

TASTE OF PENANG

The Official Magazine of



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VOL 04 / JULY 2016

For Internal Circulation • Members Only

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Chef Audee Cheah PJK
President
Penang Chefs Association

Greeting from Penang Chefs Association

Time flies, half of the year has gone past for 2016. We are heading for an exciting second half of the year with Asia Food Festival & Battle of the Chefs 2016 just around the corner. So far we have the largest entries surpassing our previous entries for 2014. We have entries from all over the Asia region together with the military battling out for honours for our 16th edition of our Battle of the Chefs since 1988.

It will be an interesting battle. Come join us from 18th till 21st August 2016 at the SPICE Arena, Penang, Malaysia. We will also be organising a first WACS Judging Seminar in Penang with all seats snapped up. Moving forward, we are planning more education seminars till the end of the year. On 28th September, we will have a seminar on Ajinomoto Chef's Umami Workshop at the Olive Tree Hotel. Watch out for the invite soon.

Next issue of TOPS will be our Annual Dinner editions, sign up to advertise with us. Look out for Penang Chefs Annual Dinner, Q4 of 2016. Looking forward to seeing all of you at the Asia Food Festival and Battle of the Chefs 2016.

**ONE CANNOT
THINK WELL, LOVE WELL, SLEEP WELL,
IF ONE HAS NOT DINED WELL**

- Virginia Woolf

As the 4th volume of Taste of Penang rolls out, I would like to take this opportunity to express my deepest gratitude and respect to the dedication, effort and sacrifice made by the publication team. This would not have been possible without the concerted and coordinated effort of everyone.

It is very much like cooking where ingredients and cooking method binds and flow sometimes harmoniously and sometime turbulently in a concerted and coordinated effort by the chef and in this case the publication team to produce an end result that will leave a lasting impact.

I hope that TOP will continue to grow to greater heights with a much readership not only to our members within the Penang Chefs Association fraternity but to a greater audience in the hospitality and related industries.

I bid a warm welcome to all the chefs and anyone that is passionate about food to share with us your articles and information so that we can spread your passion and knowledge to further evolve the world of food and beverage.



Chef Chuah Lay Yen
Director of Publication
Penang Chefs Association

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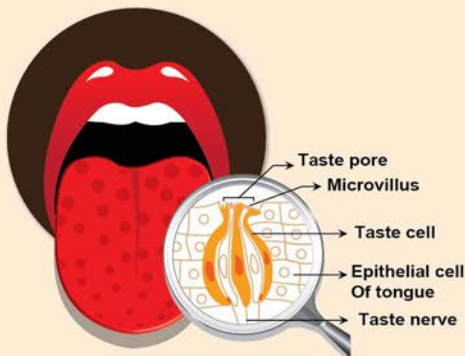
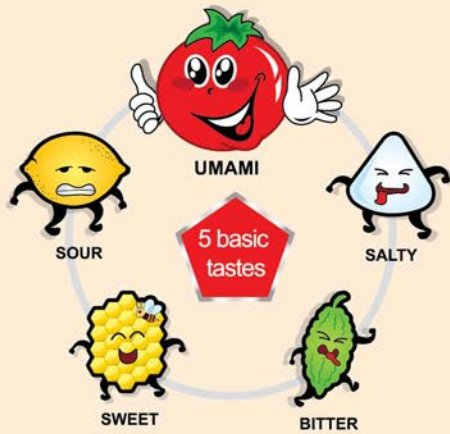
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THE MEANING OF UMAMI

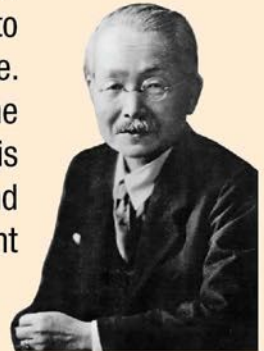


Basic Taste Receptors
- structure of a taste bud -

We are taught from an early age that there are four basic tastes, sweet, salty, sour and bitter. But what describes the taste of chicken soup? The answer is Umami, which is the 5th basic taste, usually defined as meaty, savoury and broth-like taste.

Umami taste was discovered in 1908 by Prof. Kikunae Ikeda who was with the vision to improve the nutrition of the Japanese people. He identified glutamate found in konbu as the source of Umami taste. Umami term is derived from 2 Japanese words, “umai” and “mi”. Umai refers to delicious and pleasant while “mi” means taste.






Prof Ikeda
Founder Of Umami Taste



In year 2000, a research group in the US discovered umami tastes receptors on our tongue and officially recognized this savoury taste as the 5th basic taste. Umami is an independent basic taste that cannot be replicated by combining any of the other four tastes.

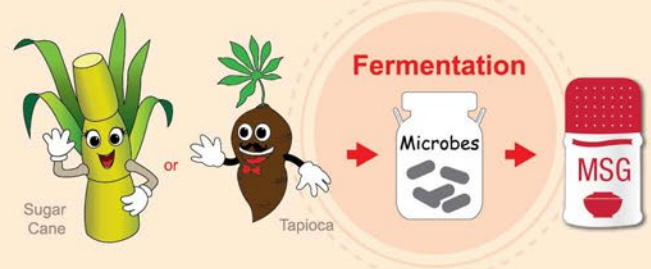
THE MEANINGS OF 5 BASIC TASTES TO HUMAN BODY

The definition of each basic taste is based on physiological researches. For instance, our bodies identify sweetness as energy-rich sources, sour taste as unripe fruits or spoiled food, saltiness as electrolytes or minerals, bitter taste as toxicity while Umami taste as protein intake.

Basic Taste	Taste Stimulus	Indicates
 Sweet	Sucrose (Sugar)	Energy source
 Sour	Acetic acid (Vinegar)	Organic acid
 Salty	Sodium Chloride (Salt)	Mineral source
 Bitter	Quinine (Drugs)	Harmful / toxic
 Umami	Glutamate (Monosodium Glutamate)	Amino acid intake

WHAT IS UMAMI SEASONING

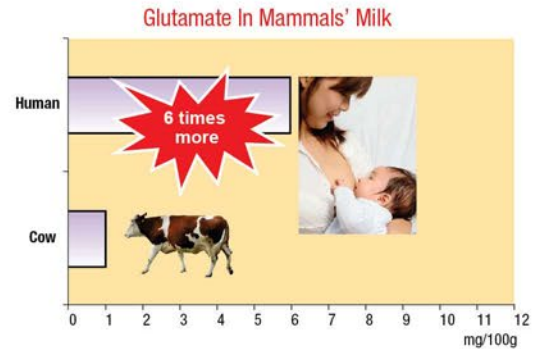
Umami Seasoning or Monosodium Glutamate (MSG) is made from natural raw materials such as tapioca or sugar cane through a common biological process called fermentation, a similar process that is used for making fermented rice, soy sauce, vinegar and yogurt.



THE SOURCE OF UMAMI-GLUTAMATE



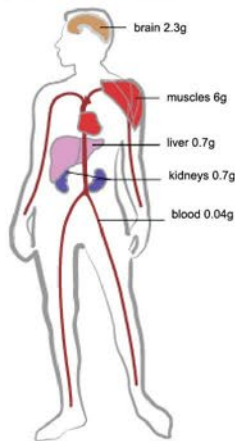
Umami taste comes from glutamate, an amino acid that is found abundantly in most foods, such as meat, seafood and vegetables.



Sarwar, G., Botting, H.G., Davis, T.A., Darling, P., Pencharz, P.B. (1998). Free amino acids in milk of human subjects, other primates and non-primates. Br J Nutr. 79(2):129-31

In addition, glutamate is found in abundance in mothers' milk, over 50% of total free amino acids is glutamate, at levels about four to six times that found in cows' milk.

Our bodies contain about 10g of free glutamate:



Most dietary glutamate is rapidly metabolized and is used as an energy source by the cells of digestive system. The glutamate that naturally occurs in many foods and the glutamate added as monosodium glutamate are exactly the same. The body metabolizes all glutamate in the same way.

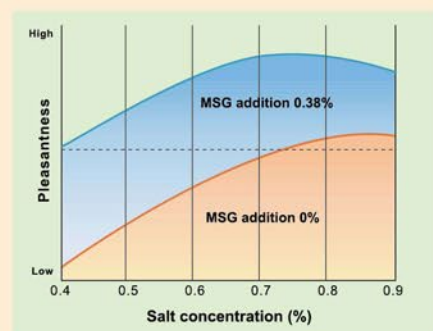
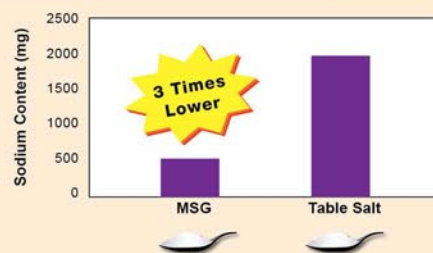
Besides, glutamate is also produced naturally in the body. It is an important building block of protein. It has a key role in the metabolism of major nutrients and is important for the reconstruction of body protein and the metabolism of energy. Our bodies naturally contain 10 grams of free glutamate in muscles, in the brain, in kidneys, in the liver and in other organs and tissues.

UMAMI TASTE IS ABLE TO REDUCE SALT INTAKE

According to WHO, a long period of high sodium intake may increase the risk of getting high blood pressure and other non-communicable diseases such as heart attack and stroke. One of the main sources of the sodium comes from table salt.

Human sensory test showed that food palatability increased by adding table salt into food. However, by using a small amount of MSG, we can reduce table salt and consequently lower the intake of sodium up to 30% while maintaining the palatability of a dish.

Reference: Yamaguchi, S. and Takahashi, C. (1984). & Roininen K. et al. (1996).



FOOD AND HOTEL ASIA 2016

A valuable platform for PCA members to network and learn at the region's premier and most comprehensive trade event for Asia's food and hospitality industry from 12th - 15th April 2016. The entourage of more than 16 members was led by Chef Billy Lee had a productive and eye-opening trip.

April
12th - 15th 2016



OFFICIAL LAUNCH US POTATO CULINARY FESTIVAL PENANG 2016

April
23th 2016





MARVELOUS MUSHROOMS!

By Indra Balaratnam, Consultant Dietitian

Indra Balaratnam

Consultant Dietitian

Owner & Founder of Indra Balaratnam Nutrition

- The Food Expert Clinic

indra.balaratnam@gmail.com

Indra Balaratnam

Did you know that there are more than 2,000 types of edible mushrooms throughout the world? They come in all shapes, sizes, taste and texture. Their meaty, woody flavour makes them a versatile ingredient to spruce up your dishes. Mushrooms are often referred to as a vegetable, but they are in fact a fungi.

In Nutrition:

90 grams (roughly 3 ounces) of raw mushrooms is very low in calories -- having an average of only 20 calories, with 0 grams of fat. But don't let the low calories fool you. Mushrooms are packed with nutrition! The same amount gives you 3 grams of protein and 1 gram of fiber. It contributes 20% of riboflavin you need for the day, plus 15% each of your daily niacin and pantothenic acid for the day. These are B-vitamins that help with energy metabolism in your body.

Depending on the variety, mushrooms are a good source of the minerals potassium, selenium and copper for good health. Plus, they provide Vitamin D, especially once they have been exposed to ultraviolet light before or after harvesting. Mushrooms are best eaten cooked, as more of their nutrients are released for your body to absorb this way compared to consuming them raw.

Researchers find promising cancer preventive health benefits when mushrooms are consumed as part of a healthy diet and lifestyle. Much of this is attributed to mushrooms antioxidant properties, which help to strengthen our immune system to better fend off cell damage brought on by exposure to free radicals.

In Food Preparation:

How can you tell if the mushroom is good? Select those that are firm, even coloured with caps that are tightly closed. When storing mushroom, culinary experts advise keeping them refrigerated in a paper bag for no more than a few days. When cleaning the mushrooms before cooking, don't make the mistake of soaking them in water. Instead, gently rinse the mushrooms under slow running water and then pat dry with paper towels.



When it comes to cooking style, mushrooms are extremely versatile. They are perfect for stirfrying, sautéing, braising, baking and grilling. Because of their meaty taste, mushrooms make a succulent alternative ingredient especially if you're cutting down on using so much artery-clogging fatty meat. In fact, a study by the John Hopkins Bloomberg School of Public Health in the US found that the participants who used mushrooms to substitute minced beef in certain popular dishes such as lasagna and others, were able to eat 400 calories less per day. Over the long run, this type of calorie reduction will certainly translate to you losing and keeping the extra kilos off – without suffering on a tasteless, drastic diet. That's a pretty good deal, wouldn't you say?

HERE'S A LOOK AT SOME POPULAR MUSHROOM VARIETIES



Shitake

Shitake mushrooms are widely cultivated in China and Japan. They have a meaty texture with a smoky taste. It's best to remove the stem before cooking as it can be rather hard.



Oyster

Oyster mushrooms come in colourful soft hues, such as yellow, pink or blue. They have a smooth soft texture with a very light flavour.



Portabella

Portabella mushrooms are big in size and appearance. They have a chewy, meaty taste. Because of this, portabella mushrooms are often used in meatless dishes such as vegetarian burgers.



Chanterelles

Chanterelles have a peppery flavour. This variety of mushrooms is commonly harvested in the West.



Agaricus

Agaricus mushrooms are also commonly called white or button mushrooms. It is described to have a mild taste. Because of its wide availability, you may notice that agaricus mushrooms are commonly used ingredients in plenty foods, from omelettes to pizza topping.



Enoki

Enoki mushrooms also go by the name Enokitak. In Asian dishes, they are often used in soups and stirfries to add subtle flavor and a bit of bite. Enoki mushrooms are used in salads and sandwiches in Western cooking.



Porcini

Porcini mushrooms have a distinct reddish brown colour. The unique earthy, nutty flavor of this variety of mushroom makes it a popular ingredient by chefs who want to create unforgettable dishes. They are commonly used in Italian risotto.



Crimini

Looks-wise, Crimini mushrooms look very much like white button mushrooms, except that they are darker in colour. They are, as a matter of fact, young portobella mushrooms. Hence, their adorable nickname "baby bella". Apart from being cooked in dishes, crimini mushrooms are often eaten raw.

NUTRITION In The Kitchen

Herb Infused Mushrooms

Serves: 4

Ingredients:

- 500 grams fresh mushrooms of your choice - slice into half if the mushroom is small, or cut into quarters if it is a bigger variety
- ½ cup chopped yellow onion
- 3 cloves finely minced garlic
- 2 tablespoons olive oil
- 1 Tablespoon of fresh basil (finely chopped) or 1 teaspoon dried basil
- ¼ teaspoon lemon-pepper seasoning or crushed black pepper
- Salt to taste

Method:

- Heat a non-stick pan on medium high heat.
- Heat the olive oil and sauté the chopped onions and minced garlic till fragrant
- Then stir in sliced mushrooms and cook until tender, roughly about 5 minutes or so.
- Stir in the basil and lemon-pepper seasoning or crushed black pepper). Season to taste with a touch of salt.
- Cook for a further 2 minutes



Save Time !

Eat well even on crazy busy days. Use left overs from this recipe to whip up a simple home cooked meal in mere minutes. Here are 4 ideas !

OUTBOX

• Mushroom Farmer's Omelette

Whisk up 2 eggs to make an omelette. Fill the middle of the egg mixture with 2 to 3 spoonfuls of the herb mushroom mixture. Fold in half for a tasty mushroom omelette. Serve with wholegrain toasts for or with rice.

• Mushroom Bruschetta

Slice French baguette and lightly toast them in the oven till crispy. Top with a spoonful of the herb mushroom. Nice accompaniment for a hearty soup.

• Herb Infused Mushroom Salad

Place some of the herb mushroom mixture on top of a bed of ready-to-serve salad leaves (available in supermarkets). Add in some cherry tomatoes, sliced yellow and red capsicum. Drizzle with a dressing made by whisking together olive oil, balsamic vinegar, dash of American mustard and a touch of honey.

• Mushroom Pesto Pasta

Pick up some pasta and a jar of basil pesto from your local supermarket. Boil the pasta as the package instructions. Once cooked, drain the pasta and return it to the pot. Stir in the basil pesto into the hot pasta. Top with the herb mushroom mixture. Season with cracked black pepper and salt (if needed). Sprinkle with grated parmesan cheese to serve.

PERTANDINGAN MEMASAK DALAM TAMAN 2016

Taman Bandaraya Pulau Penang - 24th April 2016

April
24th 2016



PENANG CHEFS ASSOCIATION MEETING @ NEO+ HOTEL

April
2016



PENANG CHEFS ASSOCIATION MEETING @ FLAMINGO HOTEL

May
2016



WTM CONNECT ASIA 2016

An exciting new event bringing together suppliers of South East Asia and international travel product to meet with outbound Chinese, South East Asian and international Hosted Buyers. PCA was represented at the farewell dinner on 20 May 2016 at the Royale Bintang Penang together partners in the industries with host MAH-Penang.

May
20th 2016



RAVIRAJ ENRICO 25TH ANNIVERSARY CELEBRATION

The event was launched by Y.B. Dr. Arif bin Baharudin. Also present were CEO S.K. Sundaram (SKS), V. Rajendran (Managing Director) and R. Ravindran (Director) of Raviraj Sdn. Bhd.

May
27th 2016



CHEF EDDIE CHOONG BAKE & CULINARY CENTRE

8th Annual Pastry & Culinary Competition & Graduation Ceremony

May
28th 2016



PESTA DURIAN PULAU PINANG 2016

Anjuran Pejabat Kementerian Pelancongan & Kebudayaan Malaysia
Negeri Pulau Pinang pada 31 Mei 2016.

May
31st 2016



PENANG CONVENTION & EXHIBITION BUREAU - COURTESY VISIT BY PCA

June
15th 2016



ASIA FOOD FESTIVAL, BOTC & ICGS 2016 – PRESS CONFERENCE

The Press Conference at the Olive Tree Hotel - Penang Chefs Association will be bringing to you the biennial Asia Food Festival 2016, scheduled from 18th – 21st August 2016 the SPICE Arena.

June
7th 2016



ASIA FOOD FESTIVAL, BOTC & ICGS 2016 – PRESS CONFERENCE

Wonderful support from Chiap Heng Ch'ng - Peace Brand and the renowned Mae Pranom Brand, together with Sponsors, Partners and Supporters.

June
7th 2016



2016年6月8日 星期三 A4 光華日報



拉昔(左2)为“2016亚洲美食节庆”主持推介仪式，陪同者有谢丕刚(左起)、李振威和陈保裕。

2016 亚洲美食节庆 拉昔吁响应厨余垃圾分类

(檳城7日讯)全马已落实垃圾分类，檳城第一副首长拿督拉昔吁请具5星水平的“2016亚洲美食节庆”，响应厨余垃圾分类，尤其是厨艺比赛期间，参赛厨师需将厨余垃圾分类，协助政府处理垃圾，也成为出席该节庆民众的典范。

拉昔周二早联合檳城厨协召开“2016亚洲美食节庆”活动预告记者会时，对厨协提出上述建议。檳城厨协所有代表一口答应拉昔的号召，并表示他们于去年已开始进行厨余垃圾分类。

“2016亚洲美食节庆”将于8月18日至21日，早上10时至下午6时在檳城国际体育竞技场(Spice Arena)数开序幕，届时将有一系列的活动，公开让厨师包括民众参与。

厨艺比赛也将在节庆期间进行，估计1500名厨师参加。“2016亚洲美食节庆”期间，将拥有超过150个食品摊位在户外处参展。连续4天的活动包括“饭店专业后勤研讨会”、“咖啡美食峰会”、“拿铁拉花比赛”、“走，去找吃”咖啡美食展、“烘焙甜点”等。

8 · 6 · 2016 (星期三) | 要聞 | 光明日報

亞洲美食嘉年華 1800廚師8月18爭霸

(檳城西南區7日訊)2016年亞洲美食嘉年華會暨第16屆廚師爭霸賽將於今年8月18日至21日在SPICE國際會展中心舉行，今年有1800名廚師報名切磋廚藝及180檔街邊美食參與，檳城廚師協會將採納同業意見，申請將活動列入大馬健力士紀錄大全。

檳城廚師協會會長謝丕剛指出，該會在2014年成功吸引1500名來自亞洲區域的國際廚師參與，寫下最規模的美食交流紀錄，今年該有信心參加人數將提高至1800人，比賽項目多達70項，全馬有150展攤位，同時也應邀美食嘉年華會的參觀人次，將從3萬人增加至4萬人。

串列大馬紀錄大全

也希望國際廚師藉機開拓更多發展與增加美食創意機會，促進檳城飲食工業發展。

本例今早在大會指定酒店Olive Tree召開記者會。檳城第一副首長莫哈末拉昔受邀為這場5星級的檳城旅遊盛事主持推展禮。出席者有檳城廚師協會副會長李振威、節目策劃董事陳保裕、行政主任黃興、顧問拿督陳穎川以及檳城旅業公會主席曾林民利等。

主辦當局繼續打著綠意檳城的環保号召，要求參與者支持檳城廚師分類計劃，妥善分類3天廚余，也希望資源回收商贊助全場廚余後開銷，以及供應充足的大型廚余分類容器，上一屆只由廚師應付這大場面，容器供不應求。

目前只有3個月，莫哈末拉昔希望主辦當局與參與廚師做好協作，尤其與這次也參與的中國與印度廚師交流切磋。

非常支持這些盛事，它不只促進檳城飲食業，也包括酒店業與



■謝丕剛(左起)、莫哈末拉昔、李振威與陳保裕為2016年亞洲美食嘉年華會與第16屆廚師爭霸賽主持推展禮。

旅遊業，也讓檳城美食成為國際遊客首選，尤其檳城堅持保持美食品質而不外勞拿廚的政策。

李振威說，一連3天的盛事每天上午10時開放予民眾參觀，最後一天的“jom makan”“讓我們吃吧！”美食嘉年華是由下午5時舉行至午夜12時。大會還有供應10輛的環保電子摩多作為代步交通工具讓體驗駕駛。

大會還有一系列的豐富節目，包括國際咖啡美食峰会、香料、各類美食烹飪技巧講座、咖啡品嘗會、廚師職業、教育與培訓等活動。一些項目因名額有限而需要預約，不想錯過請到以下網址了解詳情：www.asiafoodfestival.com.my、www.battleofthechefs.com.my或www.facebook.com/asialfoodfestival，或致電011-4701836、Summer Chai 012-4701836。

6/28/2016

STARMETRO TUESDAY 28 JUNE 2016

The Star ePaper - Metro North - 28 Jun 2016 - Page #5

5

Curry summit to spice up activities at annual food fest

THE annual Asia Food Festival (AFF) will be back at SPICE in Penang from Aug 18 to Aug 21. For the first time this year, the event will also feature the International Curry Summit.

Event chief officer Lee Chan Wai said people could learn more about curry during the four-day event organised by the Penang

Chefs Association Malaysia.

“We are targeting more than 150 food trucks and stalls to serve a variety of curry dishes including those from Japan, India and Thailand.

“The talks and seminars will be presented by chefs from the Indian Culinary Forum.

“Everything you need to know

about curry and spices will be available here,” said Lee during a press conference at Olive Tree Hotel in Bayan Lepas recently.

Organising chairman Audree Cheah said another highlight of the event would be the 16th Battle of Chefs.

“A total of 1,500 chefs as well as food and beverage personnel

from 25 countries will take part in various categories.

“We are also organising a hospitality challenge in collaboration with the Malaysian Association of Hotels Penang Chapter,” he said.

Also present were Deputy Chief Minister I Datuk Mohd Rashid Hasnon and event director

William Tan.

Those interested in participating in the Battle of the Chefs can sign up at www.battleofthechefs.com.my.

For the latest updates and detailed programme listings of AFF 2016, visit www.asiafoodfestival.com.my or www.facebook.com/asialfoodfestival.

STEVE'S KITCHEN IN PENANG

Famous blogger Steve Owens has more than 127,000 subscribers in his Steve's Kitchen channel on YouTube and he was in George Town to find out why Penang is called a food heaven. A wonderful closing ceremony with Tourism and Culture Ministry Penang together with all partners at Hotel Jen Penang witnessing Steve preparing Bubur Lambuk and Nasi Ulam for the guests.

June
15th 2016



BUSINESS TALK ORGANISED BY PENANG STATE GOVERNMENT

Speakers include Tan Sri Datuk Danny Ooi and Ms Esther Law Lee Poh (YAST Group).

June
2016



SMALL FREQUENT MEALS KEEPS OBESITY AWAY



Dr Prashant Subramanian

is pursuing his Masters in Preventive Health Majoring in Wellness.

He is passionate about nutrition, exercise and weight & stress management. Currently attached to Penang General Hospital, he also runs a wellness clinic once a week at Bayan Baru.

He can be contacted at s_prashant04@hotmail.com

Malaysians are blessed with endless variety of culinary choices. We are not dubbed a Food Heaven for nothing.

From street food to fine dining we have it all. 24 hour eating culture unrivalled in the Asia pacific and around the world. What we Malaysians have also inherited is the title of being the Fattest Nation in South East Asia with an increasing childhood obesity rate. One in 4 school going child is either overweight and obese.

Though we have gained independence from our colonial masters we Malaysians have been colonised through our GUT.

Here today I would like to share with you one of the many little secrets to maintaining a healthy metabolism and a healthy body weight.

- **Regular 3 hourly small meals**

(As long as these snacking are healthy) helps keep your metabolism humming , staves off hunger and controls blood sugar. (Avoiding sugar rush and insulin spikes)

- **Small regular meals decrease your overall calorie intake**

Research has actually found that people who eat 2 to 3 large meals per day are more likely to be overweight than people who eat frequent smaller meals.

- **Maintain a steady and consistent blood sugar level**

Your blood sugar helps to give you energy throughout the day. A low blood sugar makes you feel tired. Each time we eat , the body release blood sugar from the food that has just been digested. Thus, by eating small frequent meals you will receive a steady stream of blood sugar thereby preventing blood sugar crashes.

- **Prevent Metabolism Crash**

Your metabolism is a function of your body that works to digest food and keep your bodily function ticking. By eating frequently, your metabolism is functioning regularly. In contrast, eating large meals at infrequent rates makes your metabolism inactive for large periods of time. When this happens, your metabolism slows the pace at which it works.

This leads to substantial weight gain and in many cases Obesity.

FOOD FOR THOUGHT

* “Malaysia is now the **fattest** country in South East Asia”

* **6th** in Asia behind Middle Eastern countries.

* “Lifestyle Diseases”



Finally eating smaller frequent meals has been proven to prevent nutritional imbalance. Research has proven that by eating smaller frequent meals, people tend to eat a variety of food nutrients, thereby getting a balanced diet of fruits, vegetables, fibre, lean meat and dairy products.

I know the festive season is around the corner and we can't wait to get our hands on the feast that will be before us. But here is a tip: keep your portions small and eat in shorter intervals to enjoy more and keep that fat away!

Remember to indulge responsibly

because YOU are What you EAT !

Wishing you and your family
Selamat Hari Raya Maaf Zahir dan Batin.

Healthy Culinary Regards.
Dr Prashant Subramanian
PCA Hon. Advisor - Medical Matters

Congratulation Chef Andy Oh

WORLD LUXURY AWARD HELD AT GRAND HOTEL KRONENHOF PONTRESINA, SWITZERLAND

Global World winner Best Executive Chef and Global World Luxury Bistro 10 @ Claymore



5TH MALAYSIAN GOLDEN CHEF COMPETITION

Sarawak played host to the 5th Malaysian Golden Chef Competition, Asia-Pacific Master Chef Challenge Trophy and Culinary Forum 2016, from July 11 to July 14. PCA was represented by Chef Lee Chan Wai and Chef Thomas See to this prestigious event.

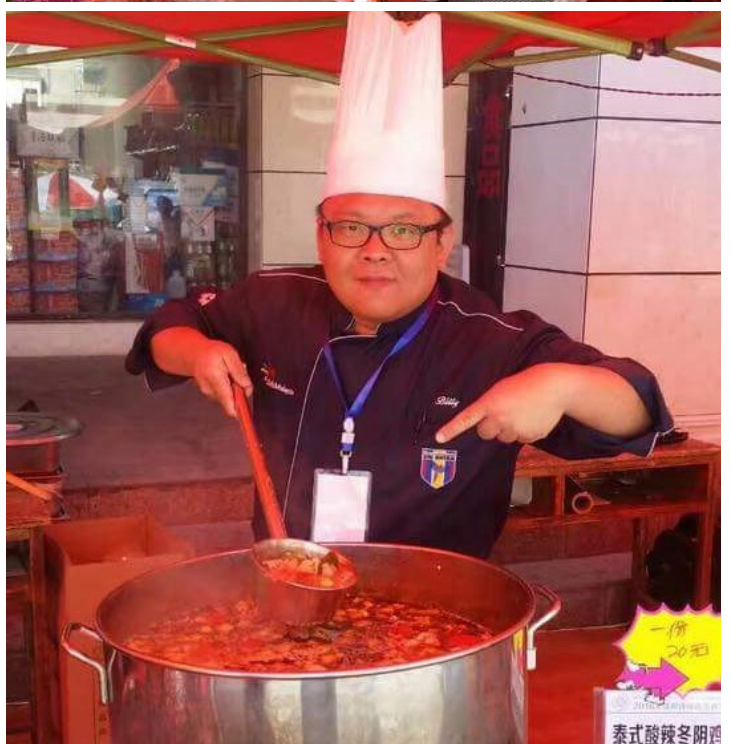
July
11th - 14th 2016



QILIAN CHINA & CULTURAL FESTIVAL

PCA represented by a strong 6 member team led by Chef Billy Lee participated for the 3rd year running at the Qilian Food & Cultural Festival from 15 to 16 July 2016 - Qilian County, QingHai, China.

July
15th 2016



COOK FOR THE OLD



Thanks to members of PJCC
support and Cooperation
to done this event

WE CARE
WE LOVE
AND
WE SHARE

WE WERE THERE TO LET THEM
FELT THE LOVE AND CARE

WE WERE THERE TO LET THEM
KNEW THEY'RE NOT ALONE

WE WERE THERE TO LET THEM
KNEW THEY'RE NOT BEEN FORGET
AND LEFT BY THE PUBLIC AND SOCIAL

The reason I organized this event was because I felt that having charity work is a good example and good work to the public and social.

"A GREAT DAY, START WITH A CHARITY WORK" nowadays there were a lot of old folk home but there are few were less concern by the public.

The old folks home I chosen was a small home with contain only 15-18 old folks. The old folks whom staying there were under medical treatment and no family members.

This old folks home (PEACE AND HARMONY OLD FOLKS HOME) was less concern form the public. I do have an interview with the person who in charge, Mr Akira Ban. He used his house as an old folk home for those old folks to stay and take care them.



They rarely take donation from the public instead of asking public to recycle those unwanted clothes, and thing that can recycle. As a chef, I planned to cooked a fusion style 3 course meal for them as to let them try something that they never try before.

Family Style Serving
(3 Course - Meal)



From left : Vice Organising Chairman - Yeap Shu Cheen, Mr Akira Ban
Organising Chairman - Kelly Lim

We served them in a family style. At the event of the event, me and my team members we felt satisfy and happy.

We felt surprised when we saw them were so exciting and waiting for our meal. We felt that our hard work paid off and been appreciated by them, when we saw those old folks enjoying the food and making funny with us.

We have all kind of compliments from them and they hope us to cook for them again.

PENANG CHEFS ASSOCIATION MEETING @ EQUATORIAL HOTEL

June
2016



PENANG CHEFS ASSOCIATION MEETING @ LEXIS SUITES PENANG

July
2016



THE HARI RAYA OPEN HOUSE BY Y. B. DATO HJ. MOHD RASHID HASNON

Guest-of-honour was the Governor of Penang

July
17th 2016



ACTIVITIES ROUND UP - AFF, BOTC, ICGS & LATTE ART CHAMPIONSHIP 2016

July
2016



ACTIVITIES ROUND UP - AFF & BOTC 2016

Visitation to Y.B. Dato' Haji Abdul Malik Kassim, Chairman of Penang International Halal Hub and Mr. Samuel Cheah, National President of Malaysia Association Hotels.

July
2016



GROUND BREAKING MEETING IN KL FOR WORLDCHEFS CONGRESS 2018

Dr Rick Stephen CMC, Continental Director of Asia and representatives from Professional Culinaire Association, CAM2016, Penang Chefs Association and Johor Western Food Japanese Restaurant Association met recently at the Sheraton Imperial Hotel Kuala Lumpur to discuss the WORLDCHEFS Congress 2018. There was a lot of comradely in the room with all aiming for the same goals and that is to make the Congress in KL one of the biggest and best - Bonding the World in Asia - See You in Kuala Lumpur !!

July
2016





Chiap Heng Ch'ng (M) Sdn Bhd (CHC) COMPANY PROFILE

Symbol of a leading brand ...

Chiap Heng Ch'ng (M) Sdn Bhd (CHC) is a foodstuff importer and trading company which has been established for more than 50 years. The company started as a small shop trading in dried foodstuffs such as sea cucumber, sharks fin, mushroom and fish maw, and has grown to become a major player in the local market for processed and canned food.



In 1982, CHC made a significant decision to shift its focus from trading dried food to canned foods. This decision was triggered by the vision of one man, Mr Pee Chit Min, the managing director of CHC who foresaw an emerging trend among Malaysians for faster-paced lifestyles. He set out to make food preparation convenient and hassle free – essential during occasions such as Chinese New Year where families spend much time cooking sumptuous meals. By the 1980s thousands of families were serving Peace Brand premium quality desserts straight from the can to their guests. The company's bestselling products are its canned King Longan, King Lychee, Thai Tom Yam Paste and mushrooms. Stringent quality control is applied in every single process in food manufacturing under the Peace Brand. Each ingredient used is carefully selected based on its good taste and quality. Emphasis is also given to quality control in the manufacturing, canning and packaging process.



Quality export products
awarded by Thailand
Prime Minister.



Product development is an important part of the company's policy. This includes updating and introducing new technology in all its production plants to ensure maximum capacity and make best use of its raw materials. The company's factories are interconnected by sophisticated on-line computer controlled production system that ensures maximum coordination and efficient responses to meet the growing demand from local and overseas markets. Peace Brand subjects its manufacturing process to continuous improvement to ensure the best quality products.

The range of the Peace Brand products has been expanded in recent years to include canned vegetables, pickles and seafood, as well as a wide variety of bottles sauces and packed condiments.

Chiap Heng Ch'ng (M) Sdn Bhd (CHC)

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Email : chcpeace@yahoo.com



ASIA Food FESTIVAL

PENANG, MALAYSIA



18th - 21st August 2016 | SPICE Arena | Penang, Malaysia

A CONGLOMERATION OF DELIGHTFUL CULINARY EVENTS, CONFERENCES, SEMINARS, WORKSHOPS AND INTERNATIONAL SHOWCASE OF HOSPITALITY AND RELATED ACTIVITIES

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- A perfect opportunity to showcase your products and services •
 - A platform to promote your business •
- A window to unlimited networking and business relationship •
- Helps you stay abreast of emerging technologies in F&B industry •

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For further information, please call to

ASIA FOOD FESTIVAL - SECRETARIAT
c/o Penang Chefs Association

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