



CHING HE HUANG

## CHING BIO



TELEVISION CHEF CHING-HE HUANG (NICKNAME: CHING) IS A COOK, A TELEVISION PERSONALITY, AND AN ENTREPRENEUR- BUT PRIMARILY SHE IS AN AMBASSOR FOR CHINESE COOKING IN BRITAIN.

CHING'S LATEST BOOK, CHING'S CHINESE FOOD IN MINUTES, PUBLISHED BY HARPER COLLINS IN SEPTEMBER 2009, HAS A N ACCOMPANYING 13 PART TV-TIE IN PROGRAMME TO BE AIRED FEBRUARY 7TH 2010 ON CHANNEL FIVE, TUESDAYS AT 7.30PM.

IN 2008 CHING PRESENTED A SIX PART SERIES CALLED, **CHINESE FOOD MADE EASY** ON BBC2. IT SHOWCASED CHING WITH WOK-IN-HAND COOKING ON LOCATIONS FOR THE BRITISH PUBLIC SHOWING HOW EASY, DELICIOUS, HEALTHY AND TASTY CHINESE COOKING IS. TO ACCOMPANY THE SERIES, THE COOKBOOK **CHINESE FOOD MADE EASY**, HER SECOND BOOK, WAS PUBLISHED BY HARPER COLLINS. THE SHOW OPENED TO AN AUDIENCE OF OVER 3MILLION AND THE BOOK REACHED NO.1 FOR A CONSECUTIVE 6 WEEKS ON THE BEST-SELLER'S LIST.

Her influence was demonstrated when sales of Chinese ingredients increased following her show. She was named as the new face of Chinese cooking by Heat magazine, "China's Nigella", and a new addition to 1000 most influential in London, by The Evening Standard in 2008.

In October 2007, Ching was asked to arrange the Chinese Bakery and Supermarket part of the tour for HRH Prince Charles and the Duchess of Cornwall's visit to London Chinatown.

In 2008, Ching received the Pearl Awards by HRH Prince Andrew and Sir David Tang KBE for her contribution to British Chinese community and life in Britain.

In 2009, Ching received The Big Ben Awards for her achievements, nominated by the British Chinese Youth Federation in the U.K.

This young foodie entrepreneur, who was born in Taiwan to Chinese parents, was raised on freshly cooked home meals for which ingredients were bought on a daily basis. However, her major food influences stem from the traditional cooking styles of her farming community grandparents who lived out in the

countryside of southern Taiwan. With their paddy fields and bamboo farms, they also cultivated an orangery, sweet potato patch, and mango trees.

At the age of five, Ching and her family emigrated to South Africa where she was exposed to a wholly different diet and climate. As the only Chinese children in their school, she and her older brother caused a stir with their packed lunches of stir-fried rice and vegetables with dried meat powder and cucumber pickle with chilli or mustard leaves' pickle.

But the biggest change was to come when she was eleven and Ching moved again, this time arriving in London. From her early teens, with her parents involved in running their own businesses and as her mother was frequently abroad, Ching had to cook the family meals. She was taught the basic philosophy behind Chinese cuisine -- the emphasis on balancing yin and yang through 'hot' and 'cold' ingredients -- but was then was left to improvise by herself. Soon she was preparing everything from bamboo-leaf parcels of glutinous rice to simple, nutritious stir-fried rice dishes and noodle soups.



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As a self-taught cook, therefore, this experience was to be the inspiration behind her launching her own food company, fresh from graduating from university with a 1st Class Economics degree from Queen Mary and Westfield College in London.

Her company served retail outlets such as the Whistlestop chain as well as foodservice outlets. She provided the salads at the Chelsea Flower Show and Wimbledon for a number of years as well producing for a number of blue-chip companies in the City.

This was followed by the launch of TZU, a healthy soft drinks range, which are now stocked in prestigious outlets such as Selfridges, Wholefoods, as well as luxury hotels and health spas including The Metropolitan, The Soho Hotel, the Charlotte Street Hotel and Champneys, which she continues to develop. She has just signed a deal with Typhoon Cookware to promote a Ching signature branded Wok to help further champion Chinese cooking in Britain. She has also signed a deal with Maritime Foods to launch a Ching branded range of exotic mushrooms, to further extol the benefits of healthy ingredients grown on British soil used in Chinese cooking.

She was given a cookery series on the UK Food Channel at the beginning of 2005 called Ching's Kitchen. Her approachable and versatile style appealed to a younger yet sophisticated market and the show was a success. Each show had a different theme and featured Ching bringing Chinese food to the British public.

Some dishes are traditional favourites that have been given a modern 'Ching' twist and some are authentic recipes handed down to her by her grandmother.

In autumn 2006, published her first cookbook, **China Modern**, which features over 100 recipes, promises to give a 21st century twist to the cuisine which has been consistently popular within British food culture for over fifty years. **China Modern** is published by Kyle Cathie.

Ching has also appeared on BBC's **Saturday Kitchen** with James Martin, ITV's **Saturday Cooks** and ITV's **Daily Cooks** with Antony Worrall Thompson. She has also appeared on UK Food's **Market Kitchen** alongside a host of other TV chefs as well as guest appearances on Five's **Cooking the Books** with Jeremy Edwards, **Ready Steady Cook** with Ainsley Harriot and cooked live for Melanie Sykes on **Grand Designs Live**. She has also written for food magazines such as BBC Good Food Magazine, Olive, Delicious and Sainsbury Magazine.

Ching is a strong supporter of the charity, Tzu-Chi, a non-profit organization founded in 1966 by Dharma Master Cheng Yen in the impoverished east coast of Taiwan. The Foundation has been contributing to better social and community services, medical care, education and humanism in Taiwan for nearly 40 years.

She is also a benefactor of Mothers' Bridge of Love (MBL) - Help Chinese Children.