



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

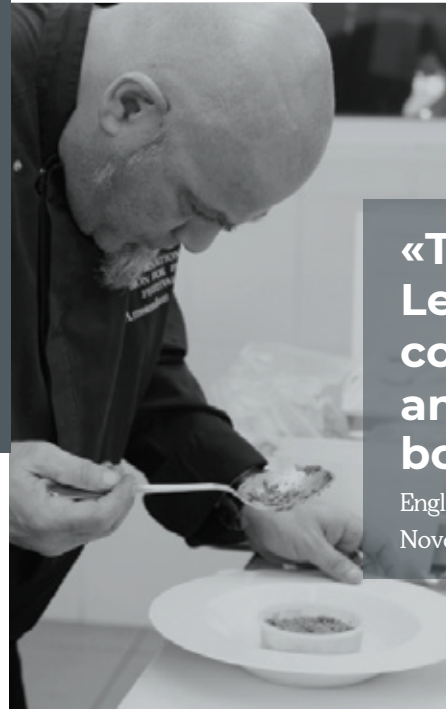
Barza thinks that we have the ingredients and we just have to think about how we are using them.



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 2011 ,1.

Jaguar Magazine is the world leader in independent
Jaguar publications.



*Meze
Festivali*

 **Chefs
World Summit**
The International Culinary for the World Chefs

FOOD
FABRICATION

**SAUDI
HORECA**

**Horeca
KUWAIT**

HORECA

Gulfood

**Dubai World
Hospitality
Championship** 


Olympic Games
de la Francophonie


ACADEMIE CULINAIRE DE FRANCE

**The Garden Show
& Spring Festival**

**LES ÉTOILES
DE MOUGINS**
FESTIVAL INTERNATIONAL
DE LA GASTRONOMIE
ET DES ARTS DE VIVRE

**Beirut
Cooking
Festival**

Bouche d'Or
EUROPE
2014
SIRHA SPIRIT

*Coupe du Monde
de la Pâtisserie*
LYON
2011
SIRHA SPIRIT

SIAL 2010
The Global Food Marketplace

2011

مهرجان الرياض للمطبخ
Al Riyadh Food Festival

**LES ETOILES
DE MOUGINS**
10th FESTIVAL INTERNATIONAL
DE LA GASTRONOMIE
2 & 3 JUIN 2018

Philippe Etchebest
Chef de Cuisine au Grand Hotel de la Ville de Paris

events participation



2. ULUSLARARASI
Kaybolan
Lezzetler
Festivali

vinòforum
lo spazio del gusto

HORECA
JORDAN 2014



Nestlé



consultant & brand ambassador

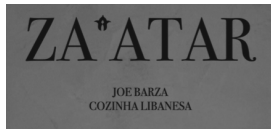
Services include food concept formulation, menu elaboration, recipe elaboration, kitchen design in collaboration with reputable kitchen suppliers, restaurant design in collaboration with reputable architects, pre-opening training, opening strategies, post-opening follow-up, cost control, and yearly follow-up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



consultant & brand ambassador



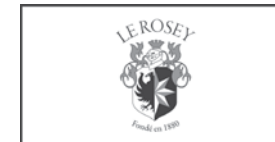
al-maeda.



lebanese cuisine promotion



جدة هيلتون
Jeddah Hilton



SOFITEL
LUXURY HOTELS



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

Cross-Training at Alfons Schubeck

2015

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

Celebrity at the BBC Good Food ME Awards Gala Diner

Attended HORECA Lebanon with USAID

Guest speaker with Entrepreneury - 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 Chefs to participate in the Charity Gala Dinner hosted by the Swiss Red Cross

Cooked Lunch for Chris Nassetta in Hilton Dead Sea



2016

Celebrity Chef & Brand Ambassador for PIEDAYS, Riyadh, KSA

Renewed the menu of Café Du Roi restaurant in Abu Dhabi, UAE

Member of the jury of the Trophée de Masse

Participated in the Food in Sud event in Marseille

Brand ambassador for La Boca Restaurant – Qatar

Launching of Kitchinet

Lebanese Promotion at Le Richemond – Geneva with Chef Philippe Bourrel

Participated in Vinoforum in Rome on the 17th of June 2016

Filmed Ramadan cooking episode with Al Jadeed AJ+

Interviewed by France Bleu Azur

Attended Les Etoiles de Mougins 2016

Revamped the menu of Falafel Concept in Dubai

Brand Ambassador at Oak Grill by Joe Barza

Attended the Global Chefs Challenge Final in Thessaloniki Greece

Attended the Gourmet Culinary Extravaganza Conrad Algarve

Attended the Chefs World Summit in Monaco

2017

HILTON Brand Ambassador for GCC & Africa

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
ACTUALITÉ DE LA PRINCIPAUTÉ DEPUIS 30 ANS

الإتحاد
ETIHAD
AIRWAYS

fatafeat


gourmet-reise.de

The New York Times

Hotelier
Middle East





GASTROmag

HOME For MAGAZINE
The soul of Lebanon

The INDEPENDENT

Therese's
gastronomie
MAGAZINE

BOLD
Daring To Go There
MAGAZINE

femme



N&UN

L'Orient
LE JOUR

الشرق الأوسط
Le Jour du Proche Orient



CONDÉ NAST
Traveler

agenda
culture

goodfood
Middle East

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