

TASTE OF PENANG

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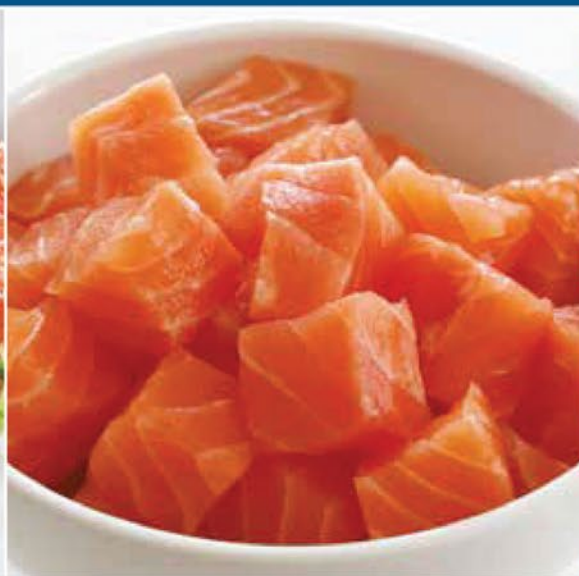
www.penangchefs.com





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 for more recipes and information from the Norwegian Seafood Council.



Chef Audee Cheah PJK

President,
Penang Chefs Association

As a newly register association with Registrar of Society, Penang Chefs Association has come a long way since the Chefs Association Of Malaysia, Penang Chapter was formalized way back in 1988.

The Penang chapter has dedicated her services to the members and Penang Culinary scene conscientiously and passionately for the past 28 years.

Penang Chefs Association will continue to work harder to bring the culinary scene & penang chefs to a higher level.

As the newly elected President for the Penang Chefs Association 2016/2018, I'll like to thank the members for the confidence and believe in me to lead PCA for the next 2 years.

Teamwork has never been more important especially in this new era of technology advancement with communication as a very vital tool of disseminating information.

The committee has adopted social media and mobile WhatsApp as an efficient and effective communication tool. In this way, the committee will be able to reach out to members and the community at large in serving all their needs.



Chef Chuah Lay Yen

Director of Publication

With the 1st Annual General Meeting done and dusted, I find myself pondering upon the new role as Director of Publication.

I have carefully chosen the famous quote of Gordon Ramsay above. The bonding and the spirit of fellowship in making Penang Chefs Association great just like a family destined to work as a team in building PCA and Penang noteworthy as the "Food Capital of Malaysia".

Moving forward, PCA has already lined up a busy schedule till December 2016 with lots of activities including our signature Asia Food Festival 2016, the 16th edition of the Battle of the Chefs and the inaugural launch of the International Curry Gourmet Summit in August.

There will also be education programmes and interesting activities for members and the Penang chef's fraternities such as Umami seminar with Ajinomoto, Sashimi Workshop with Norwegian Seafood Council, US Potato Culinary Festival in May, WAC Judging Seminar for potential judges and our continuous collaboration with Majlis Bandaraya Pulau Pinang - MBPP, and lots more.

International Chefs' Day will be celebrated in October and our objective in creating a closer bonding with our fellow members via Family Day will also be top of our agenda. With some much to do and so little time, on behalf of my Director of Membership, I would like to appeal for greater involvement of new members and support from all the Culinary Associates and Partners to make our vision a reality.

In closing, I'll like to quote **Daniel Boulud** - **"To me, there's no great Chef with a Great Team"**

Let us move forward in creating the vision of all our members, striving to meet their expectation and Penang Chefs Association that all of us will be proud of.

“ There's a bond among a kitchen staff, I think. You spend more time with your chef in the kitchen than you do with your own family. ”
- Gordon Ramsay

I look forward earnestly to the teamwork and camaraderie among the newly elected office bearers to once again shine in the arena of culinary excellence in the region. We will need to strive for continuous improvement and advancement is a never-ending affair.

With this responsibility and appointment of new beginning, on behalf of the Penang Chefs Association, we would like to thank you in advance for all the support and looking forward in anticipation for a great year of 2016.



GREAT SUPPORT FROM EVERGREEN LAUREL HOTEL AND GLOW PENANG

Penang Chefs Association is always appreciative with the all-round support given by Malaysian Association of Hotels - Penang Chapter members during our monthly meetings. Kudos to Evergreen Laurel Hotel Penang for hosting our November and Glow Hotel for the December 2015 meeting.

Our sincere thanks to Mr Simon Chen, General Manager Evergreen Laurel Hotel together with Executive Chef Stone Ho and Mr. Silvan Neuteboom, General Manager of Glow Hotel for your gracious support and warm hospitality.





PENANG CHEFS ASSOCIATION, MALAYSIA

Exco Committee & Office Bearer 2016/2018

Chef Audee Cheah 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 PJM

Chef Chuah Lay Yen
 Chef Darren Tan
 Chef Willy Soon
 Chef Shanli Ong

Mr. WilliamT Tan PJK

Chef Othman Hussein
 Chef Eric Chuah
 Ms. Lim Cheng Sim

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

Mr. Bobby Ang PJK FMIARb
 Chef Dato Tan Gin Soon
 Mr. Subramaniam
 Dr. Prashant

Chef Euzginz Lim Ewe Lee
 Chef Chew Kean Kok
 Chef Sonia Lee

Chef Amir Hamzah
 Chef Azhar Bin Bah
 Chef Murugan Balakrishnan
 Chef Suresh
 Vacant
 Vacant
 Vacant
 Vacant
 Chef Bruce Lee CO PJK PJM

President / Organizing Chairman - Battle of the Chefs 2016
 Deputy President / Chief Event Officer - Asia Food Festival 2016
 Secretary General
 Asst. Secretary General
 Treasurer General
 Asst. Treasurer General
 Director of Social, Recreation & Government Affair /
 Organizing Chairman - Penang International Chefs Challenge 2017
 Director of Publication
 Director of Education & Culinary Competition
 Director of Membership
 Director of Special Project & Culinary Promotion

Marcom Manager / Director of Event - Asia Food Festival 2016

Internal Auditor
 Internal Auditor
 Book Keeper

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

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

Penang Elite Chefs Club - Chairman
 Penang Elite Chefs Club - Vice Chairman
 Penang Elite Chefs Club - Secretary

Malay Cuisine & Welfare - Chairman
 Malay Cuisine & Welfare - Vice Chairman
 Indian Cuisine & Welfare - Chairman
 Indian Cuisine & Welfare - Vice Chairman
 Chinese Cuisine & Welfare - Chairman
 Chinese Cuisine & Welfare - Vice Chairman
 Pastry Alliance Penang - Chairman
 Pastry Alliance Penang - Vice Chairman
 Pastry Alliance Penang - Advisor



PCA Members attend

SKM KURSUS INDUKSI BERTAULIAHAN (PP-PPD-PPB)

A 2 day SKM Kursus Induksi Bertauliahhan (PP-PPD-PPB) was held recently to further enhance and recognized the individual skill sets of members of Penang Chefs Association. As our country progresses by the day, the standard of employment for most Malaysians has also increased. Once there are many workers and labours in the market place, are middle and senior management ready to deal with the challenges that lies ahead in supervision and managing our workforce. Are we ready to face these challenges? How strong is our capability and credibility in dealing with supervision's situations and problems?

Supervision is one of the key factor to organization's success. It acts as observer and activator as well as functioning to connect the technical employee with upper management. The impact is seen on employee performances and behavior. By following this course not only as a supplementary document to NOSS's certificate but also train and provide a comprehensive understanding of job functions and the effective ways to carry out daily tasks. The concept of learning through a combination of interactive and practical allows participants to apply the skills learned in our working environment.





MARINE CAGE FARMING BY GST GROUP

A great learning experience and an eye - opener on marine cage farming at one of the cage farms of GST Group nearby to Pulau Jerejak, Penang recently.

We had the experienced viewing the farm consisting of 330 cages. The Giant Groupers each weighing a whopping 30 kg and above as well as the popular restaurant fishes like Red Snapper, Seabass, Grouper, Cobia and Yellow-Tail, Tiger Grouper, Giant Grouper, Golden Pompano, etc.

Thanks to GST Seafood, we hope to have another educational tour soon.



THE NORWEGIAN SEAFOOD MASTER CLASS

The attendance of some 180 chefs had the opportunity to learn various ways to cook and serve Norwegian salmon and seafood at the Olive Tree Hotel in Penang.

Held in collaboration between the Norwegian Seafood Council and Penang Chefs Association, the one-day class saw participants learning from Chef Jimmy Chok, a celebrity chef from Singapore, and Chef Markus Dybwad, the former junior sous chef from Heston Blumenthal's Fat Duck.

Norway ambassador Hans Ola Urstad said Norway was the biggest producer of farmed salmons. "We cater to the growing demands in Malaysia for farmed salmons".

Chief Minister Lim Guan Eng, who was also present, said the addition of Norwegian salmon and seafood would add more color and attraction to the cuisine on offer in Malaysia. "Through this training, I hope the chefs will bring with them the best practices in introducing safe and high-quality seafood into their menu," he added.





Chef (middle), Dybwad (behind) and Penang Chefs Association members posing with a salmon at the Norwegian Seafood Master Class at Olive Tree Hotel in Penang. Photos: PHASEGAN NAGAB/The Star

Best way to cook Norwegian delight

Experts in town to share tips on whipping up salmon and seafood dishes

By CHONG KAH YUAN
kyuan@thestar.com.my

THE Norwegian Seafood Master Class saw the attendance of some 180 chefs who learned various ways to cook and serve Norwegian salmon and seafood at the Olive Tree Hotel in Penang. Held in collaboration between the Norwegian Seafood Council and Penang Chefs Association, the one-day class saw participants learning from Chef Jimmy Chik, a celebrity chef from Singapore, and Chef Markus Dybwad, the former junior sous chef from Heston Blumenthal's Fat Duck.

Norway ambassador Hans Ola Urstad said Norway was the biggest producer of farmed salmon.

"We cater to the growing demands in Malaysia for farmed salmon."

"Our farms have water about 200m deep and there are a lot of sea currents to keep the salmon active in order to

produce high quality fish.

"It is a significant industry as it provides livelihood for thousands especially those in the coastal region."

Last year, Norwegian salmon export to Malaysia reached about 1,900 tonnes in weight, and this year, we expect the figure to increase between 5% and 10%," he said at the launch of the master class on Monday.

Chef Minister Lim Guan Eng, who was also present, said the addition of Norwegian salmon and seafood would add more colour and attraction to the cuisine on offer in Malaysia.

"Through this training, I hope the chefs will bring with them the best practices in introducing safe and high-quality seafood into their menu," he added.

The Norwegian fresh salmon, sent by air, can arrive in Malaysia within an hour as 48 hours upon leaving Norway.



Participants listening to the speakers during the one-day session.

OFFICIALLY ANNOUNCING PENANG CHEFS ASSOCIATION EVENTS FOR 2016

It's going to be a hectic year 2016 with 4 major culinary events and competitions lined-up.

Penang International Halal Chefs Challenge in Jan 2016, 16th edition of Battle of the Chefs, Asia Food Festival and the International Curry Gourmet Summit in August.

We will see you all soon in all our events and competitions.



餐的过程。此次培训从养殖至盘中，了解三文鱼在厨房参与的过程。

邀米其林 獅城廚師來檳培訓 180廚師學處理挪威三文魚

(檳城7日讯) 马来西亚厨师公会檳城分会为引进挪威三文鱼处理技术，今日邀

请米其林3星级挪威厨师马克思·迪瓦 (Markus Dybwad)，及新加坡厨师祝吉米，假

檳城橄榄树酒店举办2小时《挪威海鲜餐大师级培训

班》，向州内180名厨师，详细讲解三文鱼从养殖至盘中

中餐的过程，冀望

本地厨师未来可创造出独具本地特色的三文鱼餐点。

马来西亚厨师公会檳城分会主席陈永成强调，是项活动旨在提升本地厨师水准，未来希望可与道地美食融合，创造出咖哩三文鱼、或三文鱼炒粿条等餐点。

这是该会首次针对挪威三文鱼举办培训营。陈永成希望未来有更多机会与挪威在饮食上取得合作机会。

他说，檳城是美食天堂，本地小贩所售卖的食物世界数一数二，而挪威的三文鱼也是世界顶级食品，故今日活动可谓令檳城饮食界锦上添花。

另外，挪威驻马士打斯优斯塔 (Hans Ola Urstad) 指出，该国三文鱼出口额每年高达350亿令吉，仅去年进口至大马的三文鱼，便达到1900吨之多。他强调，挪威为全球最大的三文鱼出口国，其养殖场水深200尺，并严格确保水质清洁、温度低及深水条件，保证三文鱼的品质及口感。汉斯优斯塔预计，今年大马的三文鱼进口量，可再上涨5%。(CSH)

得合作机会。

檳城首席部长林冠英今日主持开幕礼时称，希望藉此分享会能让本地厨师掌握高水准的挪威餐点技术，为檳城饮食界注入更高水准的技术。

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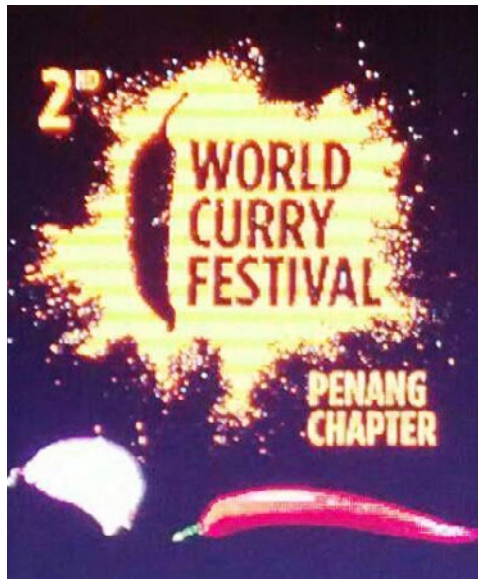
PENANG CHINESE COOKS' ASSOCIATION 75TH ANNIVERSARY

Penang Chefs Association was at hand to celebrate the 75th Anniversary of PCCA. A great achievement with fellow cooks and owners coming together to celebrate this significant milestone.

Lots of "Yam Seng" with free flow of beer to celebrate this joyous occasion together with many past presidents and current President and committees.

Cheers and our warmest congratulations to the Penang Chinese Cooks' Association.





WORLD CURRY FESTIVAL 2016 GALA DINNER

Pomp and pageantry as the E&O Hotel Penang played host once again to the World Curry Festival Gala Dinner 2016. It's not often that we exchange our chefs' jacket to a full black suit with tie.

Everyone was at their best and looking smart as ever as we welcome by His Excellency Tun Dato' Seri Utama Abdul Rahman bin Abbas, the Governor of Penang. Other guests include the Chief Minister of Penang, Mr. Lim Guan Eng honourable ambassadors and dignitaries.



PENANG INTERNATIONAL HALAL CHEFS CHALLENGE 2016

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

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



PIHCC 2016 - DINNER WITHIN THE PENANG UNESCO HERITAGE ENCLAVE

Head chef Nurilkarim Razha of Jawi House was at hand to meet our entourage of Judges and Committee of the ongoing Penang International Halal Chefs Challenge. We had a wonderful introduction to the traditional Jawi Peranakan and Indian Muslim fare - a combining of herbs and spices from Malay, Northern Indian, Arab and Persian cultures.

The multi-colored Briyani, done Peranakan-style - mildly spiced and flavored fluffy rice boiled with briyani masala, coriander and evaporated milk and is topped with raisins and cashew nuts with papadum.



PENANG CHEFS ASSOCIATION 1ST ANNUAL DINNER - IXORA HOTEL, PENANG

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

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







THE PENANG CHEFS FRATERNITY CHINESE NEW YEAR MAKAN MAKAN IN CELEBRATING OF THE YEAR OF THE MONKEY

It's all about appreciating fine cuisine during the Chinese New Year. We like to wish everyone a Blessed and Peaceful Lunar New Year.

Let's us all cheers to a fruitful and productive year and may all be showered with abundance and success throughout the Year of the Fire Monkey.

Happy Chinese Lunar New Year 2016.

CULINARY TERMINOLOGY



Blanch

Briefly plunging an ingredient (usually a vegetable) into boiling water, and then ice water to halt the cooking process.



Braise

A combination-cooking method that involves first searing the meat, then adding liquid and aromatics, covering, and cooking slowly at a low temperature.



Broil

To cook using a high-heat source directly above the food.



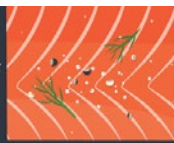
Butterfly

To split food down the center, cutting almost, but not completely through, then opening flat to increase surface area.



Clarify

To remove solids and impurities from a liquid, making it clear.



Cure

A preservation method that involves packing an ingredient in salt, and leaving it to develop flavor for days or weeks. For even more depth, the salt is often mixed with sugar, herbs, and spices.



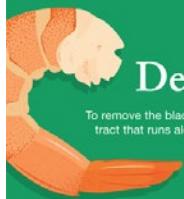
Debone

To remove the bones from meat, fish, or poultry.



Deglaze

Adding a liquid such as stock or wine to a hot pan, loosening and dissolving the yummy caramelized bits attached to the bottom.



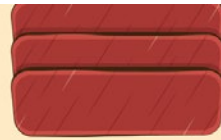
Devein

To remove the black, threadlike intestinal tract that runs along a shrimp's back.



Dredge

To coat in flour before frying or sautéing.



Dry-Age

The process by which meat (usually beef) is aged in a cooler over a period of weeks to months, resulting in a more tender, flavorful piece of meat.



French

To trim away the fat and meat at the end of a rib or chop, exposing the bone.



Mount

To whisk cold butter, piece by piece, into a warm sauce for smooth texture, flavor and sheen.

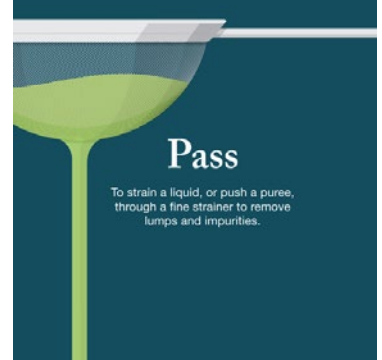


Pare

To remove the skin or peel of a fruit or vegetable using a paring knife.

Parer

To trim the rounded sides of tronçonné vegetables, leaving flat surfaces on all sides.



Pass

To strain a liquid, or push a puree, through a fine strainer to remove lumps and impurities.



Pickle

To preserve in vinegar or a brine.



Poach

To cook gently in barely simmering liquid (160-180°F / 71-82°C).



Reduce

Thickening and intensifying the flavor of a sauce by simmering or boiling it to evaporate excess water.



Render

To gently melt away the fat.



ASIA FOOD FESTIVAL 2016 - BALI & NEW DELHI

AFF 2016 made their rounds recently to Bali during the Food, Hotel & Tourism Bali 2016 and New Delhi for AAHAR, India's Biggest Hospitality Show alongside the 11th edition of Culinary Art India.

Wonderful support all round from international delegates and enthusiasm shown for Battle of the Chefs and the International Curry Gourmet Summit 2016.





NEW DELHI - AAHAR AND CULINARY ART INDIA 2016

Penang Chefs Association was represented by Chef Shanli Ong Beng Yew as Chief Jury to the 11th edition of Culinary Art India. An eye opening competition with a touch of authentic India encompassing all our 5 senses.

It has been a wonderful culinary adventure and celebrating with celebrated chefs from around the entire India continent

It was also a common saying that the food culture changes every 10 km in India. New cuisine, friendly people and warm hospitality - A land of exotic spices, with diverse and traditional cuisines from the Himalayan peaks to Indian Ocean coastline including the north, Mughal Empire landmarks which include Delhi's Red Fort complex, massive Jama Masjid mosque and Agra's iconic Taj Mahal mausoleum.





PCA 1ST ANNUAL GENERAL MEETING & ELECTION TERM 2016/2018

In the spirit of camaraderie, full of pride and passion, the Penang Chefs Association, PCA concluded their 1st Annual General Meeting and election of General Committee for term 2016 / 2018.



Previously known as Chefs Association of Malaysia, Penang Chapter since 1988, PCA was formally registered with the Registrar of Society Malaysia in November 2014. The protem committee duly served their term for 2015 before the first official AGM and election were held on 22nd March 2016





PENANG CHEFS ASSOCIATION 2016/2018



PCA 1ST GENERAL COMMITTEE MEETING - GURNEY HOTEL

The 1st General Committee Meeting was held recently at the Gurney Hotel on 30th February 2016. All General Committee positions were duly appointed and the tone was set by the President Chef Audee Cheah. Let us all work in concert as a team towards the betterment of the Chef fraternity in Penang.

The General Committee would like to put on record our sincere thank Gurney Hotel as host to our meeting and our appreciation to Chef Bakri for his kind support in the refreshment for the evening.



Flash Back

The Never Ending Love Affair with Food



Asia Food Festival 2016 delegation to MyCEB, Tourism Malaysia. Meeting officials of Malaysia Major Events.



Sumptuous Dim Sum at Ipoh Foh San and at Lip Sin Red Tea House Dim Sum



Fine Dining at the Mandarin Oriental Kuala Lumpur



Cocktail at the Hotel Jen Penang

Flash Back



Courtesy visit to meet Her Royal Highness Crown Princess Tengku Puan Pahang - Royal Patron of Chef Association Malaysia

The Never Ending Love Affair with Food



Breakfast at the Wet Market off Jalan Imbi right at the heart of Kuala Lumpur



Midnight Cari Makan - Hot Wok Fried Hokkien Mee @ Jalan Pahang, Kuala Lumpur



Merdeka Count Down organized by Tourism Malaysia, Penang



Cheers to a cold mug of stout after a hard day of competition



MAH PENANG CHAPTER BIENNIAL DINNER AT HOTEL JEN PENANG

MAH Penang Chapter had their biennial dinner on 25th November 2015 at Jen Hotel graced by Chief Minister of Penang, YAB Lim Guan Eng. Penang Chefs Association was also represented for the evening where members were seen mingling among the hoteliers and other business partners.



105 ANNIVERSARY OF KWONG WAH JIT POH

PCA was represented by a 10 General Committee at the recently concluded 105 Anniversary Dinner bash of Penang's premier Chinese Newspaper - Kwong Wah Jit Poh.

The dinner was held at the SPICE Arena with representation from the elite Socialites, Dignitaries, MNCs, Corporations, Associations, NGOs from all over Penang and Malaysia



(檳城 30 日讯) 由于已过去柔佛州发展两个月，檳城厨师协会会长陈永成有意在明年 3 月的改选卸下会长一职。

他是自今年 11 月初到柔佛州发展，现为目字公司餐饮部营运经理。在这之前，他在檳安医院担任餐饮部经理，在该医院任职了 12 年。

他于日前连同 9 位厨师出席本报 105 周年晚宴，受询时，如是表示。

现年 52 岁的他，已担任厨师介于 35 年至 36 年，并于 1991 年开始活跃于厨师协会，在担任会长之前，曾担任秘书及副会长职位。檳城厨师协会创立于 1988 年，成立初期命名为“檳城酒店厨师公会”，过后，在 1994 年，加入“马来西亚厨师公会”，易名为“马来西亚厨师公会檳城分会”，并于去年易名为“檳城厨师协会”。

该会的活动包括举办厨艺比赛，以提高本地厨师的水准。主办研讨会，以灌输

陈永成欲赴柔州发展 明年卸檳厨协会会长职



厨师有关新产品，新器材及新科技的知识，办清真食品研讨会，义卖等慈善活动。

陈永成指出，过去柔佛州发展后，他将协助推动柔佛州的厨师协会，让该会重新活跃起来。

李振威：接班人选未明朗化

对于新的接班人选，檳城厨师协会副会长李振威受询时表示，目前还未明朗化。

他指出，在公会易名前，约有 1300 名会员，易

名后，该会开放给旧会员重新登记成为新会员。如今活跃会员有数百人。

他指出，在易名为檳城厨师协会后，该会除了鼓励会员积极参与国际厨艺大赛，也致力提升会员的专业技术，鼓励会员通过“成就认证”（Pentaulahan Pencapaian Terdahulu, PPT）考取马来西亚技能证书（SKM）。同时也注重会员的福利。#

晚宴。
陈永成连同 9 位厨师出席本报 105 周年

IN SEARCH OF

Star Talented
Chefs

**OPEN FOR BOTH
JUNIOR & PROFESSIONAL**

**DON'T MISS
THE CHANCE !!!**

**REPRESENT PENANG
FOR GOLDEN QUEST**

The objective of this event is to search for chefs, culinary arts students & apprentices that are passionate on improving their culinary skills & ready to face challenges in both local & international culinary competition.

- Training will be provided for selected candidates by experienced chef •
- Great opportunity to learn & improve culinary skills & techniques •
- Gain self-confidence •
- Chances to go for International Culinary Competition such as Bangkok, Pattaya, Vietnam, Hong Kong, China & India •

For those who are interested, please send your **RESUME** to :

Chef Darren Tan

Director of Education & Culinary Competition

+6 012 - 473 0715

chef_darren@yahoo.com

only members are applicable to apply



PPM-006-07-12112014

PENANG CHEFS ASSOCIATION

penangchefs@gmail.com
www.penangchefs.com



SATURDAY HIGH TEA - TRULY INVIGORATING

We don't only literally mean "High Tea" but indeed for surreal hanging literally by cables above the skyline of George Town.

Wonderful experiences all round - The view, the concept and most of all the fellowship of the members of Penang Chefs Association. Many thanks to 2Spicy Entertainment the organizer for making "Dining in the Sky" a reality for the members of Penang Chefs Association.





Incorporating :-

1. Battle of the Chefs 2016 (16th edition)

- More than 70 Classes of Competitions
- Over 20 Outstanding Awards & Trophies
- Hospitality Challenge co-organized with Malaysian Association of Hotels - Penang Chapter



2. International Curry Gourmet Summit

- Curry Gastronomic of East Meet West
- Curry Showcase and Competitions
- Curry Talk and Seminars
- Everything you ever wanted to know about SPICES

3. Military Field Cooking Showcase

4. Coffee Barista Competition & Showcase

5. Halal Seminar & Showcase

6. Hospitality & Design Showcase

7. Fabulous Kitchen Showcase

8. F&B Career & Job Matching Fair

9. Penang Hawker Forum 2016

- ☐ Please contact me about AFF 2016
☐ I would like to exhibit at AFF 2016
☐ I would like to participate in the AFF 2016

BOOTH TYPE

- ☐ Standard Shell Scheme and Space of 3m x 3m
☐ Deluxe Shell Scheme and Space of 6m x 6m
☐ Others

YOUR DETAILS

Please attach your business card as well.

Name _____

Job Title _____

Company Name _____

Address _____

Country _____

Tel _____

Fax _____

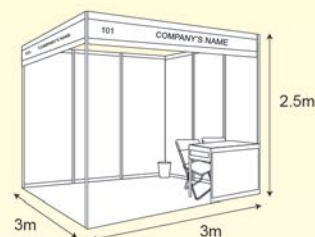
Email _____

Website _____



STANDARD SHELL SCHEME

Space of 3m x 3m

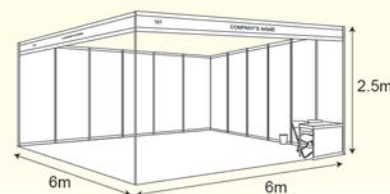


USD 175 sqm / booth (9 sqm)

Comprises floor space, fascia boards, carpet, 2 units 40w fluorescent tubes, 2 units backrest PVC chairs, 1 unit reception table, 1 unit temporary 13 amp power point, 1 set Company's name (Max 30 lettering)

DELUXE SHELL SCHEME

Space of 6m x 6m



USD 130 sqm / booth (36 sqm)

Comprises floor space, fascia boards, carpet, 8 units 40w fluorescent tubes, 6 units backrest PVC chairs, 4 unit reception table, 4 unit temporary 13 amp power point, 1 set Company's name (Max 30 lettering)

PRODUCTS / SERVICES

- | | | |
|--|--|--|
| <input type="checkbox"/> Agricultural Products | <input type="checkbox"/> Seafood | <input type="checkbox"/> Oil & Fats |
| <input type="checkbox"/> Bakery & Confectionary | <input type="checkbox"/> Tea & Coffee | <input type="checkbox"/> Processed Food |
| <input type="checkbox"/> Beverages & Drinks | <input type="checkbox"/> Halal Food | <input type="checkbox"/> Stainless Steel Equipment |
| <input type="checkbox"/> Dairy Products | <input type="checkbox"/> Fruit Juices | <input type="checkbox"/> Spirits & Liquors |
| <input type="checkbox"/> Deserts & Deserts Paste Mix | <input type="checkbox"/> Health & Organice Food | <input type="checkbox"/> Wine |
| <input type="checkbox"/> Frozen & Chilled Food | <input type="checkbox"/> Herbs, Spices & Ingredients | <input type="checkbox"/> Others |
| <input type="checkbox"/> Packaging Equipment | <input type="checkbox"/> Ice - Making Machine | |

Chop & Sign

For further information, kindly contact us at :-

ASIA FOOD FESTIVAL - SECRETARIAT

c/o Penang Chefs Association

Level 20, Office Tower, Hotel Royal Penang

No.3, Jalan Larut, 10300 Penang, Malaysia.

+6 019 - 470 1836 • +6 04 - 376 9061 • 376 9062

secretariat@asiafoodfestival.com.my

www.asiafoodfestival.com.my

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“It is a Leaning Mecca for New Styles, Trends & Taste Profiles”



World Association of Chefs Societies
Continental Director -
Rick Stephen

Fellow Chefs !

August 18th the SPICE ARENA will live up to its name! The venue for the 16th Penang's Battle of the Chefs. Chefs from Asia, Europe, Australia and the Americas will gather in the picturesque city of Penang to do Battle to find out whose cuisine will come on top! 3 days of heat, spices, passion and skill all will be harnessed into this venue, which will be a Culinary delight to the many Foodies in our region. This is the competition where judges envy to be on the jury as it is a learning Mecca for new styles, trends and taste profiles.

Penang - the Pearl of Asia - is the home of one of the most dynamic group of chefs in Asia. Enthusiasm and commitment is a normal daily routine to these highly dedicated stars in their own rights. Their un-selfishness alone pushes the bar to great heights in our hospitality industry and YOU the competitor have an opportunity to be part of this Culinary Extravaganza.

Remember the dates 18th - 20th of August 2016, and get your entries into Penang, I am looking forward to meeting the Champions of the Future at the Spice Arena.

Happy Cooking.

Chef Audee Cheah
PJK
Organizing Chairman
Battle of The Chefs 2016
President
Penang Chefs Association

Chef Lee Chan Wai
PJK PJK PPA
Chief Event Officer
AFF, Penang, Malaysia (Asia Food Festival) 2016
Vice-President
Penang Chefs Association

**MORE THAN 1,600 CHEFS
OVER 70 CLASSES OF COMPETITIONS
IN 3 DAYS UNDER 1 ROOF**

For more information, please contact

BOTC Organizing Chairman
CHEF AUDEE CHEAH PJK
+6 012 - 499 0626
audeecheah@gmail.com

BOTC Secretariat
MS KHOR YING JIA
+6 012 - 511 5172
yingjia.pjcc@gmail.com

Register Online @

www.battleofthechefs.com.my

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