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中国餐饮业的当务之急

An Urgent Agenda: Working Toward
Greater Food Safety

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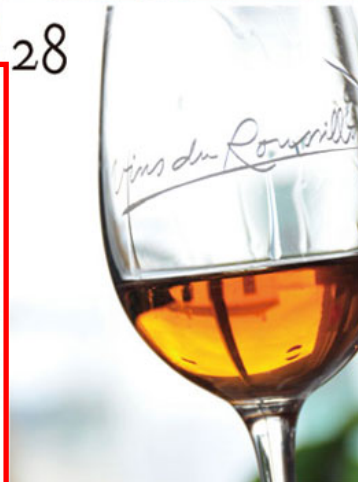
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An urgent agenda: Working toward greater food safety

The Chinese government is prioritising food safety amongst its public health programmes. For restaurant and catering operations, this means using higher standards for food quality and restaurant safety, whilst for consumers a better awareness of and attention to food quality and safety.

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Paul Pairet: The Food Always Leads

French-born Paul Pairet has had a 'rich' cooking background that is evident in his cuisine. His extremely

individual style and completely original dishes have won him an international reputation for often exaggerated, highly technical plays on texture and temperature. But his latest venture, despite its theatrical environment, will be all about pleasure, the company and, yes, the food.

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At an event highlighting the 'World's 50 Best Restaurants' in London, guests had the good fortune to experience a brand new recipe by three Michelin-starred chef, Massimo Bottura, created using the Rainforest Alliance-credited 'Tierra' blend of Lavazza coffee.

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Promoting the competitive power of Sichuan restaurants

With the increasing number of Sichuan-style restaurants opening year after year, each restaurant certainly needs to hone its own innovative capability and promote its competitiveness in order to maintain an advantage against so many competitors. Differentiation, individualisation of dishes and excellent service are essential.

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Paul Pairet: The Food Always Leads



文 / 沐金 图 / Scott Wright of Limelight Studio

出生于法国的Paul Pairet所拥有丰富的烹饪经验，是他游走各国时习得的。Pairet最初是在巴黎Cafe Mosaic崭露头角，他的烹饪技艺令Ducasse大为震惊，这位大师级主厨亲自出马将他挖至自己麾下，并把他派到了伊斯坦布尔。于是，Pairet将自己的才华带到了Cam，并把这家酒店餐厅变成了当地最前卫的用餐圣地。后来，他在上海也重现了这一幕，Pairet来到上海开设了“翡翠36”，“Mr. & Mrs. Bund”以及“Ultraviolet”。此间，他带有高度个人风格和百分百原创的菜式赢得了国际声誉，张扬的高超技术颠覆了食材结构及温度的处理。这就Paul Pairet，生在法国，游历天下，身上带着国际化的印记。对美食，他是固执的完美主义者。

Jakarta – began to crystallise into a French-but-not-French style all his own. Critics talked of Mosaic and of Alain Ducasse's Spoon in equal terms. In fact, Pairet's cooking at Mosaic made such an impression on Ducasse that it was the master chef himself who subsequently plucked Pairet out and arranged his next move: Istanbul. Pairet then took his talents to the Ritz-Carlton's Cam, where he turned the hotel outfit into the city's first cutting-edge restaurant. He was to repeat the task in Shanghai.

Pairet came to Shanghai in 2005 to open Jade on 36, the flagship restaurant of the Shangri-La group's flagship hotel in the city, the Pudong Shangri-La. In three years, he staked out an international reputation for his highly personal and completely original cuisine: the often exaggerated, highly technical plays on texture and temperature, and for breaking preconceived expectations.

In April 2009 Pairet brought us “Mr & Mrs Bund”. This modern French eatery perched on Shanghai's historic Bund, more significantly, is a quite different expression of the chef's passion. Within four months of opening, That's Shanghai declared Mr & Mrs Bund the “Best French” restaurant in the city. In 2010, it went on to collect a slew of awards and international accolades, including the Top 3 in China by “The Miele Guide 2010/2011” and being selected in the Go List of the Greatest New Dining Experiences in the World by “Food & Wine”.



Chef Paul Pairet is a culinary egalitarian. Whether using tinned sardines to produce sophisticated, avant-garde fine dining as he did at Jade on 36, or using sophisticated, avant-garde techniques to produce the simplest of French and global dishes, as he does at Mr. & Mrs. Bund, or maximising both sophisticated, avant-garde techniques and dining immersed by multi-sensory enhancement, as he will at Ultraviolet, this Shanghai-based chef approaches food with an equal lack of prejudice and unbiased opinion. Restaurants, the same.

Cuisine Internationally

Pairet first came to notice at Paris' Café Mosaic, where the influences of his wandering career – by that point, Hong Kong, Sydney, and

Tasting with 'Newborn Eye'

The culinary egalitarian in Pairet approaches cooking, ingredients, techniques, textures and flavours with an equal lack of prejudice and unbiased opinion without regard for national boundaries or 'class' devoid of context, and reputation. He calls this the "newborn eye": tasting something as if it was being tasted for the first time, and perceiving without discrimination.

There is no "better" or "worse" when it comes to flavour, there is simply a universe of flavours, a palette of differences to paint with liberal doses of imagination. "Above all flavours should taste divine, assertive, sending taste buds

into raptures, and the mind travelling on a bite through countries or found memories."

Ultraviolet: The Life Project

Is this French eatery a u-turn for the avant-garde chef? Definitely. But only until Ultraviolet opens.

With Ultraviolet, Pairet returns to his most authoritative cuisine as yet: A 20-course meal lends to a blend of experimentation and comfort, of the avant-garde and of simplicity.

"Ultraviolet by Paul Pairet" —an exciting, groundbreaking dining concept, a project that has been conceived in the daring mind of this Frenchman for over many, many years—has finally taken root in Shanghai. Pairet and his team are working on this world-exclusive, 10-seat theatre-restaurant where all lights, sounds, smell and atmosphere are tailored and choreographed to enhance and interact with each course. He makes his intentions clear:

Is Ultraviolet a dinner-show? "Let's make it clear; there is no show as such. Ultraviolet is a restaurant, definitely not Moulin Rouge or Fantasia. The best lighting, the appropriate music, the influence of a scent... Ultraviolet offers food enhanced by ambiance, not a show supported by food. The technology of its dining room is a platform to interact with and supports the food by controlling timing, atmosphere and emotion of the whole experience. The food always leads."

Is it pretentious? "Pretension is the worst enemy of this project, and probably the reason that for the first time I felt that I should justify myself ahead through a brochure. Being experimental does not qualify automatically for pretension, not even for ultra ambitions. There is a funny edge of innovation, close to humour and humility."

"Without indulging in the so-praised gastronomical correctness, we do not forget that, a meal is, above all, about pleasure, food, company and entertainment. Ultraviolet will hopefully be about doing things seriously without taking oneself too seriously; 15 years

of incubation and drive to make this project happen [can be taken as] my best pledge to state that my deep belief in this project is genuine, and my intentions are pure. You need balls to assume that you might be ridiculous to some, don't you?"

Why a set degustation menu? How about the beverage pairing? "The set menu is the foundation of the synchronisation between food and ambiance, upon which Ultraviolet's concept is built. It is also a guide for the guests to go with the flow, to experience the set balance of rhythm and experimentation."

"Speaking of the beverage, Ultraviolet will match wine with the courses, but as well tea, beer, soda, infusion, cocktails, waters, spirits, juices... drinks. Wine is not the sole answer to beverage pairing, specifically when the meal spreads over 20 courses or so."

Is dish design still relevant? "Absolutely! At Ultraviolet it is the chef's primary tool to influence psycho taste. Design is always a consequence, not a purpose. Here there may be courses in which technologies play a stronger role than the design. A course meant to evoke summer, for example, might be composed of sun-like lighting, the floral scent, and a bubbly soundtrack, whilst the dish's design remains plain, anti-theatrical."

What about kitchen? "Ultraviolet's kitchen design is the collaboration between Ultraviolet's team, Zhong Xing (China's leading high-end kitchen contractor), Electrolux-Professional, Miele and Kohler Kitchen. Finally, Lavazza collaborates with some of the best chefs in the world, and the potential partnership with Ultraviolet is one such evidence. Lavazza is the best when it comes to both a clear line of capsule products with strong nuance between each blend. The quantity of ground coffee per capsule is adapted to each use with the possibility to offer single capsule dosed for double espresso or long coffee. The line of Arabica is really high-end and the decaffeinated coffee is the best I have had. Lavazza offers as well the possibility to use coffee grain for more specific tailored blend and dosage." **RESC**

