

CHOPPED

SUMMER 2021



THE WORLD MASTER CHEFS SOCIETY
OFFICIAL MAGAZINE

Inside this Issue

2021 WMCS
CLOTHING
RANGE

NEWS FROM
AMBASSADOR
OF EDUCATION

AN INVITATION
FROM FWMCS
DANIEL AYTON



HQ news.



We are giving exclusive opportunities to join our global society by becoming a Sponsor Member which will give you the opportunity to network with our members and raise the profile of your products with these elite catering professionals.

CORPORATE SPONSORSHIP

By becoming a member you'll receive:

- Free WMCS commercial memberships.
- Social media advertising campaigns.
- Ability to connect with global WMCS members.
- Have your logo used on WMCS advertising and products.

[Learn more about corporate sponsorship.](#)

New members.



Marcin Sobol

Warsaw, Poland



I am a chef with 27 years of experience, full of passion and inspiration. I work in the restaurant Krasnodwór in Warsaw. I appreciate traditional Polish cuisine which I presented in a news release. The most important ingredients of this cuisine are wild boar meat, mushrooms and regional products. Restaurant Krasnodwór in 2018 and 2019 was on the list of “Poland’s 100 Best Restaurants”.

Currently I am the president of Euro-Toques Poland - an association of chefs who care about good and healthy cuisine. Twelve European countries belong to Euro Toques with headquarters located in Brussels. Our goal is to promote healthy food, mainly among children and teens in schools. We also help little local companies to produce high quality products.

I am part of many organisations that work for gastronomy. I was on the jury of numerous domestic and foreign culinary competitions. I lead workshops and training with students of gastronomic schools. They are successful. In 2019 they won first place in Koblenz in Germany in an international competition.



I have cooked for state heads. I have twice taken part in organising a banquet on the occasion of Poland’s independence in the presidential palace. I also had the honour of cooking for the Belgian royal couple during their official visit to Poland. I have cooked for many stars such as Michael Jackson and sports stars.

MEG GALVIN

Ohio, USA

We are delighted to welcome back Master Chef Meg Galvin, FWMCS, a faculty member at Midwest Culinary Institute at Cincinnati State Technical College, USA, and programme co-ordinator for the Bachelor of Science Culinary Arts and Science Programme at the University of Cincinnati.

Chef Meg has been a World Master Chef since 2005.



Chef Meg in the orchard which is full of pecan trees and trees inoculated with truffle spores (L) and with her bees (R)



Ram Karki

Dubai, UAE

Pre-opening Head Chef at Coffeetea Eatery Fusion Cafe DIFC Dubai.

Group Head Chef at Boho Studio One Hotel & The Meeting by JAK Group of Restaurants.



Paul Croasdale

Essex, United Kingdom

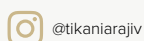
Chef Patron at The Flitch of Bacon. The only Michelin-starred Essex restaurant in 2019 and 2020.



Rajiv Tikania

Sydney, Australia

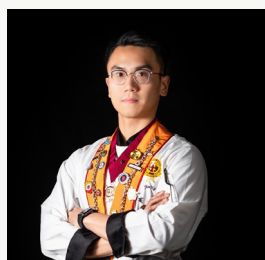
Executive Chef at Four Points by Sheraton Central Park



Sang Jin Han

Toronto, Canada

Executive Sous Chef, Delta Hotels by Marriott Toronto East, Canada.



Yan Ng

Brisbane, Australia

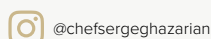
Chef de Cuisine, Hotel W Brisbane, and Consultant Chef, KaiFun Private Chef Business, Australia



Serge Ghazarian

Saudi Arabia

Regional Executive Chef, Carlton Nutrition Centre



No longer
World Master
Chefs members

Miroslav Ninov
Bulgaria

Yilmaz Sever
Turkey

Dany Nakhle
Jordan

Sheik Abdullah
Saudi Arabia

Saleem Anwar
Israel

Odeh Abu Hawa
Israel



Looking to push your career to the next level?

If you are an Executive Chef and think you can go no further in your profession, think again...
Your next step is to become a World Master Chef.



At its heart, the world of culinary arts is fast-paced, dynamic, competitive and ever-changing. We recognise and reward talented professional chefs and we exclusively invite them to join the Society, connecting our international members and sharing their wealth of knowledge, experience and ability that they have collected over the years.

RUSSELL MORGAN
WMCS World President

The World Master Chefs Society has much to offer to its members.

Are you good enough to be a member? Apply today to find out if you are.

[Apply for membership](#)

Educational.

**News from our Ambassador for Education,
Master Chef Elaina Kourie (Canada).**

Practical training that offers an additional opportunity to enhance the curricula and present real-life practicum and opportunities for our students to meet the current demands and trends in the industry. Over the recent past, the concept of ghost kitchens has debuted in the culinary arena as a different style of restaurant operation. students to meet the current demands and trends in the industry. Over the recent past, the concept of ghost kitchens has debuted in the culinary arena as a different style of restaurant operation.



What is a ghost kitchen you might ask? According to Google:

A ghost kitchen (also known as a delivery-only restaurant, virtual kitchen, shadow kitchen, commissary kitchen, cloud kitchen or dark kitchen) is a professional food preparation and cooking facility set up for the preparation of delivery-only meals. They exist only on delivery apps or websites: they might either be a satellite location for a brick-and-mortar establishment or restaurant/food business that exists only on an app.

One of the very few areas in our industry to experience growth in the last few years is the kitchen only concepts. EuroMonitor International put out a report recently suggesting kitchen only restaurants annually account for a \$1.5 trillion (USD) share of the European restaurant sector by 2030. The bottom line, the ghost kitchens are fast-growing and offer a “brave new world of data-driven, search-optimized virtual restaurants.”

Unlike traditional restaurant establishments requiring long-term leases, ghost kitchen restaurant owners can rent space in a fully equipped establishments for a set period. This lower cost alternative to operating a traditional restaurant has grown 300% faster than the dine-in operation in the last few years.

As brick-and-mortar food establishments have legal obligations and are regulated by the City's Health Department and Planning Department, the same is true for Ghost kitchens. All business and health standards and codes continue to apply to them.

This concept presents a new opportunity for Culinary Schools and Culinary Training. Many of which include as part of the practical components, an "Open-to-the-public" module or a permanent restaurant facility to give the students a real-life experience to enhance their training.

Customarily, these are full-service and focus on fine dining traditions, offering students the opportunity to practice the classical skills and techniques for front of the house and back of the house. We cannot underestimate the importance of "live" service and the opportunities it presents to the students by fortifying their hands-on training.

The issues of shifting operational trends and changing times presents challenges and opportunities for Culinary Educators, not just in Canada, but globally. How does this new technology and traditional culinary curricula come together to meet the demands of our evolving industry? As Culinary Schools and Educators we have a duty to teach dining room service and work integrated learning styles that warrant in-person guests. The concept of the ghost kitchen unifies the realities for many students: social media, apps, cell phones, digital imagery, and the like allow for the potential of a restaurant idea within reach.

Rather than replacing the traditional "open-to-the public" or the brick-and-mortar restaurant, the ghost kitchen concept in part or in its entirety offers a new additional opportunity for training

to meet the demands of industry trends and future growth. This allows the students working in groups to understand the pressures of Chefs that moved their operations to apps to stay in business and reflect on how to design and communicate a brand through imagery, menu cohesiveness and through social media platforms.

“

As Culinary Educators, it is our duty to fortify and prepare our students by training in culinary excellence. We also equip them with all the knowledge and skills necessary to meet current industry trends and demands. Setting them up for a successful future in our industry.



“

An educated Chef is a powerful Chef that will support growth and professionalism in our beloved industry. This necessitates the integration of technology in culinary curricula moving forward taking into account many things, but undoubtedly kitchen only restaurants are here to stay and we need to be ready with curricula that nurtures a successful graduate ready for the workforce.



10% off WMCS t-shirts and baseball caps

Throughout July.

Represent WMCS by building up your wardrobe with some summer-ready pieces. Our official range is already creating a lot of attention and buzz online. Don't miss your chance to get your hands on the most-coveted new arrivals in just a few clicks.

[Go to the official store](#)



News from the UK.

Robert Stordy, Freelance Chef and Chocolatier and fellow of the World Master Chef Society shares what he's been up to and his ideas around plant-based ingredient alternatives.



‘Classical French Cuisine’ has all but disappeared, albeit for the few remaining stalwart dishes. The UK’s eating habits have changed dramatically since the days of Escoffier, the reasons are many and intertwined, but the awareness of the socioecological impact on our eating regime is one of the most important today. The move away from the use of unhealthy, rich based sauces and extensive use of dairy foods such as milk, cream, and eggs towards a more plant inclusive diet is becoming more realistic and is driven by a growing awareness of what we eat.

This therefore has a significant impact on the catering industry, and not least the chef. Plant-based ingredients are derived entirely from plants and that includes vegetables, fruits, whole grains, nuts, seeds, and legumes. Plant-based foods offer a challenge for chefs and confectioners; yet some of this is not new, we have been using some plant-based foods for many years; margarine as a substitute for butter, agar as a setting agent in place of gelatine, are good examples.

So how can the food worker adapt to these changes, how can these ingredients be incorporated into an existing recipe? Understanding how traditional ingredients function within a recipe is vital. All ingredients have a function, most have more than one. When one is taken out, it will need to be replaced. Finding the right balance is the key.

A good place to start is with one ingredient, deconstruct the recipe and experiment by substituting it with a plant-based alternative. The outcome may be successful or further experimentation may be necessary, it is all about trial and error - adapting, it's what chefs do well!

What are the options? I am sure the alternatives to cow's milk - almond, coconut, oat, rice, are now well known and that soya, has many culinary uses, including that as an emulsifier. But there may be some less obvious or well known ingredients: flax seed can be used as an alternative to egg white as an aerator and yolk in binding.

I have successfully used 'Panaceg' (compound of potatoes, seaweed, cellulose and gum) to replace whole egg in choux paste. 'Natur Emul' works well in ganache as an alternative to cream, though I confess not to have used it in making chocolate yet. Aquafaba or the liquor from cooked chickpeas, when whisked, forms a strong eggfoam and again I have used this to make meringue for macrons and marshmallow.

The benefit of using plant-based foods is that they do not hide flavours, the true taste is apparent and not diminished. Secondly and with one or two exceptions, they remain stable during freezing and cooking. By reducing unhealthy animal fat in a recipe and replacing with a plant-based ingredient, far healthier products can be achieved.

“

I am certain that plant-based foods are not just one of those fads that come and go overnight, they are here to stay and are just another stage in the development of food and cooking for the future.

Robert Stordy celebrates a second triumphant year at the World Marmalade Awards 2021 with a 'Best in Class' for a clear Seville Marmalade as well as three Gold and two Silver Awards. The gold winning flavours were Florida Marmalade, Caramelised Orange and a Trio of Citrus.

In spite of a difficult year, with lockdowns, new regulations and winter storms, marmalade makers have proven their resilience. This year's entries were far in excess of the 2020 competition and again entries were received from all corners of the planet.

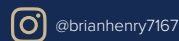
The world's premiere preserving awards were founded in 2005 by Jane Hasell-McCosh with the initial idea of preserving, growing and widening one of the most British of customs – making marmalade.

To date, the Dalemmain Marmalade Awards & Festival has raised over £250,000 for Hospice at Home. All the proceeds from the amateur entry fees go direct to charity.



BRIAN HENRY

Inverness, Scotland



Master Chef Brian Henry, FWMCS and Vice President, has just received his second AA rosette at Bunchrew House Hotel, Inverness.

Chef Brian has been a member since 2005 and was our Chapter Chairman in the UK before moving to Scotland.

Congratulations, Brian!



We're giving an exclusive opportunity to become a

Sponsor member.

Becoming a WMCS Sponsor Member will give you the opportunity to network with our existing members and raise the profile of your products with these elite catering professionals.

We care deeply about how your brand is represented and our sponsorship packages will give you exclusive access and unique opportunities to promote your products and services to our global members.

Ready?

Become a sponsor member



Daniel Ayton.

A message and an invitation from our Senior Vice President and FWMCS, Daniel Ayton.



Greetings Master Chefs. 2021 celebrates the 175th anniversary of the great chef, Auguste Escoffier, the master who brought so many changes to our industry. In the UK, a dinner will be held at the Savoy Hotel on the 28th October and includes a 5-course Michelin cooked meal, with an auction and table draw for charity.



As both the Senior Vice President of the World Master Chefs Society and the President of the Disciples Escoffier UK, I would like to invite you all to attend the memorable event in London's Savoy Hotel. With enough of you there we can have our own tables with WMCS regalia.

For further information please contact Daniel on either worldmasterchefsociety@gmail.com or disciplesescoffieruk@gmail.com and he shall send you further details of the event. A room rate can be organised too if you need it.

Auguste Escoffier.



Escoffier was always very, very concerned by social injustice. One of his greatest concerns was to help young chefs' careers take off. At the Savoy and the Carlton Hotels, London he always hired a few people more than he needed so that they would have a job. During World War I, he took care not only of soldiers, but also of the families of chefs that were at the front, organising charity parties, the profits from which were given to these families.

Escoffier was always very concerned and outraged by social injustice. He was a fundamentally good and generous man. One of his greatest worries was to help young cooks to have a good start in life. At the Savoy and at the Carlton, he always created a positive learning atmosphere for chefs. At Disciples Escoffier UK we have a responsibility to make sure future generations will be well trained and able to adapt to the evolution of our profession.

Through the education of young people, either via its long standing association with Escoffier's school, Westminster Kingsway, or via this year's chosen charity of which the UK President is a proud Ambassador, Disciples Escoffier is confident that, along with our network, corporate and industry, we can work to ensure that the world is bright and healthy for countless generations to come.

Cooking will evolve as society itself evolves, without ceasing to be an art, will become scientific and will have to submit its empirical formulas too often still to a method and a precision which will leave nothing to chance. We must seek in ourselves new ways in order to leave working methods adapted to the mores and customs of our time.

Good food is the foundation of genuine happiness.

Auguste Escoffier

Today, there are more than 20,000 members of Disciples Escoffier around the world.

Their main goal is to lead a true push for young people and to encourage them to rediscover the desire and motivation to be chefs.

To do this, the International Order of Disciples of Auguste Escoffier is working in closer cooperation with schools, establishing contacts between professionals and students.



Are you competing in or attending any

COMPETITIONS OR EVENTS?

We want to know! Please remember to keep us up-to-date on all up-coming competitions and events that you are organising so we can share the details with all World Master Chefs worldwide!

Contact us now!



Friends of WMCS.

World Master Chefs strive to establish and maintain close relations with as many relevant industry groups and associations as possible. Here are just a few of them.



Texas State Technical College

50 years ago, Governor John Connally predicted we would become “the most sophisticated technical-vocational institute in the country.” At TSTC’s Culinary Arts, we teach both basic and specialised culinary principles and techniques. Featuring hands-on experience in food preparation, menu planning, catering, and artistry of baking, pastry and plating. Our graduates find their careers in a variety of areas from running their own business to institutional cooking. We offer three Culinary Certifications and AAS degree in Culinary Arts with articulation with Texas State Universities. Today, TSTC is constantly working on the most efficient educational delivery with micro certifications and partnerships with higher education institutions.

[Learn more →](#)

Agader

Agader operates in the Food, Beverage and Service Sector and promotes global cuisines, especially Turkish cuisine and provides professional training for culinary artists providing the necessary information flow in the professional development of young chefs. The association works with schools to inspire and encourage the next generation of cooking professionals. The association is represented in national and international competitions and is proud to be the most institutionally known association in the sector.

[Learn more →](#)

Les Dames d’Escoffier

Les Dames d’Escoffier Dallas is an organisation of women leaders in the Dallas/Fort Worth Texas area who create a supportive culture in our communities to achieve excellence in the food, fine beverage and hospitality fields. We share knowledge, support Members, provide Leadership, Educational Opportunities and Philanthropic Events for the community at large.

[Learn more →](#)

Alexandria Chefs Club

Founded in January 2017 to develop and train professionals in culinary arts and hospitality, currently with over 500 trainees at local level.

[Learn more →](#)

International Culinary Institute

At International Culinary Institute (ICI) we specialise in providing skills development avenues and qualifications to students, professionals, and employers in the hospitality industry around the world. ICI provides a platform for gaining BEB qualifications which equip our learners with the latest skills for better employment prospects in the global job market. Our qualifications and skills are the latest and best in the current learning environment, while our fees are most competitive in the market.

[Learn more →](#)

Euro-Toques Poland

Euro-Toques Polska is an association of chefs who care about good and healthy cuisine. Euro-Toques International brings together chefs from over a dozen European countries. Our goal is to promote healthy food, mainly among children and young people in schools and to help small local companies produce high-quality products.

[Learn more →](#)

Why did you become a member of the World Master Chefs Society?

We want to know why you became a member of the World Master Chefs Society and what it means to you to be a part of an elite group of culinary professionals.

Was it the prestige?

Was it to have the official title?

Was it to have the medallion and the uniform?

What's your reason?

Send us a video of your reason and we'll share them online for the world to see.



