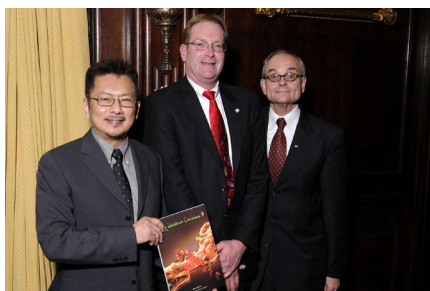




# New Western Cuisine

## Recognized for Literary Excellence in New York 《新西餐》杂志在美国荣获优秀文学奖



New Western Cuisine was announced as the Recipient of the 2010 FTA Award for Literary Excellence at The 14th Annual FTA "A Spring Evening in New York with Very Special Friends" at The Union League Club, New York City, on March 2, 2010. Mr Richard Xu, Editor-in-Chief of New Western Cuisine acknowledged the recognition in front of 120 VIPs and leaders of New York's hospitality, food and beverage sectors. He stated that "the magazine and its team work towards the exchange of culinary ideas and approaches between Chinese and Western culinarians in the pursuit of food service excellence: truly the highest universal culinary calling." On his visit to the Culinary Institute of American, Hyde Park campus, New York, Mr Xu made his presentation "New Western Cuisine - Creative Culinary Cornucopia from China" to students and faculty members.

The one hour presentation and forum aroused keen interests among the students and faculty members to explore career opportunities and business cooperation in China.

2010年3月2日，在美国纽约联合会员俱乐部举办的第14届“特别好友相聚纽约春之晚宴”的活动上，《新西餐》杂志荣获2010FTA优秀文学奖。杂志主编徐正纲先生代表《新西餐》在现场接受了颁奖，他说：“《新西餐》杂志及其团队一直以来致力于中西方美食文化的交流，探寻美食服务业的优秀所在，那是真正全球性的美食需求。”当晚参加活动的有来自纽约酒店业、餐饮界的120位贵宾。此次纽约之行，徐正纲先生还参观了美国烹饪学院纽约海德校区，并为学生以及教师做了题为“《新西餐》杂志——中国创意美食文化的兴盛”的演讲。一个小时的演讲和交流激起了学生和教师对于前去中国发展或合作的极大兴趣。



Culinary Institute of American, Hyde Park campus, New York