

# A BRIEF REPORT ON



# nepal

## MasterChef Finalists' Tour to NEPAL



06- 18 APRIL  
2022

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# MasterChef Finalists' Tour to NEPAL

## **CONTENTS**

<b>S.N.</b>	<b>TOPIC</b>	<b>PAGE NO.</b>
1	Overview	01-02
2	MasterChefs' 10 Days in Nepal	02-20
3	Supportive Partner Organizations	21
4	Conclusion (In Brief)	22-24
5	Media Coverage	25



# OVERVIEW

The **MasterChef Finalists' Tour to NEPAL** was one of the envisaged events and programs by Pacific Asia Travel Association (PATA) Nepal Chapter to support the post-pandemic recovery initiatives of the ailing Tourism industry of Nepal by promoting its culture and cuisine.

PATA Nepal Chapter had invited the four finalists of the BBC MasterChef UK: The Professionals 2020, including Chef Santosh Shah, Chef Alex Webb, Chef Bart Van Der Lee and Chef Phillipa Armitage, who visited different locations of Nepal and got engaged in various promotional activities during the 10 days of visit to Nepal.



**Chef Alex Webb**

BBC MasterChef UK:  
The Professionals 2020



**Chef Santosh Shah**

BBC MasterChef UK:  
The Professionals 2020



**Chef Bart Van Der Lee**

BBC MasterChef UK:  
The Professionals 2020



**Chef Phillipa Armitage**

BBC MasterChef UK:  
The Professionals 2020

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## Delegates in the MasterChef Team

- 1) Mr. Alexander Henry Webb, MasterChef
- 2) Mr. Santosh Kumar Shah, MasterChef
- 3) Mr. Bart Ernst Frederik, MasterChef
- 4) Ms. Phillipa Armitage-Mattin, MasterChef
- 5) Mr. Thomas Coleridge Boles, Team Member
- 6) Ms. Ana Margarida, Team Member
- 7) Ms. Eleanor Hilde Raquel, (Child)
- 8) Ms. Annabelle Ans Maria, (Child)



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# MASTERCHEFS' 10 DAYS IN NEPAL

Day 01

April 07, 2022 - Arrival of Delegates & Welcome Dinner Reception

The MasterChefs' team arrived on 7th April 2022 and received a grand welcome at the Tribhuvan International Airport (TIA) in the presence of officials from PATA Nepal Chapter, Nepal Tourism Board, Chef Association representatives, media, the auspicious Panchebaja Cultural Troupe and hospitality students.





Upon arrival at the hotel in Thamel, **Kathmandu Guest House** welcomed the team with traditional Newari Culture and Feast.







Later in the evening, a Welcome Dinner Reception was organized by PATA Nepal Chapter in honor of the MasterChefs' team at Avata Wellness Center, Gairidhara, Kathmandu.

Before the dinner, the guests were offered the experience of 'Sound Bath', a new product of Wellness Tourism.

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The Chefs team participated in the graduation ceremony held on 8th April at GATE College, Mandikhatar, Kathmandu and shared their experience and insights into the culinary world amongst hospitality students.



In the afternoon, they flew to Pokhara by Buddha Air and visited Arba Village in Pokhara for a Picnic Eve hosted by Everest Inn Group UK. The Masterchefs observed the local products at Arba Agro farm, the traditional lifestyle and practices of the village, cooked foods and made some promotional videos under the theme "Farm to Fork" to promote Authentic Nepali Cuisine.

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The next day (9th April), High-Ground Adventure hosted the adventure and sightseeing activities for the MasterChefs in Pokhara. Then, the team was supposed to fly back to Kathmandu, but due to the flight cancellation, they were transferred to Chitwan for the event to be attended the next day at Janakpur.



Later, in the evening, Mr. Suman Ghimire, the hotelier and former president of the Regional Hotel Association Chitwan, hosted the accommodation and necessary support welcoming the team at Jungle Safari Lodge in Chitwan.





On 10th April, the team reached Chef Santosh's home at Karjanha in the Siraha district, where **Chef Santosh cooked Mithila cuisine with his mother**. The Chefs' team then visited the **Janaki Temple** and judged the **PATA YTP Chefs Competition** organized by PATA Nepal Chapter, themed at 'Mithila Cuisines and Recipes' at Janakpurdham, Nepal.

21 Young Tourism Professionals, the Tourism and Hospitality Management Students studying at PATA Nepal Chapter member colleges from east Nepal (province 1), including Dharan International College of Hospitality Management, Alliance for Innovation Management and Social Studies, Sunshine School of Tourism and Hotel Management, Premier Hotel School, Premier College of Hospitality Management and Aadarsha School of Management took part in the competition.





The students introduced some authentic Mithila cuisines well appreciated by the Judges, the four finalists of the BBC MasterChef UK: The Professionals 2020, including Chef Santosh Shah, Chef Alex Webb and Chef Phillipa Armitage. The Master Chefs team evaluated the arts of food preparation, cooking, and presentation skills demonstrated by the students.

**Winner**



**1st Runner Up**



**2nd Runner Up**



Ms. Samikshya Kark, Mr. Bishal Phuyal and Ms. Himani Dhimal from Premier College of Hospitality Management were announced as the Winner of the PATA YTP Chefs Competition, whereas Premier Hotel School (represented by Mr. Rahul Dhamala, Mr. Sandesh Chaulagain, Ms. Sumi Gurmachan Magar and Ms. Laxmi Magar) and Sunshine School of Tourism and Hotel Management (represented by Ms. Asmita Sherpa, Mr. Rajin Pradhan and Mr. Sagar Lama) were declared as 1st Runner-Up and 2nd Runner-Up of the competition respectively.





Chef Santosh Shah, while addressing the award distribution ceremony, expressed that he got so impressed by the passion, preparedness and innovative thoughts showcased by the young students. He also inspired participating students aspiring to be the future Chefs of the Tourism and Hospitality Industry by sharing his own story of struggle and success.



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Mr Sunil Bhusal, Executive Committee Member of the PATA Nepal Chapter, extended thanks to all the participating colleges, sponsors and local organizers of Janakpurdham for their active participation and support for the successful organization of the event.

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In a program organized at NATHM on April 11th, the Chief Guest, Honorable Tourism Minister Mr. Prem Ale, extended his heartfelt thanks and honor to the organizer and MasterChefs' team for their significant contribution to Nepal's tourism through the promotion of diverse food and culture of the nation.

The MasterChefs also prepared the dishes along with the winners of Intra NATHM Young Chef Competition 2022 with the ingredients enclosed in the mystery box.





On 12th April, PATA Nepal Chapter organized a **Fine Dining Program with MasterChefs** at GATE college where the four chefs offered a variety of authentic Nepali delicacies in an appealing, artistic, delicious and balanced combination to all the invitees and dignitaries present at the event. The filming of these events will also be included in a special documentary that would further help in promoting Nepal's cuisine and destination at large.





The fine-dining program kicked off with small briefing about the event and short remarks from the four masterchefs. Then, the distinguished guests and invitees were invited to experience the special menu by masterchefs' team. The first course was prepared by MasterChef Philli as Starter including Romali Charred Jackfruit Taco added with Red Mole, Philli's Chilli Oil, Pickled Cherry Tomatoes & fresh Nepalese Herbs.

MasterChef Alex presented the second course - River Steamed Trout garnished with Citrus Dressing and Courgette Puree, Pickle and Puffed Rice & Timur Chilli Spice propped with Apple & Lime Rose Tea, Tomato Water and Onion Oil.

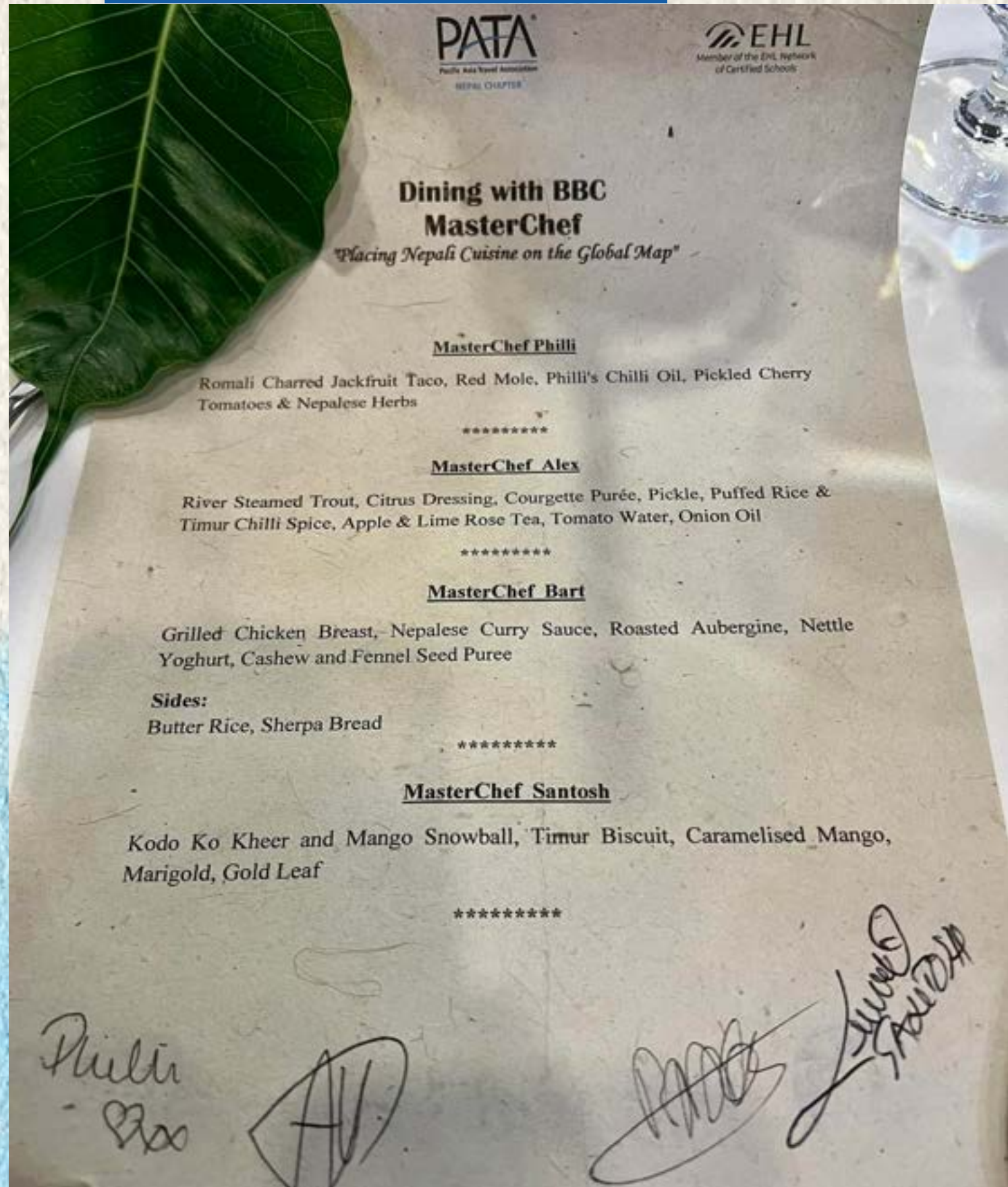
MasterChef Bart Vander Lee prepared the main course, the juicy Grilled Chicken Breast topped with Nepalese Curry Sauce, served with Roasted Aubergine, Nettle Yoghurt, Cashew and Fennel Seed Puree.

MasterChef Santosh Shah served the desert, beautifully putting together the Kodo Ko Kheer and Mango Snowball featuring Timur Biscuit and Caramelized Mango, decorated with Marigold Leaf.

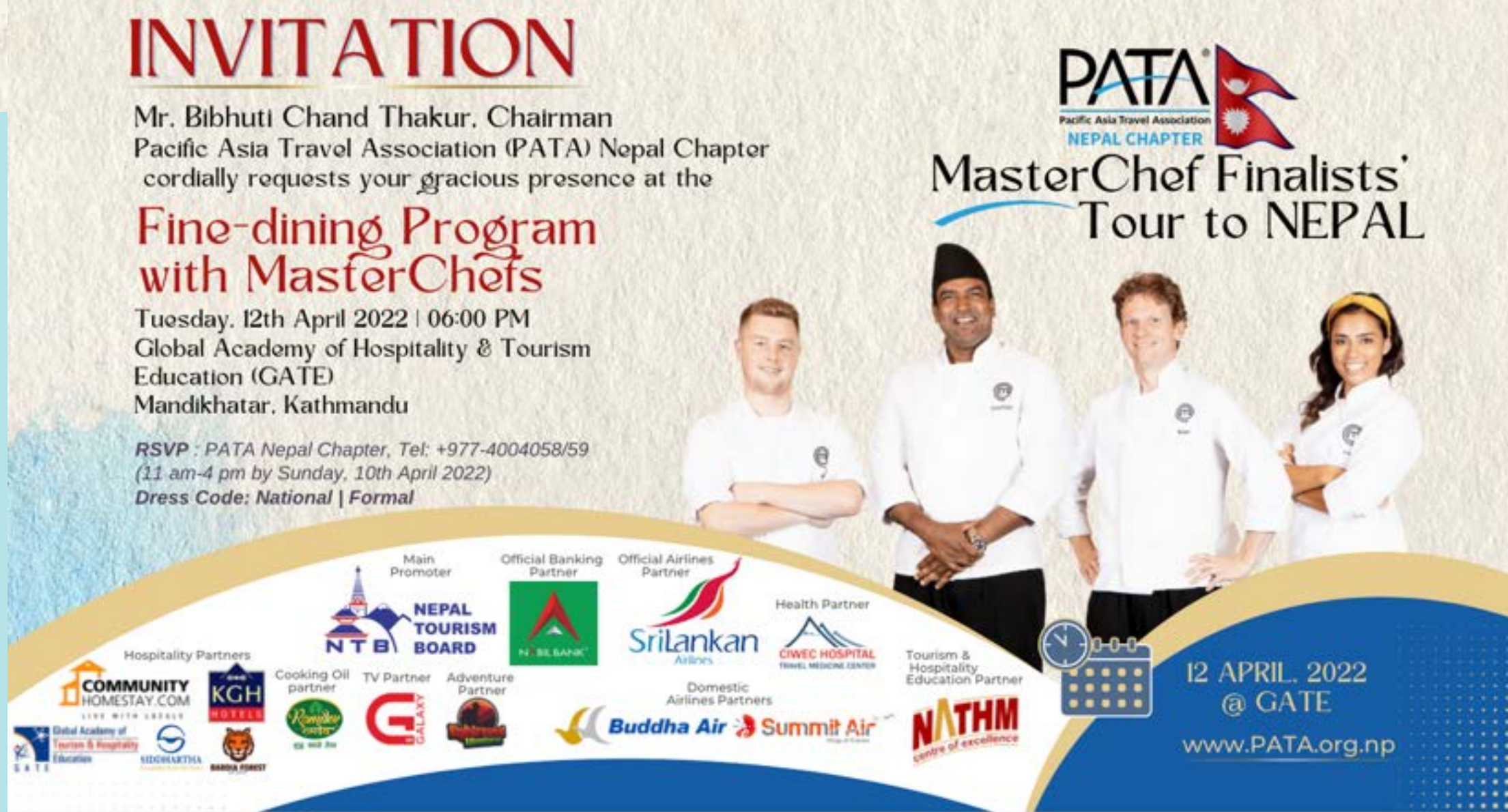




# Annexes



Fine-Dining Menu



Invitation Card





A pre-scheduled cooking and promotional event at Kalapatthar (Everest Base Camp) on the 13th of April 2022 got canceled due to the inclement weather conditions in Lukla. The MasterChefs team took part in the **Nepali New Year Eve Celebration** hosted and organized by Park Village Resort, Budhanilkantha, Kathmandu.







On 14th April, the Right Honorable President Mrs. Bidya Devi Bhandari presented the "Suprabal Jansewa Shree" Medal to Chef Santosh Shah, in appreciation of his contribution in promoting Nepali cuisine to the global platform.

Then, the MasterChefs' team joined Nepal Food Blogger in observing, exploring and promoting local delicacies around various touristic sites of Kathmandu.



In the evening, the Village Cafe, run by rural women in Jhamsikhel (Lalitpur), hosted a special Newari feast for the MasterChef's team.





During the visit to Bardiya on 15th of April, the local students and professionals involved in the tourism and hospitality industry of Nepalgunj welcomed the Chefs' team at Nepalgunj Airport, and the Tharu community greeted the master chefs upon arrival at Dalla Community Homestay in Bardiya. The team went for 'wild spices hunting' and collected the Tharu's traditional foods such as Ghungi, Fiddlehead ferns (Niuro), Asare, Spinach, and other foods from the nearby community forest.





Then, they cooked local Chicken, Dhikri, Ghungi, Khariya, Andi Rice and other foods together with local Tharu cooks and exchanged their basic cooking tips with the locals as well. The evening was delightful with the Tharu feasts and cultural program.





Day 09

April 16, 2022 -

The following day, on 16th of April, Community Homestay Network organized a visit to Chisapani and a wildlife safari inside Bardiya National Park, where the chefs explored the wild spices and tested wild fruits, assessing their prospective use for cooking.



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In the evening, Siddhartha Group of Hotels welcomed and hosted the Chefs team in Nepalgunj.



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Nepal Tourism Board (NTB) honored the MasterChefs' team on 17th April at a function in Kathmandu in appreciation of their visit to promote Nepali cuisine and tourism.



Later, the MasterChefs participated as the Jury Members for the **Youth Chef Competition** organized by the Chef Association of Nepal. The 'MasterChef's Trip to Nepal' has been concluded with a '**Krishnarpan Dinner Reception**' at the Dwarika's Hotel in Kathmandu.





# SUPPORTIVE PARTNER ORGANIZATIONS

The MasterChefs' trip was supported by **Nepal Tourism Board (NTB)** as the Main National Promoter, **SriLankan Airlines** as the Official Airlines partner, **NABIL Bank** as the Banking Partner and **CIWEC Hospital** as the Health Partner.

Similarly, the domestic airlines - **Buddha Air** and **Summit Air**, **NATHM** (Nepal Academy of Tourism & Hospitality Management), **KGH** Group of Hotels & Resorts, **CHN** (Community Homestay Network), Siddhartha Business Group of Hospitality, Traditional Comfort, Jungle Safari Lodge, GATE (Global Academy of Tourism Education), **RamDev Oil**, **High Ground Adventures**, and **Galaxy Television** have also collaborated and supported the initiative brought forth by PATA Nepal Chapter.

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 <b>NEPAL TOURISM BOARD</b>	Main Promoter	 <b>SriLankan Airlines</b>	Official Airlines Partner
 <b>NABIL BANK</b>	Official Banking Partner	 <b>CIWEC HOSPITAL</b> TRAVEL MEDICINE CENTER	Health Partner

### Hospitality Partners

### Cooking Oil partner



शुद्ध खाने तेल

### Adventure Partner



### Domestic Airlines Partners




### TV Partner





# CONCLUSION (IN BRIEF)



## MasterChef Finalists' Tour to NEPAL

The **'Master Chef Finalists Tour to Nepal'**, organized by PATA Nepal Chapter, concluded fostering Nepal's authentic food, culture and various tourist destinations.

The celebrity Master Chefs wearing Chefs' Coats embroidered with Nepal's national flag and visiting various destinations in Nepal for the observation, exploration and promotion of authentic Nepali cuisine and culture, was an alluring and timely initiative by PATA Nepal Chapter to support the post-pandemic tourism recovery campaign for the Himalayan Nation – Nepal!!

Master Chefs' visits and activities in Nepal have showcased and positioned Nepal's authentic food and nation's cultures as an integral and captivating aspect of the destination, contributing to Nepal's tourism promotion and development.

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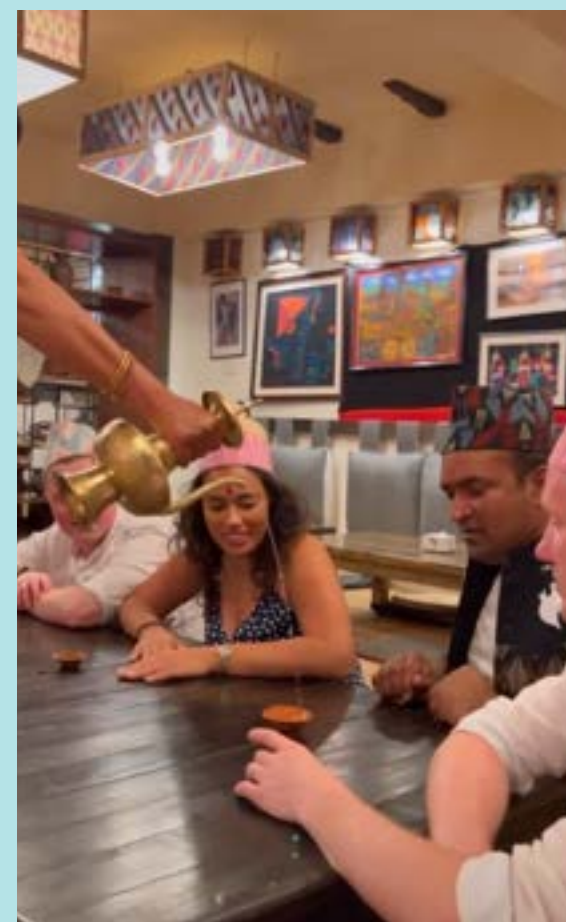


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Similarly, MasterChefs have also inspired young Nepali chefs and hospitality students to engage in innovative practices, continuous exploration and effective promotion of Nepali foods to the global market.

Chef Santosh Shah has been persistent in promoting Nepali terminologies to bring Nepali foods to the world stage. During this trip, Chef Santosh Shah, with his MasterChef colleagues, has released a promotional video on 'Ayla' as the Nepali term for 'Cheers' that people mostly use before commencing drinks at any social gathering or functions.

Ayla is a homemade traditional alcoholic beverage of Nepal that is offered as a good omen in the Newari Culture. Chef Shah believes that using the local terminologies would be more interesting for tourists and create a positive promotional value for Nepal.







## MasterChef Finalists' Tour to NEPAL

PATA Nepal Chapter, in collaboration and coordination with PATA HQ, PATA Int'l Chapters, Nepal Airlines and Int'l Airlines, Tourism Board and other public-private partner organizations, will be organizing the "Nepal World Food Tour" with Master Chef Santosh Sah along with destination promotion in various international resource markets.











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# Thank You



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