

# KITCHEN ARENA

Simplifying Choices



A NEW ERA IN HORECA RETAILING



**Up to 8 kg  
Chicken Curry  
in 2 hours.**

No monitoring  
required.

Your customers will taste  
the quality. Every day.





Find one of our free RATIONAL CookingLive events near you today!

## SelfCookingCenter®

Grill, roast, bake, steam, stew, braise, blanch or pouch food, all in one appliance.

All within a space of less than about 1 m<sup>2</sup>.

Internationally tested



 Made in Germany







# FROM THE EDITOR

Welcoming 2020 has filled all of us with a sense of nostalgia. We irrevocably think of the days when we were still students in school, and back then, the thought of Wawasan 2020 just fills us with a child-like wonder. It felt like we will not live to see it, but here we are, and it feels somewhat surreal. Sure, there are no flying cars just yet, but 2020 seems poised to be a year of hopes and dreams.

Last year has been a pretty major year for Kitchen Arena as we finally launched our showroom. It's not a showroom like any other, mind you. Kitchen 360 is the culmination of our desire to grow our business by merging our existing e-commerce with a brick-and-mortar concept. We hope to be the ultimate commercial kitchen destination for everyone who's looking to step into the F&B industry.

2020 is many things for us at Kitchen Arena and chief among them is to bring forth a new era in commercial kitchen retailing. It is also the year we're looking to diversify by stepping into the area of publication and advertising.

With this numero uno, we want to lay out/down the groundwork in our endeavour to shine the spotlight on the people behind the business and equipment. After all, the hospitality equipment industry is as much the machine as is the man. Product comparisons will be a regular thing as we will be doing most of the hard work for users to make better, informed decisions.

Taking into account the sheer amount of new F&B openings gracing our Malaysian shores, it is not a stretch to say that eating has become a popular pastime. We will feature three new restaurant openings every month, alongside what to see and do when you're not stuffing your faces full.

Social media is fast becoming caught up in the deluge of food-related visual content recently, and we explore how these platforms are changing the way we consume food. And of course, we have to talk about coffee! It's an energizing, caffeinated elixir of choice for many of us, yet the knowledge aspect is still unclear to a huge segment of coffee drinkers.

As we are on the cusp of greater things, it's not just about looking forward to the future but to also acknowledge those who have been with us so far.

We will rock you, 2020!

# HIGHLIGHTS

## New Openings



### Jann

Located within Chinatown's latest hotel, this bar is helmed by Lawson, previously from the Deceased. Take a step back in time and pay homage to the street's rich past with unique cocktails.

@ Four Points by Sheraton, Kuala Lumpur



### Du Jour KL

It may sound French, but it is a cafe, restaurant and delicatessen that focuses on reimagining Malaysian favorites.

@ B-G-01 and B-M-01, The Hub SS2



### Enninge Lemon Tea

This famous beverage shop from China has opened in Malaysia, adding to their 50 outlets overseas. Come here for the wide array of mouth-watering lemon drinks and other goodness.

@ F1.82, Sunway Pyramid

# Upcoming Events



### Afro Latin Fest Asia 2020

This festival celebrates the popular Latin American music and dance genre. Groove to the rhythm of Salsa and move steps with hundreds of others from all over Kuala Lumpur.



### Khalid Free Spirit World Tour 2020

International multi-platinum-selling artist Khalid is back to perform for his Malaysian fans. The tour is set to kickstart in Bangkok's before heading to Asia's major cities.



**WARING**  
COMMERCIAL



**Sealed and Locked S-Blade**  
Locks into place and seals  
liquids in the bowl



**Sealed Whipping Disc**  
Quickly whips creams  
and butters



**Dicing Assembly**  
Rapidly dices large volumes



## 4-QUART FOOD PROCESSORS



WFP16SE -  
Batch Bowl



WFP16SCDE -  
Dicing/Continuous  
Feed Chute and Batch Bowl

### Over 20 Processing Options in One Machine!

- 4-quart sealed batch bowl processes soups, sauces, dressings and more
- 2 peak HP commercial motor
- Heavy-duty, die-cast housing
- Continuous-feed chute for large volume slicing, dicing and shredding (WFP16SCDE)
- Best warranty in the industry!  
Limited 5 Year Motor, 2 Year Parts & Labor Warranty

WFP16SE/WFP16SCDE



## 4-QT FOOD PROCESSORS

Standard Discs Included with  
WFP16SE and WFP16SCDE



### Dicing Assembly (WFP16SCD Only)

Rapidly dices large volumes to cut down on prep time and labor cost. Dices up to 920 lbs. of tomatoes per hour. (WFP16S26 - 10mm - 3/8")



### S-Blade

To chop, grind, purée and mix. Sealed and locked in place for liquid processing and easy pouring. (WFP16S1)



### Whipping Disc

Quickly whips creams and butters. (WFP16S11)



### Adjustable Slicing Disc

Provides 16 different thickness options in one disc 1-6mm. (WFP16S10)



### Reversible Shredding Disc

Fine shred on one side, coarse shred on the other side. (WFP16S12A)



## Optional Accessories



### Dicing Kits

WFP16S25 - 8mm - 5/16"  
WFP16S26 - 10mm - 3/8"  
WFP16S27 - 12mm - 15/32"



### Julienne Discs

WFP16S22 - 4mm  
WFP16S23 - 6.5mm  
WFP16S24 - 8mm



### Grating Disc

WFP16S16





# Suzuchu Automatic noodle boiler



すずちゅう  
涼厨 (Suzuchu)



"Suzuchu equipment" is the certified gas appliances that are designed to resist heating up room temperature by exhausting intensively and insulating hot part to lower the radiant heat on the surface of equipment. Therefore, the temperature is kept low so you can touch and convert the work place much more comfortable and safer. ("Suzuchu" is a trademark and [すずちゅう 涼厨] is the registered trademark of Osaka Gas.



## The Dishwashing Machine Manufacturer With CE, ISO, CSA, & HACCP Certifications



**GT-U1M**  
Undercounter  
Glass and  
Dish Washer



**GT-CR2**  
Double Tank  
Conveyor Type  
Dish Washer



**GT-D1M/TC**  
Door Type  
Dish Washer

- Systematic QC
- User-friendly design
- Full range of products
- SUS 304 Stainless Steel
- Italian-made Rinse Motor
- Commonly replaceable spare parts
- Over 5000 users across Asia Pacific
- Over 25 years of experiences in industry
- ISO 9001, CE, CSA, and HACCP certificate
- Renowned Service and Technical Support
- Flexibility in Producing non SKU Products (Flight Types)
- Branded Components such as ASCO solenoid, Schneider Relay, Schneider contactor, ABB motor

**GT-CR1**  
Single Tank  
Conveyor Type  
Dish Washer



**GT-FTC**  
Flight Type  
Dish Washer

# OUR STORY KITCHEN ARENA

We are Malaysia's premier commercial kitchen e-commerce with over four years of experience in the commercial/ foodservice industry. In that time, we have been able to position ourselves in the small but growing segment of consumers who are looking for a convenient way to shop.

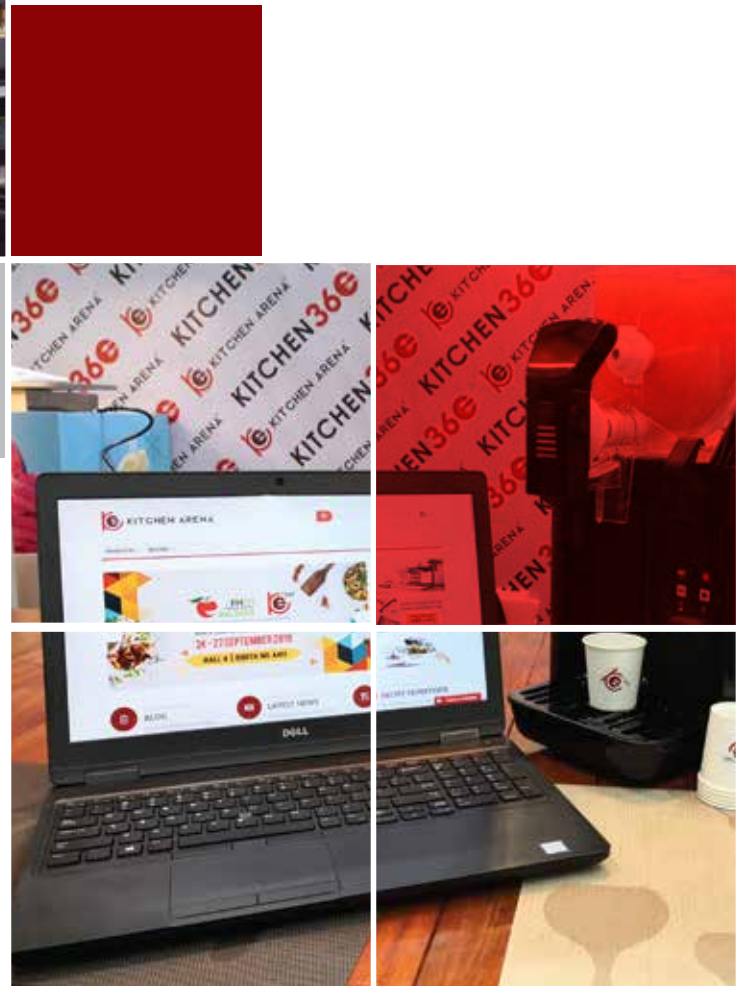
In the beginning, it took our customers quite the leap of faith to buy such sizeable items online. But, the desire for convenience won out and soon enough, we were able to count many businesses as our customers. When you shop at our website, you are always just a click away from us.



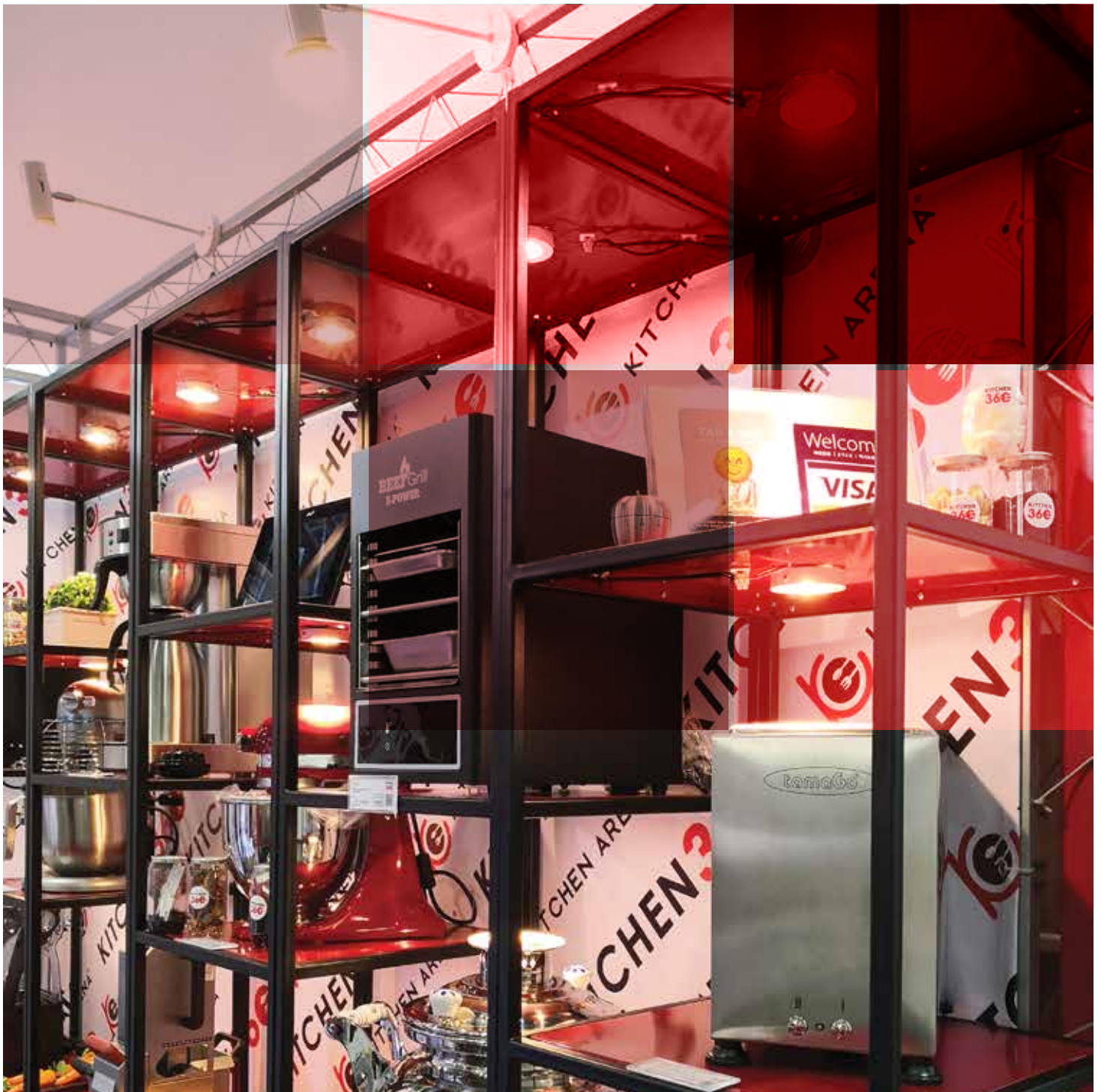
As an online retailer, we offer kitchen solutions for all your needs by simplifying choices when it comes to equipping your F&B business. We have an extensive array of kitchen equipment and appliances for refrigeration, cooking and display, beverages, packing, janitorial, consumables (food & non-food) and domestic kitchenware. All our equipment come with the standard one-year warranty.

In addition, we are a one-stop platform offering a complete range of solutions for your kitchen such as professional consultancy for commercial kitchen set-up, project management for retail F&B as well as the maintenance and service of kitchen equipment.

As we pride ourselves on being the ultimate online retailer in kitchen equipment and appliances trading, we strive to deliver only the best to our customers.







## THE SHOWROOM KITCHEN 360

To us, 360 is more than just a number. In geometry, 360 degrees denotes the complete turn of a circle. For us, it is about coming full circle after starting out as a commercial kitchen e-commerce. With this, we are able to enhance our existing online presence by complementing it with an offline platform.

As the name suggests, Kitchen 360 is Malaysia's first total commercial kitchen solutions provider. Think of us as the ultimate destination for a comprehensive range of foodservice-related services. Whether you're looking for kitchen equipment supplies or planning to set up a new kitchen, we have it all.

Here, you will be able to experience 6 concept kitchens, each showcasing a different form and function. We also have an extensive rentable space for events. At Kitchen 360, we provide consulting services for commercial kitchen fabrication and design.





# LAUNCHING 7-11 DAY





**Kitchen 360 is also an event space. Whether you're organizing a cooking demonstration, product launch or workshop, we are able to provide a space that is easily accessible to your guests and with all the facilities you need.**







# IN FOCUS

## KEEGAN TEY

If you've heard of brands such as Convotherm, chances are you might know Chefonic. Headquartered in Balakong, this company is known for introducing storied European brands to the Malaysian market.

We had the opportunity to sit down with the owner of Chefonic, Keegan Tey, to get to know his business, and what he has in store for the company in the new year.

**KITCHEN ARENA:** Tell us a little bit about Chefonic.

**KEEGAN TEY:** Chefonic only came to be in 2011 as we had a new partner who wanted to come on board. We decided it was a good time to get into the business and started off with selling plenty of Electrolux commercial equipment. Eventually, the brand approached us to be their agent in Malaysia.





PEMBEKAL PERALATAN DAPUR

**chefonic**  
— Your Kitchen Partner —

**CHEFONIC**  
S I N C E 2 0 1 1

**KA:** How did you get into the business?

**KT:** I came from a mechanical engineering background and at that time, I was running an oil and gas business called Warren Technologies. We are mainly a project-based business. We are a licensed gas contractor and when we were doing their LPG system, they asked us if we could do the laundry, hot water and kitchen system as well. There was an opportunity for diversification and we took it.

**KA:** You are the authorized dealer for Convotherm, Manitowoc, Zanussi, Tecnoinox, Tournus, Vito, to name a few. How do you go about selecting which brands to bring to consumers?

**KT:** We try to focus on bringing in the brands that our customers are familiar with. It helps with building their confidence in the brand as those are all established in the market. But just because we are bringing a reputable brand to market here doesn't mean that we have the work cut out for us. In fact, there is more pressure for us to succeed. So far, I like to think that we did a pretty good job.

**KA:** Was taking your business online something that has been part of the plan all along?

**KT:** Everything is going digital these days. We just had to keep up or risk being left in the dust by our competitors.



**KA:** What do you think is needed to bring the local foodservice equipment industry to the next level?

**KT:** Having government support would be a boost to all of us. We need to have incentives to encourage the use of machines in the industry to boost productivity. In Singapore, things are done very differently and the results speaks for itself. The Standards, Productivity and Innovation Board (SPRING) has this programme where they provide grants to enhance innovation and enterprise capabilities of small and medium enterprises (SMEs). It works by encouraging these businesses to purchase machines so they are able to increase productivity in order to help Singapore's enterprises grow.



**KA:** What are the three major areas of need that you are trying to provide to your customers?

**KT:** I like to keep our efforts focused, so its service, service, and service. I tell that to my team, all the time. It is our mantra. We are ultimately a service-centred industry and when your after sales support is top notch then you're on the right track.

**KA:** What has been the best part about being in this business?

**KT:** Everyone needs to eat. And as long people have to eat, we will be in business. Well, that's one way to put it.

**KA:** If you could give a piece of advice to yourself when you first started this business, what would it be?

**KT:** As with all businesses, don't start one with the mindset that the journey will be easy. Most things never are. F&B is a demanding industry which is service-based. It is never an option to not service your customers as and when they require you to. I can't stress enough that passion is a must-have. Without passion to keep you going when the going gets tough, you will be better off not being a businessman. You also need to have plenty of capital because kitchen equipment definitely doesn't come cheap!





**CONVOTHERM®**  
A Welbilt Brand

**MERRYCHEF®**  
A Welbilt Brand



**Combi Steamer**

easyTouch® and easyDial™ - 2 designs, 7 sizes each



**High Speed Oven**

The smallest high speed oven with the biggest performance



NOTHING ACTS FASTER THAN  
**DISHWASHER**



Having clean dishes to serve food on may not be the first thing that comes to a business owner's mind, but it could be the thing that might leave a smear on your reputation. Hygiene will always be a concern for patrons and food establishments ought to give sufficient thought when choosing a good commercial dishwasher that's best for their business.

No matter the choice of dishwasher, there are a few things that it should be able to do. It should be easy to operate, able to cope with the dirty dishes coming in, comply with food safety requirements and produce clean dishes.

Beyond the basics, it will depend on the unique requirements of your business to decide on a machine that works best for your operation.

In full-fledged restaurants, this is the most popular choice as it provides the extra space and capacity to adequately support busy kitchens. The big door makes it easy to open, slide in a rack of soiled dishes, close and later retrieve the clean dishes.

Below is a comparison of door type commercial dishwashers from the top four brands in the market.



| MODEL      | MEIKO<br>UPSTER H-500 | G-TEK<br>GTD1M-TC   | ELECTROLUX<br>505073 | WINTERHALTER<br>P50  |
|------------|-----------------------|---------------------|----------------------|----------------------|
| DIMENSIONS | 635 x 750 x 1470mmH   | 697 x 683 x 1620mmH | 752 x 755 x 1547mmH  | 630 x 720 x 1460 mmH |

#### TECHNICAL DATA

|                                       |             |            |             |                |
|---------------------------------------|-------------|------------|-------------|----------------|
| NUMBER OF PROGRAMMES                  | 3           | 2          | 3           | 2              |
| PROGRAMME RUNNING TIMES               | 90/150/240  | 60/90      | 45/84/150   | -              |
| ELECTRICAL CONNECTION                 | 415V, 50 Hz | 415V, 50Hz | 415V, 50 Hz | 415V, 50/60 Hz |
| TANK HEATER                           | 2.0kW       | 3kW        | 3kW         | 2.5kW          |
| BOILER HEATER                         | -           | 2x6kW      | 9kW         | 9kW            |
| RACKS PER HOUR / THEORETICAL CAPACITY | 40          | 45-60      | -           | 60             |
| WATER TEMP                            | 83          | 85         | 84          | 85             |
| WATER CONSUMPTION (L/CYCLE)           | 3           | 2.6        | 2           | 2.4/3.8        |
| TANK CAPACITY                         | 22          | 36         | 24          | 28             |
| ENTRY HEIGHT                          | 440         | 400        | 440         | 440            |



# Food Porn

# **SOCIAL MEDIA AND HOW IT CHANGES THE WAY WE EAT**

In this time and age, it is almost impossible to be on social media and not come across a food-related post. Whether it's the cheesy pull of a mozzarella stick, the pastel swirls of an ube softserve or the gut-busting glory of a well-made burger, you can't avoid food on social media. It has become an unavoidable theme on every social media feed. A lot of it has to do with the universal appeal of food. If the 364 million posts with #food on Instagram is of any indication, the obsession with food has become an entire movement unto itself. On Pinterest, food is the fastest growing and most viral category with more than 1.7 billion recipe pins. Meanwhile, on Facebook, BuzzFeed's Tasty has over 100 million followers. From the numbers, it seems highly unlikely that this appetite for food on social media will be sated anytime soon. For better or worse, they are here to stay.



Over the past decade, social media has hugely impacted our society, and its effects on our eating habits is no exception. Like it or not, social media has become so intricately weaved into our daily lives, and well, we all have to eat. But the camera needs to eat first. Period. The moment food arrives on the table, someone is definitely snapping photos of it for social media. What started as a millennial phenomenon is quickly bridging the generation gap with many from the older generation rapidly joining their ranks. More and more parents, even grandparents, are being influenced to do the same when they see their children doing it. With the surge of digital accessibility, most smartphones these days are more than equipped to snap drool-worthy photos without much effort. Not to mention, the popularity of social media and messaging apps has also become a major enabler of global participation as everyone now has a space to share their eating endeavours.

We have all made eating decisions based on what we see on social media, to varying degrees. Take for instance when a friend suggested to eat at a new restaurant or café. What's the first (and only logical) thing to do? Perform a quick search of the restaurant and the menu on social media. In most situations, you don't have to scroll too far down the feed to decide whether the outlet deserves the patronage. It is not a stretch to say that there is a correlation between the amount of photos and the number of customers that would patronize a certain dining establishment. Of course, the food presentation and the photo quality need to be accounted for, but that's pretty much it.



Mention food and photos in the same breath and chances are, you might be greeted with a dismissive scoff or a disdainful look. Not to mention that a slew of acclaimed restaurants have resorted to banning such form of photography, citing its disruptive nature as ruining the dining experience for others. When these photo-loving millennial folks eat out, they can be seen fastidiously styling and rearranging the entire table until the food gets cold or the latte gets bubbly, just for the 'gram. But that does not end there. A recent study has revealed that 47% of millennials also text, tweet or Instagram while they eat. Not only does this seem rude to the others on the table but whatever happened to having meaningful conversations and sharing laughter while breaking bread together? With the distraction of social media and the constant need to share everything we eat, the digital-first mindset could have a negative impact on the quality of in-person interactions. One of the perpetual quick to add. With the online socialsphere becoming awash with countless food-related posts, it is getting increasingly difficult to tell the good from the bad. As many as four out of 10 diners have been taking it to social media to post photos of their meals when dining out.

Previously, the emphasis when it comes to food has been more of an evaluation of the taste than its appearance. This shift in eating behaviour has prompted many chefs and restaurateurs to go to great lengths to adjust their menus to produce meals that strive to look good on camera. It is no secret that our eyes are always leading the anticipatory charge when food is served, which inadvertently makes our mouths water and stomach growl. These days, however, a growing number of diners will judge solely on appearances, signalling the death knell for establishments where aesthetics are secondary to the quality of food. Consequently, this will lead consumers to foster unrealistic expectations of food. Additionally, the proliferation of social influencers has made it ridiculously easy to raise or lower the profile of a restaurant in a heartbeat.

Through social media, we are constantly bombarded with images of food. Whether it is Peruvian or Mongolian food, we are becoming generally more receptive towards cuisine that were once foreign to us. With the food culture becoming more digitized, our approach to food has been permanently reformed. As the world now is constantly connected, foreign cuisine is being embraced as having a certain exotic desirability and consequently, this opened up our palate to be more receptive. Food becomes more visible in social media, giving it a social cred that in turn evokes curious interest in the food. Because of social media, there has been a change in our appetite and our relationship with food.

***"Food is maybe the only universal thing that really has the power to bring people together." Guy Fieri***

Brunch has become the de rigeur of weekend meals, taking the place of breakfast and lunch. Food options grew exponentially and we are more demanding about eating. Everyone takes to social media to be a food critic and showcase their gastronomical worldliness. But it's not necessarily a bad thing though. We can now create a dialogue about food such as nose-to-tail dining, single-origin chocolate, craft gin and much more. The local restaurant and cafe landscape grew, as we entertained aspirations to attain some of the dining cred of our neighbouring countries.

So much of the contemporary changes in our food consumption patterns can be attributed to the; popularity of social media. Eating has always been a social activity but we have made it into an overwhelmingly public experience where we share it with plenty of people we do not really know. With more and more of us keeping a food diary, we become more mindful of what we eat, resulting in a more healthful lifestyle. With social media occupying a central role in shaping the way we eat, it will not



Premium<sup>®</sup>

Discover the  
identity of our  
ovens and find  
your match



# SkyLine Premium<sup>s</sup>

Up to +10% extra profit\*\* thanks to green efficiency technology. SkyLine Premium<sup>s</sup> offers smart technology, unmatched usability and uncompromising, truly replicable performance.



## Touch panel

Super-intuitive, simple-to-learn and -use and customizable touch screen interface designed to make life easy. Color-blind friendly. Available in over 30 different languages.

## 101 humidity settings

Add variety to your cooking with **101 humidity settings** from 0% to 100% boiler-generated steam, with automatic exhaust valve opening for extra crispy food

## OnE connectivity ready

SkyLine Premium<sup>s</sup> connectivity gives real time access to your appliance from any smart device.

## Automatic mode

Simple and fast to use automatic cycles for all food types and 11 new **special cooking Cycles+**.

## Program mode

Save, organize into categories, and share up to **1.000 recipes** via USB or OnE connectivity.

## OptiFlow

Perfect, even cooking results thanks to revolutionary high-tech **OptiFLOW** air distribution system which guarantees uniform heat distribution.

## 6-sensor probe as standard

Precise measurement of the exact core temperature of your food.

## Lambda sensor as standard

Precise real-time measurement and control over the humidity in the Oven chamber.

## Advanced features

Simplify your life and make your workflow leaner by personalizing your **SkyHub homepage** with your favorite functions. Use **MyPlanner** to plan your daily work and receive personalized alerts for your tasks. **Plan-n-Save** organizes your loads in the most time- and energy-efficient way possible.



## SkyClean

Cut your cleaning costs up to 15%\*\*\*. Flawless cleaning results, **green functions** and **automatic boiler descaling** and Flexible choice of 3 different chemicals to serve you better: **solid, liquid or 96% biodegradable\*\*\*\* enzymatic.**

## An extra effortless benefit

Stress-free efficiency and productivity with **SkyDuo** Anticipating your needs with the self-intuitive connection between SkyLine Premium<sup>s</sup> Ovens and SkyLine Chill<sup>s</sup> and viceversa. The appliances guide you through the Cook&Chill process.



\* Green version (dedicated models) thanks to the insulated triple-glass door

# INTERVIEW WITH BUSINESS OWNERS



# KAIZEN COFFEE

Mention SS15 and the first thing on everyone's mind would be bubble tea, and for good reason. In this year alone, the area has witnessed an explosion of bubble tea shops along one of its streets, and it even became fondly known as Animal Street. It's basically a zoo with animals ranging from bear to whale taking up space on the storefronts.

But cafes once reigned supreme at SS15 and Kaizen Coffee is one of the cafes that has managed to stand out in the area. On social media, the cafe is instantly recognizable for using bright-coloured Qing Dynasty-ish porcelain as vessel for their coffee and cakes. Their Oriental aesthetics is further complemented by the use of rattan furniture to convey the rustic charm that has become à la mode recently.

Kaizen Coffee is operated by folks from USJ's now-closed 46 by Project Gibraltar with the addition of a new face, Affiq who previously ran Avgust Coffee. On most days, you'd find Affiq and Will, who make up two out of the three-man show. Their other partner, Kevin was unavailable during the time of the interview.



## IN FOCUS: KAIZEN COFFEE

**KA:** How did the three of you met?

**W:** Our cafes used to be located right opposite each other. His cafe was more focused on the food, while ours was more on specialty coffee. 2 or 3 years later, when our tenancy was ending, we decided to come here and start anew.

**A:** We used to go to each other when ingredients ran out. Kevin approached me with the idea of a new cafe where we can both concentrate on our specialties. Now I don't have to think about the coffee aspect of the cafe, focusing solely on the food.

**KA:** Is the menu the same?

**W:** Our previous cafe doesn't serve food at all. I'm really just the coffee guy.

**A:** The menu here is quite similar but more to the fast-paced concept, leaning more towards fast casual comfort food. Previously the menu was more like breakfast, lunch, dinner with main courses like lamb, ribs and so on.

**KA:** Besides this, do you have any other businesses?

**W:** This is our main business and in the meantime we run pop up events with our brand, if possible. But we can't use our name all the time, such as Sevenfriday Space which is mainly run by Kevin. For me, I'm based here and also moving around between our four coffee booths in Common Ground. I spend about four hours at each spot.

**KA:** Where do you get your coffee beans from?

**W:** We source our beans from Ghostbird as we try to support our local roasters. But for our filters, we roast it ourselves so we only consider ourselves a micro roastery with about 4-5kg of output per day.

**KA:** I can't help but notice the cups and plates used. Even the takeaway cups have that same unique, eye-catching design. Whose idea was it?

**W:** Kevin started thinking about it. Here, we like to keep it classic, more towards the retro side of things. Even when it comes to our machines, we try to get something traditional and rustic. It's all about being timeless.

**KA:** Any plans to expand?

**W:** We still consider ourselves a pretty young brand at two years old . So no, not at the moment.

**A:** We like to take it slow. In F&B, there is a rule that says you need to at least sustain a shop for 1000 days which is like, 3 years. We've seen too many cafes unable to sustain their business beyond 6 months for long and we prefer not to risk it. As you franchise out, you tend to lose it a bit.

**KA:** How many staff do you have in total?

**W:** About 13, including part timers. On average, it's about 2 staff at each pop-up.

**KA:** Do you see yourselves doing more pop-ups?

**W:** Slow and steady is the way to go. For now quality control is still easier to handle. We want to be as hands on as possible. On most days, you'd find me at Common Ground doing the rounds to ensure its up to par.

Q  
&  
A



**KA:** What is the biggest difference between doing pop-ups and having a cafe?

**W:** It's busier for sure. It's a very close community where we were able to build relationships with the customer as it's easy to recognize the regulars. This is very different from a cafe in a place like SS15 where they are here to chill, spend more time with friends. Rental costs are also comparatively lower in a pop-up.

**A:** Pop ups are mainly to marketize your name. You cannot expect to have a pop up and expect to generate, money, money and more money. It's a good way to increase exposure for your brand. It is not suitable for the long run, as to do that you need to have a cafe, a base of operations where you can always return to. As pop-ups we are subject to the decisions of the management which we have no control of. If you're looking at it as a short term plan, it allows you to move around as you're not tied down. Our pop-ups also help bring customers to our cafe.

**KA:** So how do places like Common Ground select a brand to do a pop-up with?

**W:** They normally try to find cafes that are located nearby. You can say its a very random trial-and-error process. Before us, Common Ground had different operators and they had issues here and there. We just try to be as linear as possible and keep it simple.

**A:** It's really about who you know. Either you have a friend inside to help you or probably if you're in the vicinity, they'll approach you because it's more convenient for day-to-day operations.

**KA:** I guess that means despite being all the way out here, KL-ites are quite familiar with your brand?

**W:** It's not easy at first, but eventually people get to know about specialty coffee. We slowly try to educate them when we see them everyday. Occasionally we run classes on basic introduction to coffee as a way of educating them.







▲ RATIONAL SELF-COOKING CENTER ELECTRIC COMBI OVEN 10 TRAY 2/1 GN (3NAC 415V) SCC 102E

RATIONAL SELF-COOKING CENTER ▶ ELECTRIC COMBI OVEN 10 TRAY 2/1 GN (3NAC 415V) SCC 102E

TAYLOR ▶ SOFT SERVE FREEZER SINGLE FLAVOR C152



◀ ROBOT COUPE VEGETABLE PREPARATION MACHINES CL 50 ULTRA



VITAMIX THE QUIET ONE ▶



▲ POWERLINE MICROWAVE OVEN PRC511TS-B



▲ CONVOTHERM 4 ELECTRIC BOILER 10.20 C4ET10.20 EBDD

# Top Products



▲ UNOX BAKERLUX



▲ TAMAGO EGG BOILER TC-50



◀ VULCAN ENDURANCE SERIES 36" ELECTRIC RANGE WITH 3 HOT TOPS AND OVEN BASE EV36S3HT240



▲ AR CAKE DISPLAY CHILLER



GTEK DISHWASHER ▶ GT-D1MTC



◀ MARUZEN AUTOMATIC NOODLE BOILER (330MM) MRY-L03L



◀ FRESER FRUCTOSE DOSING MACHINE ET-9EN

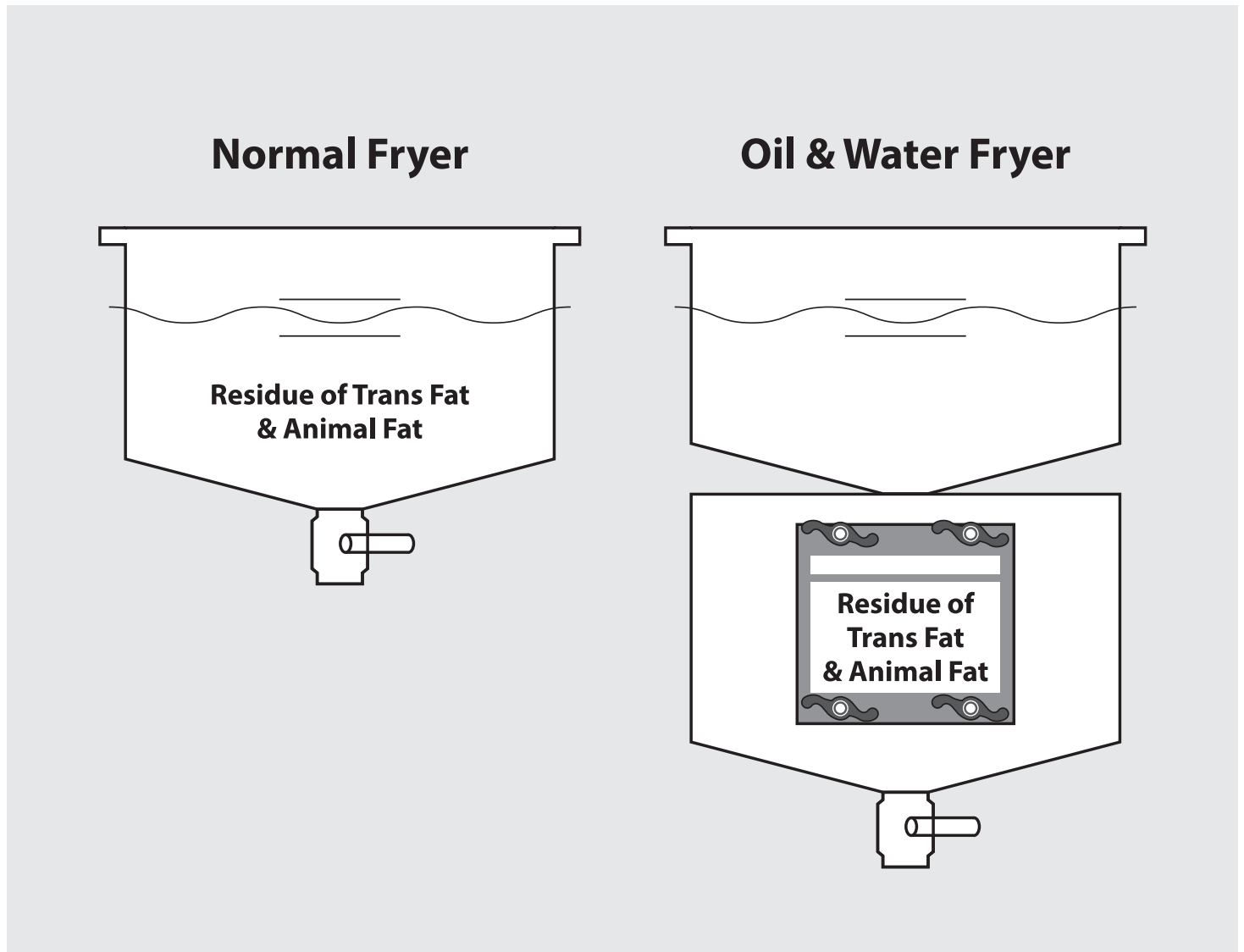
REDOR UPRIGHT ▶



▲ HOSHIZAKI SUSHI SHOWCASE



# WATER FRYER : NEW GENERATION



## Who can resist the charm of deep-fried foods?

Think golden brown coating, incredibly crispy crust and that audible crunch accompanying each bite.

Be that as it may, fried food has always had a bad rap. They are rarely associated with health as they are loaded with calories and trans fat. It is also a quick and inexpensive method to prepare tasty food. Everything can be deep fried and they are hard to resist.


But, the health aspect of fried food has always been a topic of contention, and it has given rise to the popularity of air frying and roasting and baking as the healthier option. Over the years, continual improvements have been made to the deep frying cooking method, resulting in better quality of fried food.

Hydro fryer, or water fryer, is the latest cooking technology to originate from Japan. When we think about deep frying, all we think of is oil, and more oil. The thought of adding water to the mix is a strange concept indeed, not to mention, dangerous. Hot oil and water is a chemical reaction that can lead to the destruction of property and/or cause bodily injury.

## Let's delve into the science, shall we?

Oil and water do not mix. Oil molecules are bigger than water, and because oil is less dense than water, it will always float on top of water. A hydro fryer builds upon the same idea wherein a volume of oil that is deep enough for deep frying is floated on a volume of water in a temperature-controlled vessel.





Fried food is anything that is cooked in hot fat and works on the concept of heat transference. Convection currents exist within the oil and water layer, and the unique gourd-shaped design ensures a total separation between both layers. The oil and water layer is maintained at separate ideal temperatures to ensure that the hot oil and water do not mix. Otherwise it would lead to catastrophic results.

So what's the water for then?

Everyone knows fry oil has a lifespan, and the general rule of thumb is that once it becomes dark and somewhat bubbly, then it is time for a change. With the water layer at the bottom, the food residues from frying will sink to the bottom and through the boundary before being trapped in the water.

In conventional fryers, food particles that fall to the bottom of the tank will burn and impart their flavor to the oil. This, in turn, will hasten the breakdown of the oil, reducing the number of times it could be reused. The boiling point of water is lower than oil, able to only achieve a maximum temperature of 100C. With the residue suspended in the water, it will not burn as much, thus delaying the degradation of oil. The low oxidation process can also go a long way in improving the kitchen environment.

Producing healthier, safer and higher quality fried meat products. However, it would be recommended for future research on taking measures to mitigate the rate of oil hydrolysis during oil-water mixed frying.

Not to mention, it also becomes a self-cleaning fryer when the water layer below continually receives food debris from the high-temperature oil, thus keeping the oil free of impurities. This retains the natural taste of the oil, especially where speciality oils such as virgin olive oil are used. With the oil being constantly filtered, the deterioration of oil takes longer to occur, reducing the likelihood of off-flavors and odors/noxious aromas. Manual filtration can be a very time-consuming task and in kitchens where output is high, the staff can be too busy to perform such a menial job. With a water fryer, all one has to do is turn on the plughole to drain the water and food residue.

From the standpoint of the economics of oil usage, water fryer is a viable alternative for extending the lifespan of fry oil. While this technology is being widely adopted in many countries in the region, especially Japan, it is still a novel notion to many in the foodservice sector.





## INTERVIEW WITH COFFEE LOVER **GHOSTBIRD COFFEE CO**

Mention Ghostbird Coffee, and not many people will know of them. But mention The Owls Cafe, and everyone might go “Aha!”

On hindsight, the connection between the two names should have been instantaneous. The owl is the avian motif synonymous with this brand of cafes which is now seven outlets strong. In Bahasa Malaysia, the translation for “Owl” is “burung hantu” and it is literally “Ghost Bird”.

Michael Tan, the director of wholesale at Ghostbird Coffee Co., has a warm, welcoming presence for anyone visiting the double-storey bungalow that serves as their base of operations. As he pours a cup of flat white made with their Christmas blend of Ethiopia beans, he is quick to point out that Ghostbird is not a cafe.

In fact, it is a roastery and a training center for their wholesale clients. Established in 2015, what started off as the roasting arm of The Owls Cafe has now expanded into supplying other cafes with their beans. All of their beans are roasted with a Giesen W6A, manned by their

But a quick glance of the space, tells a different story. It is hard to feel anything less than the relaxed, inviting ambiance, despite the abundance of espresso machines and more equipment. Much of it also has to do with the infectious enthusiasm that Micheal exudes as soon as coffee is mentioned.

Coffee is something that Micheal has been doing for quite a while. He came from an illustrious coffee background, having started his coffee career at Starbucks, before going on to hone his craft at RAW Coffee and 40 Hands Coffee. Then he met Thomas Ooi, founder of The Owls Cafe and the rest, as they say is history.

As we take a sip of the coffee, it becomes apparent that love and passion is what drives him in making good coffee. The latte art is on point, too.

We sit down with him to shed some light about the growing appreciation for coffee and to be better coffee drinkers ourselves.







## IN FOCUS: GHOSTBIRD COFFEE CO

**KA: What is your roasting philosophy?**

**MT:** My roasting philosophy is pretty straightforward. The beans should be of good quality from the get-go, so it's all about sourcing Specialty Grade coffee for its food grade safety and flavor spectrum, at the same time finding key balance while maintaining quality & consistency.

**KA: What is your favorite brewing method?**

**MT:** Siphon, for its flavor, clarity and body.

**KA: What do you have to say about latte art, and how it's impacting the coffee drinking culture?**

**MT:** We humans are highly visual creatures. We are drawn to what looks good and that's what gets the conversation going. The same can be said about latte art. It invites people in and gives them something to say, when they have no idea of what to say. Take for instance, if we passed by each other in the mall, would we even notice each other? I don't think so. But coffee, more specifically with art to go with it, changes the way we interact. It's just a cup of coffee, but it can be so much more. And it most usually is.

**KA: Your approach to coffee in three words.**

**MT:** We Love Coffee

**KA: How would you describe Ghostbird's coffee offering?**

**MT:** At Ghostbird, we mostly cater to a slightly developed roast profile. So there's that. Our focus is mostly on what we feel will work well as espresso, whether its blends or single-origin. Now it's exciting times in Malaysia and we are able to craft our coffees with more knowledge and understanding, which is what the customers are looking for. This dialogue between us, the roaster and the customer, ultimately helps to enhance the customer dining experience.

**KA: They say that when a cup of coffee gets all bubbled up, it means the beans are fresh. How true is this statement?**

**MT:** Sometimes, yes, because when the coffee is too fresh, the amount of carbon dioxide released will be doubled. When beans are lightly or medium roasted, they will become more acidic and when it mixes with milk, which is alkaline, it produces carbon dioxide and that is where the bubbles start to appear. Also, if I were to use a dark roast coffee the chances of bubbling is actually lesser or nonexistent, compared to when a lighter roast coffee is used. It really is just the coffee releasing gas. There are certain ways a barista can control the amount of degassing, such as opening the bean hopper to release the gas, speeding up the process. The other way is to swirl the cup vigorously after pulling the espresso. Swirling it helps the gasses disperse. So the bubbling really just indicates that all the gas has been released, so nothing's left. Since the carbon dioxide contributes to what we call the aroma, if the beans have been completely degassed, it means the coffee has become stale. So, in a way, the bubbles can be an indication of freshness.

**KA: There are plenty of definitions out there about the differences between a latte and a flat white. Could you clear that up for the rest of us?**

**MT:** In Malaysia and Singapore, the flat white is generally served in bigger cups. In Australia and New Zealand, its served 2 or 3 ounces smaller than a latte. The way I see it, a flat white is produced in a 5oz cup with 95% milk and 5% foam, whereas latte consists of 90% milk and 10% foam. But the idea is that flat white has thinner and more velvety foam ie. microfoam. At one end of the spectrum, you have flat white, latte in the middle, and cappuccino on the other end with the most foam, giving you that fluffy feel in every sip. That's the biggest difference.

**KA: What has been the one thing you have been trying to tell people about coffee?**

**MT:** Coffee can be sweet too! The biggest misconception that people have is that all coffee is bitter. That's what you get with Nescafe.



## ALICE CHAN

*Director, MSM Kitchen Sdn Bhd*

**KITCHEN ARENA:** You have been in the business long enough to make some important observations about the industry. What's your biggest takeaway?

**ALICE CHAN:** It may sound ironic, but the truth is, restaurateurs often look to the kitchen when there is a need to keep costs low. Given that the kitchen is most usually the least visible area in a restaurant, they would rather allocate the spending to things like interior design and marketing. Not that we can fault them, of course, as they also have to work within an allocated budget and rental costs are also getting higher for them. Price will always be a concern, so competition is stiff. Also, China is an open market now, allowing customers to step in to the mainland to order furniture, utensils kitchen equipment and have them shipped over in containers. So as you can see, this is why everyone is offering one-stop solution when it comes to kitchen equipment supply.







**KA: How do you differentiate MSM Kitchen from your competitors in the market?**

AC: We are, first and foremost, a fabricator. It's our biggest advantage that gives us the ability to customize the kitchen according to our customers' requirement. Basically, it's all done in-house, so we have the ability to fabricate anything and everything for our customers. In so doing, we can really tailor the kitchen to their needs. Because of that, I daresay we pride ourselves on the quality of our services and we think our customers will agree!

**KA: What is the biggest challenge in getting to where you are today?**

AC: It's all about getting the right talent for the job. Our project team aren't just doing the selling, they're also the key individuals who has to be able to handle whatever comes their way throughout the course of the projects they're handling. So we're basically looking for focused, multitasking individuals with a knack for the intricacies of kitchen planning and design.  
more experience in consultation, need to carry certain brand

**KA: Where do you see MSM Kitchen in five years' time?**

AC: Of course we want to be more than what we currently are. At the moment, we count chain restaurants as our biggest clients, along with a growing repertoire of the newest restaurants and cafes in town. Moving forward, we hope to break into the hotel industry with a greater emphasis on the more specialized consultation? Hope to add to our stable of regular customers

**KA: What is the most important thing that you think an F&B business owner should know?**

AC: It would serve the owners well to really understand what they're looking for and to know what to expect from the equipment. It is not uncommon for them to have a different expectation and we try our best to advise them the best we could.

**BONUS ROUND: Of all your customers, which restaurant is your favorite in terms of food?**

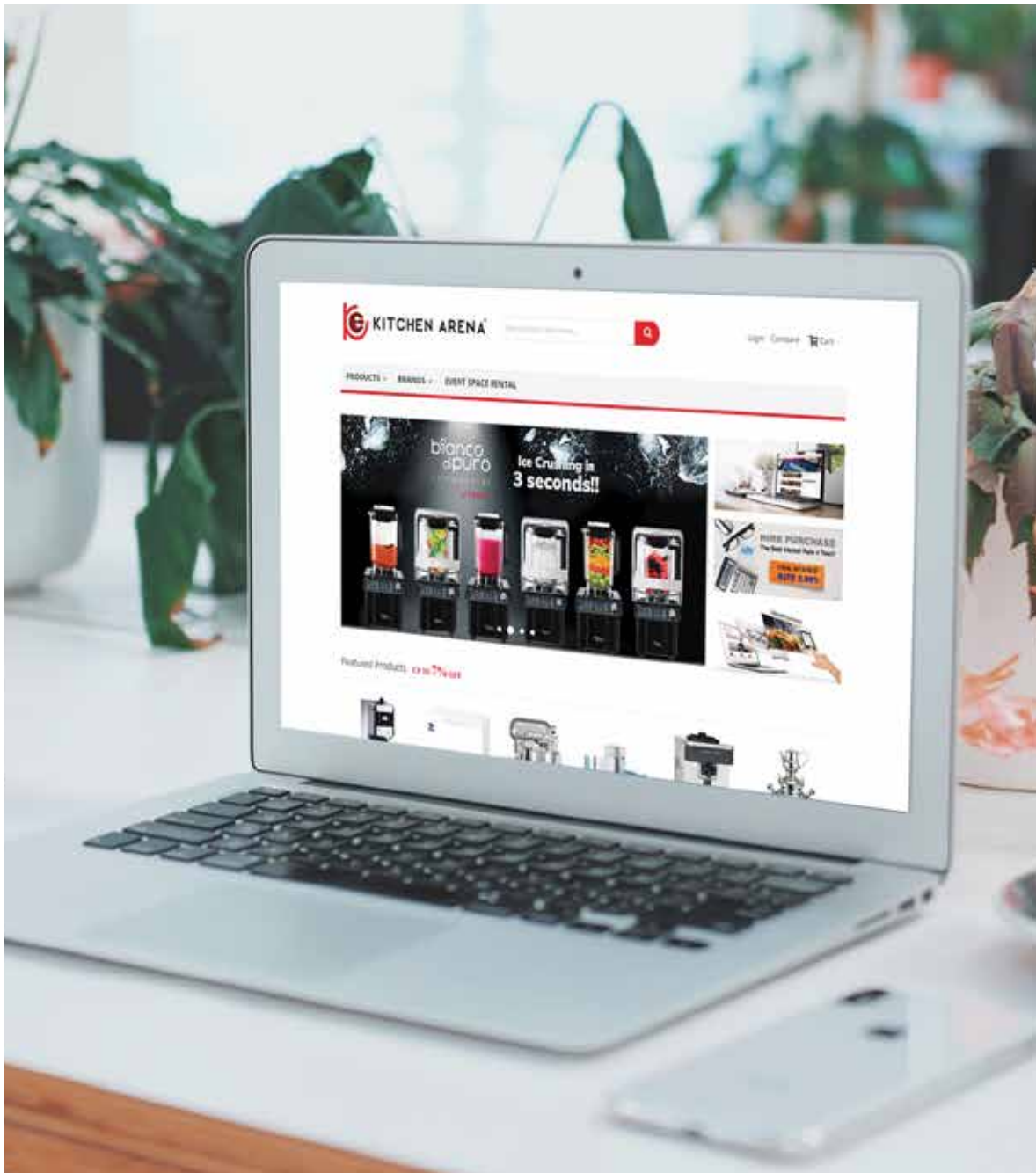
AC: Many of our earliest customers were Chinese restaurants, so you could say there is plenty of good food right there. If I had to pick one, it would be Hee Lai Ton.











PING EDGE SDN BHD (1146477-W)  
Lot 3210, Jalan Balakong, Kawasan Perindustrian  
Kampung Baru Balakong 43300 Seri Kembangan,  
Selangor, Malaysia

Phone : +603-8657 7777  
Fax : +603-8964 0229  
Email : sales@kitchen-arena.com.my



[www.kitchen-arena.com.my](http://www.kitchen-arena.com.my)