



## **About our Aussie Beef Mates**

Aussie Beef Mates are a global group of 16 chefs, food professionals and influencers from 12 countries who are passionate advocates of Australian beef. They have a shared passion to raise awareness of and demand for our premium Australian beef and will participate in a week-long immersion in New South Wales to engage with producers, chefs, butchers, and food industry leaders to gain firsthand insights into the versatility of our beef as well as NSW products.

# Get to know our Aussie Beef Mates

## **Ray Zhang**

📍 China

🔗 [@raysbbq](#), [@燕子堡 BBQ 学徒 Ray](#), [@燕子堡 BBQ 学徒 Ray](#)

Ray Zhang is a leading blogger and influencer in China's meat category, boasting an impressive following of 3 million across platforms such as Bilibili.com, Red Note, TikTok, and YouTube. In 2024, he was honored with the “TOP 100 Blogger Award” from Bilibili.com.

Ray is renowned for his innovative content, particularly in the realms of steak knowledge, dry-aged beef utilization, and experimental slow-roasting techniques.

Since 2019, Ray has published 321 videos and 251 photo posts on Bilibili, with 72 of his videos garnering over 1 million views.



## **Oliver Yan**

📍 China

🔗 [Oliver Yan](#)



Chef Oliver is a prominent figure among the leading young chefs in China. Endorsed by the Ministry of Human Resources and Social Security of the PRC, he serves as the National Technical Expert.

Chef Oliver holds certificates as a Senior Technician in both Chinese and Western cuisine. His accolades include winning the Champion title at the Escoffier China Finals, securing a gold medal at the IKA Culinary Olympics in 2024, and being a Gold Medalist at the FHC China International Culinary Challenge. Additionally, in 2025, he served as a judge for the MLA Young Chef Competition.

## **Florian Muller**

📍 Hong Kong

🔗 [@florian\\_chef](#)

Florian Muller is a versatile and classically trained French chef with more than 15 years working experience in Michelin Star restaurants, 5-star hotels and healthy meal delivery services across Europe and Asia.



## **Brayden Davies**

📍 United Kingdom

🔗 [@chef\\_braydendavies](#)



The latest chapter in The Box Tree's legacy is led by Head Chef, Brayden Davies, who took over at the beginning of 2024 and brings a fresh, contemporary vision to The Box Tree. Originally from Australia, Brayden has honed his skills at several Michelin-starred establishments, including The Raby Hunt, Northcote Manor, The Angel at Hetton and most recently at Shaun Rankin at Grantley Hall.

Brayden's culinary approach blends his Australian roots with a commitment to local, foraged ingredients, reflecting Yorkshire's exceptional produce. He describes his cooking as refined yet modern, with subtle nods to his heritage.

## **Ioannis Grammenos**

📍 United Kingdom

🔗 [@meatologist\\_ioannis\\_grammenos](#)

Ioannis began his career in his native Greece, working through the ranks in professional kitchens. His passion for Mediterranean cuisine led to a prominent role on the Greek television show Chefs on Air for five consecutive years.

In 2012, he relocated to London to become the Executive Chef at Heliot Steak House. In 2018, Ioannis was named the world's first Meatologist™ with the launch of the UK's first School of Meatology™. Based in the restaurant, the school offers a series of classes designed to educate meat enthusiasts on butchery and steak cooking. Under Ioannis's leadership, Heliot Steak House has been named Best Steak Restaurant in London at the Bookatable Awards in 2015, 2017, and 2018. It has also received the Best UK Casino Restaurant award in 2018, 2019, 2020, and 2024 from the British Casino Awards and Best Steakhouse 2018 in the Lux Magazine Bar and Restaurant Awards.

Ioannis has served as Chairman of Judges for the World Steak Challenge since 2021, overseeing 92 judges from around the world and was also awarded the CGOC Master Craftsman of the Craft Guild of Chefs.



## **Ian Kittichai**

📍 Thailand

🔗 [@iankittichai](#)




Born in Bangkok, as a child, Ian Kittichai pushed a curry cart to sell food he made with his mother. Later, on scholarship, he trained in haute cuisine in England and Australia, followed by significant training in France, Spain, the US, and Japan. At 30 years old, he was the first Thai national to be appointed Executive Chef of a five-star hotel. Today, he is an award-winning chef, restaurateur, cookbook author, and television personality.

Chef Kittichai is renowned for his unique approach to classic flavors with varied cooking techniques. He has diverse restaurants and concepts around the world - the ground-breaking *Kittichai* restaurant and *Spot Dessert Bars* in New York; *Issaya Siamese Club*, *Khum Hom*, and *Akane* in Bangkok; *Anaalā* in Phuket; *Soi Social* in Singapore, and *Coast* in Taipei.

He has an F&B consulting firm, *Cuisine Concept*, an R&D kitchen, a private dining atelier, and television shows, including the Emmy-nominated *MasterChef Thailand*.

## **Freddie Salim**

 Indonesia

 [freddiesalim](#)

Chef Freddie Salim is a seasoned culinary talent with over a decade in Sydney's vibrant food scene, having worked at Longrain, Sokyō, and The Newport.

Now in Jakarta, he is the chef-owner of Silk Bistro and Silk Thai, in collaboration with BIKO Group. Opened in December 2022, Silk Bistro showcases contemporary Asian cuisine, blending authentic flavors with modern techniques inspired by Freddie's heritage. His second venture, Silk Thai, reflects his deep passion for Thai cuisine, developed during his time at Longrain.

Known for bold, herb-driven dishes with a homemade feel—like the Massaman Curry Beef and Red Curry Duck Maryland—Silk Thai dives into rich, traditional flavors. Both restaurants offer warm, inviting spaces and thoughtfully curated menus, celebrating the depth and diversity of Asian cuisine. Freddie's journey brings heart, skill, and innovation to every dish, creating memorable dining experiences rooted in flavor and culture.



## **Andrea Lim**

 Singapore



Born and raised in Singapore, Andrea's culinary journey began in 2009 and led him around the world. He honed his craft at Institut Paul Bocuse, winning multiple international culinary medals.

After graduation, Andrea trained in Michelin-starred establishments including Les Amis and Raffles Grill, shaping her deep respect for technique and artistry.

In 2017, he launched 5 Senses Bistro, growing it to three outlets before pivoting to catering during the pandemic. This shift ensured resilience, integrating technology with traditional F&B practices. After eight successful years, Andrea sold his restaurant business in December 2024.

Now, he focuses on his freelance F&B consultancy, helping aspiring restaurateurs navigate the industry.

Andrea is passionate about mentorship, regularly returning to schools as a guest speaker, sharing his experiences with the next generation of culinary talents. His journey reflects adaptability, innovation, and a commitment to excellence in the evolving gastronomic landscape.

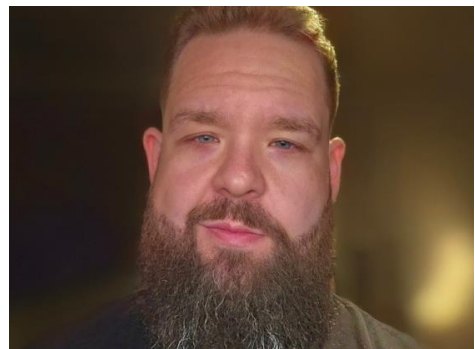
### **Dan Smith**

📍 USA

Dan Smith is a culinary-driven sales leader with over 20 years of experience in the food and restaurant industries. Beginning his career in fine dining, he earned a Michelin Star at BLT Fish and contributed to 3-star New York Times-rated restaurants before transitioning into corporate food sales.

Dan has led sales, merchandising, and product development efforts for Buckhead Meat & Seafood and Catelli Brothers, specializing in meat, seafood, and packaged foods. He combines hands-on culinary expertise with strategic business development, successfully managing key accounts and training hundreds of sales representatives.

A graduate of the Culinary Institute of America and Montclair State University, Daniel brings a chef's understanding of products and a business leader's focus on growth, innovation, and market alignment.



### **You-Cian Shen (Stalu)**

📍 Taiwan 🗣️ [@stalu.shen](https://www.instagram.com/stalu.shen)



Stalu is a dynamic professional with a unique blend of technological expertise and culinary passion, demonstrated by his successful transition from the IT sector to the culinary arts.

He has a proven ability to innovate and lead in both entrepreneurial ventures and social impact initiatives, highlighted by co-founding ventures that blend culture and gastronomy, advising social enterprises, and earning a nomination for Best Host at the 56th Golden Bell Awards,

Taiwan's most prestigious television award.

Stalu is a strong advocate for leveraging culinary platforms for social good and for promoting Taiwan's rich agricultural diversity.

### **Sonoka Kamiyama**

📍 Japan

🔗 [@livetoeat\\_sydney](#)

Sonoka is a lifestyle and travel influencer with close to 10,000 followers on Instagram and a BIG love and passion for Australia.

She studied and obtained a license as a registered dietitian in Japan, and also earned a certification as an Allied Health Assistant at the TAFE in Sydney.

Sonoka has been to 11 cities in Australia as part of her work experience at Bills Sydney and has also spent time at a raspberry farm in Tasmania for a working Holiday.

She's currently working as a freelance writer and an influencer, where she shared her knowledge and passion for Australia. Australia has changed her to be happier and healthier, and she quickly fell in love with everything in Australia, particularly Aussie beef. One of her key goals is to connect Australia and Japan, bring together the two communities to share knowledge.



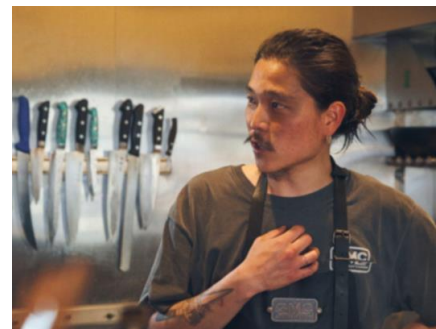
### **Toshiki Nemoto**

📍 Japan

🔗 [@ttoosshhiikki](#), [@genkimeatcheers](#)

Toshiki began his career at the age of 19, at the Grand Hyatt Tokyo in the events kitchen. Here he gained valuable experience in French cuisine, from buffets to course meals for up to 1,000 people. He was quickly promoted to Chef de Partier in his first year and to Sous Chef at the age of 24.

After leaving the Grand Hyatt, Toshiki accumulated a wide range of restaurant experience including Texas, Italian, a hamburger shop and local chain restaurant as Head Chef.



In 2022, he founded GMC Grill Co., Ltd. with the owner of GenkiMeatCheers. They value producers' thoughts and serve carefully selected meat from around the world, cooked to the highest quality.

### **Georges Dakkak**

📍 Saudia Arabia

🔗 [@georges\\_dakkak](#)



Chef Dakkak has conceptualized and executed over 35 groundbreaking dining experiences, where guests are invited to indulge in an exquisite marriage of taste and ambiance. His culinary journey spans the vibrant cultures of Lebanon, Kuwait, Neom, Riyadh, and Al Ula, showcasing his ability to create memorable events that resonate with diverse audiences. He has a remarkable talent for blending various cuisines, including French, Italian, Oriental, Japanese, and other international dishes, elevating each dining experience into an art form.

In addition to his culinary ventures, Chef Dakkak is a recognized member of the Worldchefs jury, contributing his expertise to renowned culinary competitions. Moreover, he is a Méditéa Middle East partner, playing a pivotal role in advancing culinary excellence across the region. As an ambassador for Meat & Livestock Australia in the Middle East, he is dedicated to promoting the region's rich culinary heritage while inspiring the next generation of chefs.

## **Khai Dinh Vu (Khai Vu)**

📍 Vietnam

🔗 [@cuisinedekhaivu](#)

Born in Vietnam in 1980, Chef Khai Vu came to the United States at the young age of 11. His first love and passion has always been food. With his grandmother's cooking as his young inspiration and his father growing him to be a successful business man, his family's shared love of food has paved the way for him to produce some of the most modern and high quality cuisine.

From the vibrant streets of Las Vegas to the Vietnamese metropolis of Saigon and the concrete jungle of New York City, Chef Vu's restaurants have become beloved destinations for foodies and locals alike.

In Saigon, Prime Steak Boutique & Chill sets a new standard for premium steakhouse dining and his flagship restaurants District One Kitchen & Bar in Las Vegas and Taiwan offer a modern take on Vietnamese cuisines, as does Saigon Social in New York City.



## **Jay Jeong**

📍 Korea

🔗 [@nockzi\\_jongno](#)

Jay Jeong was raised in Canada and returned to Seoul after completing his studies. He began his culinary career as an R&D lead at a food service company, where he spent six years managing a diverse portfolio of brands—from Korean BBQ restaurants to casual rice bowl concepts and pubs. This experience provided him with deep, hands-on knowledge of the food service industry.



Currently, Jay is the owner-chef of Nockzi, a premium Australian Wagyu grill restaurant with five locations across Seoul and its surrounding areas. Nockzi specializes in high quality Australian cuts—sirloin, tenderloin, and ribeye—graded MB9. The restaurant sets itself apart with its exceptional service model, where skilled servers personally grill each cut tableside to ensure a refined dining experience.

Driven by his intuitive understanding of food service industry and experience over the years, Jay continues to elevate the Australian wagyu dining scene through his dedication to premium quality and innovation.

## **Minhu Kim**

 Korea

 [@up\\_to\\_me\\_official](#), [@oz\\_seoul\\_official](#)

At the age of 23, Minhu Kim left for Australia and started working as a dishwasher in a hotel kitchen, where he was introduced to cooking. He graduated Le Cordon Bleu in Sydney, where he received formal culinary training and developed a solid foundation in classic and modern techniques. Early in his career, he gained hands-on experience in the kitchen at renowned Australian establishments, including Bare Witness Restaurant (2017–2018) and the Palace Hotel Bistro (2018–2019).



After returning to Korea, he launched his own restaurant brands, including Up to Me, an Aussie-style casual restaurant known for its creative comfort food and laid-back yet refined atmosphere, OZ Seoul, an Aussie style brunch cafe. He incorporates ingredients he used in Australia into his restaurant menu and offers Australian Wagyu steaks.

Both brands are rooted in distinctly Australian concepts and narratives, reflecting Minhu Kim's deep love for Australia. He is working to infuse Australian identity into a wider range of menus and restaurant brands.