

CHOPPED



WORLD MASTER CHEFS SOCIETY
NEWSLETTER

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SPRING 2021

BRAND NEW
WMCS
MERCH

TIPS ON HOW
TO PUBLISH A
COOK BOOK

WMCS CHEFS
AT THE
DAYTONA 500

WMCS merchandise

We are delighted to launch our brand new merchandise range. Please go to our [website](#) for details, prices and to order.

We are very excited by this launch and hope you are too!



Competitions and events

Please do remember to keep us up to date on all up-coming competitions and events that you are organising so that we can share the details to all World Master Chefs world-wide! Please send all your stories to mail@worldmasterchef.com

Corporate sponsorship

We are looking for corporate sponsors to partner with as there will be so many benefits to everyone. Please do recommend us to everyone you know! Watch our website for more information coming soon!



Sending us your images - our 10 golden rules

1. Think about the images you would expect to see if you were visiting the website.
2. Your images should add value to your story and provide Members with a great visual representation of who you are.
3. The images must be jpeg, png, gif or eps
4. The images must be hi-res, minimum 300dpi and ideally the file size must be a minimum of 1MB+.
5. Please do not send us images within a pdf - we need the original high res image file.
6. Make sure your image is clear and sharp as we may need to resize the image for the website and newsletter.
7. If you are sending us a story the most important thing we need is a good headshot, or ideally a series of headshots. They need to be clear and professional – think passport photos.
8. Please ensure you are wearing your WMCS jacket and medal in your photo.
9. Send us your files via [WeTransfer](#)
10. Finally... smile! :)

World Master Chefs Society cookery book

We are looking into the possibility of creating our own World Master Chefs Society Cookery Book! It would be wonderful to feature a national recipe from every country where we have a World Master Chef!

If you would like to participate, please send Kim (kim.chapman@worldmasterchefs.com) your favourite national recipe and a small piece about you, together with a professional photograph of yourself and the dish (it has to be a professional photograph in order that we can reproduce it for our book – please see above).

New Members

Nepal

Master Chef Ram.K, MWMCS is the Culinary Director and Chairman of Kantipur Tourism and Hotel Management College - Pokhara, Nepal.

After graduating in culinary arts from India, Chef Ram has worked in many luxury hotels and resorts such as Burj al Arab and also on luxury cruise ships.

He has travelled through many countries and worked with many professional chefs to become a multi-talented chef.

With his immense experience and excellent culinary skills he went to Nepal where he took up training young culinary students. He has trained over 1,000 students in this beautiful

Himalayan country in the past 8 to 9 years and created an excellent career path for almost all of them in luxury properties throughout the Middle East, Maldives and even Australia.

He has his own Culinary and Hotel Management College in Pokhara which is the top culinary college in the whole country.

He is very well known in Nepal as an excellent culinary professional and trusted by many top luxury hotels, resorts and fine dining restaurants, nationally and internationally, for training and providing excellent culinary staff.



MASTER CHEF RAM.K, FWMCS

UK

Master Chef Darren Beales, Head Chef at the Port of Felixstowe, UK.

"Hi, I am Darren Beales and I have been a chef since leaving school. Cooking and working with food has been a passion all of my life. I find myself reading cookery books all the time, and immersing myself in techniques and ingredients.

A hobby of mine is collecting cookery books. In my spare time I like creating dishes for my wife and daughters to enjoy at the weekend. Often found ordering interesting ingredients online to create dishes and teaching my family to cook.

A keen follower of chefs from around the world on social media and making time to eat in amazing dining rooms across the country. I must say my most memorable meal was at Michael O'Hare's restaurant, The Man behind the curtain in Leeds.

In my time here at The Port of Felixstowe I have had a varied career. I have cooked as part of the hospitality team working on events for the Port of Felixstowe Executive Committee when they have been entertaining clients from all over the world."



MASTER CHEF DARREN BEALES

USA

Master Chef James T. Murray, MWMCS and Executive Chef – National Channel Marketing and Innovation, National Pork Board, USA

"My happiest greetings from the United States! I would like to extend my appreciation to my colleagues for being honored with my membership of the World Master Chef Society. This membership provides a gateway to develop and share the six values of the organisation.

Each day we practice our social connections through a respect for tradition while embracing innovation. Education lies at the foundation of our vocation and should be used to nurture the next generation of the culinary arts

industry. We make a conscious effort to make a difference and positively impact our environment with our choices and actions, providing daily inspiration through a passion for excellence that continues to contribute, expand, and maintain high standards globally.

We need to feed our thirst for knowledge through the employment of new technologies and techniques in an environment of evolution of standards and discipline. The final value is practical. As Master Chef colleagues, we must strive to embrace our similarities while living, learning and loving each other. I hope to grow together by applying these core values. You can read more about my background and experience on [LinkedIn](#)"



MASTER CHEF JAMES T. MURRAY, MWMCS

USA

Master Chef Patrick Mitchell, FWMCS and Chapter Chairman of our Texas, USA Chapter tells us

"After a difficult year in 2020 with virtually no activity because of the pandemic, we were happy to kick off 2021 with an induction ceremony and lunch.

Master Chef Rick Neal CEC, WMCS and Master Chef Dean Sprague CEC, WMCS were inducted into the USA Chapter of the World Master Chefs Society on Monday, 22 February. Master Chef Jesus Olivares, WMCS was our host at his Via Real Restaurant.

We have a long standing tradition of the new inductees cooking some sort of induction meal. Sometimes it's a dinner at their place of employment where the Board of the Chapter attends with VIP's from the establishment and then the induction ceremony is held after the dinner. On this occasion Chef Neal and Chef Sprague worked together to cook a lunch for the members of the Society and some VIP guests that have supported our Chapter over the years.

Chef Rick Neal has supported the Society over the last several years by hosting a table and cooking during our annual festival. He has also worked with us to provide support during charitable

events and captained a team of chefs who went to the prestigious James Beard House to cook in 2019. Chef Rick was the Texas State Chef of the Year in 2017 and was a finalist to cook in the Central Regional Chef of the Year Competition. He is the Executive Chef at Denton Country Club and he and his wife own and operate a bakery in Tyler. Truth be told, his wife Denise really operates the bakery! Congratulations to Chef Rick Neal on this special achievement!

Master Chef Mark Schneider CEC, AAC, WMCS, Treasurer of our local chapter, helped with the ceremony. Chef Schneider was the first culinary instructor of Chef Neal years ago. They were only together for one semester as Chef Schneider was in the process of taking a new position at another school. They got to know each other professionally over the years and kept trying to think of where they knew each other from. Once they made the connection it has been a special bond between the two.



MASTER CHEF PATRICK MITCHELL CEC, AAC, FWMCS CHAPTER CHAIRMAN, MASTER CHEF RICK NEAL CEC, WMCS AND MASTER CHEF MARK SCHNEIDER CEC, AAC, WMCS CHAPTER TREASURER.

USA

Master Chef Dean Sprague has been around the Society since 1992 when we first started working together when Chef Dean enrolled in the local apprentice programme. He realised he wanted more out of his career and decided to make the commitment at a later age than most apprentices in his class.

Through his apprenticeship Chef Dean was always there with me at Society events and would cook for the team when we held practice sessions at our hotel. It is such an honour to see this come full circle for Chef Dean knowing what it means to him - and me!

Assisting in the induction ceremony was Master Chef Gene Christiano CEC, WMCS Chapter Secretary. Chef Gene was a fellow apprentice with Chef Dean back in the day. They went through the programme together and have a special bond as well!

Chef Dean is the Executive Chef at the Omni Hotel in Corpus Christi, TX which is down on the Gulf Coast.

It is about an eight hour drive from there to the DFW area but that has not prevented Chef Dean from making the drive to participate in Society events and show his commitment to our cause. Congratulations Chef Dean on this special



MASTER CHEF PATRICK MITCHELL CEC, AAC, FWMCS CHAPTER CHAIRMAN, MASTER CHEF DEAN SPRAGUE CEC, WMCS AND MASTER CHEF GENE CHRISTIANO CEC, WMCS CHAPTER SECRETARY

Canada

Master Chef, Elaina Kourie, MWMCS, shared her thoughts regarding education with us –



"As traditional colleges shut down in March we in culinary arts education and training followed, vacating our teaching kitchens, classrooms, and on-campus open to the public venues. Unlike traditional colleges, many of which shifted to online learning, culinary schools have had to contend with moving cooking classes, tactile in nature, to a virtual setting and platforms quickly! Most have opted not to, meaning culinary schools and culinary students are stuck in an indeterminate state until campuses are cleared to reopen.

We decided to take another approach ensuring to keep our students engaged and our training viable. We focused on the theoretical components of the programs that we teach and supplemented the practical components with online culinary education through professional chef driven demo classes with students joining in to continue the momentum of cultivating an environment of community and growth. We also initiated an online platform that invited our students to stay connected to their peers and

share and present their work/cooking/photos with their chef instructors for feedback to complete their training.

Looking further ahead, we are thinking about the trickle-down effects the crisis will have on our curricula which will need to be adjusted to prepare students to enter a changed food industry. How are restaurants going to be staffed? What are menus going to look like? How do businesses balance delivery and dine in? There are so many questions that we need to search for answers. Before we can make changes to the curricula, we must see what the industry wants and will need moving forward, but I am also hopeful that the industry will adapt to its new reality, whatever that may look like and what part are we going to play in breathing new life into the reality of what the industry and industry professionals and students need moving forward. The demand for restaurants has existed for hundreds of years; we must give credit to the resiliency of chefs and restaurateurs. It is a big challenge, but I do not want to undercut the resiliency of the leaders of the food industry and what we need to do to move forward and grow, despite what it may look like at the present time. The hospitality industry in its entirety is required to play a necessary and critical role of our world returning to normalcy.

Now more than ever, we will need highly trained professionals to lead the charge. Culinary school graduates, chefs and professionals in the industry need to enhance their value by learning and developing business knowledge and aptitudes in addition to an eye and taste for exceptional and creative cuisine – an educated

chef is a confident powerful chef! I believe that culinary school graduates offer far more value to the industry and their employers because they bring a wide variety of proficiencies beyond their training in fundamental skills and techniques in culinary and pastry arts. This includes financial and customer management, business operations and more. Meanwhile many people without formal culinary education only have experience and knowledge in a single aspect or specification of the foodservice industry, not only limiting themselves, but also the potential for growth of the industry.

For chefs, professionals and culinary graduates looking to begin or start a career in the food service industry, the types of skills they need moving forward must match the demands of the times we are living in. With greater reason that includes a more fortified approach to a comprehensive and all-encompassing culinary education that is augmented with the knowledge of the business side of our beloved industry."

Master Chef Elaina has been promoted to WMCS Special Ambassador for Education. Many congratulations!



Israel

Master Chef Jack Hazan, FWMCS and Chapter Chairman for Israel, together with Master Chef Samer Ghatet, MWMCS. Together they attended the State Championship Competition 2020 - The Future Association for Professional Chefs and the Israeli Chefs & Cooks Association in the city of Beersheba at the College of Art Chefs, Israel.



Saudi Arabia

Master Chef Abdallah Gouda, MWMCS. He participated in Salon Mondial Cuisine in France with the National Koche Team of Egypt (Bocuse d'or) and Olympiad der Koche, Stuttgart, Germany representing Egypt.



MASTER CHEF BRIAN HENRY, FWMCS AND
CHAPTER CHAIRMAN OF SCOTLAND



With RE:ACT I have helped clean, service and restock ambulances (there are three shifts to cover the 24 hours and we can cover any of these). This helps the crews to maybe get an extra cup of tea/coffee or a break, while we help take some of the load and keep the ambulances on the road. I have helped out at Covid 19 testing and vaccination centres doing anything from taking tests to making tea and helping with the stewardship.

With the weather at the moment I have even helped keep the helipad clear of snow for the air ambulance and here in the Highlands of Scotland it is in use more than you would think. We also have a tea or coffee ready for when the crew start their paperwork. We work in all weathers and I have had to clear over 26cm of snow in -15 degrees C (with wind chill) on-going for ten hours (anyone who knows me knows I hate the snow with a passion) but the job needed to be done and it was what I was needed to do.

I have also helped clean and sterilise ICU's, wards and operating theatres, as well as being a porter around the hospitals which even includes working in the morgue and collecting bodies from the wards, hence the DBS checks. We work wherever we are needed and as veterans we understand that it is all about teamwork and the importance of the job getting done. We are very well organised with a "can do" mentality.

As a veteran I am happy and proud to help out two of the many veteran organisations and associations that are doing so much to help during the pandemic. Later in the year I would like to help raise money for both organisations, Combat Stress and RE:ACT, as they have both helped me get through the lockdown.

UK

Master Chef Brian Henry, FWMCS and Chapter Chairman of Scotland, has shared with us what he has been doing during the Covid 19 pandemic:

"Like most people during the national lockdowns, I have struggled to find something to keep myself occupied for the last year while off and on furlough. Many chefs are now offering a takeaway service, or helping feed the NHS, school children and the needy.

I have done something slightly different and not catering related. Before I became a chef, I was a member of Her Majesty's Armed Forces when I served in Hong Kong, Berlin (Germany) and Northern Ireland (that is showing my age) where I was injured out on a patrol forcing me to retire and become a chef. I was very proud to have served and felt proud again when I was given the chance to work again in a slightly different role with veterans.

I am now helping Combat Stress (set up to assist with veterans' mental health) on a switchboard in a non-counsellor role, more of a listening ear. If someone has signs of PTSD, or a problem I cannot help them with, head office is contacted and they take over. I am enjoying the humour and community feeling of belonging after so many years,

PTSD is a major illness and a trained counsellor is always available 24 hours a day. Ex- servicemen and women sometimes just need an ear, anything from providing contact numbers, advising with housing allowance, etc. or just listening as they have bad days and we are a sounding board. I do this sometimes three days a week and talk to up to six people for anything from five minutes to several hours. Some have even signed up to help in their local area which is very rewarding - it is not always doom and gloom - sometimes it can be a good laugh and a pick-me-up for me as well.

I also work with RE:ACT Disaster Response (another veterans' association) that is helping out on the front line to fight Covid 19 with the NHS. You may have seen them at various sites, delivering medical and PPE equipment. You have to have a DBS Check to work in roles that have a sensitive nature. We help out with the jobs that are not so glamorous and a lot of people would not want to do but have to be done so we can free people up to do the more important roles for the greater good.



THE SCOTTISH HIGHLANDS

UK

Master Chef Robert Stordy, FWMCS has recently written a short article about his experiences of publishing a cookery book and thought it might have some useful tips and advice for WMCS members.

Publishing a cook book

When I retired – correction, chefs never retire - when I left full time employment in 2016, my prime focus was to write a book. Why not, I had accumulated all this knowledge from years of working within the catering industry, a large chunk of which was from my time spent as a lecturer in culinary arts. Though it was never my intention to produce a cookery book, i.e. the usual format of recipes and beautiful high-quality images of the dishes, I wanted to write about food and cooking: what happens to food when it is prepared and cooked, why do things go wrong, how they can be rectified and what steps can be taken to prevent them happening again in the future, all this and much, much more. During my career I had developed a keen interest in food science, so much so that it was this which was to form the focus of my book, not at an advanced level but enough to allow me scope to explain topics on a more technical level. Bringing the content together to create a logical, legible and interesting piece of work was time consuming but perhaps the most enjoyable aspect of the whole project, the actual publishing, was a different matter.

A potential author has basically two choices; one to secure a full publishing contract with a publisher; however the odds of this happening are probably similar to that of winning the national lottery. Publishers invest a considerable amount of time and money in a new book, so much so that they have to be pretty certain that a book will sell and furthermore, given the number of cookery books - hard copy and eBooks out there, the likelihood of getting a contract is extremely slim unless your name is Grant Achatz, Heston Blumenthal or Rene Redzepi. The alternative is self-publishing (nee vanity), this has become very popular in recent years, mainly because a basic book can be published very quickly for as little as about 200 euros, although Amazon's KDP (Kindle Direct Publishing) for example, offer a free online platform which provides all necessary templates, tips and advice for publishing a book from start to finish. This may sound tempting but it does require a considerable amount of time and effort to work through the various processes and stages.

When embarking on self-publishing there are a couple of important considerations. Firstly, copyright, if your book is 100% your own work, that is text, artwork, photographs etc, no problem. However, if you have included ANY work by any other person, regardless of what it is, permission must be sought from the author, creator or artist if you want to avoid being taken to court and sued.

Secondly, and really what the success of your book relies upon in terms of sales, is publicity or marketing. Producing a fabulous work of literature with dazzling photos is

great, but who knows about it? This is where marketing becomes the make or break status of a book and to buy into a marketing, advertising or publicity package can become very costly. Therefore, from the onset, consider how determined are you to publish your book and how much are you prepared to pay to achieve that success. There is considerable information available 'on-line' to the would-be author about all aspects of publishing, and as with many things, the more that you understand about the process the less daunting it becomes.

My advice - first and foremost, don't be put off by the competition, your book or an aspect of it may be unique, something that can't be found in any other book. Secondly, push hard for a full publishing contract, approach at least six publishers and don't wait for a response before sending it to another. Publishers can take up to six months, sometimes longer, before replying with a decision. Thirdly, research your material/content, make sure that it is accurate, current and innovative.

After a couple of failed attempts and over four years later my book 'On Cooking' was published by Lulu. In April this year it reached number five in an Amazon review for that genre. I have only sold a few copies, people tell me it is a good book (perhaps they are just being polite). I never thought that it would be a best seller, but I am proud of it and what I have achieved. I pick it up now and again, look through it and still surprise myself by the amount of detail it contains. Would I change anything? Yes, there is always room for updating or improvement. Would I do it all again, yes, definitely.

UK

We are delighted to welcome back a member from Jean Conil's Epicurean days, Master Chef Gerald Fairbrace, FWMCS. The photograph (right) was taken 30 years ago at the Blissworth Hotel.

Chef Gerald attended a dinner in 1990 at a hotel in Luton, UK which was attended by approximately 150 chefs, mainly WMCS members. Jean Conil, the then President, gave a speech and presented several members with medals and certificates for the work they had done in the early days in promoting the Society.

Chef Gerald worked for a time in Africa when he says it was a joy to teach young African students in hospital kitchens. He says he was proud to be able to assist young chefs attain their qualifications.

Welcome back, Chef!



MASTER CHEF GERALD FAIRBRACE, FWMCS

USA

Master Chef Patrick Mitchell, Chapter Chairman of our Texas, USA Chapter tells us -

World Master Chefs race to the Daytona 500

Every year NASCAR runs the Daytona 500 Race which kicks off the NASCAR racing season. On Saturday, February 13th, the National Cattlemen's Beef Association (NCBA) sponsored the "Beef it's what's for Dinner 300" race at Daytona National Speedway the day before the Daytona 500. Three World Master Chefs Society members, Master Chef Patrick Mitchell CEC, AAC, FWMCS, Master Chef Mark Schneider CEC, AAC, WMCS & Master Chef Rick Neal CEC, WMCS and Chef Robert Hale of the Texas Beef Council were asked to cook for the media during these races.

Our task was to feed the media, about 85 meals each day, just before the start of the race. Due to Covid restrictions, we served these meals in individual three compartment containers which caused some presentation restrictions but we worked through that. We tried to put a bit of a Texas spin on it since we are all from the "Lone Star State" but the real focus was representing the National Association. We served BBQ braised short ribs on Saturday where we took a traditional braise and added some BBQ notes to the rub and the braising liquid.



IN THE CENTRE – CHEF MARK SCHNEIDER CEC, AAC, WMCS, CHEF ROBERT HALE & CHEF PATRICK MITCHELL CEC, AAC, FWMCS



TOP LEFT IMAGE: L – R CHEF ROBERT HALE, CHEF MARK SCHNEIDER CEC, AAC, WMCS, CHEF RICK NEAL CEC, WMCS & CHEF PATRICK MITCHELL CEC, AAC, FWMCS

On Sunday's race we served a Carne Asada where we marinated petit tenders (Teres Major), in a blend of tomatillo, onion, cilantro, jalapeno, lime juice, orange juice, oil and S&P. We grilled them, sliced them into strips and served it with tortillas and a fresh salsa verde. We served elote and chayote squash and an incredible kolache Bread pudding. The kolaches were hand carried by Chef Schneider from a Czech community in the small town of West, here in Texas.

The USAF Thunderbirds were there to do a fly-over before the race. We were supposed to do a demo on stage in the infield and the Thunderbirds were due to come on after us. The Beef Councils thought it would be a good idea if we grilled some extra steaks and presented them to the Thunderbirds after our demo. We ran into the Thunderbirds Saturday morning in the tunnel as we headed in to the kitchen. We got a quick picture with them and talked about the steaks.

Due to rain, the demos got "washed out" so to speak on Saturday. Sunday we had another storm come through and cancelled that demo. The PR person for the Thunderbirds came by the kitchen we were working in and said the team was really looking forward to those steaks! I told her that when they come back to watch the race, after the fly-over, we would cook them a steak dinner!

This was truly the highlight of the weekend! We had some long bone tomahawk rib eye steaks for the demo that we didn't use and had more rib eyes brought in to feed about 18 members of their team. Since they were all a team, we were able to set it up buffet style and make a bit of a presentation to them. Unfortunately Chef Rick Neal had to go back on Saturday afternoon so it was just Chef Robert Hale, Chef Mark Schneider & I. We each spoke to the team and explained the menu and what it meant to us to cook for them. I spoke last and shared that I grew up in an Air Force family with a fighter pilot father who flew F-4's, a plane the Thunderbirds flew at one time. I also spoke of the similarities between the kitchens and the military. In a kitchen we have an Executive Chef with a brigade system under the chef and that brigade carries all the way through the kitchen. We have a uniform which has history to it and requires respect for that uniform because it instantly says so much about us. At just a glance it shows how clean we work, how organized we are and what our level of commitment is to "attention to detail". Then their commander (#1 lead pilot) spoke and shared with us how grateful they were that we had taken the time to prepare them a special meal. Even though they are the best of the best elite teams, they were so humble and appreciative.

