

# THE RESTAURATEUR

Kazakhstan Republican magazine  
for professional in the catering industry

«The Restaurateur» is the first and exclusive highly professional and analytical magazine in Kazakhstan that covers all restaurant business range. The aim of this magazine is a professional and permanent review of the catering services market and analysis thereof in order to develop restaurant culture and promote restaurant business in Kazakhstan.

- This is actual, professional and expert information about preeminent and ordinary persons and events in the catering industry.
- Advice and recommendations given by internationally renowned experts and starting creative managers working in the restaurant business.
- This is information about food manufacturers and technological equipment represented in Kazakhstan markets as well as in the world markets and their latest proposals
- This is the first and exclusive corporative magazine in Kazakhstan dedicated to chefs, pastry cooks and oenologues of all levels - from

the beginners and up to the professional – aimed to attract attention both professional and unprofessional audience to the activities of chefs, pastry cooks and sommelier and promote such professions.

- This is information about international tendencies, exclusive and creative recipes and master-class from the Michelin-starred and GaultMillau leading chefs.
- Advice and professional secrets from the teachers of the international academy for restaurant business and cooking schools.
- Information about exhibition, contest, festivals, restaurant ratings and other gastronomic events.
- The latest news about restaurant activities in Kazakhstan and in the CIS countries and outside of the Commonwealth of Independent States.
- «The Restaurateur» co-projects with prestigious foreign magazines that enhance prestige of Kazakhstan restaurants

## Magazine main heads:

“**Matter of taste**” is about restaurants, clubs, coffee house and tea-house as well fast-food and small bake-house; actual catering market review and analysis thereof.

“**Sense of taste**” is about catering industry specialists from restaurateurs and managers and up to the administrators and waitperson. It is also include information about internationally-renowned experts and starting creative specialists

“**Education of taste**” is about educational organizations, courses and training courses, experts and food critics. It is also include materials regarding recruitment and personnel training; consultations on good business management and recommendations from the legal professional and audit experts.

“**Taste technology**” is about equipment and automating of catering facilities; food and ingredients production. Review and analytical materials are describing brands, suppliers and manufacturers as well as technological equipment market.

“**Taste algorithm**” is for executive chef, chef, pastry cooks, professional and apprentice culinary, gourmet and non-professional. It is also contain actual information about international gastronomic tendencies, latest food products and technologies. Well illustrative material that shows new ways of plate service, plate design, table setting, menu dressing and etc. Recipes from the cooking specialists are presented; high-class cooking and culinary art.

“**Taste alchemy**” is about beverage and beverage culture; from oenology, molecular cocktail and up to coffee history and tea ceremony.

“**New taste**” is news about Kazakhstan and international restaurant business; materials about current trend in world restaurant industry; contests and exhibitions.

“**Taste selection**” covers readers’ opinion concerning catering facilities, courses and service. Restaurants ratings are presented.

## Staff reporters:

-  **Kazakhstan**
-  **Russia**
-  **France**
-  **England**
-  **Italy**
-  **Spain**
-  **Switzerland**
-  **Germany**
-  **Austria**
-  **Norway**
-  **Sweden**
-  **Czech Republic**
-  **Japan**
-  **Korea**
-  **China**
-  **Hong Kong**
-  **USA**

**Authors:**



**Rashida Shaikenova**  
President Hotel and Restaurants Association and Touristic Association, RK



**Alexander Tregubenko**  
President Executive Chef Association, RK



**Nickolay Sherbakov**  
President Hospitality National Association, RF



**Anatoly Popelushko**  
President of the Union of manufacturers for the Food and Processing Industry, RK



**Alain Ducasse**  
France's Chef was awarded 19 Michelin stars



**Gordon James Ramsay**  
British Chef was awarded three Michelin stars



**Patrick Kaal**  
LE CORDON BLEU Culinary Academy, France (Paris)



**Circiello Alessandro**  
President of the Beginner Chef Federation, Italy



**Erik Le Provo**  
Teacher of "Management in the restaurant business and clubs industry" RMA. Moscow.



**Alexander Filin**  
President of the Chef National Guild, RF



**Alexei Sidorov**  
President of Sommelier Association, RF



**David Veal**  
Chief Executive Speciality Coffee Association of Europe



**Sean Clarkson**  
the most prominent London Designer of Hospitality Industry Facilities



**Willy Alvero-Teetz**  
Establisher of Cigar University Willy Alvero

New interesting authors will be represented in each new magazine edition.

**Magazine target group:**

50%



Professional audience for the personal usage: caterer, Restaurateurs, Managers, Directors and Specialists of the Consulting Companies, restaurant business experts, directors and technologist of the alcoholic beverage and wine enterprises, executive chef, chefs, pastry cook, barman, Sommelier, waiter person, teachers and students of the cookery courses, schools and Universities and other representatives of restaurant association.  
For facilities: restaurant, food production facility, restaurants and canteen in the office, cafe, pastry shop, in public office, bar, coffee house, restaurants in the embassy, hotel, casino, foodcourt in the trade centers, bistro, cinema, entertainment complex, catering, supermarket, specialized educational organization, - business-centers

35%



Airlines. Professional of the trade business: top-managers of the investment companies, owners and specialists of the trade companies, manufacturers and suppliers of food/ingredients and relevant products as well as organization providing installation services, interior design and arrangement services for the catering facilities; directors and specialists of engineering services in the wholesale companies; directors and specialists of the marketing companies and marketing departments, travel agencies, tourist camp and recreation area in Kazakhstan and etc.

10%



Government institutions, public organizations and professional associations: Ministry of Industry and new technologies of RK, Ministry of Economic Development and Trade of RK, Ministry of Foreign Affairs of RK, Ministry of Culture and Information of RK, Ministry of tourism and Sport of RK, Ministry of Education and Science of RK, National Economic Chamber of RK, Chamber of Commerce and Industry and Trade Committee, Academy of Nutrition of RK, city and oblast Akimat, embassies located in the RK, banks, top local and foreign companies in Kazakhstan, Kazakhstan Hotel and Restaurants Association, Kazakhstan Touristic Association, Consumer Right Protection Association, Republican and Regional Restaurateurs Association, Chef de cuisine, barman, Sommelier and etc.; at the HoReCa professional events.

5%



Retail.  
Consumers – businessmen, politician, creative community, gourmet (professional) and non-professional that are ready to buy quality products and make purposeful choice, interested in history, origin and geography of the product or meal; interested in restaurant business and gastronomy; regular customer of the entertainment complex.