

# 32 M **Makan**



**MAKANSUTRA FOUNDER:** (Left) KF Seetoh is the organiser of World Street Food Congress 2015. Dishes that will be sold at the event include (right) har cheong gai burger from Hong Kong Street Chun Kee and (below right) carrot cake from Chey Sua Carrot Cake. PHOTOS: KF SEETOH



## Street food goes **TRENDY**

Five hawker delights to be featured at five-day food festival

Report by **JOANNE SOH**  
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**What comes to mind when you think about uniquely Singaporean street food?**

Carrot cake? Chilli crab?

Local food guru and Makansutra founder KF Seetoh has collaborated with the Ministry of Culture, Community and Youth and National Heritage Board for an SG50 Deliciously Singaporean exhibition showcasing 50 uniquely Singaporean dishes.

The travelling exhibition will be launched at the opening of World Street Food Congress 2015 next week.

Five hawker delights – carrot cake, chilli crab, satay bee hoon, mee kua (spicy noodle soup) and har cheong gai (prawn paste chicken) burger – from the exhibition will be featured at the five-day food festival. (See report below.)

World Street Food Congress, which began in 2013, is dedicated to promoting global street food and preserving its culture.

"Forget about fine dining," Seetoh, 53, told M at the press event of World Street Food Congress 2015 yesterday. "The trend is moving towards street food."

Street food is popular and accessible, and Seetoh is all for making sure such a "culture" has "continuity".

Even US celebrity chef Anthony Bourdain has caught on, and is planning to open his international "hawker centre" called Bourdain Market in New York later this year.

### CONSULTANT

Seetoh serves as Bourdain Market's consultant, where he will curate the stalls and assist in designing the market.

"I hope to see a Singapore Pavilion in the Bourdain Market," he shared.

"Perhaps some stall owners from the SG50 Deliciously Singaporean exhibition will be keen to branch out overseas."

Apart from the two-day Dialogue-Hackathon session where the public can engage in town hall-style discussions with international culinary professionals to exchange ideas and recipes, network and explore new business opportunities, a key highlight is the Jam-



boree. Foodies can feast on delectable cuisine from top street food vendors and award-winning chefs from the US, Bolivia, Indonesia, India, Vietnam, Germany, Malaysia, Thailand, the Philippines and Singapore.

There will be 23 stalls hawking international cuisine such as bratwurst (German sausage), hoy tord (Thai oyster omelette) and anticucho (Bolivian meat and potato skewers).

One can also try out new creations such as kinlaw, otherwise known as the Filipino ceviche, by US chef Paul Qui, a winner of US reality cooking series Top Chef.

The Texan will be running a special food truck where he will be incorporating his Filipino heritage into his cuisine.

Seetoh, a champion of street food culture, hopes the World Street Food Congress will inspire the younger generation to "explore career opportunities in hawker food".

"Thankfully I've met many forward-thinking young people who are very keen in preserving our heritage."

**WHAT**  
World Street Food Congress 2015  
**WHEN**  
April 8 to 12  
**WHERE**

Open field opposite Parco Bugis, at the intersection of Rochor Road and North Bridge Road  
**TICKETS**

Entry to Jamboree is free with food prices starting at \$4.50. It costs \$450 for a two-day pass to the Dialogue-Hackathon sessions. Register at [www.wsfcongress.com](http://www.wsfcongress.com)

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