

# TASTE OF PENANG

For Internal Circulation • Members Only

The Official Magazine of



PPM-006-07-12112014

VOL 05 / DECEMBER 2016

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

## PENANG CHEFS CELEBRATES INTERNATIONAL CHEFS DAY 2016



## SUCCESSFUL CONCLUSION OF AFF & BOTC 2016







# SURABI

## SPICE

## MASTER

**Enrico's**  
TRULY ORIGINAL



### RAVIRAJ SDN. BHD.

(220400-A)

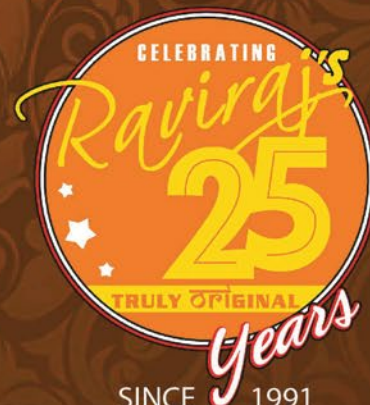
**Surabi Spices specialises in all varieties of spices from around the world.**

Below listed is a range of spices that we import, export and distribute to the local market and is available at all times.

CINNAMON BARK  
CINNAMON CASSIA  
WHOLE NUTMEG  
MACE  
VANILLA  
CLOVE  
STAR ANISE  
FENNEL SEED  
CUMIN  
BLACK CUMIN  
CARDAMOM POD  
CORIANDER SEED SXO  
CORIANDER BULGARIA  
AJWAIN  
DRY CHILLI AIK TOH  
DRY CHILLI BYADGI  
DRY CHILLI WRINKLE

DRY GINGER  
DRIED TURMERIC SALEM  
DRIED TURMERIC RANGGON  
BAY LEAF  
WHITE MUSTARD SEED  
BLACK MUSTARD SEED  
BROWN MUSTARD SEED  
FENUGREEK SEED  
WHITE PEPPERCORN  
BLACK PEPPERCORN  
POPPY SEED  
TOOR DHAL  
CHANA DHAL  
YELLOW SPLIT PEA  
MUNG DHAL  
URAD DHAL  
MASOOR DHAL

RAJMA DHAL  
AUSTRALIAN DHAL  
BLACK SPLIT LENTIL  
GREEN PEA  
PEANUT REGULAR  
ALMOND  
CASHEWNUT  
SAFFRON  
PSYLLIUM HUSK



For more information please dial our Enrico's Care Line 1 800 88 1392 or visit our website [www.enrico.com.my](http://www.enrico.com.my) or e-mail : [info@enrico.com.my](mailto:info@enrico.com.my)







**Chef Audee Cheah** PJK  
President  
Penang Chefs Association

It's hard to believe that another year is winding down and that 2017 is almost upon us. Penang Chefs Association has much to celebrate in 2016 with great competitions, events and educational activities for our members and fraternity at large.

We are blessed with wonderful assistance from our supporters, sponsors and associates, many of whom have been with us for decades. This year we have yet again celebrated many accolades and achievements by our hard working General Committees and Members of some have been with us for 10 years, 20 years and 30 years in social services to the Penang Culinary scene.

We look forward to another challenging yet interesting year ahead with the Penang International Halal Chefs Challenge just after our Annual Dinner in February 2017. More events and activities focusing on education are in store for 2017 for our members as we look forward in promoting and cementing Penang as the undisputed Foodies' Capital of Malaysia!

Best wishes to all chef members, friends, associates and supporters for a Peaceful, Happy Festive Season and Prosperous New Year 2017.

Time really flies and now it is the 5th volume of the Taste of Penang. I would like to express my sincere gratitude and appreciation to the publication team for their hardwork, dedication and job well done over the years. As the old saying goes, teamwork is the secret that makes common people achieve uncommon results.

Throughout this journey, we have encountered many challenges and have overcome them with great results. Therefore, I believe that the spirit of the team will bring us forward in the many issues to come.

We, the publication team welcomes all chefs and anyone to share their passion and knowledge in the food industry with us and we will spread these to other passionate food lovers.

Lastly, I would like to wish all of you a very Merry Christmas and a Happy New Year 2017!

Thanks and regards.



**Chef Chuah Lay Yen**  
Director of Publication  
Penang Chefs Association

Warm greetings from Penang Chefs Association,

The past few months have been hectic but definitely were an exciting and inspiring journey for all of us with the successful conclusion of several events including the biennial Asia Food Festival & the Battle of The Chefs 2016. We also saw the successful launching of International Curry Gourmet Summit and also various education programmes in partnership with Ajinomoto Malaysia Berhad and Meat & Livestock Australia (MLA).

Our publication team has delivered much effort in compiling the events for this volume with the hope that our readers will have a good read. The team would like to express sincere appreciation to all contributing members for their dedication, trust and support during the production of this publication and also our corporate sponsors who have contributed to this issue.

Let's all look forward for another interesting year ahead as we continuously strive to deliver our best effort. Happy New Year and Happy Cooking!

**Warmest Culinary Regards, PCA Editorial Team**

# BATTLE OF THE CHEFS (BOTC) 2016 BY PENANG CHEFS ASSOCIATION

**AUG**

18<sup>th</sup> - 21<sup>st</sup>  
2016

Asia 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 18<sup>th</sup> to 21<sup>st</sup> 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.





# ASIA FOOD FESTIVAL & BOTC 2016

## EXHIBITORS & SPONSORS

**AUG**

18<sup>th</sup> - 21<sup>st</sup>  
2016





# ASIA FOOD FESTIVAL & BOTC 2016 EXHIBITORS

**AUG**  
18<sup>th</sup> - 21<sup>st</sup>  
2016



## INTERNATIONAL CURRY GOURMET SUMMIT





# ASIA FOOD FESTIVAL & BOTC 2016

## JUDGES SOCIAL ACTIVITIES

**AUG**  
18<sup>th</sup> - 21<sup>st</sup>  
2016

### BOTC 2016 JUDGES EXCURSION TO THE HABITAT, PENANG HILL



### BATTLE OF THE CHEFS 2016 DINNER GATHERING





# ASIA FOOD FESTIVAL & BOTC 2016

## JUDGES SOCIAL ACTIVITIES

**AUG**  
18<sup>th</sup> - 21<sup>st</sup>  
2016

### BOTC 2016 JUDGES EXCURSION TO WONDERFOOD MUSEUM PENANG



### GATHERING AT 59SIXTY RESTAURANT, KOMTAR PENANG





# TAIWAN INTERNATIONAL FOOD FEST & TCAC CULINARY CHALLENGE 2016

**AUG**  
25<sup>th</sup> - 28<sup>th</sup>  
2016

From the 25<sup>th</sup> – 28<sup>th</sup> 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!





# PENANG HOTELIER ASSOCIATION ANNUAL DINNER

**AUG**  
27<sup>th</sup> 2016

The Penang Hotelier Association and Malaysian Budget Hotel Association had come together for a grand dinner to celebrate their 59th and 11th Anniversary at Cititel Penang, recently.

The event was held on 27th August 2016 where Penang Chefs Association members were also gathered to celebrate this auspicious anniversary dinner with the rest of the PHA members and guests.





# ASIA FOOD FESTIVAL & BOTC 2016 THANK YOU DINNER

SEPT  
5<sup>th</sup> 2016

On the 5th of September 2016, PCA members have gathered for a thank you dinner which was specially organized to recognize and appreciate our PCA members' contribution. It was a day to thank and express gratitude for our PCA members' tireless and dedicated efforts in making Asia Food Festival and Battle of the Chefs 2016 a huge success.

All members also received certificates of excellence as a token of appreciation. Each and everyone of the PCA members have contributed immensely and together, we are proud to say that we have made a great team. Cheers to more amazing teamwork to come!





# PENANG CHEFS ASSOCIATION GENERAL MEETING

SEPT  
6<sup>th</sup> 2016

Penang Chefs Association members gather for our September general committee meeting at Vouk Hotel.





# FOOD SCIENCE AND TASTE SENSORIAL EXPERIENCE WORKSHOP

**SEPT**  
28<sup>th</sup> 2016



A culinary tasting and sensorial workshop was organized to increase awareness of Umami, the fifth basic taste which was originally discovered in Japan. The event was held at Olive Tree Hotel on 28<sup>th</sup> September 2016 and attended by a total of 180 professional chefs and culinary practitioners from Penang.

There were short cooking demonstrations by Chef Saiki and Chef Richmond presenting Umami-rich cooking methods and later, some tasting sessions were conducted. The knowledge imparted was on the Umami capability to harmonize and balance the overall taste of food. The usage of Umami seasoning is said to be the key for developing delicious yet healthy food.





# PCA CELEBRATES ICD 2016 (INTERNATIONAL CHEFS DAY)

**OCT**  
20<sup>th</sup> 2016



## AUSTRALIAN RED MEAT INNOVATION MASTER CLASS





# AUSTRALIAN RED MEAT INNOVATION MASTER CLASS

**OCT**  
20<sup>th</sup> 2016



In conjunction with International Chefs Day 2016, Meat and Livestock 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.





# SALAM SUDAH MAKAN

Malaysia is as colourful as its people can be with the different cultures and mother tongues that we all possess and greet each other with. Each and every one of us are unique in our own ways.

There is one thing however, that is distinctly similar amongst all the different ethnics: What and how we greet each other with. Invariably it goes like this .

“Salam, sudah makan?”  
“Vanakam, sapatha cha?”  
“Ni hao, ni chi le mei you?”  
“Lu ho, chiak pa boey?”

off for the departed with various food offerings. It is certain that no matter, in birth or death, we, Malaysians just cannot be separated from food.

Now this is what we call a DNA greeting. Coming back to Malaysian custom and greeting, it's true to say that in Malaysia the person we greet may take offence if we do not ask him or her whether he or she has eaten. When we do not ask, it comes off as if to say, we are not concerned about their welfare.

Funny but what which could have started as a customary greeting, have now been ingrained in our DNA so much that even foreigners acknowledge that .

A group of foreign friends I had over from Europe (where I studied during my college days) were amazed by how each time we visited a relative or a friend, we would be asked the same thing - “Have you eaten?”

3 weeks later as we left for Europe, this was so infectious that they started greeting each other by asking if they had eaten!

So yes, Malaysians are unique. We start a conversation by asking the others if they have eaten. During a conversation even, there must be an element of food and the majority of us would end the conversation talking about food or the next meal or the following meal destination.

***Are we unique or what?  
Salam.... sudah makan?!!***



**Dr Prashant Subramanian**

MD, Masters in Preventive Health  
Majoring in Wellness.

He is passionate about nutrition,  
exercise and weight & stress  
management.

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True Malaysians understand one thing: FOOD. What to eat next is THE ONE question that has always been running around, continuously in our minds, 24/7.

It is not uncommon that we show our affection through food. We often have meetings and gatherings over food. We never fail to greet each other by asking if the other person has already eaten. No government meetings are complete without the customary “Jamuan ” and weddings definitely have lavish food served for all guests.

In Malaysia, even a funeral house has extravagant food prepared. Some ethnics like the Chinese have an elaborate send





# MCCORMICK SPICES FLAVOURFUL SESSION

NOV  
3<sup>rd</sup> 2016

An event was organized by GBA Group where McCormick Spices and its uses in cooking were introduced on the 3<sup>rd</sup> of November 2016.

The event was held at Cafe Two Seven Icon City, Bukit Mertajam, Penang. The event came to an end with some delicious food tasting for all guests.



# PENANG CHEFS ASSOCIATION GENERAL MEETING

NOV  
22<sup>nd</sup> 2016

Penang Chefs Association members gather for a general meeting on the 22<sup>nd</sup> November 2016 at Bayview Beach Resort.





# PENANG CHEFS ASSOCIATION AT FHP FOOD & HOTEL PENANG 2016

NOV

15<sup>th</sup> - 17<sup>th</sup>  
2016

**F**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 15<sup>th</sup> - 17<sup>th</sup> of November 2016.

The showcase was the 2<sup>nd</sup> 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.

According to the organiser, MES, FHP 2016 recorded an increase of 15.6% in visits as compared to the 1<sup>st</sup> edition held in year 2014.

The event was launched by Chief Minister of Penang, YAB 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.





# MAH PENANG - BATTLE OF THE CHEFS 2016 THANK YOU PRESENTATION

**AUG**  
24<sup>th</sup> 2016

A presentation ceremony was held by Penang Chefs Association representatives during the Malaysian Association of Hotels Penang GM meeting to thank all member hotels that had graciously sponsored accommodation during the BOTC 2016 event. Once again, thank you for all the kind support and hospitality shown to BOTC distinguished judges during their stay.



# 1<sup>ST</sup> MALAYSIAN PALM OIL INTERNATIONAL CHEFS CONFERENCE

**NOV**  
25<sup>th</sup> 2016

Penang Chefs Association were represented at the Berjaya University College of Hospitality, level 11 West, Berjaya Times Square on 25th Nov 2016 from 9am - 6pm.





## ADVERTORIAL - SELFCOOKINGCENTER® XS PREMIERE

The new SelfCookingCenter® XS was recently premiered as the smallest RATIONAL professional unit on the 10th of November 2016 at Hotel Fort Canning by RATIONAL Singapore. Although, deemed to be the smallest sized among the rest of the professional series, it aims to stand by its motto of "Ideas to change the world" and promises to offer maximum customer benefit.

According to Millie Chan, Managing Director of RATIONAL Singapore, performance and precision of the SelfCookingCenter® series are given high regards and were carefully developed by physicist, engineers and chefs to ensure that quality is not compromised despite the decrease in size. The larger units of the SelfCookingCenter® series have also made a promising impression among clients.



SelfCookingCenter® XS is built with minimal dimensions of 55.5cm deep, 65.5cm wide and 56.7cm high offers full RATIONAL power, intelligence and integrated fresh steam generator. It is well equipped with familiar assistants such as iCookingControl, the chef's intelligent support, iLevelControl, working assistant for optional mixed loading, HiDensityControl, which plays a role in assuring food quality by precise regulation of cooking chamber conditions for maximum performance, and to top it off, Efficient CareControl, for automatic cleaning and descaling.

SelfCookingCenter® XS is ideal as the first or as an additional unit to use in any place, whether built-in, wall-mounted or standalone. It grills, steams, fries, gratinates and bakes all dishes to perfection. Food production are made easy that even without prior kitchen experience, one can cook, thanks to the renowned user-friendliness of the SelfCookingCenter®. Production of delightful snacks, baked goods as well as healthy lunch dishes will no longer be a chore with the SelfCookingCenter®.







## ADVERTORIAL - CONTINUE

The innovative design of the SelfCookingCenter® utilizes triple-glazed door with cutting edge heat reflective coating to significantly reduce energy losses which ultimately saves energy cost and is environmentally friendly. LED lighting integrated allows kitchen staff to easily identify browning level of the food. Modified start screens and faster CPU certainly contributes as well to the convenience of operating the new generation SelfCookingCenter®. This new series come with various modifications that wishes to optimize performances and enhance its lifetime by 2.5 times longer.



## PENANG CHEFS ASSOCIATION GENERAL MEETING

**DEC**  
20<sup>th</sup> 2016

Penang Chefs Association members enjoy their meals at Umi Traditional and Authentic Malay restaurant during general meeting on the 20<sup>th</sup> of December 2016.





# CHARITY CHRISTMAS LUNCH AT KDU PENANG UNIVERSITY COLLEGE

DEC  
17<sup>th</sup> 2016

Penang Chefs Association had a wonderful afternoon attending a Christmas Turkey Lunch hosted by Mr. Ooi S. T. from Sabajuta Sdn Bhd together with Dr. Chong Beng Keok, Principal and CEO of KDU Penang University College. The delectable lunch was held at KDU Penang University College on the 17<sup>th</sup> of December 2016.

Members from the Penang Home for the Infirm & Aged and students from Ramakrishna School were also present to enjoy the festive lunch. The event was made even more special with

a variety of turkey dishes being served, from appetizers to the main course.

Our heartfelt thanks to Miss Cindy Loh, Academic Department Head for KDU College's School of Hospitality, Tourism and Culinary Arts with all the culinary team and students for the amazing meal and fine arrangement. It was a satisfying lunch for all guests and a good way to bring out the Christmas and New Year spirit.

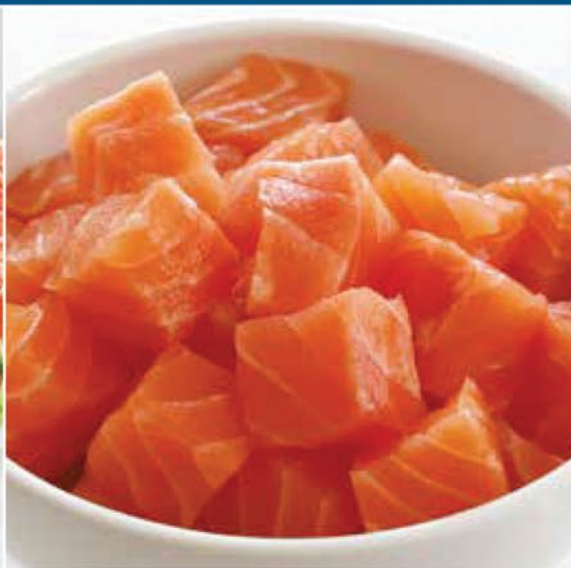






# Taste The Difference In The Goodness Of Norwegian Salmon

Freshly flown in from the cold, clear waters of Norway, Norwegian Salmon is healthy, tasty and versatile, and can be enjoyed grilled, pan fried, in a soup, or simply eaten fresh as sashimi. Every fillet contains a healthy dose of nutrients including omega-3 fatty acids, proteins, essential amino acids, vitamin D, vitamin B12, iodine and selenium.



## Norwegian Salmon

**Freshness Flown In**

From the cold clear waters of Norway



Visit [www.salmonfromnorway.com](http://www.salmonfromnorway.com) for more recipes and information from the Norwegian Seafood Council.





# 4<sup>TH</sup> PENANG INTERNATIONAL HALAL CHEFS CHALLENGE 2017

In Conjunction with Penang International Halal Expo & Conference 2017

Date : 24 - 26 February 2017

Time : 10:00 am - 8:00 pm

Venue : Setia SPICE Arena

Participation is OPEN to all professional / amateur chefs and cooks from any hotels, restaurants, home & industrial catering, aged 18 years old and above on the date of competition. All applications must be accompanied by full payment before entries can be processed.

- Participants can go online for registration, please follow our update on website [www.battleofthechefs.com.my](http://www.battleofthechefs.com.my)
- Online Registration Starts on **10<sup>th</sup> January 2017**
- NOTE : Do not send in your application via post, email, fax or any other way, EXCEPT ONLINE !
- Closing Date : **5<sup>th</sup> February 2017**

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