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# Anchor Food Professionals to launch pastry and desserts at FHA-HoReCa

04 October 2024 | News

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FHA-HoReCa, Asia's leading trade show for F&B professionals, will take place in Singapore from October 22nd to 25th, 2024. Notable attendees include Gabrielle Rush, the New Zealand High Commissioner to Singapore, and Maggie Christie, the New Zealand Trade Commissioner to Singapore.

The Anchor Food Professionals (AFP) booth, organised by Fonterra Co-operative Group, will showcase the finest high-performing dairy products, ranging from cream, cream cheese, and cheese to butter. Cooking demonstrations will be held throughout the event. The AFP booth will be unveiled alongside the launch of their latest pastry and dessert product, designed using world-first, cutting-edge cream technology where craftsmanship meets impeccable cream performance. Look forward to a new-age product designed for professional-grade workability, delivering consistency and performance to streamline your kitchen operation!

The booth also features live cooking demonstrations spotlighting and showcasing recipes prepared with AFP products. World-renowned pastry Chef Jean-FranÃ§ois Arnaud, holder of the prestigious MOF (Meilleur Ouvrier de France) title in PÃ¢tisserie-Confiserie, will kick off the demonstrations, followed by acclaimed Master Baker, Chef Jimmy Griffin, winner of the World Silver Medal in the Coupe du Monde de la Chocolatine.

Additionally, AFP is proud to be the official dairy sponsor of various prestigious culinary events, including Worldchefâ??s Global Chefs Challenge and FHA's Bakery, Dessert, and Gelato Challenge, upholding the highest standards of quality and excellence.