



Classic Fine Foods

Classic Coffee &
Beverage

The Classic news

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- EWBCF 2010
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A 3 Michelin Star Affair



*'The sheer pleasure of
an exquisite meal'*

Hilton KL, one of our preferred customer showcased a week of culinary pleasure at the Douce France! Week. Leading French chefs were flown in for the event, including three-Michelin -star chef Mathieu Pacaud, of the famed L'ambroisie in Paris , and Jean Francois

Arnaud, a highly regarded pastry and confectionary chef who showcased his handmade chocolates and sugar jewellery. We had the opportunity to attend the dinner and met Chef Pacaud! The experience definitely has us dreaming of more.



'Jacques, Frederic with Chef Michael of Senses, Chef Mathieu Pacaud and his assistant Chef Keenan.'



Upcoming Foodshows

January 7-9, 2011
Speciality & Fine Food Fair Malaysia 2011
Kuala Lumpur, Wilayah Persekutuan, Malaysia
<http://www.finefoodmalaysia.com/>

For the first time, the Speciality & Fine Food Fair Malaysia 2011 (SFFFM 2011) is setting its landmark in Malaysia's food industry. This unique speciality food show will bring together the finest food producers to showcase the most unique, high-end, luxury food and drink products. SFFFM 2011 will deliver an array of indulgence and sophistication to meet every taste and need.

January 16-18, 2011
NASFT 36th Winter Fancy Food Show
San Francisco, California
<http://www.specialtyfood.com/>

Produced by the NASFT since 1955, the Fancy Food Shows are North America's largest speciality food and beverage marketplace.

January 21-23, 2011
Salon Du Chocolat 2011
Shanghai, China
<http://www.salonduchocolat.fr/>

The Chocolate Show

Classic Fine Foods is the Official Sponsor for



Malaysia in Bocuse d'Or, France 2011.

Royal Selangor's Arabica launch



'Jacques with Mr Yong, General Manager of Royal Selangor.'



'Jacques and Chee with the beautiful French press'

Royal Selangor Pewter introduced their 1st ever coffee collection aptly name Arabica in September. Classic Coffee & Beverage is proud to be a partner at the launch introducing the range. The collection consist of French press, tamper, coffee scoop, coffee caddy, timer, sugar bowl and cake



stand decorated with intricate patterns. During the launch our Managing Director, Jacques, briefed the media on coffee and its history. Our barista team then proceeded to demonstrate how to use the collection to make good coffee. Illy was served throughout the launch.

European Wine Beer & Cheese Fest 2010



'Goh and Alex imparting knowledge'

Universita del Caffè della Malesia recently collaborated with the Italian Trade to kick-start a coffee workshop in conjunction with the EWBCF 2010 recently.

Participants were treated to a 3 hour intensive course. The practical session with

Goh and Alex drew 'ooohs and aaahhs' from the crowd. Hesitant to leave when class ended, the crowd commented that they never knew coffee can be so exciting and yet complicated!





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Upcoming Food-Shows

January 22-26, 2011
SIRHA 2011
Lyon, France
<http://www.sirha.com/intro/>

USA Pavilion (USDA-endorsed) International Hotel Catering and Food Trade Exhibition. (Also: www.b-for.com)

January 25-26, 2011
Bocuse d'Or World
Lyon, France
<http://www.bocusedor.com/2011/>

24 heads, 24 countries, 24 recipes. Since 1987, every two years, 24 leaders selected from among the elite chefs of the world rendezvous in Lyon to perform an incredible performance involving the preparation of two exceptional dishes in 5 hours and 30 minutes, and facing the public, the press and jury. A grand culinary event!

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Hilton's Douce France Cheese Workshop



'Cheese Expert explaining the Do's and Don't's'

'Excited about tasting!'

The Douce France! Week, was a week of French gourmet cuisine, wine, lifestyle and culture. Hilton Kuala Lumpur celebrated all things French, from specially flown-in chefs and winemakers to chocolate and sugar dessert maker, haute couture fashion show and car display. There was also be a cheese seminar held by Frederic Carriere, our resident Cheese Expert.

Frederic briefed the attendees on the hundreds of types of cheese could be differentiated by the type of milk used; raw, skimmed or pasteurised and by the animal; cow, goat, sheep or buffalo. He also shared cheese-tasting and cutting skills, composition of cheese and ways to eat cheese. The tasting session of various cheeses left a big smile on all the faces.

Best Of Malaysia with Expatriate Lifestyle



'Free flow illy all night long'

As the travel and tourism industry's "Bests" came together to recognize efforts and achievements, Classic Coffee & Beverage waste no time to present the Best Coffee nature can provide, illy.

It was a night of fun, food and appreciation at the fifth Best of Malaysia Awards Ceremony held at Tatto on Nov 1. The awards presented accolades to the Malaysian hospitality industry-hotels, beach resorts, attractions, through a 100 per cent people driven award system, the only one of its kind in the country.



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My Little Book of Fabulous Drinks

Our fabulous barista team was featured in a year end booklet for Flavours Magazine this month. With 20 different mouth watering recipes using coffee, tea, chocolate and syrups, hurry and grab yourself a copy today!



'Having a drink problem? Ask our experts!'



Did you know?

1) Which of the following foods were introduced to America from Europe?

- [a] the white potato
- [b] the tomato
- [c] the pumpkin
- [d] none of them
- [e] all of them

1) [a] the white potato, and [b] the tomato. They were both introduced to Europe by the Spanish and were unknown as food crops by American colonists until the 18th century when they were brought back over from Europe.

2) Which of the following dishes were born in Italy?

- [a] Caesar Salad

- [b] Fettucine primavera
- [c] Chicken Tetrazzini
- [d] none of them
- [e] all of them

2) [d] None of them. Caesar Salad is from Tijuana, Mexico; Fettucine primavera was created at New York's Le Cirque restaurant; Chicken Tetrazzini was named for Italian opera singer Luisa Tetrazzini, but created in New York.

3) Liederkranz Cheese comes from which country?

- [a] Austria
- [b] Germany
- [c] United States
- [d] Switzerland
- [e] Italy

3) [c] United States. Liederkranz was created in Monroe, New York in 1892.

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