

PAKISTAN'S PREMIER MAGAZINE FOR TOURISM, HOSPITALITY, RESTAURANTS, AIRLINES, TRAVEL & FOOD INDUSTRY

HOSPITALITY PLUS

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GERMANY OPEN FOR PAKISTANI SKILLED YOUTH



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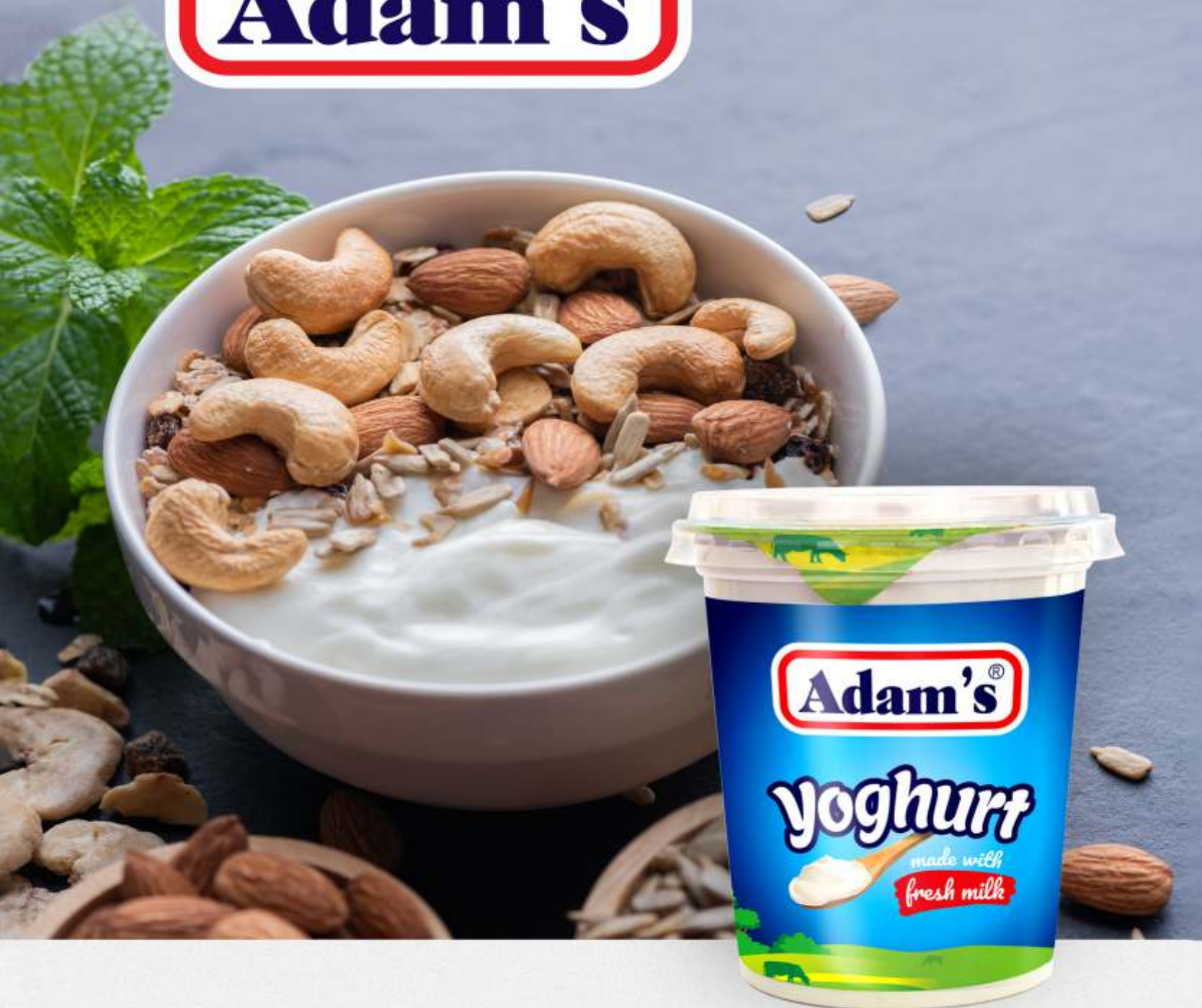
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WELCOMING BRAND PAKISTAN INITIATIVE



The news of brand Pakistan inauguration has been making waves out there for quite some time that Prime Minister Imran Khan is going to inaugurate the brand Pakistan with a catchy tag line to attract the world to enjoy tourism in Pakistan. It is being said that the prime minister would launch the initiative at Pakistan Pavilion, World Dubai Expo 2020 soon.

It has also been reported that Special Assistant to Prime Minister on Tourism Azam Jamil has also recently visited the expo to see the preparations in this regard.

All the hospitality and tourism enthusiasts in Pakistan are anxiously waiting for the launch of this project as it would get international tourists into Pakistan that would ultimately increase local business and job opportunities. Where brand Pakistan initiative is being welcomed at every forum in Pakistan, at the very same time there are some concerns which need to be addressed by the Government of Pakistan.

After the launch of brand Pakistan, international tourists would be expected to come in high numbers. So, the very first thing that need to be worked on is the uplift of existing tourist places. The government is increasing the number of tourist sites in the country so that tourists might have more options but the element of maintenance of these sites is a big concern. All the policies which have been devised and developed so far must be executed and implemented in letter and spirit. It must be kept in mind that before making profits from the tourism, we need to standardize our tourist sites with proper policies and regulations for foreign tourists specially.

I believe that if all goes right and the government unveils brand Pakistan with all its pomp and show, Pakistan would definitely be able to exploit its huge tourism potential very soon.

GERMANY OPEN FOR PAKISTANI SKILLED YOUTH



Germany needs at least 400,000 young workforce per year to meet its industrial needs.

Germany has recently been in news for its requirement for the skilled workforce after Christian Duerr, parliamentary leader of the co-governing Free Democrats (FDP) mentioned in his interview to WirtschaftsWoche business magazine that the country needed at least 400,000 young workforce per year to meet its industrial needs. Also according to the German Economic Institute, there will be a gap of more than 300,000 people in the ongoing year as the number of older workers retiring is higher than the younger ones entering the labour market.

College of Tourism & Hotel Management (COTHM) that is already working close with Germany for the recruitment of its skilled students there is determined to make use of this opportunity for the skilled workforce in Pakistan.

Earlier, a team of eight hospitality and tourism students was sent to Germany in 2019 from the platform of COTHM under the German Apprenticeship Program. Now, in the continuation of the same apprenticeship program, COTHM is training more students to avail multiple employment opportunities in Germany.



German Ambassador to Pakistan Bernhard Schlagheck has appreciated COTHM for preparing skilled man force in Pakistan and has assured all his help for the recruitment of COTHM's students in Germany.



Another batch of twelve students is under training and would leave for Germany soon under German Apprenticeship program.

German hospitality expert, Heidelberg Hotel Management College Director International Development and 'Jobs for Your Future' President Ursula Hummel, in this regard, reached COTHM Pakistan on February 28, 2022 for a week-long visit where she was warmly welcomed by COTHM Founder and Chief Executive Officer (CEO) Ahmad Shafiq and the higher management of the college.

During her visit which was aimed at building business and trade



German hospitality expert Ursula Hummel has also recently visited COTHM Pakistan for the training of the COTHM's students about the German Apprenticeship Program.



friendly relations between both the countries, Ursula Hummel conducted trainings with COTHM students at New Garden Town, Johar Town, and Islamabad campuses and guided them about the German Apprenticeship Program.

Talking to HP, Ursula Hummel said that she had visited COTHM four years back but now she is much inspired by COTHM's growth over time. She further said that Germany needs skilled workers from all over the world to work there and she is happy for COTHM and its Pakistani students who have got all the potential to work there in Germany.

She also visited the classes, interacted with the students and encouraged them to learn German language to avail maximum professional opportunities in Germany.

To further straighten up the things for the placement of Pakistani youth in Germany, Ursula Hummel, along with COTHM CEO Ahmad Shafiq also met with German ambassador to Pakistan Bernhard Schlagheck in Islamabad and discussed the German Apprenticeship Program for COTHM's students.

German ambassador to Pakistan Bernhard Schlagheck appreciated COTHM for preparing skilled man force in Pakistan and assured all his help for the recruitment of COTHM's students in Germany.





INTERNATIONAL FRIENDSHIP FESTIVAL AT COTHM

International Friendship Festival would educate the participants about the language, culture and traditions of other countries on the globe, says COTHM CEO Ahmad Shafiq



With a vision to connect the nations with one another, COTHM is going to arrange an International Friendship Festival in which the students would represent sixteen different countries at the college. Sixteen teams of eleven students in each team with one advisor from the teachers and administration have been established and allotted the countries through a lucky draw conducted by German hospitality expert Ursula Hummel.

The countries which are going to be represented are Pakistan, Saudi Arabia, Germany, Switzerland, Australia, England, America, Canada, Morocco, China, Spain, Egypt, Turkey, Portugal, Italy and Japan.

A parade was also held on March 4, 2022 to inaugurate the event that is going to take place from March 29 to March 31. All the teams would develop the models of their countries in their allotted venues and a team

of jury would judge them for their brilliant ideas. Participating teams will get participation certificates while winning teams will get cash prizes.

While talking to HP, COTHM CEO Ahmad Shafiq said that the International Friendship Festival would educate the students about the language, culture and traditions of other countries on the globe.





Pakistan:

HOME OF WORLD'S HIGHEST

MOUNTAIN PEAKS

Known as mountains' wonder, Pakistan's five peaks are among the 14 peaks of above 8,000 meters height found on this planet.

Internationally known as home to the world's second tallest mountain K-2 (8,611meters), Pakistan is a unique country for having five highest mountain peaks of over 8,000 meters and 108 peaks above 7,000 meters on earth attracting trekkers, mountaineers and adventure sports lovers from across the world to explore.

A country with centuries old Ghandhara and Indus civilizations, indigenous Kalash culture, geographical, and ethnic diversity, Pakistan's 61 percent areas are covered by mountains including five of the world's tallest picturesque peaks including K-2 (8,611m), Nanga Parbath (8,126m), Gasherbrum-I (8,068m), Broad Peak (8,047m) and Broad Peak Middle (8016m) that was beyond the human imagination. Known as mountains' wonder, Pakistan's five peaks are among the 14 peaks of above 8,000

meters height found on this planet. The country is also blessed with 108 peaks of above 7,000 meters and thousands more peaks of above 6,000 and 5000 meters height draw mountaineers and adventure sports lovers from across the globe throughout the year.

Blessed with the highest mountain ranges of Hamalya, Karakoram and Hindokash, Pakistan's northern cities including Gilgit, Chilas, Hunza, Sakardu, Astore in Gilgit Baltistan, Chitral, Dir, Kohistan, Swat, Shangla, Malakand, Buner, Torgar, Abbottabad, Manshera, Suleman Range in DI Khan, merged areas in KP, Murree in northern Punjab and Azad Kashmir are the most suitable for mountain tourism.

In addition to archeological, religious and ecotourism attractions, Khyber Pakhtunkhwa has been bestowed with over

1,130 mountain peaks including picturesque Tirich Mir (7,708m), the tallest mountain peak in Hindukash range and the world highest outside Himalaya and Karakoram ranges and Boni Zom peak (6,542m) in Chitral, Flask Sair (5,957m) at Ushu Valley, Mankiyal peak (5,650m) in Swat, Malaka Parbath peak (5,290m) at Kaghan Valley Manshera, Miranjani peak (2,992m), Mukeshpur peak (9,200m) in Abbottabad, Koh-e-Suleman peak (3,487m) at DI Khan, and Elum peak (2800m) at Swat-Buner where substantial increase in number of mountaineers has been witnessed since 2015 courtesy to the present government's pro-tourism policies and massive investment in tourism sector.

"Swat is my favorite hilly tourist destination due to its seven unique features including tallest snow-clad mountain peaks of Falak



Sair, Elum and Mankiyal, 150 kilometers long fresh water of River Swat originating from Gabral mountain range, over 50 high altitude lakes including the famous Mahudhanda, Ghandhara sites, Deodar and pine forest, which are second to none in any other districts of Pakistan,” said Manzoorul Haq, former Ambassador of Pakistan while talking to APP. Appreciating the beauty of Falak Sair and Elum mountains, he said, “I had travelled to so many countries but could not find mountainous beauty of Swat anywhere that take tourists to the lap of serene”, adding, skiing and skating at Malam Jabba, trout fish amid moderate





to heavy snowfalls and Swat Motorway are other features making Swat a tourism capital of Pakistan.

The entire Malakand division has been opened for tourism due to Swat Motorway where 1.5 million tourists and adventure sports lovers had visited Swat, 1,20,000 in Kurmat Dir Upper and 500,000 in Chitral besides one million to Galiyat and 2,20,000 to Kaghan, Naran during the vacation of Eid ul Azha last year.

The enhanced roads infrastructure and tourism activities had generated wealth in large scale in Khyber Pakhtunkhwa with a record Rs 66 billion businesses and Rs 26 billion earned by rural population only from tourism during the Eid holidays.

To reduce tourists' load on the established hilly stations, the KP Tourism Department and World Bank have also signed an MoU for developing tourism integrated zones (ITZs) under the Khyber Pakhtunkhwa Integrated Tourism Development Project (KITE).

Tauseef Khalid, Project Director KITE told APP that feasibility studies for the development of four ITZs at



Mankial Swat 754 kanal, Thandiani Abbottabad 640 kanal, Ganol Manshera 480 kanal and Madaklasht Lower Chitral 540 kanal was on advanced stage and work on these new hilly stations would start soon.

“World Bank would provide USD 70 million for ITZs, infrastructure development including widening and rehabilitation of roads and institutional uplift through sustainable tourism development besides protection of heritage sites,” he said, adding, the two roads to ITZs Mankiyal and Thandyani would also be constructed. “These ITZs would be developed by 2025 that would turn Pakistan an international centre for tourists.”

Sajjad Hameed, General Manager, KP Culture and Tourism Authority said 44 MoUs worth USD 8 billion signed

between different departments of KP government and international firms during Dubai Expo 2022 where a Malaysian firm conducting feasibility studies on ITZs' have given detailed presentations to investors.

Muhammad Ali Syed, General Manager, KPCTA said the proposed 14 kilometers long cable car project to connect Kumrat valley Dir Upper and Madaklasht Chitral Lower would be completed with an estimated cost of Rs 32 billion that on completion would attract over 10 million tourists annually to Malakand division.

Under Waterfall Project, he said waterfalls of Sajkot, Noori, Chajjian Haripur, Jarogo Swat, Lanchar Dir, Umbrella Abbottabad would be developed and new camping pods at Larum Top and Shahin Bin Shahi Lower Dir, Kumrat Dir Upper, Broghal and Sorlasapur at Chitral Upper, Shangla, Samana Haripur, Sulatharn Swat and Kalam would be setup.

Shandor, Broghal and Gabin Jabba festivals were planned while Kaghalasht snow festival has recently attracted tourists at Upper Dir in droves. Six new tourism development authorities for Kalam, Kumrat, Galiyat, Kaghan, Kalash and Peshawar were set up.

Ishtaiq Khan, Project Director C&TA

for Merged Tribal Districts said that feasibility study of three mega projects including infrastructure development worth Rs three billion, construction of jeepable tracks costing Rs1.5 billion and tourism events in merged areas worth Rs 450 million has been started under Accelerated Implementation Program.

In the first phase, tourism spots would be developed in accessible areas while in the second phase these projects would be expanded to remote and far flung areas besides 10 camping pods would be established in tribal districts. Abu Zafar Sadiq, Prominent mountaineer and President Alpine Club of Pakistan said Naltar Skardu, Kalam, Trich Mir, Murree and Malam Jabba were the most suitable destination for mountaineering and skiing sports if developed could attract international mountaineers throughout the year with positive impact on national economy.

He said Pakistan had produced great mountaineers like Ali Sadpara, Nazir Sabir, Ashraf Aman and Samina Khayal Baig who earned name for the country and added that government's patronage to this sector would help grow sustainable mountain tourism in the country.

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CONVOCATION - COTHM ISLAMABAD

‘PROFESSIONAL AND MEANINGFUL EDUCATION IS NEED OF THE HOUR’

Pakistan can develop its youth to become a part of the workforce of hospitality and tourism industry in all regions of the world. The government, she said, is committed to promoting and developing the tourism and hospitality sector of Pakistan which can create millions of new opportunities of employment for the youth of Pakistan. She urged on the need and importance of professional and meaningful education which can lead the youngsters to the path of economic empowerment and social uplift.

Tourism and hospitality sector is one of the most potent segments of our economy, she further remarked. She lauded the role of COTHM in developing qualified and skilled youth and promoting the hospitality and tourism sector of Pakistan. Among other

speakers, the Managing Director of Pakistan Tourism Development Corporation (PTDC), Rana Aftab-ur-Rehman, highlighted the significance of tourism and hospitality sector in providing impetus to the economy of Pakistan. Being a labor intensive industry, he

said, it can be capitalized for job creation for our youth.

Among the other dignitaries included National Vocational & Technical Training Commission (NAVTC) Chairman Syed





Javed Hassan, Honorary Consul General of Cyprus in Pakistan, Mian Habib-Ullah, Marriott Islamabad General Manager David Richard O'Hanlon, Bureau of Emigration & Overseas Employment Director General Kashif Ahmed Noor, notables from the civil society and renowned media persons.

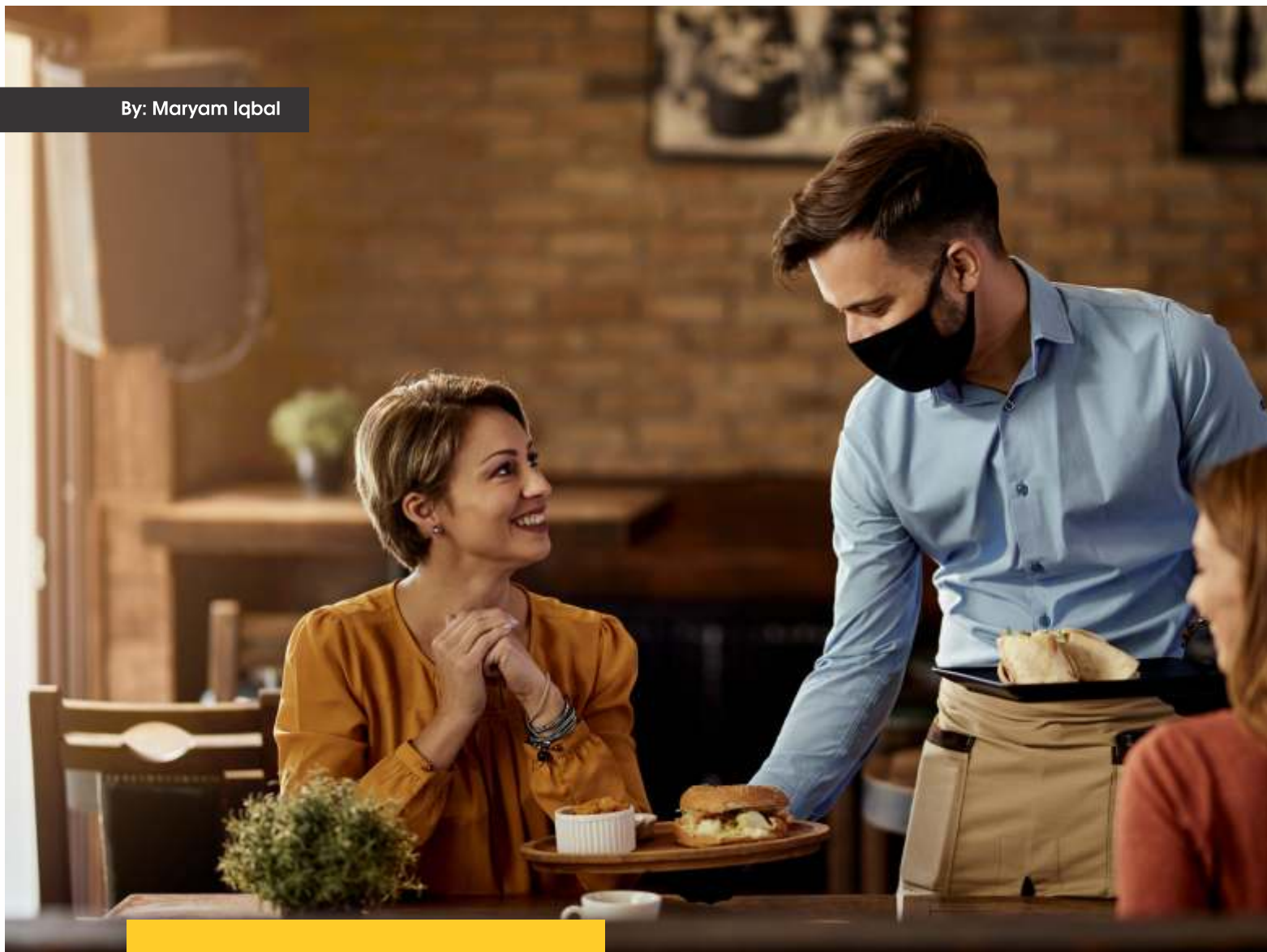


SKILLED PAKISTANI YOUTH CAN BOOST THE NATIONAL ECONOMY

While talking to the students and audience at the annual convocation of COTHM Islamabad, German Ambassador to Pakistan Bernhard Schlagheck emphasized on the employability through skill development. He said, "The youthful population of Pakistan is one of its greatest assets. If provided with quality training and skilled to be economically engaged, they will significantly boost the national economy" he said.

He also said that Pakistani youth can also avail international opportunities in the field of hospitality and tourism as skilled youth lacks everywhere on the globe. He also said that Germany will always be welcoming to the skilled students of COTHM and German government would extend its full support their successful placement in Germany. He also congratulated COTHM CEO Ahmad Shafiq for producing great human resource in the fields of hospitality and tourism.

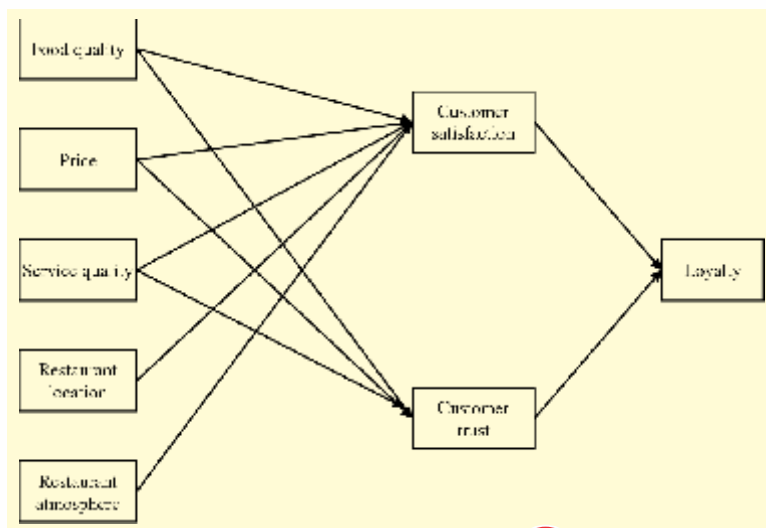
By: Maryam Iqbal



HOW PRICE FAIRNESS RELATES TO **CUSTOMER LOYALTY** IN PAKISTANI RESTAURANTS?

Price factor can never be neglected in Pakistan's culture because people always compare what they are receiving with what they are paying.

In the recent times, a viewpoint has evolved locally that customer loyalty is declining in Pakistan. Due to the large number of competitors operating in the market, customers have got so many choices. In the prevailing situation, it is getting very difficult for the companies to retain customers as they are lacking with new strategies to create customer loyalty in Pakistan. Actually, they need to develop such strategies which may help them build customer loyalty.



If we look at the service industry in Pakistan, the contribution of the service industry in the GDP of Pakistan is increasing. According to the latest available data, the service industry is contributing around 60% of the total GDP of Pakistan. Despite the fact that the service industry is contributing much more than as before, still it is unable to build customer loyalty. As per a lot of discussion going around the world, it has been observed that customers spend 67% more money if they become loyal with the particular company.

Price factor can never be neglected in Pakistan's culture because people always compare what they are receiving with what they are paying. If we look internationally, mostly companies are using sensory marketing to stimulate the five senses (sight, smell, hear, touch and taste) of the customers in real time transactions. Marketers want to free themselves from the traditional marketing and now they are switching towards sensory marketing.

it has been observed that customers spend 67% more money if they become loyal to the particular company.

In Pakistan, especially the restaurant industry must try to adopt sensory marketing to create loyalty among restaurants because this marketing strategy helps the restaurants stimulate the five senses of the customers. So, they can spend more energy and time in the restaurant and that will increase their chances of revisiting.

Sensory marketing and perceived price fairness has a strong positive relationship as

If the restaurants are able to create a positive image in the customer's mind by using sensory marketing, they can create a positive influence of customers on their perception regarding fair prices.

most of the international scholars investigated that by using sensory marketing companies can create a positive perception about the price fairness in the customer's mind. Sensory marketing is a tool that can be used to influence all the five senses. Good internal environment in the restaurants, selection of pleasant colors, and catchy themes may develop a strong connection with sight. Nice aroma can stimulate the sense of smell; great music can influence customer's sense of hearing. Themed furniture or any other physical item placed at the retail point or even temperature may also provide a great sense of touch to the customers. Lastly, a free sample of food or the taste of food can leave a strong impact on the customer's sense of taste.

If the restaurants are able to create a positive image in the customer's mind by using sensory marketing, they can create a positive influence of customers on their perception regarding fair prices. When restaurants are able to create an image of perceived price fairness in the customer's mind, it ultimately connects sensory marketing, customer satisfaction and customer loyalty with one another.

Hence, it may be concluded that sensory marketing and perceived price fairness are strongly related to customer loyalty and customer satisfaction. So, it is highly recommended that the restaurant industry must focus on these links and researchers in this field must investigate the links between sensory marketing, perceived price fairness, customer satisfaction and customer loyalty empirically, so the restaurant industry may be able to create loyalty among the customers.



By Fraaz Mahmud Kasuri

INTERVIEW

Chef Mani

(Abdul Mannan)

Founder & Director

Noi Stir Fry, Sauté

“

I HAD ALWAYS
DREAMT OF

OWNING A
RESTAURANT

*If you are loyal to your
profession and love
your work, you will
definitely taste
success soon.*

Tell us something about yourself.

I have done Master in Economics and also have passed few modules of chartered accountancy. After that, I joined College of Tourism & Hotel Management (COTHM) where I got culinary skills.

I am the first COTHM student who did a regular





I am in a process of completing a book on Pakistani cuisine which will have my family heirloom recipes fused with modern cooking techniques.



cooking show on Masala TV as a celebrity chef in 2009. After that, besides working in different restaurants as chef, I kept appearing on different TV channels. I have worked for ATV, A Plus, Geo, PTV, Geo Tez, Neo, City 42, GNN and Hum TV.

What are your current activities?

I had always dreamt of owning a restaurant so I am fulfilling my dream in high spirits. After serving at Butlers Chocolate Cafes Pakistan & Bangladesh for eight years as a group executive chef, I resigned and for the past three years, I have been running Noi Stir Fry restaurant in Gulberg, Lahore. I have recently started another branch of Noi in Islamabad. Also I have started another restaurant named sauté in Lahore.

I am blessed to own three restaurants at the age of 39. I am a player of National Culinary Team of Pakistan (NCTP) and running my own YouTube channel with the name of 'Chef Mani'. I am also working as a food consultant with Unilever food company.



Food trends are changing fast here in Pakistan. Besides Chinese; Italian, Mexican, Pan Asian and Japanese cuisines are seen out there. Sushi Bars are also being opened in Pakistan.



What are your future plans?

I want to give back and return what I owe to this industry which gave me recognition, fame and fortune. I am in a process of completing a book on Pakistani cuisine which will have my family heirloom recipes fused with modern cooking techniques.

What is the most required thing to run a restaurant?

First you need patience to run a restaurant, then you should have grip over your work. If you combine these two, your chances of running a successful business are high.

What are the current food trends in Pakistan?

Food trends are changing fast here in Pakistan. Besides Chinese; Italian, Mexican, Pan Asian and Japanese cuisines are seen out there. Sushi Bars are also being opened in Pakistan.

How can one run a restaurant successfully?

A restaurant must deal in a single cuisine instead of offering multiple cuisines at a time. Further, to be on a safer side, cost involvement should be less and budgets should be controlled.

Any message for our reader?

If you are loyal to your profession and love your work, you will definitely taste success soon.



By: Areena Asif

MYTHS OF GOOD AND BAD CHOLESTEROL: WHAT IS CHOLESTEROL?

Did you know that human body naturally produces as about three quarters of cholesterol and rest of the cholesterol comes from foods like meat, dairy products and processed food.

Cholesterol is a waxy, fat-like component that the body produces naturally and mostly present in the liver. Cholesterol production has a significant role to perform some body functions and is good for health. We need cholesterol to produce some hormones like estrogen, testosterone. Without cholesterol, you can't make Vitamin D from sunlight. Cholesterol also helps to produce bile acid so you can digest fats easily as the cholesterol is present in every single cell it helps to build up membranes of the brain, nerves, muscles, skin and other body organs.

The Foods you think that are high in saturated fat or Trans-fats are processed foods which produces more cholesterol. Too much cholesterol forms plaque in the arteries as plaque causes blockage of arteries that may lead to heart attack and stroke. So it's important to keep your cholesterol level balanced.



Cholesterol is present in blood arteries in the form of lipoproteins. There are two main types of lipoproteins; High-Density Lipoproteins (HDL) and Low-Density Lipoproteins (LDL). HDL cholesterol is considered as Good cholesterol while LDL is considered as Bad cholesterol

GOOD CHOLESTEROL - Higher the number the better

BAD CHOLESTEROL - Lower the number the better



What's the difference between Good or Bad Cholesterol?

Good Cholesterol: HDL stands for high-density lipoproteins and is also known as good cholesterol. HDL helps to remove excess cholesterol from your cell's tissues and return it to your liver which removes it from the body. HDL also prevents the formation of plaque in the blood arteries by passing the extra cholesterol.

Bad Cholesterol: LDL stands for low-density lipoproteins and is also known as bad cholesterol. LDL travels through your blood stream, delivering cholesterol to the cells that are needed. If your body has too much LDL, it can build up in the walls of the arteries and form a fatty deposit called plaque. Over-time, plaque can narrow the arteries and reduce blood flow.

Plaque buildup can cause coronary artery disease and increase the risk of a heart attack. Plaque buildup in other arteries such as carotid arteries in your neck and can reduce blood flow to your brain which increase the risk of stroke.

"Bad Cholesterol is a silent killer"

On the other hand, triglycerides are the components that also produce cholesterol. They are present in the form of fat in the blood. If you eat a lot your calorie count increases and if you don't burn those calories it may lead to the accumulation of triglycerides in your blood stream and can cause high risk of heart diseases.

How to maintain your cholesterol level?

If your cholesterol level increases,

diet. This combo helps to lower the cholesterol level.

- Don't sit sedentary as it increases your weight as well as the cholesterol level.

Foods that lower Cholesterol:

Oats: Having a bowl of oatmeal for breakfast helps to improve your cholesterol. It provides 1.5 g of soluble fiber. You can also add some bananas and strawberries to enhance the flavor.

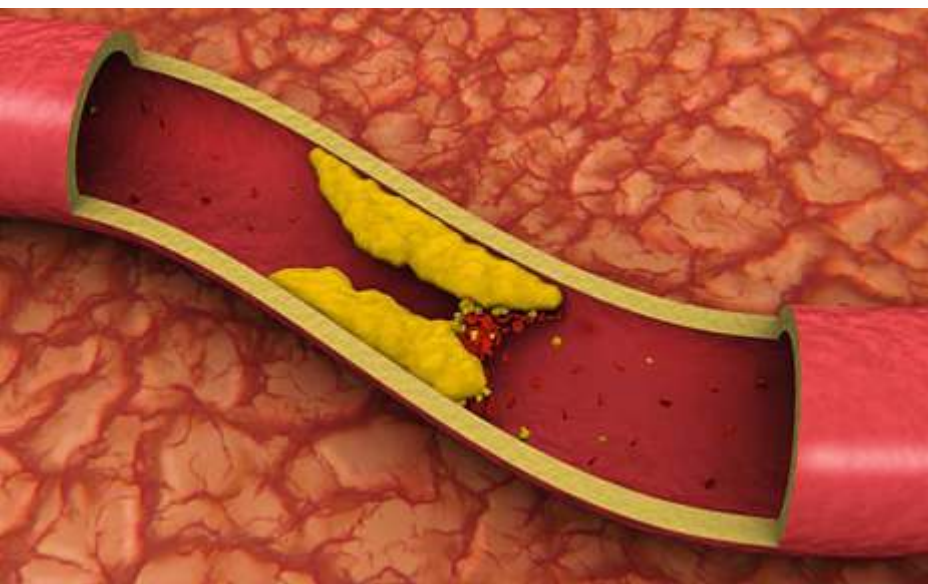
Barley & other whole grains: These help in lowering the risk of cardiovascular diseases through the supply of soluble fiber.

Nuts: Nuts are rich in fiber, vegetable protein, magnesium, healthy fats, potassium, Vitamin E, and many other plant sterols or nutrients. 30-35g nuts are recommended for a day and it could lower cholesterol by up to 5%.

Beans and other legumes: lentils, peas and beans are a good source of fiber. Consumption of 2g of soluble fiber every day for almost 12 weeks can decreased the LDL cholesterol up to 7%.

Soy: Soy also is high in soluble fiber and also low in saturated fat and free of cholesterol. Soy is a completely plant-based protein. It lowers the LDL cholesterol by up to 8%.

Fruits: Fruits have a high amount of pectin, it's a form of soluble fiber that helps to lower LDL.



there are various things that you can do for lowering your cholesterol level.

- Firstly start consuming a healthy diet and reduce the amount of saturated fat from food. For example restrict the use of cakes, biscuits, meats, dairy products as they contain high amount of saturated fat.
- Start consuming those foods which are high in fiber and have plant sterols that helps to reduce the cholesterol level.
- Increase your physical activity along with balanced healthy



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Mariam Waqas

THE PRODIGY OF COTHM

The sea green dancing surface of glazed Interlaken lake, the calm mute alps, the floating mist around the alps and the lush green grass at banks of this lake were mesmerizing enough for this awestruck Pakistani woman who was there with her two kids and husband for a 3 week summer holiday. Mariam Waqas had stepped out of her country for the first time in her adult life and could not believe her eyes.

She came back to Lahore with dreams in her eyes and hopes in her soul. The only way, she figured out, in order to travel the world, was to join the profession of hospitality. This was the year 2005. Summer ended and She had enrolled into COTHM for the fall semester.

At 6:00 am, the morning she was to attend her first class, her eldest Doctor cousin called her from USA and categorically said, 'Mariam, Hospitality is a tough field in Pakistan and you come from a conservative background, quit this course'. This very statement made her more determined to prove it to her family otherwise.

COTHM gave her the foundation that will support her in coming decades. It was a life changing experience. She completed her



AHLA certifications, bade goodbye to COTHM and entered the workforce as an educationist. She will be working with schools for the next four years.

In 2009 she was invited by Lahore Grammar School, Defence branch, to join their administrative team. A year into this job and her sister, an Interior designer from NCA invited her to start a design service company. This was again a turning point in her life. She resigned from her

administrative job at the end the academic year and embarked on a new journey in the world of creating beautiful spaces. This company by the name of AMAL MARIAM INTERIOR DESIGN started with a 5000 sq. feet residential Interior design project. Soon residential projects were falling into its portfolio. Today Amal Mariam Interior Design has Healthcare, Beauty Service, Commercial outlets and Executive Offices to their credit. The company has been invited by clients to establish and design hotels in Hunza recently.

Mariam besides running this design company, also runs a Citrus farm near Kotmomin District. Amal has appeared on national TV channels multiple times to guide entrepreneurs to establish their businesses. They are both members of Women Chamber of Commerce and Industry.

Mariam and Amal effectively run their own YouTube channel.

Mariam was not scared of joining a new field like hospitality. It was a giant leap for her considering her circumstances. Nor should you be. The sky is the limit.

Mariam Waqas can be reached on email at mariam.waqas92@gmail.com



Students Stun Audience at

Annual Spring Festival **by COTHM**

College of Tourism and Hotel Management (COTHM) held a wonderful Annual Spring Festival at Faletti's Hotel, Lahore to engage the students in different extracurricular activities.

A big number of students, faculty and other

staff members attended the festival. COTHM Cultural Society's office bearers and members took the lead in arranging the activities while the talented students of both COTHM Head Office and Johar Town Campus performed wonderfully on stage. The best thing about the festival was that from hosts to singers, dancers,

drama performers, poets, and instrument players, all the performers were students and they actually stunned the audience with their incredible performances.





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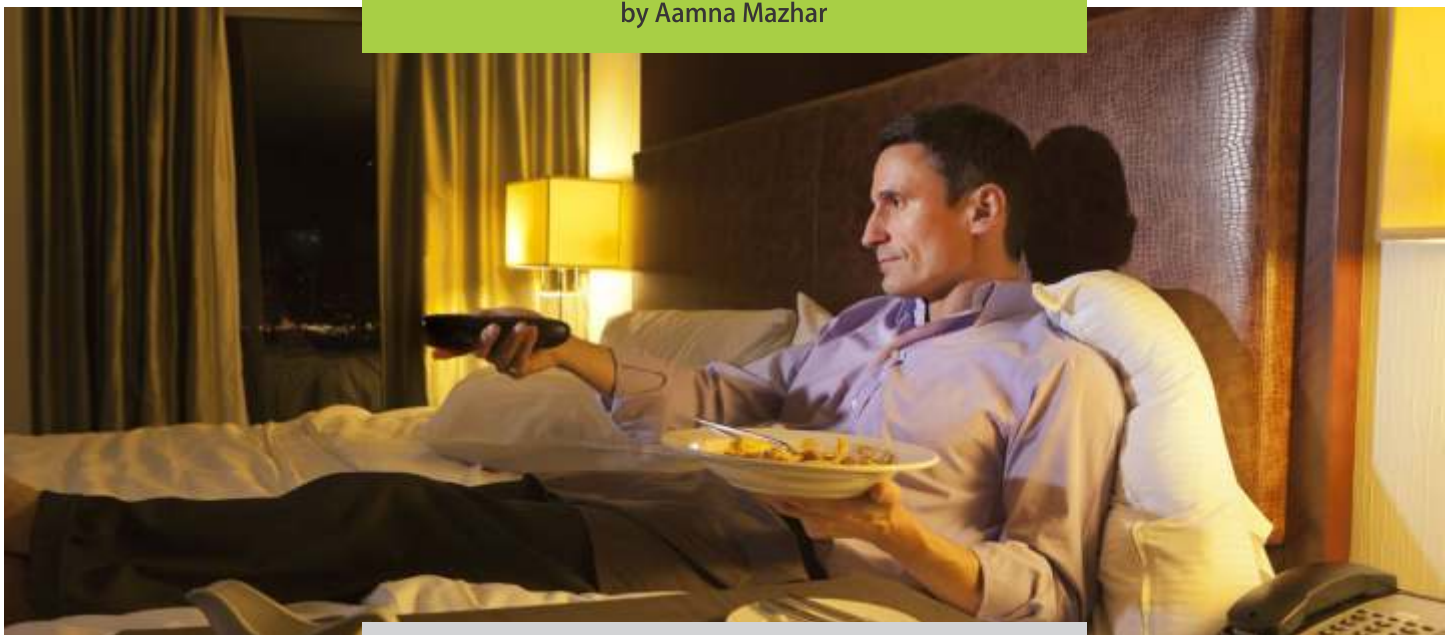


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FOODS

THAT SUPPORT GOOD SLEEP & FOODS THAT YOU SHOULD AVOID BEFORE BED

by Aamna Mazhar



Food and drinks can actually affect your energy levels and alertness and this fact hits you right when you're trying to sleep after a long day. People who are suffering from insomnia must have wondered about the solution to the problem. Turns out that things as simple as your food can affect your quality of sleep. There are some foods that support good sleep and then there are foods that you should avoid before bed.

Taking care of these simple things can lead to a happier and healthier life. If you are interested to know about foods that support good sleep and foods that don't, read

this article till the end.

Foods that support good sleep

Here are the five food items that are best to be eaten before bed if you are struggling with insomnia. Judging by the commonality of this problem, this article will come in handy for many people.

Almonds

Eating almonds during any part of the day is seen as a healthy ritual. Almonds can be your best breakfast option, suitable for your midday snack, and can be beneficial for good sleep. Almonds contain a great number of healthy fats. In addition to that, almonds are also rich in magnesium and tryptophan. Both these compounds are known to naturally steady the heart rhythm as well as relax the nerve and muscle function. Owing to these abilities, munching on 6 to 7 almonds before



bed can help you a great deal.

Honey

This again is a food item that is often recommended by nutritionists because of its rich composition. Honey has the ability to release large amounts of melatonin in the brain. Having a teaspoon of honey before bed will help to nullify orexin. Orexin is a compound that keeps the brain alert and increases the difficulty of sleeping. Once the orexin is shut off, the brain will relax and thus, you can sleep easily.



muscles. In addition to that, bananas also contain serotonin and melatonin. The benefits of both these compounds are well known. Serotonin and melatonin encourage good sleep. Eating bananas before bed will solve your insomnia issue for sure.

Oats

Oats have tremendous benefits when it comes to body health. This food is literally the king of all beneficial foods, and you will find it in almost every other diet plan. It's not news for many of us that oats are very rich in vitamins, minerals, and amino acids. All these compounds, together promote the production of melatonin which is a sleep-inducing chemical. Not only that, but oats are also great when it comes to insulin production, therefore, they have the ability to naturally raise blood sugar. Add them in milk or yogurt, you can have oats however you like.

Bananas

Bananas are often considered an energy-boosting fruit. However, the large amounts of magnesium present in this food make it your best option before bed. Magnesium has the tendency to relax the body





Turkey

Turkey is also among the foods that support good sleep. This food is the most well-known source of tryptophan. Tryptophan, as discussed above, helps in muscle and heart relaxation, leading to quality sleep. The benefits of turkey, however, don't end here. Turkey is also a rich source of protein and helps to feel full. Eating turkey before bed will ensure that you do not wake up hungry in the middle of the night.



Foods that don't support good sleep

Here are some food items that you should avoid eating before bed. Avoiding these foods may solve your problem entirely.

Cheese

Surprising, isn't it? Cheese actually makes it difficult for your brain to relax and here is why. Cheese, especially hard cheese contains large amounts of tyramine, an amino acid that makes the brain more awake and alert. No matter how fancy the cheese board looks, having cheese after dinner will only make it hard for you to fall asleep.



Fatty Food

Another thing that you should avoid before bed is fatty food. These foods are hard to digest by the stomach and can cause heartburn. Heartburn is one of the major causes of why people remain awake at night. Eating fatty foods will not only disturb the digestive system but will also affect the circadian rhythm.



Coffee

Now, this is a well-known fact, that caffeine can keep you awake. Despite being well informed, most people can't stop themselves from having a cup of coffee after dinner. The effects of coffee do not subside until almost ten hours. Therefore, coffee is a no-no before bed.



Spicy Food

Spicy food can also make it hard for you to sleep. It can cause indigestion in many people. In addition to that, peppers contain capsaicin which makes temperature regulation hard for the body. Therefore, eating spicy food before bed can result in less peaceful sleep.



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EXECUTIVE POWER LIST 2022

THE **50** MOST INFLUENTIAL **HOTELIERS** IN THE MIDDLE EAST

Hospitality Plus presents you the 2022 edition of the Executive Power List, the only list that recognises and celebrates the top 50 most influential hotel professionals working in the Middle East's hospitality industry. Two in a hierarchy out of these 50 professionals are covered every month. Give a read and feel inspired.



Baran Turkel

**Regional Director,
Turkey & Middle East,
BWH Hotel Group**

According to Baran Turkel, the Best Western brand continues to break records "every month" in terms of bookings. As the regional director for BWH, he leads one of the world's largest hotel franchising companies, currently responsible for 39 hotels in MENA and over 4,000 rooms.

He said: "BWH Hotel Group is continuously looking for new ways to enhance the customer journey and expand its global reach. Looking ahead, consumer behaviour and expectations will continue to evolve. With our caring culture, extraordinary hoteliers, executive team, and corporate staff, we believe the best is yet to come for our incredible brand."



Amir Golbarg

**Senior Vice President – Operations,
Middle East & Africa,
Minor Hotels**

Responsible for 8,000 staff and 34 hotels, Amir Golbarg has had a phenomenal 2021, with budgets exceeded across his region, landmark hotels opened and new properties signed for the future. December 2021 saw the opening of Anantara World Islands Dubai Resort, the first luxury resort to open on the World Islands archipelago. The resort brings something completely unique to Dubai for tourists and residents to experience. Golbarg's team also opened the first Avani Hotel in Oman with the Avani Muscat. In terms of signings, deals were inked for NH Hotels in Dubai and Doha, as well as hotels in Bahrain and Egypt.

Under Golbarg, Minor Hotels announced plans for two lifestyle hotels along Bahrain's new waterfront destination by 2024, Avani Bilaj Al Jazayer Bahrain Resort and Tivoli Bilaj Al Jazayer Bahrain Resort. Meanwhile, in Egypt a deal for a 527-key Oaks property was signed and a 309-key NH Collection property with beach club in Qatar. In 2022, Minor will also launch two new Anantara hotels, one in Ras Al Khaimah and one in Doha.



World Pizza Day

CELEBRATED AT COTHM

College of Tourism & Hotel Management (COTHM) celebrated World Pizza Day on February 9 and around 1000 culinary arts students participated in live Pizza Innovation Competitions in two days both at New Garden Town and Johar Town campuses.

World Pizza Day is celebrated around the globe on February 9 every year but COTHM Pakistan & Dubai celebrated the day in Pakistan for the very first time.

Above 1000 culinary arts students

participated in the two-day Pizza Innovation Competitions held in connection with World Pizza Day and made some very good looking and tasteful pizzas.

Shangrila – the food experts, Papa John's Pakistan and KnN's sponsored the event to encourage the foodies' love for pizza.

Shangrila, as product-support, provided all the students with its Pizza Sauce which was used during the two-day pizza making competitions.

Papa John's Pakistan sponsored cash prizes for the winners of the competition and also

distributed 40% discount vouchers among all the participants while KnN's offered the product support during the two-day competitions.

Shangrila Regional Sales Manager Amir Arshad and Papa John's Pakistan Marketing Head Adil Saleem visited the competitions and interacted with participants.

Amir Arshad while talking to media said that Shangrila believes in supporting food competitions for the encouragement of the chefs' fraternity.

Adil Saleem said that it's good to see so many pizza enthusiasts at one place and it shows that pizza industry has a future in Pakistan.

COTHM CEO Ahmad Shafiq said that activities like World Pizza Day must be celebrated and enjoyed to keep our food side aligned with modern international practices.

At the end of the second day of competitions, Federal Minister of Education Shafqat Mehmood's spokesperson Shanila Ali distributed cash prizes and certificates among the winners.





CELEBRATING
WOMEN



by Marsha Tayyab

THESE 6 *Pakistani* CHEFS ARE WHIPPING UP A STORM

We're celebrating these hardworking and talented women who are making waves in the culinary world.

“

We've all heard lame and sexist jokes about a woman's place being in the kitchen. This month, we've rounded up a list of women who are proving that a woman's place is wherever she wants to be, even if that place is the kitchen. These chefs have worked their way up and are thriving in the culinary world.

As we celebrate women's month, here are six inspiring chefs who are here to inspire you.

”

Maryam Motiwala

Pastry Cook



Maryam Motiwala started baking from home and is now working at an upscale boulangerie in DHA, Karachi where she gets to make amazing desserts and pastries all day.

She started off baking just for fun but it soon turned into something her passion. She expanded her love for baking to summer camp classes for kids and then started a home business that eventually led her to a professional kitchen.

Talking to Images, she said that it's hard enough to be a woman in a male-dominated industry but as a young person, it's an even greater struggle to be taken seriously in this profession.

"Entering the hospitality industry means you have to be accepting of a complete change in lifestyle. This isn't your average 9 to 5, there's a lot of highs and equally as many lows. But persevere! Having someone genuinely enjoy a meal you've made is truly one of the most rewarding experiences I've had so I'd say keep at it. We definitely need more female energy in the kitchen," said Motiwala.

Rozmeene

Sous Chef



Rozmeene was six years old when she discovered her love for cooking. It was the idea of serving people her own creations and being appreciated for it that enthralled her. As she grew, so did her love for cooking. She followed her father's advice to do what she loves most and realised there was one thing she loved — cooking.

Following her dreams came at the cost of people asking some irritating questions, however, that didn't stop her from being determined and sticking with her decision of becoming a

chef.

Rozmeene worked as an apprentice at Marriot Pakistan and was nominated as the Middle East Youngest Chef of the Year before going on to become part of the Caesars Palace pre-opening team at Gordon Ramsay Hell's Kitchen, Dubai. Currently, she works as a sous chef at Seva Experience, a vegan restaurant in Dubai.

Rozmeene believes that if women who want to become a chef genuinely think this is what they are passionate about, they need to follow their instinct and go for it.

Iqra Yasin

Chartered Accountant Chef

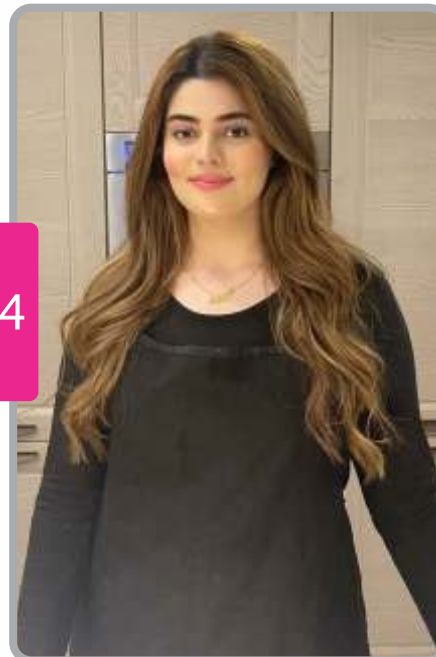


Iqra Yasin calls herself a chartered accountant chef. She worked in the competitive corporate world by day and by night she baked for close friends who'd send in orders. It all started about 13 years ago when, in the middle of the night, Yasin started to bake and found something she loved doing.

She made a lot of appearances on cooking channel Masala TV in her initial days as a cook when she started out with a Facebook page as a side hustle. But Yasin had bigger dreams. She later

qualified for MasterChef Pakistan in 2014 and made it to the Top 10.

Yasin told Images that the challenges she faced were mainly around the fact that as a chartered accountant, it was always "frowned upon to leave the comfort zone of a well-paying job" and work entirely as a chef.



She also suggested women learn the tricks of trading and business as well as finances and taxes so "no one can fool you when you step in the sea full of sharks".

Neha Saqib

Chef

Neha Saqib is not someone who dreamed of becoming a chef since the very beginning. Her journey began later and was spurred on by her best friend, who always

believed she would thrive as a chef, especially since she loved trying out new food. She started off as someone who reviewed restaurants.

It's been four years since Saqib started cooking professionally. When she started out, sadly there weren't many female chefs who had their own businesses online.

Saqib mentioned that people found it funny and embarrassing that she wanted to become a chef and even today people don't consider it a 'reputable' profession. "Oh, you want to become a bawarchi (cook)," people would tell her.

But, Saqib believes that as a woman wanting to become a chef or in general you should always "listen to your parents," as their advice brought her this far in life. "It makes me so happy that I was the first woman who worked in my family and now almost every women in my family works," she said.

Romana Husain

Chef and CEO, The Bake Studio Pantry



Romana Husain described her relationship with the culinary arts as an "organic process". She started out as a home baker who made custom cakes for birthdays, weddings and other events. When it became a full-time job for her, she decided to go to culinary school. Her focus was pastry arts and after that, Husain went for industry training at the Four Seasons Hotel, Johannesburg in 2012.

She started out in the food business 17 years ago and said the culinary world is certainly a male-dominated industry. "Almost all of the more senior positions were held by men, including

the executive chef and the sous. As a woman, the challenge I faced was balancing home, kids and work, so it was a lot more personal."

Another challenge she faced was related to Pakistani culture and people not taking her seriously. "I found that I really had to prove myself to be acknowledged as a professional," said Husain.

She has worked with three Michelin star chef Dirk Giesemann and upon moving to the Middle East was approached by Masala TV for her own show called Bake at Home that ran for three seasons. The chef now runs her own business called The Bake Studio Pantry and an e-commerce store by the same name.

Noorulhuda Asif

Chef and CEO, Sublime Cuisine



A year-long fascination with experimenting with food drove Noorulhuda Asif to a profession in the culinary arts. She always liked the idea of playing with ingredients and creating a recipe rather than following one and cooking shows and books assured her that the culinary arts were the only answer for her creativity.

Asif pursued a diploma at a culinary school in Karachi. She also completed a six month internship programme at Espresso, Karachi.

"Culinary arts is a modern day career and mostly males are seen as chefs in hotels and restaurants. As a woman, you must deliver exemplary work to keep your head high and maintain your designation. Just like all women cook, women chefs are also not considered any different," she said. "Initially I had to struggle and work rigorously and show through my work how I can stand out among the crowd," explained Asif while discussing her struggles as a chef.

Asif's advice for women is to follow what they are most passionate about. As for chefs-to-be, "you should be fearless enough to not pay heed to any resistance that comes your way. This field is developing in Pakistan but I can assure you that there will be many opportunities that will come your way."

Courtesy: Dawn

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MOUNTAINS & MOUNTAINEERING HISTORY

Author: Muhammad Abduhu

Review by: Abu Zafar Sadiq

The author is a well-known trekker and traveler who has been roaming in the mountains of Pakistan for decades along with travelling in different areas of Pakistan besides few countries abroad. He has great interest in tourism and has written articles on different themes of tourism and allied issues. He has also written books on different aspects of tourism in Pakistan and abroad.

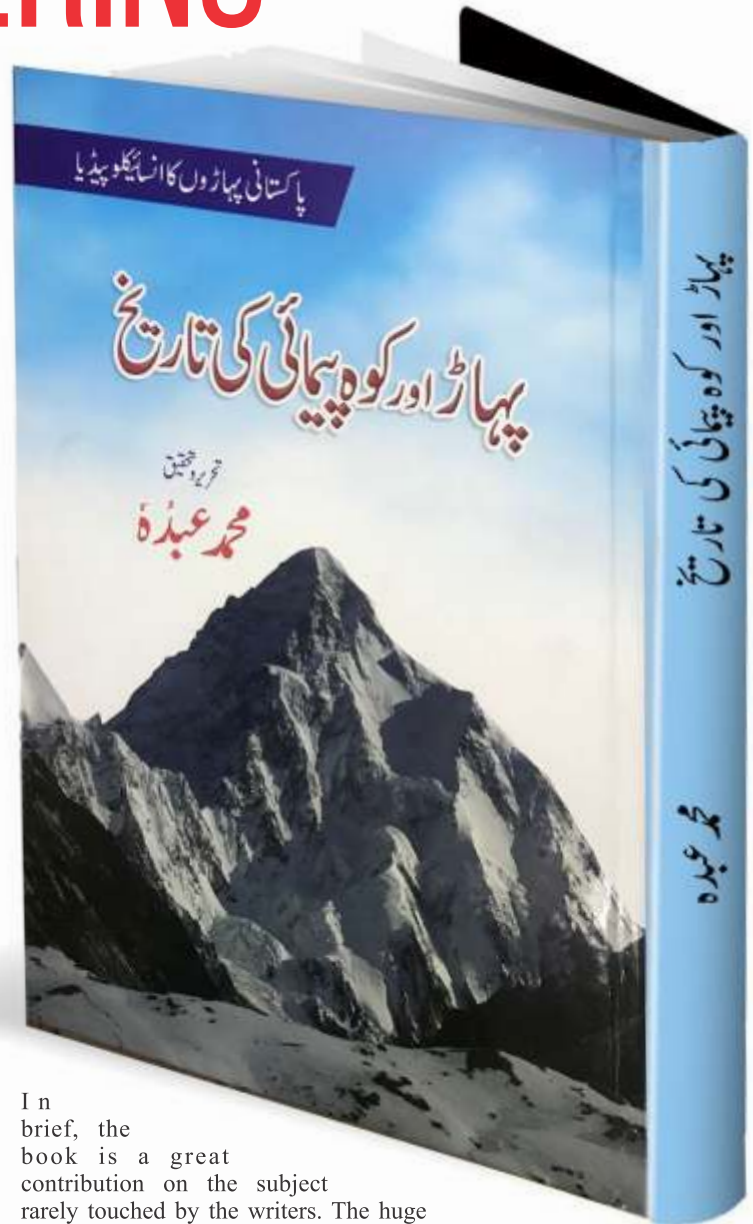
The collection of information regarding mountains and their history of climbing in Pakistan is quite challenging due to non management of data base and lack of proper maintenance of climbing ascents by the relevant authorities in the country. The author has taken pains to approach libraries and consult with the concerned departments, senior climbers and trekkers who have shared authentic information to a great extent. However, in some cases, conflicting data is pointed out and inclusion of certain historical information depicts the extraordinary efforts of the author. At the end of the book, the rich resources the author has benefited from are listed in the bibliography.

The book presents historical background of Northern Mountain Regions of Pakistan, introduces maiden climbs of high mountains, treks and trekking in Pakistan, glaciers, rivers, passes and introduction of Alpine Club of Pakistan.

In the first part of the book, the author briefly introduces high mountains; 14 eight thousand meter peaks of the world including 5 in Pakistan i.e. K-2 (8,611-M), Nanga Parbat (8,125-M), Gasherbrum-I(8080-M), Broad Peak (8051-M) and Gasherbrum-II(8,035-M). Similarly, an account of 186 Peaks above 7000-M, including some famous peaks below 7000-M has also been included.

Some of the world records regarding climbs above 6100-M during 1850 to 29th of May, 1953 are also taken into consideration. Trekking opportunities in Pakistan are explored in the third part of the book. Introduction to the concept of trekking, its types, classifications of trekking zones, open restricted and closed areas along with the details of popular treks to the base camps of famous peaks, location, passes, glaciers, itinerary and trekking time for each stage are alike useful for the guidance of the readers who want to enjoy northern Pakistan.

The introduction of ACP and mountaineering related information in the 4th part of the book is taken from a publication written decades ago by the former President of ACP General R Qamar Ali Mirza. The information is quite old whereas facts have significantly changed with the passage of time.



In brief, the book is a great contribution on the subject rarely touched by the writers. The huge information regarding high mountains, passes, glaciers, rivers in a consolidated form is an asset for trekkers, mountaineers, tour operators, guides and above all mountain lovers. It can also serve as a wonderful resource for the students who want to specialize in the mountain tourism of Pakistan.

The book can be further improved in the next edition by including more updated information obtained from the government authorities about the recent climbing history to expand its horizons and readership.

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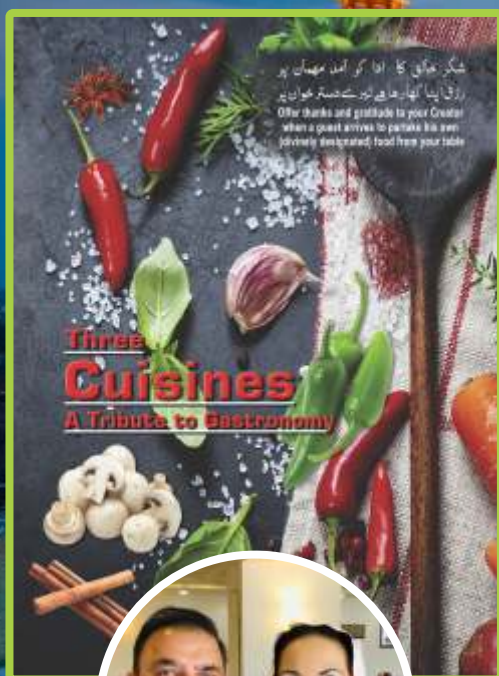
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FROM THE FOOD CAPITAL OF PAKISTAN

Lahore is a city with an extremely rich food culture. The city offers a vast variety of options when it comes to food. In recent times, with an addition of foreign flavours and recipes, the style of food in Lahore has gone even more popular. Other cities in Pakistan do have their own food identities and specialties but Lahore, being an open-minded, dynamic and welcoming metropolitan, has brought them all at one place. Being impartial, it would not be a false accusation if we call Lahore the ‘food capital’ of Pakistan.

Keeping in view the dynamics and diversity of the food culture of Lahore, we present you a series of food recipes from the food capital of Pakistan. All the recipes have been taken from Dr Javaid Asgher’s book titled “Three Cuisines: A Tribute to Gastronomy. Hope you enjoy the read!



Dr Javaid Asgher & Dr Faiza Asgher (Late)



1

NALLI KA KHORMA

Bone Marrow Curry



Preparation Time: **30 minutes**

Cooking Time: **45 Minutes**

Serves: **6**

INGREDIENTS

- * Marrow bones, from lamb (select fat and juicy marrow bones] 1/2 Kg
- * Mutton (cut into medium pieces) 250 gm
- * Medium onions finely sliced 3
- * Ginger paste 1 teaspoon
- * Garlic paste 1 teaspoon
- * Red chili powder 1 teaspoon
- * Turmeric powder 1/3 teaspoon
- * Coriander powder 1 teaspoon
- * Peppercorn 1/2 tablespoon
- * Watermelon and musk-melon seeds, ground to a fine paste 1.5 tablespoon
- * Yogurt, whisked 500 gm
- * Half coconut
- * Oil 3/4 cup
- Salt to taste

METHOD

Grate the coconut, add one cup of water and set aside for a few minutes. Squeeze the coconut to extract the milk. Set aside. Beat the yogurt. Add salt, turmeric powder, red chili powder, ginger and garlic paste, ground seeds and coriander powder. Mix well and set aside.

Heat 1/3 cup oil in a pressure cooker, add peppercorn, marrow bones and meat and cover the pan. Stir occasionally and cook till the meat is dry. Add a little water and pressure cook on low heat till the meat is three-fourth done. Remove meat from the pressure cooker and keep aside.

In the same pan, heat the balance oil and fry the onions till golden brown. Remove and place on an absorbent paper. When cool, crush the onion. Set aside.

Add the whisked yogurt to the same oil in which the onions were fried. Stir well and cook till the water dries up and the oil surfaces. At this stage, add meat and marrow bones and a little water and cook till the meat is tender. Then add the crushed onions and simmer for about 5 more minutes. Just before serving add the coconut milk and stir it in. Serve hot.

2

MARCHWAGAN KORMA

Red Hot Meat Curt



Serves: 6-8

INGREDIENTS

- * Meat, cut into pieces 1 Kg
 - * Pure (desi) ghee 1 cup/190 gm
 - * Garlic (lasan), ground 1 tbsp/18 gm
 - * Green cardamoms [choti elaichi] 10
 - * Cloves (laung) 5
 - * Kashmiri red chili powder, dissolved in 10 cups water 1.5 cups
 - * Black cardamoms (bardi elaichi) 4
 - * Turmeric (haldi) powder 4 tsp/8 gm
 - * Cinnamon (dalchini) sticks, 2" each 5
 - * Dry ginger powder (sonth) 2 tsp/4 gm
 - * Dry cockscomb (nnawal) flowers, heated with 1 1/2 cups water* 1.5 cup/300 ml
 - * Black cumin seeds (shah jeera) 1 tsp 2 gm
 - * Dry mint (pudina) leaves, crushed 1 tsp/2 gm
 - * Dry Cockscomb Flower Extract Heat 1.5 cups dry cockscomb flowers with 1.5 cups water in a pan for 1-2 minutes. Cool and then strain through a fine muslin cloth. Collect the extract in a bowl. Use as required.
- This is also available in Kashmiri stores as a dry powder.*

METHOD

Bring the water to the boil in a pan: add the meat. Mix well and then bring the water to the boil again. Remove the pan from the heat and drain the water. When the meat is cool, wash under cold running water. Keep aside.

In a pan. Add the blanched meat. Pure ghee. Salt, garlic, green cardamoms and cloves, mix well. Fry until the meat is light brown in color. Add the red chili water, black cardamoms, turmeric powder, cinnamon sticks and dry ginger powder. Stir and bring the mixture to the boil. Lower the heat, cover the pan and cook until the meat is tender. Add some water, if necessary. Stir occasionally.

Add the cockscomb flower extract, black cumin seed and dry mint leaves. Mix well and let the mixture simmer for 3-4 minutes.



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PRIME MINISTER IMRAN KHAN TO LAUNCH 'BRAND PAKISTAN' SOON

1



In a move to boost Pakistan's tourism sector, Prime Minister Imran Khan would launch 'Brand Pakistan' as a customized brand soon to attract international stakeholders in the field of tourism. As per sources, Prime Minister Imran Khan will launch the brand Pakistan at Dubai expo and for that his special assistant on tourism Azam Jamil has recently visited Dubai Expo

to finalize the preparations.

Last year, Syed Zulfi Bukhari the then Chairman of the National Tourism Coordination Board (NTCB) had also announced that Prime Minister Imran Khan would inaugurate the Brand Pakistan and get 25 to 30 new hotels in Pakistan in the coming years.

It's important to mention here that in order to

boost the tourism industry, improvements in infrastructure such as better hotels, transportation, improved recreation facilities alongside an improved security situation are the essentials.

Brand Pakistan initiative will definitely help Pakistan advertise and commercialize its tourist places in the whole world.

TURKISH AIRLINES TO INTRODUCE HUGE NUMBER OF TOURISM-ORIENTED FLIGHTS

2



Every year, introducing millions of tourists from abroad to all the exotic Turkish cities, Turkish Airlines, the national flag carrier will contribute to the sector of local tourism with its tourism-oriented flights in 2022 summers.

From the southern Mediterranean touristic province of Antalya, the Dalaman and Bodrum-Milas districts of southwestern

Muğla and the western Izmir province to 47 cities in 29 countries, around 388 weekly direct flights will be arranged, as per the statement made by the THY Press Office.

Performing productively in spite of the restrictions in travel, THY is set to speed up its power in the sky with the direct flights it plans for the summer season.

Direct flights are expected to be a significant

element in drawing foreign tourists, which promise short travel times and high levels of comfort.

In the summer of 2019, THY organized 83 frequencies to 30 destinations. Before the pandemic, it was the most successful year and is planning 140 frequencies to 38 destinations in the same period this year.



HIGHLIGHTS

DIET STUDIO HOLDS FOOD SAFETY LEVEL 3 WORKSHOP ON “UP SKILL AND QUALIFY YOUR WORKFORCE”

3



Diet Studio and COTHM’s Department of Food, Nutrition & Safety Sciences teamed up to organize a 3-day workshop on 17th, 18th & 21st of February to promote a positive food safety culture among the staff of HORECA sector.

Throughout the workshop, the trainer

coached all the participants about the importance of hygiene and control for contaminations hazards so that employers can benefit from staff retention and investing in their workforce, improving the confidence and skills of their staff that is required to prevent contamination of food.

The trainer also highlighted that food safety is

a continuous approach & constant concern for the public, it’s important that employees understand their roles and responsibilities to develop themselves at a higher career in food industry and improve their supervising skills that is in compliance with the law.

COTHM TO REPRESENT PAKISTAN AT FIRST PHOENICIAN FESTIVAL IN LEBANON

4



Profusion Association for Tourism and Hospitality, Lebanon is going to organize the first Phoenicians Festival for Tourism & Hospitality in Lebanon from March 17 to March 21 at Al Kalaa Resorts.

In the five-day festival, many teams from all over the world are participating to compete in multiple categories of food and hospitality

competitions.

From Pakistan, College of Tourism & Hotel Management (COTHM) is participating in the festival in both culinary and hospitality competitions.

In the Phoenicians Festival for Tourism & Hospitality in Lebanon, all the participants will be getting festival jackets, certificates and

medals. Other than that, top four winners will be sent on a one week tour of some other country.

It’s important to mention here that COTHM is the only institute which is going to represent Pakistan at the Phoenicians Festival for Tourism & Hospitality in Lebanon.



INDUSTRY

12 MILLION COOKS ON BOARD THE “BIGCITYBEATS SPACE CLUB KITCHEN”

5



The World Association of Chefs' Societies becomes a partner of the "Space Club Kitchen" with Frankfurt event and festival agency BigCityBeats GmbH. Its CEO Bernd Breiter met Worldchefs President Thomas Gugler in Saudia Arabia and inspired him with his

incredible concept, to create the largest club dinner event in the history of mankind.

As part of the "BigCityBeats Space Club Kitchen," the whole world will cook a complete meal together with ESA astronaut Matthias Maurer on the International Space station ISS in March 2022. To allow everyone

the opportunity to take part and prepare the dish together, an internet stream from the ISS and more than 50 global dinner events will appear on humanity's most iconic monuments such as the pyramids, while also being broadcast on television.

ARCHAEOLOGISTS DISCOVER 9,000-YEAR-OLD SHRINE IN JORDANIAN DESERT

6



A team of Jordanian and French archaeologists says it found a nearly 9,000-year-old shrine at a remote Neolithic site in Jordan's eastern desert. The ritual complex was found in a Neolithic campsite near large structures known as "desert kites", or mass traps, that are believed to have been used to corral wild gazelles for slaughter.

"The site is unique, first because of its preservation state," said Jordanian archaeologist Wael Abu-Azziza, co-director of the project. "It's 9,000 years old and everything was almost intact."

Within the shrine were two carved standing stones bearing anthropomorphic figures, one accompanied by a representation of the "desert kite", as well as an altar, hearth,

marine shells and miniature model of the gazelle trap.

The proximity of the site to the traps suggests the inhabitants were specialised hunters and that the traps were "the centre of their cultural, economic and even symbolic life in this marginal zone," the statement said.

HIGHLIGHTS

ISSUANCE OF E-PASSPORTS TO START IN JUNE: SHEIKH RASHEED

7



Federal Minister for Interior Sheikh Rasheed Ahmed has said that the process of issuance of E-Passports in the country would commence from June, and a German company had been awarded the contract for the purpose. He said that validity of passport expiry had been increased to 10 years and its fee had also

been reduced to half, he said while addressing a news conference at the Zonal office of Federal Investigation Agency (FIA) Sindh. Sheikh Rasheed said the entire visa process had been made online and about 300,000 visas had been issued while only 12000 visas applications were rejected during his tenure as Interior Minister. Citizens of 192 countries

could get Pakistani visa within 30 days time linked with the clearance from any relevant agency of the country.

The interior minister concluded that Pakistan enjoyed congenial diplomatic relations with US, China and Afghanistan. Pakistan was playing key role in Afghan peace process.

PFA STAR RATING PROGRAM TO GET A SMOOTH LAUNCH SOON

8



Lahore Restaurants Association's (LRA) office bearers & executive members held a meeting with the higher management of Punjab Food Authority (PFA) regarding 'PFA Star Rating Program' the other day.

As per details, LRA's office bearers and executive body members held a meeting with PFA DG Rafaqat Ali Nassoana in the presence of other higher officials of the authority. The

meeting was arranged by the PFA to finalize the ongoing discussions about the launch of 'PFA Star Rating Program'.

In the meeting, all the aspects of the rating program came under discussion and all the participants consented the launch of the star rating program in a positive way.

PFA DG Rafaqat Ali Nassoana clarified in the meeting that the purpose behind the launch of the "PFA Star Rating Program" is to

encourage the restaurant sector in Pakistan.

He also said that the said program would be fully impartial and the whole process of the program would be completely transparent.

He further said that PFA and LRA together would promote the culture of clean and healthy food in Pakistan.



INDUSTRY HIGHLIGHTS

PAKISTAN HAS IMMENSE OPPORTUNITIES OF TRADE, TOURISM: PRESIDENT

9



President Dr Arif Alvi says Pakistan has immense opportunities of trade and tourism for the entire world.

Addressing the First Pakistan Engineering and Healthcare Show in Lahore, he said government has taken several steps for the improvement of international trade, ease of doing business and promotion of tourism in the country.

He said Pakistan is becoming a geo-economic hub for the countries of Central Asia, China, Turkey and Europe and world can trade with China and Central Asian Republics through Pakistan.

He said Pakistan is producing high-quality products in various sectors such as surgical and sports.

President Alvi highlighted that the successful

handling of COVID-19 is one of many examples of efficiency of people of the country.

He assured the visiting delegates that government has made business easy and invited international entrepreneurs to come and initiate businesses in Pakistan.

DESSERT WORKSHOP HELD AT CHOCOLATE ACADEMY

10



A two-day dessert workshop was held at the Chocolate Academy the other day in which the participants were trained on multiple skills including Nutella Filled Cookie Skillet, Lotus Tres Leches, Chocolate Salted Caramel Tart, Reeses Peanut Butter Tart, Strawberry & Cream

Dessert, Mint Oreo Cheesecake Dessert, Fruit Cake Dessert & Tiramisu.

The trainer explained the recipes to the participants first and then engaged them in the hands-on experience to develop the wonderful desserts.

While talking to HP, many of the participants

said that they are learning the art of making desserts to start their own startups. They also mentioned that Chocolate Academy is the best place to learn the art of chocolates and desserts making in Pakistan.

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