



# Ferran Adrià

- GASTRONOMIC GIANT



Spanish-born Ferran Adrià, the world's greatest chef and certainly one of the most creative, recently visited Cape Town to participate in South Africa's Design Indaba. His tiny El Bulli restaurant, located in the small town of Roses on the coast of Catalonia, has been named best restaurant in the world a record five times by Restaurant magazine – in 2002, 2006, 2007, 2008 and 2009.

Ferran Adrià is also well known for creating "culinary foam". In his quest to enhance flavor, Adrià discards the use of cream and eggs. The foam is made exclusively from the main ingredient and "air", combined in a whipped-cream maker equipped with N<sub>2</sub>O cartridges. Adrià's foam creations include foamed espresso, **foamed mushroom**, and foamed beetroot.

El Bulli has three Michelin stars and is only open from June to December. Requests for reservations exceed 100 000 a year and the restaurant is already fully booked for the entire 2009. Adrià spends the remaining months of the year travelling to find inspiration, or perfecting recipes in his culinary workshop, El Taller, in Barcelona.

Reservations: [bulli@elbulli.com](mailto:bulli@elbulli.com)  
[www.elbulli.com](http://www.elbulli.com)

## Molecular gastronomy versus Gastronomy

The phrase 'molecular gastronomy' has incorrectly been associated with genetic modification. Because of public misconceptions about genetically modified food and the public's fear of science in

cooking, chefs worldwide prefer the word 'gastronomy'.

The culinary world is trying its best to lay the phrase 'molecular gastronomy' to rest. But concept

food does not have to be scary. Cuisine is always evolving, and in an age of scientific experimentation this spirit has found its way into normal, non-genetically-modified food.

### In this issue:

The Mushroom Company - GLOBALGAP certified	2
Rossouw's Restaurants 2009	2
Grand launch of Go Green Markets	2
Country Foods - The saga continues	3
Pink oyster cultivation in Zambia	3
Deconstruction cuisine	3
The Wild Mushroom Boutique Hotel	4
Nova - Gastronomy par excellence	4

### Of special interest:

- *Paarl Fynproewersmark* - This new gourmet market in the historic centre of Paarl hosts live music, a sketch artist, freshly made products such as smoked sausages, Indian cuisine, Italian pastas, French and German confectionaries, delectable cupcakes, free-range eggs and chickens, fresh herbs and vegetables, gourmet mushrooms, stone-ground bread, homemade cheeses, wines, Boerekos, art etc. A variety of eats will be available to enjoy. Located at Dwars-in-die-Weg, Main Street, Paarl, Western Cape, South Africa. Outdoors. Every Saturday 9h00-14h00. For stall applications, contact Lize at +27 (0)82 378 1213 or [info@uidieRoute.co.za](mailto:info@uidieRoute.co.za)
- Advertise your mushroom-related services! Contact the editor at [info@mushroomacademy.com](mailto:info@mushroomacademy.com)

*Creativity means not copying*

- Jacques Maximin

# The Mushroom Company - GLOBALGAP Certified

The EurepGAP-certified gourmet mushroom business, **The Mushroom Company**, produces two tons of fresh *Pleurotus* (oyster) mushrooms a week. The Mushroom Company is based in the Eastern Cape, South Africa.



**EurepGAP** is a common standard for farm management practice created in the late 1990s by several European supermarket chains and their major suppliers. GAP is an acronym for Good Agricultural Practices. The aim was to bring conformity to different retailers' supplier standards, which had been creating problems for farmers. It is now the world's most widely implemented farm certification scheme. Most European customers for agricultural products demand evidence of EurepGAP certification as a prerequisite for doing business.

The standard was developed using the Hazard Analysis and Critical Control Points (HACCP) guidelines, published by the United Nations Food and Agriculture Organization, and is governed

according to the ISO Guide 65 for certification schemes. Unlike other farm certification schemes, it has definitive rules for growers to follow, and each production unit is assessed by independent, third-party auditors. These auditors work for commercial certification companies that are licensed by the EurepGAP secretariat to conduct audits and award certificates where merited.

In September 2007, EurepGAP changed its name to GLOBALGAP. The decision was taken to reflect its expanding international role in establishing good agricultural practices between multiple retailers and their suppliers.

[www.globalgap.org](http://www.globalgap.org)

## Rossouw's Restaurants 2009

This restaurant guide came about when food and wine critic Jean-Pierre Rossouw returned to South Africa after living in New York. Frustrated at not finding a critical, independent guide locally, he compiled, edited and published the first Rossouw's Restaurants in 2004.

A three-star rating system along the lines of Michelin (the European hotel and restaurant guide) has been intro-

duced. Rossouw's Restaurants 2009 features nearly 500 restaurants in the South African areas of Cape Town, the Cape Winelands, the Garden Route, and Gauteng. Each restaurant is visited anonymously and the meal paid for.

In the latest edition, Rossouw has not dissected restaurants into categories of fine dining, South African, fusion, etc. They are all listed alphabetically, with

the price range indicated clearly. Excellence is therefore rewarded, no matter what the category.

### Tells it like it is

An independent guide to the restaurants  
of South Africa -  
[www.rossouwsrestaurants.com](http://www.rossouwsrestaurants.com)

## Grand launch of Go Green Markets

Want to make a contribution to revolutionise green and health consciousness in South Africa?



Then the Go Green Markets at the Norwood Mall Roof Level, corner of 6th Avenue and Hamlin Road, Highlands

North, Johannesburg, Gauteng Province, South Africa is just the place to sell your gourmet mushrooms. Otherwise, do your 'one-stop' health, eco-conscious and hassle-free shopping at this new organic, holistic and natural market on Sundays, or at night on Thursdays.

The organisers are eager to team up with passionate product and service suppliers who are inspired to make their

vision a reality. An estimated 10 000 people are expected to frequent the venue daily, making it an ideal opportunity for trade.

The market operates from 9h00 to 15h00 every Sunday and from 16h30 to 21h30 every Thursday. For more information and booking of stalls, contact The Go Green Team on

+27 (0)11 021 6603/4 or  
e-mail: [holistic@go-greenmarkets.com](mailto:holistic@go-greenmarkets.com)  
[www.go-greenmarkets.com](http://www.go-greenmarkets.com)

## Country Foods - The saga continues

Since **Edulis Mushrooms**, a subsidiary of **Country Foods**, was placed in liquidation on 25 November 2008:

- Chester Finance (Pty) Ltd took over 100% of the issued shares in Fruitime Fruit Juices (Pty) Ltd and Country Mushrooms (Pty) Ltd on 11 December 2008 as part of a settlement agreement
- Director and chief executive officer James Anderson resigned from the board on 16 February 2009, just prior to the company's annual general meeting
- Resolutions to appoint Mr Rob Casaletti (Country Foods' founder, major shareholder and former chief executive officer), Mrs Clara Casaletti

and Mr Kalusha Bwalya, president of the Zambian football association, as directors of the company on 16 February 2009 were not passed by the requisite majority of shareholders

- Merchant Sponsors resigned as the firm's designated adviser on 16 February 2009
- Pavati Traders 83 (Pty) Ltd, trading as The Mediterranean Fish Centre in Jules Street, Johannesburg, was put under judicial management on 20 February 2009
- Country Foods' Mediterranean Deli in Fourways closed down
- KPMG Inc resigned as the company's auditors with effect from 13 March 2009

•Barry Swanevelder resigned as executive director with effect from 13 March 2009

•Vusi Zwane resigned as chairman and director with effect from 2 April 2009

•Emila (Casaletti) Page, Thomas Nel and Dr Robin Petersen were appointed to the board as non-executive directors with effect from 7 April 2009.

•Paballo Makoshollo resigned from the board as non-executive director on 8 April 2009

Country Foods said the board was doing its best to find new directors. "It is, however, difficult to convince suitable persons to join the board under these circumstances."

## Pink oyster cultivation in Zambia



South African  
Gourmet Mushroom Academy trainee

**Mr Halimu Malumo**

Agribusiness in Sustainable Natural  
African Plant Products (ASNAPP),  
Zambia

## Deconstruction cuisine

Ferran Adrià is often associated with **molecular gastronomy**, although the Catalan chef does not consider his cuisine to be in this category. Instead, he has referred to his type of cooking as deconstruction cuisine.

Adrià's stated goal is to provide unexpected contrasts in flavour, temperature and texture. Nothing is what it seems. The idea is to provoke, surprise and delight the diner. This is also combined

with a large dose of irony and a sense of humour, making his dishes highly impressive. As he likes to say, "the ideal customer doesn't come to El Bulli to eat, but to have an experience".

According to Nova chef Richard Carstens (page 4), the term 'deconstruction cuisine' refers to setting apart each element of a dish with the aim of restoring the flavour closest to the original in memory.





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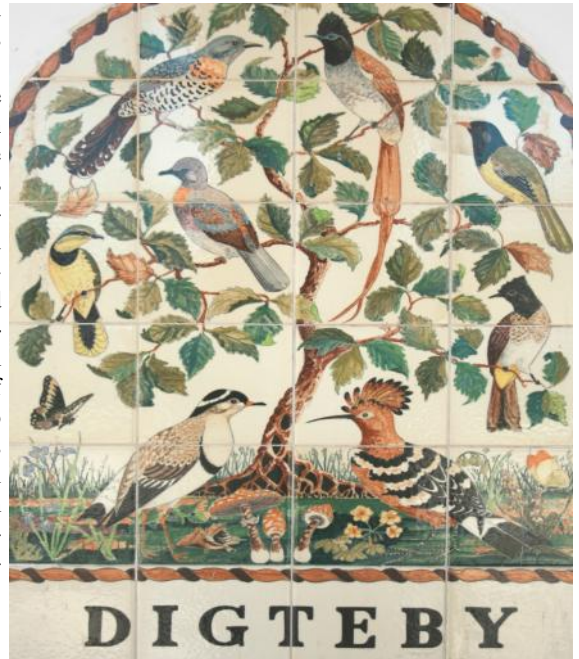
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*Bringing mushrooms to life!*

[www.mushroomacademy.com](http://www.mushroomacademy.com)

## The Wild Mushroom Boutique Hotel

The surprising wonder world of exotic gourmet mushrooms is unlocked in the stylish elegance of a unique boutique hotel in Stellenbosch, South Africa. The rare experience offered by this hotel provides an opportunity for the customer to be pampered and recuperate in a rural atmosphere amid vineyards and olive groves. The hotel's location in Stellenbosch is ideal for an authentic experience of the Cape Winelands. It is also situated only a few kilometres from the Cape Town Film Studios, South Africa's own upcoming Hollywood – providing a totally different focus.



Digteby Estate  
Vlottenburg Road  
Stellenbosch, South Africa

Opening 1 July 2009  
Reservations: info@wildmushroom.co.za / www.wildmushroom.co.za

## Nova - Gastronomy par excel-lence

Having known chef Richard Carstens from his Bijoux days, I am not in the least surprised to read about his latest superstar status (some refer to him as a supernova!). I still have fond memories of a gourmet mushroom ice-cream he designed and created specially for one of the National Cheese Festivals at Bien Donne, on the outskirts of Franschhoek. Not to mention a birthday lunch at Bijoux, one of the best meals ever tasted in South Africa's celebrated culinary capital, the Franschhoek valley.



Richard Carstens trained under Ralph van Pletzen in Stellenbosch (who would ever forget Ralph's massive gourmet portions!). Numerous awards followed whilst he was at Bijoux and Le Provençal in Franschhoek, and at Lynton Hall on the KwaZulu-Natal south coast, testifying that Carstens is undoubtedly one of South Africa's best and most innovative chefs.

In November 2008, Carstens and restaurateur Richard Walsh launched a new restaurant in Cape Town, called Nova. Nova represents global sophistication and the menu is described as an evolution of influences.

When Ferran Adrià visited Cape Town to attend the Design Indaba, Richard Carstens and his team at Nova were invited by the doyenne of South African cooking, Topsy Venter, to prepare a meal for the world's greatest chef and 50 other invitees.

At Nova, a seven-course dégustation (tasting) menu has been created to attract a more adventurous diner and to give Carstens the freedom to push boundaries in the kitchen. A succession of seven small dishes offers a memorable experience, with unusual combinations of seasonal ingredients and multiple textures, as well as new cooking techniques and concepts.

Dégustation menu:

R325.00 / 28 Euro per person excluding wine

R625.00 / 54.00 Euro per person including wine

[www.novarestaurant.co.za](http://www.novarestaurant.co.za)

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