

Chef Mathew Leong

Team Singapore
Finalist at Bocuse
d'Or 2021

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SHATEC TIMES



ISSUE

24

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Takeaway Box
by Chef Mathew Leong
at Bocuse d'Or 2021 Final

INSPIRED BY SINGAPORE BOTANIC GARDENS

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CHIEF EDITOR'S NOTE

I am delighted to bring you our first bi-annual issue of the SHATEC Times in 2022. Our cover story begins on page 10 with extensive coverage of virtual events, now an effective go-to option for businesses. SHATEC's leading virtual event last year is the APacCHRIE Conference 2021, which marks one of SHATEC's most significant transformations in 2021, one of digitalizing, and one which we have received resounding affirmations and adulations.

In our long journey of evolving and acclimatizing, we have also learned extensively from expert industry partners. Hear from Mr. Sebastian Kern, Director of Food and Beverage, Grand Hyatt Singapore, and Ms. Patricia Cheong, Managing Director, Asia, International Conference Services, who have contributed valuable insights to this issue.

While the pandemic's impact on the industry cannot be trivialized, we must not forget to

give cause for celebration where it is due. Our alumni continue to fly the SHATEC flag high with Mathew Leong making his first foray onto world's stage at the Bocuse d'Or 2021 Finals, as well as young entrepreneurs Ter Guo Qian (The Bread Rack), Louis Koh (BREAD CREATEUR), and Shirley Lim (messwithbutter) recounting their hard-earned success in business ventures and F&B innovations.

Please take a moment to enjoy the stories and recipes we have in store for you. Here's wishing you a great year ahead and more rewarding possibilities in 2022!

Margaret Heng
Chief Executive, SHATEC



Congratulations to Class of '20 & Class of '21!

VIRTUAL GRADUATION

The Virtual Commencement for both Class of '20 and Class of '21 SHATEC graduands were livestreamed in December to celebrate our graduating classes and their achievements!

We were pleased to present 2020's graduating cohort, comprising 40 full-time Diploma classes, as well as adult learners from two part-time Diploma classes.

2021's graduating cohort included more than 400 full-time and part-time graduates who received their certificate and diploma qualifications. More than 60 percent of our full-time diploma graduates also secured employment prior to their formal graduation!

“ We will impact the lives of others as future leaders of the industry. We may be transient figures to guests and customers, but we must strive to add value to their experiences. ”

Aloysius Tan Wei Jie
Diploma in Hotel Management (Valedictorian)
CHAIRMAN'S LIST | MERITORIOUS AWARD (MANAGEMENT)



Class of '20

“ Each one of us shines differently, with our personal goals to pursue. Continue to be the star of our own making and charge towards your dreams! ”

Tan Mei Ling
Diploma in Pastry and Baking (Valedictorian)
CHAIRMAN'S LIST | MERITORIOUS AWARD (SKILLS)

Inspiring the Next Generation

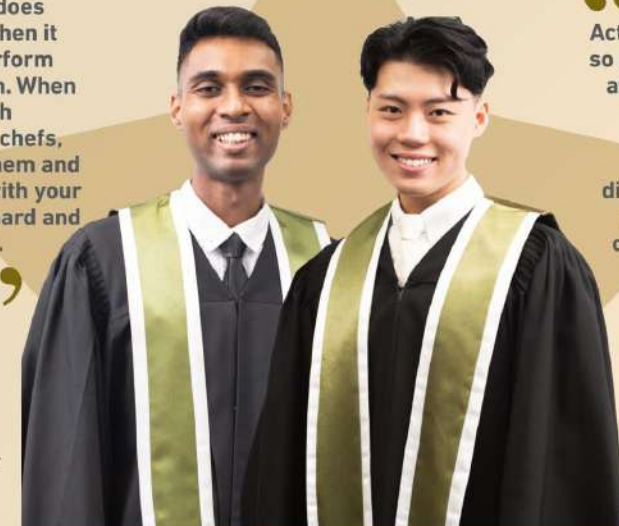
“ Stay passionate about your profession, continuously invest in your own upskilling, keep your can-do spirit, help and inspire others when you can. ”
- Congratulatory Message at Graduation 2021 by Mr. Tan Kok Yam, Chief Executive, SkillsFuture Singapore

“ SHATEC will continue to review and renew existing courses as well as to develop and launch new courses aligned to the SSG Skills Framework. We also actively engage industry leaders and stakeholders, to equip our graduands with relevant competencies to embrace the changes ahead. ”
- Welcome Address at Graduation 2020 by Mr. Loh Lik Peng, Chairman, SHATEC Board

“ Congratulations to all graduands! Continue to strive in your quest towards service excellence, as you embark on your next inspiring phase and make a positive difference in your lives and others with that indomitable SHATEC 'Can-Do' Spirit! ”
- Closing Address at Graduation 2020 by Ms. Margaret Heng, Chief Executive, SHATEC; Executive Director, SHA

“ Your [culinary] background does not matter when it is time to perform in the kitchen. When you work with experienced chefs, learn from them and harmonise with your team, work hard and don't give up. ”

Ali Bin Shajiban
WSQ Diploma in Food Services (Culinary Arts)
CHAIRMAN'S LIST | MERITORIOUS AWARD (SKILLS)



Class of '21

“ Actions build habit, so maintain a great attitude and work with discipline while placing the guest or diner's health and wellbeing at the center of all your interactions. ”

Lim Yong Jie Nicholas
WSQ Diploma in Hotel and Accommodation Services
CHAIRMAN'S LIST | MERITORIOUS AWARD (MANAGEMENT)

Graduating Class of '20: Our Rising Stars (Virtual)

A total of 25 Graduation Awards were presented to 2020's graduands receiving the highest academic honours.

Graduating students were also invited to share their cherished SHATEC memories in photos, showcased in a video reel at the Graduation!



Class of 2020 Highlights Reel



Presenting Our 2020 Award Recipients

Graduating Class of '21: United. Ignited (Virtual)

Our graduands were treated to a fun dance video of our full-time and adjunct trainers showing their best moves to 'Happy' by Pharrell Williams!

Watch more Graduation videos on our YouTube channel (@ShatecSg Official)!



Graduation 2021 Ceremony & Featured Videos



Presenting Our 2021 Award Recipients

Making Food Fun!

Kids Cooking Competition in Collaboration with Mentari Group, Indonesia

If there is one thing we have missed after two years of restrictions, it would be our experiential campus visits by students, local or abroad! It was then opportune that we partnered up with Mentari Group to bring the culinary marvels to primary school pupils across Indonesia, using Zoom and other online tools.

In an online cooking contest, students have to submit a video of themselves preparing a healthy main course, to be judged by a SHATEC Chef and voted by public. Out of a whopping 575 video submissions received, 30 young finalists emerged! They also participated in a 1-hour virtual cooking demo led by SHATEC Chefs Samson Lin and Jay Teo.

We were happy to have made a difference to our young learners in eating healthy or discovering more about food and cooking!



The judging criteria for young budding cooks to deliver their best homemade recipes!



Listening attentively to our chefs as they talk about making healthy food choices and creating a beautiful plate of food.



One of the three dishes shared: crispy skin barramundi, salsify, romesco sauce and radish.



Contest finalists prepared their own questions to ask our chefs during the cooking demo, which was also livestreamed on YouTube!



We unveiled the top three winners of the cooking contest in each of the three age categories! All video entries were uploaded to Mentari Group's YouTube channel! (@MentariGroup).



About Mentari Group
SHATEC is connected to Mentari Group through our overseas recruitment agent, Universal Services. Mentari Group is one of the largest integrated solutions provider for education in Indonesia and we look forward to more cross-border exchanges to engage learners aspiring to be future hospitality professionals!

Visit by MOS Alvin Tan

On 31st August, we were honoured to host Mr. Alvin Tan, Minister of State, Ministry of Trade and Industry for a lively campus visit! As he explored SHATEC facilities, MOS Tan made keen observations between slices of student life and their sheer passion and determination to learn and perform to a high standard.

At the SHATEC networking session, MOS Tan was thrilled to share his insights and cheer on the students. He also remarked that in taking on sustainability initiatives and tech solutions, the hospitality and tourism industry will have exciting career pathways coming up.

Journey with MOS Tan in his tour around SHATEC!



[Right Photo] (L-R): Ms. Jeannie Lim, Director of SHATEC Board; Ms. Kwee Wei-Lin, President of Singapore Hotel Association; Ms. Dawn Teo, Director of SHATEC Board; MOS Tan; Ms. Margaret Heng, Chief Executive of SHATEC; Mr. Loh Lik Peng, Chairman of SHATEC Board

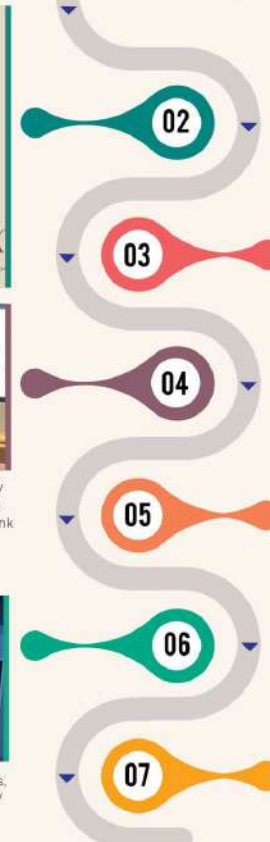
A three-course tasting menu for our visitors, with locally-sourced ingredients which are fully utilised, in line with the zero food waste approach.



Hospitality students sharing their learning journey with MOS Tan, after watching an impressive demo of the WHIZ autonomous cleaning robot by Softbank Robotics.



Capturing a special moment with culinary trainees, including Ms. Huda Ali (Middle), a popular Suria TV host who will complete her third diploma soon.



Meeting Chef Jay Teo (Right), a Michelin-starred SHATEC culinary trainer, while pre-recording his recipe methods for a HBL lesson.



Checking out the pastry class of trainees who are creating their quartet of cakes in preparation for Event Catering.



Student representatives shared with MOS Tan anecdotes from the classroom, challenges they have faced in home-based learning (HBL), and their aspirations.

A Vision For His Students

Highlights from Chef Samson's TV Feature

In MediaCorp Channel 8's "Tuesday Report" documentary series "My Teacher, My Lifelong Friend" aired on 5th October 2021, we glimpsed into SHATEC Culinary Ambassador, Chef Samson Lin's incredible journey as a trainer and mentor to aspiring culinary talents. He believes that an essential culinary education is learning the skills and cultivating the right attitude to back them up later in the workforce or a leadership role.

After taking up a teaching role at SHATEC 10 years ago, Chef Samson's former students are now making waves in the F&B industry as business owners, hawkers and product developers.

Jay Teo
Culinary Trainer, SHATEC

"The pupil has surpassed his teacher," Chef Samson stated with pride. "In the last five years, Jay has achieved a lot in his culinary career!"

Before he graduated from SHATEC in 2015, Jay won the Overall Champion title at the 7th International Tapas Competition in Spain after completing his 5-month Spanish gastronomy training programme! Jay later became the Head Chef of Cheek By Jowl and Cheek Bistro, both of which had attained one Michelin Star.

Jay has returned to his alma mater as a culinary trainer today, a role that presents different challenges from the professional kitchen.

While this process [as a trainer] has been tedious, it has shaped me into the person I am today. Chef Samson and I are now constantly learning from each other.

- Jay



Chef Samson helped to prepare Jay before his six-month scholarship programme and international competition in Spain.



Once his protégé and now a colleague, Jay still seeks his Chef's advice while training the next generation of culinary leaders.

Shaun Gian
Founder-Owner,
The BetterShip and
The BetterField

"Shaun is successful today with his determination and leadership," Chef Samson shared. "A boss needs to lead a team, manoeuvre any entrepreneurial challenges along the way, and ultimately create jobs for the Food Services sector in Singapore."

Recollecting his impactful training days at SHATEC, Shaun has come to understand the rationale behind Chef Samson's rigorous methods then. To avoid dulling his tastebuds on his Chef's advice, he even stopped drinking sweet carbonated beverages!

Since becoming an entrepreneur six years ago, Shaun has founded three restaurants within Singapore and still updates Chef Samson on his businesses.

My passion for the F&B industry and the extent to what I can do here makes me happy every day.

- Shaun

Ethan Khoo
Director, Bora Bora Botanist / Bora Bora T&C (Johor Bahru, Malaysia)

"Early on, I saw Ethan's commitment in owning a business," Chef Samson noted. "He worked round the clock, built his team and learnt intensively."

Ethan has known Chef Samson for nine years since training at SHATEC. Despite hailing from a well-to-do family, Ethan joined the demanding F&B scene and opened his first restaurant three years after he graduated. Chef Samson went the distance to guide Ethan, even travelling to China to help him select good equipment.

Today, Ethan has three restaurants under his belt, with a few more in the pipeline! He also provides three meals a day and accommodation for his employees in Malaysia.



When I asked Chef Samson his advice in setting up my business, his only condition for me was that I had to stay the course regardless of the challenges.

- Ethan



Chef Samson at the opening of Bora Bora Botanist by Ethan (pictured extreme-right), also lending support to guide Ethan's new team.

Remus Seow
Founder, Fukudon located in Marine Parade Food Centre

When Remus first started as a hawker stall owner, I told him to avoid being preoccupied with failure," Chef Samson shared. "Youth is a valuable capital—he can pick himself up easily."

Having worked in a Michelin-starred restaurant, Remus decided to use fresh ingredients to attract customers. The Fukudon menu features tasty Donburi bowls, including his Shoyu Glaze Salmon Don which uses freshly sliced Norwegian salmon.

Nowadays, post-pandemic, Remus finds his stall still operating well, with residents and office workers in the area doing takeaways.

Working as a hawker is demanding in nature, and finding suitable employees can be a challenge. To counter this, Chef helped me devise an employee benefits scheme, such as incorporating profit-sharing or commissions!

- Remus



Remus (pictured above on right) first approached Chef Samson for his takes when strategising his menu, which currently features 10 dishes.

Andy Hartono
Celebrity Chef; CEO, PT. Harapan Iman Kasih; Founder/
Owner, BAC (Jakarta, Indonesia)

"Andy pointed out to me that Indonesians love the char siew from Singapore," Chef Samson shared the origins of their business partnership. "At the time, Andy had a new restaurant and a factory producing meat products. He saw an opportunity in offering a similar product. We refined my [pork] char siew recipe and finally developed our final product, Beef Char Siew, a marinated meat ready for the grill."

Andy returned to Indonesia after graduating from SHATEC and remains close friends and partners with Chef Samson, including collaborating on new products. The first batch of their Beef Char Siew weighing 200 kilos sold out within two weeks!

The response to our Beef Char Siew was amazing—a lot of people liked it. I placed Chef Samson front and centre on the product advertisements too, after the indispensable guidance he has given me.

- Andy



Andy Hartono (pictured middle row, fifth from left) partnered up with Chef Samson to share his SHATEC journey at a student seminar held in Surabaya, Indonesia, before the pandemic.



Chef Samson is front and centre on their Beef Char Siew advertisements, after the indispensable guidance he has provided Andy.



SCAN TO WATCH

Full Episode Featuring Chef Samson, Jay, Shaun, Ethan, Andy (English Subtitles Available)

A Grand Lap at the Bocuse d'Or 2021 Final

Chef Mathew Leong Takes Singapore Global with Haute Cuisine

The bi-annual international culinary competition Bocuse d'Or—which is seen as the Olympics of cooking—was founded by Paul Bocuse, pioneer of nouvelle cuisine, a cooking style focused on fresh ingredients and artful presentation.

On 26th September at the Bocuse d'Or Final, 26-year-old Chef Mathew Leong, the youngest ever Singaporean candidate based in Norway competed against the most promising chefs of this generation!

Bocuse d'Or's focus on culinary heritage and demonstrating each chef's creativity hinges on its themed tests, where each country's distinctive personality shines through the food's extraordinary visuals. On Team Singapore, Mathew brought the heat with his dishes strongly inspired by our iconic architecture and attractions, along with a refined harmony of flavours that placed him in the Top 12 out of 22 countries!

Being in the Final arena has given me an unbelievable depth of knowledge from competition philosophy to performing at the international competitive level. It takes incredible finesse and essential work for each Bocuse d'Or candidate.

- Mathew

Mathew's Bocuse d'Or Journey



The road to Bocuse d'Or 2021 began for Mathew in July 2019 when he topped the Bocuse d'Or Singapore Selection. He sustained a rigorous two-and-a-half-year training regime, in addition to his full-time restaurant duties at the Michelin Plate restaurant A L'aise in Oslo, where he is Head Chef!



Flanked by his competition coach Ulrik Jepsen (leftmost) and commis chef Sebastian Skauen Johnsen (rightmost), Mathew's dynamic dream team shared his same goal and passion, to push boundaries and deliver their best result.



Different inspirations from Singapore's iconic architecture and nature came together in Mathew's Platter dish for the Bocuse d'Or Final, designed, coordinated and rigged in production before D-day! (Photo Credit: Pivot Industriedesign)



Meat Platter by Mathew Leong, taking inspiration from Gardens by the Bay. Aromatic Asian flavours gave the five-spices braised beef a subtle edge, including charred cabbage, edamame and bok choy.



Mathew commanded his kitchen to prepare the final two recipes precisely within five hours and 35 minutes, a culmination of moments he had trained for to vie for gold and boost Singapore on the global culinary stage.



Starter, Main Course and Desert in Take-Away Box by Mathew Leong, inspired by Singapore Botanic Gardens. His dishes respected each fruit used, like tomato and raspberry, and truly reflected Singapore's international nature of bringing the best from Asia to the rest of the world.

Reflecting Singapore's Sustainable and Green Future

The two tests at the Final included an ornate food platter using a whole braised beef chuck and a three-course takeaway menu focusing on tomatoes. Candidates also presented their takeaway dishes in a reusable box made of plant-based materials as a tribute to chefs globally in the Food Service sector who have had to adapt to new challenges imposed by the health crisis.

In line with Bocuse d'Or 2021's focus on sustainability and nature, Mathew showcased Singapore's commitment to being a greener and more sustainable city through his dishes, completed with Scandinavian influences.

2022 will bring new challenges for me, going into a new environment of work and rebuilding the team for Bocuse d'Or 2025. From now, I have another shot to reconstitute my bases and grow stronger than ever, to take Singapore to the Top 10.

- Mathew on his next moves, 2022 and beyond

How to Run High-Quality Virtual Events

Contributed by Ms. Patricia Cheong, Managing Director, Asia of International Conference Services (ICS)

Virtual events are here to stay, even as the world starts returning (closer) to normal, and we can envision a future where in-person gatherings and physical events become more prevalent.

With relatively little additional cost, organisations can build online experiences and invite participants worldwide. Follow these event strategies, and you are on track to hosting your next virtual event that attendees will love!

Content is key

Tap into the creative core of what you have to share, with topics that resonate with your audience.

Focus on getting great speakers and prep them with presenter run-throughs

Dial into the quality of their content and delivery to draw your attendees in.

Keep your sessions short and incorporate break-times

Subtract 15-30 minutes of the time you would allocate to a physical event segment.

Have a right mix of live and pre-recorded sessions

Consider adding a live component, like a host, to capture real-time interactions or reactions.



Focus on participant engagement and encourage interaction

Tried-and-tested methods include Q&As, breakout sessions or tailored polls and surveys.

Choose the right time for your event

When catering to international audiences, host multiple sessions at different timings, or overcome time zone challenges with on-demand videos.

Use analytics

Virtual events can yield distinctive data that an in-person event cannot, such as: how long did the average user stay in the session, geographic locations, viewing times, even device types used to access the event.

About ICS



International Conference Services (ICS) is an internationally recognized full service PCO with over 45 years of experience managing various conferences globally, with attendance ranging from 50 to 15,000 delegates. We have more than 80 staff speaking upwards of 25 languages across 8 offices throughout Europe, North America, and Asia; ensuring that we are strategically positioned to provide our clients with prompt, effective on-the-ground service, regardless of geographical location. ICS is one of the very few PCOs in the industry to have been running successful hybrid and fully virtual meetings since 2011.

About Patricia Cheong



Patricia has more than 20 years of experience in business events and is responsible for driving the company's growth in Asia's event management industry. She has held numerous management roles throughout her career, including most recently, Associate Director for PCMA, in which she was instrumental in growing the association's footprint in Asia-Pacific.



SCAN TO READ

Virtual Event Tips & Tricks from Patricia (English Subtitles Available)

Going Live and Global: Our Virtual Events Journey

From 2nd to 4th June 2021, SHATEC organised the 19th Asia-Pacific Council on Hotel, Restaurant and Institutional Education (APacCHRIE) Conference, its first-ever virtual meeting live-streamed on 'event management platform, Pheedloop.

Here are what we achieved:

- Attended by more than 390 participants from 28 countries and regions worldwide, including distinguished educators and industry leaders.



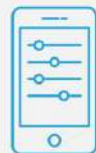
- Used distinctive logos for our series of conferences, drawing their colours and overall visual styles from Singapore's signature elements, as well as SHATEC's identity.

- With over 100 research paper presentations, a series of talks and the inaugural APacCHRIE Career & Higher Learning Virtual Fair, we organised them around full virtual spaces—such as speakers' panels and presentations, breakout sessions, a speaker portal and virtual fair booths.



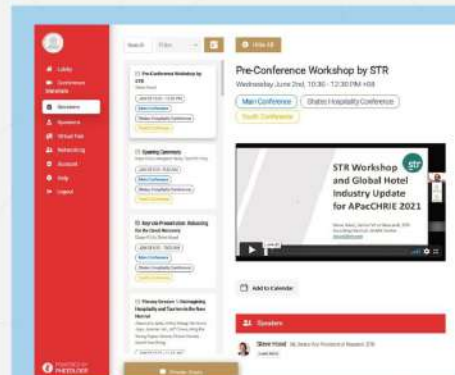
- Delegates posed questions to speakers during live talks and got to network 1-on-1 with them after.

- Our sponsors (colleges, universities and leading industry partners) showcased their offerings across various promotional touchpoints and networked with attendees via the event app.



- Collected attendee feedback on the full Conference experience—such as registration, academic paper submission, event programme, and content presentation.

- Using Pheedloop's seamless integration to Zoom, all live session streams were recorded and available on-demand after the Conference.



A two-hour insightful workshop by our Conference Sponsor, STR, a hotel data intelligence and global benchmarking firm, hosted on Pheedloop.



A plenary session on Sustainable MICE: (Top, L-R): Mr. Choe Peng Sum, Chief Executive Officer, Pan Pacific Hotels Group; Mr. Peter Koh, Asia Strategic Sourcing Manager, Travel and Professional Services, Corning Singapore; Ms. Lauren Arena, Editor, M&C Asia, Northstar Travel Group.

(Bottom, L-R): Mr. Paul Cunningham, Senior Director, Operations for South East Asia and Korea, InterContinental Hotels Group; Mr. Tom Meyer, Senior Vice President Operations for Singapore, Philippines and Maldives, Accor.



SHATEC student delegates presented the impacts and learning gained from their industrial attachment. Nicholas Sim (Left) worked at The Ritz-Carlton, Millenia Singapore's Rooms and F&B divisions, and Javier Chang (Right) as a Raffles Butler.

Victorious hearts and smiles from the SHATEC team at the close of our first international conference!



GREEN HOTELS: Securing Our Food Future



About Grand Hyatt Singapore



Embracing care at the heart of our business, Grand Hyatt Singapore is committed to protecting the planet for future generations by adopting a holistic approach towards sustainability and pioneering sustainable initiatives across multiple touchpoints in the hotel.

A journey that started in the early 2011 with the installation of the Trigeneration Plant, the hotel has since achieved waste and water reduction, better utilisation of resources and energy, and providing guests with greater value through sustainable dining and wellness.

About Sebastian Kern



Born in Hong Kong, Sebastian Kern is of German heritage and has lived in Singapore for 28 years. He studied two degrees in International Hospitality Management in Switzerland and has been exposed to the various facets of Sustainability around the world.

A committee member of SHA's Hotel Sustainability Committee, Sebastian is a true steward of sustainability and is eager to enhance his knowledge horizon to explore further avenues of opportunity to drive positive change.

Contributed by Mr. Sebastian Kern, Director of Food and Beverage at Grand Hyatt Singapore

Nations, corporations and individuals are making more conscious decisions connected to the impact on the environment.

Our hospitality industry also has a key role in enabling Singapore as a city of green possibilities. To enhance its sustainability credentials, a hotel has to think about the source of the food it serves.

Food Resilience as part of Singapore Green Plan 2030

Presently, Singapore imports more than 90% of its food supply. In line with Singapore's 30-by-30 target – to meet 30% of our nutritional needs through local produce by 2030, hotels must review their practices and technological advances in cultivating their food.

At Grand Hyatt Singapore, we have converted our Ballroom rooftop into a fresh herb, fruit and vegetable garden. It supports our various kitchens by producing close to 30% of their requirement for fresh herbs.

In addition, as a smart energy-saving measure, the plants from the garden absorb heat and help to cool the building efficiently. Our culinary teams also gain know-how on growing and harvesting their produce amid bustling Orchard Road.

Circular Practices to Manage Food Waste

It is equally vital for hotels as big consumers to review the waste being generated, in particular food waste and packaging. Singapore's precious natural space includes our one-and-only Semakau Landfill that is expected to be fully filled by 2035. Aside from Singapore being land-scarce, incineration plants also contribute directly to climate change by producing contaminants and carbon emissions that affect land and marine life. To safeguard the future of the hotel industry, properties like ours actively seek to minimise food, packaging and electronic waste.

Grand Hyatt Singapore is one of the pioneer hotels worldwide to have our very own in-house Food Waste Management Digester. It processes and converts food waste within 24 hours into organic pathogen-free fertiliser, later upcycled for landscaping offsite as well as for our rooftop garden. This process helps us break the chain of food waste going into the landfill!

Grand Hyatt Singapore's collaboration with LightBlue Consulting is another great initiative towards zero food waste to the landfill. Adopting a holistic approach with their technical support, we attempt to reduce food waste from the very start of the cycle by tracking preparation, plate, spoilage and buffet waste.

In Summary

These were just two of the forward-thinking aspects the Food & Beverage industry must prioritise in the coming years. Industry stakeholders must come together to challenge the status quo and go the extra mile to safeguard our collective future.

Leaders in the hospitality & tourism industry should share their best practices to develop a worldwide positive impact on our environment. Grand Hyatt Singapore will continue to instill sustainability in our strategy by exploring more opportunities in Food Sourcing, Food Waste Management, Energy and Water, and Hotel Operations as we build a culture of Environmental Stewardship for generations of hoteliers to come.

Singapore's Sustainable Future

Led by the Singapore Hotel Association (SHA), the Hotel Sustainability Committee (HSC) was set up in 2020, comprising representatives from hotels and agencies to oversee initiatives in specific areas, including Waste Management, Recycling in Hotels and Circular Economy, or Sustainable Sourcing and Procurement.

They also work closely with various government bodies in Singapore to develop a hotel industry roadmap for destination sustainability. Other initiatives by the HSC include the launch of a new Hotel Sustainability Award and a set of Hotel Sustainability Best Practice Guidelines.



SCAN TO READ
Grand Hyatt Singapore Sustainability Story

HOT TAKES: The Bakery Bosses

Who can resist a tasty breakfast or a creative birthday cake that is both picture-perfect and packs yummy slices?

Meet these young bakers who are running their retail and online operations full-time, and pick up a nifty trick or two on the bakery business!



Creations by Shirley Lim



Retail Store: 18 Upper Boon Keng Rd,
#01-1137, S(380018)



@messwithbutter

Custom Celebration Cakes

Shirley Lim, Founder and Cake Artist of messwithbutter
SHATEC Alumna, Graduated in 2015



My first business goal was... to provide quality custom cakes so that we grow our customer base by word-of-mouth.

To make cakes come to life for customers, I... would pin a few cake designs for them to consider on Pinterest, if they have a theme in mind. Or I would inquire about the receiver's interests to nail an idea.

I still get excited... working on a new theme or design. I am most satisfied when the end-product works out and my customers are happy.

I think my customers return because... they are happy with the cake design which matches what was discussed, but mainly for their taste. I have had customers request the same cake flavours through the years, or orders for specific flavours after hearing positive reviews from their friends.

As a business owner and baker, I have learnt... that we have to do whatever it takes to tackle every curveball in our path. My retail opening was affected during the Circuit Breaker, and the cake orders dwindled. I went with the flow and conceptualised more sustainable items for this climate.

My advice for future patissiers and bakers is... to find your own style and work continuously to stand out among the competition!

A Taste of Grain and Grit

Ter Guo Qian, Owner of The Bread Rack
SHATEC Alumnus, Graduated in 2018

The Bread Rack

What I love is... the science behind making bread: all the factors you can experiment with, like oven temperature, water hydration and fermentation.

It is most rewarding when... I know I am offering great breads and pastries they are eager to return for. It is heart-warming to receive positive feedback.



Our R&D process occurs... one or two days a week, in between assisting my team with production. I am also working on breads that are nuttier and more nutritious, acquired from the process of milling grains.

To run our bakery-café smoothly, we need to... get it right in staffing and workflow. We also avoid unnecessary steps and increase productivity through proper implementation.

I think my customers return because... we have great service and a relaxed ambience for customers to soak in. I also try to launch a new product each month, which may be inspired by popular flavours from abroad, with an Asian twist.

As a business owner and baker, I have learnt... not to stress too much on factors outside of my control, and to promote a work-life balance for my staff and I. As a cancer survivor, I take pride in creating products that prioritise my customers' health and wellbeing, along with mine.

Things I have more to learn are... team management skills. There are essential baking steps that my staff has to execute well without mistakes, like setting the timer for baking and measuring ingredients. Understanding my own communication skills would help make me a better leader.



Assortment of popular breads and pastries, like Strawberry Maple Croissant, and seasonal items like the Pumpkin Sourdough.



Bakery-Café: 9 Yio Chu Kang Rd, #01-55,
Space@Kovan, S(545523)



@thebreadracksg

Unpacking the Business of Bread

Louis Koh, Owner of BREAD CRÉATEUR
SHATEC Alumnus, Graduated in 2014



Bread Créateur offers... fresh classic breads to cater to the general population. We also provide sliced breads that serve the residents' daily needs.

It is most rewarding when... I get to "see the world" while racking up invaluable experience from running the store and interacting with customers.

Our R&D process occurs... every day, at least, in the first two months when we kicked off the bakery. Our usual line-up of breads have to be baked under the most optimal conditions, so we need to control our machines, the temperature and timing very well. If the products do not turn out the way we want, we cannot sell them.

To build a robust team of bakers, you have to... train them to reach the production quality required, while letting them take the reins slowly. I have a few workers whom I spent a few years with, one of them a SHATEC alumnus as well!

While I do not expect complete accuracy from my trainees, having to adjust their individual working styles to match your workflow can be difficult.

In the pandemic, Bread Créateur has... supplied a variety of breads to cafés and restaurants as we expand our network to include business owners and head chefs. It is the only way to stay competitive in this industry. We also produced bread to pay it forward to our quarantined migrant workers who have played a huge role in nation-building.

I have learnt from my customers... on how to step up as a bakery boss, from communication tactics with my business partners to how I would represent Bread Créateur. Some of my regulars are businesspeople who have been delighted to share their life experiences and insights with me.



Trainees rolling and shaping dough in their spacious production kitchen at Bread Créateur's newest retail outlet.



Bakery-Café: 182 Jln Jurong Kechil, #01-51,
The Hillford, S(596152)

Retail Store: 33 Eng Kong Terrace, S(599006)



@breadcreateur

Cook & Bake with U.S. Poultry

USAPEEC-SHATEC Masterclasses by Established Guest Chefs

Our U.S. poultry masterclasses returned in September with up-close demos and tasting of the industry chefs' local or Western recipes using U.S. poultry and eggs. 96 culinary and pastry students elevated their knowledge of raw materials, use of ingredients, production techniques—and of course, got inspired to make their chef dreams happen!



Chef Low Yong Seng, Senior Local Chef at PARKROYAL on Beach Road hotel, shared his advice with our culinary trainees, having years of kitchen experience from an early age. "It was difficult to come by extensive learning resources back then. Now, you [students] can pick up the finer details of cooking from chefs working in the field or go straight to them with your questions."

Chef Yong Seng's Itek Sio (Nyonya Braised Duck)

Using Halal U.S. Duck for his dish slow-cooked with Assam (or tamarind) and coriander, the Chef advised us to cook this ahead of time, as it tastes better from the second day onwards. Patience is key, so allow time to braise without covering the pot!

Another option is sous vide cooking, ensuring that the U.S. Duck cooks in its juices and is tender. His method: vacuum-seal the meat including the seasonings, to soak in a water bath at 65°C precisely for eight to ten hours.



Peranakan Braised U.S. Duck by Chef Low Yong Seng, U.S. Ducks are raised on high protein grains such as soybean and corn to yield tasty, nutritious meats!



SCAN FOR RECIPE



Chef Cindy Khoo, Executive Pastry Chef at Hilton Singapore showed our pastry trainees her recipes for tantalising desserts which centered the use of U.S. powdered eggs (in both whole egg and egg yolk varieties).

Chef Cindy's Sand Breton Chocolate Tart

Incorporating U.S. powdered eggs which have a stable nature, she discovered that they extend the shelf life of her prepared sugar dough for the Sand (or Sablé) Breton biscuit by one to two weeks! 70% Guanaja Dark Chocolate was used to create Chocolate Cremeux for the tart. Any dark chocolate would also work. If using milk or white chocolate with lower cocoa percentages, the sweeter it gets, so cut the sugar you add (in-recipe) by half or two-thirds respectively.



Sand (or Sablé) Breton Chocolate Tart by Chef Cindy Khoo, topped with Caramelised Hazelnut and Nougatine.



SCAN FOR RECIPE



Chef Eric Low pictured with Ms. Margaret Say, Regional Director, USAPEEC.

Chef Eric Low, Chef-Owner of Lush Epicurean Culinary Consultancy is a keen proponent of stepping out of one's comfort zone in order to grow. To our students, he advised them, "Throw yourself into challenges early on in your culinary training years, and explore food cultures across the world!"

Chef Eric's Olive Oil Chicken Confit

The traditional French cooking method of confit, presented in the Chef's Olive Oil U.S. Chicken Confit, was designed to store and preserve meats in fat, which helped to sustain diets during the winter months before our refrigeration era.

Select the most flavourful cut of meat, U.S. Chicken thighs for confit cooking, then cover them in olive oil, a healthy fat (in place of goose or duck fat in traditional confits) and aromatics such as onion, garlic, peppercorn and herbs.

Cook the thighs in the slow oven at 130°C for four hours, which seals the flavours in the meat. Before serving up a good confit, brown and crisp the chicken skin by cooking the meat in the oven at 220°C!



Olive Oil Chicken Confit by Chef Eric Low paired with sweet and sour sides: caramelised balsamic onion and chickpea salad.



SCAN FOR RECIPE



Chef Val explained the intricate processes to get optimal textures and structures in the dessert.

Chef Val Chean, a SHATEC Pastry Trainer with more than 12 years of F&B experience, listed the strengths of using dried eggs in baking or cooking. The powders do not require refrigeration, and importantly, make dishes that are safer for consumption with no contamination risks of shells in the egg mixture!

Chef Val's Flourless Devil's Cake

With some nifty tips, we can create a sinfully easy flourless devil's cake! When building the chocolate sponges, break up the lumps in the egg powders with just enough sugar, using the back of a spoon. Starting with fresh eggs (yolk or whites) before adding the egg powders is pertinent, so as to incorporate air better. For example, in a meringue, we need to see liquid egg white and a layer of foam before adding sugar and egg white powder, the latter of which needs to absorb moisture from the egg white.

To create a lemon cream cheese filling, try warming the sides of the bowl with a blow torch to quickly soften the cream cheese, when paddled with sugar. Be careful not to overdo it or it will melt the cream cheese!



Flourless Devil's Cake by Chef Val Chean, with Lemon Cream Cheese Filling and Berry Compote sandwiched between Chocolate Sponge cakes.



SCAN FOR RECIPE

About USAPEEC



The USA Poultry & Egg Export Council (USAPEEC) is the trade association of the U.S. Poultry & Egg Industry that is dedicated to promoting the high quality of U.S. poultry and egg products in the global marketplace.

Jointly organised by USAPEEC and SHATEC, the U.S. poultry masterclasses seek to develop the skills of our trainees using U.S. poultry and eggs, while highlighting their benefits such as taste, quality, versatility, safety and shelf life.

Gazella's Competition Training Journal

In preparation for the World Gourmet Summit's World Gourmet Awards 2021, the California Raisins "Apprentice Pastry Chef of the Year" challenge, held on 6th September, SHATEC student Gazella Ang (DFP-10-20A) took her pastry creation and dessert plating skills to trial. Follow Gazella in this thrilling journey of executing technique with versatility!



Gazella's Dish 'Huff A Puff': California Raisin Pudding, Apple Granita, Brick Crisp Raisin Cylinder, California Raisin Flexi Jelly, Yuzu Rouge Mushroom, Pickled Fermented Raisin with Honey Balsamic Sauce



My First Baking Competition

When I first got selected to represent SHATEC in the competition, I felt very honoured to receive this opportunity! Baking is one avenue I get to express myself. I was pumped to get straight to work and push my limits!

While in the midst of my final term, I had a short competition preparation time and often spent late nights in the kitchen after class.

Gazella presenting the ideas and taste profiles of her final plated dish to the panel of judges.



The competitors of the Apprentice Pastry Chef challenge. Gazella Ang, representing SHATEC, is third from left.

The Plated Dessert

My competition mentor, Chef Pratheep guided me patiently and skilfully, while suggesting various food pairings and how I could effectively present my idea of Christmas festivities on the plate. The raisins had to make up at least 15% of the total weight in components!

As part of the composition, we were able to demonstrate the naturally sweet raisin in various forms: raisin cremeux, raisin flexi jelly, raisin pudding and pickled raisins.

To stand out from the competition, I got to work with completely new ingredients! Brick pastry was something I never knew existed until Chef Pratheep introduced it. I also found that fermenting raisins in vinegar and creating a sauce out of honey and balsamic vinegar were great combinations!

Before the Competition

During the practice, I had to nail various challenges, like making sure that the different elements were cooked well and plated discerningly on six plates for the judges, all within two hours!

In the days leading up to the challenge, I completed a full practice to familiarise myself with creating the dish on competition time. I would be competing in a kitchen outside SHATEC against students from other schools, so I need to go all out and show my best plated dessert!

INTRODUCING BUTTERSUGAR FLOUR!



Our New Online Cakeshop

This year, we launched www.buttersugarflour.sg, a new home for all things sweet, decadent and freshly baked out of the SHATEC production kitchen.

Swing by the pastry counter at The Sapling restaurant for a beautiful dessert range to switch up your take-away game, or dip into our whole cake selection to sweeten your celebrations!



A pumped-up launch with an enticing special discount.



ButterSugarFlour also offers a catering service perfect for parties or sending to corporate partners.

Behind any great patisserie is a savvy team of bakers. Among them, pastry student Christina Foo (DFP-01-20A) is a key member in the launch of ButterSugarFlour, led by SHATEC Senior Trainer Chef Pratheep.

As a Supervised Field Trainee (SFT) looking to break out into a career in pastry production, Christina was there to learn as much as possible and master the basics! When new SFTs joined, she stepped up to guide her juniors through daily mise en place and the production of cakes and pastries.



The widely popular French-inspired quality tarts on limited-order.



It was my goal to create and assemble a **Croquembouche** (pictured left). It's a traditional French wedding cake stacked with Choux pastry puffs, filled as desired, and bound with threads of caramel. Both SHATEC and Chef Pratheep have realised this for me!

- Christina

Learning how to make tart shells was so much fun! I also contributed ideas on how to improve the tarts in design and taste.

- Christina



SCAN FOR MORE
SFT Adventure with Christina

Fun Holiday Bites

Organise your family and gather your friends for a holiday party, for we have got you covered with fun and fuss-free appetisers to add to your festive baking arsenal!



Impeccable Cannelés

Transport your guests to southwest France with *cannelés*, a Bordeaux specialty. We think these tiny, crispy caramelised cakes make a magical holiday treat! You can taste custard and rum, with a golden honeycombed interior and a texture reminiscent of bread pudding!

Makes approx. 20 pcs

INGREDIENTS

Milk	500 gm
Vanilla Pod	1 no
Sugar	250 gm
Butter (Melted)	60 gm
Egg Yolk	90 gm
Eggs	50 gm
Plain Flour	130 gm
Salt	1 gm
Cognac or Rum	50 gm

METHOD

1. Split the vanilla pod and put it into the milk.
2. Bring the milk and vanilla pod to a boil and leave it aside to infuse for one hour.
3. Remove the vanilla pod and combine with the rest of the ingredients.
4. Store the batter overnight in the fridge.
5. Mix the batter well and pour into the cannelé moulds.
6. Bake at 250°C for 8 minutes.
7. After 8 minutes, lower oven temperature to 180°C and bake for another 25 minutes till golden brown.

Festive Recipes Contributed by Chef Cindy Sim, Pastry Trainer, SHATEC

Strawberry Tartlets

Dress your holiday table with these irresistible single-serve tartlets, composed of a Sablé Breton base (a French buttery shortbread cookie) and crème pâtissière (or pastry cream), which is a versatile component in a baker's toolbox.

Makes about 8 tartlets (diameter 5-cm)

INGREDIENTS

Sablé Breton		Vanilla Pastry Cream	
Egg Yolk	50 g	Milk	200 g
Sugar	100 g	Cream	30 g
Plain Flour	140 g	Sugar	45 g
Baking Powder	7 g	Eggs	20 g
Salt	1 g	Egg Yolk	12 g
Vanilla Essence	1 g	Vanilla Pod	1 no
Butter	100 g	Corn Starch	18 g

Decoration

Strawberries Approx. 12 nos

METHOD

Sablé Breton

1. Whisk the egg yolk and sugar until the mixture turns foamy.
2. Combine soft butter and vanilla essence with the egg mixture.
3. Sift in both the baking powder and plain flour, and fold into the egg mixture.
4. Add salt into the dough.
5. Cover the dough with cling wrap and store in fridge for at least 2 hours.
6. Roll out the dough into 5-mm thickness.
7. Grease 5-cm tart ring with butter before using the tart ring to cut the dough in circles.
8. Bake pastry in the tart ring at 150°C for 25 to 30 minutes until golden brown.

Vanilla Pastry Cream

1. In a saucepan, bring milk, cream, vanilla pod and half of the sugar to a boil.
2. In a separate bowl, mix the eggs, egg yolk, corn starch and the remaining sugar into a smooth paste.
3. Pour the hot milk mixture (Step 1) into the egg mixture (Step 2) and stir them together. Return the mixture to the saucepan.
4. Bring to a boil and stir constantly until the cream thickens, making sure not to curdle the eggs.
5. Pour the thickened cream onto a tray and cover with cling wrap, ensuring the surface of the cream is in contact with the cling wrap to prevent a skin from forming.
6. Allow the pastry cream to cool down completely before assembling the tart.

Assembly

1. Pipe the pastry cream at the center of the sablé biscuit.
2. Decorate with strawberries around the pastry cream to your heart's content!



Platter by Chef Mathew Leong
at Bocuse d'Or 2021 Final
Inspired by Gardens by the Bay



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