

For Immediate Release  
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**One Event,  
10 Street Food Cities,  
37 Masters,  
40+ Best Street Food Choices,  
1 Location, over 10 Days,  
At the World Street Food Jamboree 2013**

Feast on these street food masters iconic flavours, from 10 cities worldwide, at the World Street Food Jamboree from 5pm 31<sup>st</sup> May to 9<sup>th</sup> June 2013 at F1 Pit Building and Paddock.

### **China**

**1/** The Hai Nan province in China has some of the best noodle dishes, and each of them uniquely differentiates itself from another. One signature of Hai Nan is 海南粉 (**Hai Nan Fen**), and 海亚 (Hai Ya) is known as the go-to spot for the most authentic Hai Nan Fen. They began as a humble stall by the street of Hai Kou (Hai Nan's capital city) two decades ago, and have worked their way to household name status. This bowl of thin rice noodles is flavoured with a soya-based gravy, top with beef jerky, bean sprouts, preserved mustard greens and crackers for some crunch.

**2/** At the coastal town of San Ya, we found another treasure – 抱罗粉 (**Bao Luo Fen**), which literally means “hugging a beauty.” It is a saying often used by locals to describe the pleasure of eating this noodle dish. Bao Luo Fen is thick and translucent, soft yet resilient, and dissapers in your mouth without much effort. This Hainanese master at 瓊园 (Qiong Yuan) tosses the rice noodles with gravy made of beef stock and corn for greater sweetness. He then tops it with lean pork slices, beef jerky and roasted peanuts.

**3/** The third noodle dish, 陵水酸粉 (**Ling Shui Suan Fen**) is a tangy, savoury noodles dish rounded with intense umami flavour from 万同陵水酸粉大王 (**Wan Tong Noodle King**). The delectable Ling Shui Suan Fen comes with gravy that is flavoured with dried cuttlefish, silver fish, glutinous rice vinegar and sour plum sauce. The combination produces a symphony of sweet, salty and sour, top with beef jerky and fish cakes. Wan Tong has been keeping the faith with regulars for decades now. These vendors still hand make their rice noodles every day at their flagships shops.

## Denmark

**4/ Meyers Køkken** is a venture by chef Claus Meyer, co-founder of the restaurant Noma which was voted best restaurant in the world for three consecutive years. The team is featured as one of two street concept showcase stalls (the other being Lion City from Vietnam) serving Meyer's signature **Porc Sandwich** with succulent juicy roasted pork, fresh apples and a yoghurt mayonnaise and mustard dressing. The organic sandwich bun which is custom made in Singapore to this specifications (a not so secret Meyer's recipe) will also take the centre stage.

## Malaysia

**5/ Datuk Kenny Chan of The Big Nyonya Cafe** from Malacca is a famous personality in Malaysia and Singapore. He specialises in Peranakan cuisine, which he used to hawk in the streets as a kid, and now offering it at the Jamboree. His **Nasi Ulam** is a Nyonya dish of steamed rice hand tossed with finely shredded herbs, spice paste, pounded toasted coconut, shredded Spanish Mackerel, and top with juicy prawns and a light seafood sauce with a stunning, all important sambal belacan. It also comes with **Chendol**, a shaved iced dessert with palm sugar (Gula Melaka) and coconut milk). This unique Southeast Asian traditional dessert is also textured with pandan-flavoured mung bean flour jelly (chendol), sweet stewed red beans.

**6/ Peranakan husband and wife Donald and Lily** started off with a pushcart stall in Malacca selling Nyonya Laksa, Nasi Lemak and Sate Celup. The elder couple is on semi-retirement now and their faithful daughter, Jennifer, ditched her hospitality job and now helms their new café in Malacca. . The Nonya **Mee Siam** comes with spicy, sour and sweet gravy with dried shrimp accents, but is done a tad drier than the traditional Malay or Indian style. Thin vermicelli is tossed in a sauce made of tamarind, Rempah (spice paste) and Tau Cheo (fermented soya bean sauce) – a harmonising mixture of Malay and Chinese culinary elements – and top with juicy prawns.

**7/ Ah Chye** has been a mobile hawker for over 40 years and **Penang Rojak** is all he knows. He operates at up to 10 places a week on his motorcycle food cart and is a regular at major pasar malams (mobile night markets) in Penang. The edge here is the use of sliced and very crispy little pieces of yu tiao (dough fritters) plus a moreish and

complex hae ko (prawn paste) from Penang that has seven ingredients added for oomph. Yet, Ah Chye says the most important element in his fruit rojak is his crushed roasted peanuts which he is very generous with.

**8/** Ee Chuen and her family has been in the street food business for 14 years, they started with a small stall along the **Gurney Drive**. In 2010, this young lady, who walks away from a successful beauty salon business to inherit her mother's legacy, was crowned as Penang Hawker Master (Laksa category). Their **Assam Laksa** is the pride of Penang. The poached and flecked sardine fish, along with tamarind, galangal, lemongrass and chilli gives its broth a robust flavour. The killer app comes later – pungent fermented shrimp paste specially imported from Penang, torch ginger flower and fresh mint leaves – all harmonised into one bowl of spicy, tangy and refreshing dish.

## India

**9/ Bhaskar Mysore** runs a mobile kiosk in Karnataka, India. He is also the leader of street vendors in the area and working closely with National Association of Street Vendors of India (NASVI). Bhaskar will be serving **Indian style garlic chicken** served with tangy and fragrant **tamarind rice**. The rice which is peppered with herbs and spices is traditionally an elite food in India, but Mysore made it affordable and has been serving for over 24 years now. Another option, besides the tamarind rice, is Shavige, soft rice vermicelli that will melt in your mouth as you munch in.

**10/** Ashok Gupta of **Shahi Litti Chokha** is the youngest among the Indian street hawkers participating in the event, yet the 30-year-old has been in the business for six years and supporting a family of eight. **Litti** is a traditional Bihar food made of wheat flour, gram flour, garlic, onion, spices, rolled into a ball and then baked over charcoal. It is eaten with **Chokha** (a vegetarian spread consisting of potatoes, tomatoes and egg plants). For non-vegetarians, Ashok Gupta prepares a mutton version, which you can devour with the Litti.

**11/** Gulab Singh's **India Gate Bhelpuri** kiosk is a permanent fixture at the India Gate in New Delhi. He also won the most hygienic food preparation award by the Food Safety and Standard Authority of India. Bhelpuri is a type of chaat, which refers to Indian savoury street snacks. **Batata Puri** comes in a crispy puff with mashed potato and Gulab Singh's signature sauce made of dates, mango powder

and tangy tamarind. Another snack is **Pav Bhaji** - lightly toasted bun served with curry potatoes, butter and tomatoes.

**12/ Narayan Swamy** from Karnataka, India, was an assistant cook at a local hotel before he became a hawker selling this wildly popular dish – **Chicken 65** – about 12 years ago. Some say “65” refers to the number of days of marination, others say it is the amount of spices that the dish contains and the plausible being, that it’s the 65<sup>th</sup> item on the menu of the restaurant that created it. One thing is for sure: this Chicken 65, a spicy deep-fried chicken with coconut chutney from Chennai, is a die-die-must-try at the Jamboree.

### Indonesia

**13/** After years of restaurant stints in Malaysia and Jakarta, Afdal Fitra decided to set up a humble stall, **Nasi Kapau Rang Agam**, at his hometown, Nagari Kapau, where the people are known for their pride and appreciation for food. **Nasi Kapau** is the spicier and lesser known cousin of Nasi Padang. Every plate of rice features Rendang (dry-braised and caramelized curry beef with lemongrass and coconut milk), Dendeng Lado Merah (smoked beef jerky with spicy red chillies), Sambal Lado Mudo (green chilli paste with salted fish and eggplant) and Gulai Cubadak (jackfruit stew with mild curry sauce). It is fiery, yet easy on the palate, uber authentic and simply addictive.

**14/** The legendary Pak Haji Diding of **Aneka Sari** started hawking off-cut beef **Sate Kuah** and **Soto Tangkar** by carrying pots and grill over his shoulder. Today, his eight children are continuing and expanding his street food legacy with a few street outlets and a spice paste supply business. Soto Tangkar is a uniquely Batavian (natives of Jakarta) dish. It is robustly beefy, rich and spicy and done with over a dozen spices. The best way to eat it: dip a stick of satay in your soup; let the marinade and smokiness of satay calm somewhat. Devour the satay and Soto (soup) with some Ketupat (rice cake).

**15/** Bu Eli is a beautician and hair-dresser. She started **Tambala** selling Manadonese cuisine in the 90s to earn extra income. This plain looking **Nasi Manado** is deceiving; it is considered one of the spiciest in the whole archipelago. Every set comes with Sayur Rica Rodo (long beans, eggplant and corn stir fry with Belinjo leaves), juicy and spicy pork satay or Ikan Rica (spicy tuna with special chilli sauce) and complete with corn fritters. For ‘dessert,’ banana fritters are served with a side of Sambal Roa (smoked fish sambal). Be warned- do not underestimate the Sambal Dabu-dabu - Manado style salsa with fresh chillies, tomatoes and shallot - it is refreshing yet fiery!

**16/ Kerak Telor** is Jakarta's iconic street food and has become a rare Batavian (Jakarta natives) treat nowadays. We traveled around Jakarta to find the remaining Kerak Telor vendors, and finally selected these three. It is crispy glutinous rice pan toasted frittata with Serundeng (spicy, savoury and sweet toasted grated coconut), dried shrimp and fried onion. Every order is carefully made a la minute to ensure perfect crispiness. Watch the way this abang (brother) flips his pan and toast the exposed frittata, stuck to the pan upside down, over charcoal fire for extra smokiness.

**17/** Pak Memet's late father, his siblings and his children are all selling **Kue Pancong**. Carts selling **Kue Pancong and Kue Pukis** are found everywhere in Indonesia. There is a reason why these cakelettes are so highly demanded – Kue Pancong has to be made with a big helping of patience and diligence. It won't come out right if it's rushed. The rice flour coconut batter is poured into a mold and left to crisp outside till the insides becomes soft and creamy. It comes with desiccated bits of freshly shredded coconut which is crunchy, light (no coconut milk is used) and savoury with a tad sweetness from sugar topping. Kue Pukis is fluffy and sweet like a pancake and made in similar fashion. These two make up a perfect match and will satisfy any puckish sweet tooth.

## Mexico

**18/** At the coast of Ensenada, there is Sabina Bandera Gonzalez and her family dishing out fresh ceviche and salsa. **La Guerrerense** is recognized by the Newsweek as one of the "101 best places to eat in the world" featured in Travel+Leisure magazine and favoured by many renowned chefs in America and a favourite of CNN's Parts Unknown host Anthony Bourdain. Her **Tostada** (flat bread made with corn flour), comes juicy with fresh seafood (squid, scallop and crab meat), and top with her homemade salsa.

**19/** Partners – renowned restaurateur Dario Wolos and celebrity chef Aaron Sanchez of Tacombi aim to bring the Mexican taco culture to the world, starting from New York City in their Volkswagen combi van (hence Tacombi) taco truck. Their signature **Crispy Fish Taco** comes with a beer-battered tilapia, top with fiery chipotle mayonnaise and red cabbage. The **Alhembre del Rey** is a beef and bacon breakfast taco. Then complete the Mexican fiesta with a side of tortilla chips and won made guacamole. Their minivan now parked in the restaurant at Fondalita (NYC) is considered a historical

monument and will soon be donated to the Smithsonian National Museum at Washington D.C.



## Singapore

**20/ Wee Nam Kee** has been a Singapore **Chicken Rice** icon for decades, popular with both locals and foreigners. It's Singapore's national dish and many just have to eat it every so often without much thought to it. Huge poached chickens, eventually dunked in an ice bed, are chopped and served atop an intensely flavourful, glistening but nary greasy chicken-oil-flavoured rice. It is complemented with a spicy and potent garlic chilli sauce. They also serve roasted chicken if you would like something crisp and smoky.

**21/ Surendran**, a second generation hawker of **Heaven's Curry** currently the only known hawker in Singapore who still make **Putu Mayam** from scratch. **Putu Mayam** (string hoppers) is a south Indian snack of rice flour noodles steamed and then eaten with sugar and desiccated coconut or a douse of chicken curry. His other signature is **Appam** (lace hoppers) served plain with orange sugar and grated coconut, or with egg and cheese which is soft, with crispy edges and subtle, heady fermented aroma.

**22/** They come from a popular Indian Rojak stall at Ayer Rajah Food Centre in the west, in Singapore. It's now helmed by the second generation owner, Abdhus Salam. **Indian Rojak** is a complex collection of fried fritters (from tofu, prawn crackers, eggs to fish cakes and coconut ball, to name a few) with a salad. It is served with a sweet potato sauce with spicy and nutty (from peanuts) and fruity undertones.

**23/** This hawker runs a humble stall in the middle of a coffee shop. **Cheng Tng** is a southern Chinese sweet soup that can be eaten hot or cold. It consists of a dried longan-flavoured broth containing ginkgo nuts, pearl barley, dried persimmon, sugared wintermelon and boat fruited sterculia seed. It is a refreshing treat to combat the humid summers. He uses crushed pebbled ice to add crunch and cool to his dessert.

**24/** The Onan Rd **Indian Muslim Confectionery** is the oldest Muslim Bakery in Singapore, founded by Mr Shaik Jan Bux in 1942. Now the third generation is continuing his legacy, still making traditional and uniquely Singapore **Indian Curry Puffs** with the secret recipe. They pastry is handmade like fried filo pastry and holds the spicy fillings well. This set of 3 signature mini curry puff consists of extra flaky and crispy crust with moist and rich (of potato, mutton and chicken) curry filling.

**25/** The owner of **Joo Siah** is a former engineer who bounced back from a retrenchment exercise 20 years ago, now he operates his own stall with techniques adapted from the family (who runs another very famous bak kut teh stall). He has never looked back since. **Bak Kut Teh** is a creation of the Teochews in Singapore, it's simply pork ribs simmered in a pepper (white) and garlicky broth with balanced, clear and cogent flavours. Pair with a stick crispy You Cha Kueh (dough fritters), heavenly!

### Thailand

**26/** In the middle of bustling Thong Lor Street in Bangkok, there is Mr Niphone Ittimonchai's 40-year-old gem - **Hoy Tord Chao Lay**, who is a food media darling in Thailand. His **Hoy Tord** is an ultra-crispy and dough and egg pancake done over a teppanyaki stove top. It has a rich body and texture, and done with freshly seared sprouts, juicy mussels, oysters, prawns and squid. Everything is made with his secret recipe, including the sweet, spicy and tangy chilli sauce that gives the dish extra oomph!

**27/ Nomjit** has been a local favourite since Ms Sastaravaha started her small business 10 years ago in the trendy neighbourhood of Ekamai in Bangkok. The secret to Ms Sastaravaha's Som Tum (spicy papaya salad) is her addition of salted egg which elevates the flavours of the dish. **Som Tum** represents the four main tastes of the local cuisine: sour lime, hot chili, savory fish sauce, and sweetness of palm sugar. Every portion comes with sticky rice, and a choice of **Kai Yang** (grilled chicken) or **Moo Yang** (grilled pork) - both are juicy and succulent.

**28/ Mrs Bowon** and his husband, **Martin**, use only the natural ingredients (pumpkin, pandan leaves and blue pea flowers) to give her translucent steamed glutinous dumpling the enticing colours. The sweet version – **Thua Paep** – comes with sesame and mung beans filling, coated with more of the latter. The savoury **Khao Kriab Pak Moh** comes with mixed vegetables (water chestnut, long beans and carrot) with minced pork filling, best eaten with fresh lettuce and tangy chilli sauce.

**29/** The Nang Learning district in Bangkok is known for its high concentration of street food vendors, many are selling sweet and savoury fried snacks. Mr Paiboon of **Mae Kim Yui** was the very first

to set up a **Kluay Mun Tord** (banana fritters) stall here and unquestionably makes the best. The secret of the sinful snack lies in the key ingredients - fragrant sesame batter and coconut oil for frying. As you bite into it, the aroma lingers in the midst of crunchy crispy bananas, sweet potatoes and taro... simply addictive.

### **United States**

**30/** They may call themselves the **EuroTrash** but their food says it all. These guys, who traveled around Europe for inspiration, hail from Portland's bustling food truck scene specialise in European and American cuisine. They offer things like spicy chips with foie gras but their signature is the **Soft-shelled Crab Burger** - comes with ultra-juicy and crispy deep fried soft-shelled crab and spicy mayo-yoghurt sauce in between the toasty buns. If you've got some extra room, ask chef Thomas to slip in an additional of beef burger patty

**31/ The Swamp Shack's** chef Trey Corkern specialises in Southern style comfort cuisine, or better known as soul food. His **Smothered Chicken**, an American southern dish comprises of a tender chicken in stew sauce and mash potato, is hearty and appealing. He also prepares an ambrosial **Fried Shrimps and Grits** with a few mid-sized deep fried prawns planted in a bed of spicy mash grits (corn polenta). A bite into any of his creations will transfer you to the New Orleans, via Portland.

**32/** There is one word to describe **Peoples' Pig** and the mastermind behind it, chef Cliff Allen – pig-centric. This chef who has worked alongside James Beard's winning restaurant is known for his hand-crafted grilled meats. His Porchetta is an Italian style pulled pork wrapped in pork belly and roasted to perfection. To cut off the sinful fat, this sandwich comes with arugula and/or coriander dressed with fresh lemon squeeze and served on ciabata rolls.

### **Vietnam**

**33/** With high level of dedication, Ms Loan's **Phan Rang 38** had earned awards and acknowledgment from Vietnamese gastronomy magazines. **Banh Khot** (seafood rice cake) and **Banh Xeo** (crispy seafood pancake) are the staple of coastal Vietnam, made with rice flour, top with fresh seafood and served with three different types of sauces: braised fish sauce, anchovy sauce, and fish sauce. To make the perfect porous rice cake, which they do over charcoal fire in

Vietnam, rice grains are soaked for hours before grinding it with mortar.

**34/** The owner of **Nam Bo**, Mrs Ngo, was an architectural professional. She started selling **Chuoi Nuong** (banana sticky rice) to tide things through after having her first child and she continued to do. To make Chuoi Nuong, glutinous rice is first infused with coconut water, wrapped around a sweet banana and bundled up with banana leaves. The bundle is then toasted over charcoal fire until it crisps on the outside with the caramelised banana filling waiting to burst as you bite. The sweet coconut milk and toasted sesame seeds completes the masterpiece.

**35/** This Hai Phong style **Banh Da Tom Hai Phong** with a twist is creatively created by Chef **Vo Quoc**, an acknowledged culinary expert by the Asians Chefs Association, who also runs a street shop at Ho Chi Minh City. The Banh Da Tom Hai Phong is usually served only in special occasions, such as this Jamboree. Spicy red rice noodles with robust shrimp broth – river shrimps are boiled, ground and stewed for maximum flavour – and served with duo of fried and grilled snakehead fish fillet.

**36/** Mr Vo Thi Kim Tu runs a cafe in Saigon which specialises in prawns (from scampi to tiger), hence the name **Tom & Tep** (prawn & shrimp). There are over 60 prawn dishes in his street food café and one of them is this **Sunbathed Shrimp with Fried Sticky Rice**. The medium-sized Tiger prawns are first smoked under the sun and roasted or baked until fragrant. It is paired with the fried sticky rice, which has a crispy outer layer but chewy, soft and fluffy insides.

**37/** This is the concept showcase stall, **Lion City Restaurant**, headed by Mr. Harry Ang, a Singaporean who took his food culture too root in Vietnam 15 years ago. He delivers Singapore iconic street flavours like chili crabs, mee goreng and Nonya inspired pineapple squid – in entertaining Teppanyaki hot plate fashion, very showy and moreish. His restaurant is the first street food restaurant (200-seater) in Ho Chi Minh that offers authentic Singapore cuisine... Their Teppanyaki Master, chef Panumas Chaisalee, won the Iron Chef Vietnam competition in the 2012 show. At the Jamboree, they will prepare a trio of Mee Goreng, Chilli Crab, BBQ pineapple Sotong(squid) with bread to dip. Lion City has a coherent franchise program and is open to conversations with interested parties. They have three outlets currently.



### About the World Street Food Congress

The World Street Food Congress (WSFC) is the brainchild of KF Seetoh, founder of Makansutra, the organizers of the event. The objective of the WSFC is to create more Opportunities for society and the industry by galvanizing the energies and ideas of the world's players at the event. It has a 10-day feasting component -the World Street Food Jamboree, a 2-day World Street Food Dialogues component and a World Street Food Awards element. The event is powered by the World Street Food Council, a think tank comprising prominent names made up of influential thinkers, advocates and movers of the F&B ecosystem in the world. They will function as thought leaders and vanguards of the industry at the World Street Food Congress. Some of the names in the Council include James Oseland, author, avid street food advocate and acclaimed author of Cradle of Flavor (one of 2007's best books by Time Asia and the New York Times); Johnny Chan, top China TV food host and winemaker; and KF Seetoh, Makansutra's founder and CEO.

More information can be found at: [www.wsfcongress.com](http://www.wsfcongress.com)

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