

TASTE OF PENANG

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6th Anniversary Dinner

33rd Penang Chefs Anniversary Celebration

Date : 12th January 2021 (Tuesday)

Time : 6.30pm

Venue : Lexis Suites Penang



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Penang Junior Chefs Club



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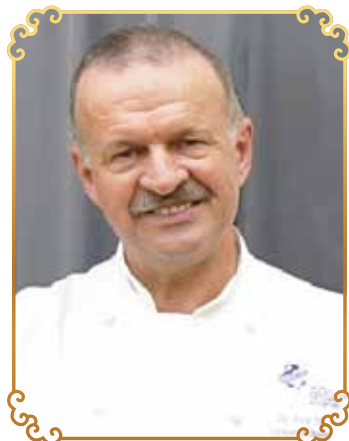
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MESSAGE FROM

Dr. Ricky Stephen

CMC Hon

Continental Director

January 12th 2021

Hello Penang

Many names come to mind when I think of Penang, fun, great food, fantastic atmosphere – kind people, great team work, leadership, mentoring but I suppose the old one is still the best, The Pearl of Asia !

Penang, just like the rest of Asia and the world, is going through the COVID-19 pandemic. But you guys are still a shining light been able to do your part for the white jacket in your CSR responsibilities and support each other through this crisis.

I presume one of the biggest things that has happened in a lot of your members mind is your independence as an Associate member of WorldChefs, this is a great achievement for your community of chefs, but to me is second to the big hearts and comradery that you guys share, that makes a lot of other group envious.

With Christmas 2020 over, and the New Year 2021 brings us hope with the vaccines and that we may by the middle of 2021 start to return to a little normality. BUT there is nothing from stopping us to train and refine our skills for work and the possibility of competitions returning to our calendar soon.

You are the Pearl of Asia, but the world is your oyster if you chose to take the path to improving yourself and supporting your fellow man. I take this opportunity to wish each and everyone of you a great evening, be safe and I will us ALL a fantastic 2021.

See you soon my friends

RICKY STEPHEN

Continental Director - Asia

World Association of Chefs Societies**From the office of the Continental Director - Asia**Email : rick.stephen@sats.com.sg



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MESSAGE FROM

Chef Audee Cheah

PKT PJK

President of Penang Chefs Association*2020...*

What a year for everyone ! Hotels shut down, restaurants closed, all activities come to a standstill. Lots of people unemployed. Restaurants, cafés & hotels have to come out with new ideas to survive. Due to one COVID-19 Virus. We now faces new challenges to survives, all the seminars has been turn to webinar, cafés & restaurants now do delivery services, even hotels are doing take away food selling as low as RM5.00 per packet. With the new normal, all the chefs & businesses have a limited serving in the restaurants due to the SOP implemented by the government.

The new trend that 2020 brought to us - ghost kitchen, webinar, zoom meeting, food deliveries, Tik Tok & Grab Food. Let's embrace this new trends, be innovative and be creative based on own intuitive judgment. Our Annual dinner was supposed to be held on 8th December 2020 and is now postpone to 12th January 2021.

Penang Chefs have come a long way since our humble beginning with less than 50 members, where Penang Hotels' Chef Association - PHCA was established in 1987. In September 1994, PHCA through the merger with Chefs Association of Malaysia had evolved into Chefs Association of Malaysia, Penang Chapter. We have come a long way since 1994 under the helm of Chefs Association of Malaysia, where we were granted and was officially registered with the Registrar of Society in November 2014 as Penang Chefs Association.

I am pleased to announce that Penang Chefs Association is now a proud Associate Member of the World Association of Chefs Society (WACS). Moving forward to 2021, we will be doing more seminars and workshops. We have moved BOTC - Battle of the Chefs to October 2022 and hoping by then, things will be back to normal with people able travel freely again.

2020, Year of the Rat, we are all hiding but the Lunar New Year of the Metal Ox brings career advancement, success in business, prosperity, and wellness for all zodiac signs. The Ox Year of 2021 is under the influence of the metal element, thus the year predicts new career opportunities, so don't let anxiety or negative thinking affect you.

I end my message with a note of advice: *"Nothing in life is to be feared, it is only to be understood. Now is the time to understand more, so that we may fear less."*

Here's Wishing All a Wonderful Chinese New Year and a Productive New Year 2021.

AUDEE CHEAH PKT PJK*President of Penang Chefs Association*

**In conjunction with the Penang Chefs Association 6th Annual Dinner
34th Anniversary Celebration**



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MESSAGE FROM Chef Johnno Fong

Organising Chairman
6th PCA Annual Dinner



On behalf of Penang Chefs Association, I would like to welcome and thank all honorable Guests, Suppliers and Chefs to have spent your precious time coming here in joining our 6th Anniversary Dinner Celebration.

I sincerely would like to thanks Penang Chefs Committee to have entrusted me this opportunity to organize this marvelous Anniversary Dinner at Lexis Suites Penang.

This is a meaningful gathering for our new start for 2021, after 10 months of stress and worries due to the COVID crisis, today Penang Chefs is still able to stay active in such demanding situation.

Penang Chefs Association's commitment and passion in undertaking their Corporate Social Responsibility including charity programs for individuals and those people in need of help. Penang Chefs Association has also been making invaluable contributions to the promotion of professional standard within the industry with various programs and workshop via small networking and online session during such challenging situation.

Lastly, with much pleasure, I want to thank again all the Anniversary Dinner Committee for their time and efforts in planning this event. A special note of appreciation is extended to our valued suppliers, members and advertisers, whose participation help make the dinner possible in this special and challenging period.

On behalf of the organizing committee again, may I wish all of you Happy Chinese OX New Year and New Start 2021.

Thank you

CHEF JOHNNO FONG
Organising Chairman
Executive Chef
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PENANG CHEFS ASSOCIATION ELECTED GENERAL COMMITTEE 2020 - 2022



GENERAL COMMITTEE 2020 - 2022

President :

Chef Audee Cheah Phee Lee PKT PJK

Deputy President & Culinary Promotion Director :

Chef Billy Lee Chan Hoong PJM

Secretary General :

Chef Khor Ying Jia

Asst. Secretary General (Internal) :

Chef Yuzrem Ezri

Treasurer General :

Chef Euzginz Lim Ewe Lee

Asst. Treasurer General :

Chef Eliza Mariam Ooh Bt Abdullah

General Committee :

Chef Mohamed Bakri PJK PJM

Chef Chuah Lay Yen

Chef Rozairy Roslan

Chef Eric Long Shih Yeong

Chef Yeap Thean Su

Director of Social, Recreation & Government Affair

Director of Culinary Competition, Training & Development

Director of Membership & Members' Welfare

Director of Multimedia and Publication

Director of Facilities and PJCC Coordinator

Internal Auditor :

Chef Fong Wei Cheong

Chef Johnno Fong Shiau Chyi

Appointed Chef Advisory Council (Internal)

Culinary Advisors:

Chef Peter Chan Weng Seng PJK PJM

Chef Eric Cheng Seng Lim PJK

Chef Bruce Lee Chee Oon PJK PJM

Chef Mahalingam S/O Chelliah PKT PJK PJM

Chef Andy Oh Thye Peng PJK

Chef Thomas See Swee Heng PKT PJK PJM



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*All pictures shown are for illustration purpose only.

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PCA 6th Annual Dinner 2020 Organizing Committee

ORGANIZING CHAIRMAN

Chef Johnno Fong

SECRETARY

Chef Khor Ying Jia

TREASURER / SUPPLIER'S RECEPTION

Chef Euzginz Lim Ewe Lee
 Chef Eliza Mariam Ooh Bt Abdullah
 Chef Yuzrem Ezri
 Chef Syed Syahrizan
 Chef Fat Fong Wei Cheong

DOOR GIFT

Chef Rozairy Roslan
 Chef Mohamed Bakri PJK PJM

STAGE

Chef Thomas See Swee Heng PKT PJK PJM
 Chef Chuah Lay Yen
 Chef Jack Lee

LUCKY DRAW

Chef Eric Long Shih Yeong
 Chef Sky Lim
 Chef Darren Tan PJM
 2 Penang Junior Chefs Club Members

VIP USHER

Chef Peter Chan Weng Seng PJK PJM
 Chef Billy Lee Chan Hoong PJM
 Chef Audee Cheah PKT PJK
 Chef Eric Cheng Seng Lim PJK

TOPS MAGAZINE/MULTIMEDIA

Chef Eric Long Shih Yeong
 Chef William Tan PJK

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Dr. Prashant Subramaniam
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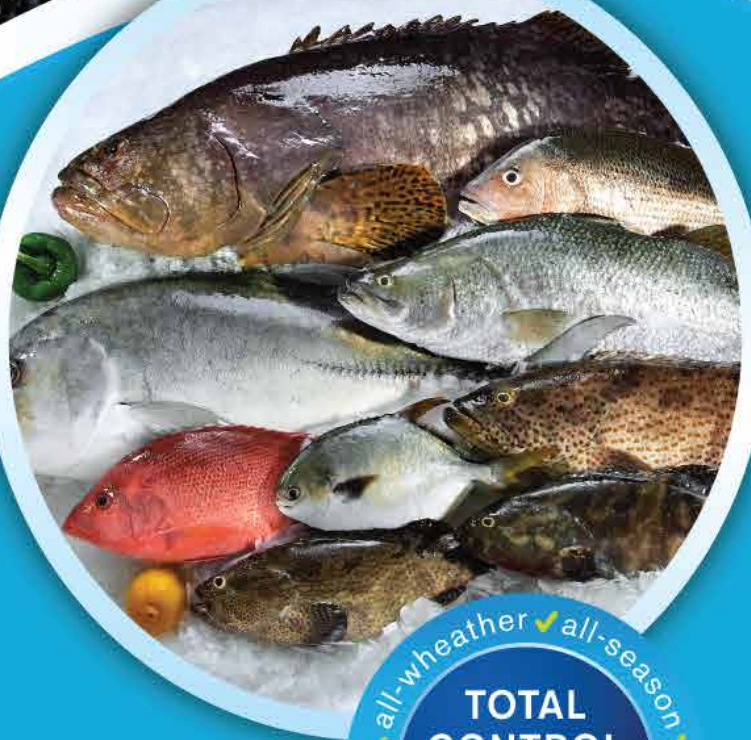
FOUNDING MEMBERS MONARCH CHEFS

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



HONORARY LIFE MEMBERS

- Bruce Lee Chee Onn PJK PJM
- Thomas See Swee Heng PKT PJK PJM
- Linda Liang Nyut Chan
- Amir Hamzah Bin Abdul Hamid PJM
- Albert Goh See Pheng PJM
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PCA Courtesy Call to Penang Chief Minister



Penang Chefs Association President Chef Audee Cheah who led a five-member delegation paid a courtesy call on Chief Minister YAB Chow Kon Yeow at the latter's office in Komtar on 17th February 2020. Also present was state Tourism Development, Arts, Culture and Heritage (PETACH) Committee Chairman YB Yeoh Soon Hin.

The Chief Minister was briefed on the history of the association, its objective and highlights of their activities via a video presentation. Later, President Audee Cheah PKT PJK brought lunch for all to enjoy and also to celebrate a belated Chinese New Year 2020.

YAB Chow thanked them for their visit and expressed his hopes that Corporate sponsors could be sought for their many activities and events especially PCA's renowned Battle of the Chefs.



Penang Chefs Association - Chinese New Year 2020 at Flamingo Hotel by the Beach





Majlis Rama

Kebawah Duli Yang Maha Mulia Seri Paduka
Tunku Hajah Azizah Aminah Maimunah Iskandariah binti
bersama Persatuan Ju



amah Mesra

aduka Baginda Raja Permaisuri Agong i Almarhum Al-Mutawakkil Alallah Sultan Iskandar Al-Haj rumasak Pulau Pinang

**DATE:**

20 December 2019 (Friday)

VENUE:

Shangri-La's Rasa Sayang Resort and Spa Penang

ORGANIZING CHAIRMAN:

Audee Cheah PKT PJK

The Committee of Penang Chefs Association led by President Chef Audee Cheah PKT PJK had the privileged in participating in a Cooking Session with Her Majesty the Queen on traditional cooking recipes. Her Majesty also had a hands-on demonstration session and shared her secret recipe for Sambal Belacan during visit to Penang. Later all members were excited joining Her Majesty in a photo session to topped up a memorable afternoon.





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Majlis Rumah Terbuka Malaysia Tahun Baru Cina 2020

EVENT / ACTIVITY:

Majlis Rumah Terbuka Malaysia Tahun Baru Cina 2020

DATE:

15 February 2020 (Saturday)

TIME:

10.30am - 12.30 midnight

VENUE:

Padang Kota Lama

ORGANIZING CHAIRMAN / COORDINATOR:

Chef Audee Cheah PKT PJK

DESCRIPTION:

Majlis Rumah terbuka Malaysia CNY 2020.
Huge Yee Sang created by Penang Chefs Association.

Yee Sang created by Chef Jerry Ong, assisted by Chef Lee Chan Wai PJK PJM, Chef Thomas See PKT PJK PJM & Chef Audee Cheah PKT PJK





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and Mon Thong Durian
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新南洋榴蓮飄香咖哩上蔬

Chef Billy Lee , Chef Lee Chan Wai

EVENT / ACTIVITY:

Master Devils Chef with Angels of Duris

DATE:

13 July 2020 (Monday)

VENUE:

Bukit Genting Penang

COORDINATOR:

Chef Billy Lee PJM and Chef Lee Chan Wai PJK PJM

DESCRIPTION:

PCA was represented by Billy Lee and Lee Chan Wai where a creative Vegetable Dish using the famed Musang King Durian. This Charity Dinner for more than 40 registered guests was held at the hilltop of Bukit Genting Penang. The 8 course dinner was served by a pairing of 2 participating chefs each serving 1 created special dish. All donation collected for the evening were donated to 3 charitable Penang Homes.





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2019 PCA 5th Annual Dinner



EVENT / ACTIVITY:

2019 PCA 5th Annual Dinner

Theme: Penang 2030 Glitters & Shines

DATE:

5 December 2019 (Thursday)

VENUE:

The Wembley St. Giles Hotel

Attendees / Number of Participants:

PCA Members, Associates and Suppliers

ORGANIZING CHAIRMAN / COORDINATOR:

Chef Peter Chan PJK PJM

DESCRIPTION:

The 5th PCA Annual Dinner was held at the Wembley St Giles Hotel with the theme Penang 2030 Glitters & Shines. The first recipient for President Achievement Award goes to Chef Kim Hock Su, Most Outstanding Chef of the Year 2019 goes to Chef Vincent Lee and Most Promising Young Chef Year 2019 was Chef Khor Kai Wern.





Youth For The Future



EVENT / ACTIVITY:

Youth For The Future

VENUE:

Dewan Pengkalan Bongor, Kepala Batas

ORGANIZING CHAIRMAN :

Chefs Billy Lee PJM

DESCRIPTION:

Date: 9 August 2020 (Sun) Time: 8.00am - 3.00pm

YB Soon Lip Chee officiated the event "Youth for Future" program with more than 30 youth participating. Penang Chefs Association demonstrated and later guided the participants for the entire cooking workshop. Chef Yuzrem and Chef Syamsul were the Chef Instructors with assistance from helpers Chef Sky Lim and 2 more INTI College students were at hand to manage the workshop. The youth were taught how to prepare Cream of Vegetable Soup, Spaghetti Napolitana with Grilled Chicken, and Crepe Suzette.

Date: 5 September 2020 (Sun) Time: 7.00am - 2.00pm

A similar workshop was held a month later as there were interest shown by the youth in Kepala Batas. The workshop was graced by YB Soon Lip Chee and PCA's President Chef Audee Cheah PKT PJK. This workshop was again supported by Chef Yuzrem and Chef Syamsul as Instructors and assisted by Chef Billy Lee, Chef Thomas See and 2 more INTI College students. 3 recipes were presented and the youth were taught to cook Cream of Carrot Soup, Grilled Chicken with Mashed Potato and Buttered Vegetable and Crepe Suzette dessert.





International Chefs' Day 2020



EVENT / ACTIVITY:

International Chefs' Day 2020
Charity Bento to Orphanage Homes

DATE:

18 October 2020 (Sunday)

TIME:

8.00am - 1.30pm

VENUE:

President's Housekitchen
156, Jalan Hutton.

VOLUNTEERS:

- | | |
|------------------------|---------------------------|
| 1. Audee Cheah PKT PJK | 6. Euzginz Lim |
| 2. Billy Lee PJM | 7. Peter Chan PJK PJM |
| 3. Eric Long | 8. Chuah Lay Yen |
| 4. Khor Yin Jia | 9. Thomas See PKT PJK PJM |
| 5. Fat Fong | |

ORGANIZING CHAIRMAN / COORDINATOR:

Eric Long Shih Yeong

DESCRIPTION:

In conjunction with International Chefs' Day 2020, PCA took on a meaningful project to provide lunch via Bento Boxes to 179 orphanages in 5 Homes.

1. St. Joseph Home : 40 pax
2. The Asrama Ramakrishna : 50 pax
3. Salvation Army Boys Home : 30 pax
4. The Children's Protection Society - 35 pax
5. Pertubuhan Kebajikan Insan Penyayang P. Pinang : 24 pax





Chefs Out of the Kitchen - Hiking & Walking Recreation



EVENT / ACTIVITY:

Chef Out from Kitchen
Activity Out of Kitchen (Hiking & Walking)

DATE:

Year 2020

VENUE:

Pulau Pinang

ATTENDEES / NUMBER OF PARTICIPANTS:

PCA Members

ORGANIZING CHAIRMAN / COORDINATOR:

Billy Lee PJM

DESCRIPTION:

Work hard play hard stay healthy.
Beside work hard also have to take care and be healthy.



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Chef Table - September 2020 @ Prestige Hotel, Penang

EVENT / ACTIVITY:

September Chef Table

DATE:

15 September 2020 (Tuesday)

TIME:

7.00pm - 10.00pm

VENUE:

Prestige Hotel, Penang



Chef Table at G Hotel (October 2020)


EVENT / ACTIVITY:

Chef Table - Oktoberfest

DATE:

27 October 2020 (Tuesday)

TIME:

7.00pm - 10.00pm

VENUE:

G Hotel Penang

ATTENDEES / NUMBER OF PARTICIPANTS:

Around 130 attendees with PCA General Committee & members, guest and supplier

ORGANIZING CHAIRMAN / COORDINATOR:

Hosted by Chef Volkmar, Executive Chef G Hotel

DESCRIPTION:

Chef Table in conjunction with Oktoberfest.





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

Lexis Suites Penang	Iconic Hotel
The Light Hotel	Flamingo by the Beach
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Vouk Hotel	Angsana Teluk Bahang, Penang
Rasa Sayang Resort & Spa	Starcity Hotel
Golden Sand Resort	Tanjung Rhu Resort Langkawi
Eastin Hotel	MM Exclusive
Hotel Equatorial Penang	Cititel Penang
The Wembley	Liu Men Hotel Melaka
Cititel Express	Chef Peter Lum
Dato' Kee Phaik Cheen	Ms. Esther Loh
Chef Audee Cheah PKT PJK	Malaysia Association of Hotels, Penang Chapter
Chef Cash Fong	Penang Hoteliers Association (PHA) – Dato' Lim Mee Lee
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