



# Joe Barza

CULINARY CONSULTANCY



# what's on the menu?

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Joe Barza

# passionate

Joe Barza, a Master Celebrity Chef specializing in International and Fine-Dining Cuisine, with a major focus on new trends in the Lebanese Cuisine and Terroir.

Trained by Pierre Pomel, Marc Veyrat, Jean-Pierre Jacob, Pierre Marin and Chicho Sultano, Joe Barza has become a teaching instructor himself as well as a training and development specialist with more than 22 years of professional cooking and kitchen management experience exemplifying leadership qualities with a verifiable record of achievements.

Since food and beverage development involves constant creation, Chef Joe's goal is to provide his associates with the biggest variety of unique selling products that would set their establishments apart from the ever growing competition.

For Chef Joe, each project is a challenge and a quest to seek new boundaries and to introduce new signature culinary trends.

For this reason, Chef Joe currently follows a "Back to the Roots" approach combining international standards with the genuine Lebanese Terroir making each and every food creation unique and innovative!

Chef Joe's vision is to see the day, where the hospitality and restaurant industry in our part of the world is able to compete in quality and professionalism with the best that the world has to offer.





The “Cuisine” of Joe Barza

# expert

Joe Barza is a pioneer of fusion cuisine in Lebanon.

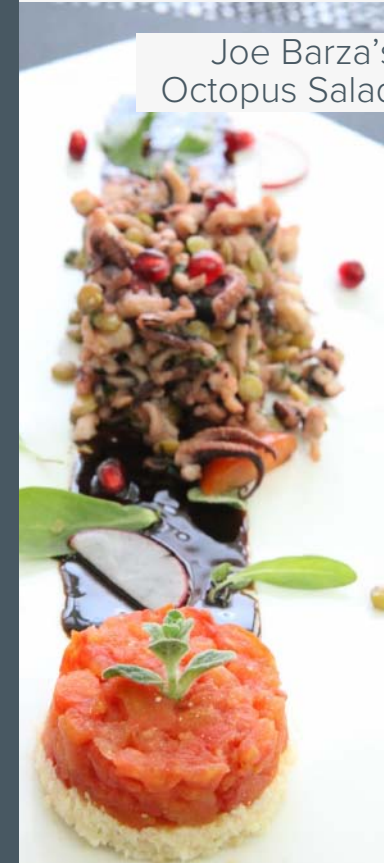
Barza’s food is rooted in traditional Lebanese cuisine but has a modern Mediterranean touch. He uses alternative ingredients instead of usual ones to create new recipes.

Joe Barza tries to show the best of local produce but uses tiny tweaks in order to create radical effects and redefine Lebanese cuisine.

Joe Barza questions “we’ve been making the same food for thousands of years...but why does hummus have to be made with tahini?”. “What if we use Zaatar (thyme) instead?”.

«Traditional elements subtly intertwined with a glimpse of 'madness'. An unexpected twist that challenges conventional ideas and local culinary habits.»

English translation from L’Orient Le Jour, 15/10/2007



Joe Barza's  
Octopus Salad



Joe Barza's Kichek



The "Cuisine" of Joe Barza

# versatile

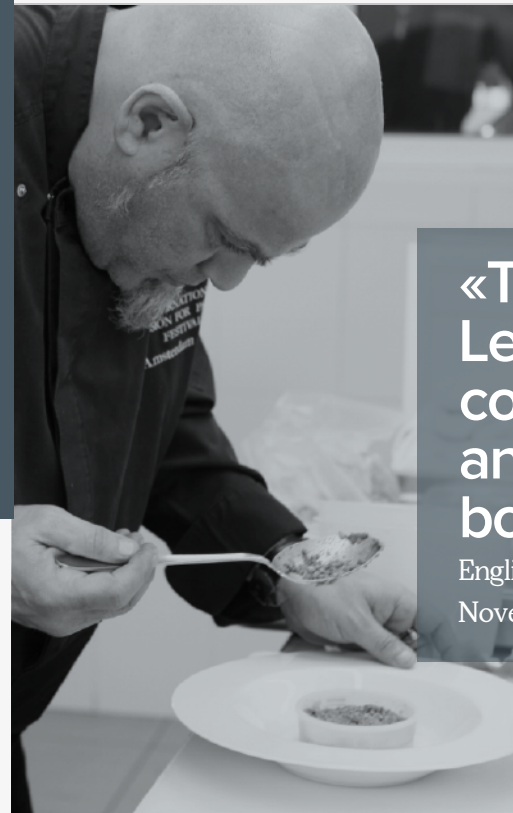
Barza thinks that we have the ingredients and we just have to think about how we are using them.



Joe Barza's Soujouk

«He 'relooks' traditional cuisine: he adds to oriental flavors & ingredients, the European creativity and savoir-faire. He juggles between colors & flavors. every dish he creates is a piece of art, a love letter and the marriage of culinary traditions.»

Noun Magazine, April 2008, Lamia Darouni



«This master of modern Lebanese cuisine combines flavors of East and West, dusts off the books of classic cuisine.»

English translation for Noun Magazine, by Nayla Eid, November 2007.



Joe Barza's Osmalieh Tatin

Joe Barza's Rouleaux de Filet de Poisson Farcis de Feuilles de Vignes



Frikeh with Lamb

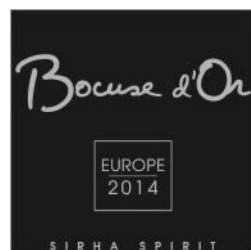


# events participation

«Joe Barza's take on Lebanese cuisine combines simplicity & innovation».

Jaguar Magazine, Issue 1, 2011.

Jaguar Magazine is the world leader in independent Jaguar publications.



# events participation

vinòforum  
lo spazio del gusto



2. ULUSLARARASI  
Kaybolan  
Lezzetler  
Festivali

**HORECA**  
JORDAN 2014





# consultant & brand ambassador

Services include food concept formulation, menu elaboration, recipe elaboration, kitchen design in collaboration with reputable kitchen suppliers, restaurant design in collaboration with reputable architects, pre-opening training, opening strategies, post-opening follow-up, cost control, and yearly follow-up packages.





# lebanese cuisine promotion



# awards, achievements & acknowledgements

1992

“Associate Member” of the “South African Chefs Association”

1994

“Member” of the “Confrérie de la Chaine Rotisseurs” – Paris, France

1994

“Gold Medalist” at “Beirut Salon Culinaire” – Beirut, Lebanon

2000

“Gastronomic 6 Course Menu Merit Certificate” at “HORECA 2000” – Beirut, Lebanon

2001

“Active Honorary Member” of the “Académie Naitonale de Cuisine” – Lyon, France

“La Mention Spéciale du Jury” at the “Carrefour des Métiers de Bouche” – Lyon, France

“5 Course Set Menu Merit Certificate” at HORECA 2001 – Beirut, Lebanon

2011 till present, Teaching Instructor at Cordon Bleu USEK

2002

Member of the “Association of Cooks of Germany”

2003

“Certified Hospitality Trainer” by The American Hotel & Lodging Institute

“Prix Spécial du Jury” at the “4ème Challenge Européen du Sandwich Délifrance » - Lyon, France

“Jury Honorary Prize” at the “2003 Food Festival” – Mescolanze, Italy





2004

“Jury Gratitude & Appreciation” at the “International Passion for Pastry Festival” – Amsterdam, Netherlands

2005

“Jury Gratitude & Appreciation” at the “Coupe du Monde de la Patisserie” – Lyon, France

2006

“First Class Award” at the « 2nd World Championship of the Tuna of Quality” – Sardinia, Italy

2010

“Recognition Award” at the HORECA 2010 – Beirut, Lebanon

Judge at the “Maggi Golden Cube – Chef of the Year”

2011

“Innovative Advocate of New Lebanese Cuisines” by the American University of Technology - Fidar/Halat, Lebanon

“Recognition Award” at the HORECA KSA 2011 – Saudi Arabia

“Certificate of Attendance” at the “Australian Meat Food Service Training Program” – Beirut, Lebanon

“Honorary Head Chef” (Counselor of the Lebanese Kitchen) by Chef Alfons SCHUHBECK's – Germany





**«Chef Joe Barza has become a name synonymous worldwide with progressive Lebanese Cuisine».**

Time Out Magazine, Beirut, article by Lucy Knight, October 2011. Time Out Beirut is a monthly guide to Beirut's nightlife, arts, culture and events.

**2012**

“Recognition Award” at the HORECA 2012 – Beirut, Lebanon

**2013**

Listed between top 50 F&B Professionals by “Caterer Middle East”

**2014**

Member of the Organizing Community of Dubai World Hospitality Championship

**2015**

Celebrity jury at the Young Chef Talent event in Cape Town, South Africa

Celebrity jury at the BBC Good Food ME Awards Gala Dinner

Attended HORECA Lebanon with USAID

Guest speaker with Entrepreneurship – Jordan

Ambassador of Lebanese Food Heritage

Celebrity Chef & Brand Ambassador for NKD Pizza

Lebanese Cuisine promotion with Gerald Passedat at the Mucem

Lebanese Cuisine Promotion in Belgrade, Serbia

Attended the 10th anniversary of Les Etoiles de Mougins

Chosen by the Chefs des Chef to participate in the Charity Gala Dinner hosted by the Swiss Red Cross

Cooked Lunch for Chris Nassetta in Hilton Dead Sea

# international presence



# tv features

For 2 consecutive years (2011-2012), Joe Barza was the head judge and co-host of Emmy Award winning television show "Top Chef", in its Middle Eastern version that was broadcasted on LBCI, one of Lebanon's leading TV stations.



MYCHEF.TV



TV5MONDE



◀ MIXEUR ▶  
LES GOÛTS ET LES IDÉES





# magazines & newspapers features

Across his professional career, Joe Barza has made it to the diverse local and international media.

He was featured through the television and radio as well as the printed media. Articles were written about the events he participated in and/or hosted, his cuisine and recipes.



**THE DAILY STAR**  
LEBANON

**Hospitalitynews**  
MIDDLE EAST

**TimeOut**  
Beirut

**Φ PHAIDON**

**Taste & flavors**  
Your only cooking & lifestyle reference

**Wallpaper\***

**La GAZETTE**  
de Monaco  
L'ACTUALITÉ DE LA PRINCIPAUTÉ DEPUIS 30 ANS

**الإتجاه**  
**ETIHAD**  
AIRWAYS

**fatafeat**

  
**gourmet-reise.de**

**The New York Times**

**Hotelier** Middle East

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les nouvelles  
publications



GASTROMAG

HOME For MAGAZINE  
The soul of Lebanon

The INDEPENDENT

Thurie's gastronomie MAGAZINE

BOLD  
Daring To Go There  
MAGAZINE

femme



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