



World Master Chefs Society

NEWSLETTER

December
2012

Please keep us updated with all your news in order that we can share it with your fellow Chefs and colleagues.

Season's Greetings to all our World Master Chefs!

Erfurt Olympics

Patrick Mitchell, EWMCS, and a team from the Texas, USA Chapter entered the Erfurt Olympics on 8 October in Germany. Below is a picture of the team on the field of the Cowboys Stadium.

Patrick says "We had a wonderful experience in Erfurt! I have been

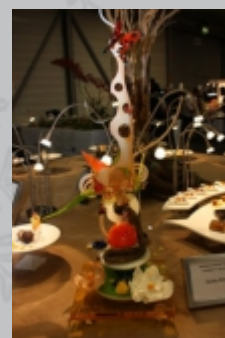


involved with this team and have travelled internationally for competitions or cultural exchanges every year for the last 20 years. During that time each team has been a good solid team, and there have been some really great teams, but this team really stood out for some reason. I believe it was the intensity of the competition and the logistics involved in pulling this together. In 1992 I competed in Frankfurt in a team and we spent almost 3 years together in the planning, preparation and practice sessions in order to get ready for the Olympics. As any Chef that has competed in a regional team knows, it is a minimum of 2 to 3 years of preparation. Our team this year was contacted 7 months prior to the Olympics by another team that we had travelled with over the years and we were asked if we wanted their slot as they had too many people drop out and they could not field a team. We discussed it, made a decision, formulated a plan and selected a team. Six months prior to the Olympics we had our first meeting and knew we had a long road ahead of us. Six months to prepare for a regional team entry in the Olympics is a challenge in itself, but this was a complete change of direction for us as we are used to doing hot food competitions, not

cold food, and although there were some members that had previous experience in cold food, there were others who had none.

We started designing plates, platters and centerpieces. We met once a week and many times twice a week. We did 3 complete practice sessions where we brought in judges to critique us. We structured the practice sessions so they were under the same timeline as it would be in Germany, going into the practice venue at 5:00am and allowing 2 hours to set the table, just as it would be over there.

We needed to create a theme for our table, design a table top and skirt and have that made for us to take over. We needed to build a table the same size we would get over there to ensure the fit of the table top and determine the layout of the table. We needed to design the table decoration that would enhance our theme yet not take away from the food by overpowering it. We also needed to make arrangements to ship all of these things and the equipment we would need over there. Did I mention that we needed to raise enough money to do all this, plus air fare, rental cars/vans, hotel, meals and competition food? As you can see, it takes time to get all this planned out. Needless to say, we got it done!



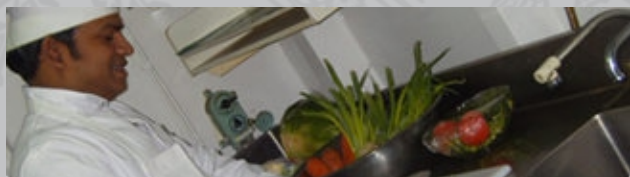
We were able to walk away with 2 Bronze medals and came in 23rd place out of 46 teams! When all was said and done, the table was comprised of 4 plated appetizers, 4 plated entrées, 4 plated desserts, a 5 course meal, a sugar centerpiece and a chocolate sculpture. Like I said in the beginning, this team was a magnificent group of Chefs!

V.Ships Catering - Philippines

V.Ships Catering is one of the world's largest specialist marine catering companies which currently prepares approximately 20,000 meals daily for staff working on some 300 ships trading worldwide



or other remote sites. It was established in 2002. Its primary aim is to ensure that meals served are wholesome, well balanced and ethnically suitable to the palate of the consumers. Because of the company's cruise shipping heritage and corporate beliefs, they strive to offer a high quality service and treat catering consumers as guests



Michael Wiesner, MWMCS, is the Executive Training Instructor and he tells us that the V Catering Culinary Training Centre is a state of the art culinary training facility that provides a venue for up to date training of seafarers by international Chefs and other shipping industry professionals.

The training center simulates the working environment of a ship's galley - mess room, store rooms, reception area, laundry and Officers' cabin and has a classroom for educational discussions and mess trainings.

The training center is equipped with the same modern electrical equipment found in international vessels.

Its kitchen layout enables practical training in line with the latest international HACCP, US Public Health standards and European Shipsan.

The facility provides audio visual training aids as well as an on-line broadcasting facility through which guest chefs and industry officials may do remote online training sessions. Clients may also monitor training sessions online.

Britain's Most Influential Asians



Cyrus Todiwala, OBE DL FWMCS, has entered the GG2 Power List 101 of Britain's Most Influential Asians, announced at a ceremony at the Park Plaza Westminster last week. On the list are such notables as RT Hon Keith Vaz MP, who tops the list, Lakshmi Mittal, Anish Kapoor and others across the gamut of arts, business and commerce, banking and finance, industry, politics and the voluntary sector.

Cyrus said "I am thankful and honoured, more than words can say. That Chefs are named on such a list is an on-going recognition of how fine and prominent the hospitality and catering industry, and the role of Asian cuisine, has become in Britain."

Cyrus is involved in some forthcoming events -

Port Sunlight Christmas Fayre - 1 and 2 December, Liverpool - Cyrus and Pervin Todiwala return to Port Sunlight as Cyrus is the Chef Patron of their Christmas Fayre. Look out for a round of cooking demonstrations with celebrated Chefs and a dinner/demo of his famed 'Country Captain' dish served to HM The Queen during the Diamond Jubilee Tour.

Taste of Christmas at ExCel London - 7 - 9 December - Mr Todiwala's Splendidly Spicy Pickles and Chutneys are once again at Taste of Christmas, this time again with old favourites and limited edition seasonal surprises, pretty pink pots perfect for a festive table!

Khaadraas Club Night at Cafe Spice Namaste - a Parsee feast on Christmas Eve! Cooking the way Cyrus's mum taught him!

Memorable Menus

Norman Webb, FWMCS, Head Chef for Kudos at Church House Conference Centre, recently produced a Kenyan style menu for the Kenya Diaspora Conference. The client had requested Kenyan food prepared using Kenyan cooking methods. Please see Norman's menu below



We would like to make this a regular feature of our newsletters so please email Kim with your "Memorable Menus".



Welcome to our New Members



Norbert Ehrbar - Vietnam

Executive Chef, Food Consultant, Part Time Culinary Teacher, Co-Founder and Vice Chairman of the Saigon Professional Chefs' Guild, Member of the Chefs' Association of Switzerland and Disciples d'Auguste Escoffier, Vietnam Chapter.

Norbert, a Swiss national, started his career in Switzerland in 1976 with a 3 year apprenticeship. He then worked in various parts of Switzerland in international restaurants and 4 and 5 star hotels. After military service as a Chef, his first assignment outside of Switzerland was in Saudi Arabia. He moved back to Switzerland for the winter season and worked in one of Switzerland's top Michelin Star Restaurants, Hubli's Landhaus. From the winter he was drawn to the warmer climate of Bermuda.

After travelling through America, Norbert worked for two years in 4 and 5 star hotels (Hotel Beau Rivage, Interlaken and Hotel Metropol, St.Gallen) in Switzerland. He then signed a contract in New Zealand and worked there for 3 years as Executive Chef at the old Wellington Park Royal Hotel, the top hotel in the city at the time. The same management company opened the first 5 star hotel (The Saigon Floating Hotel) in Ho Chi Minh City, Vietnam, in 1989 and he was called there to conduct staff training. As the Executive Chef left he took over the position and stayed with the hotel for 6 years until moving into the supply business. During his time Norbert organized and participated in the first Vietnam foods promotions overseas introducing Vietnam's culinary delicacies to the world and giving Vietnamese Chefs for the first time a chance to experience international 5-star hotels.

Norbert works currently as Food Consultant for Nhat Nam Fine Foods, a Vietnamese company. He is also a part time Teacher at the Saigon Tourist Hospitality College and invited Lecturer at Hoa Sen University in Ho Chi Minh City.

One of the issues which is important to Norbert is the training and

development of the Chefs' profession in Vietnam. Together with the Saigon Professional Chefs Guild and the Young Chefs Club he helps to train Chefs of all ages to become familiar with the various cuisines of Vietnam, Asia and the western world.

Norbert is the founder and organiser of the Vietnam Culinary Challenge, which is held bi-annually, and co-organiser of the Young Chefs Challenge, held yearly. These two competitions are a measuring point for Vietnam's Chefs to compete and show their skills. The judges for the Vietnam Culinary Challenge are all from outside of Vietnam to give Vietnamese Chefs the chance to be judged on an international level. The next competition will be held from 24 - 26 April, 2013.



Darius Knetsch - UK

Darius is a very impressive and creative Chef who has globe trotted his way around the world, picking up ideas to inspire his style of cooking. He has worked at the All England Lawn Tennis Club for the past 12 years, catering and creating menus for the members and guests. Throughout his 35 year career, Darius has worked in a number of high profile establishments from the five star Park Lane Hotel and a number of Michelin Star Restaurants to the Crockford and Aspinall Casino in London. He has also worked as Director Chef for Reed Business Information.

Partnership with the International Taste & Quality Institute

Daniel Ayton, FWMCS, will be returning to Brussels where he was a fellow Chef Jury Member with 60 of "Europe's Top Chefs" last year. The Juries of the International Taste & Quality Institute - iTQi - are unique in the world. The iTQi is the leading independent Chef and Sommelier based organization dedicated to testing and promoting superior tasting food and drink from around the world. The Superior Taste Award is a unique international recognition based upon the



blind judgment of Chefs and Sommeliers who are opinion leaders and experts in taste, selected from the 13 most prestigious European culinary and sommeliers associations. Daniel is now looking for some organoleptic tasters to put forward for selection. The judges put forward will be carefully selected by iTQi and these organizations and have trained for many years to taste food products. Daniel is looking for Chefs to represent the World Master Chefs with him next year.

Each judge is dedicated to a sensory analysis of the tasted product and assigns a numeric score on an evaluation sheet reflecting the overall feeling of hedonic pleasure (the most important weight in the final mark) and also other criteria like vision, smell, texture, flavour and mouth-feel. Judges will be chosen for their:

- Exceptional expertise extended in the practice in tasting
- Capacity to describe gustatory features of food & drink products
- Ability to suggest potential improvements within the framework of sensory analysis, which is the essence of their profession.

In order to optimise the objectivity of the test, iTQi organises its tests

- Eliminating any interference between the jury members
- Presenting products on a blind basis without packaging and without any kind of identification.
- Organising large jury panels. iTQi is the organisation that simultaneously gathers the largest number of international professional tasters that has contributed to build the value and prestige of the Superior Taste Award worldwide.
- For the sake of transparency, iTQi authorises participating companies, on specific request, to attend the tasting.

Travel, accommodation and lunch is provided by iTQi and you can go from 1 - 3 days (April 2013), but preference is given to those that can do all 3 - <http://www.itqi.com/en/itqi-jury-chefs-sommeliers.html>

If you are interested, please send your request and information to daniel.ayton@worldmasterchefs.com.

Christmas Greetings

A message from Frank Bordon, FWMCS, Vice President



Dear All

I would like to take this opportunity to thank you for all your hard work, loyalty and commitment over the last year in helping ensure WMCS remains the leading International Honours Association for professional chefs. We wish you a merry Christmas and a fantastic 2013!

Like the majority of people (approximately 90%) around the UK this year, I will most certainly be serving up a succulent roast turkey as the centrepiece of my own personal family festive meal this Christmas. although my earliest memories were not the greatest! My first conscious experience of turkey for Christmas occurred many, many years ago, when my father decided to take charge of the festive proceedings at home. His zeal for the fresh and free-range went a little too far perhaps. Having proudly secured such a prize direct from a local farmer, it was delivered practically still warm and full of feathers. He tried desperately to hide it from the rest of us for fear we may have tried to revive it and give it a pet name! Consequently, he spent the whole of Christmas Eve holed up in the garage, up to his eyes in feathers, plucking, preparing and trussing!

Usually, of course, we are too exhausted to stay awake after Christmas Day lunch so if it is a quiet romantic dinner à deux you are planning with your loved one instead, try stuffing your turkey with ginseng, a powerful aphrodisiac to help spice up your Christmas! It may just solve the problem of what to do after the Queen's speech or, indeed, instead of it! Buon Natale!"

FBordon

Frank Bordon, FWMCS, Vice President

