



2019

CULINARY CHALLENGE

29th & 30th JUNE 2019

M MALL @ PENANG TIMES SQUARE

M MALL CULINARY CHALLENGE 2019 RULEBOOK



Organize by



In collaboration with





M Mall Culinary Challenge 2019

Date: 29th – 30th June 2019

Time: 10 am - 8 pm

Venue: M Mall @ Penang Times Square

Organized by :



M Mall @ Penang Times Square

Endorsed by :



PENANG CHEFS ASSOCIATION

COMPETITION PROGRAM

Master Chefs Challenge

This category is OPEN to all professional / amateur chefs and cooks from any hotels, restaurants, home & industry catering aged above 18 years old on the date of competition. All applications must be accompanied by full payment before entry can be processed.

<u>Mmall Culinary Challenge 2019</u>		
Class	Description	Entry Fees
M01	DRESS A 2 TIER CAKE - Team of 2 Chefs	RM 200.00
M02	MODERN STYLISH WEDDING CAKE	RM 100.00
M03	PASTRY ART SHOWPIECE I – CHOCOLATE WORKS	RM 100.00
M04	BREAD SHOW PIECE	RM 100.00
M05	CONFECTIONARY	RM 100.00
M06	PLATED DESSERT (Asian/Continental)	RM 100.00
M07	FRUIT & VEGETABLE CARVING – Theme: Garden of Eden	RM 100.00
M08	INDIVIDUAL FRUIT & VEGETABLE CARVING	RM 100.00
M09	GROUP FRUIT & VEGETABLE CARVING (Team Event – 2 Persons to a team)	RM 200.00
M10	MAIN COURSE I (Chicken)	RM 100.00
M11	MAIN COURSE II– (Fish or Seafood)	RM 100.00
M12	MAIN COURSE III (Beef)	RM 100.00
M13	MAIN COURSE IV– (Lamb)	RM 100.00
M14	HOT PASTA DISH CHALLENGE	RM 100.00

Participants can go online for registration, please follow our update on website www.asiaculinarychallenge.com

Click on MMall Culinary Challenge 2019

Online Registration Starts on **20th April 2019**

* Do not send in your application via post, email, fax or any other way, except online!

CLOSING DATE IS 15th JUNE 2019

Prizes, Awards & Certificates

Certificates of participation will be given to competitors who have completed all their classes of which they have registered. These can be collected at the secretariat from 10.00 am onward on the day of competition. Daily Medals Awards Presentation will be held at **7.00 pm** on 29th June 2019 & 6pm

Medal recipient **MUST** be **in full uniform including the chef's torque** to receive the medals.

The respective medal will be awarded to competitor upon attaining points as follow:

GOLD WITH DISTINCTION	: 100 Points
GOLD	: 90 - 99 Points
SILVER	: 80 - 89 Points
BRONZE	: 70 -79 Points
DIPLOMA	: 60 – 69 Points

MMALL CHALLENGE TROPHY

This Award comes with a cash reward of **RM 5000.00** and will be presented to the hotel, association, organization or institution, which send a minimum of 5 competitors participating in at least 5 different classes in the below 3 categories.

A minimum of 1 competitor in each category of the below listed classes have to be entered. The best overall team is selected from the team that scored the highest number of gold medal (gold with distinction will be considered as a gold medal), followed by silver and bronze in their best of 3 categories The Team must accumulated the minimum of at least 2 Gold Medals: -

PATISSERIE : CLASS M01 – CLASS M06
ARTISTIC : CLASS M07 - CLASS M09
HOT COOKING (INDIVIDUAL) : CLASS M10 - CLASS M14

*Highest medal from each category will be selected from 5 competitors of each team

OVERALL OUTSTANDING MMALL CHEF AWARD

Comes with a cash reward of **RM 2000.00** and will be presented to the "Competitor" who scored and accumulated the minimum of at least 1 Gold Medals (a gold with distinction will be considered as a gold medal), followed by Silver or Bronze Medal in his/her "BEST" 3 classes in the following 3 out of 3 categories: -

PATISSERIE : CLASS M01 – CLASS M06
ARTISTIC : CLASS M07 - CLASS M09
HOT COOKING (INDIVIDUAL) : CLASS M10 - CLASS M14

MOST OUTSTANDING MMALL PATISSIER CHEF AWARD

Comes with a cash reward of **RM 1000.00** will be presented to the "Competitor" who accumulated the highest number of gold medals (gold with distinction will be considered as a gold medal), followed by silver then bronze in his/ her BEST 4 classes, in the following:-

PATISSERIE : CLASS M01 – CLASS M06

MOST OUTSTANDING MASTER CHEF ARTIST AWARD

Comes with a cash reward of **RM1000.00** will be presented to the "Competitor" who accumulated the highest number of gold medals (gold with distinction will be considered as a gold medal), followed by silver then bronze in his/ her best 2 classes, in the following:

ARTISTIC : CLASS M07 - CLASS M09

MOST OUTSTANDING LIVE COOKING MASTER CHEF AWARD

Comes with a cash reward of **RM 1000.00** will be presented to the "Competitor" who accumulated the highest number of gold medals (gold with distinction will be considered as a gold medal), followed by silver then bronze in his/her best 3 classes, in the following : -

HOT COOKING (INDIVIDUAL) – PRACTICAL

Class M10: MAIN COURSE I – (Chicken)
Class M11: MAIN COURSE II– (Fish Or Seafood)
Class M12: MAIN COURSE III – (Beef)
Class M13 MAIN COURSE IV – (Lamb)
Class M14: HOT PASTA DISH CHALLENGE

PÂTISSERIE – LIVE

Class M01: DRESS A TWO (2) TIER CAKE - A Team of 2 Chefs

To decorate a 2 (two) tier finished sponge cake (competitors to bring, own choice) in 120 minutes (2 hours). You have to use some of the products provided by the organizers and sponsors.

All decorating ingredients must be **edible** and mixed on the spot. Sugar can be cooked but not modelled. Sugar syrup is allowed. Chocolate and royal icing can be pre-prepared but not moulded. There are no height restrictions to the finished piece. Sponge cake (Either plain, or filled) should be either round (40 cm diameter) or a square (40 cm x 40 cm). Only 1 cake of 2 tiers is allowed.

All ingredients, utensils, implements etc. are to be provided by competitors. The completed cake is to be displayed till the last day of the show and will be disposed of by the Organizer, unless the competitor wishes to take it back, in which case it has to be collected at 4.30 pm on the last day.

- The organizers will provide a table, 2 power points (220V). There will be no chiller provided. No food / working items are to be placed on the floor. The organizers will provide a KITCHEN Mixer & attachment to be SHARED among the competitors

JUDGING CRITERIA

Preparation of cake and cleanliness of work station Planned arrangement of materials for trouble-free working, the work station to be kept neat and tidy	0-20 points
Presentation & General Impression Depending on materials used, the finished exhibit must present a good impression based on aesthetic and ethical principles	0-30 points
Technique and Degree of Difficulty This is judged by the artistry, competency and expert work involved in the execution or preparation of the exhibit, it also should be an eye appealing.	0-50 points

PÂTISSERIE – DISPLAY

Class M02: MODERN STYLISH WEDDING CAKE

Cake must have a minimum of 3 tiers not exceeding **150 cm** in height. All tiers to incorporate a wedding design. Cake is to be entirely decorated by hand and all decoration must be edible with the exception of pillars. Royal icing, pastillage and other edible materials are allowed. One layer of the wedding cake must be edible and will be tasted & inspection done by the judges. The Wedding cake is to be displayed till the last day of the show; it has to be collected at 4.30 pm on the last day.

Table space allotted: 90cm x 90cm. Not exceeding 150cm in height. RECIPE REQUIRED.

Class M03: PASTRY ART SHOWPIECE I – CHOCOLATE WORKS

To display a CHOCOLATE showpiece of competitor's own choice. All ingredients including filling must be edible. No mould is allowed. Use of frame or rod will be allowed, but should not be visible

Table space allotted: 90cm x 90cm, there is no height restriction

JUDGING CRITERIA

Suitability in complementing Food displays As the exhibits are meant to be displayed on a buffet table, they should be designed to complement food displays.	0-20 points
Presentation and General Impression Depending on material used, the finished exhibit must present a good impression based on aesthetic and ethical principles.	0-30 points
Technique and Degree of Difficulty This is judged by the artistry, competency and expert work involved in the execution or preparation of the exhibit.	0-50 points

Class M04: BREAD SHOWPIECE

To display BREAD showpiece of competitor's own choice for a buffet or a window display. The display must consist of five (5) types of edible breads using different types of dough. Premixes are not allowed. Judges will slice, inspect & taste the bread. Competitors have to display a tasting portion for the Judges.

RECIPE REQUIRED. Table space allotted: 90cm x 90cm. Not exciding 150cm in height

JUDGING CRITERIA

Suitability in complementing Food displays As the exhibits are meant to be displayed on a buffet table, they should be designed to complement food displays.	0-15 points
Presentation and General Impression Depending on material used, the finished exhibit must present a good impression based on aesthetic and ethical principles.	0-15 points
Technique and Degree of Difficulty This is judged by the artistry, competency and expert work involved in the execution or preparation of the exhibit.	0-20 points
Taste The typical taste of the food should be preserved. It must have appropriate taste and seasoning. In quality, flavour and colour, the dish should conform to today's standards of nutritional values.	0-50 points

Class M 02 - M 04 exhibits must stay on display until the end of the show.

Class M05: CONFECTIONARY – Jelly Cake & Cake

To display 2 x 25 cm cake of the competitor's own choice with a theme, One Jelly Cake & One Cake
EVERYTHING must be edible. Judges will cut and inspect the display when necessary.

RECIPE REQUIRED. Table space allotted: 90cm x 90cm

Class M06: PLATED DESSERT (Asian/Continental)

To display a variety of 3 different types plated desserts of competitor's own choice, each portion for one person, suitable for a la carte service. All ingredients used must be edible. Judges will cut and inspect the dessert. Show pieces are allowed but will not be judged.

RECIPE REQUIRED. Table space allotted: 90cm x 90cm

JUDGING CRITERIA

Composition Ingredients and side dishes must be in harmony with the main piece as to quantity, taste and colour.	0-10 points
Degree of Difficulty/Creativity Judgment is primarily based on the artistic work but also on the degree of difficulty and the effort expended.	0-10 points
Correct Professional Preparation Correct basic preparation, corresponding to today's modern patisserie	0-30 points
Practical and Up-To-Date Serving Easy serving methods are to be incorporated in the daily work and in accordance with up-to-date culinary standards. Exhibits are to be arranged in a clean, correct manner and pleasing to the eye.	0-20 points
Presentation/Innovation Food items utilized must be in harmony with quantity and the number of persons indicated in the criteria. Presentation to be appetizing, tasteful, in an elegant, modern style	0-30 points

ARTISTIC – DISPLAY

Class M07: FRUIT & VEGETABLE CARVING – Theme: Garden of Eden

To display a set of fruit and vegetable carvings **FIGURINES** (Patung – Patung) with a theme of **Garden of Eden** Durians are not allowed. Supports can be used but must not be exposed.

Table space allotted: 90cm x 90cm • Maximum height: 90cm

* **VEGETABLE CARVING** must stay on display until the end of the show.

JUDGING CRITERIA

Suitability in complementing Food displays As the exhibits are meant to be displayed on a buffet table, they should be designed to complement food displays.	0-20 points
Presentation and General Impression Depending on material used, the finished exhibit must present a good impression based on aesthetic and ethical principles.	0-30 points
Technique and Degree of Difficulty This is judged by the artistry, competence and expert work involved in the execution or preparation of the exhibit.	0-50 points

ARTISTIC - PRACTICAL CLASSES

Class M08: INDIVIDUAL FRUIT & VEGETABLE CARVING

A Free style fruit & vegetable carving have to be executed within a time limit of 120 minutes (2 hours). No pre- slicing, peeling, carving or preparation of vegetables with the exception of yam & pumpkin before the competition begins. Exhibits will have to be displayed upon - completion of practical work. A minimum compulsory item to be used consists of **Watermelon, Honey Dew, Carrot & Yam**.

No adhesive glue is allowed. Display table allotted; 90cm x 90cm

Class M09: GROUP FRUIT & VEGETABLE CARVING (Team Event – 2 Person to a team)

A free style fruit & vegetable carving have to be executed within a time limit of **240 Minutes (4 hours)**. No pre- slicing, peeling, carving or preparation of vegetables with the exception of yam & pumpkin before the competition begins. Exhibits will have to be displayed upon - completion of practical work. To display a set of fruit and/or vegetable carvings, with a theme and food of the competitor's own choice. Durians are not allowed. Supports can be used but must not be exposed. A minimum compulsory item to be used consists of **Watermelon, Honey Dew, Papaya, Pumpkin, Carrot & Yam**

No adhesive glue is allowed. Individual Display - 90cm x 90cm & Working Table allotted; 90cm x 90cm

• **INDIVIDUAL & TEAM FRUIT & VEGETABLE CARVING** must stay on display until the end of the show.

JUDGING CRITERIA

Suitability in complementing Food displays As the exhibits are meant to be displayed on a buffet table, they should be designed to complement food displays.	0-20 points
Presentation and General Impression Depending on material used, the finished exhibit must present a good impression based on aesthetic and ethical principles.	0-30 points
Technique and Degree of Difficulty This is judged by the artistry, competency and expert work involved in the execution or preparation of the exhibit	0-50 points

HOT COOKING (INDIVIDUAL) – PRACTICAL

Class M10: MAIN COURSE I – (Chicken)

To prepare and present within 45 minutes, one main course dish, MODERN WESTERN STYLE. Dish must be presented on 2 individual plates with appropriate garnishes. 1 (one) Plate for display & 1 (one) plate for judging

Class M11: MAIN COURSE II– (Fish Or Seafood)

To prepare and present within 45 minutes, Main course dish, MODERN WESTERN STYLE. Dish must be presented on 2 individual plates with appropriate garnishes. 1 (one) plate for display & 1 (one) plate for judging

Class M12: MAIN COURSE III – (Beef)

To prepare and present within 45 minutes, one main course dish, MODERN WESTERN STYLE. Dish must be presented on 2 individual plates with appropriate garnishes. 1 (one) Plate for display & 1 (one) plate for judging

Class M13 MAIN COURSE IV– (Lamb)

To prepare and present within 45 minutes, one main course dish, MODERN WESTERN STYLE. Dish must be presented on 2 individual plates with appropriate garnishes. 1 (one) plate for display & 1 (one) plate for judging

Class M14: HOT PASTA DISH CHALLENGE

To prepare and present 1 (One) pasta dish (single or combination) for 2 persons within a period of 45 minutes; To be presented in 2 individual plates for main course; 1 (one) Plates for display & 1 (one) plates for judging.

Pasta will not be provided.

JUDGING CRITERIA

Material Brought /Mise-En-Place Clear arrangement of materials, clean working place, proper working position, clean work clothes, proper working technique. Correct utilization of working time and punctual completion	0-10 points
Correct Professional Preparation & Hygiene Correct basic preparation of food, corresponding to today's modern culinary art. Preparation should be by practical, acceptable methods that exclude unnecessary ingredients. Punctual delivery of each entry at the appointed time is required. Appropriate cooking techniques must be applied for all ingredients, including starches and vegetables. Kitchen Organization, Food Hygiene is a must.	0-25 points
Service As this is a time limit competition, participants are expected to show cooking skills. Your entry must not be completed with more than 10 minutes left on the clock.	0-5 points
Presentation/ Innovation Ingredients and side dishes must be in harmony, Points are granted for excellent combination, simplicity and originality in composition. Clean arrangement, with no artificial garnishes and no time-consuming arrangements, Exemplary plating to ensure an appetizing appearance is required.	0-10 points
Taste The typical taste of the food should be preserved. It must have appropriate taste and seasoning. In quality, flavour and colour, the dish should conform to today's standards of nutritional values.	0-50 points

Recipes are required in the kitchen • Competitors to bring own plates & kitchen utensil. Judges will taste your exhibits on flavours, textures and presentations. **(Pre-sliced vegetables and basic sauce/stock are allowed)**

The following items are permitted to be brought in at certain stages of production:

Salad	- Can be cleaned and washed but not portioned
Vegetables / Fruits	- Peeled, cut, but not cooked
Pastas & Dough	- Can be prepared but not cooked
Fish/Seafood/Shellfish	- Cleaned, filleted but not portioned or cooked
Lamb/Beef/Chicken	- Can be portioned but not cooked, minced items allowed
Mousses	- Need to be made in the kitchen,
Marinated Proteins	- Pre-marinating of protein is permitted
Sauces	- Can be reduced but not finished or seasoned
Stocks	- Can be brought into competition kitchen

Overall Rules & Regulations

Please read these rules and regulation carefully, failure to comply with them could result in points being deducted.

GENERAL RULES

1. These competitions are open to any professional and students from hotels, restaurants, confectionaries, culinary institutions or catering organizations in Malaysia and other countries.
2. Each competitor must wear his or her uniform at all times when he is within the competition area and in the exhibition hall
3. Sticker labels will be provided for each participant. The competitor has to write his competition numbers on these labels and affixed these on top and underside of his dish.
4. Competitors are required to place their recipes by the side of the competitor's dish or exhibit on the day of the competition.
5. Every exhibit must be a bona fide work of the competitor.
6. Registrations and payment must be submitted via online portal before the due date. All transactions performed via any other methods will not be accepted, nor will a refunds be made for this reason. No changes of entries, name and details are allowed after payment is made regardless any circumstances. Refund of registration fees **will not** be performed under any condition.
7. Added as a general rule, competitors are advised to refrain from talking to any of the judges either before or during the judging on the day of their competitions except for Q&A session
8. Competitors themselves have to ensure that the minimum / maximum size limit to each exhibit is adhered to, as points will be deducted for any exhibit exceeding the size and height limit given in the schedule of the competition. In extreme cases, exhibits will be removed or modified by the organizer.
9. All competitors for Practical Classes must report to the kitchen secretariats at the exhibition hall, one (1) hour before their competitions
10. Judges are allowed to examine, dismantle or cut any showpiece for inspection, and non-compliance of the rules and regulation will result in disqualification. The judging is based on originality, ingenuity, creativity, appearance, presentation, color scheme, professional skill, ingredients used, name, speed, alertness and knowledge.
11. Competitors should attend to, unpack and display their exhibit on the day and time specified by the organizing committee. No responsibility will be accepted by the committee in the case of damage or loss of exhibits and equipment in transit or otherwise, organizing committee or its associate shall not be liable of any claims due to direct or indirect causes or injuries to competitors of any kinds.
12. All the competitors must collect their certificate of participation before 3.00pm on the competition day.
13. **The judges' decisions are final.**
14. All exhibits and products photograph, slides pertaining to this event shall be automatically become the intellectual property of the organizing committee for future advertisement and promotional purposes.
15. Cooking wine & alcohol are allowed to be use.
16. **Strictly No Pork & Pork Items are allowed to be used for all dishes.**
所有猪肉及含有猪肉成分的产品皆不可使用.
이슬람법에 의해서 모든 요리에 돼지고기 또는 돼지고기 가공제품 사용을 엄격하게 금지합니다.
17. All mise-en-place, cutting, washing etc can be done earlier with the exception of the preparation of spices such as curry paste or "rempah" which must be done in the spot. Blender, food choppers are allowed unless specified.
18. All food items must be edible.

19. All selected exhibits by the organizing committee will be put on display for the whole duration of the MMall Culinary Challenge 2018. Organizer will not be responsible for loss of property or utensils.
20. All display plates should not bare any company / hotel logo.
21. The organizing committee reserved the rights to rescind, modify or add on to any of the above rules and conditions, and their interpretations of these are final. They also reserved the right to limit the number of entries per event or cancel any event should there be a need to do so.

General Information

Display Events

1. All exhibits must be set up at the exhibition hall display area between **7.00 am to 11.00 am** on the day of the judging. No exhibits or competitors, for whatever reasons, will be allowed in the display area once judging begins.
2. For all display exhibits, a theme or name must be given to the exhibits. No logo must be visible on the display card before judging.
3. No clearing is allowed before **9.00pm** on 29 & 30 June 2019
4. Selected exhibits will be required to remain in exhibition hall till the last day of the event and must be cleared at **8.00 pm** on the 30th June 2019
5. Malaysian government has strict regulations on the import of raw food materials. Competitors are advised to use local or/and imported products available locally.
6. Entries MUST BE submit with fees online at www.asiaculinarychallenge.com Click on MMall Culinary Challenge 2019 to be submitted latest by: **15th June 2019**

Please **DO NOT** send your entry form by Registered Mail, Courier Service or **FAXES** as the organizer will not entertained. Only online registration is valid. We only accept payment by credit cards.

Hot Cooking Practical - Important Notes

- Please note that these classes are usually filled up even before the closing date. Therefore, even if your entry form is received before the closing date, it may happen that places have already been filled.
- Competitors must report to the Kitchen Manager at least 60 minutes before their scheduled time in case a kitchen becomes available. Competitors not present at their scheduled time will be considered no-shows and will be disqualified.
- The Hot Cooking Competition begins at 8.00 am and ends at 9.00 pm daily, except for the last day when it will end at 3.00 pm to cater for final results tally.
- Competitors will be provided with facilities as nearly identical as possible. Each kitchen station will be equipped with 2 double burner stove and a power socket. Sink and fridges will be provided on sharing basis. More details, if any, will be provided in due course.
- Competitors must bring their own plates.
- No supplementary equipment will be available. Competitors must bring all their required items.
- The organizers will not be responsible for loss or breakage of competitors' belongings.
- Notes for pre-preparation for the hot cooking competition:
 - Basic sauces, stock and dough's can be brought in.
 - 80% of all raw food can be trimmed, cut or marinated, while the balance 20% has to be done on the spot.
 - Judging will take into account the condition of the kitchen after your turn.
 - Everything on the plate must be edible.
 - Fish must be brought ready to cook, gutted and scalded, not portion.

The following items are permitted to be brought in at certain stages of production:

Salad	- Can be cleaned and washed but not portioned
Vegetables/ Fruits	- Peeled, cut, but not cooked
Pastas & Dough	- Can be prepared but not cooked
Fish/Seafood/Shellfish	- Cleaned, filleted but not portioned or cooked
Lamb/Beef/Chicken	- Can be portioned but not cooked
Mousses	- Need to be made in the kitchen, minced items allowed)
Marinated proteins	- Pre-marinating of protein is permitted
Sauces	- Can be reduced but not finished or seasoned
Stocks	- Can be brought into competition kitchen
Dressings	- To be made in competition kitchen
Coulis	- Puree can be brought in but needs to be finished in competition
Sponges	- Can be pre-made but not cut or shaped

HINTS AND TIPS

Particular attention should be paid to the following:

- ✓ Originality – new ideas
- ✓ Numerical harmonizing of meat and garnishes
- ✓ Practical size of portion (cost control)
- ✓ The character of the showpiece should be respected
- ✓ Proper color presentation and flavor combination
- ✓ Presenting a natural appetizing look
- ✓ The use of clear jelly for seafood should be considered
- ✓ The use of tan jelly for meat should be considered
- ✓ Only well coated food (jelly aspic) should be on cold food
- ✓ Food prepared hot but displayed cold should be glazed with jelly (aspic)
- ✓ Sauce boats should only be filled half and the sauce light coated with aspic
- ✓ Use only crystal clear fish jelly for fish and meat jelly for red meat, poultry and game
- ✓ Properly cooked meat (not too rare) should be presented
- ✓ Sliced meat to be presented properly in (arrange in order or size)
- ✓ Only precisely cut vegetables should be presented
- ✓ Use paper only under food that has been deep fat fried
- ✓ Food prepared hot should not be presented on buffet platters or aspic mirror
- ✓ Eggs should only be served on glass, porcelain or glazed dish
- ✓ Plated portions must be in proportion to the dish itself and to the number of people specified.
- ✓ In general portion weight should be in keeping with the norms of accepted practice
- ✓ Meat sliced should be served with the carved surface upwards and not left as when carved.
- ✓ If fruit is used to garnish meat, it should be cut into small pieces or sliced thinly Beads of jelly on meat or trimming do not make a good impression and should be carefully removed
- ✓ Participants should not set their aim too high and abide by fundamental cleanliness and practicality as far as possible in their work
- ✓ All exhibits should be identified by their proper names, both on exhibition table and on entry form.
- ✓ Finally, the punctual presentation of each exhibit at the appointed time is a matter of urgent necessity.

To contact the Organizing Chairman at:

Contact person: Chef Khor Ying Jia

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