



World Master Chefs Society

NEWSLETTER

June
2013

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

Greetings to all our World Master Chefs!

iTQi Awards



The International Taste and Quality Institute (iTQi) is the leading independent Chef and Sommelier based organisation dedicated to testing and promoting superior tasting food and drink from around the world. Manufacturers, retailers and distributors use the Superior Taste Awards for their quality management as a sales tool for business negotiations and as a marketing tool for the promotion of their products. The two Managing Partners, Christian De Bauw and Louis Frere, specifically requested that the World Master Chefs'

Society nominate judges to attend this year. They have added WMCS to their list of "most prestigious European culinary associations".

Daniel Ayton FWMCS, Vice Chairman of the London Chapter, (first right below) led the World Master Chef team to the Superior Taste Awards in April in Brussels. The jury members selected this year were -



Chef Frank Bordonì FWMCS, Vice President of the World Master Chefs Society (second left)

Chef Fikret Özdemir, FWMCS, Chairman of the Turkish Chapter (first left)

Chef John Retallick, FWMCS, one of the original Epicurean Society members (third left)

Daniel says

"It was a great event, with over 60 international Chef Jury Members, "Europe's Top Chefs", who are opinion leaders and experts in taste, selected from the 13 most prestigious European culinary and sommeliers' associations.

The four of us were divided between five groups to independently taste ingredients and assign 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."

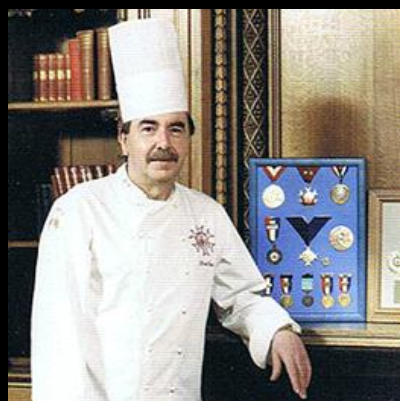


If anyone is interested in joining the World Master Chefs' team for next year's trials in April, 2014, in Brussels, please send your request and information to daniel.ayton@worldmasterchefs.com. Please include any supporting documentation relating to taste experience.



Chef David Evans, FEWMCS

OBITUARY by Chef Patrick Mitchell CEC, AAC, FWMCS



On Saturday, 9 March, 2013, Chef David Evans passed away. Chef Evans was a great man who dedicated his life to the culinary profession. He is survived by his beautiful wife, Sue.

Chef Evans had a long career as a chef beginning with his apprenticeship in Switzerland. He

worked throughout Europe. Among other positions, he held the position(s) of Executive Chef at The International Sporting Club, Park Lane, London and later at the Film and Music industry orientated St. James' Club. He was the Vice President for the World Master Chef Society and was the International Competition Director. He served as Chairman of Judges at major salons in the UK, USA, France, Ireland and Bangkok. As well as being a member of the World Master Chefs Society and the Craft Guild of Chefs, he was an honorary member of the Guild of Limousin and Province Chefs and The Texas Chefs Association.

Chef Evans was one of the architects in 1991 creating the World Master Chefs Society International Banqueting Competition which was a massive undertaking and was the first of its breed. The competition's principle was to prepare and serve food to one hundred paying guests while testing the banqueting skills of highly skilled international chef teams. Each of the competing countries' teams was required to prepare a seven course meal with a value of \$100 per person/guest during an assigned day of the event. The first competition was held in March, 1992 at the Tower Thistle Hotel in London, with two teams involved, a USA team from Texas and the UK team. As the competition was a success, the event evolved into five countries participating in a week long mystery basket competition. As the competition moved each year to different venues, as in the initial UK competition, all the monies raised by dinner sales were donated to the host country's charity of choice. Chef Evans was not only a key player, but ensured the highest quality and credibility of each event remained in place to the smallest detail. His involvement was instrumental in the development and growth of several chapters of the World Master Chefs Society, including the USA Texas Chapter.

Chef Evans presided over the competitions as the International Chairman of Judges and directed a Jury of Judges created from all countries competing. In 1992, I met Chef Evans as a competing chef on the USA team and sat at the Judges' briefing with all the other competitors involved in that year's competition. Chef Evans spoke to the group about integrity and impartiality in judging. He wore a shirt created of flags from many countries and said he wore that international shirt because it demonstrated his equality to all. He told us, 'the only way this competition would be successful was if the judges focused purely on the food, craft skills and other criteria and didn't concern themselves with politics or country of origin'. After several years as a competitor, I eventually had the opportunity to join the Jury of Judges with Chef Evans. I was always impressed how he held each judge accountable to explain and justify why points were removed from the score of any team. Chef Jack Bretzke was the Vice Chair of Judges under Chef Evans. When Chef Bretzke took over as Chairman of Judges, Chef Evans passed on that shirt as a symbolic gesture to always remember the importance of the impartiality of the judges.



Chef Evans had a special talent for writing as well. After his years in the kitchen, he took inspiration from those many experiences and had two novels published, Bitter Taste and Sour Grapes. In 2012 his second book, Sour Grapes was chosen

as the February "Book of the Month" by both the 14U News and Silobreaker Entertainment. It went on to be selected as the March book of the month for eHotellier.com and was selected as the May book of the month for the Dallas Morning News.

Chef Evans was a mentor to young culinarians around the world who always had time to offer a bit of guidance, paying back what he had learned over the years. I had the honour of knowing him for over twenty years.

Chef Evans was always there for me, as well as the USA chapter, to help us however he could. I remember one year, the USA team travelled to London for The Hotel Olympia Competition. We had been travelling for many hours and arrived in the afternoon at our hotel. There in the lobby was Chef David Evans and Sue, waiting to greet us with chilled champagne and a proper welcome! I will always be grateful to him for his guidance, kindness and the friendship we had.

Chef David Evans was laid to rest on Tuesday, 2 April, 2013 at a service in London."

<http://www.davidevansauthor.co.uk>

My Travels - Balkland



Gary Filbey MWMCS, LHCIMA
United Kingdom

"Over the past three months I have been involved with international and national competitions within the Balkland area and I am happy to share my experiences with you.

FEBRUARY 2013

Firstly, I was invited once again to return to Istanbul for their eleventh Gastronomy Festival in early February as Vice President. This was my eleventh year dealing with this specific festival and over the past five years I have either been President, or Vice President of the International Festival. During this time I have attempted to organise the Festivals, together with the Turkish Chefs called TAF. This is carried out during a period of ten days which includes five days of competitions.



with Fikret Ozdemir,
Chairman Turkish Chapter,
and Daniel Ayton, FWMCS

Over the years there have been many issues and many judges from around the world. Each year I state that this will be my last encounter with this festival, but each year I go back for more of the same. I suppose it is because I enjoy the pressure and the excitement of such a large battle and also to meet up with the many friends I have met over the years.

Generally there are around 1,200 competitors covering approximately 65 different classes from school children, university scholars, handicapped people, to the professional chef. Once again this year there were representatives from 21 different countries all expecting or hoping to win awards during the various competitions. There were many Gold, Silver, Bronze and Certificate of Merit prizes awarded.

These days there are a lot more LIVE competitions than STATIC, which has now been the same for several years. Competitors would rather enter various classes and be able to commit to four or five live competitions than complete in just one or two static competitions. This year there were around 200 static exhibitors and 1,000 live competitors, some individual and some team events.

There certainly seems to be a lack of support these days from sponsors but this is probably because they would prefer to back professional athletes and certain footballers to gain more advertising and to regain some of the monies invested within certain areas. Unfortunately, this once again proved an issue within the catering trade no matter which country you happen to be in.

On completion of this festival the organisers have once again invited me to be their President of the International Jury in 2014 for the third time and I will be starting to organise this festival within the coming months.

Having now been associated with international judging since 1995 through the WACS' organisation, I have mainly been involved within the Mediterranean countries including Malta, Turkey, Greece, Bulgaria and Belgrade. Hopefully, in the not too distant future, I will be invited to more festivals.

MARCH 2013

During March I was invited for the first time to be a Judge at the first International Southern European Culinary competition in the Thessaloniki region of Greece. Although this is their eighth competition this was the first International one as it is normally only a national festival.



Around 500 competitors competed during the four day festival and came from various countries including: Bulgaria, Serbia, Spain, Cyprus, Moldova, Turkey, Israel, Croatia, Russia, Mongolia, Azakstan,

Auzbelistan and, of course, Greece. It was certainly a well organised event and also a very happy one.

Many awards were gained and consisted of 38 Gold Medals, 75 Silver Medals, 156 Bronze Medals and 91 Certificate of Merit awards. The various competitors included schools, universities, Juniors and Seniors. Again, more live competitions than static exhibits, but all worthwhile.

International Judges from Thailand, Slovenia, Austria, Israel, Greece, Great Britain, Spain, Serbia, Turkey, Russia, Africa and the Middle East, Croatia, Moldova, and Cyprus demonstrated their skills and years of experience when tasting and giving the awards to the various individuals within all of the competitions. In two years' time I have been invited to be the President of their second International Festival and it will be an honour to accept this invitation.

The competition trail may seem to some a jolly, but I can assure you that it is far from that. The necessity of early mornings and late evenings to try and get through the proposed schedule is far from easy. We encounter delays, many heats of classes (some mixed!), equipment not working correctly, registration for each class, tasting, scoring, judging, discrepancies, award ceremonies, certificate writing etc. All this has to be organised and, in some certain circumstances, months/days of planning in advance. I know because my partner

Trudy and myself have to start organising the Istanbul Festival three months before it starts otherwise we would not have taken off so to speak!

During each festival one of the most important items to be addressed is that of communication to the competitor. Feedback is a vital part of a competitor's efforts to gain awards and each Judge has to be prepared to give useful information so that each competitor can correct the errors or move from one award to another in anticipation of eventually being awarded a Gold medal. This is the ultimate for each individual, but once they have won the highest award, they all expect to repeat this in every competition they enter. This can then cause issues and only positive feedback from the judges can justify the awards given and earned by the competitor.

APRIL 2013

I have now just returned from Bulgaria where I was invited to be the President of their National Gastronomy Festival in Plovdiv. This was a small competition of around 100 entries but many of these competitions lasted around two hours, including Junior Pastry Chef of the Year, Chef of Bulgaria, Pastry Chef, Culinary Team of the Year, Young Chef of the Year, Art Carving, Technical Carving, National Pizza Championship, Mystery Black Box Team event. Gold, Silver, Bronze, and Certificate awards were only awarded to the first four places on this occasion.



Although Bulgaria is a poor country, the people and the country itself are wonderful and, once again, because sponsorship is minimal, the event can only be small. Hopefully, within the next couple of years, having taken advice, there could be a way forward and maybe during this

time, with a lot more money invested, Bulgaria will be able to organise an international festival that will attract many chefs from neighbouring countries to take part and also those from around the world.

So now I look forward to the autumn when the festivals start again. During the summer months not a lot happens because it is far too hot in the Mediterranean countries, and not every country has a festival every year. Generally most will have their competitions every two years but possible events I have been invited to and hope to be involved in are Moldova, Malta and Azerbaijan. Once again I will be returning to Gaziantep in Turkey during early September for a Fermentation and Wine Festival.

MOVING FORWARD

Whilst on my travels I have invited several recognised chefs from various countries to become members of the World Master Chefs Society. Hopefully the word will get out there and our Society will grow and prosper and new chapters will come forward and gain recognition for their hard work within the catering trade. The words are UPWARDS and ONWARDS - let us all join together and unite as one strong Fellowship/Society.

From information received from Kim Chapman, I believe that our membership is growing very quickly now especially around the Serbia area. I have certainly invited chefs from Serbia, Slovenia, Bulgaria, Russia, Greece, Croatia, Turkey and Moldova during my travels.

RECOGNITION AND CONGRATULATIONS

Gary has been promoted to "Fellow" for all the great work he undertakes to maintain and expand our industry to a high standard

worldwide. He is a loyal ambassador of the World Master Chefs Society and he is achieving great success in spreading the word about our goal of ensuring the succession of fine culinary art worldwide. This promotion is in recognition of the outstanding commitment that he demonstrates to our industry and the Society.

Catching up with our members

Manfred Meullers FWMCS

Manfred, now Senior Lecturer at the University of Johannesburg in Hospitality Management, has led a distinguished career in the food service industry that has seen him achieve the very highest levels in this eminent field.

Manfred began his career at the Hotel and Management School in Aachen in Germany in 1963 and by 1965 he was employed as the Chef Entremetier/Sous Chef at The Edward Hotel in Durban. After a stint being self employed, the 1970's saw Manfred plying his craft as Executive Chef at the Blue Waters Hotel in Durban, and as Executive Sous Chef de Cuisine at the famous Elangeni Hotel in 1971. Manfred has also worked as District Catering Controller/Manager for Natal Fedics Food Services and as Catering Director of Highbury High School in Hillcrest, Kwa-Fulu Natal. By 1977, Manfred had moved into education and was employed as a lecturer at the Hotel School at the then Technikon Witwatersrand and from 1986 - 1995 worked as the Senior Lecturer in the Faculty of Business Management in the Hotel School of the Technikon Witwatersrand.

By 1996 Manfred had been promoted to the Head of Department in Culinary Studies at the University of Johannesburg, a position he holds today.

He has been a Fellow and elected National Representative for South Africa for the World Master Chefs Society since 1993.

Herbert Berger MWMCS

Born in Austria, Herbert trained at the Grand Hotel Zell and then spent five years in some of Switzerland's finest hotels before moving to England where he worked at the Connaught and Claridge's before becoming Head Chef at the Mirabelle and Executive Chef at the Cafe Royal. He achieved his first Michelin star at the Connoisseur, followed by a star for the Grill Room at the Cafe Royal and in 1998 becoming Chef/Partner at 1 Lombard Street where he gained his third Michelin star in 2000.

In 2001 he formed Berger Restaurants to take on an exclusive contract for the Innholders' Hall. Herbert says that "Livery halls are a hidden gem and there's so much potential. It's perfect to set fine food in this environment".

When asked what his last supper would be, he replied "A tough choice, but a perfectly roasted grouse with all the trimmings. I'd nibble off the whole lot with a wonderful bottle of claret to wash it down".

Herbert has been a member of the World Master Chefs' Society since 2009.

New Members



Kaimin Zhao

Kaimin Zhao is a professional Chinese Chef currently working at Water Sky Chinese restaurant in Bristol, UK. He has been working in the cookery industry for about 25 years. He is an ambitious and energetic person. He has won many provincial and national competitions in China, written several articles for food magazines and published a book on food carving.

He has also won a number of cooking competitions in the City of Bristol College and won the Food Industry Chef 2010.



Orazio La Manna

An induction dinner was held at Morris Salerno's Restaurant in Texas, USA, on 10 June to welcome two new members to the WMCS USA Chapter.

Orazio LaManna is pictured here with Morris Salerno on the left, Dave Sokol (the current President) in the background and Patrick Mitchell who introduced Orazio.

Michelle Brown

Pictured here are Michele Brown with André Bedouret on the left who introduced her and Dave Sokol on the right.



We are also delighted to report that we have two new members in Croatia and five new members in Serbia with news of a new Chapter starting up there. All details to follow in our September Newsletter!

