



*Norman Musa*

**Norman Musa**

**Executive Chef | Restaurateur**

**Author | TV Celebrity | Tutor**



**N**orman Musa is the multi-talented creator, co-owner and Executive Chef of Ning restaurant in Manchester, UK.

**He is also a TV celebrity, author and cookery school tutor.**

**His ambition is to be the Malaysian face of Malaysian food around the world.**

Norman has a natural gift for his native Malaysian food, being self taught and mentored in his skills by his late mother who was well known for her cooking in his home town of Butterworth in Penang, Malaysia.

**He is a Manchester Chef of the Year finalist, Race Chef for the Lotus Racing Formula One™ team and listed as one of Malaysia's Top 40 Under 40 by Prestige magazine.**

2011 is proving to be an exciting year as his first TV cooking series is screened, second book published, he tours the UK & Ireland and opens a second restaurant.

He has featured on several UK and Malaysian TV channels, presented numerous cooking demonstrations at food festivals, written his own sell-out book *Malaysian Food* and taught hundreds on cookery classes at his restaurant's cookery school.

Norman has successfully shaped Ning into a critically acclaimed restaurant since opening its doors in December 2006. As an experienced host and chef, he has brought his passion, creativity and contemporary style to his native cuisine.

Ning was a Manchester Restaurant of the Year finalist at the Manchester Food & Drink Festival Awards 2009.

**2010 was a defining year for Norman, making his debut on UK TV with Rachel Allen and being appointed as Race Chef to the Lotus Racing team**



*Prestige Magazine Malaysia's Top 40 Under 40 List 2010.*

**for the 2010 Formula One™ season. During this time he cooked for the drivers, crew and VIPs including Nicole Sherzinger and HRH Prince Andrew.**

In 2010, he also launched the Malaysian edition of his book in Kuala Lumpur, and joined Gordon Ramsay filming in Malaysia for his Great Escape, screened in May 2011. Between races he returned to Ning, leading cookery classes, touring for book signings and appearing at food festivals, including Taste of London where he met Rick Stein.

**For media enquiries on Norman Musa please contact his business partner and manager Andy Spracklen on +44 (0)7809 566558 or to [andy@ningcatering.com](mailto:andy@ningcatering.com) or his PA in Malaysia Ling Ling Tong on +60 (0)16 202 9402 or to [lingling@ningcatering.com](mailto:lingling@ningcatering.com)**



Norman continues to energetically promote Malaysian food back in the UK, partly through his ambassadorial role in the *Malaysia Kitchen* campaign.

**The Malaysian Government-backed campaign** aims to raise awareness of Malaysian food globally, and Norman has featured at many promotional events from Selfridges and Waitrose to Taste of Dublin and London Excel's International Food Fair, as well as through his own tour of Wing Yip oriental superstores across the country.

**His book, first published by Ning in the UK in 2009**, quickly sold out of its first print run and has been well-received by the media and cooking enthusiasts. A fascinating collection of recipes and their inspiring

stories, the book is a stylish introduction to Malaysian cuisine and culture brought to life by stunning on-location photography and personal anecdotes.

*“A lovely book” – Rick Stein  
on Norman's book at Taste of London*

**Norman continues to host cookery classes** giving him the opportunity to demonstrate his passion for this largely under-represented cuisine. Norman has taught over hundreds of people, and now runs popular team-building and corporate events too.

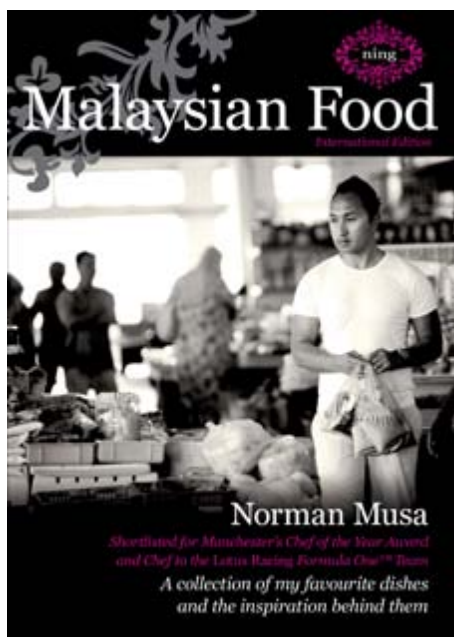
**His other talents include traditional Malay dance**, having performed for HM Queen Elizabeth II and other Commonwealth Heads of State; interior design and fashion (the restaurant staff uniforms and restaurant decor being his creations); and contemporary floral arrangements.

**With his love of music and entertainment, Norman has hosted well-known Malaysian artists** such as Ning Baizura, Mawi and Estrella, as well as dignitaries including the Malaysian Deputy Finance Minister and His Royal Highness the Prince Consort of Perlis.

**Norman remains a modest, approachable and friendly chef** who always woos his audiences, students and customers in his own personable style wherever he goes.

**Watch Norman on Ning TV** at [www.youtube.com/ningrestaurant](http://www.youtube.com/ningrestaurant) and follow him on Facebook under Malaysian Chef Norman Musa. He is also now listed on Wikipedia.

Norman's book  
*Malaysian Food*



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# Chef Norman Musa

## Summer 2011 Update

**As predicted  
in this brochure,  
Chef Norman's  
2011 is proving to  
be an exciting year  
of developments.**



### **Highlights so far this year:**

- **Filming for his own TV cooking show**
- **Writing his next book**
- **Touring UK and Ireland food festivals**
- **Launching research on the heritage of Malaysian cuisine**
- **Opening a new restaurant in the UK**

**Chef Norman to be new hit on Malaysian TV**  
Norman Musa spent 5 weeks in Malaysia filming his first-ever TV show, A la Carte. To be screened on Malaysia's NTV7 from 27 July, he cooks and entertains for various Malaysian celebrities each week over 13 episodes.

**Inventive recipes to cause a storm in Malaysia**  
Chef Norman has been working hard on developing his first Malay language cookbook, following signing a deal with leading book publisher Karangraf. Due to be launched in September, it's bound to be yet another sensation from the UK-based Malaysian celebrity chef.

### **UK tour with Malaysia Kitchen and Chef Norman Musa**

Supported by MATRADE's Malaysia Kitchen programme, Chef Norman has had his busiest-ever schedule of cooking demonstrations. Going beyond his base in North West England, his appearances have included Ireland (Dublin) and Wales (Cardiff), with Scotland (Edinburgh) to follow.

### **New research promises to be an epic**

Collaborating with a leading private university in Malaysia, Norman Musa is initiating research and mentoring in heritage cuisine. The pioneering 3-year project will document Malaysian culinary heritage like never before.



### **Bringing Malaysian heritage cuisine to Nottingham**

If all the above was not enough, Chef Norman is an active partner in the launch of the first authentic Malaysian restaurant in Nottingham city centre. He is working on 'Nada Budaya' restaurant through the summer to open by September.

### **To come...**

Looking ahead, the second half of 2011 will see the opening of Chef Norman's partner restaurant, the publication of his first Malaysian book and a packed Autumn programme of his cookery school touring around the UK, creating a real buzz about Malaysian cuisine. What's more, he is set to be a guest chef on the exciting new TV show *MasterChef Malaysia*.

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# Chef Norman's recent achievements

## Official positions

Executive Chef & Co-owner, Ning, 2006-present  
Race Chef, Lotus Racing Formula One team, 2010

## TV & radio appearances

*Malaysia Hari Ini*, TV3 (Malaysia), 5 June 2009  
*Nasi Lemak Kopi O*, TV9 (Malaysia), 24 January 2010  
*Awani Pagi*, Astro Awani, 25 January 2010  
*In Person*, TV3 (Malaysia), January 2010  
*Market Kitchen*, Good Food Channel,  
UK, 16 February 2010  
*Buletin Utama* (flagship evening news),  
TV3 (Malaysia), 10 April 2010  
*Apa Apa Aje*, TV3 (Malaysia), 22 April 2010  
*The Breakfast Show*, NTV7, 23 September 2010  
*Becky's Retail Therapy*, BBC Radio  
Manchester, 9 October 2010

## Awards & accolades

*Chef of the Year* finalist, Manchester  
Food & Drink Festival 2009  
*Restaurant of the Year* finalist, Manchester  
Food & Drink Festival 2009  
*One of Malaysia's Top 40 Under 40*,  
Prestige Magazine, November 2010  
Featured chef of *Northern Restaurant & Bar Show* 2011

## Books & blogs

*Malaysian Food: a collection of my favourite recipes  
and the inspiration behind them*, self-published by  
Ning, UK, 2009 (second edition, Malaysia, 2010)  
Regular contributor to *Big Boys Oven* food blog

## Live cooking demonstrations

*Taste of London*, Regent's Park, June 2010  
*Formby Pool*, Merseyside, June 2010  
*Selfridges Food Hall*, Manchester, September 2010  
*Manchester Food & Drink Festival*, October 2008,  
2009 & 2010  
*Summer in the Park*, Manchester, July 2008  
*North West Food Lovers' Festival*,  
Cheshire, October 2010  
*Waitrose*, Altrincham, Cheshire, December 2010

## Book promotion events

*Waterstone's*, Trafford Centre, Manchester, June 2010  
*Kinokuniya*, Kuala Lumpur, Malaysia, September 2010  
*Borders*, The Gardens, Kuala Lumpur,  
Malaysia, September 2010  
*MPH*, 1Utama, Kuala Lumpur, Malaysia,  
September 2010  
*Wing Yip* oriental superstores, London, Birmingham  
& Manchester, October & November 2010



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### **Selected press coverage**

Norman has featured in the following publications in Malaysia: *New Straits Times*, *The Star*, *Berita Harian* newspaper, *The Sun*, *Malay Mail*, *Jelita* women's magazine, *Prestige* luxury lifestyle magazine, *Malaysian Women's Weekly* (one of 7 Malaysians abroad featured in a Malaysia's Got Talent article) & *Time Out Kuala Lumpur*.

He has also featured in the UK, along with his book, restaurant and cookery school in: *The Guardian*, *The Sunday Times*, *Company* magazine, *Cheshire Life*, *Lancashire Life*, *Manchester Evening News*, *Time Out London* (which featured his book as Book of the Week), *Delicious* magazine, and *Food & Travel* magazine among others.

### **Selected catering & cookery school events**

*Artisan* new property launch canapé reception  
*Arts Council of England* Christmas Banquet  
*AstraZeneca* team building cookery classes  
*Bauer Media* team building 'Masterchef Challenge'  
*BBC* Christmas banquet  
*Co-operative Financial Services* team building cookery & private dining  
*EDAW* client receptions  
*ExonMobil* Christmas banquet & entertainment  
*Finnair* corporate launch buffet & bar for 150 guests  
*Grant Thornton Accountants* canapé receptions & cookery demonstrations  
*Hemisphere Design* birthday celebrations reception  
*Irwin Mitchell Solicitors* private dining & cookery class  
*KUSMA* Eid celebratory banquet for 200 guests  
*Malaysian Government Student Department* various receptions including with the Malaysian Youth & Sports Minister

*Malaysian Student Society of Manchester's* Malaysian Night 5-course banquet for 220 guests  
*Manchester Food & Drink Festival* food stalls & Malaysian cultural show  
*Manchester Mela* food stall  
*Merdeka* Malaysian banquet & cultural show  
*My Team* (Malaysian TV's No.1 reality football show) buffet reception for 75 guests  
 Numerous private and group cookery classes and team-building events  
*Red C Marketing* Christmas banquet for 56 guests  
*Summer in the Park* food stall  
 Various charity functions for up to 150 guests  
 Various weddings, engagement and birthday private dining events

### **Celebrity hosting & endorsements**

ITV's *Holly & Fearne Go Dating*  
*Mawi*, Malaysia's No. 1 chart singer & winner of Malaysian Pop Idol  
*Ning Baizura*, probably Malaysia's most famous female pop artist  
*The Co-operative* ethical fashion show & photo shoot  
 Malaysian Deputy Finance Minister Y.B. Datuk Dr. Awang Adek Bin Hussin & delegation  
 His Royal Highness the Prince Consort of Perlis, and family  
 Filming with Gordon Ramsay for his *Great Escape* 2011 series  
 Rick Stein on Norman's book at *Taste of London*: "A lovely book"  
 Rachel Allen, Mark Tebbutt & Mark Sargeant on Norman's food on *Market Kitchen*: "Absolutely delicious"



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