

FOR IMMEDIATE RELEASE

Halal SuperChef – Asia's first-ever competition for Halal gourmet cuisine to kick off in January 2023

Search begins for the region's best Halal gourmet chef

Singapore, 15 December 2022 – The search begins for the first-ever Halal SuperChef – the gourmet culinary competition for chefs who are passionate about Halal gourmet food, fine dining, their art and culinary skills. Halal SuperChef is the arena in which up-and-coming chefs will highlight their culinary skills and knowledge in a battle to be the crème de la crème in the fine dining scene. The competition finals will be held during Halal Gourmet Summit from 26 – 30 April 2023, at the Sands Expo and Convention Centre, Singapore.

Judging panel features well-known Chefs in Halal culinary scene

Judges for the competition are Chef Muhammad Kamal Khamis, Emeritus President, Singapore Halal Culinary Federation, Singapore's first Halalan Toyyiban chef; Chef Ahmet Akpinar, a well-known Turkish chef and owner of the Mediterranean Deli Turk restaurant; and Chef Muhammad Imran, the self-proclaimed "Pasta Nerd."

Chef Muhammad Kamal Khamis, Emeritus President, Singapore Halal Culinary Federation

Singapore's first Halalan Toyyiban chef, Chef Kamal works with several Halal culinary federations around the world to promote a newer version of Halal cuisine: a healthier, safer and hygienic version that aims to revolutionise Halal cuisine. He is the co-founder of KitchenSq LLP and one of the creators and author of the World Cuisine Halal Gourmet Cookbook series. Its purpose is to promote Halalan Toyyiban recipes and elevate Halal food to the status of fine-dining cuisine.

"Halal SuperChef will be the first gourmet culinary competition for Halal chefs, where for too long, most of them have only been known for their home-style cooking. The competition will give them the opportunity to elevate their culinary skills to the next level, as well as create more awareness of Halal gourmet food. I am really excited to be on the judging panel for Halal SuperChef and to see the talent that will be competing," said Chef Kamal.

Chef Ahmet Akpinar, Turkish chef, Owner of the Mediterranean Deli Turk Restaurant

Chef Ahmet Akpinar is a well-known Turkish chef specialising in Mediterranean and Middle Eastern cuisines and owner of the Mediterranean Deli Turk restaurant in Singapore. The inspiring Turkish chef has a deep passion to share his knowledge with others. He has worked internationally as a private chef for ambassadors in five different countries, as well as for ministers, and has prepared many protocol dinners.

"I think there is a space for Halal gourmet food and fine dining experiences in the world, especially in Asia, where there is a young and growing middle class population. Through the Halal SuperChef competition, upand-coming chefs can showcase their innovation and skills in the kitchen. Whether these chefs win or not,



at the end of the day, the Halal gourmet dining industry will benefit, because it is a learning journey for all. What these chefs learn in the competition will be a valuable part of their experience," said Chef Ahmet.

Chef Muhammad Imran, The Pasta Nerd

More popularly known as the Pasta Nerd, Chef Imran is a member of the Singapore Halal Culinary Federation. With a genuine passion for food and cooking, Chef Imran is well-versed in planning, directing and supervision of food production & preparation. The expert in American, Italian and Asian cuisines, Chef Imran also has some knowledge in Middle Eastern & Mediterranean food.

"Halal SuperChef is an interesting competition because it pits people with different personalities and ideas against one another. More than culinary skills, each competitor has their own story to tell and this will show in their gourmet creations. There will be so many ideas and I am looking forward to judging these creations," said Chef Imran.

Five challenges to the ultimate prize

Comprising five rounds, competitors will be cooking off to a variety of culinary styles and ingredients. Competitors are encouraged to use their creativity and ingenuity to show the judges their take on Halal gourmet food. The winner will receive SGD25,000 worth of prizes that include cash, a trophy and a cookbook deal, amongst others.

Halal SuperChef is open to the public, 18 years old and above, with the <u>first preliminary round</u> kicking off on 15 January 2023 in the Culinary Studio at Wisma Geylang Serai, Singapore's first-ever cultural heritage integrated hub. The venue is proudly sponsored by the Malay Activity Executive Committees Council (MAECC).

For more information:

Halal SuperChef

Halal Gourmet Summit

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Events at a glance:

Halal SuperChef Preliminary Round 1	
Date:	15 January 2023 (Sunday)
Venue:	Culinary Studio, Level 1, Wisma Geylang Serai
	I Engku Aman Turn, Singapore 408528
Hours:	9am – 8pm
Admission:	Public
Registration link:	https://halalgourmetsummit.com/h-superchef





Halal Gourmet Summit	
Date:	26- 30 April 2023 (Wednesday – Sunday)
Venue:	Sands Exhibition & Convention Centre, Level 1, Hall C
Opening Hours:	10am – 10pm (Wednesday – Saturday)
	10am – 7pm (Sunday)
Admission:	Public and trade
Website:	www.halalgourmetsummit.com

About Halal Gourmet Summit

The Halal Gourmet Summit is a world-first, consumer event that brings together the best culinary talent in the global Halal industry to Singapore, the leading gourmet capital in Asia Pacific. More than an event, it is a culinary movement comprising Halal SuperChef – Asia's first-ever Halal culinary competition; Halal High Life – a showcase of the finest Halal gourmet cuisine from all around the world; and Talking Gourmet – insider knowledge share from established chefs and F&B business owners across the world. This movement aims to bring gourmet Halal cuisine to a wider audience with an appetite for change, moving Halal from niche to mainstream.

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