



The culinary world of
Chef Joseph Hadad



“I breath flavors.
The magic of taste is in details.
You may not notice it, but you will
feel it.”

Jh
BY JOSEPH HADAD



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CHEF JOSEPH HADAD AROUND THE WORLD

His passion for the culinary arts has its roots in his early 16s, when he entered the cooking school in Haifa, for three years. At age 21, Joseph gets his first job in the field, within Dan Carmel Hotel, where he is hired as an assistant chef.

Three years later, he becomes Chef Garde - Manager at Jordan River Hotel, a 450 room hotel in Tiberias.

Starting with 1989 he is promoted to Executive Chef at the famous King David Hotel in Jerusalem.

During the last 35 years, Joseph has dedicated most of his time to his greatest passion - Top gastronomy and Haute Cuisine, his talent being noticed by both colleagues and customers in different places famous worldwide: Germany Kempinski Hotel, Ritz-Carlton Hotel in Boston, Savoy Hotel London, Michelin restaurants in Paris and more.



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INTERNATIONAL KNOW-HOW

- Ritz Carlton Boston – 2 weeks stage on international gastronomy a la carte
- Savoy London – 3 weeks stage on banqueting & events up to 500 persons
- Le Laurent Paris – 2 stars Michelin restaurant – one month stage
- Michel Rostang Paris – 2 stars Michelin - 2 weeks stage
- Auberge De L'Il Alsace – 3 stars Michelin – 2 weeks stage
- Kempinski Munchen and Frankfurt – 2 months stage on hotels cuisine



PRIZES

- Luxembourg Haute Cuisine – Silver Medal (2nd prize) Leading Hotels of the World category 5 stars deluxe
- Best Chef – King David network (10 hotels) for 3 year in row
- Food & Bar Prizes 2013 – 1st Place – Best restaurant Premium Category for Joseph Restaurant
- 1st Place and Special Prize – Best Gourmet Restaurant 2014 – Ziarul Financiar Dupa Afaceri
- Food & Bar Prizes 2014 – 3rd Place – Best restaurant Premium Category for Joseph Restaurant
- Food & Bar Prizes 2015 – 1st Place – Best restaurant Premium Category for Joseph Restaurant
- Food & Bar Prizes 2016 – 1st Place – Best restaurant Premium Category for Joseph Restaurant
- Top Hotels Awards 2016 – 1st Prize Best Restaurant – International High Cuisine



CHEF JOSEPH HADAD IN ROMANIA

In 1997 Joseph Hadad arrives in Romania, as Executive-Chef at Restaurant Casa Vernescu in Bucharest, a symbol of high gastronomy, where he develops the "high cuisine" for 14 years.

In 2012, Joseph steps into the realm of television and brings his talent on the table of the culinary show Top Chef, one of the most prestigious food shows in Romania. Chef Hadad was chosen to fulfill this role because of his career and the mastery with which he transforms a dish into art.

In 2013, after 40 years of the first recipes prepared with their own hands, his deepest dream becomes reality. To open their own restaurant that bears his name - Joseph by Joseph Hadad.



JOSEPH'S GASTRONOMY LEGACY

Joseph holds the secrets of over 2000 sophisticated recipes.

As star of the international cuisine, chef Hadad had the opportunity to create true culinary experiences for world celebrities like Bill Clinton, Francois Mitterrand and Margaret Thatcher, King Hussein of Jordan, King Juan Carlos of Spain or the Prince of Lichtenstein.

Movie stars and pop-rock legends were also Joseph's guest. Among them, Robert de Niro, Madonna, Frank Sinatra, Michael Jackson and many others.



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THE RESTAURANT – JOSEPH BY JOSEPH HADAD

Joseph is that special place where you always come back. For fine tastes, for special culinary experiences, for positive karma, for quality time, for guilty pleasures. A restaurant that combines the cult for gourmet cuisine and the need of collecting memories in a comfortable, welcoming and refined space.

The venue is an old classy house, adopting a contemporary, minimalist design, yet elegant and very cozy, where Joseph is waiting for you every day, with his unique dishes, which can only be explored here.

At Joseph, every meal is like a culinary tour around the world, a gastronomic ritual, customized for each preferences. The menu, created with passion by chef Hadad together with his team, shows creativity and the experience of over 30 years of hard working and research. Joseph's universe means a fusion of tastes, textures, combinations and unique flavors ready to please the most demanding gourmets.


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THE BRASSERIE – CAJU BY JOSEPH HADAD

The concept of CAJU by Joseph Hadad brasserie is casual dining, with affordable tasty dishes, which can pamper all your senses.

It's the place where Joseph brings to table the tastes of his childhood, with strong North African influences. The brasserie is located downtown, on a picturesque street (Nicolae Golescu 16), behind the Romanian Athenaeum, a symbol that represents one of the main attractions of the city.

The cozy place features a very original and urban design and provides three areas of accommodation and a very beautiful terrace. At the interior, the central and back areas can host up to 50 guests.

At the entrance, in the area of the open kitchen, were we lively cook the Moroccan bread, a social table was designed for all those who need a separate space, or enjoy connecting with other people or maybe fall in love with strangers.

At the basement, a very cozy and intimate wine library and private table can host special dinners or small parties, for up to 8 persons.

CAJU greets its guests with an international menu, with strong north African tastes, a lot of vegetarian options and healthy oriented cuisine.



THE BOOK - "IN BUCATARIA LUI JOSEPH"

"In Joseph's kitchen" is the first book published by Chef Joseph Hadad and, according to our feedback from the market, it was a hit. As his first book project, it is destined both for professionals and amateurs cooks.

This book aimed to take the Romanian gastronomy to next level. Joseph's vision was to show what a great diversity of foods and spices can merge together into artistic dishes, transforming the classic gastronomy as we know it into a creative endeavor, focusing on quality, design and taste. Simplicity as the ultimate sophistication.

Launch date: June 2016



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TECHNICAL DESCRIPTION

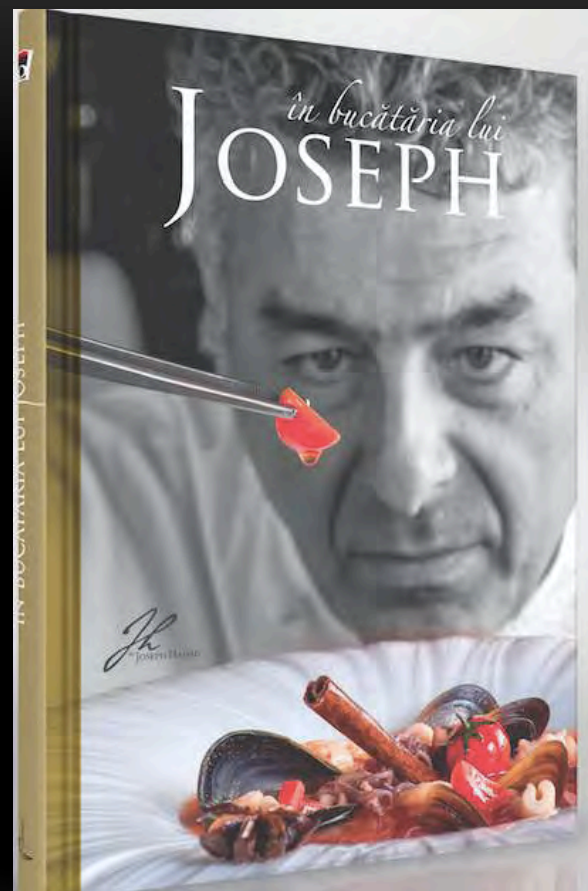
Format:

- Up to 120 4C pages
- Up to 50 recipes
- Professionals photos
- Glossy A4 format

Print run: 10.000 copies

Distribution

- National
- A diverse network ranging from the classic book stores to online book shops.



COOKING WITH JOSEPH – ULTIMATE COOKING CLASSES

- A culinary experience with one of the most talented chefs in Romania. A cooking class where you will enter a journey of thousands of tastes, smells, ingredients, condiments, secrets and recipes from the fine dining
- The trainees will proudly receive an honour diploma, signed by Chef Hadad and a cooking kit give away.



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THANK YOU!

