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The Official Magazine of

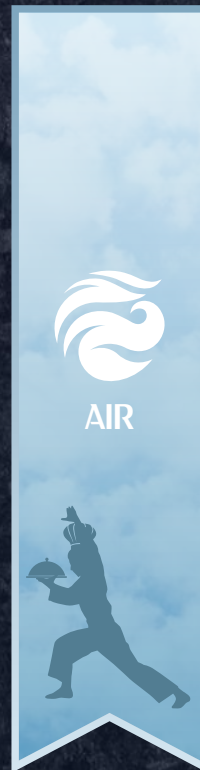
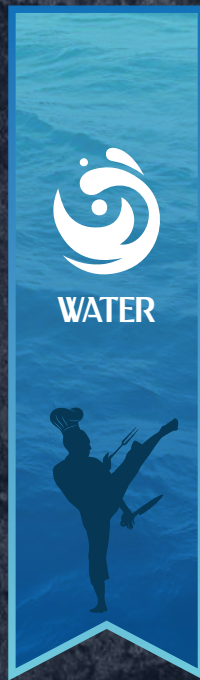


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VOL 16 / DECEMBER 2025

For Internal Circulation • Members Only

www.penangchefs.com



THE ELEMENTS

11TH ANNIVERSARY DINNER

38TH PENANG CHEFS ANNIVERSARY CELEBRATION

WEDNESDAY
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PENANG CHEFS ASSOCIATION GENERAL COMMITTEE 2024 - 2026



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Chef Rozairy Roslan

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Chef Eric Cheng Seng Lim PKT PJK

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Chef Thomas See Swee Heng PKT PJK PJM

(Culinary Advisor) (Members' Welfare Fund Advisor)

Chef Andy Oh Thye Peng PJK

(Culinary Advisor)

Chef Peter Chan Weng Seng PJK PJM

(Culinary Advisor)

Appointed Board of Honorary Advisors (External)

Dato Seri Dr Tan Gin Soon

Honorary Advisor, Development & Welfare Matters

Bobby Ang Choo Ming PKT PJM

Honorary Advisor, Human Resources Matters



MESSAGE FROM YB Wong Hon Wai

*Penang State EXCO for
Tourism & Creative Economy*



Distinguished guests, partners, and friends of Penang's culinary family,

It is my pleasure to welcome everyone to the 11th Anniversary Annual Dinner of the Penang Chefs Association. Tonight, we celebrate not only the achievements of the Association over the past eleven years but also the dedication, creativity, and skill of our chefs who continue to elevate Penang's culinary scene.

The Penang State Government remains committed to strengthening our position as a leading gastronomic hub in the region. Through strategic initiatives, international partnerships, and strong industry support, Penang proudly showcases the diversity and richness of our culinary heritage. Our chefs play a central role in this, bringing authenticity, innovation, and excellence to every dish they prepare.

Penang's culinary standing has reached global recognition, with multiple restaurants and street food establishments earning Michelin Stars, Bib Gourmand distinctions, and listings in prestigious international guides. Such achievements highlight the talent, hard work, and passion of our local chefs—qualities that are at the very heart of the Penang Chefs Association.

This evening is a celebration of your contributions, your teamwork, and your continued commitment to preserving and promoting our unique food culture. Let tonight's gathering serve as both recognition of your past accomplishments and inspiration for future innovation.

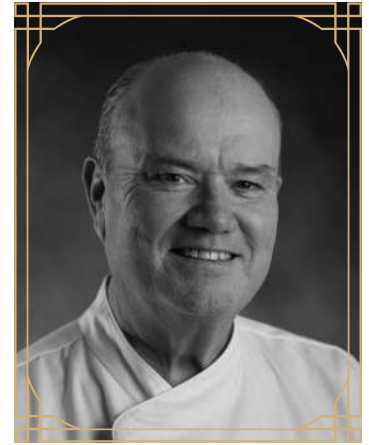
Congratulations to the Penang Chefs Association on this remarkable milestone. I wish everyone a joyous evening filled with friendship, laughter, and of course, the finest flavours that Penang has to offer.

YB WONG HON WAI

Penang State EXCO for Tourism & Creative Economy



MESSAGE FROM
Chef Andy Cuthbert
WORLDCHEFS President



Dear Chefs of The Penang Chefs Association,

I write today to you all as you celebrate the 38th Anniversary of your association and the 11th Anniversary of your name being Aadopted to Penang Chefs Association. What you have achieved and continue to achieve as an association with in Worldchefs you can be very proud of your achievements as we are proud to have you as one of our members.

Your dedication to the culinary profession and to the chefs of your island are commendable, but also to the heritage cuisine that you so actively promote through your competitions.

The value that this adds to Malaysia and also to Asia as a continental area is hugely important for the future to ensure that the ethnic cuisines are protected. Your work in this area is a guiding light that many associations globally should adopt and promote as you have done.

Chef associations are an important part of our industries future and I thank you and the board and your members for maintaining such strong ties with other associations in Malaysia and for continuing to being part of Worldchefs'.

Chefs, once again congratulations on this great milestone and I look forward to seeing you all in Wales at the Worldchefs Congress in May 2026.

With Regards,

ANDY CUTHBERT

President

World Association of Chefs Societies



MESSAGE FROM

Chef Willment Leong

WORLDCHEFS Continental Director – Asia



Heartfelt congratulations to the Penang Chefs Association on the distinguished milestone of its 38th anniversary. This occasion stands as a testament to a long-standing tradition of culinary excellence, passion, and stewardship that has enriched Penang's dynamic gastronomic landscape for nearly four decades. Year after year, the association's collaborative efforts and steadfast commitment to elevating culinary standards have enhanced Penang's reputation, both within Malaysia and across the world, as a center of exceptional cuisine.

This anniversary invites reflection on the achievements that have shaped the association's esteemed standing. The high culinary standards championed, the innovative techniques shared, and the traditions preserved and celebrated all reflect the remarkable dedication of every member. Through persistent effort, Penang has become synonymous with a unique blend of heritage and innovation, inspiring generations of chefs and food lovers alike.

As we gather on December 3, 2025, for this celebratory dinner, we honor the past, acknowledge the present, and look forward to a promising future. This evening honors the creativity, diligence, and resilience that define the Penang Chefs Association, and recognizes individuals whose talent and vision have advanced the culinary arts, enriching our local community and beyond.

May the evening be filled with joy, exquisite cuisine, and the strengthening of bonds within our culinary family. May this celebration inspire ongoing innovation, excellence, and a renewed spirit of communal responsibility. Here's to the rich heritage and the bright future of Penang's cuisine—and to many more years of achievement, inspiration, and camaraderie.

Cheers to the Penang Chefs Association on this extraordinary occasion.

WILLMENT LEONG

WORLDCHEFS Continental Director – Asia



PCA 11TH ANNUAL DINNER 2025 ORGANIZING COMMITTEE

ADVISOR / SPONSORSHIP	Chef Audee Cheah Phee Lee DJN PKT PJK Chef Billy Lee Chan Hoong PJK PJM
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TREASURER	Chef Eliza Ooh
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STAGE COORDINATOR	Chef Brandon De Vosse
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USHER	Chef Thomas See Swee Heng PKT PJK PJM Chef Mohamed Bakri PJK PJM Chef Peter Chan PJK PJM Chef Johnno Fong Shiau Chyi Chef Mohamed Bakri PJK PJM Chef Othman Hussain PJM
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Dato' Seri Tan Gin Soon
Welfare & Development Matters



Mr. Bobby Ang Choo Ming
Human Resources Matters

Founding Members Monarch Chefs

- Chef Gerhard Kohler
- Chef Mahalingam Chelliah PKT PJK PJM
- Chef Bruce Lee Chee Onn PJK, PJM
- Chef Philip Ng Nei Teik PJK
- Chef Hua Tai Wan
- Chef Boudville Valentine (Billy)
- Chef Lim Meng Seng
- Chef Chong Fock Cheong
- Mr. Peh Soo Keong

Honorary Life Members (Formed 2009)

- Chef Bruce Lee Chee Onn PJK PJM
- Chef Thomas See Swee Heng PKT PJK PJM
- Chef Linda Liang Nyut Chan
- Chef Amir Hamzah Bin Abdul Hamid PJM (Deceased 2022)
- Chef Albert Goh See Pheng PJM
- Chef Danny Wan Teik Boo
- Chef Rodney Chun Pek Cheng
- Chef Raja Radzalan Bin Raja
- Chef Jimmy Hooi Kok Lam
- Chef Cheah It Kheng (Deceased 2021)
- Chef Peter Chan Weng Seng PJK PJM





MESSAGE FROM

Chef Audee Cheah

DJN PKT PJK

President of Penang Chefs Association



As we come together to celebrate the 11th Anniversary of the Penang Chefs Association and mark 38 remarkable years of existence, I am filled with pride and gratitude for how far we have come as a culinary family. What began as a humble gathering of passionate chefs has grown into a respected association recognized locally, nationally, and internationally for its commitment to excellence, professionalism, and community service.

Over the years, our members have not only raised the standards of Penang's culinary industry but have also represented our state and country with pride across borders. Your dedication, creativity, and teamwork are the true ingredients of our success.

As we move forward, I encourage every member to stay active, engaged, and united. Participate in our events, share your expertise, and contribute to our initiatives. Let us continue to give back to society, support charitable causes, and nurture the next generation of chefs through mentorship and education. The strength of our association lies in the unity and passion of its members.

Looking ahead to 2026, we will celebrate a major milestone – the 20th edition of the Battle of the Chefs (BOTC), one of the region's most prestigious culinary competitions. This event has not only showcased our talents to the world but also strengthened Penang's reputation as a global culinary hub. I call upon all members to join hands in promoting, supporting, and volunteering for this grand event. Together, we can make BOTC 2026 a truly historic and memorable edition.

Let us also continue to refine our craft and embrace creativity in our cooking. Explore the true essence of your cuisine, elevate the flavors, and strive for innovation. I urge chefs from restaurants, hotels, and private establishments to create unique dishes that reflect both Penang's rich culinary heritage and the diverse flavors of Malaysia. Let our food tell stories of culture, unity, and passion.

As we celebrate tonight, let us remember that being a chef is not just a profession—it is an art, a culture, and a lifelong dedication to creating happiness through food. Together, we will continue to strengthen the Penang Chefs Association and inspire excellence in every kitchen we touch.

Thank you for your continued support, friendship, and contribution to our culinary journey. Here's to many more years of growth, collaboration, and culinary success together.

AUDEE CHEAH DJN PKT PJK

President of Penang Chefs Association

**Penang Chefs Association 11th Annual Dinner
38th Anniversary Celebration**



MESSAGE FROM

Chef William Thong

*Organising Chairman
11th PCA Annual Dinner*



Penang Chefs Association 11th Anniversary Annual Dinner & 38 Years of Excellence

As we gather tonight to celebrate the 11th Anniversary of the Penang Chefs Association and our proud 39 years of existence, I am truly honored to serve as this year's Organizing Chairman.

When our President invited me to take up this role, I felt both humbled and inspired. Having been away from Penang for many years, returning home to serve the association that once nurtured me feels like a full-circle moment. It is a personal joy and a professional responsibility to contribute once again to the association that has been the heartbeat of Penang's culinary community.

As the Executive Chef of Crowne Plaza Penang Straits City, I am proud to host this evening's celebration in our beautiful hotel — a place where passion meets precision, and where every dish is crafted with heart. Tonight's dinner reflects not only the culinary talents of our chefs but also the spirit of collaboration that defines our fraternity.

This event would not be possible without the tremendous support from our generous sponsors and partners. Each dish presented this evening is enhanced with premium sauces, ingredients, and products graciously sponsored by our industry friends. The flavors you taste tonight represent more than just culinary skill — they embody partnership, trust, and shared passion for excellence.

To our sponsors, thank you for your unwavering support and belief in the Penang Chefs Association. Your contributions make this celebration a success and strengthen the bridge between the culinary industry and our community.

To the Penang Chefs Association Committee, thank you for entrusting me with this responsibility and for your teamwork and dedication throughout the planning process. It has been an honor to work alongside such talented individuals who share the same love for our profession.

As we look forward, let us continue to mentor the next generation, preserve our culinary heritage, and uphold the Penang Chefs Association's vision — to unite, inspire, and elevate our local culinary standards to the world stage.

May tonight's celebration remind us of how far we've come, and inspire us to achieve even greater heights together.

WILLIAM THONG

Organising Chairman

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Welcoming Our Esteemed Lifetime Members

The Penang Chefs Association proudly extends a warm and heartfelt welcome to our esteemed Lifetime Members. Their unwavering dedication, culinary passion, and enduring commitment to the profession have enriched our community and elevated the standards of our craft.

As we celebrate their achievements, we honour the invaluable contributions they have made to the culinary landscape. We look forward to continuing this journey together, united in excellence, camaraderie, and the spirit of Penang's vibrant culinary heritage.

- | | |
|---|--|
| DATO SERI TAN GIM SOON | LIM BOON GHEE (SEAN) |
| AUDEE CHEAH PHEE LEE DJN PKT PJK | CHUAH CHIN YEANG |
| LEE CHAN HOONG PJK PJM (BILLY) | OTHMAN HUSSAIN PJM |
| KHOR YING JIA | CHUAH LAY YEN |
| MUHAMMAD NAZRI LEE BIN ABDULLAH | TAN KIM WENG |
| JEREMY CLARK | LAI VEN SHUNN WALLACE |
| CHUAH ENG KOK (ERIC) | ROZAIRY BIN ROSLAN |
| LEE CHIU SIAN | WONG MIN HOW (ALEX) |
| LEE CHIA LOK (JACK) | NIGEL LEE JUN YAN |
| ELVIN CHEW | ONG BENG YEW (SHANLI) |
| CHAN BOON HUN | ABDUL AZIZ BIN BASRI |
| THONG POH MENG (WILLIAM) | WILLY SOON KEE FATT |
| NG CHOON CHAI | TEAN DE YUAN |
| TAN SEONG PIN PJM (ADOLF) | LIM CHIA YEW |
| LEONG SIEW FYE PJK (ANDY) | ALVIN CHUAH MING WEI |
| LEE MENG SEN | MUHAMMAD BONNIE LOPEZ BIN ABDULLAH |
| KHO ZHI JUIN | BRANDON DE VOSSE |
| LOH WEI CHING (CINDY) | TEH HONG TAT (ALEX) |
| CHEAH JOUHAN | YUZREM EZRI MOHD YUNUS |
| CHUN PAK HAO | SYED SYAHRIZAN JAMALULLAIL BIN SYED HASAN |
| ONG THAI ZHENG | RANDALL CHEN KHIN FOONG |
| LIM KAH HOAY | FARIDUL ATARAS BIN AB RAZAK |
| CHOO SAM KEN | MUHAMMAD HAZIM BIN ABD MOIN |
| CHOO WEI YEAN | NELSON KIEN SEON KHOR |
| CH'NG KIA ENG | MAHATHIR SAMSON HUZAIDY |
| TAN YEOK PING PJM (DARREN) | TAN KWEE LIAN |
| KHOO TENG JIN, DANNY | LIM EWE LEE (EUZGINZ) |
| DATO PARI A/L SUBRAMANIAM | WILLIAM P.E. TAN PJM |
| MOHAMAD JOHARI BIN SULAIMAN | WARREN TAN TEONG LUONG |
| TAN GIM LEONG | LOW KHAI LUN |
| TAN HWAU MIN | LIM YOKE PO |
| LIM CHANG WEI | GOH KOK LIANG |
| MUHAMAD NAZRIN BIN MOHD SAH | MOHD IRWAN BIN MOHD NOR |
| SYAMSUL IDHAM BIN MUSA | |



Indian Culinary Forum (ICF) / Culinary Arts India 2025

Pragati Maidan, New Delhi,
4th - 8th March 2025

Penang Chefs Association is proud to have been represented at the Indian Culinary Forum & Culinary Arts India 2025 in New Delhi by our Vice President, Chef Billy Lee.

His participation strengthened our ties with the Indian culinary fraternity and showcased Penang's vibrant gastronomic culture on an international stage. We look forward to continued collaboration and exchange that elevate our chefs and our cuisine beyond borders.





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Sumber: Data Penyelidikan Panel Jepun 2011 - 2022, Intage Inc



Buka Puasa Dinner at Hompton Hotel - 3rd March 2025, Amari Hotel - 7th March 2025, Ixora Hotel - 12th March 2025

Members of the Penang Chefs Association were invited to a series of Buka Puasa Dinners hosted at Hompton Hotel, Amari Hotel, and Ixora Hotel, bringing everyone together in the spirit of fellowship and reflection during the holy month. These gatherings provided a warm opportunity for members to reconnect, share stories, and strengthen the camaraderie that defines our culinary community.



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HOTELEX CHINA, Shanghai Competition

NECC (Shanghai),
30th March - 2nd April 2025

After three days of intense competition, the 2025 HOTELEX Rising Star China International Youth Chef Competition concluded in Shanghai, where 12 young chef teams from Malaysia, Thailand, South Korea, Singapore, and China showcased their creativity and technical excellence. The Malaysian team emerged as the champion of the Double Team Competition, thanks to the bold innovation and precise execution of two 28-year-old rising stars from the Penang Chefs Association – Chef Ong Thai Zheng and Chef Chun Pak Hao.



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Penang Chefs Association Annual General Meeting

Hotel Iconic Marjorie Penang,
15th April 2025

The Penang Chefs Association Annual General Meeting brings together members, culinary professionals, and industry partners to review the year's achievements, discuss future initiatives, and strengthen the community's network.

This important gathering provides a platform for collaboration, decision-making, and sharing ideas, reinforcing the association's commitment to excellence, professional development, and the growth of Penang's vibrant culinary scene.



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SJK (C) Shang Wu, 25th May 2025

The Global Federation of Chinese Business Women (GFCBW) invited the Penang Chef Association (PCA) to collaborate on a CSR event, raising funds through culinary creations. The initiative united chefs, sponsors, and the community to support charitable causes while promoting teamwork, giving, and cooperation.



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Penang Gourmet Fest 2025

M Social Resort Hotel, 4th June 2025

Penang Gourmet Fest 2025 is a celebration of the city's rich culinary heritage and vibrant food scene. Bringing together local and international chefs, culinary artisans, and food enthusiasts, the festival showcases an exciting array of gourmet experiences, from innovative creations to traditional favorites. Guests can indulge in exceptional flavors, discover new culinary trends, and celebrate the artistry, passion, and diversity that make Penang a premier gastronomic destination.





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Genting Culinary Classic 2025

Genting International Showroom (GISR), 10th - 11th June 2025

The Genting Culinary Classic 2025, the inaugural culinary competition by Resorts World Genting in partnership with HAPA® Group, commemorates Genting's 60th Anniversary with a prestigious showcase of Malaysia's culinary talent. Positioned to become a signature annual event, it invites chefs and food enthusiasts aged 18 and above to demonstrate creativity, skill, and passion. More than a competition, it offers winners valuable industry exposure and career opportunities. This year, we have 4 members proudly represents the Penang Chefs Association as a finalist and Chef Sean Lim manage to win 3rd place.

Representing Penang in the judging duties were Chef Johnno Fong, Chef Shanli Ong, Chef Randell Chen, Chef Cindy Loh, Chef Faridul Ataras & Chef Mohd Irwan.





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International Tour of Taiwan Gourmet Cuisine 2025

St Giles Wembley, 17th July 2025

The International Tour of Taiwan Gourmet Cuisine 2025 showcased the rich flavours, heritage, and creativity of Taiwanese gastronomy, featuring master chefs presenting both authentic classics and innovative dishes. Guests enjoyed a cultural and culinary journey that highlighted Taiwan's renowned culinary artistry. Members of the Penang Chefs Association were proudly involved in this prestigious showcase.

主辦單位: 世界華人工商婦女企管協會 (GLOBAL FEDERATION OF CHINESE BUSINESSWOMEN)

協辦單位: 檳城廚師協會 (PENANG CHEFS ASSOCIATION)

2025 International Tour of Taiwan Gourmet Cuisine

臺灣美食國際巡迴講座

日期: 17 July 2025 (Thursday)
時間: 2pm - 5pm
地點: St. Giles Wembley Penang (Level 9, Room 10)

Taiwan on a Plate: Bold Flavors, Warm Hearts

活動詳情請洽: 廖嘉慶 0124778000
檳城廚師公會代辦: 蔡嘉文 0194628219

About the Chef & Assistant Chef

Chef 主廚
LI, CHIA-CHI
李任其
Sheraton Taoyuan Hotel/Culinary Director
桃園喜來登酒店行政總廚

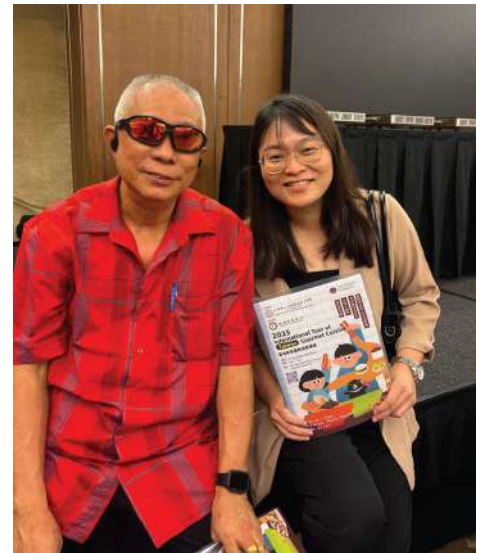
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桃園航空城酒店(花木)日本料理廚師主廚
- Chef of 2024, 2023 & 2017 International Tour of Taiwan Gourmet Cuisine.
領銜主廚 臺灣美食國際巡迴2024(美濱)主廚 + 2023(花木)主廚 + 2017(南澳)主廚

Assistant Chef 副廚
LIAO, TAI-CHUN
廖泰竣
Sheraton Taoyuan Hotel - Hanamizuki Japanese restaurant / Chef de Partie
桃園喜來登酒店 副廚

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Battle of the Pastry & Bakery Chefs 2025

Sunshine Cental, Penang, 18th - 20th July 2025

ORGANISING CHAIRMAN : Chef Billy Lee PJK PJM

As the newly introduced alternate event to the celebrated Battle of the Chefs, the Battle of the Pastry & Bakery Chefs 2025 shines a spotlight on the artistry, skill, and innovation of pastry and bakery professionals.

This inaugural edition offers a dynamic platform for chefs to push creative boundaries, demonstrate technical mastery, and showcase stunning sweet and baked creations. Beyond competition, the event fosters inspiration, knowledge exchange, and recognition within the culinary community, celebrating the passion and dedication that elevate the world of pastry and bakery to new heights.





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The 14th Salon Culinaire 2025

JIEXPO Kemayoran, 22nd - 25th July 2025

Penang brings home glory from Jakarta! The UOW Malaysia KDU Penang team outshone 9 competing teams to claim the Champion title in the Junior Category of the Asian Gourmet Team Challenge 2025!

Not to be outdone, our senior team from the Penang Chefs Association delivered a fierce performance, securing 3rd place in the Professional Category – finishing just behind SATS Singapore (Champion) and PT Antarakata Semarang (Runner-up).

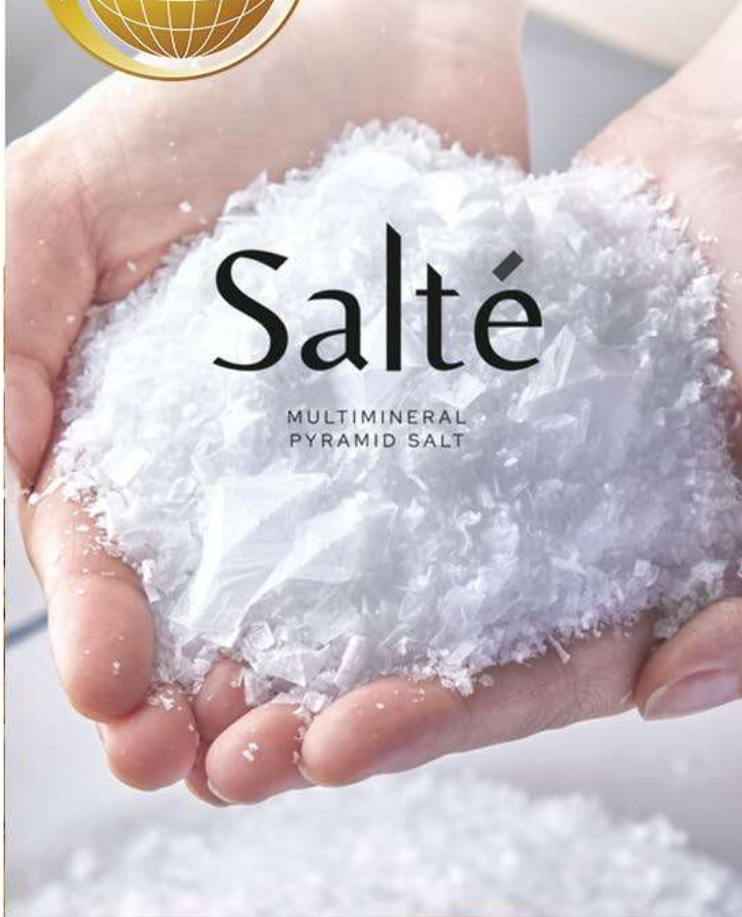
This prestigious challenge was the main highlight of the 14th Salon Culinaire, held in conjunction with Food & Hospitality Indonesia 2025. Penang talent. Penang pride. Penang standing tall on the international stage.





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Culinaire Malaysia 2025

Kuala Lumpur Convention Centre, 23th - 26th September 2025

The Penang Chefs Association team managed to clinch 2nd Place at the recent Mamee Asian Culinary Cup, held in conjunction with Culinaire Malaysia 2025. They did well against a mixed field of local & international team including the champions Singapore Junior Chefs Club and 3rd placed ACP Indonesia.

The team manager Roy Chan led 3 young chefs Chun Pak Hao, Yam Choon Weng & Lim Yean Syen to their impressive performance at Kuala Lumpur Convention Centre. They took home the cash prize of RM 2,000 & a trophy. Well done and congratulations!





Congratulations to Chef Chuah Lay Yen and Chef Kenny Khor Yia Ging for their remarkable achievements at Food & Hotel Malaysia! Chef Chuah Lay Yen clinched Champion in the U.S. Potatoes Culinary – Practical Cooking (Professional) category, showcasing refined technique and the versatility of premium U.S. potatoes at the highest level.

Chef Kenny Khor Yia Ging earned 1st Runner-Up in the Apprentice category with his creative potato dish, and followed it up with 2nd Runner-Up in the Real California Milk Pizza Challenge, bringing out the rich flavour and perfect melt of California cheeses. Two chefs – both proving their mastery through skill, flavour, and ingredient respect.



150th Koo Soo Anniversary Dinner

Fuhouse BM (Ng Yam Huat Hall), 16th October 2025



A landmark celebration commemorating 150 years of the Koo Soo community's heritage, unity, and enduring legacy. This grand anniversary dinner brings together members, families, and distinguished guests to honor generations of tradition, shared values, and collective achievements. The evening reflects on the past with pride, celebrates the present with gratitude, and looks toward the future with renewed purpose—marking a truly significant milestone in the community's rich history.





Asian Presidents Forum 2025

Suzhou, China, 15th - 19th October 2025

At the Asia Presidents Forum 2025 in Suzhou—held alongside the 34th China Chefs Festival and the 2025 China Culinary and Catering Expo—Chef Audee Cheah, President of the Penang Chefs Association, presented to delegates from over 20 countries, accompanied by Chef Johnno Fong, Director of Culinary and Professional Development.

Representing Penang, Chef Audee highlighted the association’s culinary journey, achievements, and future initiatives, showcasing its commitment to developing young talent, elevating professional standards, and strengthening Malaysia’s presence on the global culinary stage.



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7th La Cuisine Culinary Challenge

JiExpo Kemayoran,
12th - 15th November 2025

The Penang Chefs Association, led by Chef Billy Lee proudly participated as part of the judging panel at the 7th La Cuisine Culinary Challenge from 12 – 15 November 2025 in Jakarta Indonesia.

Congratulations to Chef Tan Gim Leong from Penang, Malaysia who won the "Best of the Best" award for Kikkoman Ikan Bakar/Grilled Fish with the highest score in the category. The competition was held in conjunction with the 7th La Cuisine culinary challenge in Jakarta, Indonesia this week. Chef Tan won a Kikkoman trophy, La Cuisine trophy and 5 Million Rupiah cash prize.



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2026*

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Time: 10am - 6pm

Venue: Setia SPICE, Penang



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Aleex Quah

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Featuring:



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(BOTC)**



**Malaysia Pastry &
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(MPBE)**



**Malaysia International
Hospitality Expo
(MIHE)**



**Asia Food Festival
(AFF)**



Taichung International Chefs Day Charity Event

Puli Taiwan, 20th October 2025

Team Penang Chefs Association, led by President Chef Audee Cheah and Director of Culinary & Professional Development Chef Johnno Fong, proudly represented Malaysia by preparing our iconic Penang White Curry Mee at the 1st Asia International Chefs Day – held at the scenic New Era Art Resort, Taiwan.

This special dish was made using ITP Foods Sdn Bhd Penang Curry Mee Paste, giving it that authentic Penang flavour with a signature aromatic kick that truly represents the taste of our island home.



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Masterclass with Ian Henderson – Master Vinegar Maker of Lirah Australian Vinegar

Platta Cafe, 7th November 2025

Hosted by The Model Cook, this exclusive masterclass featured Ian Henderson, the renowned Master Vinegar Maker from Lirah Australian Vinegar. The session brought together 40 professional chefs, offering them the opportunity to learn directly from Ian about the art and science of crafting premium vinegars.

Participants gained valuable insights into fermentation, flavour balance, and innovative culinary applications using Lirah's award-winning vinegars. It was an inspiring and educational experience for all who attended – another successful event proudly presented by The Model Cook.



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26th FHC China International Culinary Arts Competition

Shanghai Sinoexpo Informa Markets International Exhibition, Shanghai, China
12th - 14th November 2025

Penang Chefs Association Represented at Food & Hotel China 2025.

The Penang Chefs Association, led by Chef Audee Cheah, proudly participated as part of the judging panel at the 26th Food & Hotel China International Culinary Arts Competition, held in Shanghai from 12 – 14 November 2025. Representing Penang in the judging duties were Chef Andy Oh, Chef Euzginz Lim, and Chef Wallace Lai.

Congratulations to Chef Jack Lee, a proud member of the Penang Chefs Association, for achieving an outstanding Gold Medal in the U.S. Ginseng Regional Cuisine category at the 26th FHC International Culinary Arts Competition 2025 held in Shanghai, China.

This remarkable achievement reflects not only Chef Jack's culinary talent and creativity but also the dedication and passion of the Penang Chefs Association in promoting excellence and professionalism in the culinary field.





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Our Beloved Penang Chefs Association Member

Chef Seiko Ho Tooi Kit

who left us peacefully on the morning of
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Penang Chefs Association 10th Annual Dinner 2024

St Giles Wembley, Penang
3rd December 2024

ORGANISING CHAIRMAN :
Chef Brandon De Vosse

An important milestone that reflects a decade of dedication, craftsmanship, and unity within the culinary community. This special night brings together chefs, hospitality professionals, and valued partners for a distinguished celebration featuring exceptional cuisine, meaningful recognitions, and the spirit of camaraderie that defines Penang's vibrant gastronomic scene. It is a moment to honor past achievements, appreciate ongoing contributions, and inspire continued excellence for the years ahead.





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POLYCC Skills 2025

Sungai Petani Community College, 8th - 11th September 2025

POLYCC Skills 2025, endorsed by the Ministry of Higher Education and hosted at Sungai Petani Community College, brought together Malaysia's emerging culinary talents for a national-level skills showcase. Representing Penang Chefs Association on the judging panel were Chef Billy Lee and Chef Darren Tan, contributing their expertise to uphold professional standards. Organized by Polytechnics & Community Colleges, the event strengthened industry-education collaboration and highlighted the next generation of Malaysian culinary professionals.



Melaka Culinary Challenge 2025

Freeport A' Famosa Outlet, Melaka, 19th - 21st June 2025

The Melaka Culinary Challenge 2025, endorsed by Worldchefs and hosted at Freeport A' Famosa Outlet, brought together a strong lineup of industry professionals to evaluate one of Malaysia's prominent culinary competitions. Penang Chefs Association sent a distinguished contingent of judges, including Chef Billy Lee, Chef Peter Chan, Chef Randall Chen, Chef Mohd Irwan, Chef Elvin Chew, Chef Razman Rahman, Chef Shanmugam Rajoo, and Chef Danny Khoo. Organized by the Melaka Chefs Association, the event showcased diverse culinary talent, fostered regional collaboration, and strengthened professional ties within Malaysia's culinary community.



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Vietnam Da Lat Talented Chefs 2025

Vietnam, Da Lat, Nha Hang Arapang, 12th August 2025

The Vietnam Da Lat Talented Chefs 2025 competition, endorsed by the Saigon Professional Chefs Guild and Worldchefs, took place at Nha Hang Arapang in Da Lat. Penang Chefs Association was represented by Chef Billy Lee, who served on the judging panel. Organized by the Vietnam Chefs Federation, the event highlighted Vietnam's rising culinary talents while strengthening regional professional connections through shared standards and expertise.



Thailand International Culinary Cup 2025

Queen Sirikit National Convention Center, Bangkok, 20th - 23rd August 2025

The Thailand International Culinary Cup 2025, endorsed by Worldchefs, was held at the Queen Sirikit National Convention Center in Bangkok. Representing Malaysia with distinction, Chef Audee Cheah and Chef Billy Lee served as official judges, contributing their expertise to one of Asia's premier culinary competitions. Organized by the Thailand Chefs Association, the event brought together top culinary talents from across the region, strengthening professional ties and showcasing the highest standards of global gastronomy.





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Pattaya Hospitality Show 2025

Brighton Grand Hotel & Convention Pattaya, 23rd - 25th September 2025

The Pattaya Hospitality Show 2025, held at the Brighton Grand Hotel & Convention Pattaya, gathered hospitality and culinary professionals from across the region. Penang Chefs Association was represented by Chef Billy Lee and Chef Euzginz Lim, who served as judges for the competition. Organized by the Thailand Hotels Association and co-organized by the East Thailand Chefs Association, the show showcased outstanding talent and fostered stronger cross-border collaboration in the hospitality sector.



Launching Ceremony of NOSS

Dataran Kemahang, Kuala Lipis, 6th November 2025

On 25 November 2025, Chef Billy Lee proudly represented the Penang Chefs Association at the NOSS Launching Ceremony in Kuala Lipis, joining several distinguished and notable chefs from across the region. His presence underscored the association's commitment to professional development, culinary excellence, and continuous advancement within Malaysia's culinary industry.



USING FOOD EXPO AS A BRIDGE TO BUILD MALAYSIA'S FOOD ECOSYSTEM



Aleex Quah (front row, third from the left) and the Foodicious team are building Northern Malaysia's largest food expo to bring local cuisine to the global stage.

The pandemic brought the events industry to an abrupt halt, but for Aleex Quah, Founder and CEO of Foodicious Sdn Bhd, it became an opportunity to rethink his career path. With more than a decade of experience in event planning and over 300 commercial events under his belt, he came to a profound realization during the MCO period: "No matter the circumstances, people will always need to eat." Food, he concluded, is one of the most stable and long-term potential industries.

In 2022, he made the decisive move to establish Foodicious Sdn Bhd, dedicating his expertise fully to promoting the food and beverage industry and building the largest and most influential food expos in Northern Malaysia. He believes that instead of dispersing resources across various types of events, it is far more sustainable to focus deeply on a promising blue-ocean sector—one that strengthens the connection between food, brands, and consumers.

Today, Foodicious has grown into an event and expo company with a professional team of over 20, offering end-to-end services from marketing and curation to on-site management. The company organizes four major three-day food expos annually, each attracting up to 80,000 visitors—serving as a key platform for F&B brands in Northern Malaysia to gain exposure and drive business growth.

Many exhibitors have achieved remarkable outcomes through the expo platform. From beverage brands to frozen food suppliers, exhibitors consistently report significant boosts in visibility, customer engagement, and overall business growth. These success stories show that food expos are more than lively public events — they are a powerful economic engine and a catalyst for long-term growth in the F&B ecosystem.

According to Aleex, the success of a food expo does not rely solely on the organizer; it is shaped by the mutual support of both exhibitors and consumers. Foodicious holds firmly to the principle: "If merchants pay, we must deliver equal value in return." From service quality and traffic generation to on-site experience, the team works continuously to improve. They also offer flexible support, especially for small entrepreneurs, helping them enter the market with lower barriers.





Vietnam Bakery Cup 2024 (VNBC)

Saigon Exhibition & Convention Centre (SECC) Ho Chi Minh City, Vietnam
11th - 14th December 2024

The Vietnam Bakery Cup 2024 (VNBC), endorsed by Worldchefs and held at the Saigon Exhibition & Convention Centre (SECC) in Ho Chi Minh City, brought together leading professionals in the baking and pastry field. Representing Malaysia on the judging panel, Chef Billy Lee and Chef Johnno contributed their expertise to this distinguished regional competition.

Organized by the Saigon Professional Chefs Guild, the event showcased exceptional talent, fostered professional exchange, and strengthened culinary ties across Southeast Asia.





Congratulations

In conjunction with **the 84th Birthday Celebration of the Governor of Penang, Tun Ramli Ngah Talib**, we are proud to announce and celebrate the distinguished honours bestowed upon the following esteemed members of the Penang Chefs Association.



Dato' Vinah Yee DSPN DJN PKT PJM

Vice Chairman, Penang Koo Soo Restaurant Association
Conferred the **Darjah Setia Pangkuan Negeri (DSPN)** – carrying the honorific title Dato', in recognition of exemplary service and contributions to the state.



Chef Audee Cheah DJN PKT PJM

Awarded the **Darjah Johan Negeri (DJN)** – **Order of the Defender of the State**, acknowledging dedicated service and leadership within the culinary fraternity.



Mr. Bobby Ang Choo Ming PKT PJM

Conferred the **Pingat Kelakuan Terpuji (PKT)** – **Distinguished Conduct Medal**, honouring his commendable character and contributions.



Chef Othman Bin Hussain PJM

Awarded the **Pingat Jasa Masyarakat (PJM)** – **Community Service Medal**, recognising his meaningful service to the community.





Acknowledgements

Penang Chefs Association would like to acknowledge and thank all our Supporters, Associates and Friends who have contributed in this annual dinner.

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*All information are correct at time of printing.
Apologies tendered for any names that may inadvertently been omitted.*

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