

Joe Barza

A concise presentation

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Joe Barza

A concise presentation

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The Chef

JOE BARZA



Joe Barza, the Chef

expert



«Innovative advocate of new Lebanese cuisine».

A Tribute to Star Lebanese Chefs, AUT. AUT is the American University of Technology in Beirut, Lebanon.

Joe Barza earned his degree at the School of Hotel Management in Beirut, Lebanon and has become a **Master Chef specializing in LEBANESE CUISINE**.

More than **22 years** of **professional cooking** and **kitchen management** experience.

Leadership qualities and professionalism, backed by a consistent, verifiable record of achievement.

Trained by Pierre Pomel, Marc Veyrand, Jean-Pierre Jacob, Pierre Marin and Chicho Sultano Joe Barza has become a teaching instructor himself as well as a training and development specialist.

Partner in “**Joe Barza Culinary Consultancy**” specializing in food and beverage consultancy, recruiting services, and training academy.

His eclectic professional experience includes catering for the Johannesburg Airport, South Africa from 1990 until 1993 as an executive Sous-Chef and for restaurants and hotels in his home country Lebanon and for international menu restaurants in Johannesburg.

Joe Barza, the Chef

inver- titive



2010

- . Showcase gala dinner organized by Sydney Magazine (Australia). Served his signature dishes on the menu of the dinner.
- . Salon Culinaire Libanais, Horeca, honorary judge.
- . Bahrain Food Festival, head of judge.

2011

- . Culinary exchange with French chef Hervé, in Beirut, Lebanon.
- . Byblos Restaurant (Serbia), guest appearance & improving the menu.
- . Salon Culinaire Libanais, Horeca, honorary judge.
- . "A Tribute to Star Lebanese Chefs" event, AUT (Lebanon). Honored as "innovative advocate of new Lebanese cuisine".

2012

- . Beirut Cooking Festival (November)
- . Atlantis the palm, Dubai, Lebanese Promotion at Levantines
- . Horeca KSA, Riyadh (September)
- . Stars Food & Art, Amsterdam

. Byblos, Serbia

«Chef Joe Barza has become a name synonymous worldwide with progressive Lebanese Cuisine».

*Time Out Magazine, Beirut, article by Lucy Knight, October 2011.
Time Out Beirut is a monthly guide to Beirut's nightlife, arts, culture and events.*

Joe Barza, the Chef

invertive



Awards

2006

- . World Championship of Tuna, Girotonno, Classification no.1, Carlo forte, Sardinia.

2005

- . Pastry World Cup Classification no.5, Lyon, France.

2003

- . Pastry World Cup Classification no.9, Lyon, France & Best Team Spirit.
- . European Sandwich Challenge Honor prize of the Jury.

2000

- . Salon Culinaire Gold Medal for the 5 courses meal, Beirut, Lebanon.

1999

- . Salon Culinaire Silver Medal for Gastronomic Group & Silver Medal for Lebanese Mezze, Beirut, Lebanon.

1997

- . Salon Culinaire Gold Medal for Team Entry & Bronze Medal for Cold Dish Platter, Beirut, Lebanon.

1996

- . Salon Culinaire Silver Medal for Sea Food Platter and Silver Medal for Gastronomic Group, Beirut, Lebanon.

1995

- . Salon Culinaire Silver Medal for Gastronomic Group Beirut, Lebanon.

«A perfect balance of passion, wit and creativity. A mix of tradition and modernism, elegance and warmth.»

English translation of the jurors' comment at Girotonno awards for winners Joe Barza and K. Boulout

Joe Barza, the Chef

expert



«Joe Barza's take on Lebanese cuisine combines simplicity & innovation».

Jaguar Magazine, Issue 1, 2011. Jaguar Magazine is the world leader in independent Jaguar publications.

Event Participation

2007

- . Workshops with Michelin star chefs in Savoie, France.

2008

- . Head of delegation at World Pastry Cup.
- . Head of the delegation at the Bocus D'Or.
- . Head of delegation at the Bakery world cup in Sirha.
- . Worlds of Flavor International Conference & Festival, The Culinary Institute of America, "A Mediterranean Flavor Odyssey": demonstration, awarded amongst the sixty top Chefs.
- . Les Etoiles de Mougins.
- . Terra Madre (Italy), guest chef.
- . Imperial Hotel, guest chef. Demonstrated Lebanese cuisine, India.

2009

- . Lo Mejor de la Gastronomía, Alicante Festival (Spain), Demonstrate Lebanese Cuisine.
- . Salon Culinaire Libanais, Horeca, Honorary Judge.
- . Salon Culinaire Jordanien, Horeca, Honorary Judge.

Event Participation



the chase

Joe Barza cooked at the Chase for 8 years.

Since 1977, The Chase Restaurant offers a mixed international and Lebanese cuisine, pastries and catering services.



HORECA

HORECA (2009, 2010, 2011)

Joe Barza is part of Horeca's organizing committee.

HORECA is the Levant's annual largest exhibition for food service and hospitality. Running every year, it's the ultimate platform for exhibitors and visitors to meet in a business-focused environment.



Les 6ème Jeux de la Francophonie, Beirut, Lebanon (2009)

Joe Barza is the Head Chef, catering up to 25,000 meals per day.

Combination of artistic and sporting events for the Francophonie, mostly French speaking nations, held every four years since 1989, partly as a counterweight to the Commonwealth Games.



Lo Mejor de la Gastronomía, Alicante Festival, Alicante, Spain (2009)

Demonstrated Lebanese cuisine.

A prestigious international event who brings together "the best chefs in the world" and aims to "democratize" food.

Event Participation



Gourmet Abu Dhabi International Food Festival, Abu Dhabi, UAE (2010)

Guest Appearance as Master Chef.

Gourmet Abu Dhabi 2010 International Food Festival is an annual culinary festival which features a masterful collection of the world's leading masterchefs.



Crave Sydney International Food Festival (2010)

Demonstrated Lebanese cuisine

The event starts on October 1 and runs through the end of the month. It celebrates local food with a series of "100 mile" events (where chefs use only foods that are sourced within a 100-mile radius), culminating in the 100 mile challenge.



Salon Culinaire Saudite, Horeca, KSA, (2011)

Honorary judge.

Over 200 chefs compete in 19 different categories in front of an international panel of experts and judges.



Les Etoiles de Mougins, France (2011)

Demonstrated Lebanese cuisine.

The village of Mougins is transformed for the occasion initiatory journey dedicated to gastronomy: sensory workshops, culinary, winemaking, cooking demonstrations.

Event Participation



Alfons Schuhbeck's company, Munich, Germany (2011)

Demonstrated Lebanese cuisine and training head chefs of the entire team.



Al Qasba Food Festival (2011)

Al Qasba Food Festival 2012 brings together an elite group of renowned chefs from hotels and restaurants in the UAE and the region. They will attempt to compete, amuse the audience with their cooking skills and unveil the secrets behind their delicious dishes. Al Qasba Food Festival features many events, which hosts several shows, including chef shows, competitions, cooking workshops and food carving displays, where chefs show their culinary skills and present different food recipes from various global cuisines, as well as special juice and cocktail recipes, and also the little chef competitions.



Master Chefs of Middle Eastern Cuisine, Sydney, Australia (2011)

Served his signature dishes on the menu of the dinner.

An annual foodie event in Sydney designed to celebrate modern Middle Eastern food, wine, culture and design. The annual event, 'Master Chefs of Middle Eastern Cuisine' dinner portrays these elements through the eyes of celebrity Middle Eastern master chefs.



Akkawi Cheese wrapped in Fattouch Salad

Stars, Food & Art, Dubai, UAE (2012)

This event was the largest gathering of Michelin-starred and celebrity chefs in the UAE, a first in the Middle East. The event, which combines art and gastronomic excellence, was created in 2007 at Sofitel Legend the Grand Amsterdam in the Netherlands. During Stars, Food & Art, seven internationally renowned chefs prepared their signature dishes.

Event Participation



Stars, Food & Art, Amsterdam, The Netherlands (2012)

Sofitel Legend The Grand Amsterdam hosted the culinary event 'Stars, Food & Art: The Global Edition' on Friday and Saturday, 2 and 3 November 2012. On these evenings, eleven internationally famous chefs from all over the world prepared their signature dishes.



Beirut Cooking Festival, Beirut, Lebanon (2012)

This event, hosted by Hospitality Services, took place on Saturday, the 10th of November, during which Barza taught attendees how to prepare his signature dishes.

With Celebrity Chefs



With Chef Nohad Dammous



With Chef Hervé This



With Chef Pierre Gagnaire



With Chef Alain Ducasse



With Chef Gerard Dupont



With Joel Robuchon



With Chef Yves Thuries



With Paul Bocuse



With Chef Marc Veyrat



With Chef Alfons Schuhbeck, 2011

Joe Barza's international expeditions



The
Cuisine
of JOE BARZA



The Cuisine of Joe Barza



Joe Barza's Octopus Salad

passionate

«Traditional elements subtly intertwined with a glimpse of 'madness'. An unexpected twist that challenges conventional ideas and local culinary habits.»

English translation from L'Orient le jour, 15/10/2007

Joe Barza is a pioneer of fusion cuisine in Lebanon.

Barza's food is rooted in traditional Lebanese cuisine but has a modern Mediterranean touch. He uses alternative ingredients instead of usual ones to create new recipes.

Joe Barza tries to show the best of local produce but uses tiny tweaks in order to create radical effects and redefine Lebanese cuisine.

Joe Barza questions "we've been making the same food for thousands of years...but why does hummus have to be made with tahini?". "What if we use Zaatar (thyme) instead?".

The Cuisine of Joe Barza



Joe Barza's Soujouk

versatile

«He 'relooks' traditional cuisine: he adds to oriental flavors and ingredients, the European creativity and savoir-faire.

He juggles between colors & flavors. every dish he creates is a piece of art, a love letter and the marriage of culinary traditions.»

Noun Magazine, April 2008, Lamia Darouni

His recipes include hummus made with broad beans instead of the usual chick-peas. Kibbeh is made with raw fish, not raw meat. And a dish called Siyadie, which usually combines fish with rice, was done with frikeh, a roasted green wheat that is cooked like a pilaf.

Barza thinks that we have the ingredients and we just have to think about how we are using them.

The Cuisine of Joe Barza



Joe Barza's Kichek

«Joe Barza explores the Lebanese cultural heritage and exhumes forgotten flavors and ingredients.»

English translation from Noun Magazine, by Nayla Eid, November 2007.



Joe Barza's Knefeh

The Cuisine of Joe Barza



Calamari & eggplant purée

«This master of modern Lebanese cuisine combines flavors of East and West, dusts off the books of classic cuisine.»

English translation for Noun Magazine, by Nayla Eid, November 2007.



Joe Barza's Osmalieh Tatin

The Cuisine of Joe Barza



Moghrabieh with Lamb Cutlets



Joe Barza's Rouleaux de Filet de Poisson
Farcis de Feuilles de Vignes

The Cuisine of Joe Barza



Joe Barza's Fish Moghrabieh with Saffron



Halloumi Cheese wrapped in Osmalieh on
a bed of tomato concassée

Culinary
Consultancy
JOE BARZA



Joe Barza's Culinary Consultancy



History

Working together on a project in 2009, Joe Barza and his partner Jean-Marc Rif discovered a need in the Lebanese and Middle Eastern market for a food and beverage consultancy firm that could answer to the ever growing needs of restaurant owners and developers.

Relying on the expertise of Joe Barza in the hospitality sector, and the business development skills of Jean-Marc Rif, Joe Barza Culinary Consultancy first opened its doors in Beirut in February of 2009 and its first order of business was to aid hospitality developers in menu development and redevelopment, in finding suitable kitchen personnel, and in solving existing operational problems.



Joe Barza's Culinary Consultancy



The Services

Services include food concept formulation, menu elaboration, recipe elaboration, kitchen design in collaboration with reputable kitchen suppliers, restaurant design in collaboration with reputable architects, pre-opening training, opening strategies, post-opening follow-up, cost control, and yearly follow-up packages.

The office also handles all requests pertaining directly to the personal participation of Joe Barza in worldwide culinary events, media, and the advertising and marketing of products and commodities.

The Team

The company's interventions rely on two departments, an administrative department and a technical department. The administrative staff is carefully selected from the best business and hospitality schools and universities both locally and abroad in order to make sure that the client's needs are met and their thinking process understood. The technical staff consist of chefs, each specialized in a culinary discipline, chosen with regards to outstanding track record in reputed Food and Beverage establishments both locally and abroad.





Celebrity JOE BARZA Chef

Joe Barza, the celebrity Chef



«Nothing about his look reveals his profession. He has the looks of an athlete. Judoka, swimmer, rugbyman perhaps... A clear gaze, borrowed from Tyre's sea, his native city. (...)»

English translation for L'Orient, 15 October 2007.

TV & Radio Appearances

Radio

- . Master Chefs of Middle Eastern Cuisine, Sydney, **SBS Radio**. Event Highlight & Interview with Chef Joe Barza (October 2011).
<http://www.sbs.com.au/yourlanguage/arabic/highlight/pageid/189205/t/Lebanese-Food-Festival/>
- . Sydney International Food Festival, **SBS Radio** Highlight & Interview with Chef Joe Barza (November 2010).
www.sbs.com.au/yourlanguage/arabic/.../id/.../Chef-Joe-Barza



SBS Radio is a service provided by the Special Broadcasting Service to inform, educate and entertain Australians. Today the service targets the estimated 2.7 million Australians who speak a language other than English in the home.

Documentaries

- . **Alfons Schuhbeck**, Chef Schuhbeck Trip to the middle East - Meeting and Cooking with Chef Joe Barza (September 2011).
http://www.youtube.com/watch?v=Y3iO_xw0eSg&feature=related
- . **Les Etoiles de Mougins**, Interview (September 2011).
<http://www.youtube.com/watch?v=ZASHvy6SbBo>
- . **Alicante Festival - Lo Mejor de la Gastronomía**. Highlight & Interview with Chef Joe Barza (November 2010).
<http://www.youtube.com/watch?v=j4aww9iXIJU&NR=1>

Joe Barza, the celebrity Chef



«...His big hands detailing a plate and a tiny earring in the shape of a fork and a knife reveal the cook that lives inside of him.»

English translation for L'Orient, 15 October 2007.

TV5

. Guest Appearance on Mixeur, Les Gouts et Les Idées on TV5 with Sylvie Berkowicz (December 2011).

<http://mixeur.tv/actualite/une-minute-avec-joe-barza>

TV5MONDE

TV5MONDE is a global TV network, broadcasting several channels of French language programming. It is a participant member of the European Broadcasting Union.

MBC

. Iron Chef, cooking competition with celebrities (2008).



Middle East Broadcasting Center (MBC) Group is the first private satellite broadcasting company in the Arab World. MBC Group provides multiple channels of information, interaction and entertainment. Based in Dubai, it includes 10 TV channels along with several online platforms.

Iron Chef is a culinary game show. In each episode, a new challenger chef competes against one of the resident "Iron Chefs" in a one-hour cooking competition based on a theme ingredient.

Joe Barza, the celebrity Chef



For 2 consecutive years (2011–2012), Joe Barza was the head-judge and co-host of Emmy Award winning television show “**Top Chef**”, in its Middle Eastern version that was broadcasted on LBCI, one of Lebanon’s leading TV station.

LBCI

- . Head Judge and Co-Host of the **Top Chef** Middle East-Season 1 & 2 (2011 – 2012).
<http://www.lbcgroup.tv/watch/>
- . Guest Appearances on **Helwe W Morra** (2012).
- . **Ahla Jalseh** program with Tony Baroud
<http://www.lbcgroup.tv/watch/1051/episode-12>



The Lebanese Broadcasting Corporation (LBC), is the first private television station in Lebanon. It went global in 1996 when it launched its satellite channel covering the Arab World. It now has several channels covering Europe, America, Australia, and Sub Saharian Africa region. Currently, the channel is one of the most popular channels in Lebanon.

Top Chef Middle East is a reality competition that airs on LBC in which 17 chefs compete against one another in culinary challenges. It is based on the American reality television show Top Chef.

. Helwe Beirut program:

- For the Top Chef Season 2 Introduction (2012).
<http://www.lbcgroup.tv/watch/1358/chef-barza>
- With Barbara Massaad, Christmas Episode - Part 1 (December 2011) .
<http://myculinaryjourneythroughlebanon.blogspot.com/2012/01/barbara-with-chef-joe-barza-christmas.html>
- With Barbara Massaad, Christmas Episode - Part 2 (December 2011) .
http://myculinaryjourneythroughlebanon.blogspot.com/2012/01/barbara-with-chef-joe-barza-christmas_16.html
- With Barbara Massaad, cooking in Tyre with Chef Habib Hadid (September 2011).
<http://www.youtube.com/watch?v=LsX1mPCbX6s>



Helwe Beirut is a daily show on LBC that relates to the daily life of the modern woman. Five young women host public figures, designers, chefs, medical doctors, experts, artists.

Joe Barza, the celebrity Chef



«Jede Laenderkueche
braucht einen Reblen
mit Sinn fuer Tradition:
der grossartige
Koch Joe Barza - ein
Seelenverwandter.»

English Translation: Each country needs a rebel with a sense of tradition; that's Joe Barza - a soulmate. "Meine Reise in die Welt der Gewuerze". My journey in the world of spices - Alfons Schuhbeck, 2011.

In the Media

Across his professional career, Joe Barza has made it to the diverse local and International media. He was featured through the television and radio as well as the printed media. Articles were written about the events he participated in and/or hosted, his cuisine and recipes. His televised appearances in Top Chef gained him a wide local and international recognition and made him become one of the region's top of mind chef.

Joe Barza, the celebrity Chef

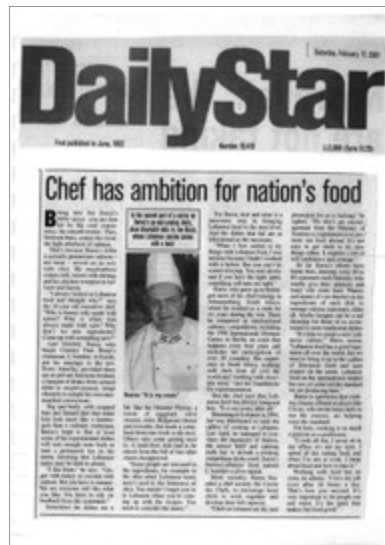
Printed Media - Lebanon

Newspapers

Also appeared in Al-Hayat and Al-Diyyar.



An-Nahar (Dec. 2002)



The Daily Star
(Feb 2001)



L'Orient Le Jour
(June 2006, Mar, Oct 2007, Jan 2009)



NOUN (special cuisine 2012)



Jamalouki (2012)



Cuizin (September 2012)



Hospitality News (Dec 2006, Feb/Mar 2009, June -July 2011)



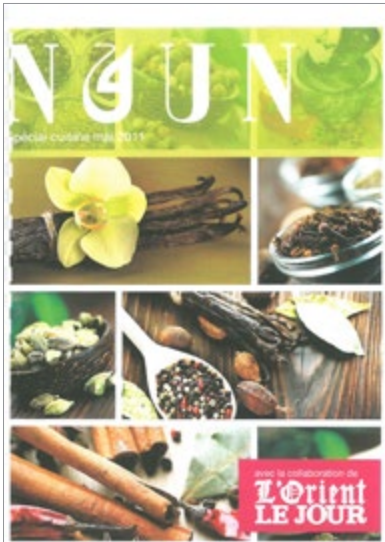
Time-Out Beirut
(October 2011)



Joe Barza, the celebrity Chef

Printed Media - Lebanon

Magazines



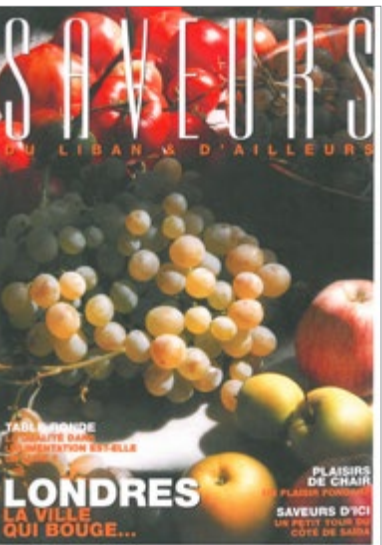
NOUN (May 2011)



Commerce du Levant (Nov. 2008)



Femme Magazine (June 2004)



Saveurs du Liban et D'ailleurs



Joe Barza, the celebrity Chef

Printed Media - International

Newspapers

Also appeared in the New York Times, International Herald Tribune and Nice-Matin supplement.



Diariode



Kuwait Times
(May 2007)



Yemek ve Kultur



Toque d'Or



Magazines



Wallpaper Magazine



Gazette de Monaco (Jan 2011)



Jaguar Magazine (Issue 1, 2011)



Joe Barza, the celebrity Chef

Printed Media - International

Books

Appeared in Alfons Schuhbeck's book entitled "Meine Reise in die Welt der Gewurze".



Meine Reise in die Welt der Gewurze

Thank you!

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