

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

HOSPITALITY PLUS

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International
Culinary Championship

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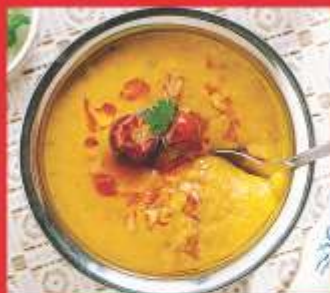


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HOSPITALITY PLUS MAGAZINE (MONTHLY PUBLICATION)

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RESTAURANTS NEED 'INDUSTRY STATUS'



The restaurant industry has silently been a cornerstone of country's economy since decades. It provides employment opportunities to millions of people in almost all the parts of the country. Despite the significant role the industry plays in our society, it is disheartening to see the challenges it faces. The restaurant industry has been persistently dealing with several challenges, including rising food costs, time restrictions due to environmental issues, electricity load shedding, and an increase in regulations. These challenges have made it difficult for restaurants to operate, and many have been forced to shut down. As a result, the industry has been hit hard, and it needs support from all quarters.

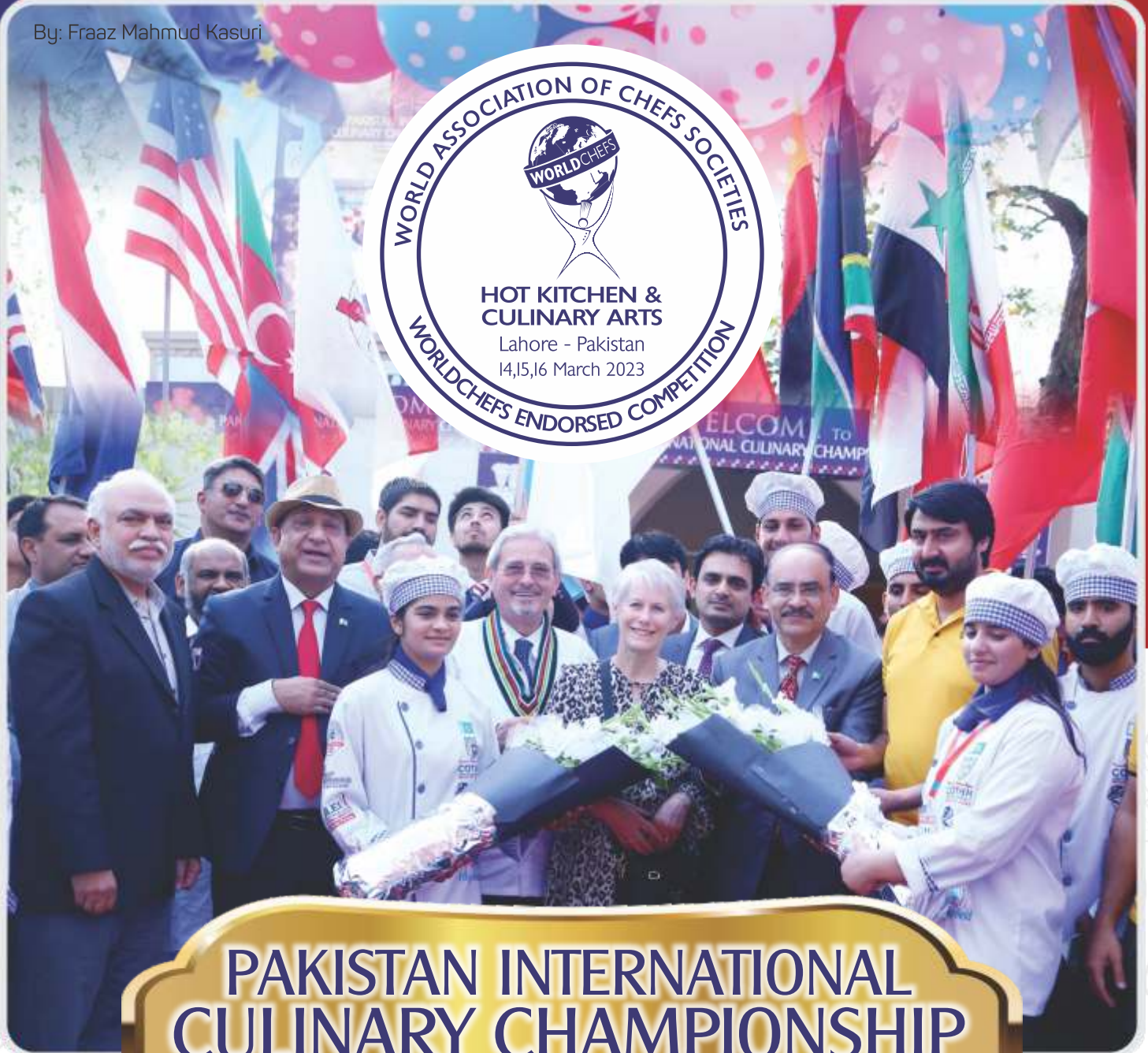
It is imperative that first of all the government must recognize the restaurant industry as a formal industry. This status will provide it with the recognition and support it needs to thrive. It will also help to attract investments and provide it with the necessary resources to remain competitive.

Moreover, instead of imposing fines and penalties on restaurants, the government regulatory bodies should work with them to overcome the challenges they face. This support could come in the form of tax incentives, financial assistance, or regulatory relief. By working with the restaurant industry, the government officials can help it overcome the challenges it faces, and in turn, help it grow.

Either it is smog or some energy conservation program, restaurants are the first places which are forced to close down. Further, in the name of food safety or hygiene standards, licensing issues or employee's medical certificates, restaurants are blackmailed to pay bribes to the officials.

It is evident that the restaurant industry is facing significant challenges, and it is vital that we recognize it as a formal industry first of all. It is essential to appreciate the role that restaurants play in our society and support them in every way possible. By doing so, we can help the industry thrive and continue to provide employment opportunities to millions of people worldwide.

By: Fraaz Mahmud Kasuri



PAKISTAN INTERNATIONAL CULINARY CHAMPIONSHIP 2023



With the participation of thousands of professional chefs not only from Pakistan but also from abroad, PICC 2023 turns out to be the biggest ever culinary championship of Pakistan.





Chefs' Association of Pakistan (CAP) with the endorsement of Worldchefs, Paris and strategic partnership of College of Tourism & Hotel Management (COTHM) arranged the 5th season of Pakistan International Culinary Championship (PICC) 2023 on March 14, 15, 16, 2023 at Royal Palm Golf & Country Club. With the participation of thousands of professional chefs not only from Pakistan but also from abroad, PICC 2023 turned out to be the biggest ever culinary championship of Pakistan.

Professional chefs from around 100 local hotels, restaurants, cafes, catering companies and etc. participated in the

“
The event was presented by Coca Cola as platinum sponsor, powered by KnN's and Cheezious Pakistan as gold sponsors, while Unilever Food Solutions, Shangrila Foods, Young's Foods, Gobi's Paints and Ambassador Commercial Kitchen Equipment sponsored the event as silver sponsors.
 ”

culinary competitions in different categories. International chefs from Worldchefs' member associations not only competed for the title of 'Best International Chef' but also performed the duties of judges for all the professional competitions. Besides the active participation of international culinary teams, National Culinary Team of Pakistan (NCTP), National Women Culinary Team of Pakistan (NWCTP) and Young Chefs Team of Pakistan (YCTP) in different cooking competitions, the championship also featured amazing food displays, fun eating competitions, Worldchefs Judging Seminar and many other useful activities.





Young chefs from different mainstream schools, colleges, universities and culinary colleges also competed in different categories. A large number of professional and young chefs also joined the event from Karachi, Islamabad, Multan, Gujranwala, Kasur, Okara, Bahawalpur and Rahim Yar Khan.

The event was presented by Coca Cola as platinum sponsor, powered by KnN's and Cheezious Pakistan as gold sponsors, while Unilever Food Solutions, Shangrila Foods, Young's Food, Gobi's Paints and Ambassador Commercial Kitchen Equipment sponsored the event as silver sponsors. Realite Organic Farms joined the

event as 'Vegetable Partner', Gobi's Paints as 'Décor Partner' while The Rich Hotel & Apartments acted as 'Hospitality Partner'.

Originations like Lahore Restaurant Association (LRA), Pakistan Tourism Development Corporation (PTDC), Punjab Food Authority (PFA), Walled City of Lahore Authority (WCLA), Parks & Horticulture Authority (PHA), and Discover Pakistan TV Channel supported the event as strategic partners. Discover Pakistan did exclusive shows on PICC 2023 on all the three days of PICC 2023.

Dignitaries from different walks of life joined the event on all the three days and



Professional chefs from around 100 local hotels, restaurants, cafes, catering companies etc. participated in the culinary competitions in different categories.



admired the job done by CAP and COTHM. Former Punjab governor Chaudhry Muhammad Sarwar, Member National





Assembly Shaista Pervaiz Malik, PTDC Director General (DG) Aftab ur Rehman Rana, senior journalist Sohail Warraich, WCLA Director General (DG) Kamran Lashari, Coca Cola Government Affairs Head Dr Faisal Hashmi and many other senior officials from different private and public sector departments joined the event as guests of honour. Famous singer Adeel Barki also attended the event and performed on stage for the amusement of the chefs' community.

'Nations Parade' was a distinct feature of PICC 2023 in which chefs from different countries of the world participated and marched from the entrance of the venue towards the competitions arena. The parade was held on all the three days

and not only international personalities but also local chefs, socialites, celebrities and other important personalities participated in that. Marching band and a group of students with international flags in their hands led the parade followed by all the guests and participants and had a round of arena. The international guests appreciated the spirit of Pakistani chefs and admired the services of Chefs' Association of Pakistan (CAP) for the chefs' community of Pakistan.

Coca Cola Pakistan & Afghanistan Vice President & General Manager Fahad Ashraf, Cheezious Pakistan Chief Executive Officer (CEO) Imran Ijaz, K&N's Foods (Pvt) Limited Chief of Multinational & Central Sales Syed



Competitions were held all the three days at Royal Palm's Silver Bell Marquee from 10AM to 8PM and around 3000 chefs competed in almost 17 different cooking categories.





Mughees A. Pirzada, Shangrila Foods Brand Manager Shahbaz Ali, Young's Food Business Development Manager (Lahore) Faizan Khan, Unilever Food Solutions Marketing Lead Umar Waqar, Gobi's Paints Brand Manager Hamza Hashmi visited and spent time at the venue along with their teams. They all were also awarded with exclusive souvenirs in recognition of their invaluable support for PICC 2023.

Competitions were held all the three days at Royal Palm's Silver Bell Marquee from 10AM to 8PM and around 3000 chefs competed in almost 17 different cooking categories. Professional chefs from various big brands of Pakistan competed for the titles of 'Best Cuisiner of Pakistan', 'Best Pastry Chef of Pakistan', 'Best Chef Pakistani Cuisine', 'Best Carving Artist of Pakistan', and 'Best Four Course Gourmet Team of Pakistan'. International chefs from different countries competed for the title of 'Best Cuisiner International'. National Culinary Team of Pakistan (NCTP) Captain Chef Raees supervised all the competitions while ensuring transparency and impartiality throughout the event.



Chef Shamoon Barkat from Café Aylanto won the title of 'Best Cuisiner of Pakistan', Chef Muniza Khalid from COTHM Karachi grabbed the title of 'Best Chef Pakistani Cuisine', Chef Asad Malik from Cakes & Bakes took the title of 'Best Carving Artist', Chef Kahadam Hussain from English Tea House won the title of 'Best Pastry Chef of Pakistan', while the team of Chef Rizwan Abbasi, Chef Umer Chaudhary and Chef Muhammad Waqas from Pearl Continental Bhurban won the title of 'Best Four Course Gourmet Team'.



A wonderful team of local and international chefs comprised the jury of PICC 2023. Under the headship of Chef Majeed Alsabagh (Head of Jury) from Syria and Waqar Ilyas Khan (Chief Coordinator-PICC 2023, Coach-NCTP, SVP-CAP), Chef Muhammad Raees (Pakistan/USA), Chef Manzoor Hassan Balghari (UAE), Chef Rima Zaid (USA), Chef Amer Rabah (Iran), Chef Domenico Maggi (Italy) and Chef Tauseef Butt (Pakistan) performed the duties as senior judges while Chef Usama Asghar, Chef Tipu Imran, Chef Muhammad Razzaq, Chef Sadaqat Sohail, Chef Shumaila Zafar, Chef Rizwan ul Haq, Chef Jahangir Hussain, Chef Asif Butt, Chef Hassan Arshad, Chef Faiza Iqbal, Chef Sher Ali and Chef Nawaz performed the duties as judges.

Chef Shamoon Barkat from Café Aylanto won the title of 'Best Cuisiner of Pakistan', Chef Muniza Khalid from COTHM Karachi grabbed the title of 'Best Chef Pakistani Cuisine', Chef Asad Malik from Cakes & Bakes took the title of 'Best Carving Artist', Chef Kahadam Hussain from English Tea House won the title of 'Best Pastry Chef of Pakistan', while the team of Chef Rizwan



Abbasi, Chef Umer Chaudhary and Chef Muhammad Waqas from Pearl Continental Bhurban won the title of 'Best Four Course Gourmet Team'. Other than the main titles, a large number of chefs also won Gold, Silver and Bronze medals in different categories. To appreciate the chefs on their participation in the competitions, all the chefs were also awarded with participation certificates.

Chaudhry Muhammad Sarwar, former governor of Punjab met with the chefs participating in the event from Pakistan and all over the world and said that such events must be held across the country as they highlight the positive image of Pakistan at the global level. Speaking to the media representatives, Sarwar said, "I appreciate the efforts of Chefs' Association of Pakistan and COTHM on arranging such a big event. I offer my support to such lively events and gatherings so that Pakistani youth might be engaged in healthy and constructive activities."

Shaista Pervez Malik, Member National Assembly of Pakistan, while talking to media admired the taste of different dishes made by the chefs. She was of the view that these are the chefs only who can conquer

“
**The spirit of Pakistan
 International Culinary
 Championship emanates
 from the idea of projecting
 a positive and soft image of
 Pakistan across the globe.**
 ”

anybody's heart through his/her stomach. Pakistan Tourism Development Corporation (PTDC) MD Aftab ur Rehman Rana in his talk to media said, "This championship will promote tourism in Pakistan. Chefs from all over the world who have come over here will return to their countries having a positive and friendly image of Pakistan in their minds. These chefs will thus be brand ambassadors of Pakistan for tourism." They will not only promote tourism in Pakistan but also promote Pakistani cuisine and taste all over the world, he added.

Senior journalist Sohail Warraich in his talk

to media representatives stated that this international culinary championship, the only one of its kind in Pakistan, not only showcases the talent of our young students and chefs but will also bring Pakistani cuisine to the world. He further said that tourism is the guarantee of economic development in any country and undoubtedly this championship will lead to the promotion of tourism in the country. This championship has gathered people from all the cities and provinces of Pakistan in Lahore; thus it is not only promoting provincial harmony but also promoting Lahore as the food capital of Pakistan, he added.

While talking to media, COTHM Pakistan & Dubai CEO Ahmad Shafiq said that the key objective behind celebrating PICC was to promote the food, culture and heritage of Pakistan and develop and project the soft and positive image of the beloved country internationally. Such events, he added, could play a vital role in creating a culture of tolerance and providing people with opportunities to explore so many good things happening in Pakistan.

PAKISTAN INTERNATIONAL CULINARY CHAMPIONSHIP 2023

A HISTORICAL PERSPECTIVE

Chefs' Association of Pakistan (CAP), founded in 2006, is the proud member of Worldchefs, Paris - the global authority on food. It is the only national association of Pakistan, which is internationally recognized. It represents finest chefs, restaurateurs, hoteliers, food & beverage companies, culinarians, educators, learners and other stakeholders of Pakistan's hospitality, culinary, travel and tourism industries.

In a peaceful and beautiful country like Pakistan, CAP in collaboration with COTHM Pakistan and Dubai and Lahore Restaurant Association (LRA) and with the endorsement of Worldchefs, Paris marked the beginning of a new era of professional cooking competitions in Pakistan and jointly organized the first and one of its own kind culinary championship under the title of 'Pakistan International Culinary Festival (PICF)' in 2016.

As the cuisine of Pakistan has its own idiosyncrasies and a depth beyond imagination, the culinary championship provided the chefs with a chance to showcase and demonstrate their unique talent and skills to prove that they are no less than any other nation on the map of earth! The crosscutting theme of the championship was set to promote the Pakistani cuisine internationally. After the successful execution of PICF 2016, CAP organized the championship in 2017, 2018 and 2019 with ever increasing spirit and devotion.

Now in 2023, after a gap of three years due to COVID-19 and floods in Pakistan, CAP again arranged 'Pakistan International Culinary Championship' on March 14, 15, 16 for the recognition and uplift of culinary talent and to showcase, highlight and celebrate the prevalent culinary trends in Pakistan.









































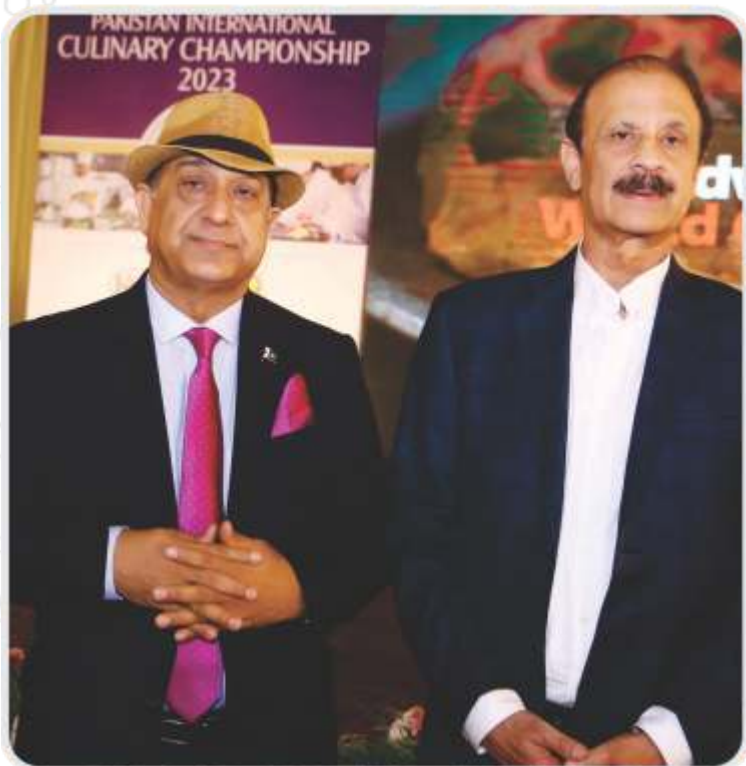












































FUTURE SHINING STARS OF CULINARY

Three-Course Modern Pakistani Cuisine (Student Category)

SR.#	NAME	INSTITUTE	AWARD
1	Amaan Arshad	COTHM LAHORE	Bronze
2	Tajamal Shahid	COTHM LAHORE	Bronze
3	Irfan Muneeb	COTHM LAHORE	Bronze
4	Aleena	COTHM LAHORE	Gold
5	Rameza	COTHM LAHORE	Gold
6	Abiha Fatima	COTHM LAHORE	Gold
7	Dilaawez	COTHM LAHORE	Bronze
8	Hafiz Zahid Mehmood	COTHM LAHORE	Bronze
9	Namra Khan	COTHM LAHORE	Bronze
10	Daniyal Haroon Butt	COTHM LAHORE	Silver
11	Mehreen Ghafoor	COTHM LAHORE	Silver
12	Ammaria Sardar	COTHM LAHORE	Silver
13	Muhammad Taha Fraz	COTHM LAHORE	Bronze
14	Arooj Shahzad	COTHM LAHORE	Bronze
15	Sharmeen Arshad	COTHM LAHORE	Bronze
16	Nayyab Naeem Butt	COTHM LAHORE	Bronze
17	Muhammad Anis Afzal	COTHM LAHORE	Bronze
18	Arfa Murtaza	COTHM LAHORE	Bronze
19	Mughees Maqsood	COTHM LAHORE	Silver
20	Muhammad Hamza	COTHM LAHORE	Silver
21	Hassan Haroon	COTHM LAHORE	Silver
22	Qamar Mukhtar	COTHM LAHORE	Bronze
23	Kaleem Ullah	COTHM LAHORE	Bronze
24	Namra Abubakar	COTHM LAHORE	Bronze
25	Syed Ibtasam Hussain	COTHM LAHORE	Bronze
26	Bilal Hanif	COTHM LAHORE	Bronze
27	Syed Muhammad Zawar	COTHM LAHORE	Bronze
28	Nisha Zia	COTHM LAHORE	Silver
29	Muhammad Hassan	COTHM LAHORE	Silver
30	Muhammad Saleh	COTHM LAHORE	Silver
31	Mehr Ali Tarar	COTHM LAHORE	Gold
32	Hafiza Mahak Yousaf	COTHM LAHORE	Gold
33	Mahnur Imran	COTHM LAHORE	Gold
34	Mubashir Sagheer	COTHM LAHORE	Gold
35	Muhammad Zain	COTHM LAHORE	Gold
36	Amar Ashraf	COTHM LAHORE	Gold
37	Muhtashim Mirza	COTHM LAHORE	Gold
38	Tayyab Khan	COTHM LAHORE	Gold
39	Tooba Shaukat	COTHM LAHORE	Gold
40	Zuhair Ali Lodhi	COTHM ISLAMABAD	Silver

41	M. Abu Bakar	COTHM ISLAMABAD	Silver
42	Syed M. Hassan Naqvi	COTHM ISLAMABAD	Silver
43	Maham Nasir	COTHM LAHORE	Silver
44	Muhammad Shoaib	COTHM LAHORE	Silver
45	Mehak Waheed	COTHM LAHORE	Silver
46	Moaz Ashraf	COTHM LAHORE	Gold
47	Samra Rafique	COTHM LAHORE	Gold
48	Sana Iftikhar	COTHM LAHORE	Gold
49	Huda Basharat	COTHM LAHORE	Silver
50	Raheel Khan	COTHM LAHORE	Silver
51	Muqadas Shahbaz	COTHM LAHORE	Silver
52	Ahmad Shahid	COTHM LAHORE	Bronze
53	Abdul Moez Pervaiz	COTHM LAHORE	Bronze
54	Afaq Mubashar	COTHM LAHORE	Bronze
55	Muhammad Shahbaz	COTHM LAHORE	Silver
56	Sana Shaheen	COTHM LAHORE	Silver
57	Laiba Arshad	COTHM LAHORE	Silver

Chicken Practical Cookery (Student Category)

SR.#	NAME	INSTITUTE	AWARD
1	Muhammad Shariq	COTHM KARACHI	Gold
2	Fatima Khan	KARACHI INSTITUTE OF CULINARY ARTS	Bronze
3	Muhammad Asghar	COTHM KARACHI	Bronze
4	Talha Idress	COTHM JOHAR TOWN	Gold
5	Eraj Rizvi	COTHM KARACHI	Bronze
6	Aqla Nadir	COTHM JOHAR TOWN	Bronze
7	Muhammad Milhan	COTHM KARACHI	Bronze
8	Rubab Fatima	COTHM KARACHI	Bronze
9	Mustafa	COTHM KARACHI	Silver
10	Gohar Ayyub	COTHM JOHAR TOWN	Bronze
11	Laiba	UNI OF HOME ECONOMICS	Silver
12	Bareera Anwar	UNI OF HOME ECONOMICS	Silver
13	Zohaib Irshad	COTHM JOHAR TOWN	Silver
14	Maira Kamal	UNI OF HOME ECONOMICS	Silver
15	Ahmed Farma	COTHM ISLAMABAD	Gold
16	Imran Ahmad	KARACHI INSTITUTE OF CULINARY ARTS	Gold
17	Shafan	COTHM JOHAR TOWN	Bronze
18	Tasmia Pervaiz	KARACHI INSTITUTE OF CULINARY ARTS	Silver
19	Syed Muzammil Liaquat		Silver

FUTURE SHINING STARS OF CULINARY

Three-Course Modern Pakistani Cuisine (Student Category)

SR.#	NAME	INSTITUTE	AWARD
1	Bushra Qaiser	COTHM LAHORE	Gold
2	Nashra Yaqoob	COTHM LAHORE	Gold
3	Taimoor Iftikhar	COTHM LAHORE	Gold
4	Abdul Hadi	COTHM LAHORE	Silver
5	Jawaria Mubeen	COTHM LAHORE	Silver
6	Muzdulfa Hashmi	COTHM LAHORE	Silver
7	Moez Zaheer	COTHM JOHAR TOWN	Silver
8	Sahil Shah	COTHM JOHAR TOWN	Silver
9	Farheen Rohail	COTHM JOHAR TOWN	Silver
10	Saba Javaid	COTHM LAHORE	Gold
11	Irfan Javaid	COTHM LAHORE	Gold
12	Kishwar Qamar	COTHM LAHORE	Gold
13	Syed Ali Qasim	COTHM JOHAR TOWN	Silver
14	M Hamza Asif	COTHM JOHAR TOWN	Silver
15	M Shahzaib Bhatti	COTHM JOHAR TOWN	Silver
16	Farhat	COTHM LAHORE	Silver
17	Zainab	COTHM LAHORE	Silver
18	Khadija	COTHM LAHORE	Silver
19	Zaeem Sultan	COTHM JOHAR TOWN	Gold
20	Abu Sufyan	COTHM JOHAR TOWN	Gold
21	Syed Fashi	COTHM JOHAR TOWN	Gold
22	Mahnoor Ahmed	COTHM LAHORE	Silver
23	Ali Qasim	COTHM LAHORE	Silver
24	Malaika Imran	COTHM LAHORE	Silver
25	Ijaz Ur Rehman	COTHM JOHAR TOWN	Silver
26	Fateeha Tariq	COTHM JOHAR TOWN	Silver
27	Soniya Mansur	COTHM JOHAR TOWN	Silver
28	Mahin Abdul Majeed	COTHM LAHORE	Silver
29	Nahin Abdul Rehman	COTHM LAHORE	Silver
30	Eman Arshad	COTHM LAHORE	Silver
31	Fajar Yaqoob	COTHM JOHAR TOWN	Silver
32	Esha Ilyas	COTHM JOHAR TOWN	Silver
33	Abdullah Arshad	COTHM JOHAR TOWN	Silver
34	Muhammad Moosa	COTHM LAHORE	Silver
35	Taha Zubair	COTHM LAHORE	Silver
36	Abdul Rehman	COTHM LAHORE	Silver
37	Mehwish Khalil	COTHM LAHORE	Silver
38	Muhammad Usman	COTHM LAHORE	Silver
39	Umama Arif	COTHM LAHORE	Silver
40	Zeeshan	COTHM LAHORE	Gold

41	Fatima	COTHM LAHORE	Gold
42	Soban Ali	COTHM LAHORE	Gold
43	Umar Awan	COTHM LAHORE	Bronze
44	Umaira Nawaz	COTHM LAHORE	Bronze
45	Monica	COTHM LAHORE	Bronze
46	Ali Faheem	COTHM JOHAR TOWN	Silver
47	Khadija Zaib	COTHM JOHAR TOWN	Silver
48	Shingraf Arshad	COTHM JOHAR TOWN	Silver
49	Abdul Saboor Butt	COTHM LAHORE	Gold
50	Dawood Stephen	COTHM LAHORE	Gold
51	Harram Habib	COTHM LAHORE	Gold
52	Ghina Sohail	COTHM LAHORE	Silver
53	Nadia Azeem	COTHM LAHORE	Silver
54	Areeba Attique	COTHM LAHORE	Silver
55	Burhan	COTHM LAHORE	Gold
56	Noman	COTHM LAHORE	Gold
57	Ali Haider	COTHM LAHORE	Gold
58	Muhammad Kaif	COTHM LAHORE	Gold
59	Hassan	COTHM LAHORE	Gold
60	Awais	COTHM LAHORE	Gold
61	Tanzeela	COTHM LAHORE	Silver
62	Sawera	COTHM LAHORE	Silver
63	Moiz	COTHM LAHORE	Silver
64	Rizwana Zulfiqar	COTHM LAHORE	Silver
65	Annus Munaf	COTHM LAHORE	Silver
66	Muhammad Rizwan	COTHM LAHORE	Silver
67	Qais	COTHM LAHORE	Silver
68	Ali Haider	COTHM LAHORE	Silver
69	Shahroze	COTHM LAHORE	Silver
70	Shahab	COTHM LAHORE	Silver
71	Qasim	COTHM LAHORE	Silver
72	Ahsan Siddique	COTHM LAHORE	Silver
73	Amal Naveed	COTHM LAHORE	Silver
74	Isma	COTHM LAHORE	Silver
75	Arooj Tariq	COTHM LAHORE	Silver
76	Mudassar	COTHM LAHORE	Bronze
77	Salman Ali	COTHM LAHORE	Bronze
78	Shah Zawar	COTHM LAHORE	Bronze

Three-Course Modern Pakistani Cuisine (Student Category)

SR.#	NAME	INSTITUTE	AWARD
1	Naveed Abdullah	COTHM JOHAR TOWN	Bronze
2	Taaha Shahbaz	COTHM JOHAR TOWN	Bronze



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FUTURE SHINING STARS OF CULINARY

1	Imran	COTHM JOHAR TOWN	Bronze
2	Wasiq Imran	COTHM OKARA	Bronze
3	Faraz Shamshad	COTHM OKARA	Bronze
4	Dawood Falees	COTHM OKARA	Bronze
5	Hajra Hanif	COTHM JOHAR TOWN	Bronze
6	Muhammad Hassan Ali	COTHM JOHAR TOWN	Bronze
7	Meerab Waseem	COTHM JOHAR TOWN	Bronze
8	Badar Muneer	COTHM OKARA	Silver
9	Adnan Rafiqi	COTHM OKARA	Silver
10	Wadood Aziz	COTHM OKARA	Silver
11	Farida Akbar	COTHM JOHAR TOWN	Gold
12	Kiran Abdul	COTHM JOHAR TOWN	Gold
13	M Aruf	COTHM JOHAR TOWN	Gold
14	Zubia Aslam	TEVTA LAHORE	Bronze
15	Arooj Fatima	TEVTA LAHORE	Bronze
16	Areeba Ishfaq	TEVTA LAHORE	Bronze
17	Areeba	COTHM GUJRANWALA	Gold
18	Aqsa	COTHM GUJRANWALA	Gold
19	Minahil	COTHM GUJRANWALA	Gold
20	Maryam Zeeshan	COTHM RYK	Silver
21	Muhammad Saifullah	COTHM RYK	Silver
22	Muhammad Abdullah Naseer	COTHM RYK	Silver
23	Iqbal Aslam	COTHM JOHAR TOWN	Silver
24	Nazia Bibi	COTHM JOHAR TOWN	Silver
25	Allan Bhatti	COTHM JOHAR TOWN	Silver
26	Adeel	COTHM LAHORE	Silver
27	Fatima Asghar	COTHM LAHORE	Silver
28	Samraan Liaqat	COTHM LAHORE	Silver
29	Hadia Batool	COTHM JOHAR TOWN	Silver
30	Fatima Aziz	COTHM JOHAR TOWN	Silver
31	Bismillah Iqbal	COTHM JOHAR TOWN	Silver
32	Mehak Fatima	TEVTA LAHORE	Bronze
33	Amina Yaseen	TEVTA LAHORE	Bronze
34	Fazeela	TEVTA LAHORE	Bronze

Three-Course Modern Pakistani Cuisine (Student Category)

SR.#	NAME	INSTITUTE	AWARD
1	Isra Butt	COTHM JOHAR TOWN	Gold
2	Manahil Murtaza	COTHM JOHAR TOWN	Gold
3	Hira Sarfaraz	COTHM JOHAR TOWN	Gold
4	Saliha Shafique	COHMCA	Silver
5	Subyal Saeed	COHMCA	Silver
6	Asmam Haider	COHMCA	Silver

2	Ahmad Jamal	Superior University	Silver
3	Nimra Faisal	Superior University	Silver
4	M. Abdullah	Superior University	Silver
5	Muhammad Zain	PITHM	Silver
6	Muniba Danish	PITHM	Silver
7	M. Safiullah	PITHM	Silver
8	Lubna Abdul Rab	COTHM KARACHI	Silver
9	Sonia	COTHM KARACHI	Silver
10	Muhammad Shariq	COTHM KARACHI	Silver
11	Syed Talha Gillani	COTHM LAHORE	Silver
12	Affaf Tariq	COTHM LAHORE	Silver
13	Umer Munawer	COTHM LAHORE	Silver
14	Faheem Ahmed	TEVTA	Bronze
15	Fareed Nawaz	TEVTA	Bronze
16	Muhammad Nadeem	TEVTA	Bronze
17	Nouman Arif	COTHM LAHORE	Gold
18	Shoaib Khan	COTHM LAHORE	Gold
19	Mnahil Younas	COTHM LAHORE	Gold
20	Zobia Maqbool	COTHM RYK	Silver
21	Eman Fatima Sadiq	COTHM RYK	Silver
22	Robilson Jan	COTHM RYK	Silver
23	Eman Arshad	COTHM LAHORE	Silver
24	Nahin Abdul Rehman	COTHM LAHORE	Silver
25	Mahin Abdul Mujeeb	COTHM LAHORE	Silver
26	Yousra Afzaal	COTHM LAHORE	Bronze
27	Maryam Maqbool	COTHM LAHORE	Bronze
28	Maryam Shakeel	COTHM LAHORE	Bronze
29	Subhan Farooq	TEVTA	Bronze
30	Mansoor Ahmed	TEVTA	Bronze
31	Yusha Bin Hameed	TEVTA	Bronze

Three-Course Modern Pakistani Cuisine (Student Category)

SR.#	NAME	INSTITUTE	AWARD
1	Arham Chohan	COTHM MULTAN	Gold
2	Talha	COTHM MULTAN	Gold
3	Wajiha Khadim	COTHM MULTAN	Gold
4	M Iqbal	COTHM ISLAMABAD	Silver
5	Nayab	COTHM ISLAMABAD	Silver
6	Muskan	COTHM ISLAMABAD	Silver
7	Rafia Ahmed	COTHM MULTAN	Gold
8	Saliha Malik	COTHM MULTAN	Gold
9	Aleeza Arham	COTHM MULTAN	Gold
10	Faisal Jameel	COTHM ISLAMABAD	Silver

FUTURE SHINING STARS OF CULINARY

3	Syed M.ali	COTHM ISLAMABAD	Silver
4	M.moaaz Awan	COTHM ISLAMABAD	Silver
5	Saleha Safdar	COTHM MULTAN	Silver
6	Minahil Sultan	COTHM MULTAN	Silver
7	Abdur Rehman	COTHM MULTAN	Silver
8	Sheikh Abdullah	COTHM ISLAMABAD	Silver
9	Rehan Afzal	COTHM ISLAMABAD	Silver
10	Ayesha Eman	COTHM ISLAMABAD	Silver
11	Tehseen Faraz Khan	COTHM MULTAN	Silver
12	Hamza	COTHM MULTAN	Silver
13	Addullah Ali	COTHM MULTAN	Silver
14	Abdullah Asif	COTHM BAHAWALPUR	Silver
15	Ambreen Saleha	COTHM BAHAWALPUR	Silver
16	Muhammad Umer	COTHM BAHAWALPUR	Silver
17	Naziha Imtishal	COTHM MULTAN	Silver
18	Nosheen Riaz	COTHM MULTAN	Silver
19	Zara	COTHM MULTAN	Silver
20	Muhammad Tanveer	COTHM BAHAWALPUR	Silver
21	Muhammad Rashid	COTHM BAHAWALPUR	Silver
22	M Umair Ramzan	COTHM BAHAWALPUR	Silver
23	Asiya Adnan	COTHM MULTAN	Gold
24	Ayesha	COTHM MULTAN	Gold
25	Mughees	COTHM MULTAN	Gold

Three-Course Modern Pakistani Cuisine (Student Category)

SR.#	NAME	INSTITUTE	AWARD
1	Junaid Hassan	COTHM BAHAWALPUR	Silver
2	Ghulam Shabir	COTHM BAHAWALPUR	Silver
3	Umair Anjum	COTHM BAHAWALPUR	Silver
4	Rabia Aslam	COTHM LAHORE	Gold
5	Sufyan	COTHM LAHORE	Gold
6	Syed Aman	COTHM LAHORE	Gold
7	AHMED ZAFAR	COTHM LAHORE	Silver
8	ANOOSH AMIR	COTHM LAHORE	Silver
9	ZAIN ATIF	COTHM LAHORE	Silver
10	ZAIN	COTHM LAHORE	Silver
11	HAMZA	COTHM LAHORE	Silver
12	HASSAN AZIZ	COTHM LAHORE	Silver
13	Ahmad	COTHM MULTAN	Silver
14	Kashif	COTHM MULTAN	Silver
15	Amna Najam	COTHM MULTAN	Silver
16	M ABDULLAH	COTHM LAHORE	Bronze
17	SAMUAL KHADIM	COTHM LAHORE	Bronze

18	Abu Hurairah	COTHM LAHORE	Bronze
19	Noman Liaquat	COTHM BAHAWALPUR	Gold
20	Haleema Anees	COTHM BAHAWALPUR	Gold
21	Samreen Naeem	COTHM BAHAWALPUR	Gold
22	Aftab Hameed	COTHM LAHORE	Silver
23	Saad Naeem	COTHM LAHORE	Silver
24	Mohib	COTHM LAHORE	Silver
25	Abdullah Roshan	COTHM MULTAN	Gold
26	Uzair Kaleem	COTHM MULTAN	Gold
27	Munaza	COTHM MULTAN	Gold
28	Honey Saleem	COTHM LAHORE	Silver
29	Abeer Zahra	COTHM LAHORE	Silver
30	Bilal Ali	COTHM LAHORE	Silver
31	Shamsyar Kareem	COTHM MULTAN	Gold
32	Alishba Safdar	COTHM MULTAN	Gold
33	Sana	COTHM MULTAN	Gold
34	Ahsan Ali	COTHM LAHORE	Gold
35	Abdul Rab	COTHM LAHORE	Gold
36	Amir Amin	COTHM LAHORE	Gold

Chicken Practical Cookery (Student Category)

SR.#	NAME	INSTITUTE	AWARD
1	Saliha Malik	COTHM MULTAN	Silver
2	Sheeza Jamal	COTHM KARACHI	Gold
3	Arham Chohan	COTHM MULTAN	Silver
4	Abdul Rafay Ansari	COTHM KARACHI	Silver
5	Muhammad Sajjad	COTHM MULTAN	Silver
6	Muhammad Aaliyan	COTHM KARACHI	Silver
7	Salman Arshad	COTHM BAHAWALPUR	Silver
8	Areeba Kayani	COTHM KARACHI	Silver
9	Abdul Basit Hasnain	COTHM KARACHI	Silver
10	Lubna Abdul Rab	COTHM KARACHI	Silver
11	Umair Ahmed Ullah	COTHM ISLAMABAD	Silver
12	Fatima Zehra	COTHM KARACHI	Silver
13	Adnan Hussain	COTHM ISLAMABAD	Bronze
14	Ayesha Kashif	COTHM KARACHI	Silver
15	Syeda Ayesha Umer	COTHM KARACHI	Gold
16	Muhammad Arsalan	COTHM BAHAWALPUR	Silver
17	Aman Khan	COTHM KARACHI (GDICA-50)	Gold
18	Rafia Ahmad	COTHM MULTAN	Gold
19	Safa Mukaty	COTHM KARACHI	Silver
20	Talha	COTHM MULTAN	Gold
21	Rabia Umer	COTHM KARACHI	Bronze

FUTURE SHINING STARS OF CULINARY

22	M Usama	TEVTA LAHORE	Gold
23	Sharia Sharjeel	COTHM KARACHI	Silver
24	Shahriyar Ahmed Khan	COTHM KARACHI	Silver

Three-Course Modern Pakistani Cuisine

SR.#	NAME	INSTITUTE	AWARD
1	M. Salman Khatri	MASTER CLASS PAKISTAN	Bronze
2	Hafiza Maliha	IHOP	Bronze
3	Talat Nazeer	PITHM	Bronze
4	Waseem	TECHNICAL COLLEGE KASUR	Bronze
5	Irshan Masih	NISHAT HOTEL LHR	Silver
6	Erum Shiekh	PITHM	Silver
7	M. Zain	PITHM	Silver
8	Fatima Ali Asghar	PITHM	Silver
9	Ali Tahir Abbas	PC HOTEL RAWALPINDI	Silver
10	Nabeel Ahmad	COTHM LAHORE	Silver
11	Mustafa Ur Rehman	STREETWISE CUISINE	Silver
12	Bilal Mansoor	14 STREET PIZZA	Silver
13	Ziyad Malik	DE KAKE KRAZZERZ	Silver
14	Ahsan Ali Khan	BUTLERS CHOCOLATE CAFÉ	Gold
15	Syeda Muniza Khalid	COTHM KARACHI	Gold
16	Muhammad Imran	COTHM BAHAWALPUR	Gold
17	Hafiz Furqan Ahmed	SHAH JEE PAKWAN CENTRE	Gold

Seafood Practical Cookery

SR.#	NAME	INSTITUTE	AWARD
1	Muhammad Zain	PITHM	Bronze
2	Arbaz Khan	MUGHAL MEHAL HOTEL	Bronze
3	Huma Salman	MASTER CLASS PAKISTAN	Bronze
4	Waqar Rae's	SAUTE	Bronze
5	Noreen Bashir	HOME BUSSINES	Bronze
6	Muhammad Adnan	LOAF N LEAF	Bronze
7	Muhammad Aaliyan	KARACHI COTHM	Bronze
8	Ashfaq Ahmad	FREDDY'S RESTAURANT	Bronze
9	Ahsan Qamar	SHAGGYS	Bronze
10	Muhammad Samad	KARACHI COTHM	Bronze
11	Muhammad Umar Ch	PCHB	Bronze
12	Wajiha Noman	KARACHI COTHM	Bronze
13	Zill E Humma	MUHAMMADI NAHARI HOUSE	Bronze
14	Ahmed Sabhee	COTHM KARACHI	Bronze
15	Rimsha Hameed	KICA	Bronze
16	Ali Wajahat	CASA PICA RESTURANT	Bronze
17	Bilal Iqbal	TEA HOUSE	Bronze

18	Muhammad Shariq	KARACHI COTHM	Bronze
19	Alina Ghayas	COTHM MULTAN	Bronze
20	Hamza Rasheed	COTHM LAHORE	Silver
21	Muzamil Khan	COTHM JOHAR TOWN	Silver
22	Syeda Batool	SU JING & BEYOND	Silver
23	Waris Shoukat	VANILLA BY HAFSA ZUFIQAR	Bronze
24	Mujahid Ali Mujahid	PC HOTEL LAHORE	Silver
25	Hamza Shahid Mustafa	EGGSPECTION	Silver
26	Abdullah Saeed	SUPERIOR UNIVERSITY	Silver
27	Seerat Riaz	COTHM JOHAR TOWN	Silver
28	Humayoun Kabeer	KARACHI INSTITUTE OF CULINARY ARTS	Silver
29	Adnan Javed	SYMPOSIUM CAFÉ	Silver
30	Asad Malik	CAKES & BAKES	Silver
31	Ayesha Kashif	COTHM KARACHI	Silver
32	Mutiaa Zeeshan	COTHM KARACHI	Silver
33	Haroon Shahzad	SAUTE	Silver
34	Muhammad Hamza	ROYAL SWISS HOTEL	Silver
35	Syed Uzair Ali	POF	Silver
36	Lubna Abdul Rab	COTHM KARACHI	Silver
37	Muhammad Asghar	COTHM KARACHI	Silver
38	Wajid Ali	PC HOTEL BHURBAN	Gold
39	Dawod Said	SYRIA	Gold
40	Ahmad Amer	SYRIA	Gold
41	Sonia	COTHM KARACHI	Gold
42	Amna Firdos	COTHM MULTAN	Gold
43	Hina Asif	PIA	Gold
44	Tooba Moin	COTHM KARACHI	Gold
45	Sabika Haider	COTHM KARACHI	Gold
46	Ahsan	NISHAT HOTEL LAHORE	Gold

Chicken Practical Cookery

SR.#	NAME	INSTITUTE	AWARD
1	Adnan Javed	SYMPOSIUM CAFÉ	Silver
2	Asad Malik	CAKES & BAKES	Silver
3	Haroon Shahzad	SAUTE	Silver
4	Awais Manzoor	SAUTE	Silver
5	Jameel	SAUTE	Silver
6	Shumaisa Hijab	CAFÉ DE BELLA	Silver
7	Haris Ijaz	COTHM LAHORE	Silver
8	Sharoon Aslam	GO FLOUR	Silver
9	Waqar Rae's	SAUTE	Silver
10	Taimoor Khan	BENEDICTION	Silver
11	Saleem Abbas	LOAF N LEAF	Silver

FUTURE SHINING STARS OF CULINARY

12	Fiza Iftikhar	HOME CHEF	Silver
13	Arslan Bashir	GRAND ITTEHAD HOTEL	Silver
14	Zain Ul Abidin	ENGLISH TEA HOUSE	Gold
15	Bilal Iqbal	TEA HOUSE	Gold
16	Muhammad Moman	BENEDICTION	Gold
17	Waris Shoukat	VANILLA BY HAFSA ZUFIQAR	Gold
18	Zein Aldeen Adham	SYRIA	Gold
19	Ahmad Amer	SYRIA	Gold

Pasta Dish

SR.#	NAME	INSTITUTE	AWARD
1	Sikandar Azam	SELF EMPLOYED	Bronze
2	Shahid Iqbal	NISHAT HOTEL LAHORE	Bronze
3	Nimra Faisal	Superior University	Bronze
4	Syeda Batool	SU JING & BEYOND	Bronze
5	M Anas Javed	COTHM JOHAR TOWN	Bronze
6	Fabashir Fatima	COTHM KARACHI	Bronze
7	Erum Shiekh	PITHM	Silver
8	Arbaz Khan	MUGHAL MEHAL HOTEL	Silver
9	Saad Safdar	COTHM LAHORE	Silver
10	Maryam Tufail	AVARI HOTEL LAHORE	Silver
11	Talha Idress	COTHM JOHAR TOWN	Silver
12	Daniyal Ikram	COTHM JOHAR TOWN	Silver
13	Muzamil Khan	COTHM JOHAR TOWN	Silver
14	Humaira Shahzad	COTHM JOHAR TOWN	Silver
15	Ziyad Malik	DE KAKE KRAZZERZ	Silver
16	Khurram Ghaffar	YUM GROUP OF RESTAURANTS	Silver

17	Bilal Iqbal	TEA HOUSE	Silver
18	Hameed Ud Din	TEVTA LAHORE	Silver
19	Fatima Riaz	COTHM LAHORE	Silver
20	Ahmad Amer	SYRIA	Silver
21	Taimoor Imran	COTHM LAHORE	Gold
22	Arfa Ahmad	COTHM LAHORE	Gold
23	Muhammad Saeed	DAWAT-E-ISLAMI CENTER	Gold
24	Muhammad Asad	COTHM JOHAR TOWN	Gold
25	M. Salman Khatri	COTHM KARACHI	Gold
26	Nabeel Akbar	HS IT-SOLUTIONS	Gold
27	Wasif Ali Zaidi	PC HOTEL LAHORE	Gold
28	Muhammad Moman	BENEDICTION	Gold
29	Zein Aldeen Adham	SYRIA	Gold
30	Dawod Said	SYRIA	Gold
31	Nadeem Tahir	TUSCANY COURTYARD	Gold
32	Horeeza Shakeel	COTHM ISLAMABAD	Gold
33	Alina Ghayas	COTHM Multan	Gold

Fruits & Vegetable Carving Display & Live

SR.#	NAME	INSTITUTE	AWARD
1	Kalawila Pathirage	PC HOTEL LAHORE	Gold
2	Shahzad Ali	LUXUS GRAND	Silver
3	Asad Malik	CAKES AND BAKES	Silver

FUTURE SHINING STARS OF CULINARY

PIZZA CLASS

SR.#	NAME	INSTITUTE	AWARD
1	Muhammad Usman	COTHM LAHORE	Bronze
2	Manal Sultan	COTHM LAHORE	Bronze
3	M Ameer Hamza	COTHM LAHORE	Bronze
4	Numan Shahid	COTHM LAHORE	Bronze
5	Madiha Abad	COTHM LAHORE	Bronze
6	Abdul Mateen	COTHM LAHORE	Bronze
7	Taimoor Ali	COTHM LAHORE	Bronze
8	Taha	COTHM LAHORE	Bronze
9	Ibtasam	COTHM LAHORE	Bronze
10	Farhan Razzaq	COTHM LAHORE	Bronze
11	Uzma Naveed	COTHM STUDENT	Silver
12	Ali Iftikhar	COTHM JOHAR TOWN	Silver
13	Adeel Atif	COTHM LAHORE	Silver
14	Aman Waheed Butt	COTHM LAHORE	Silver
15	Saliha Imran Ahmed	COTHM LAHORE	Silver
16	Muhammad Talha	COTHM LAHORE	Silver
17	Muhammad Arman	COTHM LAHORE	Silver
18	Nisha Aslam	COTHM LAHORE	Silver
19	Usman Ali	COTHM LAHORE	Silver
20	Zarmain Collado Khokher	COTHM LAHORE	Silver
21	Syed Ali Raza Bukhari	COTHM LAHORE	Silver
22	Yusra Kausar	COTHM LAHORE	Silver
23	Mutahara Raza	COTHM LAHORE	Silver
24	Faizan Ali	COTHM LAHORE	Silver

25	Minahil Sajid	COTHM LAHORE	Gold
26	Joy Angel	COTHM LAHORE	Gold
27	Komal	COTHM LAHORE	Gold
28	Maryam Irshad	COTHM LAHORE	Gold
29	Atifa Akram	COTHM LAHORE	Gold
30	M Shahzaib Iqbal	COTHM LAHORE	Gold
31	M Sultan Ahmad	COTHM LAHORE	Gold

Four Plates of Desserts

SR.#	NAME	INSTITUTE	AWARD
1	Mehmooda Jawad	COTHM KARACHI	Bronze
2	M Imran Ahmed	KARACHI INSTITUTE OF CULINARY ARTS	Bronze
3	M Waseem	ITHM	Bronze
4	Ansar Ali Tabasum	MANDRINE KITCHEN	Bronze
5	Muniba Danish	PITHM	Silver
6	Saima Adnan	COTHM KARACHI	Silver
7	Zahra Khan	COTHM KARACHI	Silver
8	Fazal Maula	YUM GROUP OF RESTAURANTS	Silver
9	Imran Ahmed	KARACHI INSTITUTE OF CULINARY ARTS	Silver
10	Abdul Kareem	MONAL LAHORE	Gold

Baked Goods & Baked Breads

SR.#	NAME	INSTITUTE	AWARD
1	M Muzamil	CARREFOUR	Bronze
2	Fatima Ali Asghar	PITHM	Silver
3	Dania Yousuf	COTHM KARACHI	Silver
4	Kainat Usama	CHOCOLATE ACADEMY	Silver

FUTURE SHINING STARS OF CULINARY

Best Cuisiner of Pakistan

SR.#	NAME	ORGANIZATION	AWARD	TITLE
1	Mohsin Randhawa	PC HOTEL BHURBAN	Bornze, Silver, Gold	2nd Runner up
2	Sohail Ahmad	PIZZA WARMA	Silver, Silver, Gold	1st Runner up
3	Shamoon Barkat	CAFÉ AYLANTO	Silver, Gold, Gold	Winner

Best Pastry Chef of Pakistan

SR.#	NAME	ORGANIZATION	AWARD	TITLE
1	Muhammad Safdar	PC HOTEL BHURBAN	Silver, Silver, Bronze	2nd Runner up
2	Muhammad Ashraf	PC HOTEL LAHORE	Gold, Gold, Silver	1st Runner up
3	Khadim Hussain	YUM GROUP OF RESTAURANTS	Gold, Gold, Silver	Winner

Best Chef Pakistani Cuisine

SR.#	NAME	ORGANIZATION	AWARD	TITLE
1	Ahsan Ali Khan	BUTLERS CHOCOLATE CAFÉ	Gold	2nd Runner up
2	Muhammad Imran	COTHM BAHAWALPUR	Gold	1st Runner up
3	Syeda Muniza Khalid	COTHM KARACHI	Gold	Winner

Best Carving Artist of Pakistan

SR.#	NAME	ORGANIZATION	AWARD	TITLE
1	Shahzad Ali	LUXUS GRAND	Silver	2nd Runner up
2	Kalawila Pathirage	PC HOTEL LAHORE	Gold	1st Runner up
3	Asad Malik	CAKES AND BAKES	Gold	Winner

Best Four-Course Gourmet Team

SR.#	NAME	ORGANIZATION	AWARD	TITLE
1	Umair Ali	NISHAT HOTEL LAHORE	Silver	2nd Runner up
2	Gulam Abbas	NISHAT HOTEL LAHORE	Silver	2nd Runner up
3	Naveed Ahmed	NISHAT HOTEL LAHORE	Silver	2nd Runner up
4	Arfa Ahmed	BENEDICTION	Gold	2nd Runner up
5	Taimoor Khan	BENEDICTION	Gold	2nd Runner up
6	Muhammad Moman	BENEDICTION	Gold	2nd Runner up
7	Rizwan Abbasi	PC HOTEL BHURBAN	Gold	Winner
8	M. Umar Ch	PC HOTEL BHURBAN	Gold	Winner
9	Muhammad Waqas	PC HOTEL BHURBAN	Gold	Winner

PARTICIPANT EATERIES





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DISCOVER PAKISTAN

★ BEST CUISINER OF PAKISTAN ★



Shamoon Barkat
WINNER



Sohail Ahmad
First Runner-up



Mohsin Randhawa
2nd Runner-up

★ BEST CHEF PAKISTANI CUISINE ★



Syeda Muniza Khalid
WINNER



Muhammad Imran
First Runner-up



Ahsan Ali Khan
2nd Runner-up

★ BEST FOUR COURSE GOURMET TEAM ★



Pearl Continental Hotel Bhurban
WINNER



Benediction
First Runner-up

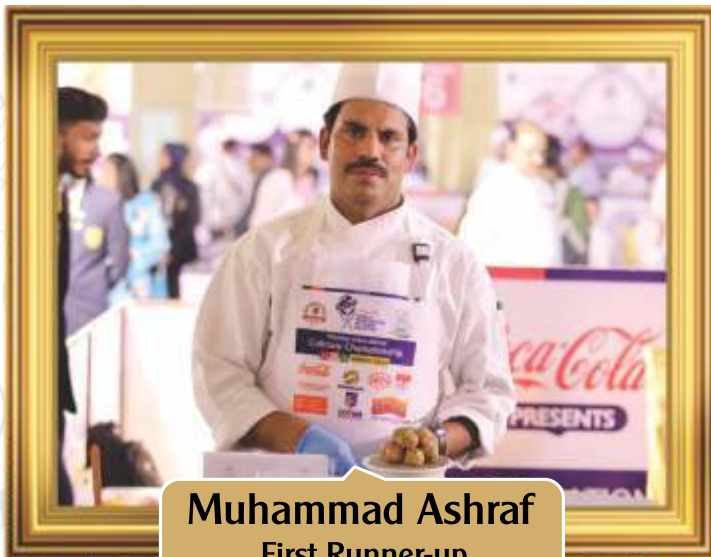


Nishat Hotel
2nd Runner-up

★ BEST PASTRY CHEF OF PAKISTAN ★



Khadim Hussain
WINNER



Muhammad Ashraf
First Runner-up

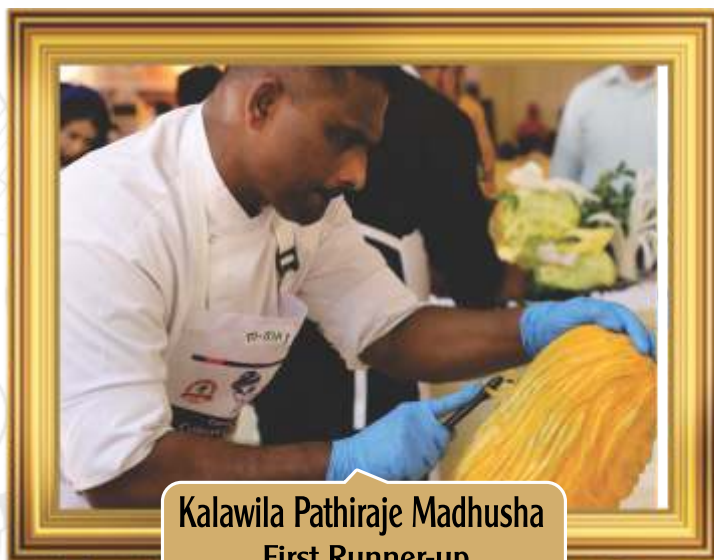


Muhammad Safdar
2nd Runner-up

BEST CARVING ARTIST



Asad Malik
WINNER



Kalawila Pathiraje Madhusha
First Runner-up



Shahzad Ali
2nd Runner-up

★ BEST TEAM INTERNATIONAL ★



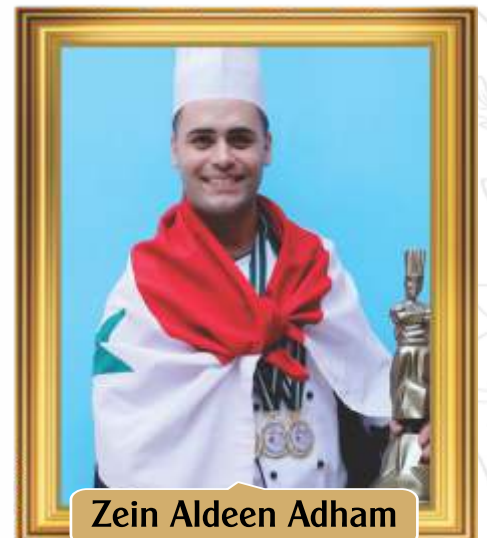
Syrian Culinary Team
WINNER



Ahmed Amer



Dawood Said



Zein Aldeen Adham

INDIVIDUAL CATEGORIES

**Best Chef
Pakistani Cuisine**

Gold



**Hafiz Furqan Ahmad
Shah G Pakwan**

**Chicken Practical
Cookery**

Gold



**Ahmed Amer
Syria**

**Chicken Practical
Cookery**

Gold



**Muhammad Momin
Benediction**

**Chicken Practical
Cookery**

Gold



**Bilal Iqbal
Tea House**

**Best Chef
Pakistani Cuisine**

Gold



**Zain ul Abideen
English Tea House**

**Chicken Practical
Cookery**

Gold



**Waris Shaukat
Vanila by Hafsa Zulfiqar**

**Chicken Practical
Cookery**

Gold



**Zein Aldeen Adham
Syria**

**Four Plates of
Dessert**

Gold



**Abdul Kareem
The Monal Lahore**

**Medley of
Mocktails**

Gold



**Shahzad Ali
Luxux Grand**

**Medley of
Mocktails**

Gold



**Syed Uzair Ali
POF**

Pasta Dish

Gold



**Taimoor Imran
COTHM NGT**

Pasta Dish

Gold



**Salman Khatri
COTHM Karachi**

INDIVIDUAL CATEGORIES

Pasta Dish

Gold

Wasif Ali Zaidi
PC Lahore

Pasta Dish

Gold

Muhammad Asad
COTHM JT

Pasta Dish

Gold

Arfa Ahmad
COTHM NGT

Pasta Dish

Gold

Alina Ghayas
COTHM Multan

Pasta Dish

Gold

Muhammad Momin
Benediction

Sea Food Practical Cookery

Gold

Tooba Moeen
COTHM Karachi

Sea Food Practical Cookery

Gold

Wajid Ali
PC Bhurban

Sea Food Practical Cookery

Gold

Hina Arif Siddiqui
PIA

Sea Food Practical Cookery

Gold

Sabiqha Haider
COTHM Karachi

Sea Food Practical Cookery

Gold

Amna Firdaus
COTHM Multan

Sea Food Practical Cookery

Gold

Dawood Said
Syria

Sea Food Practical Cookery

Gold

Ahsan Anwar
Nishat Hotel

INDIVIDUAL CATEGORIES

KnN's Healthy
Chicken

Gold



Ajma Hussain

Pizza Practical

Gold



Muhammad Waqas

Pizza Practical

Gold



Ubaid Khokhar

Pizza Practical

Gold



Ahsan Anjum

Pizza Practical

Gold



Imdad Ullah

Pizza Practical

Gold



Amir Jamil

Pizza Practical

Gold



Muhammad Azeem

Pizza Practical

Gold



Numan Akhtar

Pizza Practical

Gold



Abid Sabir

Pizza Practical

Gold



Subhan Khalid

Pizza Practical

Gold



Ehsan Mushtaq

Pizza Practical

Gold



Muzamil Raza

PICC 2023 JURY



Chef Domenico Maggi



Majed Al Sabagh



Waqar Ilyas Khan



Muhammad Raees



Manzoor Hassan Balghari



Tauseef Butt



Chef Rima Zaid



Chef Rabi Ahmad



Mian Shahid Mehmood



Tipu Imran



Muhammad Razzaq



Jahangir Hussain



Shamooun Barkat



Usama Asghar



Shumaila Zafar



Ali Tahir Abbas



Rizwan ul Haq



Mohsin Randhawa



Faiza Iqbal



Hassan Arshad



Sadaqat Sohail



Sher Ali



Asif Butt



Samia Osama Lqri

WORLDCHIEFS HOLDS FIRST EVER JUDGING SEMINAR IN PAKISTAN

Aspiring chefs from different regions of Pakistan and other countries participated in the seminar to learn the latest practices being observed by the Worldchefs' approved judges.

For the first time in the history of Pakistan, Worldchefs, Paris on March 14, 2023 arranged its Judging Seminar at Royal Palm Golf & Country Club, Lahore to train the Pakistani chefs about international culinary standards.

Worldchefs' approved trainer and internationally acclaimed Chef Domenico Maggi from Italy came to Pakistan to upgrade the skills of Pakistani chefs as per the latest standards and practices of the Worldchefs, Paris.

Aspiring chefs from different regions of Pakistan and other countries participated in the seminar to learn the latest practices being observed by the Worldchefs' approved judges.

The judging seminar was conducted purely under the strict terms and conditions of Worldchefs, Paris and those who utilized the opportunity have jumped straight into the advanced phase of their professional progress.

The chefs who participated in the seminar would receive a certificate from the Worldchefs that is mandatory to become a Worldchefs Judge. After becoming a Worldchefs Judge, one can attend prestigious culinary events worldwide while



developing his/her culinary skills and those of others.

While talking to Hospitality Plus, Chef Domenico Maggi said that Chefs' Association of Pakistan (CAP) must be appreciated for arranging such an amazing opportunity for Pakistani chefs.

After attending the seminar, the chefs were also of the view that they had learnt a lot from their trainer Chef Domenico Maggi and they would definitely move further in this regard to become Worldchefs approved judges.









STRATEGIES FOR PLANNING A HYBRID HOTEL MODEL

By: Neil James

Planning a successful hybrid hotel requires careful consideration of both guest and employee needs. Automation can help streamline processes and increase efficiency, but it's important to ensure that the technology is well-tested and integrated with your PMS.

Correctly setting up automation in your business is the long-term path to efficient and smart use of resources. However, hospitality is based on the human touch, so finding the right balance is paramount when thinking about the hybrid hotel model. In this blog, we share 8 different strategies for planning a successful hybrid hotel. From identifying objectives and prioritizing tasks to providing employees with support and testing thoroughly, these strategies will help you create a hybrid hotel that meets the needs of both guests and employees.

1. Identify objectives and prioritize

Different types of automation will deliver different results within the hybrid hotel model, so it's important to identify your objectives at the outset.

2. Start small, think big

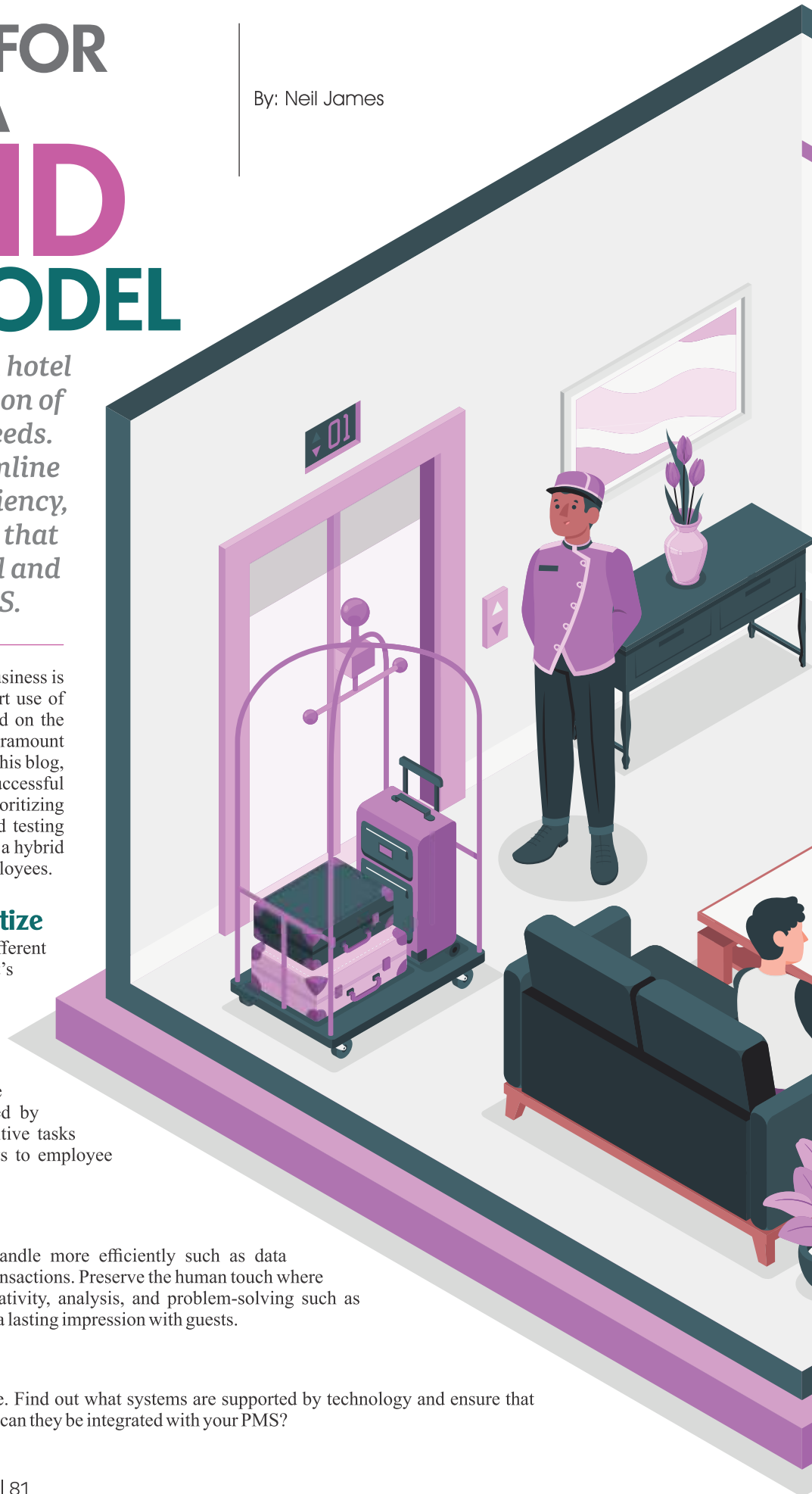
Determine which tasks and processes can be automated and which tasks are better handled by employees. Start by automating simple, repetitive tasks and those most likely to deliver improvements to employee productivity and guest satisfaction.

3. Play to strengths

Let computers perform the work they can handle more efficiently such as data processing, reporting, workflows, and simple transactions. Preserve the human touch where it counts – in tasks that involve intuition, creativity, analysis, and problem-solving such as complaints and touch points most likely to leave a lasting impression with guests.

4. Explore the technology

You can't automate if the technology isn't there. Find out what systems are supported by technology and ensure that they're well-tested by hotels. Equally important, can they be integrated with your PMS?



5. Set guest expectations

Ensure guests know what to expect in advance so there are no unpleasant surprises. If there will be no front desk staff to assist guests or the only food and beverage option is a self-service café, including the information on your website and in pre-arrival messaging.

Preserve the human touch where it counts – in tasks that involve intuition, creativity, analysis, and problem-solving such as complaints and touch points most likely to leave a lasting impression with guests.

6. Provide guests with options

Where possible, give guests the option to choose between serving themselves or being served by employees, especially in the early phases of new technology. Ensure an employee is available to assist guests – whether in person, by telephone, or through messaging.

7. Provide employees with support

Implementing automated guest messaging at Safir Hotels & Resorts was only half the success. For it to work well, we needed to ensure that our colleagues knew how to use the solutions efficiently and our guests knew what we were offering, said Shazia Nazir of Safir Hotels & Resorts. So management provided training for team members as well as branding guidelines, collateral, and social media strategies to support the launch.

8. Test thoroughly and monitor results

Don't go live with automated systems in your hybrid hotel model until you have worked out all the glitches. After launch, monitor performance closely, paying special attention to guest sentiment in surveys and reviews. Make the adjustments necessary to optimize results.

In conclusion, planning a successful hybrid hotel requires careful consideration of both guest and employee needs. Automation can help streamline processes and increase efficiency, but it's important to ensure that the technology is well-tested and integrated with your PMS. Additionally, it's important to provide guests with options and employees with support.



CHEEZIOUS PAKISTAN OPENS ITS 26TH BRANCH; 3RD IN LAHORE

COTHM CEO Ahmad Shafiq inaugurates Cheezious Pakistan's DHA branch in Lahore



Proud Pakistani fast food brand Cheezious Pakistan has opened its 26th branch in DHA, Lahore.

As per details, Cheezious Pakistan which has become a leading fast food brand in Pakistan in a very short span of time opened its 26th branch in DHA, Lahore. The new outlet which is located in the FF Sector of DHA is the 3rd branch of Cheezious Pakistan in Lahore.

Renowned hospitality and tourism expert and COTHM Pakistan & Dubai CEO Ahmad Shafiq along with Cheezious Pakistan CEO Imran Ijaz and other friends and fellows inaugurated the state-of-the-art DHA branch followed an amazing Iftar dinner.



Cheezious

The new outlet which is located in the FF Sector of DHA is the 3rd branch of Cheezious Pakistan in Lahore.



Different social and business personalities including Yum Group Executive Director Nisaar Chaudhry, senior journalist Zulfiqar Rahat, Model Bazar CEO Shahid Qadar, Alkahir Group CEO Muhammad Ahmad, Sohail Ahmad Sheikh, COTHM Joher Town Executive Director Mian Shahid, Sana Durrani, Tariq Javed and many other important personalities attended the event.

All the guests after Iftar dinner visited the kitchen of the restaurant and admired the international-level food safety and hygiene standards being observed within the premises.

While talking to media, Ahmad Shafiq said “Cheezious Pakistan is the leading fast food brand in Pakistan and it has left all other brands behind with in very short span of time. I congratulate Mr. Imran Ijaz and his team upon the opening of Cheezious Pakistan’s 26th outlet; it is indeed a great success on the part of the brand itself.”

Imran Ijaz while talking to media said “We are indebted to the love Pakistani people have given to Cheezious Pakistan and we would continue to serve the nation with quality food and that also in reasonable prices.”



THINGS THAT MAKE **Emirates** A UNIQUE AIRLINE



From larger entertainment screens to amenity kits for every fare, there's something special about Emirates

Emirates has always been known as one of the world's best carriers and has won buckets of awards. Most passengers say it is a lot to do with the fantastic service from economy to first class, the larger and more modern in-flight entertainment, and the better-than-average plane food. Let's look at some of the reasons Emirates is highly regarded.

Amenity kits for every class



A treat usually reserved for business, first class, and sometimes premium economy (a class that Emirates launched in 2021), the complimentary amenity kits that keep passengers refreshed after long flights are a passenger favorite. Emirates takes this further and makes these kits available in economy class.

According to the company, the kits contain socks, eyeshades, a toothbrush and toothpaste, and a bookmark. The kits are also made with recycled materials, resembling Earth's elements, and the six regions of the company's network, such as Latin America, the Middle East, Europe, Africa, and Australasia.

Adding to this unique feature, in 2016, Emirates also announced the world's first interactive amenity kit. The Augmented Reality (AR) technology was through a partnership with the Blippar mobile app, and customers could scan their amenity bags and unlock multiple features. The content supposedly refreshes every six months and allows customers to point at objects on the app and learn interesting facts.

Super child-friendly

While most airlines must accommodate children, Emirates is known as one to go the extra mile for parents. The Dubai-based carrier lets infants under two years old ride on a passenger's lap or in a bassinet for a discount, and children from ages two to 11 will also receive a discount. Uniquely, Emirates offers complimentary strollers for parents at the Dubai International Airport (DXB) at the check-



in desks in Terminal 3.

On the flight, children between two and 12 get specially made meals. Babies are also treated to Ella's Kitchen range, which is entirely organic. Moreover, Emirates also plans for extra-prepared parents. Those who choose to bring their own meals can heat them on the aircraft, and flight attendants will have bottles and formula also on hand for those who don't have enough.

Inclusive Dubai stopover

Dubai is one of the biggest tourist attractions in the world, and Emirates makes it easier for customers to enjoy the sites during a long-haul layover. Emirates gives customers complimentary transit visas who want to extend their layover (and will even help with the application process).

First-class showers

Emirates is one of two airlines to give first-class customers a spa-like shower experience 30,000 feet in the air. While many airlines have been quick to retire their Airbus A380 aircraft, especially amid the COVID-19 pandemic,

which has seen single-aisle travel lead the recovery, Emirates prides itself on flying the two-story jet. The extra room comes with space for a luxurious shower, which may also give customers a reason to book a flight with the A380 over the Boeing 777.

While not all A380s include a shower, the ones with two are located at the front of the upper deck. Customers can shower once per flight – the busiest times are usually two hours before landing – and will have about 30 minutes in the spacious bathroom. The only catch is that customers get just five minutes of running water, but most reviewers have said this is plenty of time. Before or after take-off, a flight attendant will ask customers if they would like to book the shower and will collect them when the time is ready.

Plus, the shower has temperature-controlled floors, a movable shower head nozzle, and a selection of skincare to make passengers feel refreshed. The other airline to offer the opportunity for a full body wash on board is fellow United Arab Emirates carrier Etihad.

Award-winning in-flight entertainment

Emirates has won Skytrax's 'best inflight entertainment' awards every year for over a decade, for a good reason. Emirates was one of the first airlines to offer individual entertainment systems in the 1990s. While initially, the industry questioned the expensive endeavor, it has now become the stock

standard of long-haul travel.

The company calls it the ICE system – information, communication, and entertainment – and has continued to ensure it is the best in the industry. First-class screens are as big as 32 inches, and economy has generously sized 13.3-inch displays.

Along with a range of alternative activities, including personal growth programs, the company offers up to 5,000 movies, music, and games channels. Altogether, it is well known for having the latest episodes of popular TV shows.

In fact, Emirates has said that it would take a passenger to fly between Dubai and Sydney 500 times to watch everything on hand. This is a handy provision for a frequent traveler, as many of us have been left bored after completing the basic offering of several other airlines.

So, these are five major aspects that make Emirates a unique carrier across the international skies. These capabilities have assisted with the company's impressive ascension over the decades.

<https://simpleflying.com/5-things-that-make-emirates-a-unique-airline/#first-class-showers>



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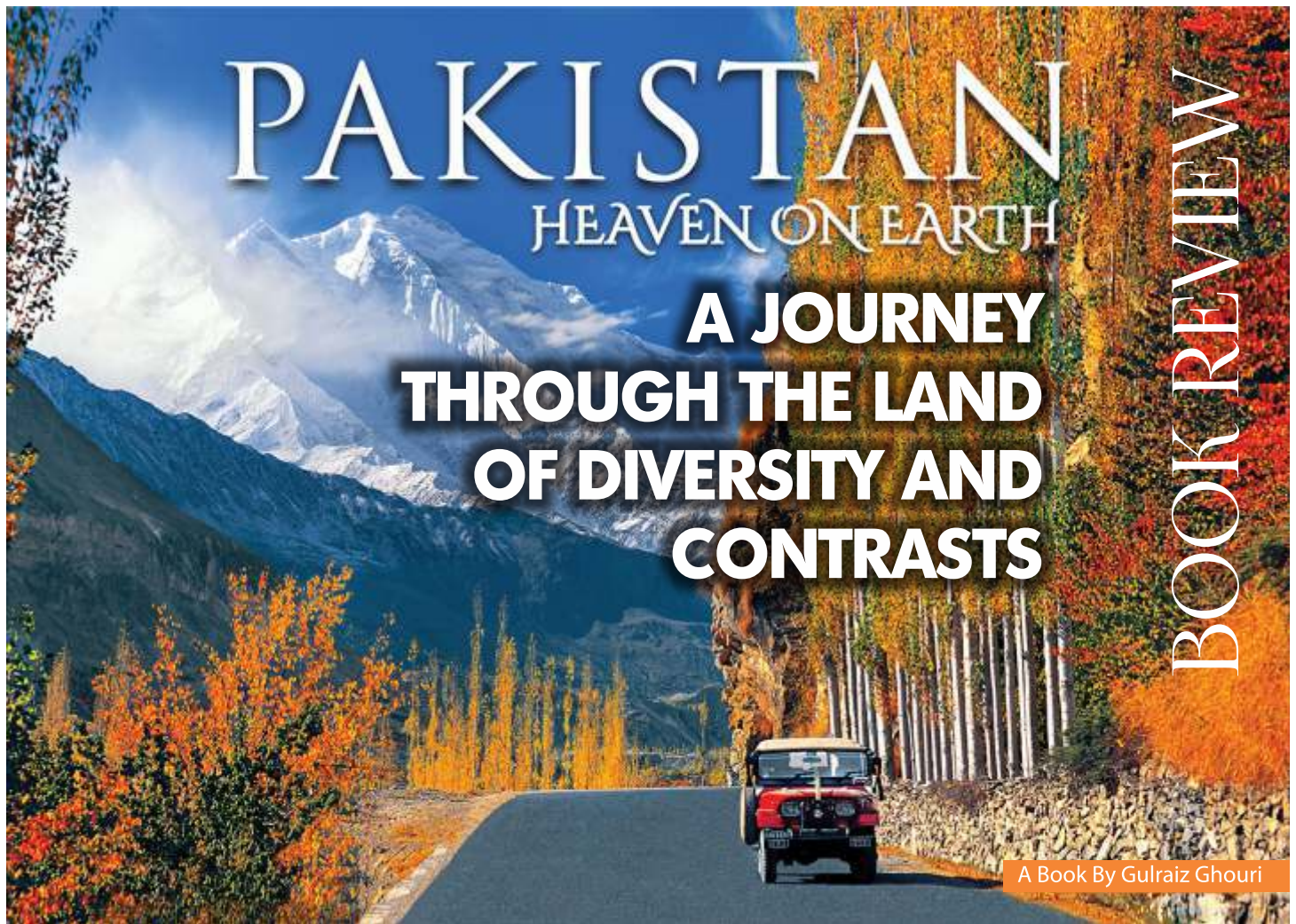
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Pakistan is a country with diverse geography and stunning natural beauty. Many a time's people have tried to showcase the beauty of Pakistan to the world through lenses but renowned photographer of Pakistan Gulraiz Ghouri in his pictorial book "Pakistan – Heaven on Earth" has done something extraordinary.

A total of 273 pages pictorial book showcases the country's landscape in an excellent way while appreciating and admiring its unique features. The book includes photographs of food, art, culture, mountain ranges, valleys, deserts, rivers, lakes, and the flora and fauna of the region.

The book highlights the country's famous landmarks, such as the Hunza Valley, the Khyber Pass, the Karakoram Highway, and the Thar Desert, among others. From the breathtaking wonders of nature and architectural diversity to the intricate details of truck art and haute couture, every page of this book is a visual treat. The photographer's skillful use of light and composition brings out the beauty of Pakistan's people and their lifestyle, and religious and cultural diversity that makes this country so unique. It also delves into the history and culture

of the region, providing readers with a comprehensive understanding of the country's landscapes and their significance.

The photographs in the book are of high quality, capturing the vivid colors and striking details of the landscape. The book's layout and design is visually appealing and easy to navigate, allowing readers to immerse themselves in the beauty of Pakistan's natural scenery.

Overall, the book "Pakistan – Heaven on Earth" has the potential to be a breathtaking tribute to Pakistan's beauty, culture, and history. The book definitely serve as an excellent resource for travelers, photographers, nature enthusiasts, and anyone who appreciates Pakistan's natural splendor.

In short, as a reader/viewer while surfing through the book you will embark on a journey through the vibrant and culturally rich nation of Pakistan. From the bustling streets of Karachi to Khyber and from Seashore of Gwadar to the serene mountains of the north, this book offers a unique insight into the country's history, people, and customs. With stunning photography and engaging storytelling, this book is an essential read for anyone interested in exploring the beauty and complexity of this fascinating nation.

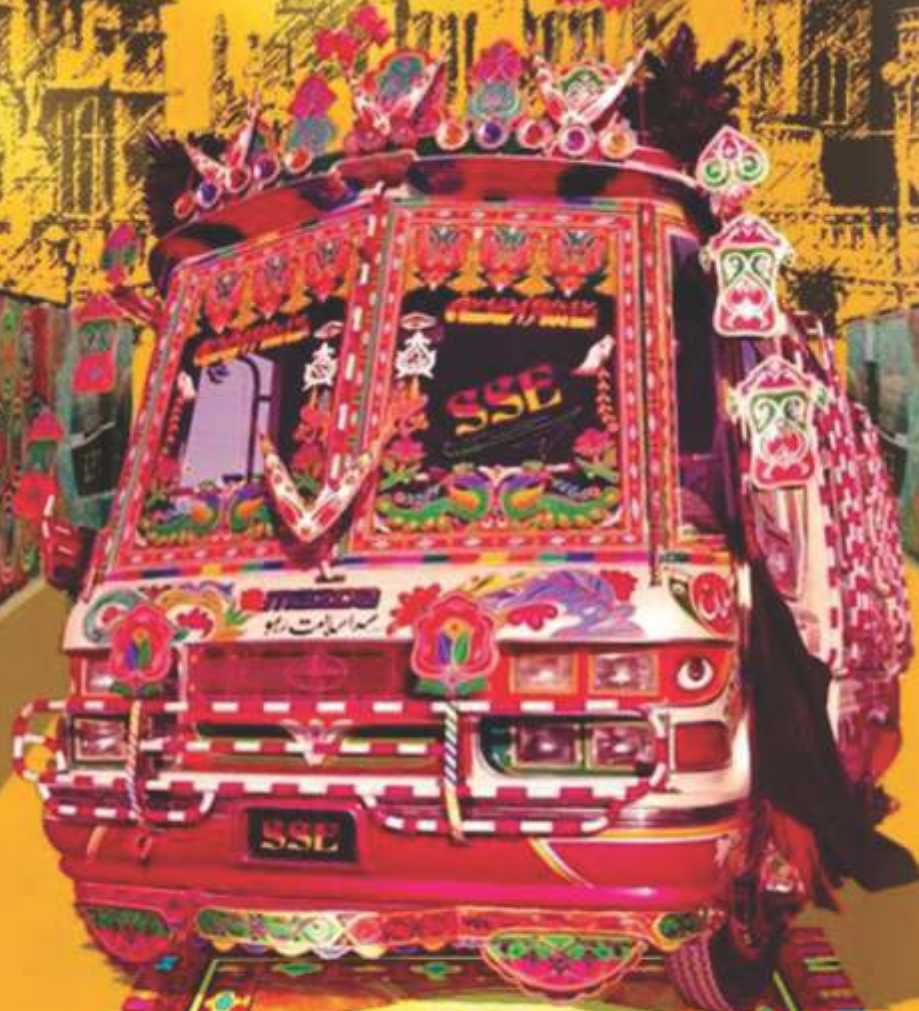




Super Savari Express Karachi

A WILDLY UNDERRATED TOURING EXPERIENCE

Super Savari Express has quickly become a popular attraction for both locals and tourists alike, offering a fun and memorable way to experience Karachi's rich culture and history.



**SUPER
SAVARI
EXPRESS**



Super Savari Express is a one-of-a-kind touring service that offers a unique and exciting way to explore the city of Karachi. Founded in 2016, the fleet of Super Savari Express is based on traditional rickshaws and buses.

With its eye-catching, colourful vehicles and lively onboard entertainment, Super Savari Express has quickly become a popular attraction for both locals and tourists alike, offering a fun and memorable way to experience Karachi's rich culture and history.

Now, let's learn more about the Karachi-based touring service and its packages

More about Super Savari Express

Super Savari Express offers a unique experience to sightseers, offering a range of pre-arranged and customised tours that showcase the best of Karachi's history, culture, and attractions. Whether you're interested in exploring the city's bustling markets, iconic landmarks, or hidden gems, Super Savari Express has a tour to suit your interests.

What makes Super Savari Express touring services really interesting is the presence of knowledgeable and qualified tour guides on board, who not only take you to your desired destination but also provide fascinating insights into the history and cultural significance of each location. Considering all these attractive features hopping on Super Savari Express seems to be an unforgettable adventure.

Super Savari Express Karachi tour details

Super Savari Express tours allow locals and foreign visitors to explore hidden gems in Karachi. Along with sightseeing, the tour also covers meals, snacks and onboard entertainment features, among other facilities.

Karachi sightseeing bus itinerary

A visit to the Frere Hall Park with the guided history of the landmark and an inside tour of the building are also a part of the package, if available.

- Driving around iconic buildings of the old city area, such as Metropole Hotel, St Patrick's Cathedral, Trinity Church, Masonic Lodge, YMCA, Sindh Assembly, Burns Gardens
- A visit to the newly opened Peoples Square, Denso Hall Rahguzar and Edulgee Dinshaw Road
- The package also includes desi breakfast at a roadside restaurant
- A visit to the KPI Karachi Parsi Institute
- A tour of the TDF Ghar, Pioneer Book House on MA Jinnah Road, Mohatta Palace Museum
- The journey will end at the same pick-up point.

Note: *The above-mentioned itinerary is subject to change depending on the condition of roads and traffic in the city.*

Super Savari Express tour price for Karachi

Super Savari Express offers tours for individuals and groups. The pricing and features for each of the tour packages are as follows.

Karachi Super Savari tour for individuals:

The charges for the sightseeing tour in Karachi are PKR 3,450 per person for adults and PKR 2,950 per person for children under 12. It would be an





If there are specific requests, such as a different pick-up location, a later start time, or a personalised travel plan, you need to inform the Super Savari Express management beforehand, so they make arrangements by assessing the feasibility.



all-inclusive package based on

- Bus ride for the tour including transport to and from the pick-up point
- Bi-lingual guides (English and Urdu speakers)
- Staff for support and travel gear management
- Desi breakfast (Anda, Paratha and Chai)
- Onboard entertainment features
- Snacks and refreshments will also be available onboard

Karachi Super Savari bus tour for groups

Looking for a private tour for your group? You can book the Super Savari Express bus with a seating capacity of up to 23 passengers for PKR 78,800. The package includes

- Bus ride for the tour including transport to and from the pick-up point
- Bi-lingual guides (English and Urdu speakers)
- Staff for support and travel gear management
- Absolute privacy. No other sightseers will be allowed except for your group
- Desi breakfast (Anda, Paratha and Chai)
- Onboard entertainment features
- Snacks and refreshments will also be available onboard



Karachi Super Savari tour timings & schedule

The Super Savari Express tours in Karachi are organized every Saturday and Sunday from 8 am to 1 pm. If you want to customize the timing and schedule of your bus tour, you can reach out to the touring service to explore the possibilities.

Things to remember

Before you book your Super Savari Express Tour in Karachi, here are a few things to bear in mind.

If there are specific requests, such as a different pick-up location, a later start time, or a personalised travel plan, you need to inform the Super Savari Express management beforehand, so they make arrangements by assessing the feasibility based on the following factors

- The number of tours and guests already booked for your preferred date
- The availability of tour guides may also depend on the number of tours and guests
- It would be wise to contact Super Savari Express and book your tour at least a week before

How to contact Super Savari Express?

There are different ways to get in touch with Super Savari Express to plan and book your sightseeing tour. However, they recommend contacting them on WhatsApp. There is also a Super Savari Express website, but it is currently not functional.

Address:

Room 119, Central Hotel Annexe, Abdullah Haroon Road, Karachi

WhatsApp: 0300-8262007

Phone: 0213-5681727

Facebook:

facebook.com/supersavariexpress

There you have it — our comprehensive guide on the Super Savari Express touring service in Karachi.

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- 4- **Hospitality & Tourism Management** (USA)
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7 Best Biryani Spots in Lahore



More elements contribute to the experience than merely Biryani. The ambiance of the shop, the atmosphere, customer service, and food flavor together make the Biryani eating experience heavenly

The Foodie people of Punjab, particularly Lahore, seem to have a never-ending love for Biryani of all sorts. Whether with aloo or without aloo, these people crave for the delicacy and so have several different places in the city that serve fresh, mouth-watering Biryani. Continue reading to get to know the best spots of Biryani in Lahore.

Biryani Express

When talking of Biryani in Lahore, perhaps the first name that you'll hear is of the Biryani Express. Currently, the ever-growing chain has about 30 outlets in the entire city, and each of them seems to deliver a uniform and tempting taste.

In terms of price, the place happens to be highly reasonable and economical. One can get a plate full of heavenly Biryani, full of spicy and tangy flavors as well raita, salad, and a drink in less than two hundred rupees. Quite surprising, isn't it? Well, that's what they

excel at: bringing the best Biryani to all.

Nova Biryani

Located in the Garden Town, the Nova Biryani presents us with high-



quality, premium Biryani. The chain is particularly famous for its usage of fresh ingredients and unique packaging methods. Also, the Nova Biryani offers a diversified range of Biryani, composed of the high-graded meat and the finest of spices. You can find the healthiest and spiciest of Biryani types.

Student Biryani



Student Biryani caters to Biryani addicts and lovers nationwide. The reigns of their Biryani rule even extends to the Middle East. In Lahore, you will see their iconic outlet in Lahore's Fortress Stadium. From here, you can get steaming hot, mouth-watering Biryani as well as other items on their menu (such as Shami kebab) delivered to your doorstep in a matter of minutes. Plus, the best part about this place is the fact that it offers super-hygienic dining conditions as well as hygienic food. Thus, the Biryani and all other foodstuffs on their menu are worth their price.

Biryani King

Are you looking for a place that satisfies your Biryani cravings as well as your friend's western food desires? Well, then the Biryani King is the place to go! The Biryani King, present in Wapda town, serves one of the yummiest, fastest, and cheapest Biryani in Lahore. These people also excel at other cuisines, specifically the western ones.

Lazzat Khadah

Lazzat Kadah is the place where you will find the best mutton biryani in Lahore. Situated at Anarkali Bazaar, this place has a unique approach towards cooking and presenting Biryani. Instead of serving the same old and usual chicken biryani, they use palak and mutton along with a unique blend of spices to produce phenomenal flavors of Biryani. When in Lahore, it's essential to try this special kind of Biryani.

Waqas Biryani



Located near Panorama Center, the Waqas Biryani house may not be the best place to sit and eat. The building itself is not in one of the best conditions, excluding the maddening crowd that surrounds the place. But, these people at Waqas Biryani truly know their cooking inside out. The Biryani prepared at this place has a strong, mouth-watering aroma, and a rich, flavorful taste. No wonder, their Biryani retains the title of Lahore Best Biryani.

Monal

The much-loved restaurant of Lahore, Monal, also shares the position of delivering the best Biryani. With experts and chefs, the place serves some amazing, tasty, and delightful Biryani. Upon arrival, one can observe an incredible upgrade in ambiance, atmosphere, and food-quality when compared to other Biryani shops. Thus, the Biryani at Monal is the most famous Biryani in Lahore.



How to choose the Best Biryani Shop in Lahore?

As a Biryani-lover in Lahore, you must have an idea about eating Biryani being more than an action. It is a completely mind-blowing, soul-satisfying experience. There is a joy as well as happiness at that moment, which no other non-Biryani person can relate to.

Hence, you would also know that more elements contribute to the experience than merely Biryani. The ambience of the shop, the atmosphere, customer service, and food flavor together make the Biryani eating experience heavenly. So, how to choose the Best Biryani Shop in Lahore?

Well, you can seek recommendations online, such as the ones mentioned above. But, what if you still feel unsatisfied and confused? In such conditions, follow these simple steps to choose the Best Biryani Shop.

- Visit the official website or social media page of the Biryani spot in Lahore and evaluate the authenticity as well as quality.
- Read customer reviews, which seem to offer the actual insight to the restaurant's claims.



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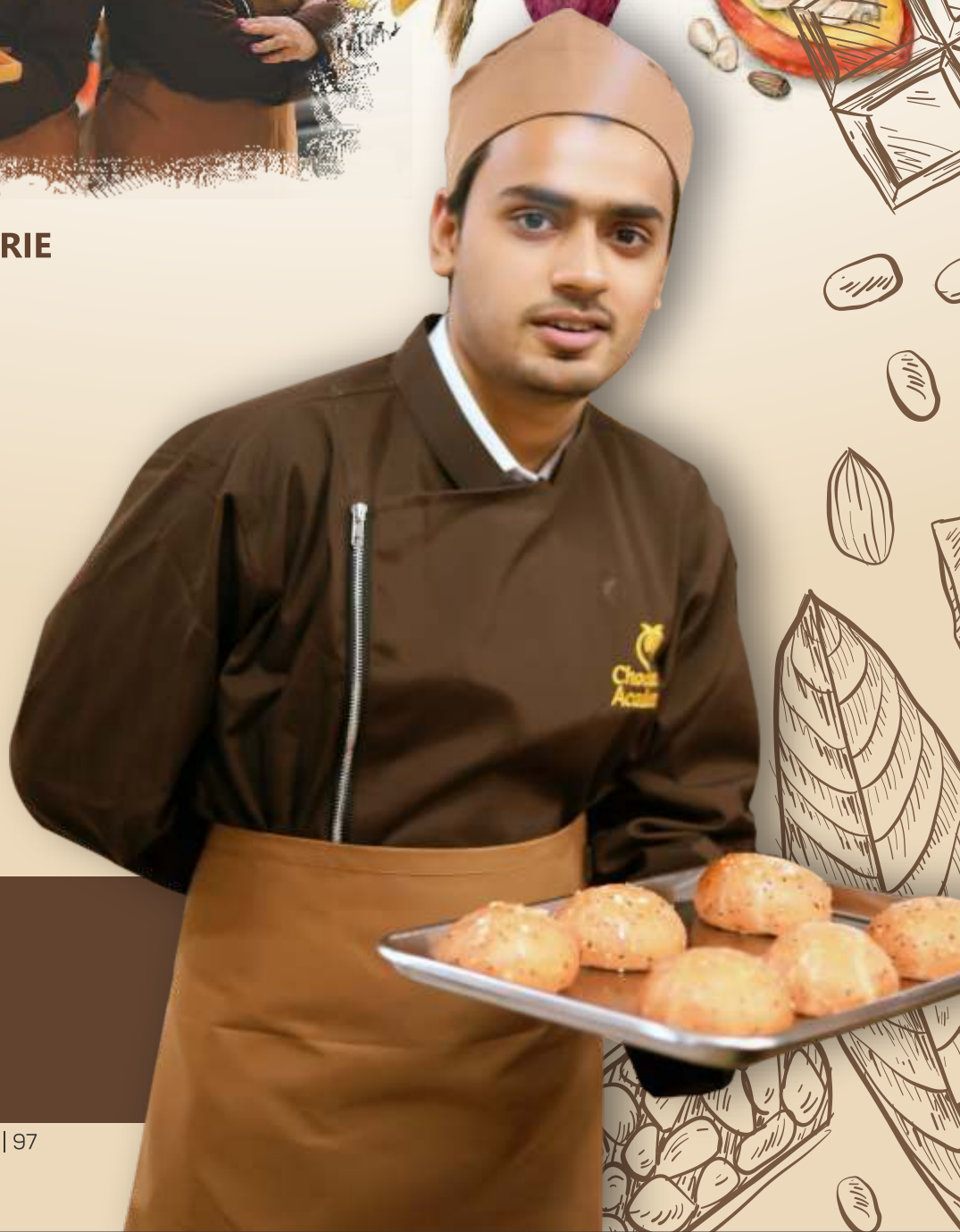
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Keeping the tradition alive, COTHM TV, this year too, brought its Ramzan Mazedar transmission for the food lovers around the globe. The best thing about this year's transmission was that renowned Pakistani food company Islander's Choice by ODR Foods sponsored the whole transmission.

A total of 60 episodes comprising 30 each for Suhoor and Iftar were recorded at the state-of-the-art kitchens of College of Tourism and Hotel Management (COTHM). Talented culinary arts students from COTHM performed as chefs and cooked delicious dishes with the help of Islanders' Choice by ODR Foods' amazing products. It was carefully taken care of that all the Suhoor and Iftar dishes were cooked while using the products of Islanders' Choice by ODR Foods. Islanders' Choice is a proud Pakistani food company which is working on the best

hygienic food options for the masses. The best thing about Islanders' Choice is that many of its products are ready mixes which save the time and energy of the chefs. If somebody wants to cook healthy and that also in a quicker period of time, Islanders' Choice by ODR Foods is the ultimate option.

While talking to Hospitality Plus, ODR Foods CEO Shahzad Makki said that Islanders' Choice is one of the initiatives of ODR Foods that is working on the quicker yet healthier food options for its customers. The purpose being supporting COTHM TV's Ramzan Mazedar transmission was to aware our young culinary arts students of the healthier food options worked upon by ODR Foods. "I congratulate COTHM and the whole team of Ramzan Mazedar transmission for bringing out some amazing food stuff for the food lovers out there."





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Program Duration:

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8- Weekly Classes	(3-Month)	COTHM



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Entry Level: Matric

Program Duration:

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INDUSTRY

PAKISTAN, AUSTRALIA AGREE TO ENHANCE BILATERAL TRADE IN TEXTILE, TOURISM FIELDS

1



Pakistan and Australia have agreed to enhance bilateral trade, especially in the fields of agriculture, textile and tourism. The understanding was reached during a meeting between Commerce Minister Syed Naveed Qamar and Australian

High Commissioner to Pakistan Neil Hawkins in Islamabad.

The two sides discussed the possibility of preferential market access under formal arrangements like PTA and FTA between Pakistan and Australia. The Commerce

Minister called for enhancing bilateral trade with Australia to its true potential, besides enhancing cooperation and transfer of technology in developing food processing, dairy and cattle industry.

THE WORLD'S BEST AIRPORT | CHANGI AIRPORT WINS THE TITLE

2



Singapore's Changi Airport has reclaimed its spot at the top of Skytrax's annual ranking of the world's best airports. Skytrax, a UK-based airline and airport review and ranking site, compiles its list by surveying travelers from across the world and asking them to rate the entire airport experience from check-in to departures and everything in between. Singapore Changi Airport previously topped

Skytrax's list for eight years running, but in 2021 and 2022 dropped a couple of spots down the list as passenger numbers fell during the pandemic, with Hamad International Airport in Doha, Qatar, taking the top gong instead.

"Singapore Changi Airport has always been a perennial favorite with travelers, and of course slipped down during Covid-19 when operations were cut back drastically,"

Skytrax's Peter Miller told.

Miller says Changi airport "offers something for everyone," and suggests that is a "key driver" of its continuing popularity. Some of Changi's charms include a spectacular 40-meter-tall (around 130 feet) indoor waterfall, a butterfly garden and an IMAX cinema not to mention more than 280 retail and dining outlets, perfect for killing time during a layover.



HIGHLIGHTS



FIRST BATCH OF 25 TOUR GUIDES COMPLETES ITS TRAINING UNDER NATIONAL TOUR GUIDES TRAINING PROGRAM



Pakistan Tourism Development Corporation (PTDC) in collaboration with Department of Tourist Services (DTS), Sustainable Tourism Foundation Pakistan (STFP), College of tourism and Hotel Management (COTHM), Pakistan Association of Tour Operators (PATO), TDCP, PUM Netherlands and Legend Hotels organized a First National Tour Guide Training Program in Islamabad from March

18, 2023 to March 31, 2023.

The aim of this training workshop was to improve the knowledge and skills of tour guides about the tourist destinations, tour group management, communication skills, and professional handling of all the aspect of tours reflecting high standards of tour guiding, customer service and operational best practices.

25 trainees from different parts of Pakistan

participated in the two weeks entry level training program which was conducted by international and national trainers and experts of tourism industry. Certificates were distributed among the trainees at the successful conclusion of first National Tour Guide Training program today on March 31, 2023 in Islamabad.

EMIRATES UNVEILS NEW SIGNATURE LIVERY FOR ITS FLEET



The distinctive livery of the world's largest international airline, Emirates, has undergone a refresh. Tim Clark, President Emirates Airline said: "Aircraft livery is the most instantly recognizable brand real estate for any airline. It's a visual representation of our unique identity, something we wear proudly, and display in all

the cities we fly to around the world. We're refreshing our livery to keep it modern, without losing the key elements of our identity such as the UAE flag on our tailfin and the Arabic calligraphy."

Eagle-eyed plane spotters and fans will immediately notice changes to the tailfin and wingtips. In this latest design, the UAE flag

on the Emirates tailfin is much more dynamic and flowing with a 3D effect artwork, and the wingtips have been painted red with the Emirates logo in Arabic calligraphy "popping" out in reverse white. Passengers onboard with a window view will see the UAE flag colours painted on the wingtips facing the fuselage.



EGYPT INTRODUCES NEW MEASURES FOR VISAS TO INCREASE TOURISM

5



In an effort to boost tourism, Egypt's Ministry of Tourism and Antiquities has announced that it will be issuing a multiple-entry visa for a period of five years, with a USD 700 (EGP 21,000) fee, for citizens of 180 countries. If the tourists already have a valid visa from the United Kingdom, the United States, the Schengen area, Japan, or New Zealand, they will be able

to receive the new visa upon arrival from Egypt's airports.

In the same vein, the Ministry also announced that citizens of China, India, and Turkish tourists can obtain a visa upon arrival through one of the Egyptian ports, while citizens of Iran and Israel can enter certain parts of the country – South Sinai and Hurgada – with a visa upon arrival, provided that they

coordinate with travel agencies first.

Emergency visas will also be issued to travellers from the Arab Maghreb nations (Morocco, Algeria, and Tunisia), and citizens of India will also be allowed to obtain an emergency visa upon arrival, if they have residency in the Gulf countries, or have an entry visa to the United States, Britain, the European Union, Australia, or New Zealand.

HITIT AND PIA MEET WITH TRAVEL PARTNERS IN SAIDU SHARIF

6



Hitit and PIA have been organizing a series of events aimed at increasing cooperation between Hitit and PIA's travel agents. The latest event, which was held in Saidu Sharif, proved particularly fruitful for both parties. Hitit and PIA hope to continue these events through 2023 as a way of expressing their gratitude for the cooperation they have received from travel agents. Hitit is one of the world's leading

airline and travel technology companies. It provide technology for Pakistan International Airlines (PIA), as well as Crane Agent Portal Plus— a cutting edge software solution for travel agencies across the country – that helps them manage their operations. Hitit's branch in Pakistan recently sponsored an event at Saidu Sharif along with PIA. This was one of many events Hitit and PIA hosted this year.

Hitit recognizes the importance of its relationship with PIA and Pakistani travel agents, working together to help grow Pakistan's tourism sector. Hitit is proud of the partnerships it has with 64 airlines worldwide. However, its longstanding relationship with PIA and Pakistani travel agents remains one of Hitit's most significant achievements to date.

HIGHLIGHTS

FPCCI, KPCTA ORGANIZE TOURISM PROMOTION AND CULTURAL PROGRAM

7



A micro-Business tourism promotion and cultural program was organized by the Khyber Pakhtunkhwa Cultural and Tourism Authority (KPCTA), the Federation of Pakistan Chambers of Commerce and Industry (FPCCI), and Qashqar Tourism at Nishtar Hall in Peshawar. The program consisted of four events: a

seminar, cultural show, mushaira, and an exhibition of traditional Chitrali products. All of these were intended to promote tourism in Chitral. The program's presidents of Chitrali Bazar, Gemstones Pakistan, Minhaj Bacha, and representatives of the Pakistan Chamber of Commerce Sartaj Khan were present, along with CM advisor Malik Mehar Elahi,

Director of Administration and Finance Khurshid Alam, Additional Commissioner Kazim Shah, Assistant Director of Culture Riaz Khan, and Station Director of Radio Pakistan Iffat Jabbar. All of the visitors were given a tour of the event's many stalls and expressed interest in and suggestions for promoting tourism in Chitral.

AIRSIAL ANNOUNCES DISCOUNTS FOR CARDHOLDERS OF VARIOUS BANKS

8



For cardholders of numerous banks, AirSial has recently announced a sizable discount on domestic flights. The airline announced the news on Twitter and noted that the 10% discount was only valid for domestic flights and could be used at AirSial ticket counters. The public has applauded this action by AirSial, which is anticipated to offer the

aviation sector—which has been reeling as a result of the COVID-19 pandemic—a much-needed boost. AirSial wants to boost its market share and attract more clients by providing discounts to cards of various banks. Customers who may now take advantage of cheaper fares also stand to gain from this move, in addition to the airline. The tourism sector, which has been severely

damaged by the pandemic, has also been given optimism by this AirSial declaration. More individuals are anticipated to travel domestically as a result of lower airfare, which will assist the tourist sector recover from the losses sustained during the pandemic.



INDUSTRY HIGHLIGHTS

RAJA JAHANGIR ANWAR TAKES CHARGE AS NEW DG OF PUNJAB FOOD AUTHORITY

9



Raja Jahangir Anwar has assumed the role of Director General of the Punjab Food Authority (PFA), becoming the ninth person to hold the position.

Anwar has held a number of key positions in Punjab before his appointment as DG PFA, including Chairman of the Punjab Cooperative Board for Liquidation, Commissioner Bahawalpur, Secretary of

Information of Punjab, and head of the Directorate General Public Relations.

Anwar has extensive experience in administration and public relations, and he has already set out his goals for the PFA. In particular, he has promised to eliminate the adulteration mafia during Ramadan, with special teams from the authority being active day and night in the field.

The new director general is determined to bring improvements to the food industry, with a focus on providing quality food to the people of Punjab. He has also pledged to increase public awareness and facilitate the food business through the use of modern technology.

DIET STUDIO ORGANIZES A ONE DAY RAMADAN SPECIAL WORKSHOP

10



In preparation for the holy month of Ramadan, Diet Studio; the sister organization of College of Tourism and Hotel Management (COTHM) organized a one day Ramadan special workshop. The workshop aimed to help attendees better understand how to maintain a healthy diet and lifestyle during the month of Ramadan and told people about different healthy and calorie counted recipes by using healthy ingredients.

The workshop was led by executive chef Usama Asghar and his team comprising of experienced nutritionists and dietitians who covered a range of topics such as meal planning, hydration, portion control, and healthy eating habits. Participants also learnt about how to make healthier food choices during Ramadan and how to prepare nutritious meals for Iftar and Suhoor.

In the workshop, executive chef Usama

Asghar made 5 healthy Ramadan recipes named Bread Pockets, Dahi Phulkiyaan, Potato Cheese Balls, Double Decker Sandwich and Doner Kebab. Iftar platter boxes were also provided to each participant, to make their iftar more delicious. This workshop was full of hands-on learning and training experience. The workshop ended with a certificate distribution ceremony.

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