

THE WORLD MASTER CHEFS SOCIETY OFFICIAL MAGAZINE

# CHOPPED

WINTER 2022







### **Welcome to CHOPPED, our Society magazine.**

A new calendar year is amongst us and our Society grew in strength around the world in 2021 despite the challenges we all faced. 2022 is looking to be another great year and we cannot wait for you to be a part of it. We are proud of you all.

As always, we are here to help whenever possible and carry our profession forward as the true culinary art. Please feel free to pass the word onto your colleagues and encourage them, where possible, to become members.

**May 2022 be a great year for all our members.**

Happy new year,

**Russell Morgan**

The World President

# HQ news.



**WMCS strives to establish and maintain close relations with as many relevant industry groups and associations as possible.**

**We are open to recommendations for charities, associations, colleges, and retired chefs that have links to WMCS members.**

**WMCS Friends annual subscription fee is £25.**

## **Friends of WMCS**

Official Friends of WMCS include:

- Les Dames d'Escoffier
- Agader
- Texas State Technical College
- Euro-Toques Poland
- Alexandria Chefs Club
- Turkish Cooks Federation

[Learn more about becoming a WMCS friend](#)

# New members.

**From around the world.**



## Wilson Chu

**Executive Chef, China**

 @wilsonchuhk

**C**hef Wilson's interest in the culinary industry blossomed as a teenager when he took an after-school job at KFC in Hong Kong. After graduating from high school, he tried few different jobs. In 1998, he got an opportunity to work in a Top 5 restaurant in Hong Kong as a Junior Chef at Cold Kitchen. Wilson followed his heart towards a career in the hospitality industry working as a Chef de Partie, Front of House, Bartender, Assistant Manager and a Wine Sommelier.

In 2002, Wilson was invited to the USA to be an Executive Sous Chef at Feng Shui Chinese and French fusion restaurant. 2015 saw him join a Chaîne des Rôtisseurs and French Chef association "Disciples Escoffier International Asia". In 2017, he competed in the DEI President Chef Black Box Battle at RBHK in Hong Kong. In the following year he became a Vice President in Macau Delegation and opened his own French Restaurant called the WiFi Kitchen in Macau, China.

He later became a Macau Culinary Association committee member as a Secondary Secretary. Chef Wilson took over leadership of Macau's Fisherman's Wharf - Rio Restaurant in 2020. Last year saw Wilson join the Ordre des Coteaux de Champagne guild as a Chevalier Écuyer as well as becoming an official World Master Chefs Society member as a Master Chef in international Cuisine.





# Nick Pena-Alvarez

Executive Chef, Taiwan



**B**orn and raised in Vancouver, B.C., Canada, Nicholas gained a passion for cooking at a young age, taking part in culinary arts in high school, and then taking an apprenticeship at the Fairmont Vancouver Hotel. Nicholas completed his apprenticeship and then completed a degree in culinary arts from V.C.C. graduating with honours. After working for several years around some of Vancouver's best hotels and restaurants, Nicholas left for Europe for a two year internship which would take him to some of the best Michelin starred restaurants in France and Spain.



In late 2003 Nicholas moved back to Canada and took a role with the Sheraton Vancouver hotel as one of the sous chefs. After a little over one year he was promoted and transferred to the Vancouver Hilton as Executive Sous Chef, assisting the Executive Chef in all aspects of the culinary operations. During this period Chef Nick became more involved with culinary competitions, ending up competing in Switzerland, Germany, Scotland, the US, and Canada winning several gold and silver medals.

It was not long before he left Canada again, this time for Asia. Nicholas was asked to join the Landis Taipei hotel as Chef de Cuisine. This was his first time working in Asia, but would not be his last. During his time at the Landis Taipei, Nicholas participated in numerous Michelin star dinners with chefs such as Jean-Michel Lorain (3\* La Côte Saint Jacques), Philippe Marc (3\* Hôtel Plaza

Athénée), Susur Lee (Celebrity Chef), Manuel Martinez (1\* Le Relais Louis XIII), and Paola Budel (1\* Venissa). He was also sent to support the openings of the Landis Skyway, Shanghai and Hotel ONE, Suzhou.

After two years with the Landis, Nicholas departed for the Caribbean and the cruise industry taking a job as Executive Sous Chef on the MS Freedom of the Seas. At the time this was the largest cruise vessel on earth with a total capacity of 4,500 guests and 1,300 crew. During full operation the ship has over 12 F&B outlets, room service, banquets, plus a dining room that can serve 1,800+ per seating.

After completing his contract with RCCL, Nicholas was asked to rejoin the Landis Group, this time as the Executive Chef of Hotel ONE, Taichung. During this time, he successfully converted one of the restaurants into a high end steak house, dry aging all of their own meats, at the time a first in Taichung. After four years as the hotel Executive Chef, Nicholas was promoted to Corporate R&D Chef within the Landis Group providing menus, recipes, and technical support to a variety of areas of the company.

During this time, Nicholas also partnered with a friend to start Innova, an F&B company that owned and operated restaurants and bars around Taiwan, and also did private consulting work for restaurants, hotels, trade offices, etc. Eventually the companies grew and began to require full time attention, so Nicholas and the Landis Group parted ways again.

Nicholas decided to rejoin RCCL, this time on the MS Oasis of the Seas as Senior Executive Sous Chef. Again, at the time this was the largest cruise ship on earth, with a total capacity of 6800+ passengers and 2300+ crew. The ship has 28 F&B options and a



main dining room capable of serving about 3000 people at one time. The culinary and stewarding team of this ship is over 350 people, making it a very large and diverse team to manage. After another year with RCCL, Nicholas decided to give education a try. It has always greatly interested him to pass on his craft, knowledge and passion for the culinary industry to other generations of future chefs and hoteliers.

Nicholas was offered a position as Professor of Culinary Arts at Woosong University in South Korea offering students a dual degree in culinary arts and hotel management from one of the most respected culinary/hospitality institutes in the world (Institute Paul Bocuse). During this time Nicholas also assisted in the development and start-up of INBP at Woosong University, which is the Institute National de la Boulangerie Patisserie, one of the leading baking and pastry institutes in France.

Eventually, Nicholas and his wife decided to move back to their second home of Taiwan. This time joining the team at the National Kaohsiung University of Hospitality and Tourism as a Professor of Culinary Arts in the International Bachelor Program of Culinary Arts.



**The amazing thing about working in kitchens is it's an extension of who you are artistically and personally. Your passion shines through in your food and your character is displayed in your work ethic.**



## **Jewel Rozario**

**Bangladesh**

Executive Sous Chef and Trainer,  
International Culinary Institute



## **Reda Ibrahim Abdullah**

**Riyadh, Saudi Arabia**

Executive Chef, Braira Al Nakheed  
Hotel



## **Kadsarin Pukung**

**Maldives**

Sous Chef, Huvaafenfushio Resort  
& Spa

## **Nikolaos Nikitas**

**Rhodes, Greece**

Executive Chef, Eco Beach and Magic  
Garden Hotel

## **Youssef Akiki**

**Lebanon**

Executive Chef/Partner, Brut Restaurant

@chefyoussefakiki

## **Brian Potter**

**Cincinnati, USA**

Culinary Instructor, Cincinnati State Technical  
and Community College

## **Hyeon-ho Choi**

**South Korea**

Grand Ambassador, Hotel Pullman 'Hongbogak'

## **Young Geun Park**

**South Korea**

Executive Chef, Resort El Dorado Jeollanam -  
Do Dhinan





# Receive a free WMCS apron

When you refer a new member to join The World Master Chefs Society

Refer a friend or colleague to become a member and receive a free WMCS apron as a thank you from us. To qualify, please ensure they give your details on the application form.

[Click here for the official form](#)



The World Master Chefs  
**SOCIETY**

Apron will be sent to the referee once full payment has been made by the referral.



# News from the UK.

**An update from our Senior Vice President and FWMCS, Daniel Ayton.**



**S**enior Vice President Daniel Ayton, as part of the international advisory board, was invited to be part of the international jury for the Chaîne des Rôtisseurs Jeune chef competition during the last week of September. The Jeune Chefs Rôtisseurs Competition is meant to encourage and promote the expertise of young chefs under the age of 27 in the tradition of the Chaîne des Rôtisseurs by exposing them to a competitive environment with their peers.

This competition offers the opportunity for the Jeunes Chef Rôtisseurs to showcase their talents and creativity in a fair, unbiased and professional forum. To be eligible to compete in the Concours International des Jeunes Chefs Rôtisseurs, candidates must represent the country where they won the National Competition and be employed by a Maître or Chef member in good standing of la Chaîne des Rôtisseurs in the country which they are representing. The Maître or Chef member must be active in their profession and may not be a Maître Honoraire or Chef Honoraire member.

This year the competition was held at the Cordon Bleu kitchens in Paris. The 22 competitors had half an hour to compile and write a three course menu from a mystery basket. These three dishes then needed to be cooked and served over three and a half hours, each course at 15 minute intervals thereafter. Some of the items in this year's basket included quince, a whole duck, two scorpion fish, snails and caviar.

Massive congratulations to all competitors for getting through the national finals and on to the grand final in Paris. These included Ellie Shaw from the UK, representing the 2020 competitor, working at the Clink Charity restaurant in London and Kieran Bradley from the UK, representing the 2021 competitor, working at the Vineyard Restaurant in Newbury.



FWMCS Daniel Ayton - bottom row, middle right





The results were announced at the Grand Peninsular hotel in Paris.

Congratulations to the international winners of the Chaine des Rôtisseurs Young Chefs in Paris! Norway took both the 2020 and 2021 competitions, Belgium and Germany took 2nd place, with Switzerland and Hungary 3rd.

We all look forward to the next competition to be held in Mexico City in 2022. To participate as a competitor, [click here for further details](#).

Daniel was made a Fellow of Westminster Kingsway College, UK for his ongoing support and development of the student fraternity there.

He is seen here receiving this accolade from Gary Hunter, Deputy Executive Principal at Capital City College Group, of which Westminster Kingsway College is part.

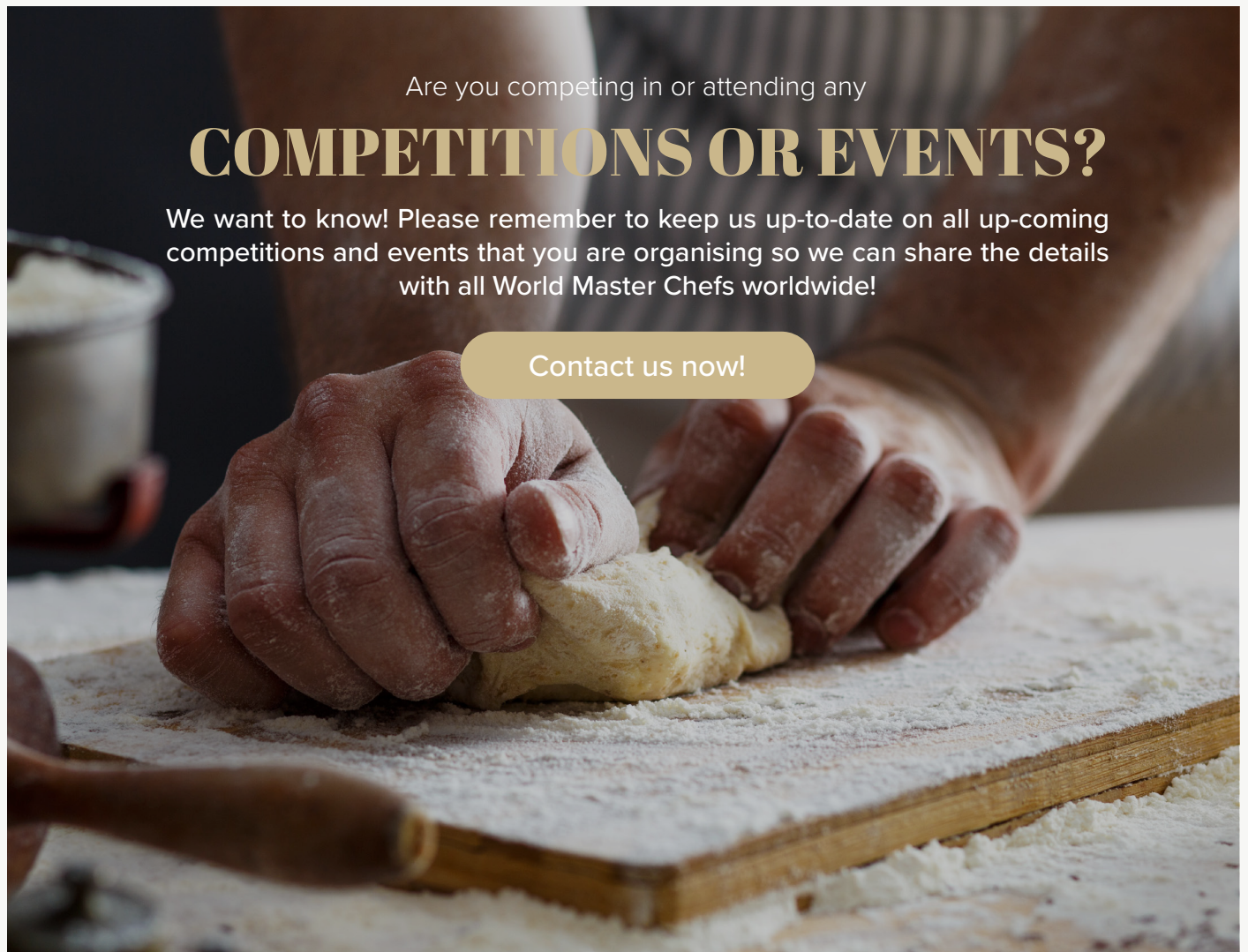


Are you competing in or attending any

## 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!





# News from Poland.

**M**aster Chef and Vice President Krzysztof Gawlik, MWMCS recently attended a culinary competition which was held from October 2nd – 3rd in a castle in the small town of Niemodlin, Poland. The jury consisted of three World Master Chefs from Poland – from left to right – Chef Thomas Smoczyk, Master Chef Marcin Sobol, MWMCS and Master Chef Krzysztof Gawlik, MWMCS.



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](#)



# Educational.

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



**F**ood and drink are the second largest industry in the world. So, more needs to be done to promote it as such! The industry is outdated! It offers very little progress for the young generation. Young people are eager for success, and many aspects of the food industry don't offer them options. The traditional legacy left by the "old boys club" placed much focus on profits before people. But in today's society, ethics, values, corporate social responsibility and awareness are on the top of the agenda for businesses. This is what attracts young people today about future career paths to pursue.

We need a different culture that focuses on stability within the food industry. That challenges the young people more and provides them more opportunities to progress. We need to create opportunities for students and graduates of the industry who, overall, their mindset and approach are forward-thinking. These opportunities should provide ideas to help students improve their networking skills and future job opportunities.

Statistics show that the need for chefs and cooks is projected to grow at an exceptionally higher rate than any other skills trade until 2028. Concrete actions must focus on the same elements we see at work in different industry sectors and parts of society. We need a community and a culture that is supportive, equitable, diverse, employable, and most of all, sustainable. The culinary industry has a critical cultural imprint, and the statistics support the importance of food establishments for local economies.

To attract the younger generation to our industry, we have to shift our focus to culinary management, real practical experience, understanding the importance of trends such as the use of local or regional ingredients, sustainability, nutrition, and – very importantly – international cuisine and culture. This shift in focus is necessary to attract and keep youth in our industry.

Recent findings show that 48% of food manufacturers and food businesses are planning to add employees, while another 33% expect to maintain their current employee level. One of the biggest concerns is finding enough people to fill these positions.

Part of the employee shortage problem results from a general lack of interest among young people. When they think of food service jobs, they think about flipping burgers or waiting on tables. Unless they know someone like a relative who worked in the food sector

or something at school inspired them to pursue food science or Culinary Arts Studies, the industry isn't on most young people's radar. They don't know about all the available jobs, and neither do most career and guidance, counsellors! The food industry is not paying much attention to presenting itself as a great employer that is exciting and fun to work for. The food industry needs to reassure the young people that they will always have a job and an exciting one because everyone in the whole world NEEDS to eat!

Strategic plans must be made to attract young people into the industry that is sorely lacking employees. To start, the food industry needs to know what young people care about. Here are three crucial points for considerations to attract young people to train and seek employment in the food industry.



How much do the food industry and food businesses share on social media? Do they have an up-to-date website with helpful information? Transparency in the food industry is an ongoing trend for consumers. Transparency is also essential in attracting young employees. Food businesses need to give realistic glimpses into their work environment. Without a booming online and social media presence, a food business will have more trouble appealing to a digitally connected audience that is more likely to get information online than from other sources.

How much skill training and development does the food business offer? Some employers are catching onto the importance of training. For example, in a Food Processing survey, 43% of companies said they were “expanding in-house technical training.” Plus, 26% were “adding in-house engineering capabilities.”

Does the company have a good work culture? Young people want to know they’re working for a good company they can be proud to tell their friends about.

Another area the Food Industry can improve and attract young people is offering internships and co-op programs for students. Recent research from the University of Guelph found 74% of companies want to hire people with years of experience in the industry, and companies tend to look for hands-on experience. It’s easier to gain hands-on experience, possibly through a co-op or an internship! If you ask most food business employers if they have experimental learning or a co-op or internship program, you are met with silence.

Another benefit is that students get a realistic view of the work and know what to expect on the job. They learn the technical skills, communication skills, conflict resolution, and other interpersonal skills needed to work successfully in the food industry. “The food industry has to start to really communicate better... Transparency is everything.”



The food industry should never be the “choice for the graduate that has no choice.” We need success stories from one side of the globe to the next in our toolbox to combat this mentality.



**Strategic plans must be made to attract young people into the industry that is sorely lacking employees. To start, the food industry needs to know what young people care about.**

At Top Toques Institute of Culinary Excellence, we conducted our own survey through our social media platforms and emails to the public and our graduates. We specifically asked three questions.

**1. What made them enter the food industry?**

100% of people voted they entered into the food industry because they have a passion for food and cooking.

**2. What goals did they want to achieve by entering the food industry, and how do they measure success?**

100% of people voted their goal or idea of success when entering the culinary industry was to start a food business or personal brand.

**3. What would attract youth to the food industry after COVID-19?**

Many said food businesses that are focused on less waste, local or regional ingredients, and sustainability. As well, a fun but challenging work environment that has room for growth and improvement.

Other popular trends that have come about include Fermentation and Artisan Cooking and Plant Based and Healthy Diets. Private Chefs and Umarket Take-out are also becoming increasingly popular.

Private or Personal Chefs allow for a personalized and upscale cooking experience in the comfort of your own home. This concept is attractive to the young people planning to work in the industry as it allows them freedom and creativity.

Sustainable fishing and Fish Cookery (fin to tail) and Fish Charcuterie! Simplicity is key and more focus on global flavours!



# Environmental.

**The World Master Chefs Society has put together a list of ways to make your restaurant more sustainable in 2022.**

**I** **It's no secret that now more than ever restaurants have a duty to fulfil when it comes to climate change and finding ways to become sustainable. It makes solid business sense to make the switch for your restaurant as it'll help push your business into a more profitable future. Being sustainable is something that everyone is now conscious of. It's not hard to feel overwhelmed by the climate battle we face every day but by seeing restaurants take a stand to act more sustainable, it gives customers the confidence to do so in their lives and they can learn new ways to become sustainable.**



## **But how does a restaurant become sustainable?**

Typically, the best practices for restaurants to follow to minimise their impact on the planet is to address issues such as where they buy their produce from, how it's delivered and how it's packaged. There are a range of industry trends for you to follow in order for you to do your part.

## **Include more vegan and vegetarian options in your menu**

Seems like an obvious choice but the benefits are outstanding. Because the majority of livestock farming has become unsustainable, people are looking to reduce their meat intake more and more every year and now they're looking to restaurants to do the same. Selling more plant-based or vegetable-based dishes can help combat the issues that farming has produced.

On top of this, you will also attract a new customer base who are eco-conscious. There are plenty of wins associated with including vegan and vegetarian options.

## **Reduce your carbon footprint**

Start using local suppliers for your food to help minimise the carbon footprint associated with your produce. On top of it helping the environment, there's also the benefit of receiving better quality ingredients that may be picked or produced on the same day.

By sourcing more local, organic ingredients, you can reduce the social and environmental impact of doing business.

## **Look for small wins inside your restaurant**

- Cut down on paper usage by switching from paper menus and receipts to digital versions.
- Replace paper napkins with linen ones. This will increase your laundry expense but it'll avoid thousands of paper napkins ending up in landfills.
- Switch to biodegradable bin bags instead of standard ones which can take decades to decompose.
- Cut down on your energy usage by installing automated lights and encouraging your staff to switch off things before they leave at night. You can also look to switch to an eco-friendlier energy supplier.



### Reduce waste

Throwing away a customers' unfinished meal seems like an easy option. 2.87 million tonnes of food and packaging waste is produced by the hospitality industry every year (according to WRAP statistics) and less than half of it is recycled. If you're finding that your restaurant is contributing to this, start looking at the dishes that people don't finish and reduce the portion size. Also start looking at which items aren't ordered and cut these from your menu. This will save you from throwing away ingredients and help reduce the amount of waste in our landfills.

Still finding that you have waste? Look to join schemes where you can sell or donate your left-over ingredients. There are plenty of schemes available that offer food to the less fortunate and you can be one of them.

### Grow it yourself

Look at which ingredients you can grow yourself and start your own kitchen garden for your restaurant. This is a fantastic way to teach both you and your staff about how ingredients grow and it'll give a new appreciation for the items in your cooking. Still finding that what you grow goes to waste? They can go back into the garden as compost.

One thing you have to understand is that this cannot all be done at once, this will be a long process of having to change the way you

think and act. It's well within your best interest to start as soon as possible to help the impact of global warming. Businesses who neglect sustainable practices are beginning to become less appealing to customers and those who are taking note are beginning to thrive.



**There is no end point with sustainability. You can continually improve your practices over time to reduce costs, reduce carbon footprint and help create a better world for all of us.**

Put forward those who you believe can qualify for

## Student membership.

We want to help the next generation as much as possible. For decades, we've helped mentor and raise student chefs to become the chef they've always dreamt of being. Student membership will only be granted to those whom you recommend. Our fee is £70 per member.

By becoming a student member you will receive an official World Master Chefs membership certificate, pin badge, apron and recommendations for placements when they qualify.

Have a student that you want to put forward?  
Speak to us today.

Enquire about student membership



# 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 our newest friends.



## Association of Cooks of Uzbekistan

The Association of Cooks of Uzbekistan was founded in December 2008 at the initiative of the leading restaurateurs of the city of Tashkent. The national cuisine of Uzbekistan is distinguished by its uniqueness, variety of culinary traditions, has deep historical roots, is very popular in many countries of the world, and also among the guests of the republic as a symbol of oriental hospitality. Much attention is paid to the training of young highly qualified chefs and public catering specialists.

[Learn more →](#)



## Association Dominican de Chefs (ADOCHEFS)

ADOCHEFS is a non-profit society made up of Dominican and foreign culinary professionals based in the Dominican Republic. Members of the society work together for the development, training, education, and promotion of Dominican cuisine.

[Learn more →](#)



## Turkish Cooks Federation

Turkish Cooks Federation (TAFED) was established in 2006 by the distinguished chefs of Turkey, as the parent organization of the 8 cooks associations. Headquartered in Istanbul, The Federation currently includes 23 associations. The main purpose of TAFED is to contribute to the development of the culinary profession in Turkey and in the world by gathering all regional associations in Turkey under the same roof.

[Learn more →](#)

