

May 2025

NZCHEFS

NEWSLETTER



@FineFood NZ 2023





Dear Colleagues,

NZ Chefs Championships

Come and watch the live cooking competitions at the NZ Chefs Championship Arena and visit our stand, No 50, at Fine Food NZ.

Feature competitions include: NZ Chef of the Year, NZ Pastry Chef of the Year, and NZ Emerging Chef of the Year.

There have been an awesome number of entries, so we have changed the timetable to accommodate more competitors in the NZ Pastry Chef of the Year and the NZ Emerging Chef. We strongly suggest you register now here to avoid a door fee.

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Worldchefs Magazine Issue 31 Out Now

Proud to be a Chef

Recipe Asian Meatballs

2025 Nestlé Golden Chef's Hat Award Competition

Thanks to our Sponsors

Worldchefs' Judges Seminar

This event is being held on **28 June** with candidates coming from throughout New Zealand. Registrations have exceeded our expectations and cover the wide range of career choices available to Chefs. This includes Restaurants, Hotels, Caterers, Sponsors, Tertiary Trainers, and the NZ Military. The seminar presenter is Dr Rick Stephen, Vice President of Worldchefs. Our grateful thanks to the Hospitality Training Trust for supporting this event and the Championships.

NZ Chefs Championship Sponsors

A huge shout out to our sponsors, without whom this event would not be possible. Your support and enthusiasm are very much appreciated. Special thanks to Moffat's Erin Hall for his expertise in the arena design and to the team at Xpo for their assistance. Come to our stand, Number 50, at Fine Food NZ, collect a passport, then visit our sponsors' stands and collect a stamp. Return the completed passport to our stand. Remember to include your name and mobile number as completed passports will go into a draw to WIN one of two gift packages. The winners will be announced over the show AV at 3 pm, Tuesday, **1 July**.

Global Chef Challenge – Pacific-Rim Semi-finals

Chef Will Mordedo is the NZ Chefs' Global Chef Challenger for a place in the finals in Wales and Chef Sam Linstrom is the Junior Chef Challenger. The event is being held in the first weekend in October in Rarotonga. We wish them all the best with their practice and at the semi-final.

Save the Dates

3, 4 and 5 October 2026

The NZ Hospitality Championships will be held on these dates at MIT, Auckland. In addition to the NZ Chefs Championships there will be Statics, Front of House, Barista and more live cooking [1 hour] competitions. Thanks very much to Craig Lucas for heading the planning committee. This event will cover the spectrum from secondary school students to senior Chefs.

Thanks to Cheryl from The International Culinary Studio for sharing her popular chronicles

Hope to see you at Fine Food NZ.

Yours in culinary kindness

Shannon Fryer

NZ Chefs Association President



For content enquiries or to book advertising please email us at info@nzchefs.org.nz

NZ Chefs Events



2025

14 June: North Island Semi-final Nestlé Golden Chefs Hat Award at AUT, Auckland

16 June: Ara Culinary competitions with NZ Chefs' Brigade of the Year, Christchurch

26 June: South Island Semi-final Nestlé Golden Chefs Hat Award at Ara, Christchurch

28 June: Worldchefs' Judges Workshop, with Dr Rick Stephen, Auckland

29, 30 June and 1 July: NZ Chefs Championships at Fine Food NZ

28 August: National Secondary School Culinary competition [NSSCC]

29 August: New Zealand Culinary Journey [NZC]

4 October: Global Chefs Challenge Pacific-Rim semi-finals, Rarotonga

5 October: Global Chef Challenge Pacific-Rim semi-finals, Rarotonga

12-14 November: Shanghai International Culinary Competitions

2026

16-19 May: Worldchefs Congress and Expo, Newport, Wales

16-19 May: Global Chef Challenge Finals, Wales

3, 4 and 5 October: NZ Chefs Hospitality Championships at MIT, Auckland

enduro

by Contour International

We've been helping New Zealand chefs to prep, preserve and present food safely for over twenty years. This year it's our privilege to be a sponsor of The 2025 Chef of the Year.



This year's winner will receive our premium European Audion Combo, worth over \$4,000.

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Cheryl's Culinary Chronicles

Career Opportunities for Pastry Chefs

A career as a pastry chef is often associated with the busy, high-pressure environment of a restaurant kitchen—early mornings, long hours, and the demanding nature of service. But for many trained pastry chefs, the restaurant route may not be appealing or sustainable long-term. Whether it's a desire for more creativity, a better work-life balance, entrepreneurial freedom, or simply a different pace, there are many fulfilling and financially viable alternatives. Here are several rewarding career paths for pastry chefs looking to break out of the traditional restaurant setting:



1. Start Your Own Bakery or Pâtisserie

Owning your own bakery is a dream many pastry chefs nurture. It offers full creative control over your menu and brand, and the ability to build something of your own. Whether it's a boutique cupcake shop, a French-style pâtisserie, or a bakery that specialises in gluten-free or vegan offerings, the options are as wide as your imagination.

Pros:

- Creative freedom
- Direct relationship with customers
- Control over work schedule and business direction

Challenges:

- Requires significant upfront investment (equipment, rent, permits)
- Need to develop business and management skills
- High competition in some markets

Costs: Startup costs vary, but setting up a small bakery can range from USD \$50,000 to \$150,000 depending on location, scale, and design. However, the potential for return is strong if managed well.

2. Home-Based or Cottage Food Business

Thanks to changes in food regulations in many regions, it's now possible to legally run a food business from home. This allows you to bake custom cakes, cookies, or pastries for local delivery or pick-up without the overhead costs of a storefront.

Popular niches:

- Celebration cakes (weddings, birthdays)
- Edible gifts (festive hampers, holiday cookies)
- Custom dessert boxes for events

Advantages:

- Lower startup costs (often under USD \$5,000)
- More flexibility and less risk
- Easier to manage solo or with minimal staff

Things to consider:

- Local health regulations and permits
- Marketing is key—Instagram, Facebook and TikTok are major platforms for growing awareness

3. Pastry Consultant or Recipe Developer

If you love the technical and creative side of pastry, consider working as a consultant. Many cafés, hotels, bakeries, and even food manufacturers hire consultants to develop dessert menus, improve product consistency, or troubleshoot production processes.

You might work on:

- Designing a full dessert or bakery menu for a new café
- Improving shelf stability for packaged pastries
- Creating recipes for magazines, blogs, or cookbooks

Income: Depending on experience and scope, consultants can charge anywhere from USD \$50 to \$200 per hour or more. Project-based work may range from USD \$1,000 to \$10,000+.

4. Teach Baking Classes (In-Person or Online)

With a pastry background, teaching is a fantastic way to share your expertise. You can run in-person workshops, partner with local schools or community centres, or go digital and launch your own online baking classes or YouTube channel.

Benefits:

- Opportunity to build a personal brand
- Scalable income, especially through online platforms
- Flexible schedule and remote work possibilities

Platforms to consider:

- Teachable, Skillshare, Udemy
- YouTube, Instagram Reels
- Your own website with a membership model

Some chefs earn USD \$1,000 to \$10,000+ per month with a successful online course, particularly when bundled with eBooks, private groups, or subscriptions.

5. Cake Artist or Sugar Craft Specialist

If your strength lies in visual artistry, you can specialise in sugar flowers, cake sculpting, or wedding cake design. Cake artistry is a booming field, especially as event clients seek ever more elaborate, photogenic desserts.

Key markets:

- Luxury weddings
- High-end celebrations
- Corporate event cakes

What you'll need:

- A strong portfolio
- Advanced decoration techniques (modelling, airbrushing, fondant work)
- A niche style to stand out

Depending on your reputation and skill, a single wedding cake could bring in USD \$500 to \$5,000 or more.

6. Food Styling and Photography

Pastries and desserts are incredibly photogenic, making them perfect subjects for food styling. If you have an eye for aesthetics, you could work with brands, cookbooks, magazines, or even social media influencers to style food for photo shoots.

Roles might include:

- Styling plated desserts for advertising
- Creating content for brands' Instagram feeds
- Collaborating with photographers on editorial shoots

You can also learn photography yourself and become a one-stop content creator, which increases your marketability and potential income.

7. Food Blogging and Influencing

Pastry chefs with a flair for writing, photography, or social media can thrive as content creators. Start a food blog sharing recipes, baking tips, and pastry tutorials, or build an audience on Instagram, TikTok, or YouTube.

Monetisation options:

- Ad revenue (via Google AdSense or Mediavine)
- Sponsored content
- Affiliate marketing (e.g., linking to baking tools or cookbooks)
- Selling eBooks or digital downloads

Top-tier food bloggers and influencers can earn six figures or more annually. Even at a smaller scale, USD \$1,000 to \$5,000+ per month is possible with a loyal following.

8. Product Development for Food Brands

Pastry chefs can also work behind the scenes in research and development (R&D) for food brands—especially those producing baked goods, desserts, or confectionery products. You'll help create recipes that can be mass-produced while maintaining taste, texture, and appearance.

Workplaces include:

- Commercial bakeries

- Supermarket brands
- Frozen dessert companies
- Start-ups in the plant-based or allergen-free space

This path may require some knowledge of food science, but many companies offer on-the-job training or hire based on experience.

9. Hotel, Resort, or Cruise Line Roles

Not all pastry chef jobs are in restaurants. Luxury hotels, resorts, and cruise lines often have in-house bakeries or pastry departments. These roles offer opportunities to work with larger teams, create high-end desserts for banquets and buffets, and sometimes travel the world.

Perks:

- Better benefits and pay compared to smaller restaurants
- More structured work environment
- Possibility of international experience

On cruise ships, pastry chefs can earn USD \$2,000 to \$4,000+ per month, plus free travel and accommodation.

10. Pastry in Wellness, Nutrition or Special Diets

There's a growing market for health-conscious and dietary-specific desserts, such as:

- Keto, paleo, or low-carb
- Gluten-free, dairy-free
- Sugar-free or diabetic-friendly
- Vegan or plant-based pastries

You can work with nutritionists, wellness brands, or build your own product line catering to a niche market.

Opportunities include:

- Creating recipes for wellness influencers
- Developing packaged snack brands
- Selling treats through health food stores or cafés

A compelling brand story and strong marketing can turn a health-oriented pastry business into a real success—think of companies like Partake Foods or Eat Natural.

11. Authoring Cookbooks or Writing

If you love writing as much as baking, consider authoring a pastry cookbook or contributing to food magazines and websites. It's a long-term career path, but one that can build authority, grow your brand, and supplement income through royalties or freelance fees.

Many pastry chefs also write:

- Personal memoirs (e.g., journey through culinary school)
- Niche cookbooks (e.g., chocolate desserts, afternoon tea)
- E-books sold through their own platforms

Your Skills Are More Transferable Than You Think

Pastry chefs bring a unique combination of creativity, discipline, and craftsmanship. These qualities are valuable not just in the kitchen, but in marketing, product development, education, and even digital media.

Whether you want to be your own boss, travel the world, or inspire others through content, there's a world of opportunity waiting beyond the restaurant walls.

The key is identifying what you love most about baking—be it artistry, teaching, innovation, or storytelling—and aligning your career path accordingly.

Tips to Transition Out of the Restaurant Scene:

- Build a personal brand – Your name, your style, and your unique story will help you stand out.
- Learn new skills – From photography to marketing to business management, expanding your skill set opens more doors.
- Start small – Test ideas as side projects before making a full leap.
- Network – Join online communities, attend pastry events, and connect with others who've made similar shifts.

Being a pastry chef doesn't mean you're limited to restaurant kitchens. With a little creativity and courage, you can shape a career as unique and delightful as your favourite dessert.

APPLICATIONS NOW OPEN!

Growing the Puna Internships

2 x available

We are excited to announce the opening of applications for our Growing the Puna internships! We are offering 2 x Growing the Puna internships, providing a 10-week opportunity for ākonga Māori who are passionate about advancing Māori wellbeing through kaupapa grounded in mātauranga Māori.

Purpose

These internships aim to provide opportunities for students to design and lead a small-scale research or case study project over the Winter period (June-September), with guidance and support from the Toi Tangata team.

Amount

\$8,000 per internship.

Eligibility

Ākonga Māori enrolled in a tertiary, polytechnic or Te Whare Wānanga degree with a strong interest in hauora Māori.

Project Location

Work via satellite office with access to internet and laptop/computer; attend up to 2 wānanga during the internship.

Application process

In the form link below, you will be asked to share details about yourself, your current programme, and your passions. Propose a potential kaupapa you would like to explore. Whether it's a research report, creative resource, or practical delivery, we're looking for bold, kaupapa-driven thinkers ready to grow the puna of Māori knowledge. This year, we welcome applications across all four kaupapa streams:

- Kai Māori: Exploring traditional food systems, whakapapa of kai, preparation practices, and Indigenous food knowledge.
- Kori (Movement): Focusing on culturally grounded movement practices, coaching, or physical activity frameworks for Māori.
- Tākaro (Play): Using tākaro Māori as a tool for connection, creativity, and wellbeing through pūrākau, whakapapa, and design.
- Rangahau (Research): This stream weaves across all others, supporting Māori-led inquiry across the wellbeing spectrum.

This approach ensures reciprocal benefits to both the student and the health sector, fostering innovation in physical activity and nutrition. Applications close Friday 13 June 2025 @ 5pm

This is a unique opportunity to gain hands-on experience, develop your skills, and contribute to the wellbeing of Māori communities. Apply now!

For more information visit the website or email Chelsea Cunningham at chelsea@toitangata.co.nz



Sam Linstrom

Young Chefs Club

NZ Chefs Global Young Chef Challenger Sam Linstrom demonstrated some of his favourite dishes with young Chef colleagues. Sam who is a Chef de Partie at Kingi restaurant, Britomart in Auckland, will compete in The WACS Global Junior Chef Pacific Rim final in Rarotonga in October. Sam demonstration included a 'Nose to Tail' approach to snapper - creating three dishes from just one fish. Nothing went to waste and it was a huge hit for all those who got to learn, and taste Sam's simple yet delicious creations.

This event was sponsored by AUT and huge thanks to Kingi Britomart for their support.

Good Luck in Raro Sam!



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Worldchefs Magazine

Issue 31 Out Now



WORLD
ASSOCIATION
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SOCIETIES

Worldchefs Magazine Issue 31 celebrates the unity, progress, and passion driving the global culinary community in 2025, looking ahead to the future of the profession through innovation, mentorship, and inclusion. From Congress 2024 and the Global Chefs Challenge to powerful stories of chefs breaking barriers in the culinary world and practical insights into AI's role in shaping kitchen operations, this issue spotlights the people and technologies shaping the future.

With stories from across the world, this issue highlights the strength of a connected community working together to grow and improve the industry. It's a tribute to the legacy of chefs past and present, and a snapshot of the many ways Worldchefs' members are leading with purpose and passion.

We invite you to share Issue 31 on your social profiles! #ThisIsWorldchefs



[Click here
to read more](#)



A taste of 2025.

Here's the winning dishes from this year's program.

[CLICK HERE TO EXPLORE MORE OF PTBAC '25](#)



Daniel Yin

Overall Winner
& Best Savoury Dish

Pickled pumpkin and ricotta dumpling, burnt honey, walnut crumb and persimmon relish.



Sok Mei Chieng

Best Sweet Dish

Compressed choux, pistachio ganache, raspberry gel, dark chocolate crèmeux, lemon myrtle tuile.



Koi Aguas

Best Social Media

Mango bravo sans rival with cream cheese mousse and mango yoghurt cream.



Proud to be a Chef 2026.

Opening soon to New Zealand's up-and-coming apprentices.

Applications are opening soon for Proud to be a Chef, Australia's leading foodservice mentoring program. Every year, 32 aspiring chefs are given the opportunity to take part and for one lucky chef - the chance to take home the coveted International Culinary Scholarship.

2026 is different, with applications also opening up to New Zealand apprentices. There they'll sharpen their skills, ignite their creativity and meet legendary chefs that could help shape their future.

As with every year, our Resident Mentor Chef Mark Normoyle will lead the charge, giving apprentices and students in a government recognised cooking course invaluable experiences, sought after advice and world-class networking opportunities to kickstart their culinary careers.

Want to hear more from the man himself? Meet Chef Mark Normoyle, at Fine Food NZ on 29 June - 1 July 2025.

“This program changed the course of my career when I won 25 years ago. Now, being part of it as a mentor, it's amazing to share my journey, give back to this industry, and help these aspiring chefs reach their full potential.”

Keen to apply? Keep an eye on our Instagram and Facebook pages to hear the latest updates, like mentor reveals and application date announcements, coming soon.

@proudtobeachef



Asian Meatball Salad

Zesty Asian salad featuring flavoursome meatballs.
Easy, fresh and filling with a hint of chilli

*Recipe and photo by Karl Seidel
Culinary Advisory Chef, Nestlé Professional*



INGREDIENTS

Meatballs

- 500g Pork Mince
- 1 tsp MAGGI® Gluten Free Vegetable Booster
- ½ tsp New York cut black pepper
- ¼ tsp Chilli flakes (optional)

Salad

- 1 Carrot, peeled
- 1 Lebanese cucumber
- 100g Baby Asian greens
- 1 Avocado, halved, stone removed, peeled, thinly sliced
- 80 Coriander leaves
- 60g Mint, coarsely torn
- 40g Snow pea sprouts, trimmed

Dressing

- 15ml Sweet chilli sauce
- 15ml Soy sauce
- 30ml White vinegar

METHOD

Preheat the oven to 180°C and line a baking tray with non-stick baking paper.

Meatballs

Mix the ingredients and shape into 20 balls. Arrange them on the prepared tray, then bake for 10 minutes until golden brown and cooked through

Salad

Use a vegetable peeler to create thin carrot and cucumber ribbons. Combine them in a large bowl with baby Asian greens, avocado, coriander, mint, and snow pea sprouts. Toss gently to mix well.

Dressing

Prepare the dressing by whisking sweet chilli sauce, soy sauce, and vinegar until thoroughly combined. Divide the vibrant salad among serving bowls, top with the baked meatballs, and drizzle with the dressing.

Serve immediately for a delicious and satisfying meal.



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TO ENTER!

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Entries close by 16 May 2025 (11:59pm) AEST. T&C's apply.

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HERE'S WHAT YOU NEED TO DO CHEFS!

ENTRY

To enter the 2025 Nestlé Golden Chef's Hat Award competition, complete and submit this registration form by Friday 16th May 2025 (11:59pm AEST). You'll then be directed to a page that will confirm your registration and receive a confirmation email for your submission.

REGIONAL HEATS

If you've completed the registration form and met the entry requirements*, you will be notified by Monday 26th May of your assigned regional or metro cook-off, where you'll get to cook-off against other chefs at the regional heats!

GRAND FINALS

The top 12 winning chefs from the regional heats across Australia and New Zealand will then go on to compete in the Grand Finals to be held at Fine Food Australia (ICC Sydney, NSW).

Finalists need to be available from 6 September 2025 – 11 September 2025 inclusive. Travel costs and accommodation will be provided.

At the grand finals, one chef will take out the Nestlé Golden Chef of the Year and be awarded an international travel and culinary work experience to Singapore and Thailand, valued at \$12,000AUD, which includes \$1,000AUD spending money.

*Important information: Entry open to individuals who are AU or NZ residents working (current or recent) in the culinary industry or are a current culinary student and aged between 16-24 on 31 December 2025 (if <18 obtain parent/guardian permission). Registration opens 12:01am AEDT on 24 February 2025 and close at 11:59pm AEST on 16 May 2025. Select entrants will be invited to attend the Regional and Metro cook offs which will occur between June - July 2025. Qualification to the Regional and Metro cook offs is limited & we reserve the right to determine eligibility based on your response to why you want to enter the Golden Chef's competition. Twelve entrants (one per region) will be awarded with Regional and Metro cook off Prizes and invited to participate in the Grand Final cook-offs which will occur in Sydney, between 6 - 11 September 2025 (date/location is subject to change). There are 6 prizes to be won during the Grand Final cook-offs. For full entry requirements, cook-off details, prize categories and inclusions see <https://nes.tl/kotkgk5s>. Promoter is Nestlé Australia Ltd.

[Entry Form](#)

Entries close 16 May, 11:59pm AEST. Stay up to date on our [Facebook](#) and [Instagram](#).



2025 CHAMPIONSHIP SPONSORS

