

TASTE OF PENANG

The Official Magazine of



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For Internal Circulation • Members Only

www.penangchefs.com

Merry Christmas

8th Anniversary Dinner

35th Penang Chefs Anniversary Celebration

Date : 7th December 2022 (Wednesday)
Time : 7.30pm
Venue : The Light Hotel, Seberang Jaya Penang



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PENANG CHEFS ASSOCIATION GENERAL COMMITTEE 2022 - 2024



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Deputy President / Director of Culinary Promotions :	Chef Billy Lee Chan Hoong PJK PJM
Secretary General :	Chef Khor Ying Jia
Assistant Secretary General :	Chef Chuah Lay Yen
Treasurer General :	Chef Eric Long Shih Yeong
Assistant Treasurer General :	Chef Eliza Mariam
General Committee :	
Chef Mohamed Bakri PJK PJM	Director of Special Projects & Government Affair
Chef Adolf Tan Seong Pin PJM	Director of Culinary Competition
Chef Sky Lim Chee Hong	Director of Social & Recreation
Chef Roy Chan Chee Khian	Director of Membership & Members' Welfare
Chef Othman Hussain	Director of Training and Development
Internal Auditor :	
Chef Cindy Loh Wei Ching	Internal Auditor / Director of Multimedia and Publication
Chef Rozairy Roslan	Internal Auditor

Appointed Internal Chef Advisory Council

Chef Bruce Lee Chee Oon PJK PJM	Senior Fellow (Culinary Advisor)
Chef Eric Cheng Seng Lim PJK	Senior Fellow (Culinary Advisor)
Chef Andy Oh Thye Peng PJK	Senior Fellow (Culinary Advisor)
Chef Peter Chan Weng Seng PJK PJM	Senior Fellow (Culinary Advisor)
Chef Thomas See Swee Heng PJK PJM	Senior Fellow (Culinary Advisor)

Monarch Chefs

Chef Bruce Lee Chee Oon PJK PJM	Chef 'Billy' Valentine Boudville
Chef Mahalingam S/O Chelliah PKT PJK PJM	Chef Chong Fook Chong
Chef Phillip Ng Neik Teik PJK	Chef Peh Soo Keong
Chef Lim Meng Seng	

Appointed Board of Honorary Advisors (External)

Dato Seri Dr Tan Gin Soon	Honorary Advisor, Development & Welfare Matters
Bobby Ang Choo Ming PJM	Honorary Advisor, Human Resources Matters



MESSAGE FROM **Chef Willment Leong** *WorldChefs Continental Director for Asia*



"Experience Penang"- The Diversity of Asia, and welcome back to Rediscover Penang - Beauty Beyond GeorgeTown.

*Greeting from WorldChefs, I would like to congratulate Penang Chefs Association for the success in organizing the Penang Culinary Signature Event, Battle of The Chefs in early August 2022 right after the COVID-19 pandemic, and its passion towards our profession is maintained as always.

For the past two years, the month of December meant not more of a different for many people due to all the regulations caused by the pandemic; but, this December all the regulations have been eased, and it will be a great season to celebrate our long deserved year end celebration.

7th December 2022, Penang Chefs Association's 8th Annual Dinner gathering party would be an excellent start for all the Penang Chefs Association Members to meet and catching up with each other as to continue in strengthening their bonds.

Hereby, I would like to extend my sincere appreciation to Penang Chefs Association for its contribution towards the Chef Industry, and will continue to promote Penang and uplift Penang Chefs to the world.

Chef Willment Leong
Continental Director for Asia
by WorldChefs

PCA 8th Annual Dinner 2022 Organizing Committee

ORGANIZING CHAIRMAN

Chef Othman Hussein

VICE

Chef Brandon De Vosse

SECRETARY

Chef Khor Ying Jia

ADMIN

TREASURER

Chef Eliza Mariam Ooh

MEMBERSHIP RECEPTIONIST

Chef Roy Chan Chee Khiang
Chef Chuah Lay Yen

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Chef Adolf Tan Seong Pin PJM

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Chef Rozairy Roslan
Chef Syed Syahrizan

LUCKY DRAW

Chef Kok Kah Tatt
Chef Jack Lee Chia Lok

DOORGIFT

Chef Alex Teh Hong Tatt
Chef Mohamed Bakri PJK PJM

AMENITIES

Chef Yuzrem Ezri

DESIGN AND PRINTING

Chef Cindy Loh

SPONSORSHIP

Chef Audee Cheah Phee Lee PKT PJK
Chef Billy Lee Chan Hoong PJK PJM

USHER

Chef Sky Lim Chee Hong
Chef Thomas See Swee Heng PKT PJK PJM
Chef Peter Chan Weng Seng PJK PJM

HONORARY BOARD OF ADVISORS



Dato' Tan Gin Soon
Welfare & Development Matters



Mr. Bobby Ang Choo Ming
Human Resources Matters

HONORARY LIFE MEMBERS

- Chef Bruce Lee Chee Onn PJK PJM
- Chef Thomas See Swee Heng PKT PJK PJM
- Chef Linda Liang Nyut Chan
- Chef Amir Hamzah Bin Abdul Hamid PJM
- Chef Albert Goh See Pheng PJM
- Chef Danny Wan Teik Boo
- Chef Rodney Chun Pek Cheng
- Chef Raja Radzalan Bin Raja
- Chef Jimmy Hooi Kok Lam
- Chef Tan Kim Chong
- Chef Cheah It Kheang

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



MESSAGE FROM

Chef Audee Cheah

PKT PJK

President of Penang Chefs Association



Year 2023

As many economists predicted that year 2023 will be a challenging year, we will be experiencing a recession and have a difficult year ahead. As chefs we don't have to worry as no matter what happen, people still need to eat. We have survived the past 3 years during the Pandemic and we came out stronger and more resilient.

Hotels, restaurants and related F&B businesses are looking for chefs and staff. There are plenty of vacancies for chefs in the market, thus making our profession as one of the most sought after career in the industry.

Penang Chefs have come a long way since we started in the year 1987 under the name, Penang Hotel Chefs Association (PHCA). In year 1994, PHCA jointly amalgamated with Chefs Association Malaysia, and known as Chefs Association Malaysia, Penang Chapter. We have since been duly registered as Penang Chefs Association (PCA) on the 12.11.2014 by the "Registrar of Societies (ROS)". That is why we have a 35th Anniversary for "Penang Chefs", and a 8th Anniversary Celebration for Penang Chefs Association (PCA); for which I would like to clarify here, since many of our supporters have asked me "Why there are a "35th" & a "8th". Earnestly wish and hope that all are clear now.

In line with the advancement in technology and innovation, I would encourage our chefs to look out for new technology and robotics in the years ahead to help out in the kitchen due to immerse manpower shortage. Usages of combi ovens, self cooking woks, cook chill process & central kitchen are some of the areas to explore.

Fast forward, a New Wave of up coming foods trend in 2023 that you will witness include plant based meats, plant based pastas, plant based milks, Savory-Sweet treats, Tinned Fish Revolution, Authenticity over shortcuts food trend, nostalgic foods and Asian fusion cuisine.

As chefs, we must also ensure where our food comes from, thus we have to seriously look into the food safety aspect and origin of food sources to which we have to ensure our customers have a proper food safety and hygiene culinary experience.

Chinese New Year is just a month away after Christmas. 2023 is a year of the Water Rabbit, starting from January 22nd, 2023 (Chinese New Year), and ending on February 9th, 2024 (Chinese New Year's Eve). The sign of Rabbit is a symbol of longevity, peace, and prosperity in Chinese culture with individuals born in the year of the Rabbit are believed to be vigilant, witty, quick-minded and ingenious.

2023 is predicted to be a year of "HOPE", for our country and for global peace and I end my message with a note of gratitude

"People leave when they don't feel appreciated. That's why we've made recognition a really high value. Our business is people-capability first; then you satisfy customers; then you make money."

- David Novak

Here's wishing all a wonderful Christmas and Happy New Year 2023.

AUDEE CHEAH PKT PJK

President of Penang Chefs Association

In conjunction with the Penang Chefs Association 8th Annual Dinner
35th Anniversary Celebration

BRAGARD



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Penang Chefs Association

35th Penang Chefs Anniversary Celebration



MESSAGE FROM **Chef Othman Hussain**

Organising Chairman
8th PCA Annual Dinner



Bagi pihak Persatuan Jurumasak Pulau Pinang saya ingin merakamkan penghargaan dan jutaan terima kasih kepada tetamu-tetamu kehormat, syarikat pembekal, Persatuan persatuan Chef, Ahli-ahli Persatuan Jurumasak Pulau Pinang, diatas kehadiran untuk bersama -sama meluangkan masa meraikan Sambutan Majlis Makan Malam Tahunan kali yang ke 8.

Tidak lupa juga ingin saya merakamkan penghargaan dan jutaan terima kasih kepada Presiden dan ahli jawatankuasa Persatuan Jurumasak Pulau Pinang diatas kepercayaan melantik saya sebagai Pengerusi Penganjur Sambutan Majlis Makan Malam Tahunan kali ke 8.

Persatuan Jurumasak Pulau Pinang komited dalam usaha dan tanggungjawab sosial korporat termasuk program kebajikan bagi masyarakat yang memerlukan. Persatuan Jurumasak Pulau Pinang juga membuat sumbangan yang tidak ternilai untuk mempromosikan standard profesional dalam industri dan akademik dengan pelbagai latihan program dan bengkel.

Akhirkata, dengan rendah hati, Jutaan terima kasih kepada semua yang terlibat bagi menjayakan program ini samada secara langsung atau tidak langsung bagi memastikan program ini berjalan dengan lancar dan berjaya. Sekali lagi bagi pihak jawatankuasa penganjur, saya mengucapkan Selamat menyambut Krismas dan Tahun Baru 2023. Kearah kemahiran dan kehidupan yang lebih cemerlang.

OTHMAN BIN HUSSAIN

Pengerusi Penganjur
Sambutan Majlis Makan Malam Tahunan Kali Ke 8.

Pengarah Latihan dan Pembangunan
Persatuan Jurumasak Pulau Pinang

EVENT / ACTIVITY:

SICC 2021

Selangor International Culinary Challenge 2021

DATE:

18th - 21st Nov 2021

VENUE:

KLCC

ATTENDEES / NUMBER OF PARTICIPANTS:

2 participants from Penang

ORGANIZING CHAIRMAN / COORDINATOR:

Chuah Lay Yen

DESCRIPTION:

In Selangor International Culinary Challenge 2021 which held on 18th - 21st Nov 2021 at KLCC Chef Lee Chia Lok won **1 Gold** (Ready to eat Meal Challenge) and **1 Bronze** (Display-Pulut Kuning) and Chef Lim Chee Hong won **1 Silver** (Ready to eat Meal Challenge) and **1 Bronze** (Display Pulut Kuning).

Judges from PCA:

- Chef Audee Cheah Phee Lee - WACS Certified A
- Chef Billy Lee Chan Hoong - WACS Certified B



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EVENT / ACTIVITY:

THE 23rd FHC CHINA INTERNATIONAL CULINARY ARTS YOUNG CHEF ONLINE COMPETITION

The purpose of this competition is to encourage and promote the culinary expertise of Young Chefs by exposing them to a competitive environment with their peers. This competition will offer the opportunity for the Young Chefs to showcase their talent and creativity in an international arena. With a profound respect for the values and traditions of cuisine and fine dining, we encourage and support the training of Young Chefs worldwide through this competition.

DATE:
23rd October 2021

TIME:
8am - 5.30pm

VENUE:
UOW Malaysia KDU Penang University College

ATTENDEES / NUMBER OF PARTICIPANTS:
19 participants from Penang, Malaysia

ORGANIZING CHAIRMAN / COORDINATOR:
Chuah Lay Yen

TOTAL MEDALS WON:
1 Gold, 5 Silvers, 10 Bronzes.

DESCRIPTION:
Total 19 Participant from Penang Malaysia

4 SCHOOLS AND 1 ASSOCIATION

- Penang Chefs Association
- UOW Malaysia KDU Penang.
- KOLEJ KOMUNITI CHENDEROH PERAK
- INTI International College Penang.

ALL THE JUDGES AS BELOW IS WACS CERTIFIED JUDGES:

- Chef Chern Chee Hoong - WACS Certified A
- Chef Audee Cheah Phee Lee - WACS Certified A
- Chef Peter Weng Seng - WACS Certified B
- Chef Jason Manson - WACS Certified B

On 23rd Oct 2021 PCA coordinated 23rd FHC Young Chefs Online Competition at UOW Malaysia KDU Penang University College with total 19 participants from various colleges (UOW Malaysia KDU Penang University College, INTI International College Penang, Kolej Komuniti Chenderoh, UITM Permatang Pauh). Chef Chern Chee Hoong, Chef Jason Manson, Chef Audee Cheah and Chef Peter Chan were invited as classroom judges and the final results and photos were sent to organizer at China.

Total we've been awarded 1 Gold, 5 Silvers and 10 Bronzes.

The participants had to produce two dishes in under 90 minutes - a seafood appetizer followed by a main course, and were judged by two panels of WACS-certified judges.



EVENT / ACTIVITY:
State Awards by Governor of Penang

DESCRIPTION:

Congratulations to Chef Billy Lee Chan Hoong PJM for being awarded the "PJK"- Pingat Jasa Kebaktian (Devotional Service Medal) and Chef Eric Cheng Seng Lim for being awarded "PKT" - Pingat Kelakuan Terpuji (Commendable Conduct Medal) by our PENANG STATE GOVERNOR Yang di-Pertua Negeri Pulau Pinang Tun Dato' Seri Utama Ahmad Fuzi bin Haji Abdul Razak on 10 July 2022.



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MALAYSIA



PENANG

WorldChefs Without Borders CSR Project

Penang Chefs Association in collaboration with "Mutia Food Bank Penang" embarked in preparing "800 Nutritional Packed Meals" by utilizing the sponsored items of "US Potatoes & California Raisins" for our "Medical Front Liners" on Penang Island as well as on the "Seberang Perai" Mainland side.

The distribution details are as follows: -

Fish & Chips Menu- 200 Packs.

- 100 Packs to the "Special Care Home @Island Glades Penang.
- 100 Packs to "Pertubuhan Pemulihan Dalam Komuniti (PPDK) Kanak-Kanak Autism"

Grilled Chicken Chop with US Potato Chips - 600 Packs

- 200 Packs to Hospital Balik Pulau.
- 100 Packs to Front Liners @Plaza Balik Pulau.
- 300 Packs to Hospital Bukit Mertajam.

PCA recorded our "Sincerest Appreciation" for "A Job Well Done" to All our "Chef Volunteers".

Namely: -

Chef Audee Cheah PL PKT PJK, Chef Billy Lee CH PJK PJK, Chef Thomas See PKT PJK PJK, Chef Mohamed Bakri PJK PJK, Chef Eric Long, Chef Khor Ying Jia, Chef Chuah Lay Yen, Chef Kok Kah Tat, Chef Steven Ng, Chef Eliza Mariam Ooh, Chef Alex Teh Hong Tat, Chef Sky Lim, Chef Jack Lee, Chef Syed Syahrizan, Chef Ridhwan Arshad, Chef William T Tan PJK, Chef Warrent Tan etc.

Also in recording our profound thanks & appreciation to our "Working Partner" @Mutia Food Bank.

Namely:

CEO Tuan Mohd Zakwan, Pn Jasniza & Team.

Special thanks also go to YB Tuan Phee Boon Poh for his arrangements as in support too.

And to All our Sponsors "Ribuan Terima Kasih".



CSR TYPE In Conjunction with International Chefs Day,
Cooking for Doctors, Frontliners & Kids with
Special Care

DATE 16 October 2021

REPORT BY Chef Willment Leong

POSITION Chairman WCWB



EVENT / ACTIVITY:

Aussie Meat Academy Workshop

Improving Butchering Technics And Eating Quality
By Meat & Livestock Australia

DATE:

19th Sept 2022

VENUE:

St Giles The Wembley Hotel

ATTENDEES / NUMBER OF PARTICIPANTS:

80pax

ORGANIZING CHAIRMAN / COORDINATOR:

Audee Cheah Phee Lee PKT PJK



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EVENT / ACTIVITY:
PERTANDINGAN MEMASAK DALAM TAMAN
2022 (COOKING IN THE PARK 2022)

DATE: 16th October 2022
TIME: 7.30 am - 2.30 pm

VENUE:
Taman Bandaraya (Youth Park) Open Theatre Stage & Ground Area

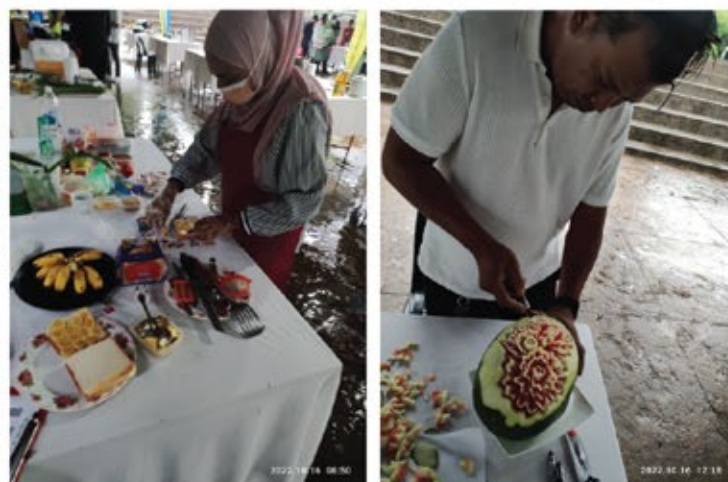
ORGANIZING CHAIRMAN / COORDINATOR:
Chef Thomas See Swee Heng PKT PJK PJM

HONORABLE JUDGES:
Chef Khor Ying Jia (Chief),
Chef Cheah Lay Yen,
Chef Eliza Mariam Ooh Binti Abdullah

SECRETARIAT COMPUTER MANAGER:
Chef Roy Chan Chee Khiang

KITCHEN MANAGER:
Chef Sky Lim Chee Hong

ASSISTANT KITCHEN MANAGER:
Chef Alex Teh Hong Tat



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EVENT / ACTIVITY:
PCA Annual Dinner 2020

DATE: 12th January 2021
TIME: 6.30PM
VENUE: Lexis Suites Penang

ATTENDEES / NUMBER OF PARTICIPANTS:
PCA Members

ORGANIZING CHAIRMAN / COORDINATOR:
Chef Johnno Fong



EVENT / ACTIVITY:
Penang Chef Association Durian Party

DATE: 9th July 2022
TIME: 10am-1pm

VENUE:
Metta Lodge
Kampung Batu Kecil, 11000 Balik Pulau, Penang

ATTENDEES / NUMBER OF PARTICIPANTS:
23 participants

ORGANIZING CHAIRMAN / COORDINATOR:
Lim Chee Hong (Sky)

DESCRIPTION:
A Successful turn out and support from our PCA members, friends and thanks to Dato Seri Tan Gin Soon for the good food and durian.



EVENT / ACTIVITY:

Selangor International Culinary Festival 2022 (SICF 2022)

Congratulation to our Penang Chefs Association Team for winning the Gold Medal, and emerging as the "Overall Champion" as in winning the "Kikkoman Challenge Cup" @Kikkoman Modern Asian Catering Challenge 2022 at this "Selangor International Culinary Festival 2022".

DATE:

6th - 8th October 2022

Team Manager - Chef Adolf Tan Seong Pin PJM

- 1) Chef Yeap Cheah Jing (Team Captain)
- 2) Chef Roy Chan Chee Khiang
- 3) Chef Low Khai Lun
- 4) Chef Saw Wei Lung
- 5) Chef Alex Teh Hong Tat



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EVENT / ACTIVITY:
18th Edition Battle of The Chefs 2022

DATE:
5th - 7th August 2022

VENUE:
Gurney Paragon Mall

ORGANIZING CHAIRMAN / COORDINATOR:
Billy Lee Chan Hoong PJK PJM

DESCRIPTION:
Over 650 participants joined for this battle that was delay since 2020. About 40 judges from local and overseas share their experiences and their expertise in the fair judgement.



THE LIGHT HOTEL PENANG

Strategically located in the prime business district, The Light Hotel Penang captures the buzz and vibrancy of local culture with its 303 well-appointed guestrooms and suites.

The interior and the architecture are inspired by a collision of the classic elegance and sophistication of the urban lifestyle of the modern world.

The Light Hotel Penang represents the perfect combination of luxurious destination, business and and comfort for a truly unique experience.

DELIGHTFUL MIX OF BUSINESS & COMFORT



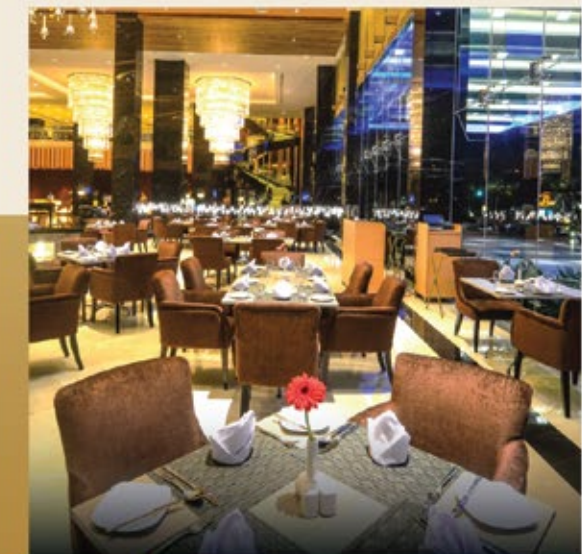
THE HOTEL AT A GLANCE

Featuring stylish décor and intuitive service touches, the hotel allows guests to enjoy unsurpassed accommodation equipped with high-end amenities and premium interior with soothing colours and fabrics.

The guestrooms are equipped with plush king-sized beds, comfortable seating area, work desk, side table and LED TV.

Discover our dining options that offer delectable selection at the all-dining coffee house named Spice Brasserie, with choices from Asian to Western delights.

Guests can also enjoy both in-door and al fresco dining at Flavour@3 and Tree@III Restobar located on level 3. You will be spoiled for choice with the gastronomical myriad featuring local Asian delights and international favourites. Don't just take our word for it, come and try it out yourself!



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EVENT / ACTIVITY:

A Culinary Afternoon with Chef Ismail, Lee Kum Kee & Ocean Planet Seminar

DATE:
21st June 2022

TIME:
2pm-5pm

VENUE:
The Wembley Penang
A St Giles Hotel

ATTENDEES / NUMBER OF PARTICIPANTS:
53 participants

ORGANIZING CHAIRMAN / COORDINATOR:
Lim Chee Hong (Sky)

DESCRIPTION:

First collaboration with Penang Chefs, Lee Kum Kee & Ocean Planet. We invited Chef Ismail Md Yusoff to demo a creative style using Lee Kum Kee Sauces & Ocean Planet Products in 6 various dishes. A Successful turn out and support from chefs and our members.



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Cha Chiang Ramen Paste
(Vegetarian)
Ramen Rebus Paste
Curry Ramen Paste
Nyonya Curry Ramen Paste
Prawn Ramen Paste
Nyonya Green Curry Ramen
with Smoked Beef/Smoked Duck
Mushroom Ramen with Mushroom Slices
(Vegetarian)
Penang Asam Laksa with Fish Flakes
Prawn Ramen with Shrimp
Spaghetti Aglio Olio
Sanukki Udon

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炸醬拉麵醬
馬來滷麵醬
咖哩拉麵醬
娘惹咖哩麵醬
蝦麵醬
娘惹綠咖哩
(烟熏牛肉/烟熏鴨肉)
蘑菇拉麵與蘑菇片
檳城亞參叻沙與魚肉
蝦麵醬與蝦肉
香蒜辣椒意大利面
炒烏冬面



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wholesome and healthier meal.



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CURRY RAMEN PASTE



爪哇
JAWA RAMEN
PASTE
拉麵醬

EVENT / ACTIVITY:

U.S. Potatoes World of Flavours Seminar With Chef Steven Long & Chef Federico Michieletto

DATE:

22nd June 2022 (Wednesday)

VENUE:

The Wembley Penang
A St Giles Hotel

ATTENDEES / NUMBER OF PARTICIPANTS:

65 participants

ORGANIZING CHAIRMAN / COORDINATOR:

Lim Chee Hong (Sky)

DESCRIPTION:

U.S. Potatoes invited Chef Steven Long from Vietnam & Chef Federico Michieletto from Italy to Demonstrate 6 Modern Creative various dishes using US Potatoes Products. A Successful turn out and support from blogger, chefs and our members.



天然 GROWN BY NATURE,
FRESHLY MADE
與新鮮

中式/日式拉面

Chinese / Japanese Ramen / Noodles

Original Ramen	传统拉面
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Pumpkin Ramen	南瓜拉面
Whole Wheat Ramen	全麦拉面
Anka Ramen	红麴拉面
Green Tea Ramen	绿茶拉面
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Japan Soba	日式荞麦面
Japan Cha Soba	日式抹茶面
Fresh Udon	新鲜乌冬面
Dragon Beard Noodles	龙须面
Fresh Noodles	新鲜面条
Fresh Pasta Spaghetti	新鲜意大利面
Dumpling Wrappers	饺子皮

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Cook-Chill/ Freeze Stages

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|-------------------------------|-------------------------------|--|
| 1. Selection of raw materials | 4. Cooking | 7. Storage of chilled foods |
| 2. Storage of raw materials | 5. Portioning (Hot) | 8. Distribution of chilled foods (If applicable) |
| 3. Preparation | 6. Rapid Chilling or Freezing | 9. Regeneration (Reheating of food) |

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EVENT / ACTIVITY:

Chef Table & Networking Night

Hosted by Golden Chef Culinary Arts (GCCA)

DATE:

11th November 2022 (Friday)

COOKED BY:

The Students and Chef Raj

DESCRIPTION:

Golden Chefs College of Culinary Arts & Hospitality host the chef table on 11 November 2022. Great cuisine was cooked and prepared by the students.



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PCA Pearl of the Orient Team
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EVENT / ACTIVITY:

Penang Chefs Association Election & Annual General Meeting 2022

DATE:

22nd March 2022

VENUE:

Hotel Mercure Penang Beach

DESCRIPTION:

Penang Chefs Association General Committee 2022 - 2024

Chef Audree Cheah Phee Lee PKT PJK
 Chef Billy Lee Chan Hoong PJK PJM
 Chef Khor Ying Jia
 Chef Chuah Lay Yen
 Chef Eric Long Shih Yeong
 Chef Eliza Mariam
 Chef Mohamed Bakri PJK PJM
 Chef Adolf Tan Seong Pin PJM
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 Chef Roy Chan Chee Khiang
 Chef Othman Hussain
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EVENT / ACTIVITY:

Penang Chefs Association was awarded by Professional Culinaire Association for Innovation in Culinary Sustainability for Chefs Social Responsibilities

DATE:

21st November 2021

VENUE:

KLCC



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CONTACT US

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EVENT / ACTIVITY:

Penang Chefs Association Partnering with Food Aid Foundation to cook for Covid 19 emergency food relief for the Old folks homes & the underprivilege

DATE:

5th March 2022

VENUE:

Mutiara Food Bank



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Congratulate to Dato Seri Tan Gin Soon for being awarded the "DGPN" - Darjah Gemilang Pangkuan Negeri (Glorious of the lap of the state) by our PENANG STATE GOVERNOR Yang di-Pertua Negeri Pulau Pinang Tun Dato' Seri Utama Ahmad Fuzy bin Haji Abdul Razak.



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OBITUARY

IT IS WITH GREAT SADNESS TO ANNOUNCE THE PASSING OF OUR ILLUSTRIOUS PENANG CHEFS ASSOCIATION MEMBERS



Dato Kee Phaik Cheen
'Iron Lady' of Penang



Chef Amir Hamzah PJM



Chef Cheah It Kheng



Chef Fat Fong



Chef Eric Lau Hong Wei



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Come and see young and professional master chefs competing in the Lambassador Main Course III - Lamb in the challenge and taste delicious Australian lamb in the Chefs' Lounge:

Battle of the Chefs Penang
5-7 August 2022, 10am - 6pm
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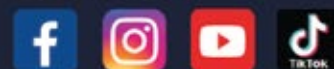


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(Ziniu Chen For the Arizona Daily Star)"

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Verona Lee (Dietitian)

Verona Lee received her credential in dietetics from National University of Malaysia (UKM). She is a member of Malaysian Dietitians' Association (MDA) and also a SOS (Sequential Oral Sensory) trained Feeding Therapist.

Since started her profession in Dietetics, she is actively involved in both inpatient and outpatient care which includes providing nutrition support and dietary counseling to empower patients in making diet and lifestyle changes.

Apart from working as a clinical dietitian, she is also actively involved in community projects, including conducting health talks, workshops, weight management program as well as writing for magazines such as BabyTalk & HealthToday.

Verona's special interest is in children nutrition and managing patients with chronic diseases.



Ms Verona Lee
Manager, F&B and Dietetics
Sunway Medical Centre Seberang Jaya
BSc. (Hons) Dietetics, National University of Malaysia
Member of Malaysian Dietitians' Association

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FTS Logistics Sdn Bhd was incorporated in 2005. Our philosophy and commitment are towards providing quality, timely and consistent services to all our clients, from corporate multinationals to SMEs. FTS Logistics is a member of PFFA (Penang Freight Forwarder Association). We are a member of WCA, the world largest freight forwarder network. We are proud to be recently awarded the "Halal Logistics Excellence Award 2022" by HDC under Logistics category.

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8 REASONS Why Branding is Important to Your Company

Everything we know about every product we use is because of branding. It is the link that connects the company to the customer and vice versa. Branding is a must for every small, startup, partnership and corporation, and here are 10 reasons why branding is important to your company.

CLEAR MESSAGE - Your name, logo, online presence, product/ service, and appeal to the masses should all be strategically and creatively linked by your branding efforts. As a result, your marketing will be consistent and the content will be the same across all channels to ensure your message is getting out there.

BUSINESS ASSET - Your brand is an asset, and what you put forward to your customers is a huge part of your business. A lot is at stake; finances, creativity and time are on the line. Branding will make a huge difference between revenue/sales and debt/liquidation.

MORE SALES - Efficient branding will help create sales and extra revenue for your business. Your business will make money based on how branded marketing strategies are designed and distributed to your customers.

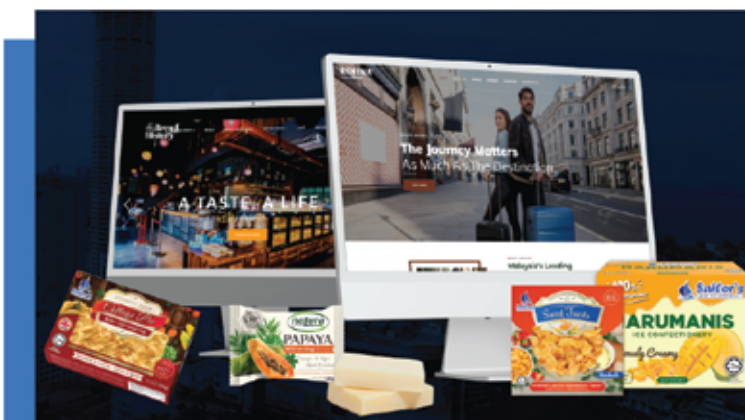
PERCEPTION - Branding is a great opportunity for your business to let your customers know who you are and what you stand for. It's a perfect chance, to be honest, and open about what your business represents.

PREFERENCE - Customers fall in love with great products, but more importantly, they also fall in love with great brands. If your product/service is not represented by a strong, relatable brand, then your customers will struggle to support you.

LOYALTY - A well-executed brand will attract strong, loyal customers. They will continue to support you and your brand for months and years to come. One loyal customer who truly loves your products, will spread their influence and introduce new customers to your product and e-commerce business.

TRUST - When more customers get to know your well-executed brand, they will begin to trust your products and your e-commerce movements. To build trust you must give your customers a reason to use your products.

PROTECTION - Branding protects you from competitors who want your success. Without it, they will have no problem making clones of what made you popular and claim it for themselves. They can carry the same or similar products but they won't be able to take your style and originality away.



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Apologies tendered for any names that may inadvertently been omitted



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