

# KITCHEN ARENA

ISSUE 03

Simplifying Choices



TIME TO SUPPORT LOCAL



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Information



ALLDA Malaysia





# iCombi® Pro.

The new standard.



# To think about what no one has thought before.

If you want to set new standards, you need to create new ways of thinking. Baking, roasting, grilling, steaming, braising, frying, poaching - all done more intelligently, simply and efficiently. RATIONAL is adopting more than 45 years of cooking research to think outside the box and has undertaken significant research in skills shortages, food trends and kitchen management. Thinking in a new direction. Always with one goal in mind: getting one step closer to perfection.

## ➔ **The result**

The iCombi Pro. Intelligent, flexible, productive. The new standard.



# FROM THE EDITOR



As we enter the final quarter of 2020, the pandemic that has single-handedly crushed swathes of population seem almost like a distant bad memory. Many businesses have begun to slowly regain the lost momentum, with many simply being grateful for the opportunity to still have a business to operate.

And customers are simply delighted to be out and about. The prolonged combination of staying socially isolated, online shopping and eating out of food delivery containers has prompted a huge wave of people to venture out. While this makes it more challenging to head out and still maintain sufficient caution, it is nevertheless an encouraging sign in such a dim economic landscape.

With Malaysian borders to remain closed until the end of the year, there is no better time to shine the spotlight on local enterprises. The Movement Control Order has paved the way for many home-based businesses to flourish, and consequently kickstarted a wave of awareness amongst consumers about the many homegrown brands we have.

On another note, Kitchen Arena has also partnered up with ALLDA, an all-in-one cooker brand from Korea. With all the time spent indoors, many households have begun to realize that cooking at home can sometimes be limiting. Also, with smaller families nowadays, the hassle of cooking can prove to be too much and simply not worth the time and effort. What ALLDA does really well is make cooking enjoyable again, no matter your skill level in the kitchen.

While we remain hopeful that the COVID-19 situation will resolve sooner than later, now is the time to be proactive. It is important to focus on driving incremental revenue whilst anticipating an eventual return to normalcy.

A handwritten signature in black ink, appearing to read 'Nathelie Tay'.

*Nathelie Tay*

# NEWS HIGHLIGHT

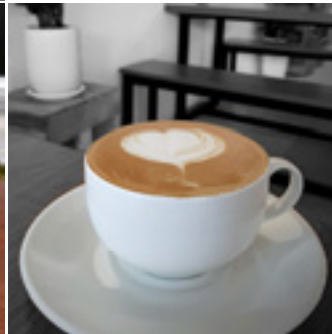
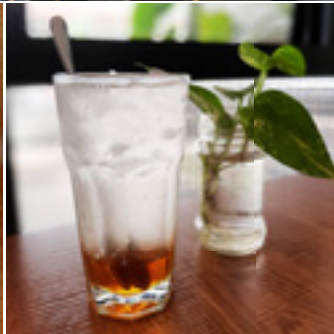
## NEW OPENINGS 5 RESTAURANT OPENING



### Wild Yeast Bakery

This micro bakery specializes in sourdough and sandwiches. It is the brainchild of Terence Chong, who also happens to be a bassoonist and sound engineer. Previously located in Section 17 PJ.

@ 15, Jln SS22/11, Damansara Jaya, 47400  
Kuala Lumpur, Selangor



### The Well

Order a cuppa to go along with their choice of hearty desserts or meals. This green, calming oasis is the place to be while you take a break from the hustle and bustle of work. Food here is pork-free and lard-free.

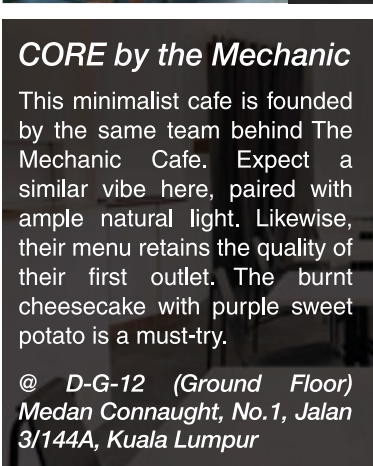
@ 3, Jalan 13/6, Seksyen 13,  
Petaling Jaya, Selangor



### Element Fresh

The first Malaysian offshoot of the brand that first started as a Shanghai gym-based cafe in 2002. It has since expanded to Beijing, Guangzhou and other cities. Their menu features wholesome, nourishing fusion food with fruits taking center stage in their recipes.

@ Pavilion KL



### CORE by the Mechanic

This minimalist cafe is founded by the same team behind The Mechanic Cafe. Expect a similar vibe here, paired with ample natural light. Likewise, their menu retains the quality of their first outlet. The burnt cheesecake with purple sweet potato is a must-try.

@ D-G-12 (Ground Floor)  
Medan Connaught, No.1, Jalan  
3/144A, Kuala Lumpur



### Tofu Magician Malaysia 半仙豆夫

Come here for their innovative take on soy milk and bean curd-based drinks. Also, the soy milk here is freshly grounded and the beans are sourced from Canada. Some of their signature offerings are the soya red tea with mocha and sesame soy milk.

@ No. 76, Ground Floor, Jalan  
SS 15/4, Ss 15, 47500 Subang  
Jaya, Selangor



# WHAT'S TRENDING



## WHAT'S TRENDING NASI LEMAK ICE CREAM

Anyone who has travelled on an AirAsia flight would have probably ordered the much-raved about nasi lemak. But of course, it's no longer exclusively available for in-flight customers as it can also be purchased at the carrier's very own Santan Restaurant.

In conjunction with Merdeka and Malaysia Day, AirAsia has partnered up with a local ice-cream artisan, Crème De La Crème (CDLC) to recreate it as an ice-cream. The limited-time flavor replicates the famous Pak Nasser Nasi Lemak.

It is reimaged into a creamy coconut-based ice cream with sambal swirl which is then topped with crunchy ikan bilis and peanuts.

Of course, yours truly was especially excited to try it because obviously right? Just the mere thought of it was enough to tingle my taste buds and well, it was quite disappointing when it sold out the first time I went.

I was determined enough and one week later, I called up the restaurant to make sure that it was available. And lucky me.

The single-serve cup that it was served in was rather unremarkable, but the mix of salty and sweet is utterly divine! For only RM8.80, it was reasonably priced and worth checking out for those who aren't really convinced about it.



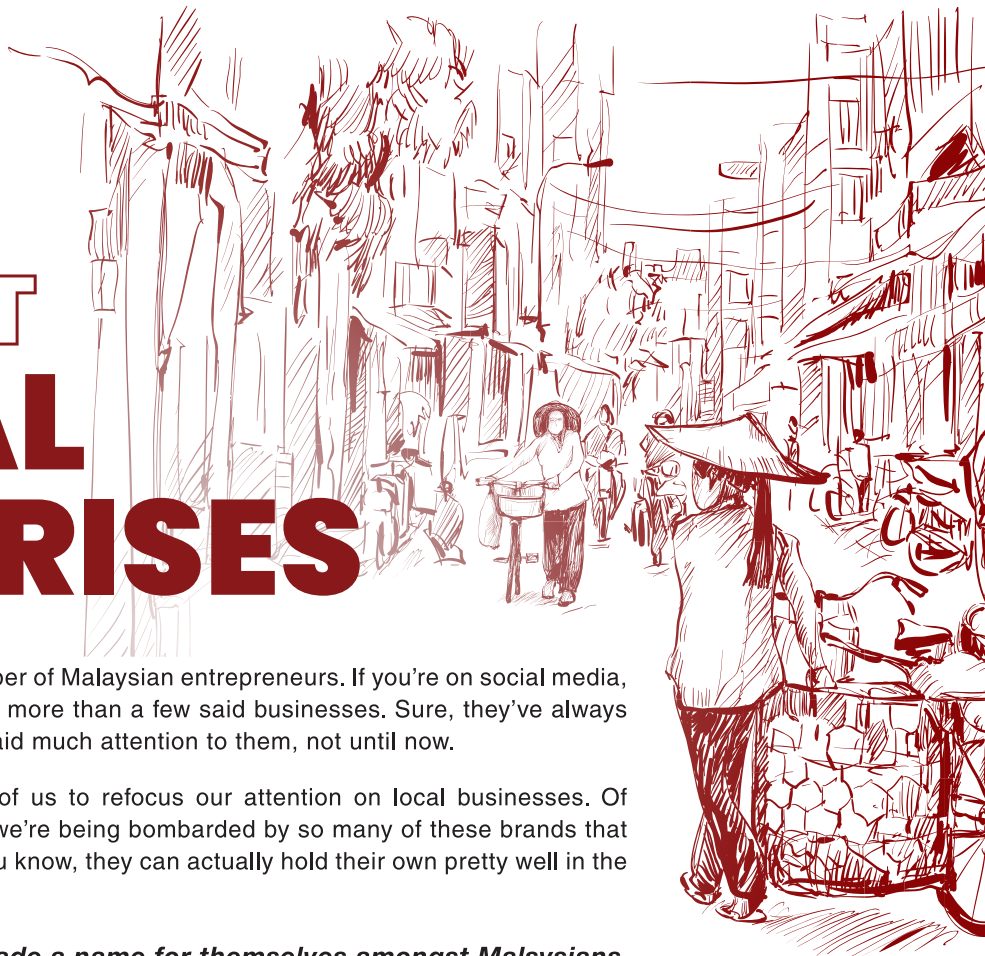
**KitchenAid**

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# SPOTLIGHT ON LOCAL ENTERPRISES



At present, we are witnessing a rise in the number of Malaysian entrepreneurs. If you're on social media, chances are that you would have come across more than a few said businesses. Sure, they've always been around but we Malaysians never really paid much attention to them, not until now.

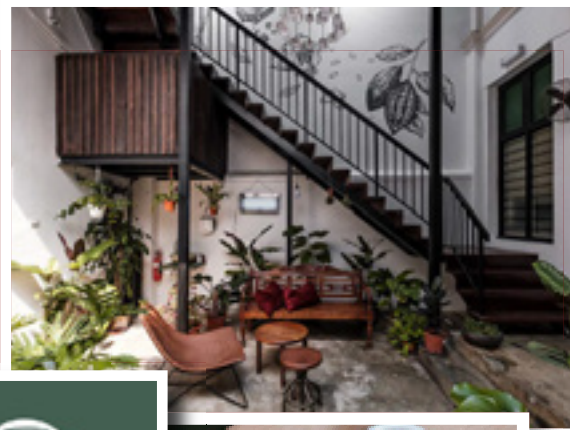
The pandemic situation has prompted many of us to refocus our attention on local businesses. Of course, much of it had to do with the fact that we're being bombarded by so many of these brands that we start to take notice of them. And what do you know, they can actually hold their own pretty well in the market.

**Here are 5 local businesses that have made a name for themselves amongst Malaysians.**



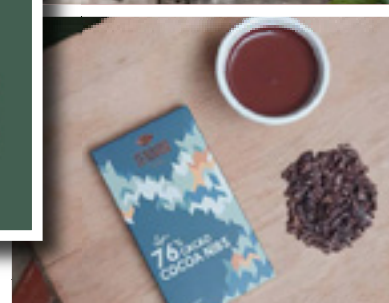
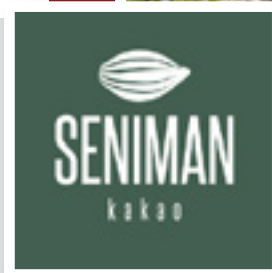
## The Cool Juice

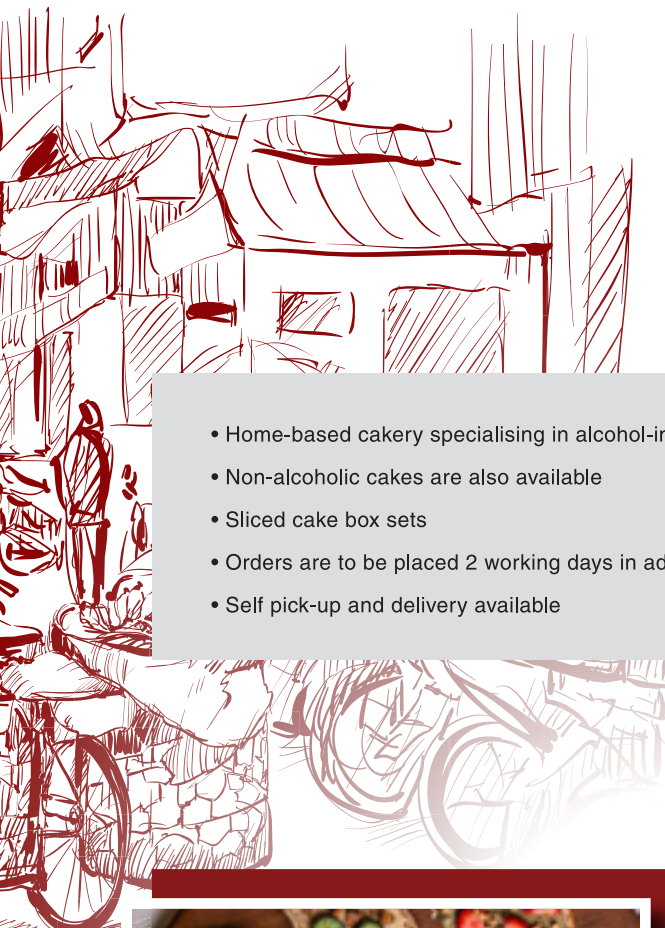
- Cold pressed juice delivery company
- 100% fresh, raw and pure juices, mylk and kombucha
- No sugar, preservatives, chemicals or any other additives
- Made with the freshest raw fruits and vegetables
- Daily and monthly juice cleanse subscription available



## Seniman Kakao

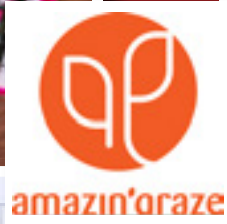
- Specialty bean-to-bar chocolate maker
- Using the best quality cocoa beans from Malaysia
- Work closely with passionate local farmers to highlight Malaysian cacao and introduce them to the world
- Beans are carefully sorted and graded by hand before small batch processing in a micro roastery





## Cake Tella

- Home-based cakery specialising in alcohol-infused creations
- Non-alcoholic cakes are also available
- Sliced cake box sets
- Orders are to be placed 2 working days in advance
- Self pick-up and delivery available



## Amazin' Graze

- Healthy and tasty snacks
- Made with ingredients that are 100% natural and full of nutrients
- Seven product lines offering more than 30 flavours
- Products are available at more than 200 retailers in Malaysia, Singapore and Hong Kong



## Winepak International

- Alcoholic producer and distributor
- First Malaysian company to produce white wines, red wines and glutinous rice wines
- Timah, Malaysia's first internationally-recognized eight-year double peated blended whiskey
- Kharaso Vodka, a multiple award-winning 23K gold leaf and 24K silver leaf vodka



# SANITIZATION IS CONVENIENT

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or

[sales@kitchen-arena.com.my](mailto:sales@kitchen-arena.com.my)

# INTERVIEW

## KA TEAM

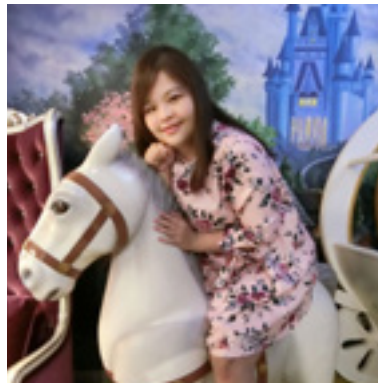
**Yihua**  
Operation Support



**Kitchen Arena: Describe yourself in 6 words.**

YH: I think of myself as helpful, cheerful, positive, talkative, and funny. I also have strong adaptability skills.

**KA: Everyone likes to see photos. Are there photos you could share which best describes you?**



**KA: Tell us something about yourself that your colleagues don't know**

YH: I love travelling and like to find new cafes to try the trending food and dessert in the market.

**KA: What do you enjoy most about being at Kitchen Arena?**

YH: I really enjoy being at Kitchen Arena because I can try my hand at many new things I have never tried before. For example, I can learn and be able to have hands-on experience of using the ALLDA cooking machine, coffee machine, combi oven and many more other equipment.

**KA: You can promote ALLDA however you want, what will you do?**

YH: I will do demos for my friends and family to let them know that they can depend on ALLDA for the best cooking and prep experience. I will also share videos and photos to facebook friends using my own social media. I want them to know that even though they don't know how to cook, it is not a problem at all. I myself have no idea about cooking but it is not a problem for me. Now I have ALLDA and I can be a masterchef.

**Kitchen Arena: Describe yourself in 6 words.**

WQ: I'm caring, hardworking, honest, cooperative, helpful and patient.

**KA: Everyone likes to see photos. Are there photos you could share which best describes you?**



**Wei Qi**  
*Operation Support*

**KA: Tell us something about yourself that your colleagues don't know.**

WQ: I enjoy learning new things and also to learn more about operating kitchen equipment. I also enjoy making desserts and baking biscuits or cake during my free time.

**KA: What do you enjoy most about being at Kitchen Arena?**

WQ: I enjoy the working environment of Kitchen Arena and friendly colleagues. Besides that, I get to learn how to operate many high-end and high tech kitchen equipment like ALLDA.


**KA: You can promote ALLDA however you want, what will you do?**

WQ: I will promote ALLDA through Facebook ads by taking some creative video to attract consumers. This is because everyone likes to watch video instead of looking at photos. With video, it is easier to bring out the features of ALLDA and at the same time, show the high performance abilities of ALLDA. Furthermore, I will ask intermediaries or stars to endorse and promote ALLDA on their own social media. But first, I will decide on the target market of ALLDA.






# 10 HOME-BASED ENTERPRISES TO KNOW & SUPPORT



Won's Bakery

[f](#) [@](#)



Jasmine Passion Pastries

[f](#) [@](#)



Halo Doughnut

[f](#) [@](#)




Sweet and Sedap

[f](#) [@](#)



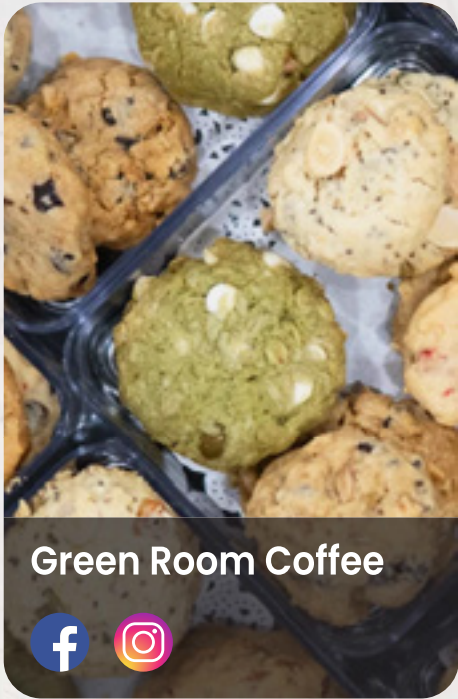
Saucelabmy

[f](#) [@](#)



The Bagel Shop

[f](#) [@](#)



# IN FOCUS UNOX



These days, you are most likely to spot an UNOX oven when you're dining out with friends and family. It is impossible not to, given the fact that the brand prides itself on exuding an excellence that you can recognize at a glance.

Their range of ovens are a striking beauty, with the brand emblazoned across their products in strong white font. This Italian brand of combi and bakery ovens was founded by Enrico Franzolin, whose inventiveness and vision led to the first revolutionary convection oven which was able to bake frozen bread and frozen croissants without prior proofing.

Thus convection ovens became their domain and they eventually broke into the market of professional ovens. Thanks to their AIR.Maxi™ technology of uniform air diffusion via multiple fans, UNOX immediately established itself as a market leader and has been on an upward trajectory since.

Recently, we had the opportunity to sit down with Kuah Soo Shang, Unox Asia's regional manager to better understand the brand.

**KITCHEN ARENA: So tell us about UNOX's global presence.**

UNOX: We have 35 branches across the globe. So we are very close to each other and we are really connected to the local market. In the sense that we have first hand news about what is happening, and this became really apparent when the pandemic hit. This is because we have our people in the local, at the local level, so it is not a problem for us to remain in communication with everyone in this challenging time.

**KA: How has the pandemic impacted your relationship with your clients?**

UX: Many of our clients are easier to speak to now and I suspect that the pandemic is partly to blame. Of course I think that because of the pandemic, they are much less busy now. Their mood and their feelings are very different from before. Everything is less hectic for them now as they have to take a break from all the travelling that they have been doing. Their routine becomes less scheduled with less back-to-back engagements allowing us to engage them in more deeper, meaningful communications now.

**KA: What about the pandemic's effect on your team?**

UX: I think none of us expected to be under lockdown for 3 months. But it was a very good opportunity for us to do something that we had never done before. We were aggressively posting on Facebook after learning how to use it, and it was something we were never able to do because the team is always so busy. In that time, we got to understand how social media can help the brand grow. We got everyone, regardless of their department, to be involved in our social media. Everyone has got to do their part.

In this time, we really expanded the brand's reach. It linked us to many others outside the region and we also connected with many end users. They sent us many direct messages about our products.

**KA: Who are your customers?**

We have two groups of customers. One is our business partners ie. those who buy and sell our machines. And the other group of customers are the end users.

**KA: I suppose that the company has not done much in the way of marketing before this?**

UX: You're actually correct. We don't really spend much time understanding what is called marketing. The initial plan was to use Facebook as an education medium to educate people about UNOX and as a platform where we just want to display our new products, product information and any additional info we have in our catalog and on the website.

**KA: I reckon that a brand like UNOX would face stiff competition from other similar oven brands? Do you think much about beating the competition?**

UX: To be frank, while we're doing this, we never thought about who is our competitor. Never. Why? Because we're so focused on what we want to do that we don't want to think about what others aren't doing. We want to only work on what we are going to do now, later and in the future. I say we're continuously moving from phase to phase to phase to phase.

**KA: That sounds about right. Perhaps, you could elaborate?**

UX: During the lockdown, we did something we have never done before. We made a sponsorship to the Food Aid Foundation. It began when we were informed that many chefs will be volunteering there to cook for those who needed help, with no money to eat or buy food. We knew that we had to do more than just donating a sum of money which is a one-off thing. So we put on our thinking caps and said to ourselves, "Hey, we got an EVEREO." It's our new baby, brand-new and just standing there in our showroom. We decided to use it to help them, and then we realized we can work closely with chefs. One thing led to another and that's how we began engaging chefs to help us. We see an opportunity for them to do R&D with the EVEREO.

**KA: Your products can be broadly divided into cooking and baking lines. Which category sells more?**

UX: In terms of quantity, baking oven. In terms of value, it's the combi oven. When you buy one combi, you can buy 4 baking ovens for the same price. So in the end, combi oven wins.

**KA: Describe UNOX in 3 words.**

UX: Well, for me, it's simple, black and white. That's the first thing that comes to mind when I see the logo. And then, crazy. It allows you to do many crazy things and only people with crazy ideas, those with craziness can work in this company. If you're not crazy, you can't survive. In these 10 years, I have learnt so many things that I've never learnt in my life and I never got a chance to until I work with this company. The third word I'd use is forward. There is no time to look back. At UNOX, you only have the time to look forward to tomorrow, to next week, to next month. There is no time to dwell on the past or to look back.





Data Driven Cooking

**Create.  
Understand.  
Improve.**

**The Data Driven Cooking  
Artificial Intelligence  
transforms the consumption  
data of your oven into useful  
information that allows you  
to increase your daily profit.**

# RM460



## Detergent



**1 Carton Detergent  
+ 1 UNOX Towel  
+ FREE Delivery**

\* Promotion till 31th October 2020.

\* While stock last.





# Battle of the **BLENDERS**

**Blenders** are commonly regarded as a simple kitchen equipment whereby its main function is to chop and puree, but with the correct blender, there is so much more that could be done. Having a professional blender is something that all foodservice operators can benefit from, making it an important purchase that needs to be properly considered.

To determine the type of blender you need, there are several points to note. It is important to take into account the noise levels, capacity, controls, and motor power before purchasing a blender. A good blender can be incredibly versatile, so it should be viewed as an important investment that can help tackle any blending job that may arise.

Below is a comparison of commercial blenders from the top brands in the market.



MODEL	VITAMIX THE QUIET ONE	BLENDETEC P800BL	WARING MX1500XTPEE	HAMILTON BEACH HBH850
<b>DIMENSIONS</b>	216 x 272 x 457mmH	216 x 232 x 438mmH	230 x 220 x 500mmH	229 x 305 x 483mmH
<b>CAPACITY</b>	1.4L	1L	1.5L	1.8L
<b>MOTOR</b>	3HP	3.8HP	3.5HP	3HP
<b>USER INTERFACE</b>	<ul style="list-style-type: none"> <li>• Intuitive touch screen</li> </ul>	<ul style="list-style-type: none"> <li>• Illuminated capacitive touch interface</li> <li>• 11-speed touch slider + Pulse</li> </ul>	<ul style="list-style-type: none"> <li>• Easy to clean electronic membrane keypad</li> <li>• LCD display with blue backlight for easy viewing and program selection</li> </ul>	<ul style="list-style-type: none"> <li>• Touchpad</li> </ul>
<b>NUMBER OF PROGRAMS</b>	<ul style="list-style-type: none"> <li>• 4 program buttons with capability for 6</li> <li>• 34 optimized programs in memory</li> <li>• Custom blending programs</li> </ul>	<ul style="list-style-type: none"> <li>• 6 pre-programmed cycles</li> </ul>	<ul style="list-style-type: none"> <li>• 4 programmable beverage stations</li> </ul>	<ul style="list-style-type: none"> <li>• 4 programmable cycle buttons</li> <li>• Over 100 pre-programmed cycles</li> <li>• Custom cycles downloadable via USB</li> </ul>
<b>WARRANTY</b>	3 years	25,000 cycle count	1 year	1 year



# Hamilton Beach.

COMMERCIAL

Summit<sup>®</sup>  
with  
AUTO BLEND

always there, always durable.™

High-Performance Sensor Blender



HBH850

## 3 reasons to buy



### Performance

- Auto Blend stops blender when drink reaches the perfect consistency
- Wave-Action® system continually forces mixture down into the blades
- Super-creamy drink profile

### Durability

- 3Hp motor with all-metal drive coupling
- Jar pad sensor helps prevent “wear & tear”
- Unique airflow baffle keeps unit cool and prevents water ingress

### Ease of Use

- Auto Blend “One-Touch Sensor Blending”
- Easy-to-clean controls
- Timer with automatic shutoff
- Stackable 64 oz. polycarbonate container
- USB port for future program updates
- Quiet Shield™ sound enclosure



### *Unmatched Performance in Commercial Kitchens*

Professional chefs and culinary schools around the world trust the Vita-Prep 3 for its exceptional power, versatility, and performance. From chopping delicate ingredients to blending tough purées, the Vita-Prep 3 provides the power and dependability required in the most demanding kitchens.

### *Smart Product Design*

- ≈3 peak output HP motor features improved thermal protection, providing the power and dependability required in the most demanding commercial kitchens
- Variable Speed Control and Tamper allow for control and easy processing of dense ingredients
- Sturdy, intuitive controls minimize training time and provide improved grip
- Advanced cooling fan provides optimum reliability during peak hours of operation
- BPA-free, high-impact 2.0-liter container has a removable lid plug to easily add ingredients while blending

### *2020 face-lift model Upgraded*

- Thermal protection
- New version of motor
- New button and speed controller
- New identity with red in front panel





## CAFE OF THE MOMENT **DOU DOU BAKE**

Anyone who considers themselves even the slightest bit an avid cafe hopper would have heard of the designer bakery located in SS4, PJ. A collaboration between Joey Mah of (Artisan Roastery, Three Little Birds Coffee) and three-time Malaysian Barista Champion, Keith Koay (One Half), it debuted to much interest amongst the community.

We went there about a month after its opening, deciding against going there when it was attracting so much attention. But boy, those of this new space kept popping up on our socials, testifying to its fame. And we've been there many times since our first visit, with the popularity showing no signs of waning.

Of course, there was some meticulous advanced planning to be done, and we made sure that we showed up at the earliest possible time. We arrived at 8.30am and were informed of a one-hour wait. It was a reasonable amount of time, albeit the fact that we can't quite recall when we last waited that long for food.

Almost instantaneously, it hits us that this space for coffee, bread and brunch is unlike any other. The signboard exudes a scrawled-on vibe whereas the interior is simultaneously abundant with lots of design touches yet surprisingly sparse. Coffee and pastries stand out in stark, beautiful contrast to the monochrome color palette, dousing the space with just adequate warmth. It reminded us very much of Seoul's Anthracite Coffee.

The exterior is a total opposite. Nature is given free reign of the garden that spreads before the window seats. It is wild, resembling desert brush and punctuated with plants not commonly seen anywhere else. Towards the back, guava and longan trees can be seen, making it more than just a decorative garden.

Once inside, we were greeted by the smell of freshly-baked bread. The sight of the glistening trays of freshly-baked pastry, accompanied by the glimpses of staff hard at work making bread was something to behold. There is a certain rush about being able to just get in, as if it's a secret temple of carbs and coffee that no one knew about.





Despite the flow of customers entering and exiting, along with the fact that all tables were occupied, this cafe succeeds in maintaining a sense of privacy and calm. Tables are well-spaced without having the next table listening in on our conversation, or close enough for us to feel awkward for succumbing to so much photo-taking. It is also especially fitting in this time of Covid-19.

We probably ordered way too much for two persons, but it was the perfect dose of brunch food, pastry, sourdough and coffee. Basically, we had a little bit of everything.

As you can imagine, it is a tad impossible to not end up spending too much time here. But, when you think about the time it takes to get in, spending two and a half hours here seems well-justified.

**38, Jalan SS 4C/5, Taman Rasa Sayang, PJ**  
**Closed on Wednesdays. Operating hours, 8am–11pm.**  
**Tel: 018-358 5818**





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◀ ROBOT COUPE  
ROBOT COOK



▲ VEES INDUCTION COOKER  
BT270N



MODELUX 1 DOOR ▶  
DISPLAY CHILLER  
MGR-420



ROBOT COUPE ▶  
AUTOMATIC JUICE  
EXTRACTORS J80 ULTRA



▲ UNOX CHEFTOP MIND MAPS  
ELECTRIC COMBI OVEN  
XEVC-0511-EPRM

# Bargain Hurry



▲ POWERLINE MICROWAVE OVEN  
PRC511TS-B



▲ FRESH DOUBLE BOWL  
SINK TABLE FST1200-2



MARUZEN ▶  
SQUARE TANK  
NOODLE BOILER  
(225MM) MRY-03



▲ FRESH FOOD OVEN WITH  
PID CONTROL PANEL (ELECTRIC)  
YXD-20CI

▼ HIBER BLAST CHILLER &  
FREEZER FOR GELATO GCM102S



▼ MENUMASTER COMMERCIAL  
MICROWAVE RCS511TS



◀ VITAMIX VITA-PREP® 3  
BLENDER (2L) VM0105E



◀ ZUMEX COUNTERTOP CITRUS JUICER EXTRACTOR MINEX



▲ IKAWA FLYING INSECT TRAP IK-TAC 700



▲ EKA MULTIFUNCTIONAL CONVECTION OVEN EKF423M



▼ BILI WATER BOILER 40L JO-K30C



HAMILTON BEACH (HOUSEHOLD) COMMERCIAL GRADE BLENDER 58928-SAU

# gain nter



WISE MECHANICAL COUNTER-TOP ELECTRIC FRYER WFT-8L



▲ DAIREI LIFTING LID SERIES (-60°C) 250L UF-250



▲ ORIMAS DOUBLE TANK JUICE DISPENSER SL003-2S



◀ HAND FREE SANITIZER STAND



◀ SNOW CHEST FREEZER (LIFTING DOOR SERIES) BDW-185



◀ ACA MIXER WITH JUG & MEAT GRINDER (PINK) ASM-PE1210A

# RESTAURANT REVIEW STAMMTISCH

When it comes to German food establishments, most of us are familiar with bars such as Brotzeit, Weissbrau and Bavarian Bierhaus. Located in the affluent neighborhood of Damansara Heights, parking is clearly an issue during peak hours.

Stammtisch, refers to the traditional German get-togethers and here, you get a sense of the coziness and warmth of its namesake. A glance of its laminated menu reveals popular German staples such as pork knuckles and pork belly alongside lesser known offerings such as schweineschmalz (pork lard butter), sauerbraten (wine-marinated beef slices) and maultaschen (large pan-fried dumplings).

The timing of our visit couldn't have been any worse, with shops in the area affected by the ongoing water shortage that has disrupted water supply in many parts of Selangor and KL. But the inconvenience was more than well made up for by the friendly, chatty personality of the manager.

We started off with the Schweineschmalz, an ultra-rich butter of pork lard and bits that is meant to be enjoyed with bread which was perfectly crusty. It is best enjoyed with a lavish spread of porcine butter that is then topped with the accompanying onions and gherkins. It's RM15 for one portion that is just nice when shared by three.

When it comes to German food, the first thing that normally comes to mind is pork knuckle and since they were 3 of us, it was the right portion for sharing. For RM88, it was an easy way to also try the sides which are not something you'd usually find anywhere else.

The knuckle was as huge as expected and surrounded by a thick layer of fat. It was fried until delightfully crispy to give that satisfying crunch in every bite. But this dish gets even better with the sides - spaetzle, sauerkraut, side salad and pan fried potatoes. To those unfamiliar with spaetzle, it is a gnocchi-like egg noodle that can be found in Central Europe and southern Germany.

We also had another of their signature, the Hackbraten which consists of homemade German meatloaf served with mashed potatoes and blaukraut (German slow-braised red cabbage). For RM50, the combination of juicy and flavorful meatloaf with the well-balanced sweet-and-tangy blaukraut was the star of the meal.

Of course, German beer is aplenty here. Unfortunately, the Grevensteiner was unavailable during our visit so we settled for the Schneider.

Overall, the bill came up to RM237 which is definitely on the high side. However, in our humble opinion, the food was able to justify the price for us.



**Address:** 18-G, Jalan Medan Setia 2, Bukit Damansara, 50490 KL, Wilayah Persekutuan KL.  
Open daily: 12pm-11pm Tel: 019-283 3291

Also available on Foodpanda

### Other noteworthy menu items to try

- **Dunkel beer mussels** - black mussels stewed with Dunkel beer, tomato and spices
- **Chicken Paprikash** - chicken, paprika, sour cream and spaetzle
- **Bramboracky** - potato pancakes, spices and caraway seeds, sour cream, fried sauerkraut, sauteed mushrooms, apple cider sauce
- **Leberknödelsuppe** - traditional German soup of bacon dumpling in beef broth, served with bread

### Overall Restaurant Rating

Cleanliness - ★★★★★

Food - ★★★★★☆

Price - ★★★★★☆

WIR - Probably

**VERDICT:** It might be wise to give a pass on the pork knuckle since there are plenty of other more uniquely German items on the menu.

## CAFE REVIEW

# TINNIELICIOUS



Located on the first floor, this cafe isn't the easiest to spot unless you're looking for it. But once you do, it's really simple to get to. Just look for the Petronas station and it's the lot right next to it on the row of shop lots.

We got to know about this cafe from a friend who posted a super jiggly Boomerang of a blue-pea tinted cheesecake. Suffice to say, it was memorable enough to stick around in our minds and prompted this visit.

As soon as we entered, we immediately felt at ease. It is impossible not to, given the amount of thought and effort that had gone into making this place feel like home. Think soft afternoon light filtering in through gossamer-like curtains, slanting illumination onto wooden furnishings amidst lush greeneries. It's a very aesthetically pleasing place to spam your camera roll with plenty of introspective, moody shots.

This family-run cafe is led by Tien of the cafe's namesake. She was there to greet us when we arrived, and the expression that suffused her face was testament enough to her love for all things baking. More than anything, Tiennielicious is a dessert parlor seeking to reinterpret the classics.

The menu was handed to us as we sat down and it turned out to be a drinks menu. We decided to go ahead with their coffee options, trying out a variety of their flavored lattes. Perhaps the standout was the Thai tea matcha latte.

Expect the usual coffee and non-coffee options, alongside creative cold creations. Their too-pretty-to-drink refreshments feature flavors such as yuzu, osmanthus, pineapple and lychee.

We ordered cakes at the counter, where a wide selection was on display. Choose from a variety of cheesecakes, chiffons, pound cakes and layer cakes, you name it. Carrot cakes were very much present, alongside novel interpretations such as earl grey burnt cheesecake, lychee lime tofu cheesecake, passion fruit cheesecake with lemon and butterfly pea jelly, and so on.

We also had one of the quiches that was available during our visit. The kimchi luncheon meat quiche was a savoury delight and rounded up the entire meal really well.

But the icing on the cake is that this cafe serves a different cake selection every week. So you would see it on social media this week and not get it the following week. It's a refreshing change that's both creative and exciting. Probably not so much for the customers but it's a good strategy to keep the interest in the establishment going, lest it becomes the same old same old.

**Address:** 20A, Jalan USJ 4/1, Usj 4, 47600 Subang Jaya, Selangor  
Open Wed-Sun, 11am-8pm. Tel: 03-8011 1972

### What we wished we had as well

- Lychee cold brew coffee soda
- Jelly Berry cheesecake
- Earl grey melon cake
- Butterfly pea tofu cheesecake
- Raspberry dark chocolate with rum tart

Overall Restaurant Rating

Cleanliness - ★★★★★

Food - ★★★★★☆

Price - ★★★★★☆

WIR - Definitely yes!

**VERDICT:** I doubt they can bake a cake that doesn't work, taste-wise. Curiosity killed the cat, but this feline would probably get too fat for its own good. Or maybe get diabetes. But it will be SO worth it.





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## UP CLOSE AND PERSONAL WITH **PANDANESE**

When we think of chiffon cake, our minds ultimately think of the super light cakes that many of us grew up with. When done correctly, it can be rich yet moist, thanks to the use of melted fats and meringue that is folded into the batter.

However, the plain appearance of chiffon cakes has led to the assumption that it is simple to bake. But the truth couldn't be further from that and Pandanese, a chiffon cake specialist is here to elevate the humble chiffon cake to national status. As it stands, chiffon cake is extremely popular in Asia and its founder, Renae Gan, believes that with Pandanese, it can someday gain national status.

**KITCHEN ARENA: Before we get into Pandanese, what were you doing before this?**

**RENAE GAN:** Well I worked in a corporate office, in the advertising and film space. I worked with VHQ for 8 years, from general manager in their KL office to a regional manager and then became a member of the corporate team when we got listed in Taiwan. Then I started travelling a lot during work and that was how the idea of doing what I'm doing came to be.

**KA: So how did Pandanese come about? It could've been so many other types of cakes and chiffon seems to be a very surprising choice.**

**RG:** I think I have a blueprint for myself and I told myself that at a certain period of time, I will do what I do. So 40 is the time for me to start something new otherwise it will be too late. It's actually inspired by the popularity of chiffon cake in Singapore with Bengawan Solo being the most popular. For them, chiffon cake is like their national cake. Wherever you go, you'll see it. Basically it's a big business and there are many brands in Singapore, all with their own outlet at Changi. And that shows that it taps into the tourism market as well.

When I travel to Taiwan, many people speak about pandan cake. In Hong Kong, they know Singapore. So it got me thinking why isn't Malaysia known for that. That's when I started researching chiffon cakes. It was one of the top 20 cakes by CNN Travel in 2017 and they described it as the national cake of Singapore and Malaysia. But upon further research, you realize that more online sites actually associate it with Singapore. So I got very interested, and I was like there must be something about it. It's a simple cake, but once you try the quality of the ones from Singapore, you'd get it. It's very good, very different, and very premium.

**KA: Now that you mention it, there seems to be plenty of potential in chiffon cake. So what's the main thing that you'd want to achieve with chiffon cafe?**

**RG:** I want to go into tourism like what Singapore is doing as I can see that it is a very marketable product. We actually attract a high number of tourists every year, so it is a huge, untapped market. I also want to educate the customers that chiffon cake can be premium and I'd like them to know that it can be.

**KA: I reckon that you would have received plenty of feedback about the price of your premium chiffon cake.**

**RG:** Indeed. It's inevitable. They usually compare it with the childhood chiffon cakes that they usually buy from pasar malam which is around RM8 or RM10 or even if they go to TK, Lavender, it's about RM10 for a small size. I do plenty of education with my customers and I tell them about the sort of ingredients I use. Most of the time, they'd give it a try and then come back as repeat customers.

**KA: What makes your chiffon cakes a premium product?**

**RG:** First and foremost, it's all natural. The pandan used in the cake is the essence and we extract the pandan juice fresh daily. We then add coconut milk to the cake. We also use a secret technique to make the cake. Ours is dense and heavyweight, unlike the super airy ones you get elsewhere. It's also spongy, fluffy and doesn't stick to your teeth, which is very important.

# UP CLOSE AND PERSONAL WITH LILY'S HOMEMADE

If there was one thing that the pandemic has taught us, it is that homemade is always better. But that does not mean that homemade is easy and it's precisely the reason why so many of us opt to simply buy it.

Lily's Homemade is an enterprise that prides itself on its homemade meat products. Named after their daughter, Lily, you could probably tell that they are committed to the cause of making sure that everything that goes into their sausages is the best money that could buy.

All their products are MSG-free, coloring-free, preservatives-free, low sodium, gluten-free and low in salt.

Imagine the hassle of grinding, mixing and stuffing, would it be worth it? Nah, probably not.

**KITCHEN ARENA: Tell me about how you got into the business of making sausages.**

VICKY HAMMETT: We had a restaurant before this, and we closed it because of staff issues. Making sausages was sort of an accidental thing. We needed some sausages for the restaurant and my husband who is from the UK wanted real sausages, not those commercial ones. Also we wanted to make it for my daughter, Lily was two years old at that time. Before we did this, it was impossible to have sausages that weren't highly processed and full of dubious meat.

**KA: I believe selling foodstuff online was a novel idea back then.**

VH: After that, I told my husband, why not we sell it on Facebook as well. At that point no one was doing it online, not to mention, selling homemade sausages. We're actually the first to do it. I think no one was making sausages on their own at that time, which was why we received such a favorable response. That's how we started this whole thing five years ago.

**KA: Who is your target market?**

VH: Generally, we have two groups of customers. You have mothers looking to feed their children with the best products. Then you have people with special dietary preferences. We have the expat market too who are more knowledgeable about this type of sausages. They know what they want so they come to us.

**KA: What is your unique selling point?**

VH: Our sausages are natural and pure, so it's very much about the ingredients we use. For the meat, we use fresh local meat. Most big factories use imported and frozen meat. Also, if you have certain food allergies, ours are made for you. For instance, I'm quite certain that the imported brands aren't gluten free, unlike ours.

**KA: How are the sausages you sell different from the rest, say the ones in upmarket grocery stores?**

VH: Of course they are better than the ones by brands such as Ayamans and the rest. They have a higher meat content but I can say that ours is still higher than the imported brands in those places. Those usually have about 60 to 70% meat while ours is 95% meat. For us, the remaining 5% is just salt and seasoning. Also, theirs are sealed in trays, and you can see the frostbite. It doesn't look very nice. The pricing there is also higher because they cater to a different crowd.

**KA: Since it's preservative-free, how long can it be stored for?**

VH: We recommend consuming it within three months. When stored in a deep freezer, it can last up to 6 months. And of course, it has to be vacuum packed.





**KA: With so many types of sausages in your online store, which is by far the most popular?**

VH: Our pork sausages, definitely. Out of the 50 flavors we have done so far, pork and herbs, bacon and cheese, classic Italian and German Bratwurst are crowd-favourite flavors.

**KA: How do you decide what new flavors to bring to the table?**

VH: Experimentation. We have done seasonal flavors which I believe keeps things interesting. For instance, we had done rendang sausages before.

**KA: If you don't mind me asking, how is your operation set-up like?**

VH: My husband is the one who comes up with the recipes and I handle the operation part of the business. We have another two staff members, and the rest of the work is done by machines. If anything, our previous experience has taught us to not rely too much on human labor. It's better that we spend a bit more on the equipment up front. Occasionally, we make trips to Penang, JB and Melaka since we have quite a customer base there.

**KA: Did your business grow during the MCO?**

VH: It did. One, it was because we're an online shop. Second, they can't find meat during that time, so that's how they got to know about us.

**KA: Any plans to expand?**

VH: We are going for more shops and more locations, rather than being just online-based. But currently our products are also available at Hero Supermarket, some of the butchers such as YSK, and certain restaurants which offer big breakfasts in their menu. At the same time, we have also recently launched our cocktail sausages to target kids as we have customers asking us for it. The way we see it, innovation is key to our business as we know that there are many looking to enter this market.



In recent years, durian has become one of Malaysia's top exports, thanks to the heightened demand from China. The king of fruits is a favourite fruit for the mainlanders, so much so that China's total durian import in 2019 is at a whopping 600,000 tonnes worth US\$1.7bil (RM7.24bil).

And to put it in perspective, the China market is still largely untapped, with Malaysia's durian market share in China currently at only about 10 per cent. Durian is also a popular export to other countries such as Singapore, Hong Kong, US, China and Vietnam.

Of all the durian varieties cultivated in the country, the Musang King is the most in-demand, both domestically and internationally. In addition to its superior sweet and creamy flesh, it is also the top choice because of its longer shelf life, consistency in taste and quality and smaller seed. It is a highly profitable fruit for farmers and exporters, with up to 70% produced in Pahang.

## A THORNY TRADE

But the durian sector really took off in May last year when China officially permitted the importation of frozen whole durians from Malaysia, prompting the rapid expansion of durian farms and increased investment in the industry. At the same time, it has received ample support from the government who assists with the marketing of Malaysian durians across the globe, provides education on production techniques, and subsidizes farming lands for durian.



In the next five years, the production volume of durians is projected to hit 40K-50K tonnes.

Given the industry's potential for massive, unbridled growth, we sat down with Marcus Tham of Far East Import-Export (Serdang) Sdn Bhd to know more about the booming durian trade.





# INTERVIEW WITH BUSINESS OWNERS

*Far East Import-Export (Serdang) Sdn Bhd*

**KITCHEN ARENA: Tell me about your company.**

MARCUS THAM : We started off as a fruit export enterprise, dealing in a variety of local fruits such as pineapples, papayas, watermelons, carambolas and so on. Now, we primarily source, package and export durians. Besides frozen whole durians, we also export frozen durian pulp and paste. Million Miles is a food manufacturing subsidiary of Far East specializing in durian byproducts such as durian mochi, mille crepe, ice cream, and so on. Our products are also marketed and distributed to Australia, New Zealand, UK and New York.

**KA: From what I understand, our country does not export fresh durians to China?**

MT: Correct. Currently, only frozen durians from Malaysia are allowed to be exported to China. The suitable varieties are D24 and D197 aka Musang King. On the other hand, Thailand can export fresh durians as well.

**KA: It seems like a double standard, or is there a reason for such a regulation?**

MT: There's actually a good reason for it. You see, our Malaysian durians ripen on the tree and drop naturally where they are collected. The durian fruit may drop either during the day or throughout the night. It's different for Thai durians where the fruits are harvested at a mature stage and then artificially ripened. As there is no authority in Malaysia to ascertain the standards, all durians from Malaysia are only allowed to be exported frozen. So it's a food safety and environmental requirement for agricultural exports.

**KA: How are the frozen durians packaged?**

MT: We generally offer three types of packaging. Some customers want it without any packaging, so what we do is that we freeze it, then pack it into a styrofoam box. But some customers in the high-end markets will request for a vacuum pack. We also pack into a netting sort of bag.

**KA: For the freezing process, what exactly is the equipment used to achieve that frozen state?**

MT: For the pulps, a regular blast freezer will do. But for the whole fruit, we use a liquid nitrogen cabinet instant freezer and it is a very rigorous process. After picking, the durians must be eaten or frozen within 8 hours which means that a conventional blast freezer won't be fast enough. It would take about 3 days to freeze up and durian is highly perishable.

By freezing it correctly at -45~ -60°C for about an hour, we can dramatically extend its shelf-life. After that, the durians are stored in a freezer at -18°C to -22°C to preserve the rich and sweet durian taste. Segments of the fruit remain very similar in taste to fresh durian.

**KA: How much do you export annually?**

MT: Overall, it depends a lot on the season. The peak is usually from June to August. For instance, the production last year was more than 500 tonnes.

# OUR STORY

Our latest collaborator is ALLDA, the ultimate cooking kitchen appliance from Korea.

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Kitchen technology has come a long way and this all-encompassing kitchen appliance makes cooking a breeze. It can replace up to 12 appliances in one stylish, compact unit without taking much space.

As an online retailer of commercial kitchen equipment, we are primarily focused on the F&B industry. However, we realized that there is also a huge untapped market of home users looking to get better value out of their domestic appliances.

The objective behind Kitchen Arena has always been to make kitchen equipment more accessible to the general population and this foray into ALLDA builds upon that same objective. After all, cooking is something that starts on the home front, regardless of whether you're an entrepreneur or a homemaker.

Think of ALLDA as a gateway to all your culinary desires. Maybe there's a recipe you've always wanted to try but there's so many steps that you're afraid of making mistakes. Perhaps you're worried about what goes into your toddler's food and prefer to make it from scratch. Or you like making mooncakes and wish for a simpler way of making the fillings.

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To put it mildly, 2020 has been an uncertain year, with many of us being presented with fresh challenges that had seemed unsurmountable. Of course, here we are and in hindsight, it was simply a wrench in all our best laid plans. Most importantly, the onset of the pandemic has allowed us to reevaluate our strategies in order to stay focused and relevant to the ever-growing market.

Over the course of the Recovery Movement Control Order (RMCO), we have constantly been in discussions with both our suppliers and clients. As a result of the ongoing communication, we have been able to better understand their side of the story after much input and brainstorming. For us, the culture of collaboration is the way forward in Kitchen Arena as we believe in the value of consolidating knowledge, expertise and resources.

With the 2020 curtain almost drawing to a close, there is no better time than the present to consider our aspirations for the coming year. In 2021, we hope to foster new collaborations and partnerships. As we grow, it is our aim to eventually open outlets in the Northern and Southern region to better serve our customers. We are also very much indebted to our customers for their support throughout the years and we hope to improve upon our services to be the best that we could.

Suffice to say, technology forms the basis of what we do and we are always on the lookout for newer ways to improve customer experience on our website. Our magazine is on its third issue now, and we remain committed to our cause of educating the market and leveraging upon our unique strengths.

Moving into the future, we hope to record a double digit growth in all areas of the business. We believe that positivity is the key to keeping things upbeat amongst ourselves in Kitchen Arena which would help propel us even further than we thought possible.

It goes without saying that we have all lost significant time to the pandemic that has ravaged economies and societies around the world. But we say, take back 2020!

There's still time to make the most of this year, so make it something that we can all look back on and be proud of.





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# PRINCIPLES OF COMMERCIAL KITCHEN DESIGN

Commercial kitchen design, like many other aspects of the foodservice industry, is vital to the successful and efficient functioning of the operation. It is an extensive process that is a balancing act between the client's vision, requirement and budget, among others. In other words, it is a collaboration where experience and communication is key for a seamless process.

## Flow as a major design principle

This is a principle that ensures efficiency in the kitchen. It is an important consideration of the movements that can occur within a foodservice facility. Generally speaking, it is the logical sequence and order of processes that follows the food as it moves through the kitchen.

In other words, flow is a performance-oriented approach that assists with the navigation of all the people and materials involved.

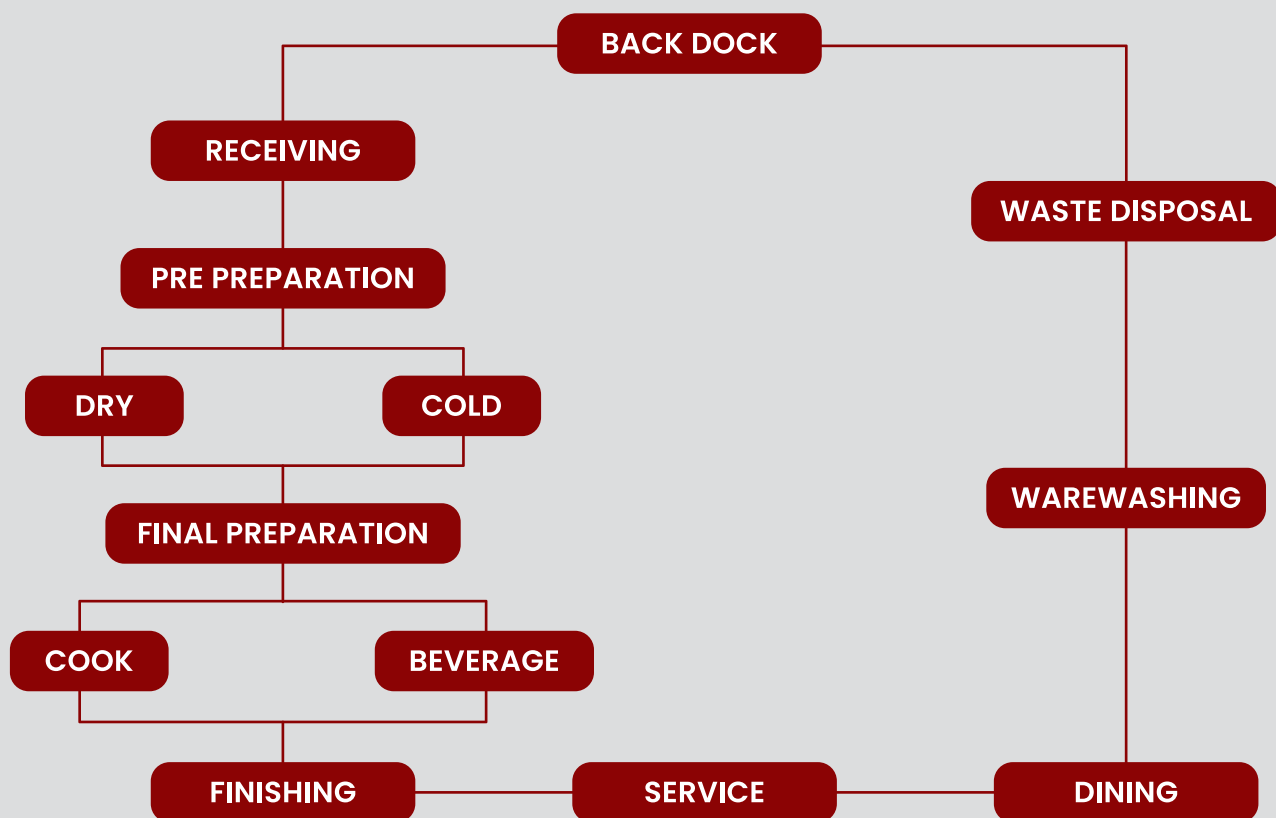


Figure 1: Flow of Material and Personnel in a Food Service Operation

## Constituents of flow as a design consideration

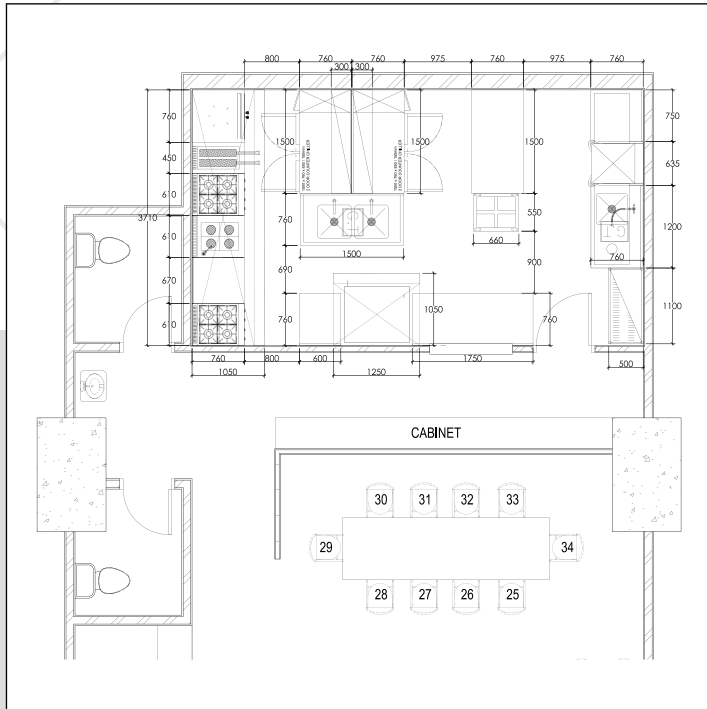
- The allocation of space and size of each section of the kitchen.
- The storage capacity of perishable and non-perishable food supplies.
- The number of staff working in the kitchen.
- The distance between the dishwashing area and the dining table.
- The restaurant business model ie. takeaway or dine in.
- The type of equipment used.

By accounting for the aforementioned factors of flow, the designer is better able to come up with a solution to suit the specific requirements of the foodservice kitchen.

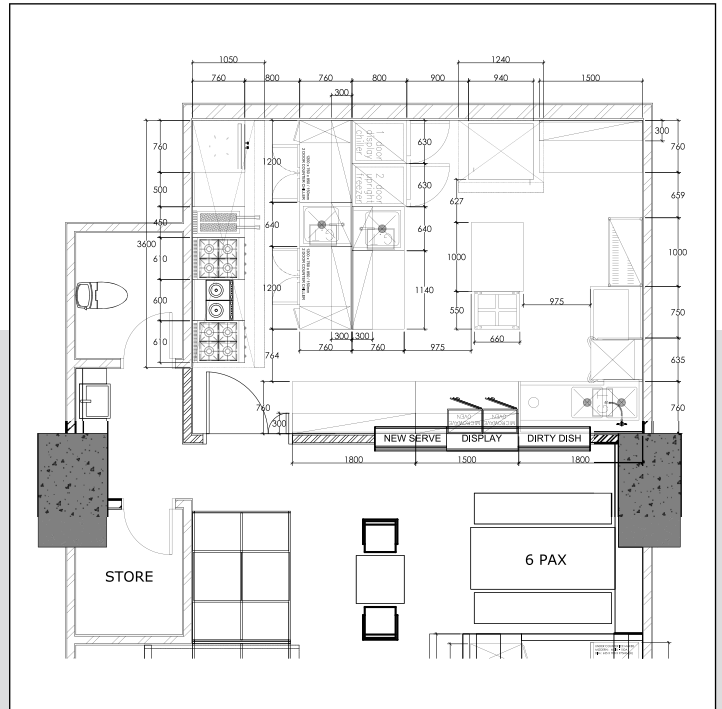
## Space efficiency

As real estate becomes more expensive, it is not always possible to have plenty of space to begin with. Most of the time, the floor space will be taken up by the dining area with the kitchens occupying minimal area. Thus, the notion of space efficiency becomes highly important. It is on the designer to create a space that will be able to fit in all the necessary equipment within the limited space. The common practice is to opt for space-saving countertop and small-sized equipment. Most of all, it is important to be aware of the distinction between small and efficient as a too-small space will hinder the work flow.

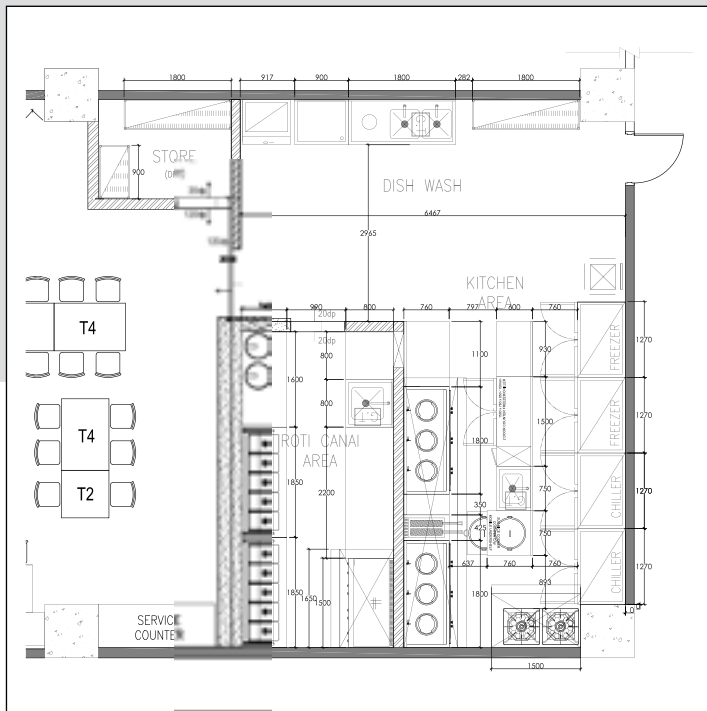
Design **without** flow



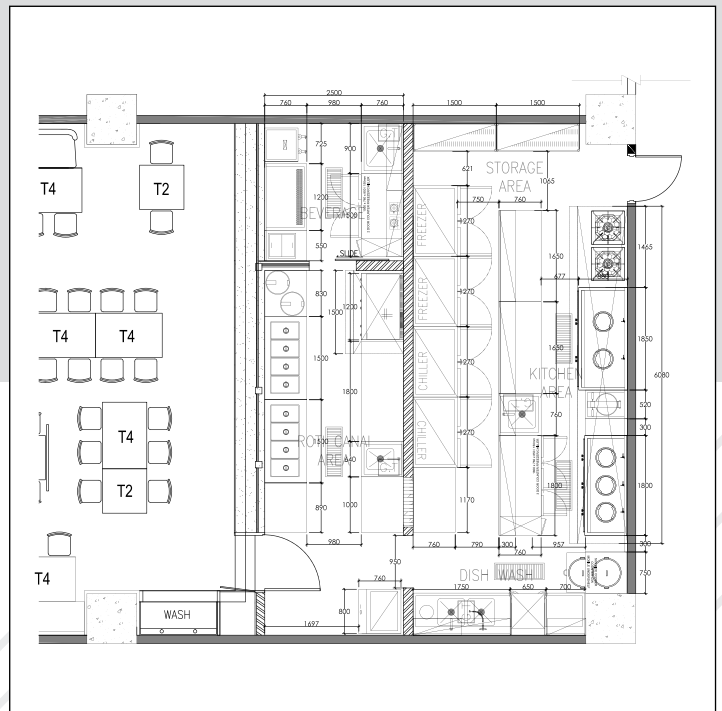
Design **with** proper flow



Design **without** flow



Design **with** proper flow



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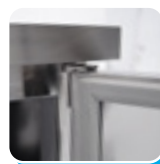
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