



January 2018

TICKETS GO ON SALE FOR FIFTH ZEST QUEST ASIA GALA DINNER



(3rd January, London) Chef Cyrus Todiwala OBE DL is pulling out all stops to create a menu fit for champions and food-loving attendees of the fifth Zest Quest Asia Gala Dinner and Awards Night to be held at the Hilton London Heathrow Airport Terminal 5 (Hilton T5) on Monday, 12th February 2018.

Restaurateurs Cyrus and Pervin Todiwala, co-proprietors of Café Spice Namaste, first launched Zest Quest Asia in 2013 in collaboration with the Master Chefs of Great Britain. Their aim has been to demystify Asian food and cooking among catering students, so as to entice them towards future careers in Asian cuisine. Billed as ‘a competition for the 21st century’, Zest Quest Asia recognises the urgent need for a continuous pipeline of skills and knowledge in classical Asian cookery to help sustain Britain’s £4 billion Asian food industry. A number of previous winners have told the Todiwalas that taking home the Zest Quest Asia title had led to a spike in Asian food-related activities and interest back on their home turf.

The competition is open to full-time, permanent UK resident catering students and this year, six more colleges are up for the title of Zest Quest Asia Champions 2018. Vying for the crown in a cook-off to be held at Mr Todiwala’s Kitchen, the signature restaurant of Hilton T5, are Colchester Institute, North Hertfordshire College, Sheffield Hallam University, Sheffield College, University of West London and Westminster Kingsway College. The winners of Zest Quest Asia 2018 will be announced at the awards ceremony punctuating the Gala Dinner on 12th February.

Several industry suppliers and producers are, as ever, supporting Todiwala in the creation of his menu, including independent fishermen belonging to the Seafood Association of Great Britain. Cyrus Todiwala said, “I am truly touched by the interest and participation of industry in Zest Quest Asia. It’s in everyone’s interest that Britain develops and retains talent in Asian cuisine. The global demand for Asian food will only grow but the question is, are we in Britain equipped to respond to this demand?”

Apart from opening up a whole new culinary world to competitors, Zest Quest Asia is a small but vital step in that direction.

“Those attending our Gala Dinner will be helping to ensure that Zest Quest Asia can develop into a real industry force. I do hope people will come, enjoy the food and wine, and honour with their presence the challengers, winners, their families and everyone who has worked so hard to get the competition to where it is today.”

The Zest Quest Asia Gala Dinner and Awards Ceremony will be preceded by a drinks reception featuring Japanese inspired canapés created by current Zest Quest Asia champions, University College Birmingham. Sponsors of Zest Quest Asia are Hilton, Koppertcress, Tilda, Panasonic, Regale, as well as Bidfood, Glengoyne, Cobra and a host of other industry supporters.

Tickets are now on sale priced at £80pp, or £700 per table of 10, and include the drinks reception and four-course dinner with wines.

To purchase tickets, please email Nitin Kapoor on assistant.cyrus@cafespice.co.uk.

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For images, further information relating to the competition, entries or if you are interested in becoming a sponsor of Zest Quest Asia, in the first instance contact Elke or Jodie at:

zestquest@talkingfood.co.uk | 01403 753195 | www.talkingfood.co.uk | @justtalkingfood

For information on the work of Cyrus and Pervin Todiwala, and any other enquiries related to Zest Quest Asia, contact Gina McAdam at:

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