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## China, Peoples Republic of Market Development Reports

### Chef Nora wows South China with her fine, southern dishes

**2008**

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**Report Highlights:**

ATO/GZ, with support from Southern United States Trade Association (SUSTA) and eight cooperators, hosted three chef training seminars in South China from November 6-11. Renown Chef Nora from Louisiana acted as guest chef and demonstrated her signature Southern U.S. dishes featuring quality U.S. food products. All seminars were well attended and received positive response from participants.

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### Background

On Nov. 6-7, ATO/GZ, together with *Metro Cash and Carry Company (Metro)* conducted a two-day seminar in its training kitchen in Shenzhen. One of the seminars was for *Metro* employees, and the other targeted food service sectors in Shenzhen and surrounding areas. More than 60 food service professionals attended the seminars in Shenzhen. *Metro* internal training was more focused on the benefits of U.S. ingredients so employees had first-hand experience trying different U.S. products and learning skills to better promote them. The chef seminar was more focused on how to conduct a Southern U.S. themed promotion.



Chef Nora's Southern U.S. cooking attracts the most creative Cantonese chefs  
(Source: ATO Guangzhou)

Chef Nora not only introduced cooking styles, but also culinary culture and festivals of Louisiana. Thus, chefs gained greater understanding of Southern U.S. cuisines and how to plan their own promotions accordingly. The wine specialist from *Metro* also paired dishes with American fine wines and taught participants pairing skills.

Against the backdrop of the sparkling Pearl River, soft breezes and blue skies, the Guangzhou seminar at the *White Swan Hotel's* outdoor pool area received raves with more than 80 participants from leading hotels, restaurants, importers and select media contacts. ATO Director Joani Dong and Deputy DCM Michael Jacobsen also attended and gave opening remarks. Chef Nora again introduced different cooking styles from the Southern US as well as culinary culture and festivals of Louisiana. Cantonese chefs crowded around her for a closer look at cooking techniques. Participants showed great interest in the specialty Creole seasoning introduced by Chef Nora, which can be widely accepted by local consumers. The chefs told ATO/GZ that atmosphere, culture and food are keys for conducting successful themed promotions. Later, Chef Nora was interviewed by the Chief Editor of a gourmet magazine and the *GDTV* crew. From what we heard, very positive responses were generated, and Post will continue to educate the local HRI sector. Participants especially liked her delicious seafood and gumbo soups, jambalaya, pork chops and crab cakes.