

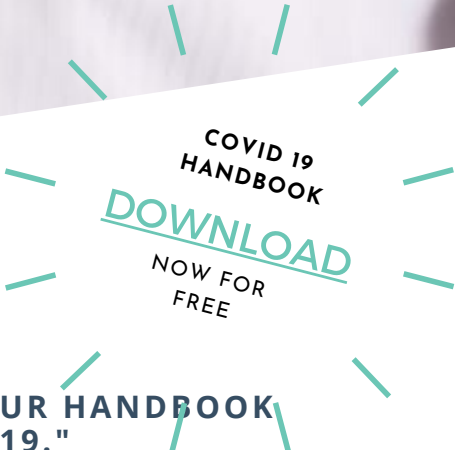


Charles Azar

INTERVIEW WITH CHARLES AZAR,
MASTER CONSULTANT CHEF AND PROFESSOR IN LEBANON

BACK TO THE ESSENTIALS: QUALITY, FAMILY & BREAD

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Chef Charles Azar is a Master Consultant Chef at "CA Consultancy Services". Born in Beirut, where food is strongly associated with social and family gatherings, Chef Charles Azar discovered his passion for pastry at an early age and has been practicing for over 25 years in prestigious 5 star hotels, pastry shops and catering establishments. Now he transmits his passion through a food production course in Saint Joseph university, Beirut.

Since 2nd of March, universities are closed and the country is in full lock down since 16th. Most business are closed however some are still open using online selling and deliver options with new strict hygiene measures in place. Corona, has also impact how pastries are being made with a new emphasis on price and left-overs.

**DUE TO CORONA VIRUS, IT TIME TO THINK ABOUT
REDUCE WASTE WITHOUT SACRIFICING
QUALITY. CORONA WILL END, BUT YOU WILL BE
JUDGED ON QUALITY AND TASTE"**

WE SHOULD BELIEVE IN THE POWER OF THE WHITE JACKET!

NOW, WE HAVE 2 WHITE JACKETS: MEDICAL STAFF AND CHEFS!

Charles main concerns now are to stay healthy and safe, and, as he says: “the rest are details. Once we can re-open we will recuperate the economy. We need to take care of ourselves and of each other and stay positive. If we all work together in solidarity, hand in hand, colleagues, friends, neighbors we can make the world a better place.”

Corona has also brought him back to the roots of cooking, where food and family come together. “I never imagined I would be locked down for over 2 months, the positive side is that I enjoy the time-out. “ Before Corona, I never sat with my daughters and spent time with them. Chef’s work 15 hours a day. Now I’m spending time cooking with them”. Charles has 2 daughters – an 18 and 15 year old. Although a trained pastry chef, he especially enjoys cooking bread: pizza, focaccia and has created his own sourdough – now 2 month old. You can check out his home baking on his Instagram account.





Charles reflects on the rise of home baking trend, which he supports: “fashionistas, models, influencers are now preparing own bread at home. However, it should not be forever. At the end of the day we need people to go back to the local bakery shops”.

[Find out more information on how Covid is impacting consumer trends here.](#)

Charles is really optimistic about the future. “Corona has made us stronger with new assets under our belt. A renewed focus on quality, without compromise, resourcefulness and hygiene. Delivery services now wear mask and gloves. We sanitize cake before and after delivery; these measure need to be kept in the future, for our safety.”

CORONA HAS MADE US STRONGER WITH NEW ASSETS UNDER OUR BELT. A RENEWED FOCUS ON QUALITY WITHOUT COMPROMISE, RESOURCEFULNESS AND HYGIENE

His message to industry is to continue to support chefs and take more interest in the Middle East region, an important market for the future. "We need to organize global seminars with chefs from around the world, to work on emerging trends, set goals and become the trend setters in the market". This will benefit all players from consumers to chefs to industrial players and create new opportunities for future growth".

**STAY POSITIVE, ONE DAY
IT WILL BE OVER.
NOBODY KNOWS WHEN...
BUT WE KNOW IT WILL FINISH.
STAY CONNECTED AND
KEEP SMILING"**



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