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CHEFS ASSOCIATION OF PAKISTAN UNITES CHEFS NATIONWIDE

IN GRAND CELEBRATION OF INTERNATIONAL CHEFS DAY 2025

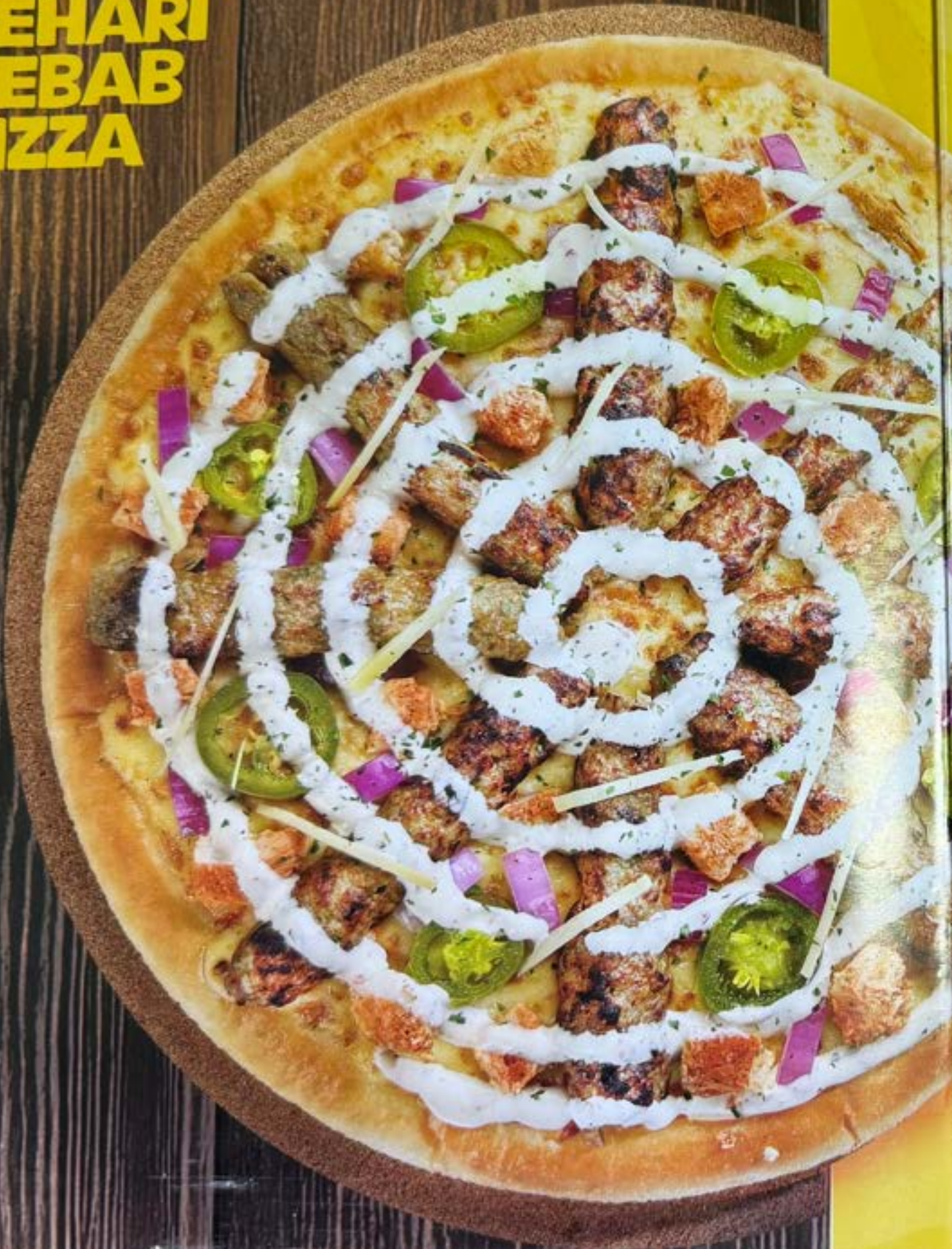


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COTHM Founder, President & CEO
Ahmad Shafiq represents Pakistan at
32nd EURHODIP Conference 2025
in Wales-UK

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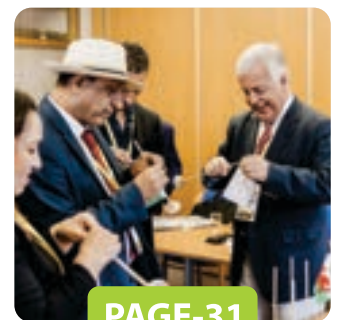
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DIGITAL TRANSFORMATION: THE FUTURE OF PAKISTAN'S CULINARY & HOSPITALITY INDUSTRY



Pakistan's hospitality and culinary sectors are poised for a digital revolution. As the world embraces artificial intelligence (AI) and technology-driven solutions, Pakistani hotels, restaurants, and culinary professionals have a unique opportunity to modernise operations, enhance guest experiences, and showcase the nation's rich culinary heritage to a global audience.

AI and digital tools are transforming kitchens and dining experiences across the country. From smart inventory systems that reduce food waste to AI-assisted recipe development that blends tradition with innovation, chefs in Pakistan can focus more on creativity while ensuring operational efficiency. Digital platforms also allow restaurateurs to reach wider audiences, introduce virtual menus, and gather data to personalise dining experiences for diverse customer preferences. This integration can help Pakistan's culinary landscape compete on an international stage, preserving its traditional flavours while embracing modern techniques.

In hospitality, AI-driven solutions are reshaping guest interactions. Smart booking systems, virtual concierges, and predictive analytics help hotels anticipate needs, optimise staffing, and enhance service quality. Digitalisation also opens doors for smaller establishments to scale efficiently, reduce operational costs, and attract tech-savvy domestic and international travellers. For Pakistan, a country with immense tourism potential, these innovations are critical to elevating standards, boosting guest satisfaction, and building a competitive edge globally.

Yet, technology alone cannot replace the warmth, empathy, and human touch that define hospitality. The true potential of digitalisation lies in its ability to empower professionals—enabling them to combine operational efficiency with cultural authenticity and personal connection.

For Pakistan, embracing AI and digital tools is not just an opportunity—it is a necessity. By integrating technology thoughtfully, the nation can preserve its rich culinary heritage, elevate service standards, and redefine hospitality experiences for a new era of travellers and food enthusiasts. The future of Pakistan's hospitality industry is intelligent, innovative, and proudly human at its core.



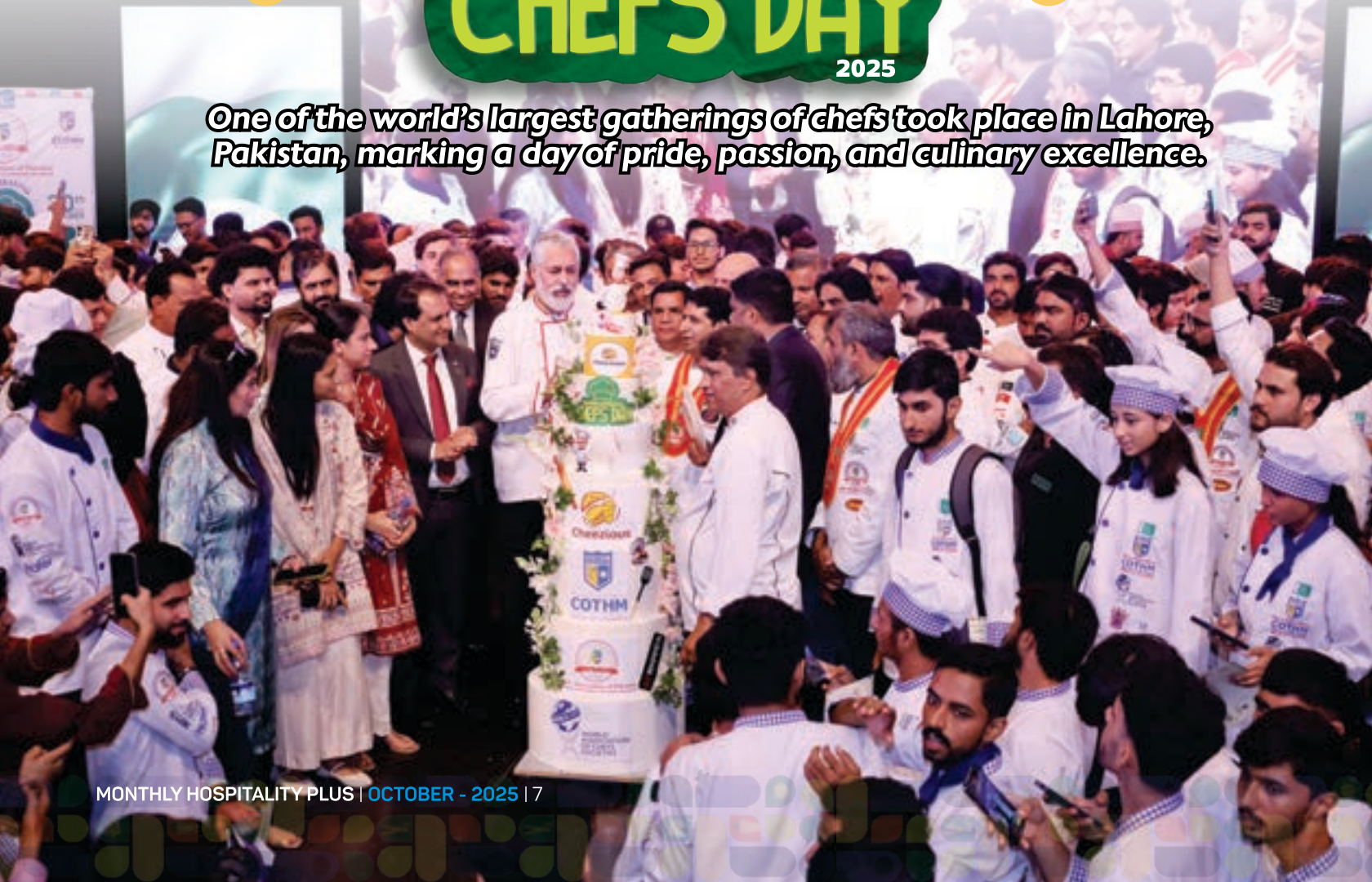
Chef's Association of Pakistan

شيفس ايسوسي ايشن آف پاکستان

CHEFS ASSOCIATION OF PAKISTAN UNITES CHEFS NATIONWIDE IN GRAND CELEBRATION OF



One of the world's largest gatherings of chefs took place in Lahore, Pakistan, marking a day of pride, passion, and culinary excellence.



Chefs Association of Pakistan (CAP), the only national member of Worldchefs from Pakistan, celebrated International Chefs Day 2025 with grand activities across the country. The nationwide celebrations brought together professional and young chefs to honour the culinary profession and the values it represents — creativity, passion, and community.

The main celebration took place at Alhamra Hall 1, Mall Road, Lahore, with parallel activities organized in Karachi, Islamabad, Rawalpindi, Multan, Faisalabad, Sahiwal, Sarai Alamgir, and several other cities by CAP's regional chapters.

The Lahore event commenced with a special video message from Worldchefs President Andy Cuthbert, followed by an inspiring message from CAP President Ahmad Shafiq and a video address from CAP Vice President Chef Muhammad

The event was generously supported by industry partners. Cheezious served as the Title Sponsor, while Nestlé Professional, K&N's, and Blue Band Professional were Gold Sponsors. Ambassador Commercial Kitchen Equipment joined as the Silver Sponsor.

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Raees. A captivating video highlighting the journey and milestones of CAP was also presented, showcasing the association's continuous efforts to uplift the chefs' community in Pakistan.

Among the CAP team attending the event were CAP Patron Waqar Ilyas Khan, Secretary General Mian Shahid Mehmood, Vice President International Affairs (Central Secretariat) Muhammad Raees and Vice President HoReCa Frazz Kasuri, Finance Secretary Nadeem Anwar, and Advisors to the President Muhammad Ashraf and Muhammad Razzaq, along with other members of the National Executive Committee.

A highlight of the ceremony was the Chef Belt Award Presentation, where senior chefs from the hospitality industry were honoured for their outstanding services and contributions. The announcement of winners from COTHM's in-house "COTHM Culinary Challenge" added further excitement to the celebration, with certificates and cash prizes presented to participants and winners.

CAP President Ahmad Shafiq, speaking through a video from abroad, announced that Pakistan has been selected to host the Worldchefs Asia Presidents Forum 2026, after winning the bid over Penang, Malaysia. The announcement was met with overwhelming enthusiasm and applause from the entire chefs' community.



Nutrition Team delivered an informative session on healthy cooking practices and distributed exclusive gifts among the chefs. Blue Band Professional and K&N's also contributed by offering product giveaways and live food tasting during the event. Cheezious supported the event with branding and promotional assistance, making the celebration even more vibrant.

A special lucky draw added to the festive mood, where a motorbike, generously sponsored by international recipe expert Ijaz Ahmad Khan, was announced as the grand prize.

During his address, CAP Secretary General Mian Shahid Mehmood highlighted that CAP continues to serve as the unified platform for chefs in Pakistan, committed to professional growth, education, and

To mark the spirit of the day, a chefs' walk, a balloon-release ceremony, and a cake-cutting ceremony were held, followed by a grand hi-tea for all attendees.

Senator Bushra Anjum Butt graced the occasion as the Chief Guest. In her address, she commended CAP's role in uniting and empowering the chefs' community across Pakistan, emphasizing that the association's growth and influence are remarkable examples of professional organization and dedication. She also assured CAP of continued government support for the development and welfare of Pakistani chefs.

The event was generously supported by industry partners. Cheezious served as the Title Sponsor, while Nestlé Professional, K&N's, and Blue Band Professional were Gold Sponsors. Ambassador Commercial Kitchen Equipment joined as the Silver Sponsor. Nestlé Professional's





recognition. He also officially announced the Pakistan International Culinary Championship (PICC) 2026 – Season 8, inviting chefs from across the world to participate. Adding to the excitement, CAP President Ahmad Shafiq, speaking through a video from abroad, announced that Pakistan has been selected to host the Worldchefs Asia Presidents Forum 2026, after winning the bid over Penang, Malaysia. The announcement was met with overwhelming enthusiasm and applause from the entire chefs' community.

The International Chefs Day 2025 celebrations by the Chefs Association of Pakistan truly embodied the theme of unity, passion, and pride in the culinary profession. Through its ongoing efforts and international collaborations, CAP continues to represent Pakistan's culinary excellence on the global stage under the umbrella of Worldchefs.











Karachi Chapter



Multan Chapter



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Gujranwala Chapter



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Sahiwal Chapter



THE SCIENCE OF **PRESERVING TEXTURE** AND FLAVOR IN **SKY MEALS**

The challenge of serving delicious and texturally appealing food at feet is one of the most demanding puzzles in modern gastronomy, involving a complex interplay of physics, physiology, and culinary science.

The challenge of serving delicious and texturally appealing food at feet is one of the most demanding puzzles in modern gastronomy, involving a complex interplay of physics, physiology, and culinary science. Unlike a restaurant meal prepared and served immediately, **in-flight catering** requires food to be mass-produced, rapidly chilled for safety, transported, and then reheated in a constrained environment. This journey puts immense stress on an ingredient's structure and flavor compounds, demanding that chefs engineer meals that are inherently resilient to multiple temperature cycles.

One major scientific hurdle is the **high-altitude environment** itself, which directly impacts the passenger's perception of the meal. At cruising altitude, low cabin pressure and extremely dry air, often drier than most deserts, significantly reduce the function of a passenger's olfactory senses. Since aroma accounts for up to % of perceived flavor, this dulling of smell drastically mutes the overall taste experience. Furthermore, studies show that sensitivity to sweet and salty flavors can drop by up to %. To compensate, chefs deliberately increase seasoning levels, often focusing on **umami-rich ingredients** such as tomatoes, mushrooms, soy sauce, and mature cheeses, which remain more robust against the sensory dulling caused by the cabin's unique conditions.

The second critical factor is maintaining **texture** through the reheating process. Most sky meals are prepared on the ground, chilled to below a safe temperature, and then reheated using onboard convection ovens, as open flames are prohibited. Fried foods, delicate sauces, and lean meats typically fare poorly, becoming soggy, separating, or rubbery. To combat this, caterers employ advanced preservation



Innovation in packaging and plating is also a vital piece of this scientific endeavor. Modern tray systems utilize specialized heat-retaining materials and steam-preserving containers that minimize moisture loss during the onboard heating phase.

techniques. They use methods like **vacuum cooling** to quickly drop the temperature of cooked food, locking in moisture and inhibiting bacterial growth without compromising cellular structure. Recipes are also adapted, favoring ingredients with strong cellular integrity, such as braised meats, hearty grains, and vegetable purees, that can withstand the rigors of reheating without turning dry or mushy.

Innovation in **packaging and plating** is also a vital piece of this scientific endeavor. Modern tray systems utilize specialized heat-retaining materials and steam-preserving containers that minimize moisture loss during the onboard heating phase. The meticulous sequencing of the **chill chain** from cooking facility to aircraft galley is governed by stringent food safety regulations that simultaneously guide efforts to preserve quality. By selecting robust flavor profiles, utilizing preservation technologies that protect moisture, and adapting traditional recipes to be reheat-friendly, culinary teams continue to push the boundaries, ensuring that the sky meal of the future is defined not by compromise, but by clever, applied food science.





COTHM **CULINARY** *Challenge* **2025**

STEALS THE SPOTLIGHT AT **PAK-CHINA** **LOVE** *Festival*

College of Tourism & Hotel Management (COTHM), with strategic support from the Chefs Association of Pakistan (CAP), hosted the highly anticipated 'COTHM Culinary Challenge' at the Expo Center, Lahore on October 18, 19, 2025, as part of the Pak-China Love Festival, organized by the Pakistan-China Joint Chamber of Commerce & Industry.

The two-day culinary extravaganza brought together aspiring chefs from COTHM Head Office, COTHM DHA, and COTHM Johar Town to compete across diverse categories, showcasing their



technical prowess, creativity, and innovative culinary interpretations. Participants delighted audiences with dishes across 2-Course Modern Pakistani Cuisine, Chinese Main Dish, Chinese Noodle, Hi-Tea Platter – Chinese Cuisine, and Cake Decoration, the latter crafted around the theme of Pak-China Friendship.

The event offered a unique platform for students to translate classroom knowledge into live culinary experiences, demonstrating not only cooking skills but also presentation, flavor innovation, and teamwork.



Guests, including food enthusiasts, industry professionals, and festival visitors, flocked to the Expo Center to witness the live competitions, engaging with the contestants and appreciating the dedication and flair of Pakistan's next generation of culinary talents.

Speaking on the occasion, COTHM Johar Town Executive Director and CAP Secretary General Mian Shahid Mehmood highlighted the significance of such events in promoting cross-cultural culinary learning, bringing creativity, and preparing students for professional excellence in the hospitality and culinary industry.

The inclusion of Chinese cuisine and the friendship-themed presentations reflected the spirit of cultural exchange and camaraderie, further strengthening culinary ties between the two nations.

The Pak-China Love Festival, known for celebrating friendship, culture, and trade between Pakistan and China, provided the perfect backdrop for this culinary showcase.

“
The event offered a unique platform for students to translate classroom knowledge into live culinary experiences, demonstrating not only cooking skills but also presentation, flavor innovation, and teamwork
 ”

The successful execution of the 'COTHM Culinary Challenge' reaffirmed the college's commitment to nurturing talent, promoting innovation, and giving students a platform to shine on national and international stages.

With such initiatives, COTHM continues to set benchmarks in hospitality and culinary education, preparing students to thrive in an increasingly competitive and globalized culinary landscape.

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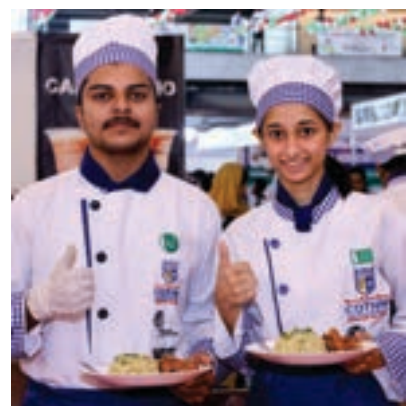
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HOW CLIMATE CHANGE IS
RESHAPING

**GLOBAL
FOOD
INGREDIENTS
AND
MENUS**

The escalating impact of climate change is no longer a distant threat; it is an active force dramatically altering the global agricultural landscape and, consequently, the dishes that appear on dining tables worldwide

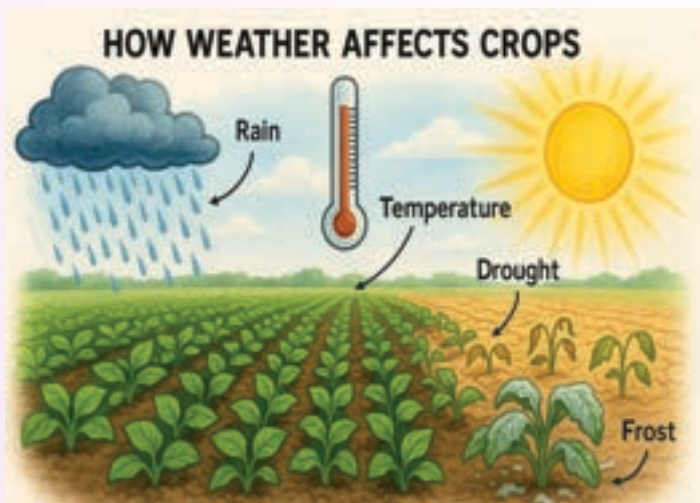
The escalating impact of climate change is no longer a distant threat; it is an active force dramatically altering the global agricultural landscape and, consequently, the dishes that appear on dining tables worldwide. Shifts in temperature, rainfall patterns, and the increase in extreme weather events are fundamentally challenging the stable cultivation of many traditional staple ingredients, forcing both farmers and chefs to adapt with urgency and ingenuity.

One of the most visible effects is the geographical migration of crops. Regions historically known for specific harvests are becoming less suitable due to increased heat or prolonged drought. For instance, areas famed for high-quality coffee or grapes are seeing their productive zones shift to higher elevations or further north and south. This forces a re-evaluation of

Unpredictable weather, from intense heat waves to flooding, leads to smaller yields and sometimes forces early harvesting, impacting the flavor profile and nutritional content of produce.



origin and terroir, compelling agricultural businesses to invest in new territories and creating opportunities for different regions to become key producers of ingredients they could not previously sustain. This introduces volatility into global commodity markets, necessitating greater supply chain diversification.



Climate volatility also profoundly affects the quantity and quality of harvests. Unpredictable weather, from intense heat waves to flooding, leads to smaller yields and sometimes forces early harvesting, impacting the flavor profile and nutritional content of produce.

This instability is pushing the culinary world toward embracing climate-resilient species. Chefs and menu planners are increasingly looking beyond the familiar few crops that dominate global agriculture and exploring ancient grains, forgotten local varieties, and native plants that are naturally adapted to harsher, more variable conditions. This focus on



biodiversity not only stabilizes supply but also introduces new, exciting flavors and textures into global cuisine.



Furthermore, the pressure on conventional farming is accelerating the adoption of innovative agricultural technologies. Controlled-environment systems, such as vertical farms and greenhouses, offer a shield against unpredictable weather, allowing for consistent, high-yield production of leafy greens and small produce within urban centers. Additionally, advancements in sustainable aquaculture and protein alternatives, which place less strain on land and water resources, are moving from niche status to mainstream consideration.

The future of food involves a greater blend of traditional farming with technology-driven precision, with the ultimate goal of achieving a resilient, secure, and diverse global menu.

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melting pot of ideas
and inspiration.*





“*Pakistan is not a follower in hospitality education anymore — it is a credible partner in the global journey toward sustainability and skills excellence,*”
COTHM Global Founder, President & CEO Ahmad Shafiq remarked at EURHODIP Conference.



In the serene coastal town of Llandudno, Wales, where the Irish Sea meets the rolling Welsh hills, the global hospitality education community gathered for one of the year's most anticipated events — the 32nd EURHODIP Conference. Themed “Tourism & Hospitality Sustainability & Future Skills,” this three-day summit brought together thought leaders, educators, policymakers, and innovators shaping the next chapter of tourism and hospitality across continents.

Among the distinguished participants, Pakistan stood tall through the dynamic presence of Ahmad Shafiq, Founder, President & CEO of COTHM Global-UK, Advisor to the President of EURHODIP, and Founder & President of the Chefs' Association of Pakistan (CAP). His participation marked yet another milestone in Pakistan's journey toward global recognition in hospitality and culinary education.



For Pakistan, EURHODIP 2025 was a moment of both pride and promise. Representing a nation rich in cultural heritage and hospitality traditions, Ahmad Shafiq’s active role throughout the conference symbolized the country’s growing contribution to global educational and professional dialogues.

Speaking at various sessions and roundtables, he shared Pakistan’s evolving success story — how COTHM has become a regional leader in hospitality and culinary education, integrating sustainability, international partnerships, and skill-based learning into its framework. His engagement reaffirmed Pakistan’s commitment to educating for employability, aligning with global sustainability goals, and nurturing a new generation of future-ready professionals.

“Pakistan is not a follower in hospitality education anymore — it is a credible partner in the global journey toward sustainability and skills excellence,” Shafiq remarked during one of the plenary discussions.

Highlights from EURHODIP 2025

Day 1 – Setting the Global Agenda:

The opening day set the tone with high-level addresses emphasizing sustainability as the cornerstone of tourism and

“
Under Paulo Revés’ leadership, EURHODIP has evolved from a network of institutions into an international think tank for the future of hospitality — where sustainability, technology, and inclusivity converge.
”

A Global Forum for a Shared Future - The EURHODIP Conference — organized under the visionary leadership of President Paulo Revés — once again proved to be a melting pot of ideas and inspiration. It served as a global think tank where discussions on sustainability, innovation, skills, and inclusivity intersected to redefine hospitality education for the 21st century.

From thought-provoking panels to student innovation competitions, every session echoed a shared commitment to preparing graduates who are not only skilled and employable but also ethically grounded and environmentally conscious. Delegates explored how digital transformation, artificial intelligence, and sustainable practices are reshaping tourism and hospitality worldwide.



hospitality education. Participants examined how to embed green thinking and responsible business practices within academic frameworks — a call that resonated strongly with Pakistan’s own educational evolution led by COTHM.

Day 2 – Embedding Sustainability & Future Skills:

Discussions on the second day focused on integrating future-ready competencies into hospitality curricula. The dialogue extended to responsible tourism, community engagement, and industry-academia collaboration. COTHM’s model of “Degree with Skills” was highlighted as an example of effective alignment between education and employability.

Day 3 – A Call for Global Collaboration:

The final day was reflective and visionary. Delegates revisited key insights, exchanged best practices, and pledged stronger cooperation among international institutions. The conference concluded with a united message — that hospitality education must lead the global sustainability movement.

EURHODIP President Paulo Revés leads global transformation of hospitality education

At the helm of EURHODIP’s transformation stands Paulo Revés, a name synonymous with innovation and leadership in global hospitality education. As President of EURHODIP and Director of Tourism Training & International Cooperation at Turismo de Portugal, Revés has reimagined hospitality education as a catalyst for social, economic, and environmental change.

Holding a doctorate in Tourism from the University of Lisbon, Revés combines academic depth with global foresight. Under his leadership, EURHODIP has evolved from a network of institutions into an international think tank for the future of hospitality —



where sustainability, technology, and inclusivity converge.

His message during the conference’s opening address set the tone for the days ahead:

“Hospitality is not just about service anymore — it’s about sustainability, skills, and human connection.”

Revés’s commitment to developing global partnerships and empowering young learners has positioned EURHODIP as the world’s leading platform for innovation in hospitality education. The 32nd conference in Wales was evidence to his belief that education is the most powerful tool to create a responsible and connected world.

COTHM FOUNDER,
PRESIDENT
& CEO

AHMAD SHAFIQ

PROJECTS PAKISTAN'S
FOOTPRINT ON GLOBAL
HOSPITALITY STAGE



As the curtains fell on the 32nd EURHODIP Conference, one message echoed clearly: the future of hospitality lies in education, collaboration, and sustainability.



Shafiq's contributions go beyond representation — he is helping bridge continents through academic partnerships, student mobility programs, and joint research. His efforts have amplified Pakistan's voice, visibility, and value in global hospitality education.

"Our mission is to educate globally competent professionals who not only serve but lead — with empathy, integrity, and innovation," he shared.

His leadership continues to inspire educators and industry leaders to embrace global standards while preserving local identity — ensuring that Pakistani graduates remain ambassadors of the nation's warmth, talent, and traditions.

As the curtains fell on the 32nd EURHODIP Conference, one message echoed clearly: the future of hospitality lies in education, collaboration, and sustainability. With leaders like Paulo Revés shaping the global vision and Ahmad Shafiq driving Pakistan's progress, the world of hospitality is not waiting for the future — it is actively designing it.

Few figures embody Pakistan's global hospitality aspirations as profoundly as Ahmad Shafiq. Over two decades, he has built COTHM (College of Tourism & Hotel Management) Global into the country's largest and most internationally recognized hospitality education network — one that stands shoulder-to-shoulder with global institutions.

Through strategic collaborations with universities, accreditation bodies, and professional associations worldwide, Ahmad Shafiq has ensured that Pakistani students receive education of international standards. His initiatives for youth empowerment, women's education, and sustainable hospitality practices are transforming communities and shaping Pakistan's image as a center of excellence.

As Advisor to the President of EURHODIP, Ahmad



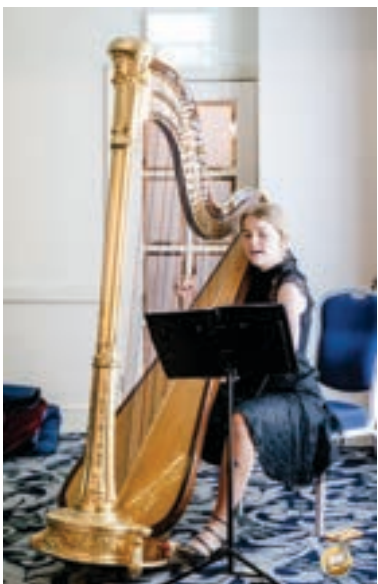
highlights

32ND EURHODIP CONFERENCE – LLANDUDNO



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THE GREAT SWEETENER SWAP:



HOW REDUCED-SUGAR AND CLEAN-LABEL TRENDS ARE RESHAPING THE TASTE OF BAKING

“ SUGAR IS RESPONSIBLE FOR MORE THAN JUST SWEETNESS; IT GOVERNS MOISTURE RETENTION, BROWNING THROUGH CARAMELIZATION, AND THE TENDER STRUCTURE OF PRODUCTS LIKE CAKES AND COOKIES. ”

The modern consumer is demanding healthier baked goods, creating a powerful dual trend of sugar reduction and clean labels. While this is a win for nutrition, it presents a formidable challenge to bakers: how to remove or replace sugar, a multi-functional ingredient, without compromising the familiar, comforting taste and texture consumers expect. Sugar is responsible for more than just sweetness; it governs moisture retention, browning through caramelization, and the tender structure of products like cakes and cookies.



Removing sugar often has an immediate and noticeable negative impact on sensory qualities. When sugar is cut by 30% or more, baked goods tend to become drier, crumblier, and denser. This is because the hygroscopic nature of sugar, which holds water and inhibits gluten development, is lost.

Furthermore, the absence of sugar means a pale crust and a less complex "baked" flavor, as the chemical reactions responsible for rich flavor and color are diminished. Consumers, despite their health goals, are generally unwilling to sacrifice the

“
**THE CLEAN-LABEL
 MOVEMENT FURTHER
 NARROWS THE SOLUTION
 SET. THIS TREND FAVORS
 SIMPLE, RECOGNIZABLE
 INGREDIENTS, FORCING
 MANUFACTURERS TO
 ELIMINATE COMMON
 FOOD TECHNOLOGY
 ADDITIVES.**
 ”



indulgent experience of a traditional treat.

To restore sweetness, bakers turn to alternative sweeteners, but this is not a simple one-for-one trade. High-intensity sweeteners like stevia and monk fruit, while low in calories, often introduce bitterness or an off-taste that must be masked by flavor modulation techniques.

Additionally, they lack the bulk of sugar, requiring the addition of other ingredients like inulin, fibers, or polyols to maintain volume and mouthfeel. These bulking agents, while sometimes fitting the clean-label criteria, must be carefully chosen as they can inadvertently lead to a chewier or harder texture and may still impact the label complexity.

The clean-label movement further narrows the solution set. This trend favors simple, recognizable ingredients, forcing manufacturers to eliminate common food technology additives.

Functional ingredients that typically aid in processing, enhance volume, or extend shelf life, such as certain emulsifiers and chemical preservatives, must be replaced with natural alternatives like plant-based extracts, starches, and enzymes.

This replacement strategy requires significant reformulation expertise to ensure that the "cleaner" ingredients still deliver a product with acceptable texture, rise, and a reasonable shelf life, proving that the future of healthy baking lies in mastering the complex science of functional ingredient replacement while keeping the final product delicious.



Sourdough Culture

The practice of sourdough baking has evolved from an ancient necessity into a powerful global community movement, transcending national borders and acting as a shared cultural phenomenon.

**AS A GLOBAL COMMUNITY
MOVEMENT**



The practice of sourdough baking has evolved from an ancient necessity into a powerful global community movement, transcending national borders and acting as a shared cultural phenomenon. At its core, sourdough involves nurturing a live

starter culture of wild yeasts and bacteria, a process that inherently resists the speed and efficiency of industrialized food systems. This commitment to a slower, more deliberate process has resonated with people across the world seeking connection and a hands-on relationship

with their food. The microbial life within the starter creates a biological link, a living history passed from one baker to the next, fostering a sense of shared human heritage that goes back millennia. The global sourdough revival is fueled primarily by the free exchange of



Sourdough bread, with its longer fermentation process, is often lauded for improved digestibility, a lower glycemic index, and enhanced nutrient bioavailability compared to commercially yeast-leavened bread.

knowledge and resources, largely facilitated by the internet and social media. Bakers, from novices to seasoned artisans, share tips, techniques, recipes, and troubleshoot problems across online forums, dedicated groups, and video platforms. The most tangible element of this global sharing is the gifting of the starter itself. People literally share their culture, a living piece of their baking life, with others down the street or across continents. This gift economy reinforces values of mutual support and generosity, standing in contrast to commercial transactions and fostering genuine, collaborative relationships that center on a single, shared obsession: the perfect fermented loaf.

Beyond the digital sphere, the movement is deeply rooted in a desire for health and authenticity. Sourdough bread, with its longer fermentation process, is often lauded for improved digestibility, a lower glycemic index, and enhanced nutrient bioavailability compared to commercially yeast-leavened bread. This focus on natural, slow-fermented food aligns with a growing, worldwide trend toward clean-label eating, traditional foodways, and a rejection of hyper-processed ingredients. The act of tending a starter becomes a daily ritual, a meditative practice that connects the baker not only to a global community of peers but also to a personal sense of symbiotic care for the microscopic life that sustains their daily bread.

This collective embrace of the sourdough process has had a measurable impact on the global marketplace and scientific research. It has driven the growth of artisan bakeries and specialty flour mills, creating a demand for high-quality, regionally distinct grains. Furthermore, the global network of home bakers is actively engaging in citizen science, contributing samples of their unique starters to international research projects that seek to understand the vast microbial diversity of sourdough and its potential health benefits.

Ultimately, this movement is about more than just bread; it is a quiet, powerful resistance to alienation, a return to craft, and the creation of a tangible, flavorful common ground that unites people worldwide through the shared simple pleasure of baking.





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TRAINING HOSPITALITY STAFF FOR A MULTICULTURAL GUEST PROFILE

M

Modern hospitality venues serve a truly global clientele, making it essential for staff training programs to focus intensely on cultural competence. A standardized approach to service is no longer adequate; teams must be equipped to recognize, respect, and appropriately respond to the diverse expectations and customs of guests from around the world.

This specialized training goes beyond basic etiquette and delves into understanding different communication styles, non-verbal cues, and varying levels of formality that influence guest interactions. Successful



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**A STANDARDIZED
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AND CUSTOMS OF
GUESTS FROM AROUND
THE WORLD.**
”



training ensures that every guest feels genuinely welcomed and understood, transforming a standard stay into a memorable, positive experience.

Effective programs utilize role-playing and case studies that highlight scenarios involving guests from various backgrounds, focusing on sensitivity to differing beliefs, dietary requirements, and religious or national holidays. For example, staff learn about modest attire expectations in certain cultures or preferred greetings and acceptable physical distance. Training also emphasizes the



importance of language skills or, at a minimum, utilizing translation tools efficiently and discreetly. This proactive approach minimizes the chances of unintended offense or confusion, building staff confidence and significantly enhancing the overall quality of service delivery for a diverse group.

A key component of this education involves sensitivity to dietary and consumption norms. Many international guests adhere to specific religious or ethical guidelines regarding food and drink,



“
**STAFF, ESPECIALLY
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BE FULLY CONVERSANT
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MAKING THE GUEST FEEL
SINGLED OUT OR
DIFFICULT.**
”



such as avoiding certain types of meat or requiring preparation methods that adhere to particular certifications. Staff, especially those in food and beverage roles, must be fully conversant with these requirements and able to suggest suitable alternatives without making the guest feel singled out or difficult. This detailed attention to personal requirements demonstrates genuine care and professionalism, which is highly valued by guests seeking comfort and assurance during their travels.

Finally, training should instill a mindset of flexibility and adaptation. While a general understanding of major world cultures is beneficial, staff must be taught that every guest is an individual and that stereotypes are unhelpful and unprofessional. The goal is to cultivate a curiosity about others and a willingness to inquire politely about personal preferences when necessary, rather than making assumptions.

When service teams embrace diversity as an asset and are prepared to handle unexpected cultural nuances with grace, the organization benefits from higher guest satisfaction scores, repeat business, and a reputation as a truly inclusive and world-class hospitality provider.

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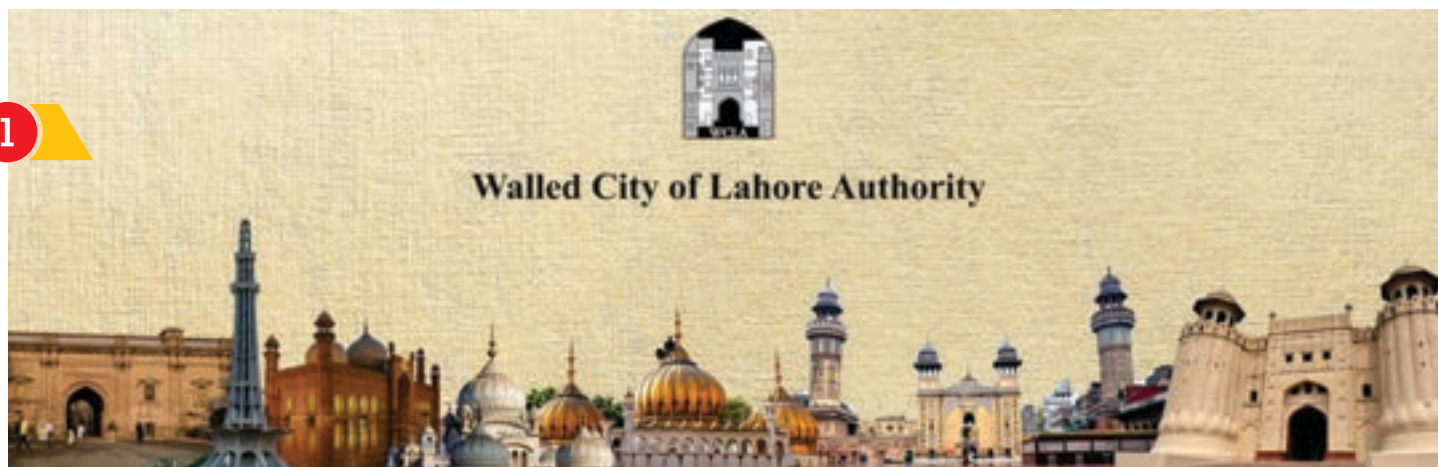
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INDUSTRY

WALLED CITY OF LAHORE AUTHORITY LAUNCHES HISTORIC HERITAGE TOURISM DRIVE IN SOUTH PUNJAB

1



Walled City of Lahore Authority (WCLA) has initiated major conservation and cultural revival projects across South Punjab, marking a historic milestone in Pakistan’s heritage management and tourism development. For the first time in the country’s history, comprehensive heritage preservation initiatives have been launched in both Multan

and Bahawalpur to protect historic landmarks, boost tourism, and create local employment opportunities. In Multan, the authority is executing two major undertakings — the Haram Gate Heritage Trail and the Qila Kohna Qasim Bagh Conservation and Renovation Mega Project — aimed at restoring the city’s centuries-old urban fabric and strengthening

its tourism appeal. In Bahawalpur, conservation work is underway at the Wali Muhammad Mosque, the Jain Temple, and the historic Freed Gate, while a new Food Street is being developed to showcase the region’s cuisine, culture, and hospitality.

YUSAF RAZA GILLANI CALLS TOURISM THE DRIVER OF ECONOMIC DIVERSIFICATION, GLOBAL HARMONY

2



Senate Chairman Syed Yousuf Raza Gillani has said that tourism plays a vital role in economic diversification, job creation and global engagement, describing it as more than a commercial activity — a bridge developing cultural understanding and people-to-people ties. “The sector holds immense potential for

projecting a positive image of Pakistan globally while empowering local communities and promoting inclusive growth”, the Chairman Senate expressed these views in a meeting with the Malam Jabba International Advisory Board. The meeting brought together distinguished international and national figures to discuss

Pakistan’s tourism potential and strategies for sustainable development through the Malam Jabba project. Senate Standing Committee on Climate Change Chairperson Senator Sherry Rehman was also present during the meeting.



HIGHLIGHTS

SAUDI AIRLINE FLYADEAL EXPANDS OPERATIONS FROM RIYADH TO ISLAMABAD, PESHAWAR, SIALKOT

3



Saudi Arabia's fast-growing low-cost airline, flyadeal, has expanded its Pakistan operations with the launch of non-stop scheduled flights from Riyadh to Islamabad, Peshawar and Sialkot. The new routes from the capital of the Kingdom of Saudi Arabia were introduced

over three days. In addition, an early morning traditional water salute welcomed flight F3 651 to Islamabad with pilots proudly waving both countries' flags from the cockpit of their Airbus A320 aircraft that marked a new air bridge connecting the capital cities of Saudi Arabia and Pakistan.

At King Khalid International Airport in Riyadh, flyadeal Chief Commercial and Customer Officer Rogier van Enk was joined by Muazam Ali, Deputy Head of Mission at the Pakistan Embassy in the Kingdom of Saudi Arabia, together with airline and airport officials for the departure ceremony.

TOURISM DEVELOPMENT PLAN TO UPGRADE KAMRAN MIRZA'S BARADARI ANNOUNCED

4



A comprehensive tourism development plan has been unveiled to enhance the appeal of Kamran Mirza's Baradari, a historic Mughal-era monument. The initiative includes restoration work, landscaping of gardens, picnic spots, and the construction of a special access road to make the site more tourist-friendly.

A site museum will also be established to highlight the cultural and historical aspects of the Mughal period. Boat services are also planned to further facilitate tourist access to the Baradari. The Youth and People's Heritage Association (YPHA) and the Ravi Urban Development Authority (RUDA) have issued directives to

restore and beautify the Baradari and its surroundings, located in the Folk Central bordering parking area. Additionally, YPHA has proposed the construction of a special access road to ensure smooth connectivity for visitors.



COTHM PAKISTAN HONOURED WITH NATIONAL AWARD FOR HIGHEST EMPLOYMENT RATE

5



At the Two-Day International Dialogue on ‘TVET in the Shifting Socio-Economic Paradigm’, an esteemed Award Ceremony was held where Federal Education Minister Khalid Maqbool Siddiqui, Federal Minister for Overseas Pakistanis and Human Resource Development Chaudhry Salik Hussain, Prime Minister Youth Programme Chairman Rana Mashhood Ahmad Khan, NAVTTC Chairperson Gulmina Bilal, and NAVTTC Executive Director Amir Jan jointly presented awards to the leading institutes for their outstanding contributions

to youth employment under the Prime Minister’s Youth Skill Development Program (PMYSDP).

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Expressing pride on this occasion, Ahmad Shafiq, Founder, President & CEO of COTHM Pakistan, stated: “This award is a reflection of our steadfast commitment to empowering youth through world-class skill education. Our mission has always been to ensure that every COTHM graduate is job-ready and capable of contributing effectively to Pakistan’s growing service industry.”





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COMMERCIAL KITCHEN EQUIPMENTS

HOTEL . RESTAURANT . FAST FOOD . CAFE . BANQUET . BAKERY . SUPERMARKET



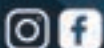
Specs
Size: 45"x44"x61"
Stainless Steel Structure

AUTOMATED MULTIPURPOSE ROTI PLANT

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Stainless steel is one of the most hygienic surfaces available, so any food that come into contact with the surface or material do not attract dirt or germs.