

## Saudi chef's passion for food



Since he was young, **Badr Faye** had a passion for experimenting with food. He remembers going into the kitchen and making different types of sandwiches. Today, Faye is a renowned chef and has also opened his own restaurants in Jeddah, Saudi Arabia. Muse, a high-end seafood restaurant, and Kome, a mid-end sushi restaurant, offer real value for money in terms of food quality, food presentation and service

### What added value does Muse bring to the fine dining market in Jeddah?

I think Jeddah city lacks high-end outlets and Muse's main targeted clientele is the people seeking great quality food and upscale service that they would get in high-end restaurants abroad.

### What are your future projects for Kome?

It is too early to say, but if things go well, opening another branch is a must, or at least a satellite kitchen that makes sushi delivery more accessible to my clientele living in the northern part of Jeddah.



### Looking back at your journey, what would you have done differently?

First, I have to admit that although I was warned that opening two restaurants requires a lot of work, my overflowing enthusiasm and energy pushed me to take the less taken path. This doesn't mean that I am not satisfied with the decision I made; however, if I was well experienced back then, I would have at least distributed my efforts and energies differently over the project's life cycle. I have made a few planning, recruitment, design, or other mistakes which did not cost me too much money; however, they cost me time and sleepless nights.

### Being a Saudi chef yourself, how are you contributing to the promotion of this profession among young Saudis?

I have made a few appearances in front of high-school students, informing them about the vast opportunities presented in the food & beverage industry. I am also organizing a cooking class targeting children to provide them with basics on culinary art. Love for cooking might start off as a hobby and turn into a career. In addition, I support and encourage the hiring of Saudis in my restaurants who are interested in building up a career in the restaurant business.

[badrfaye.com](http://badrfaye.com)

### The Kingdom is to develop highway resting

Prince Sultan bin Salman, secretary-general of the Saudi Commission for Tourism and Antiquities has recently declared that the Commission is looking into issuing a decision to review highway rest houses in the Kingdom. This decision is aimed at increasing service quality in this neglected sector, but also at creating job opportunities for Saudis and other residents alike.

[scta.gov.sa](http://scta.gov.sa)

### Madinah restaurants under intensified health checks

Following an incident in one of Madinah's restaurants serving contaminated meat to customers, the governor Prince Abdul Aziz bin Majed has ordered an increase on spot checks and health inspections on all eateries in the holy city. This initiative will also help the municipality verify the legality of the restaurant's operation and human resources.

### The new Nitaqat program shakes industries across Saudi Arabia

The Saudi government recently announced the launching of Nitaqat, a "Saudization" program aimed at "increasing job opportunities for Saudis and facilitating mobility for expatriate workers", according to Saudi labor minister Adel Faqih. While the program presents threats for companies not abiding by the Saudization rates, it offers great benefits and rewards for those who "have exceptional track record in their efforts to employ more Saudis".

[nitaqat.net](http://nitaqat.net)

### New openings

#### Chopsticks branches out in Jeddah, Saudi Arabia

After the opening of Chopsticks first branch less than a year ago in Jeddah, the Lebanese brand offering fresh Chinese cuisine is currently developing two other outlets in the city. These openings are in line with the company's dynamic expansion plan in Saudi Arabia, which will most likely tackle the city of Riyadh in a near future.

[chopstickslb.com](http://chopstickslb.com)

### Le Relais de L'Entrecôte opens in Riyadh

Hanad Company launches its second French brand in the Kingdom. After operating LeNotre Café for nearly half a decade, the company chose the city of Riyadh for the introduction of the famous French Steakhouse concept, Le Relais de L'Entrecôte. It will be located on Tahliya Street.

[relaisentrecote.fr](http://relaisentrecote.fr)

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