

TASTE OF PENANG

The Official Magazine of



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PENANG

2030
Glitters
& Shines

5th Anniversary Dinner

32nd Penang Chefs Association Anniversary Celebration

Date : 5th December 2019

Time : 7.00pm - 11.00pm

Venue : The Wembley St. Giles Hotel,
Penang



Penang Elite Chefs Club



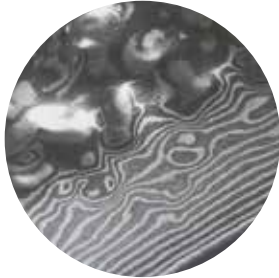
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MESSAGE FROM

Dr. Ricky Stephen

CMC Hon

Continental Director



Dear ALL

There is always Glitter & Shine in Penang! !!

Do not need an Annual Dinner Dance to prove that. All of World Chefs can see it and are envious with the unity of Pearl of Asia - Penang.

The dynamic pocket of chefs have the excitement and adrenalin of 5 EPL teams with what goes on in the Chefs Community of Penang, and the beauty to me is there are no prima donnas' just a bunch of chefs out to help each other.

33 years ago, this quaint city started the Penang Hotel Chefs Association, and now the region is leading not only Malaysia, but also, the rest of Asia is struggling to keep up.

Training, education, competitions, workshops, you name it happens here in Penang.

Major gold medal winners in major competitions, young chefs chasing their dreams and been encouraged by their peers. Seeing young chefs reach not their pinnacle but taking, the next step to accomplish lifetime dreams in our profession is all a mentor can ask.

Chief Minister YAB Chow Kon Yeow, will be extremely proud of the association and acquaintance with such a unique group of professionals. Moreover, no one more proud than myself, where I have had the wonderful experience of coming to Penang since 2009.

Bring out your bing, come let's shine and all the stars will glitter tonight.

Enjoy the night with your friends and make a few more new ones.

Happy Celebrations Penang

RICKY STEPHEN

Continental Director - Asia

PENANG CHEFS ASSOCIATION GENERAL COMMITTEE

2018 - 2020



GENERAL COMMITTEE 2018 - 2020

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Lee Chan Wai PJK PJM	Deputy President / Director of Special Projects
Thomas See Swee Heng PKT PJK PJM	Secretary General / Director of Members' Welfare
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Rozairy Roslan	Director of Social & Recreation
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Balachandran Suppiah	Indian Cuisine Alliance - Chairman
Vinah Yee Yook Chee DJN PKT PJM	Chinese Cuisine Alliance - Chairman
Ong Soon Keat	Artists & Decorators Alliance - Chairman

Penang Junior Chefs Club 2019

Yeap Thean Su	Chairman
Ooi Yu Wen	Vice Chairman



MESSAGE FROM

Chef Audee Cheah

PKT PJK

President of Penang Chefs Association



In conjunction with the Penang Chefs Association 5th Annual Dinner

I like to welcome every one of you to our 5th Anniversary Dinner of the Penang Chefs Association which also coincide with the grand celebration of the 32nd Anniversary of Penang Chefs fraternity since our formation in 1987.

Another year is about to end and 2019 was a busy but a rewarding year for our Penang Chefs members as we were either in judging, training, organizing related activities or participating in domestic or regional competitions. Our foot prints and Penang flag were kept flying high in China, Korea, Japan, India, Myanmar, Thailand, Indonesia, etc. Our Penang Young Chefs have contributed immensely in their time and effort by delivering Gold, Silver and Bronze Medals and trophies in all participated competitions internationally and domestically.

As for our senior chef members, many have come forward to contribute in the judging arena as Rookie Judges and many have been promoted to World Association of Chefs Societies recognized Judge. Driven by their passion and willingness to impart their knowledge, they dutifully travel frequently to WorldChefs recognized competitions regionally as guest judge.

Apart from the International competitions, Penang Chefs Association has introduce the Battle of the Global Chinese Chefs (BOGCC) apart from the signature biennial Battle of the Chefs (BOTC) and the annual Penang International Halal Chefs Challenge (PIHCC). With another busy year ahead in 2020, I would like to appeal to all members to come forward to contribute towards the well-being of the Association as there will be much to gain from learning, training and retraining from workshops, seminars, competitions and community volunteerism.

Not forgetting all our support and sponsorship from the Penang State Government, Ministry of Tourism, Penang State Tourism and related state Agencies, Malaysian Association of Hotels, Penang Chapter, our Corporate Members, Suppliers, Associates, Chefs fraternities and WACs particularly our Continental Director, Dr. Rick Stephen. I like to once again put on record a big THANK YOU and looking forward to your continuous support, sponsorship, and collaboration in 2020 and beyond.

In closing, I would like to once again record my sincere thanks to PCA members whom had brought glory to Malaysia and Penang for their untiring effort and time in winning medals and also the numerous activities conducted throughout 2019. Lastly, many thanks to the Organizing Chairman of the 5th Anniversary Dinner and the sub-committee for a successful evening.

Thanks you

AUDEE CHEAH PKT PJK

President

Penang Chefs Association



PCA ANNIVERSARY DINNER 2019 ORGANIZING COMMITTEE

ORGANIZING CHAIRMAN

SECRETARY

TREASURER / RECEPTION

RECEPTION

RECEPTION

RECEPTION

RECEPTION

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STAGE MANAGER

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LUCKY DRAW MANAGER

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VIP USHER

VIP USHER

Chef Peter Chan Weng Seng PJK PJM

Chef Khor Ying Jia

Chef Billy Lee Chan Hoong PJM

Chef Chuah Lay Yen

Chef Yuzrem Ezri

Chef Rozairy Roslan

Chef Euzginz Lim Ewe Lee

Chef Thomas See Swee Heng PKT PJK PJM

Chef Darren Tan Yeok Ping PJM

Chef Eliza Mariam

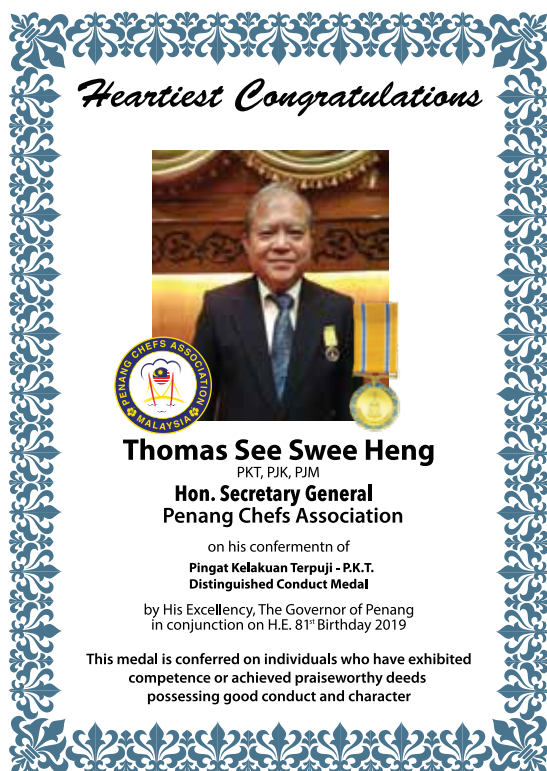
Chef Yeap Thean Su

Chef Steven Lim

Chef Audee Cheah Phee Lee PKT PJK

Chef Lee Chan Wai PJK PJM

Chef Mohamed Bakri PJK PJM



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- 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
- Chef Chong Fock Cheong
- Mr. Peh Soo Keong

HONORARY LIFE MEMBER

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



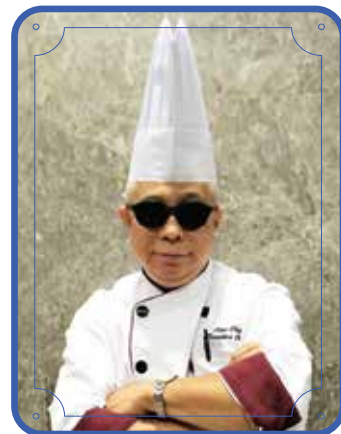
MESSAGE FROM

Chef Peter Chan

PJK PJM

Organising Chairman

5th PCA Annual Dinner
Senior Fellow & Culinary Advisor
Penang Chefs Association



Warmest Greetings from Penang Chefs Association !

On behalf of the President & General Committee of Penang Chefs Association, I am humbled to be given the opportunity to play host as your Organising Chairman for this 5th Anniversary Dinner which also coincide with the 32nd Penang Chefs' Anniversary Celebration for 2019.

This year, we have chosen the theme Penang Chefs Moving Toward 2030 with Glitters & Shines! The theme is aptly as it also propels Penang Chefs forward and continues to bring glitter and shine to our beloved Penang state and Malaysia as a recognised and irresistible international Food Heaven not only regionally but also globally.

We are pleased to acknowledge our Chefs achievements over the past year and we are confident that Penang's Chefs will performs much better in coming year by bringing great honours to our beloved state. I am sure with the relevant support and encouragement that we will continue to receive, Penang Chefs Association will be able to attain greater heights and accolade which inspire the "Penang Boleh" spirit.

I would hereby like to thank the Penang State Government led by our Chief Minister, the Rt. Honorable Chow Koon Yeow for the believe and trust placed upon us in bringing success to Penang. Our thanks also to The Penang State Executive Council (EXCO) and all relevant State Agencies with special mention of YB Yeoh Soon Hin (Penang Tourism Development, Heritage, Culture and Arts EXCO) and YB Chris Lee Chun Kit (Penang Legislative Assembly Member).

We come together once a year to celebrate PCA achievements, success recognitions and accomplishment milestones. Over the last 12 months, much time and effort have been invested by members into activities, seminars, competitions, judging and travelling across the region. This event will not be happening if not for all the support from our associates, sponsors, suppliers, members, well wishes and most of all YOU!

In closing, I would like to extend my appreciation and a big thank you to all our sponsors, suppliers, associates, friends and members for their continuous support and the well-being of Penang Chefs Association. Lastly, my sincere thanks to PCA's hard working and dedicated committee and the ever dependable Penang Junior Chefs Club – PJCC for their high level of commitment always.

Thank you and God Bless.

CHEF PETER CHAN PJK PJM
Organising Chairman

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Panel

Attitude more important than skills, talent: Malaysian chef Peter Chan

What is it that goes into making an ideal meal? More than skills and talent it's the right attitude that matters, says Malaysian Executive Sous Chef Peter Chan, an industry veteran of close to four decades and chairperson of the jury at the Indian Culinary Forum's annual Chef Awards 2019 underway at Greater Noida on the outskirts of New Delhi.

How did he come to be associated with the Awards event?

The story began almost a decade back when he invited the Indian Culinary Forum team to send a jury member for Malaysia's Battle of Chefs event. The Forum then invited the Penang Chefs Association to send a jury member for the Chef Awards. An MOU was also signed between the two associations.

"We aim to encourage more youngsters to come forward, to train them and to pass on our knowledge to future chefs to improve their skills," Chan explained. Read more @

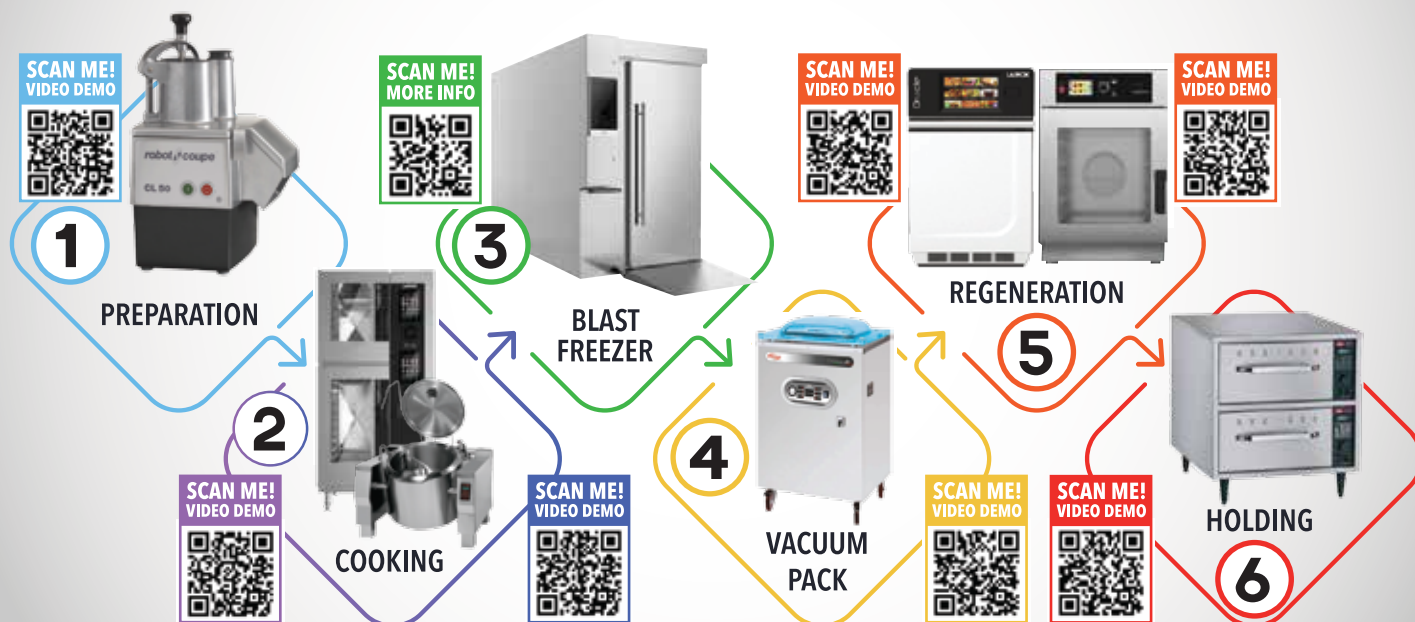
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2019 Myanmar Culinary Arts Competition

Date: 5th - 7th June 2019

Venue: Yangon

Judges:

Billy Lee

Khor Ying Jia

Chuah Lay Yen

Ong Beng Yew



12th Indonesia Salon Culinaire 2019

Date: 24th - 27th July 2019

Time: 7:00am - 6:00pm

Venue: Jakarta International Expo

Penang Chef Judge:

Billy Lee

Jackson Pang

Farid

Johnno Fong

Nelson Khor

Huzaidy

Euzginz Lim

Alex Lim

Razman

Eddie Choong

Mohd Irwan

Simon Sia





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Pertandingan “Master Chef” Hari Warga USM 2019

Date:
17th Aug 2019

Venue:
Azman Hashim Sports Complex @ USM

Judges:
Khor Ying Jia
Eliza Mariam
Rozairy Roslan



Double Tree by Hilton Internal Culinary Competition



Date:
19th Sep 2019

Time:
12pm - 6pm

Venue:
Double Tree by Hilton @ Tanjung Bungah

Judges:
Chef Audee Cheah
Chef Peter Chan
Chef Billy Lee





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Battle of Global Chinese Chefs (BOGCC) 2019

Date: 4th - 6th Oct 2019

Venue: MMall @ Penang TimesSquare

Total Entry: 135

Total Medal Issued:

Gold - 14

Silver - 32

Bronze - 51

Diploma - 22

Oversea Participants: China, Taiwan, India

Total Given Out:

28 most outstanding awards

2 grand awards

Nestle Best Live Cooking Chef Award

Tan Gim Leong Persatuan Restoran & Kedai Teh Koo Soo Kwong Choon Tong Pulau Pinang

Ghee Hiang Best Of The Best Chef Award 環球中餐烹飪大賽冠中冠

Tan Hong Tat Modern Art Delicate Culinary Chef





GOLD MEDAL
Khor Kai Wern
at Emirates International
Salon Culinaire
Competition 2019, Dubai



FHC China International 2019 Young Chefs Challenge

Date : 12th - 14th November 2019

Venue : Shanghai New International Expo Centre



Team Manager
Chef Chuah Lay Yen
Team Member
Ooi Yu Wen
Kelly Lim Wan Chen
Sew Ning Yi
Loh Ee Theng

Coached/Supported by
Chef Darren Tan
Chef Khor Ying Jia
Chef Yeap Thean Su



Medal GOLD

2019 FHC China International Young Chefs Challenge (FHC 中国国际青年厨师挑战赛) as part of the FHC China International Culinary Arts Competition is China's largest Western style cooking competition. The competition dedicated to train young chefs and focus on the fundamental and foundational cooking skills while enriching their competition experience.

Total 12 international team competed - South Korea, South Africa, China Shanghai, China Taiwan, China Hong Kong, Malaysia KL, Malaysia Penang, Australia, Philippines, Vietnam, USA, Singapore.

Preparing Cold Finger Food Buffet, Salmon platter, plated main course and plated dessert within 5 hours.



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Thailand Ultimate Chef Challenge

Date : 28 May 2019 until 1 June 2019

Lead by : Darren Tan

Ong Ling Ming

- Silver medal for Global Chef Challenge
- Silver medal for main course Beef challenge
- Bronze Medal for Canadian Frozen Lobster Culinary Challenge

Jackson Cheung Jie Sheng

- Silver Medal for Main Course Beef Challenge



M Mall Culinary Challenge 2019

29th & 30th June 2019

This was the first event for Penang Chefs Association in collaboration with M Mall that conducted throughout these 2 exciting days with participants from students and professionals in hospitality and culinary industry that demonstrated their gastronomic and artistic culinary skills to a panel of internationally renowned judges.

With over 200 entries registered, this event emphasized on education and professional culinary presentation of our Malaysian and other international cuisines.





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International Young Chefs Challenge Ningbo, China

24th Oct - 26th Oct 2019

Over 180 participants from China and 18 other countries and regions including South Africa, Panama, Estonia, Lithuania, Italy, Australia, United States, Singapore, Taiwan, Cambodia, etc.

Team Manager

Khor Ying Jia
Syed Syahrizan

Farm To Plate

Silver Medal
Ooi Yu Wen

Bronze Medal
Ch'ng Kia Eng

Bronze Medal
Yeoh Chee Wei

Bronze Medal
Mark Raj Antony

Ningbo Seafood

Bronze Medal
Arivendren A/L Robert Stanley

Bronze Medal
Clarissa Chang Kai Wen

Two To Tango

Silver Medal
Yeoh Chee Wei
Arivendren A/L Robert Stanley

Bronze Medal
Ooi Yu wen
Ch'ng Kia Eng

Bronze Medal
Clarissa Chang Kai Wen
Mark Raj Antony



Asian Culinary Exchange 2019

Congratulation to Our Penang Chefs Member
Chef Kenneth Goh & Chef Lily Ooi for getting a
good result on the below challenge

Asian Culinary Exchange 2019 - Japan Nagasaki

Team Award

The Best Presentation Award

- | | |
|----------------------|------------------------------|
| 1. Chef Yap Ron | Gold Medal |
| 2. Chef Lily Ooi | Gold Medal |
| 3. Chef Telissa Chan | Gold Medal |
| 4. Chef Kenneth Goh | Gold with Distinction |





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2019 Jeju Local Cuisine Competition

Date : 21st September 2019

Lead by : Darren Tan

Jeju Island Local Cuisine Live Competition

Bronze Medal

Lim Soon Ming & Ong Ling Ming



Culinaire Malaysia 2019 - Malaysia Junior Tiger Cup

24th - 27th Sep 2019

Team Coach

Chef Chuah Lay Yen

Chef Darren Tan

Team Manager

Khor Ying Jia

Team Member

Kelly Lim Wan Chen

Sew Ning Yi

Suganya A/P N. Ravichandran

Ooi Yu Wen

Medal - Bronze

Supported by Chef Yeap Then Su





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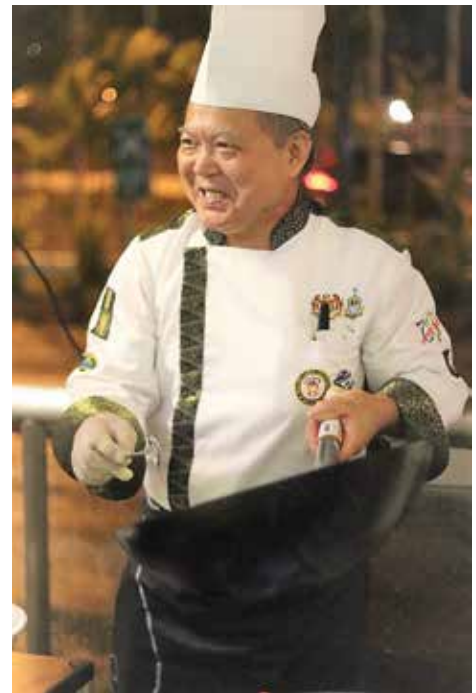


Penang Hawkers Food Promotion @ Pullman Hotel Kuching, Sarawak

26th August - 10th Sept 2019

Two guest chefs from Penang namely Chef Thomas See Swee Pheng & Chef Tan Kim Chong were flown in directly from Penang to showcase their culinary skills for this special promotion.

There were "Live Action Stalls" with our chefs presented Penang's all time favorites including char koay teow, hokkien mee, sour laksa, fried chicken lemongrass, curry mee, koay teow th'ng and chicken loh bak.





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Food Safety for Catering and Halal Awareness (Application & Opportunities)

Jointly organised by PCA, BSI and Penang International Halal Hub with the objectives to increase the awareness of food safety, food safety management and a brief insight on requirements and application of halal certification in Malaysia.

This seminars received overwhelming supports from the food industries players such as caterers, cafeteria operators, restaurants and hotels' chefs.

Date : 7th November 2019

Venue: Hotel Royal Penang



PCA Chefs' Table 2019



Hotel Royal Penang

14th May 2019 – Buka Puasa in conjunction with Ramadhan Month



HOMPTON
BY THE BEACH • PENANG



Hompton by the Beach Hotel
4th July 2019



Flamingo Hotel by the Beach

11th September 2019 in conjunction with Mid-Autumn Festival



Vouk Hotel Suites Penang
5th November 2019

International Chefs Day 2019

Charity Food Fair by **Association of Resource and Education for Autistic Children** (自闭症) in conjunction with International Chefs Day 2019.

Lead by Yeap Thean Su and Syifa, with the help from PJCC Committee, this event manage to raise RM 6 918.00 by selling the following items as below:-

1. Bestari Fried Chicken with Mashed Potato and Soya Milk
3. Korean Instant Noodle
4. Ken Kee Assorted Peanut

We like to extend our sincere thanks to Mr. Frankie Wong from Bestari for sponsoring the cost of all ingredients & items. All the collection for the event were 100% donated to the Association of Resource and Education for Autistic Children (自闭症).



Durian Makanthon & An Artistic Tropical Garden

7th July 2019

PCA Advisor, Dato Tan's Durian Farm (Metta Lodge) played host to our Durian Makanthon together with an assorted array of fruits including banana, jack fruit and mangosteens.

We later adourned to a scenic tropical garden at Art & Garden by Fuan Wong. The garden was created for nature and art lovers, fusing an appreciation for the environment with sculptures and other art installations.





Acknowledgement

Penang Chefs Association would like to acknowledge and thank all our Supporters, Associates and Friends who have in one way or another, help and assisted us throughout the years

THE PENANG STATE GOVERNMENT

THE OFFICE OF THE RT. HONOURABLE CHIEF MINISTER OF PENANG

YB YEOH SOON HIN, PENANG STATE EXCO

YB CHRIS LEE CHUN KIT, ADUN FOR PULAU TIKUS

WORLDCHefs CONTINENTAL DIRECTOR - CHEF DR. RICK STEPHEN

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HOMPTON BY THE BEACH

HOTEL EQUATORIAL PENANG

SUNWAY HOTEL GEORGETOWN

SUNWAY HOTEL SEBERANG PRAI

DOUBLE TREE RESORT PENANG

BGS TRADING SDN BHD

GST FINES FOOD SDN BHD

F&B EQUIPMENT SDN BHD

DE SUNSHINE (M) SDN BHD

TUNG KEE FOOD ENTERPRISE

CAPITAL ONE LEISURE SDN BHD

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MOMA WATER

PASTRY WORLD

EGEL ENTERPRISE

MUN ENTERPRISE

AUSTRALIA TAILOR

KEWPIE MALAYSIA

KONG GUAN SAUCE

CENTRAL FLORIST

COTRA ENTERPRISE

PRO FRESH SDN BHD

CARLSBERG MALAYSIA

CAC ACADEMY SDN BHD

POK BROTHERS SDN BHD

BIDFOOD MALAYSIA SDN BHD

TOTAL MARKETING SOLUTIONS SDN BHD

ADABI CONSUMER INDUSTRIES SDN BHD

LCL FROZEN FOOD MARKETING SDN BHD

INSTANT EXPOSITION SERVICES SDN. BHD.

ARYZTA FOOD SOLUTIONS MALAYSIA SDN BHD

CHEF EDDIE CHOONG BAKE & CULINARY CENTER

SENG HUAT FRUITS & VEGETABLES

SUPPLIER SDN BHD



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