

Taste of Hostex 2010 at Michelangelo

As a taste of what Hostex 2010, Cape Town will offer, Lynn Chamier, exhibition director of Hostex, invited select media to a Chef's Kitchen lunch at the Michelangelo Hotel Sandton on Tuesday, 8 September 2009.

 By [Gwen Watkins](#) 9 Sep 2009



The eight-course meal left diners awed by not only the excellence of the chefs, under Andrew Atkinson's charming reign, but also amazed at the originality of the courses, each served with the appropriate wine and eloquent descriptions.

From the appetiser of Parmesan crumbed oyster with Hollandaise sauce to the final warm Lindt chocolate fondant served with black pepper macerated strawberries and banana ice-cream, a flavourful experience accompanied the warm conversation which whet everyone's appetite for next year's largest trade show in Cape Town.

Hostex 2010, held at the CTICC from 8 - 10 March 2010, will allow the industry to gear itself up for soccer fever and to be exposed to new products and trends that will better enable them to provide an excellent service.

"We foresee that consumables are going to be a key component of the show, as decision makers seek out products that will provide them with a marketable commodity with which to maximise their profits. The industry will be challenged as never before to provide beds, food and drink to thousands upon thousands of tourists, and consumables are going to be in huge demand," explained Chamier.

Anchor exhibitors

Nestlé Professional will once again host the South African Chefs Association's Chef Village, ensuring a dynamic hub of activity. With demonstrations on the latest culinary products and trends, as well as competitions, such as the Student Skills Challenge, McCain Tribute to Good Taste and a Restaurant Showcase Challenge, the chefs in Cape Town's skills will be put to the test. A mini-plated Salon Culinaire will also take place at the stand, displaying exquisite culinary art.

The HomeGrown SME Village will provide a showcase of proudly South African goods and services and niche service providers.

New interests

New to the show is the Wine Circle, which will enable wine producers to showcase their wine offerings to the trade and providing visitors with the opportunity to sit down in a relaxed environment and taste the wines on offer.

Another exciting new addition is the Global Pizza Challenge, which was held for the first time at Hostex Gauteng this year, drawing participation from restaurants, coffee shops and pizzerias all over Gauteng in a bid to find the best pizza in the province. Now it's the turn of Cape Town to go Italian.

For more details on Hostex 2010 and the full menu of the Chef's Kitchen lunch, go to www.hostexcape.co.za.

ABOUT GWEN WATKINS

Gwen Watkins is a freelance writer, editor, subeditor and author. Almost 40 years of experience across industrial and commercial writing, as a reporter and PR consultant, has given her expert grounding in brand communication and native advertising. A Master NLP Practitioner, she uses these skills within the creation of copywriting, annual reports, brochures and web copy.
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