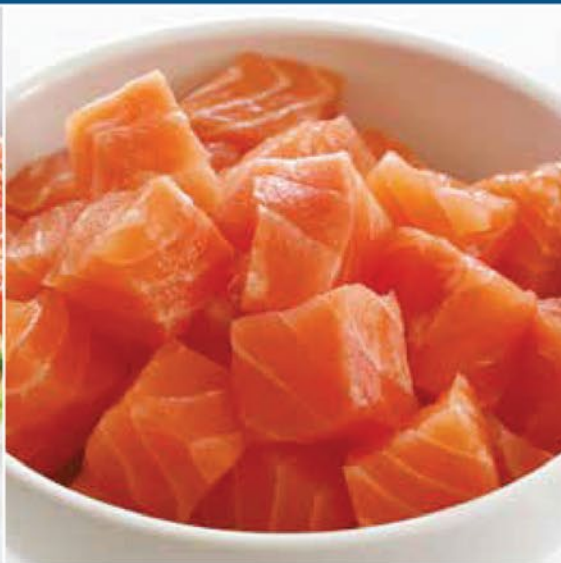
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World Association of Chefs Societies

Continental Director – Rick Stephen

Chefs of Penang



8th December 2015

Dear Chefs, Colleagues and Friends,

I bring you greetings from the World Association of Chefs Societies, I must pass on my personal apologies for not been able to attend your prestigious event, '**We're Penang Chefs**'.

Your own region has developed into one of the most dynamic culinary fraternities with great commitment and explosive passion not only for our profession but also mankind.

The WorldChefs have a big year coming in 2016, and as your region is an important cog in an ever turning wheel of chefs on the International and local stage. Been a leader in the industry and expert in your own field is important; sharing the knowledge you have is about caring for our profession and your subordinates.

Friendship and professionalism come hand in hand; you don't have one without the other. Your own versatile region has shown this to not only your region, but also out there to a current dangerous world. You have proven with a good strong heart and leadership, that we can work and live together in peace and harmony.

Your dinner this evening should be about that and all the above, friendship, passion, leadership, sharing and a little love. I wish you great success this evening and look forward to the opportunities that we may catch up.

Kind regards

Rick Stephen *Dr.*HON Youngsan University

Continental Director - Asia

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Lunch 11.30am - 3.00pm
Dinner 6.00pm - 10.00pm
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PRESIDENT'S MESSAGE



Warmest greetings from the Board of Committee and Honorable Advisers !

First of all, my sincere thanks to the Organizing Chairman & his team for giving me this opportunity to pen a few words. Here I must put in record, that the organizing team led by Organizing Chairman Chef Beh has done a very good job in putting this wonder program and most of all the dinner at Ixora Hotel. I understand, to organize a dinner like this is a very difficult task moreover during this challenging time. So please let enjoy it! I trust that Chef Beh has lined up a wonderful spread of food and beverages for you to rekindle your comradeship with each other whilst at the same time making new acquaintances.

FYI, Penang Chefs Association was duly registered on 12 November 2014 with the consent of the Chefs Association of Malaysia, Penang Chapter members. Therefore all the CAM Pg. Chapter members shall be transfer into Penang Chefs Association provided that they are still active. (Please refer your membership with our Secretary General for the updates)

Hence, Penang Chefs Association is now slightly more than 1 year old! Happy Anniversary! Our Association whatever you name it; Penang Hotel Chefs Association, Chefs Association of Malaysia, Penang Chapter or now Penang Chefs Association main objective is to foster great friendship through comradeship by sharing culinary knowledge and exchange new ideas and technology.

Over the years the committees had done many social activities like charity food fair, fund raising, educational trips, members welfare and most importantly setting up platform for young chefs to horn their skills through culinary competitions and education. Am proud of them and hope you the members will recognized their contribution and sacrificed. Thank you all hard working committees. So, please thank these Chefs and lend yourself to help lead our Association to greater height !

Lastly, my warmest Christmas Greetings & a Wonderful New Year 2016 to all.

We're Penang Chefs !



Message from

PENANG CHEFS ASSOCIATION PRESIDENT

Peter Chan Weng Seng
PJK , PJM

- Ex-Chairman - Chefs Association of Malaysia, Penang Chapter
- Director - Asia Food Festival 2014 / 2016
- Organizing Chairman - Penang Chefs Challenge
- Board of Adviser for Hospitality & Tourism - KDU College Penang
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ORGANIZING CHAIRMAN'S MESSAGE



It gives me great pleasure to welcome you, our valued Active Members, Associates and Supporters of our beloved Penang Chefs Association. Welcome to Penang Chefs Association inaugural Annual Dinner.

I sincerely would like to extend my sincere thanks to all the General Committee led by Chairman, Chef Peter Chan for entrusting and giving me this opportunity to organize this auspicious Annual Dinner at Ixora Hotel Prai. I would also like in recording my thanks & deepest appreciation to Ixora Hotel Directors, Mr. Ng Sze Li, Ms. Ng See Yng and Mr. David Cheng in providing their fullest support & advice to us from time to time.

We have also lined up a host of activities for the evening, with the highlights; the "Most Outstanding Chef of the Year" & "Most Promising Young Chef of the Year" Awards & other recognitions for all the deserving ones within our midst. Please share your congratulatory with them.

Lastly, I wish to extend my very sincere thanks and appreciation to all our sponsors, suppliers and well-wishers for making our PCA Annual Dinner into a memorable and outstanding one.

On behalf of the Organizing Committee, may I wish all of you in having an unforgettable "HAPPY Anniversary" and a Joyous Merry Christmas 2015 in this coming year end.

Thank you & with Best of Culinary Regards.

Chef Jovan Beh Aik Aun

Organizing Chairman PCA Annual Dinner

Director of Publication



Message From

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ORGANIZING
CHAIRMAN
2015**

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- **Billy Lee Chan Hoong**, PJM
- **Willy Soon**
- **Chuah Lay Yen**
- **Euzginz Lim Ewe Lee**
- **Mohamed Bakri**, PJM
- **Darren Tan Yeok Ping**
- **Murugan s/o Balakrishnan**
- **Joven Beh Aik Aun**
- **Khor Ying Jia**
- **Eric Chuah Eng Kok**
- **Chew Kean Kok**
- **William Tan**, PJK
- **Audee Cheah Phee Lee**, PJK
- **Othman Hussain**
- **Ong Beng Yew**
- **Lim Cheng Sim**
- **Thomas See Swee Heng**, PJK PJM

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Assistant of Director of Special Projects
Director of Publication
Director of Education & Training
PECC - Chairman
PECC - Vice Chairman
PECC - Hon. Secretary & PCA Communication Manager
BOTC 2016 - Organising Chairman
Internal Auditor
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8th Term PJCC 2015

GENERAL COMMITTEE



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V. Chairman **Kelly Lim Wan Chen**
Secretary **Yeap Shu Cheen**

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Natural Soy Sauce (without sugar)

天然湖鹽の醤油 (不包含糖)

100% Brewed with Australia LAKE SALT

Ingredients:

Non-GMO soya bean, wheat flour, filtered water, lake salt and pure certified koji.

- No Preservatives • No MSG Added
- No Sugar Added • No Color Added
- 不含防腐劑 • 不含味精 • 不含糖 • 不含色素

Cooking Method:

- Dipping
- Seasoning
- Marinate meat
- Steaming

Suggested use:

1. For dipping purpose
1(Lake salt soy sauce) + 6(water)
2. For cooking purpose- Use in the latter Stage of cooking
(Best result : Below boiling temperature)

150ml



Natural Soy Sauce (with sugar)

天然の醤油 (包含糖)

100% Brewed with Australia LAKE SALT

Ingredients:

Non-GMO soya bean, wheat flour, sugar, filtered water, lake salt and pure certified koji.

- No Preservatives • No MSG Added
- No Artificial Flavoring & Coloring
- 不含防腐劑 • 不含味精 • 不含人造色素及調味

Cooking Method:

- Dipping
- Seasoning
- Stir frying
- Marinate meat
- Steaming

300ml



Premium Light Soya Sauce 天然の老抽

100% Brewed with Australia LAKE SALT

Ingredients:

Non-GMO soya bean, wheat flour, lake salt, sugar and permitted preservatives.

- No MSG Added
- No Artificial Flavoring & Coloring
- 不含味精 • 不含人造色素及調味

Cooking Method:

- Seasoning
- Stir frying
- Marinate meat
- Steaming

700ml

Ginger, Chilli Tau Chong

鲜辣椒, 美味豆酱

100% Brewed with Australia LAKE SALT

Ingredients:

Non-GMO soya bean, wheat flour, ginger, chilli, lake salt, sugar, and permitted preservatives.

- No MSG Added
- 不含味精

Cooking Method:

- Miso Soup
- Seasoning
- Stir frying
- Marinate meat
- Steaming

260gm



Tau Chong 粒装甜豆酱王

100% Brewed with Australia LAKE SALT

Ingredients:

Non-GMO soya bean, wheat flour, lake salt, sugar and permitted preservatives.

- No MSG Added
- 不含味精

Cooking Method:

- Miso soup
- Seasoning
- Stir frying
- Marinate meat
- Steaming

360gm



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Founding Members

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- Chef Gerhard Kohler
- Chef Mahalingam Chelliah PKT, PJK, PJM
- Chef Bruce Lee Chee Onn PJK, PJM
- Chef Philip Ng Nei Teik PJK
- Chef Hua Tai Wan
- Chef Boudville Valentine (Billy)
- Chef Lim Meng Seng
- Mr. Peh Soo Keong
- Chef Chong Fock Cheong

HONORARY LIFE MEMBER

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

Congratulations



Andy Leong Siew Fye

AMW

on his conferment of
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Congratulations



Lee Chan Wai

PJK, PJM

Penang Chefs Association Deputy President

on his conferment of
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- **Chef Khor Ying Jia** Assistant Organizing Chairman
- **Chef Billy Lee, PJM** Treasurer
- **Chef Thomas See, PJK PJM** Organizing Secretary / Press Liaison / Stage Advisor
- **Chef Lim Hock Kooi** Stage Manager
- **Chef Vincent Lee** Assistant Stage Manager
- **Chef Willy Soon** F&B Coordinator / Host Chef
- **Chef Euzginz Lim Ewe Lee** Door Gift Manager
- **Chef Suresh s/o Velayudhen** Assistant Door Gift Manager
- **Chef Murugan Balakrishnan** Reception Manager
- **Chef Eric Long Shih Yeong** Assistant Reception Manager (Suppliers / Sponsors' Registration)
- **Chef Chuah Lay Yen** Assistant Reception Manager (Members' Registration)
- **Chef Azhar Bah** Lucky Draw Manager (Hotel sponsorship)
- **Chef Eric Chuah** Assistant Lucky Draw Manager (Supplier)
- **Chef Darren Tan** Souvenir Items
- **Mr. WilliamT Tan, PJK** Administration, Souvenir Program & Multimedia
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- **Chef Lee Chan Wai, PJK PJM** Event Advisor / VIP Special Function
- **Chef Bruce Lee, PJK PJM** VIP Special Function
- **Chef Audee Cheah, PJK** VIP Special Function
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- 6:30 pm** Arrival of invited guests
- 7:15 pm** Arrival of Hon. Patrons and VIP Guests
- 7:30 pm** Arrival of YB Dato' Haji Mohd Rashid Bin Hasnon
Penang Deputy Chief Minister (I)
- 7:40 pm** Welcome Speech by Organizing Chairman,
Chef Jovan Beh Aik Aun
- 7:50 pm** Speech by Penang Chefs Association President,
Chef Peter Chan PJK PJM
- 8:00 pm** Speech by Dato' Haji Mohd Rashid Bin Hasnon
Penang Deputy Chief Minister (I)
- 8:15 pm** Fellowship @ Course Dinner commence
- 8:50 pm** Multimedia Presentation
- 9:00 pm** Presentation of Awards & Service Recognitions
- *Sijil Kemahiran Malaysia - SKM Award Presentation*
 - *Long Service Awards Presentation*
 - *Members & Members' Children's Academic Achievement Awards*
 - *Members' Welfare Fund Presentations*
 - *PCA 2015 – Achievement Awards*
 - *2015 Organizing Chairman's & Committee Services Recognition*
 - *Most Promising Young Chef of the Year Award*
 - *Most Outstanding Chef of the Year Award*
- 10:30 pm** Lucky Draw
- 11:00 pm** Good Night & Have A Memorable Evening

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3RD THAILAND CULINARY WORLD CHALLENGE

Malaysian Chefs representation by members of the Penang Chefs Association won the overall Champion at the 3rd Thailand Culinary World Challenge 2015 held in Bangkok from 28th till 30th March 2015. The Malaysia / Penang team enticed the grand judges and swept away with:-

- Overall Champion, Her Royal Highness Princess Maha Chakri Sirindhorn Trophy
- Highest Scoring Team for Day One - Best Country of Origin Cuisine Team Awards (Malaysian Cuisine)
- VIP Vote of for Day Two (Thai Cuisine Team)

The Malaysian Team was led by Team Manager Chef Audee Cheah was delighted with the achievement by the team members pairing of Chef Andy Leong (Mandarin Oriental) and Chef Willy Soon from Ixora Hotel Perai.

The competition was a 2-day event, where 10 countries took part, featured Thai and national dishes using ingredients that are only from Thailand.

Malaysia Overall Champion, won also the Best Country of Origin Team Awards, won the VIP Vote of the day, Thai Cuisine Team. 1st Runner up - USA, 2nd Runner up - Cambodia, 3rd Runner up (according to alphabetical order) China, Czech Republic, Hong Kong, Indonesia, Macau, Myanmar, Singapore.



2ND INTERNATIONAL CULINARY TEAM CHALLENGE SIEM REAP CAMBODIA - 1ST PLACING USA POULTRY

Penang Junior Chefs Visarn Noel Ratanapan and Cheah Khoon Yuan were the two representatives from the Penang Chefs Association participating in the 2nd International Culinary team Challenge in Siem Reap Cambodia winning first placing in the USA Poultry category.



AEC CHALLENGE 2015 - BANGKOK, THAILAND

Gold Medal to Team Malaysia / Penang represented by Darren Tan and Chuah Lay Yen.

ide of
Chefs



TOP 50 OUTSTANDING AWARD IN "CHEF PAR EXCELLENCE - GLOBAL GOURMET"

Penang Chefs Association would like to extend our warmest congratulation to Chef Andy Leong, the winner of Top 50 Outstanding Award in "Chef Par Excellence" Culinary Competition - Nestle Professional 2015 Global Gourmet

Master Chef Andy Leong Siew Fye is currently the Executive Chinese Chef at the exclusive Mandarin Oriental in Bangkok, the latest position in a long, eventful culinary career that has taken him all over the world. He is also part of the new celebrity chef wave, serving as chief judge on Thailand's Iron Chef competition.

His most recent achievement is in leading the Penang chefs team to the gold medal at the 3rd Thailand Culinary World Challenge 2015 winning the Best Country of Origin Cuisine Team and overall champion.



With

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DONATES RM 7,300 TO EDEN HANDICAP



WorldChefs Without Borders - WCWB recently collected a total of RM 7,300 during a dinner in conjunction with recently concluded Culinaire Malaysia - Food Hotel Malaysia 2015 in Kuala Lumpur on 28th September 2015

Penang Chefs Association is pleased to represent the Chairman of WCWB to donate the collected donation to a choice of charity home in Penang. PCA has nominated Eden Handicap as the worthy recipient and a handover ceremony was held on 7th October 2015.

The donation was collected from the prominent chefs and culinary judges from around the Asia region and we would like to express our sincere thanks to everyone whom had made this contribution a reality.



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Jalan Jalan Cari Makan Part II
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Organized by Penang Junior Chefs Club (PJCC) and supported by Penang Chefs Association (PCA) and Penang Elite Chefs Club (PECC) together with about 150 chefs and volunteers from all over Penang, the International Chefs Day 2015 was again a huge success with support and sponsorship of food items, equipment, utensils, logistics and most of all given us their valuable time.

Held at the Penang Municipal Park on Saturday, 17th October 2015 with the theme "Healthy Kids- Healthy Future" is the campaign message. The intention for this year is to engage with a local school, nursery school or kindergarten in our community and to have fun with young children, while teaching them about healthy eating. Thanks to our partner Nestlé Professional and the assistance of the Penang Chefs Association committee, we have created healthy breakfast with lots of fun activities and games to keep all our young guests amused and entertained.

Once again our sincere thank you to all who have made this celebration a meaningful and joyful one. It is great to be a part of the caring community of the Penang Chefs Association.





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We are proud to report that all our activities have met the Association's objectives. PCA Committee will continue to strive for our members benefit and plan for an exciting 2016 calendar.

October 2015 - Jen Hotel

We were given a spacious Datai Function Room at the JEN Hotel to conduct our meeting with a wonderful array of dishes to satisfy our growing appetite.



November 2015 - Evergreen Laurel Hotel

Thank you Evergreen Laurel Hotel for your wonderful hospitality.



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Top notch names from the culinary fraternity came together to celebrate and recognise chefs and others from the hospitality industry for their contribution to society at large. With the theme Healthy Kids - Healthy Future, the Indian Culinary Forum (ICF) as part of its celebration of International Chef Day, recently organised the 12th edition of Annual Chef Award 2015 in association with the apex body, Indian Federation of Culinary Association and World Association of Chef Societies at the Ashok Hotel in the Capital, New Delhi.

The culinary extravaganza kicked-off with a four-day long Trade test, where over 100 chefs participated in 11 categories of culinary competition and showcased a series of live culinary skills.



Penang Chefs Association was represented by Chef Lee Chan Wai as the chairperson of the jury alongside Chef Ong Beng Yew together with other renowned national and international chefs. As part of the celebrations, ICF also organised a Chef Summit for the third consecutive year, where renowned names from the hospitality industry presented their point of view to the young chefs on various topics.

促进就业, 培养能力, 参与学习, 创造人生!



- 2001与2006年荣获国际酒店竞赛“结婚蛋糕”特金奖(全场总冠军)
- 荣获台湾实践大学理论毕业证书, 马来西亚厨师公会会员
- 荣获国际与马来西亚政府承认导师文凭
- 全国结婚蛋糕比赛总裁判
- 安万原料商代言人, 与多间蛋糕店顾问
- 2005, 2006与2008年带队参加国际区酒店结婚蛋糕竞赛荣获 1特金, 3金, 3银, 2铜
- 发行过两本烘焙书: 蛋糕DIY / 蛋糕创意与艺术技巧
- Great Britain College Consortium评估员

Master Chef Eddie Choong PJK: MPS(USA)
Principal 院长, Master's Degree 硕士, GBCC Certified RPL Assessor



王琛发教授
台湾仁德医护管理专科学校课程委员会顾问



Chef Shanli Ong
Chef Eddie Choong 烘焙与厨艺技术学院西餐顾问
拥有啤酒研究硕士学位



Chef Amir Hamzah Bin Abdul Hamid
Chef Eddie Choong 烘焙与厨艺技术学院马来餐顾问
槟城厨师公会理事



Chef Peter Lin
副院长 (西式餐饮)

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- * 兴趣班烘焙课程

烹饪课程

- * 专业烹饪课程
- * 商业烹饪课程
- * 兴趣班烹饪课程

指导方针

- * 课程注重于理论与实践
- * 学员亲手制作, 培养学习经验
- * 马来西亚与国际技术文凭安排
- * 作品制作练习
- * 提供个人保险
- * 提供就业机会
- * 住宿安排于外坡者
- * 优秀生可代表本院参加国际蛋糕竞赛 (两年一次的大型比赛)

w w w . c h e f e d d i e c h o o n g . c o m . m y



Chef Eddie Choong Bake & Culinary Centre Sdn Bhd
烘 焙 與 廚 藝 技 術 學 院
Mobile: 012-4183352 Tel: 04-310 4000 Fax: 04-310 4001



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Global University for Lifelong Learning
寰球美国终身学习大学



Yule Log

Ingredient for the cake

Fresh Milk	15 g
Cocoa Powder	35 g
Egg Yolk	131 g
Castor Sugar	73 g
Water	44 g
Flour	145 g
Baking Soda	5 g
Cooking Oil	73 g
Egg White	276 g
Castor Sugar	145 g
Salt	2 g
Tartar	3 g

Chocolate Ganache

Chocolate Compound	15 g
Fresh Milk	35 g

Method

- Grease and line 13" x 17" Swiss roll tin with baking parchment. Heat oven to 190°C - 160°C.
- Heat fresh milk, then add in cocoa powder, mix well. (A)
- Beat the egg yolk and castor sugar with an electric whisk for about 6 minutes high speed, slowly add in water, mix well, add in mixture (A), gently fold in.
- Mix the flour and baking soda, then sift into the egg mixture, slowly add in cooking oil, mix well.
- In a mixing bowl, beat egg white, castor sugar, salt and tartar powder, until thick.
- Mix half portion of the egg white into egg yolk mixture, slightly fold in using spatula. Then mix in the remaining egg white, mix well.
- Pour mixture into baking tin. Bake for 25mins.
- Lay a sheet of baking parchment on the work surface. When the cake is ready, tip it onto the parchment, peel off the lining paper, then roll the cake up from its longest edge with the paper inside. Leave to cool.
- In a bowl, beat fresh cream until stiff peak, add in cooled chocolate ganache, and mix well.
- Unroll cooled cake, spread cream to within 1/2 inch of edge, roll up again. Place the log on serving plate, chill.
- Frost cake, using a fork, make lines resembling tree bark.

Chocolate Ganache Method

- Melt chocolate with fresh milk using double boil method.
- Leave to cool before use.

Recipe by **Chef Eddie Choong TK** PJK, MPs (USA)
Principal and CEO of Chef Eddie Choong Bake & Culinary Centre Sdn Bhd
Working Experience - 30 years



In Hong Kong

“TRUE FLAVOURS OF PENANG”



Among the VIP were the Counsel General of Malaysia to Hong Kong, YM Tengku Dato' Sirajuzzaman (far right), MATRADE and Tourism Malaysia's officials.

Sino Group of Hotels at Royal Pacific Hotel and Towers, City Garden Hotel and Hong Kong Gold Coast Hotel bring guests the best of Penang's cuisine as part of its True Flavours of Penang promotion, from 4th to 15th November 2015. Among the selected Penang favourites includes Char Koay Teow, White Curry Mee and CNN's world's 7th most delicious foods 2011 - Penang Assam Laksa.

Food choices will take guests right to the roots of authentic Penang cuisine, as selected by The Penang Chefs Association represented by Chef Jovan Beh, Chef Eric Chuah, Chef SL Yew and William Tan. Penang's fabulous fusion of flavours is drawn from Chinese, Indian and Malaysian heritage along with traditional-style Nyonya cuisine created by Chinese-Malay settlers.





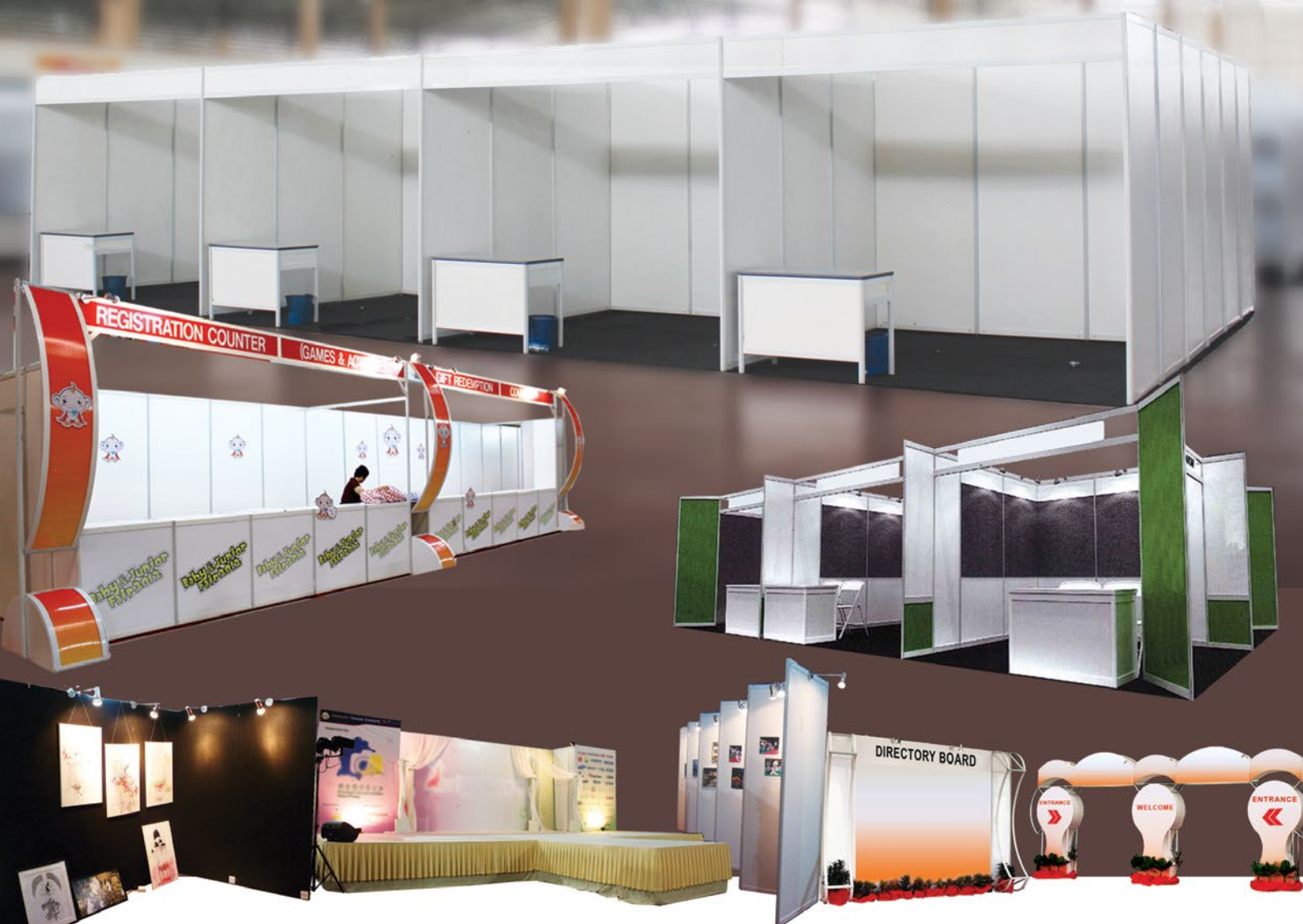
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