

3 QUESTIONS TO CHEF JOE BARZA



Lebanese celebrity chef Joe Barza is the new branding image of Hilton Hotels in the GCC and Africa. Here is what he said about his title.

1. What does becoming the branding image of Hilton mean to you as a chef? And, how would it translate in your business?

Becoming the branding image of Hilton is the long story of an ongoing success, and I would call it the 'cherry on the top of the cake'. The title is an added value to my carrier. It is a recognition of the hard work over the past years done locally and abroad.

2. You are the first Middle Eastern chef to hold this title. What was the selection process?

I am the first chef to hold this title in the Middle East, Turkey & East Africa. This is an International Certification to the Lebanese Cuisine. It is the

crowning of the past four successful years of consultancy done in reputable hotels such as Conrad Cairo and Waldorf Astoria among others. This proven record has driven the Hilton Group to choose me to be their region's branding image.

3. How are you planning to introduce your food philosophy to Hilton?

My loyalty and passion to my 'food terroir' have actually been the reason why I have been chosen by Hilton bearing in mind that the Lebanese cuisine nowadays is a strong competitor on the international culinary scene, when it comes to taste, flavor and quality. Transmitting our healthy Lebanese culinary culture and being always up to the standards is my main goal with Hilton and with every stakeholder of this industry.

joebarza.com