

Culinary Retreat

In Nature's Basam

MAGGI® gathered a handful of F&B professionals at Rohani Jelani's picturesque culinary retreat, Bayan Indah, to have fun while expanding their culinary horizons.



F&B professionals are constantly on their feet for hours. Once in a while, it is nice for them to take a break from the hectic nature of the industry. Through MAGGI® Assisting the Amazing, we teamed up with Rohani Jelani, Malaysia's renowned culinary consultant, to help 14 selected F&B professionals rediscover creativity and passion in the kitchen.

餐饮业经营者往往必须长时间站着履行职责；因此，若偶尔能从繁忙业务中抽身休息片刻无疑是件赏心悦事。如今通过MAGGI® ASSISTING THE AMAZING活动，我们与马来西亚著名的烹饪顾问 ROHANI JELANI 尼携手合作，以协助重新激发14名特选的餐饮专业人士对烹饪所持有的创造力和热忱。



A Tasty Adventure

A morning of culinary exploration gave birth to mouthwatering delights such as chicken *involtini* and deep-dish lamb-and-vegetable pies — made using MAGGI® Splendid 4 and everyday kitchen ingredients.

美食的大胆尝试

大清早之烹饪探索，使用MAGGI® SPLENDID 4和日常厨房食材，成功研发出令人垂涎又喜爱的美食，如意式鸡肉卷、深盘羊肉和蔬菜馅饼。

拥抱大自然的 烹饪工作坊

MAGGI®聚集了一小群餐饮业专业人士，共同参 Rohani Jelani 位于风光如画的 Bayan Indah 烹饪工作坊，透过轻松课程开拓他们的烹饪领域。



Style and Snap!

Rohani and Soo Phye shared some food photography tips with the participants. They even braved a food photography challenge!

捕捉美食风格！

ROHANI和刘淑佩与众学员分享一些有关食品摄影的技巧。
他们甚至勇于接受食物摄影的挑战！

Menu Design Makeover

Design consultant Goh Wei Lee talked about the do's and don'ts of menu design. The participants then had a chance to go hands on with designing their own menus.

菜单设计大变装

设计顾问吴薇莉谈及有关设计菜单宜注意的事项。参与者事后甚至有机会亲自动手设计自己的菜单。



Power of Teamwork

"A little teamwork can go a long way. The bond that I shared with my teammates at the retreat will remain close to my heart."

团队精神的力量

一个小小团队也可以大有作为。我不会忘记在工作坊中与队友们并肩互助的密切联系。



Paneer Chelvam
Head Chef 主厨
Reggae Hotel,
Jalan H.S. Lee



Kwan Chung Li (关忠礼)
Chef 厨师
Star Café, Old Klang Road

An Eye-Opener

"I cannot wait to introduce the deep-dish pie and other ideas from the retreat to our fusion-themed café — we did not think of serving those dishes!"

开阔眼界

“我迫不及待的想将在工作坊学习到的深盘馅饼和其他概念引进我们的融合菜式主题咖啡馆，因那是我们从没想过可推出的菜式！”



What is a Good

Menu Design?

什么是好的菜单设计？



- ✿ Simple and easy to read

Separate the foods you offer into different groups such as appetisers, salads, seafood, and desserts. And try not to use more than four different fonts in your menu.

- ✿ Reflects your restaurant's personality

The fonts and colours you use in your menu should say a lot about your restaurant's personality — be it family orientated, elegant or sophisticated.

- ✿ Let photos do the selling

Customers are more likely to choose a menu item that comes with a yummy food photo. Try to photograph food from the best angle and with the right balance of light and soft shadows. Also, keep it simple with just a few items in the shot.

- ✿ 简洁易读

将您提供的食物作适当分类，如开胃菜、沙拉、海鲜和甜点。尽量在菜单内应用不超过四种不同的字体。

- ✿ 展现您餐厅风格

您在菜单中所使用的字体和颜色应充分突出餐厅的经营风格 - 无论是家庭式、优雅或高格调。

- ✿ 让精美摄影图片成为卖点

顾客更愿意从一个拥有专业美食摄影图片的菜单上作选择。拍摄美食时，尽量采取最理想的角度和柔和的光影平衡。除此之外，美食摄影应以简洁为美作为前提。



Taking The Lead

"The culinary retreat hosted by MAGGI® is a breather from the backbreaking professional kitchen work for the participants." Rohani remarked.

"The workshop provides great learning curve for the participants as it looks beyond the culinary aspect of the foodservice business; covering menu design and food photography sessions!"

"It is also an opportunity for them to learn more and get creative with quality products like the MAGGI® Splendid 4. The products provide economical and simple, yet good bases for more creative dishes."

"Take MAGGI® Mashed Potato Complete Mix for instance. You can stir in fresh herbs like chives or Italian parsley with the product for creamier, more flavourful herbed mashed potatoes."

独领风潮

"由MAGGI®主办的烹饪工作坊可令参与者从劳累的厨房事务中取得短暂休息，" ROHANI说道。

"此工作坊为参与者提供了一个很理想的学习过程；因为其课程并不局限于烹饪餐饮业务方面，还涵盖了菜单设计及食物摄影！"

"这也是让他们进一步了解MAGGI® SPLENDID 4这高品质的产品，从而发挥无限创意的一个大好机会。此类产品除了经济实惠和用法简单外，也是许多创意菜肴所少不了的主要配料。"

"举例来说，您可以在MAGGI®马铃薯泥内拌入新鲜的香草如韭菜或意式芫荽，使之更具浓郁奶油及香草味。"



Assisting the Amazing

Behind the scenes in every restaurant in Malaysia, something amazing is happening. Chefs are overcoming limited time and resources to get the perfect result on every plate, every day. It takes precision planning, meticulous sourcing, exceptional skills, teamwork and a delicate, caring touch. At MAGGI®, we are dedicated to helping chefs in their mission.

每所餐馆的背后，总有一些美妙的故事在泡制着。厨师们每一天都必须克服时间和资源的局限，烹调出一盘盘完美的料理。这些都需要精确的规划、精细的选料、卓越的厨艺、团队精神和细腻心思。在 MAGGI®，我们致力协助厨师完成他们的使命。



Rohani Jelani was a graduate of Le Cordon Bleu London. After 25 years of experience in professional kitchens, she has now established herself as a culinary consultant as well as food writer and stylist. She is the founder and owner of Bayan Indah, Malaysia's very first culinary retreat.

ROHANI JELANI毕业于伦敦法国蓝带烹饪艺术学院。历经25多年专业厨房实践经验的她，现在不但荣升为一名烹饪专家，同时也兼任美食作家和造型师。她也是马来西亚第一个烹饪营 BAYAN INDAH 的创始人和业主。



The Splendid 4: MAGGI® Mashed Potato Complete Mix, MAGGI® Cream of Mushroom Soup, BUITONI® Coulis de Tomate, and MAGGI® Basic Brown Sauce Mix
The Splendid 4 : MAGGI®马铃薯泥、MAGGI®奶油蘑菇汤、Buitoni®意大利番茄酱,以及MAGGI®褐色汁粉