



AFRICA AND MIDDLE EAST REGION

NEWSLETTER 2 - 2004



MESSAGE FROM THE CONTINENTAL DIRECTOR



Dear Friends,

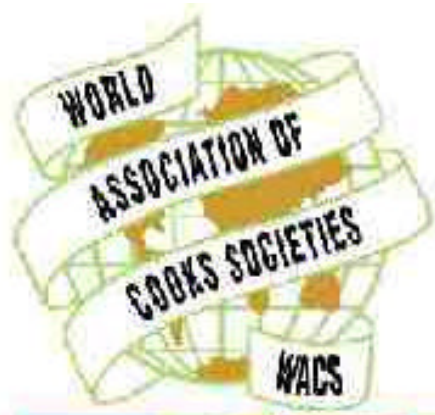
Thank you to everyone who sent us feedback following the first WACS Africa-Middle East newsletter – your support is valued and much appreciated. Thank you as well to our colleagues across our region that continue sending news and photographs that make up the content of this newsletter – please continue sending us your news!

Communication is still, of course, a significant problem throughout our region – this was just re-emphasised with the distribution of the first edition of the newsletter and the discovery that a number of the email addresses in the WACS directory are incorrect. Please make an effort to distribute this edition to all of your contacts and colleagues in the industry all over the world and encourage them to update their contact details – hopefully in this manner our means of communication will become more effective.

I was privileged to attend a WACS Board meeting in Orlando, Florida, USA earlier this year where I was able to update the Board on the progress being made in our region. Of course, being able to report on the formation of a new Chefs Association was a matter of great pride – a warm welcome to our colleagues in Rwanda and congratulations on the inauguration of the Rwandese Chefs Association! We look forward to your enthusiastic involvement in the future.

Of course, also discussed were matters of concern, including the apparent problem of sustaining membership in the countries of the Africa-Middle East region, communication and outstanding WACS fees. Unfortunately, the unstable political climates in many African nations especially affect the formation of associations, as they are regarded with suspicion by government and as such battle to acquire the sponsorships necessary to sustain them. Associations formed largely of ex-pats results in the memberships fluctuating constantly and little knowledge being passed on to the local chefs. In this climate, the growth of existing Associations and the launch of new Associations is encouraging.

Planning is already well underway for the WACS World Congress in 2006. To be held in Auckland, New Zealand, by the looks of the provisional program, it will be as informative a Congress as ever. I look forward to



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meeting as many chefs from this region there as possible. For further information on the WACS World Congress 2006, pay a visit to www.nzchefs.org.nz



By the time you receive this newsletter, the 2004 IKA Culinary Olympics will be in full swing. On behalf of the WACS Africa and Middle East region, may each Team sent from our region do us proud – best of luck to you all.

I trust that you will enjoy the second edition of the WACS Africa-Middle East newsletter.

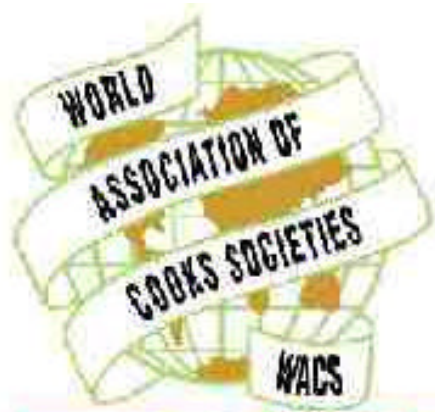
Happy reading,

Arnold Tanzer

CONTINENTAL DIRECTOR

Look out for the third WACS Africa and Middle East Region newsletter next quarter.

Should you have any comments or contributions, please contact Gina de Villiers at the South African Chefs Association by sending an email to gina@saca.co.za



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NEWS FROM SOUTH AFRICA

International Chefs Day – 20 October 2004



South Africa will be celebrating International Chefs Day with a variety of activities aimed at fundraising, social responsibility, education and just plain fun for the family. Examples of activities in the major centres are as follows:

Johannesburg

- A radio promotion selling muffins and a cup of coffee at major intersections to raise funds for SACA – we'll be waking the city up with chefs!
- Soup kitchen in Alexandra – 300 underprivileged children will be fed in this township outside of Johannesburg
- Family Fun Day – chefs in the city have been encouraged to take the day off and to bring their families along to a fun day of games, live entertainment, competitions and socialising. In this way, we are paying tribute to the sacrifices made by the families of chefs

Durban

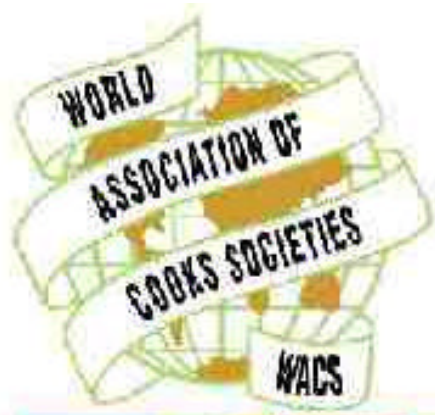
- A radio promotion selling muffins – this town will also be greeted by chefs on the 20th
- Event for a local charity - TAFTA
- Gala dinner – this will combine our 30th anniversary with International Chefs Day into one event that is due to take place in November

Cape Town

- Also a radio promotion in Cape Town selling muffins and coffee to raise funds for SACA
- Cape Pops Outreach Day on 23 October, providing 900 children with a food bag sponsored by Tiger Brands, who were also behind World Cooks Tour for Hunger in 2003
- Gala dinner at Cape Town International Convention Centre – a six-course culinary extravaganza prepared by Cape Town's best chefs that proves that too many cooks definitely don't spoil the broth!

Across the country, culinary schools will be visited by members of the Academy of Chefs, who will share their experiences with the young chefs of tomorrow.

Much planning has gone into the event over the last few months. Media interest in International Chefs Day has been good and we are anticipating this inaugural event to be a huge success.



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Academy of Chefs inducts 10 new members

The Academy of Chefs is SACA's honour society – a group of South Africa's best-known and longest serving chefs who have made a significant impact on the industry through their dedication and skill and who are recognised for their service. This year, on the occasion of SACA's 30th anniversary, the Academy is proud to welcome ten new members to their ranks, all of whom were inducted as part of the festivities of the 30th anniversary gala dinner:

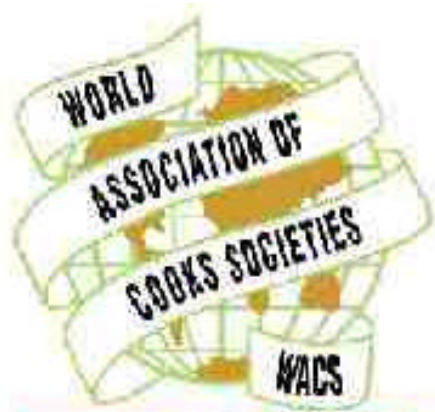
- Bruce Burns – owner of Bruce Burns & Associates and vice president of SACA
- Christina Martin – principal of the Christina Martin School of Food & Wine and owner of House Martin Guesthouse
- Craig Elliot – national culinary chef for Unilever Foodsolutions
- Eugene van Wyk – operations manager of Country Club Johannesburg
- Garth Shnier – executive chef and food & beverage manager of the Western Cape Hotel & Spa and current manager of Team South Africa
- Heinz Kerber – complex executive head chef of Sandton Sun & Towers and Sandton Convention Centre
- Martin Kobald – owner of the Nucleus Conference Venue and president of SACA

- Peter Hallmanns – executive advisory chef of Nestle Food Services
- Paul Hartmann – joint owner of the South African Chefs Academy
- Philippe Frydman – National Special Projects Manager of O'Hagans

Congratulations also to the new chairman of the Academy of Chefs, Garth Stroebel.

We are honoured to welcome two prestigious companies as the sponsors of the Academy of Chefs for 2004/2005. A very warm welcome to Sodexho and KWV, whose support will assist us in driving the activities of the Academy, which has skills transfer and training as its primary objectives.





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Planning goes ahead for Centre of Culinary Excellence

The South African Chefs Association is currently in the midst of its most ambitious project yet – the establishment of the Centre of Culinary Excellence. Still under construction at the premises of the newly-formed University of Jo'burg, the Centre for Culinary Excellence will be a repository of information and a definitive reference source for the hospitality and food and beverage industries in South Africa, both physical and virtual. The Centre is envisioned to contain the following:

Archives

The Centre will house a limited collection of culinary artefacts, including donation of collections by Renata Coetzee and Bill Gallagher, amongst others. The history of the hospitality industry in South Africa will be obtained from historical recounts, autobiographies and oral histories and transcribed for perpetuity, to be housed in the archives of the Centre.

Library

With space for 10 000 books, it is envisaged that the Centre will become the site of one of the largest collections of reference books in South Africa. SACA's existing library will be expanded to house a definitive collection of 21st century cookbooks.

Video library

The video library will house historical video footage of events, tours and competitions, as well as skills training videos.

Interactive audiovisual material

In addition to the training videos, audiovisual material such as computer-based training, PowerPoint presentations and online facilities will be available to students.

Memorabilia

SACA's memorabilia, tracing our history over 30 years, includes menus, gifts, trophies, certificates, awards and medals from every corner of the globe.

Photographs

A catalogued archive of photographs dating back to 1974 will be accessible to the industry.

Foods of Africa section

It is our vision to create a definitive archive on the Foods of Africa, aimed at preserving the culinary culture of our continent.

Computer centre

The Centre will offer computer facilities and access to the Internet to all members and students. There will be 10 computers available, with the facility to add more,



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should the demand arise. A computer centre, on its own, is certainly not unique, but the information which visitors will have access to, either on site or through the Internet, represents the single greatest benefit of the Centre to the industry.

The revolutionary on-line learning material will provide chefs and those in training with what they need to know, when they need it, at the touch of a button. The advanced 'search' methodology will enable users to effectively source menus, recipes, photographs and training videos. This learning material will be located on the SACA website, accessible from across the world, but available free of charge only to members of the Association.

SACA would greatly value the donation of any books, memorabilia, or any other material that could be of value to the establishment of the Centre of Culinary Excellence and so to the industry in South Africa. Please address such items to:

The Centre of Culinary Excellence c/o SACA
PO Box 787584
Sandton 2146
Johannesburg
South Africa



Team SA proud to present Olympic menu

After four years of intensive training and preparation, Team South Africa departed for the 2004 IKA Culinary Olympics on 13 October 2004. Hopeful of a gold medal, the Team will be presenting the following menu to the world:

Starter

Pan-roasted crayfish tail in sage butter on seared watermelon with crisp herb salad
Spinach savarin with trout parmentier
Franschoek smoked salmon trout parfait set on pickled beetroot

Main course

Thyme-rubbed springbok loin served with a "chakalaka" polenta enchilada
Sauté of mushrooms and artichokes
Braised springbok and creamed pearl barley encased in a cured springbok parcel set on a truffled celeriac puree



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Dessert

Pineapple parfait with mango mass and a topping of marshmallow brulée

Warm chocolate torte and vanilla-infused pineapple compote with cardamom froth and a tuille biscuit

Team South Africa is proudly sponsored by The Compass Group, Ecolab and Nederburg and is delighted to name South African Airways the official carrier of the Team. Assistance has also gratefully been received from Rosenthal, Foodsmith and Global knives.

We wish them the best of luck!



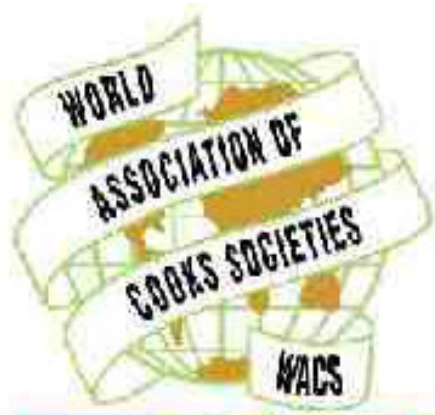
Infochef 2004

A concept launched in the 1980s, Infochef is the annual conference of the South African Chefs Association and the platform for the Annual General Meeting. A firm focus of the event has always been education, as well as providing an opportunity for SACA members to mingle with members of industry.

Infochef 2004 was especially successful, the event being held in both Cape Town and Johannesburg. The programs for both events centred on lectures and demonstrations from experts from industry. Examples of topics covered are:

- Cheffing around the world - modern trends and restaurants by Margot Janse
- The magic of sparkling wine by Bennie Howard of Nederburg
- The World's your Oyster by Bill Gallagher
- Knife skills by Peter Hallmanns
- Franchising – taking a dream to the global village by Robbie Brozin

The larger of the two events, the Johannesburg event is split into two days. On the first day, the programme is specifically tailored to the interests of junior chefs, trainees, and those contemplating entering the industry. As a contrast, the second day is geared towards senior chefs and interested members of



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industry. Special highlights of this year's Johannesburg Infochef programme was the demonstration of butchery skills delivered by British celebrity chefs Colin Capon and Viv Harvey, and the quick visit by well-known television celebrity Ainsley Harriott.



Events such as Infochef present an ideal opportunity to showcase one's Association to the hospitality industry in order to perhaps acquire additional sponsorships and to strengthen relationships between the Association and the industry. A new feature at Johannesburg Infochef this year was a Mardi-Gras themed village that exhibited the products of various companies from cheese distributors to hygiene products. Not only did this allow the visiting chefs to be exposed to products that they were perhaps unfamiliar with, it also allows the exhibitors access to an audience that are directly involved in the decision-making in their kitchens – a win-win situation.

Competitions also are a regular part of the Infochef programme. A junior mini-plated Salon Culinaire was held at the Johannesburg event, giving young chefs an opportunity to be challenged by aspic work and receive valuable advice from SACA-accredited judges – yet another learning experience.



Arguably the favourite part of the Infochef programme is the cocktail party at the end of the event. The importance and value of networking cannot be underestimated – many are the deals struck at Infochef, the new friendships made and the old friendships strengthen. Martin Kobald, the current president of SACA, was given his nickname at Infochef 2003 – one that has stuck to this day!

Feedback from Infochef 2004 was particularly positive. A common request was for still more hands-on demonstrations – this illustrates a clear desire on the part of senior chefs to brush up on their basic skills and



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it also suggests that junior chefs find it easier to be shown new skills in as practical a manner as possible.

Infochef has grown to become an event that is highly anticipated on the SACA calendar and there are plans to grow the event even further – including holding an Infochef conference in Durban in 2005. Of course, it is through partnerships with industry that it is possible to improve on such an event and therefore it is necessary to thank Nestlé Food Services for their valued assistance in making Infochef 2004 such a success.



NEWS FROM MAURITIUS

Association of Hotelier Sub Saharan Africa (AHSSA) 4th Culinary Competition

A competition organised with a view to promoting the exchange of ideas and contacts among its members in order to contribute to the development of professional training, the mission of AHSSA is also to foster the development of expertise in member schools and to

promote and improve professional education through regular networking with member schools.

With this in mind, participants from Kenya, Tanzania, South Africa, Reunion Island, Zimbabwe and Mauritius were present to make this 3-day competition a success. At the welcome party, hosted by the Hotel School of Mauritius, participants and team leaders from participating countries met and enjoyed a buffet of Mauritian cuisine.

The next day, after a briefing on the competition, participants went through the different phases of the competition, which were: menu planning, preparation, presentation and tasting. From a mystery basket containing ingredients unbeknown to the entrants, a 3-course menu (starter, main course and dessert) for 6 persons had to be devised. During this time, the team leaders attended workshop entitled “Apprenticeship in the culinary arts - the Mauritian Experience”. The participants were then assessed based on various criteria, including taste and presentation.

After a full-day excursion during which the participants and team leaders were exposed to the functioning of the Mauritian industry, the results of the winning team were announced at a gala dinner. The Technikon Witwatersrand School of Hotel Management (South Africa) was awarded first place.



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This 4th Culinary Competition has given the participating nations the opportunity to create contacts, compare training programmes and to share experiences. While waiting in anticipation for the 5th Culinary Competition in Zimbabwe, the Mauritian Chefs Association (MCA) congratulates all entrants.



as well as governmental ministers and the South African ambassador, were amongst the guests sampling Craig's efforts. Each menu was a strictly African affair, with only African food items being used. Featured dishes were as varied as sweet potato-filled ravioli, crayfish medallions and springbok loin, while the buffet menus gave Craig an opportunity to impress with a host of South African dishes from Cape Malay pickled fish to Chicken Breyani.

Thanks to the imagination of the hotel's general manager, Clifford Pierre Louis, guests enjoyed their African meal in a unique African setting created especially for the occasion.

African Week

Craig Cormack, a South African chef based in Cape Town, was hosted by the Mauritian Chefs Association earlier this year in order to assist with the celebrations of African Week.

Taking place at the Le Veranda Hotel, the menus for Africa Week included an a la carte lunch menu for the entire week, five different degustation menus for each evening except Tuesday and Saturday, two different African buffet menus for the Tuesday and Saturday evenings and two different V.I.P degustation menus. The "who's who" of the Mauritian hospitality industry,



Mauritian Chefs Association fund-raising dinner

This steadily growing Association is beginning to become more self-sufficient thanks to an annual fund-raising event. The dinner aims also to provide a training opportunity to apprentice chefs, to serve



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suppliers and sponsors of the Association and, of course, Mauritian chefs want to have fun too!

According to MCA Secretary Mougam Pareatumbee, one of the most rewarding aspects of the dinner is observing the smooth running of the kitchen, despite the fact that chefs, commis chefs and trainees might never have met, their love for their profession clearly evident.

This year, chefs and trainees from Le Coco Beach Hotel, Le Cannonier Hotel, La Pirogue Hotel, Le Bon Choix Restaurant, Indian Resort, Le Victoria Hotel, Le Veranda, the Hotel and Catering Training Centre and Hotel School of Mauritius worked together to prepare a mouth-watering international buffet.

If the guests and staff dancing until all hours of the night were any indication, the event was a great success.

South African chef in Mauritius for International Chefs Day

Craig Elliot, director of the South African Chefs Association and National Culinary Chef for Unilever Food Solutions, will be hosted by the Mauritian Chefs Association in October.

Craig will be assisting in the judging of a Salon Culinaire that has been planned by the MCA as part of their International Chefs Day celebrations.

NEWS FROM CONGO-BRAZZAVILLE

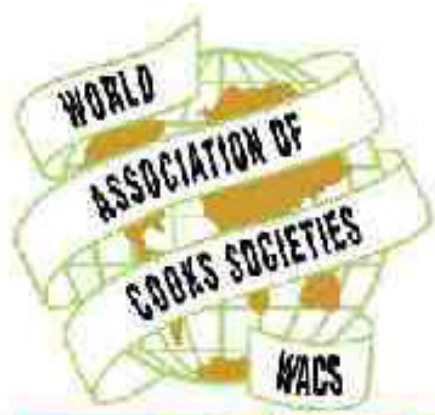
Congo to be represented at the IKA Culinary Olympics!

The Congolese Chefs Association is very proud to announce that Toudissa Malanda Honor and Vinda Matingou Chrispin will be representing their country at the 2004 IKA Culinary Olympics. Both chefs will be competing in individual culinary art and pastry categories and, of course, are dreaming of gold medals.

CAYC and Team Bana Liboke work for charity

International African Childhood Day was a perfect opportunity for the Congolese Association of Young Chefs and members of Team Bana Liboke to share their time and cooking skills with the needy. Food was prepared and distributed to the Orphelinat des Soeurs Oblates and the Orphelinat Amurt, which collectively care for more than 50 children.

Entertainment was also organised for the day and much singing, dancing and poetry reading took place. At the end of the day the President of the Congolese



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Association of Young Chefs congratulated the team for the job done and introduced the idea of a Charity Box whereby each Association member donates a gift for charitable activities in the future. After the good work completed, it is certain that there will be a lot of enthusiasm for future events planned, which include the 2nd Childhood Hunger Day on 16 October and the 3rd Christmas for the Children on 25 December.



Donations of cookbooks and magazines received from USA

Team Bana Liboke received donations of cookbooks and magazines from their American friends and members of the US Culinary team Bill Walker and Jeannine A. Snyder who are assisting in improving the standard of the National Culinary Team and the image of Congolese chefs and cooks. The Congolese Chefs Association and Team Bana Liboke are delighted to receive these books and magazines and are committed to using them to their full advantage.

Official newsletter of the Congolese Chefs Association launched

Liboke Newsletter will be published twice a year in French and in English. Despite humble beginnings (the first issue had only four pages!), the Congolese Chefs Association is looking forward to distributing the newsletter worldwide to promote Congolese and African cooking cultures which influence Congolese eating habits.

8 August is Congolese Chefs Day

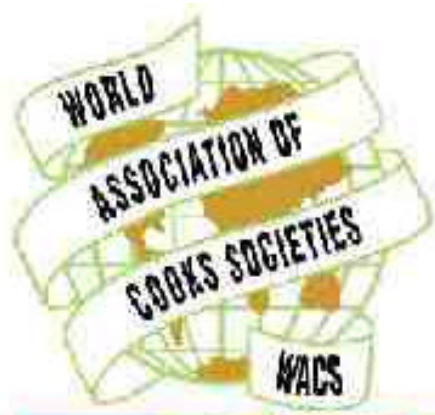
2004 saw the celebration of the very first Congolese Chefs Day, focused around "The role of Congolese Chefs in society" and "Congolese cuisine".

The event took place at the Revolution High School in Brazzaville and Congolese chefs took part in a variety of activities including cooking demonstrations, a march and discussions about culinary competitions, during which the public was introduced to the Congolese entrants to the IKA Culinary Olympics.

NEWS FROM THE EMIRATES

Emirates Salon Culinaire taking place in February

The 10th Emirates Salon Culinaire will be taking place from 20 to 23 February 2005 at the Dubai International Conference and Exhibition Centre.



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Classes for entry include Patisserie and Bakery, Artistic Displays, Gastronomic Creations and Practical Cookery. An International Team Event is also being organised.

For Class Briefs, Rules and Regulations and Competition Guidelines, contact the Emirates Culinary Guild. Contact details are as follows:

PO Box 71963 - Dubai - UAE

Tel: +971 4 3403128

Fax: +971 4 3473742

theguild@emirates.net.ae

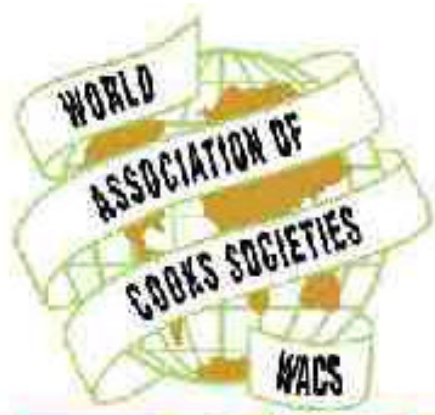
www.emiratesculinaryguild.com

A Vision for WACS – by Ferdinand Metz (WACS President)

Starting today, we have to focus on the issues that are really important, and I am suggesting the concept of CHEF, which stands for Cuisine, Hospitality, Education and Food.

Cuisine is what we are all about. This is what we do each and every day and what we do very well. The globalisation, which we witnessed over the past decades, will continue and we, the members of WACS should not only follow, but lead the globalisation of Cuisine. To do this effectively we need to not only draw on our own expertise, but look toward our fellow chefs in different countries to learn about cuisines that emerge on the world food horizon. In the past as well as today a country's social standing and culture are often measured, among other things, by its Cuisine. We all witnessed the gaining popularity of some Asian, South American and Mediterranean Cuisines, and along the way gained some appreciation and even knowledge of their ingredients, cooking techniques, traditions and flavour profiles. But what about the Cuisines of Africa, the Pacific Rim, the Caribbean and others?

Global Cuisine is far too complex to learn about it in a vacuum. Instead we should, through our relationships in WACS, teach one another. The presentation of Irish



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Cuisine at the last congress was a great example of blending a country's history, culture, native foods and Cuisine into a comprehensive documentation, which gave all of us a greater appreciation of its true form.

Hospitality is the fraternal part of our professional relationships within WACS, which have created lasting friendships that bring chefs from all over the world together. At the same time, Hospitality is also the most important element, which we need to extend to our fellow chefs and our guests each and every day. Hospitality is the service to others and is the conduit that forges friendships and makes all of the other initiatives work. In the absence of it, we will not be able to communicate or relate to each other.

Education is what transforms the culinary craft to a profession. If the definition of a craft is a special art or skill applied with manual dexterity then it perfectly fits the description of a cook. On the other hand a profession describes an occupation in art or science acquiring advanced training and therefore fits the requirements for an executive chef. Within our worldwide federation we have those that can teach and those willing to learn. Education provides an opportunity for upward mobility as it helps develop the maximum potential of any individual. In my next message I will elaborate on our future educational activities.

Food is what all people need, most of them love and those most fortunate, like all of us, get to work with. Great Food, like the best tomato you have ever eaten, can ignite a passion in individuals, which propels them to an even higher level of dedication. This heightened interest driven by the our desire to transform great raw ingredients into wonderful and flavour-bursting dishes will only be matched by our attention to details in the raw materials we buy, instead of just accepting what comes in the door.

The WACS board has made a firm commitment to measure all of its activities by how well they promote the concept of CHEF, and I encourage all of you on the local, regional, national and continental level to do the same.