

# Cape Town chefs toast Halal tourism

 By [Terry Levin](#)

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The world's first Halal Gourmet Dining for Chefs Accreditation, organised by Singapore-based CrescentRating in collaboration with Cape Town Tourism, took place from 4-6 October 2017.



Photo: Terry Levin

Attended by chefs from Cape Town's top hospitality, hotel and catering service providers such as Tsogo Sun, The Cape Sun, Raddison Hotels, Boschendal, The South African Chef's Association and others, the accreditation intends to enable participants to cater confidently to the rapidly increasing number of Halal and Muslim travellers and guests to South Africa and globally.

With the typical Asian finesse and reverence to fresh ingredients and cooking techniques, Singapore Chefs Muhammad Kamal Bin Khamis and Chef Javed Ahamed imparted the demonstration brief for the cook-off competition held at Giggling Gourmet Cook's Playground in Cape Town's trendy De Waterkant precinct.

Judges Kamal and Javed, together with local chef and media personality Jenny Morris, Tsogo Sun's Executive Chef Lindsay Venner, and food editor and author Hope Malau were tasked with the tasting and judging of the dishes produced by participants.



Photo: Terry Levin



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## Catering to new market opportunities

Rauda Zaini, in charge of marketing for both organisers CrescentRating and sister site HalalTrip, explained the need for the activation to create greater awareness and services to educate and cater to new market opportunities.

A great example of a local brand doing this is Zari Sparkling Grape juice, produced in Western Cape from 100% Cape Seedless Muscat grape cultivars to cater to local and international guests to our shores who do not partake of alcohol.



Photo: Terry Levin

With it's vine-clad packaging and foil and cork closure, the proudly local brand, which promises a premium alcohol-free experience on a par with the finest South African charmantes, was the natural choice of beverage for tasting and toasting the end of two days slaving over hot (Halal) stoves, the new friends made and new badges earned.

## ABOUT TERRY LEVIN

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