

Les Roches Jin Jiang

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CHARITY DAY / FOOD CLUB /

ITALIAN QUALITY MEETS AMERICAN COFFEE IN SHANGHAI /

MILLENNIALS / POP-UPS / SHANGHAI'S NIGHTLIFE





“Fashion disaster” and Charity day

By Titanium Cyan

On Wednesday, 28 March 2018, the HA3A students of Les Roches Jin Jiang in Shanghai organized a Charity Day. The goal of this charity event was to collect at least 5000RMB in cash, and some useful items to help children with heart disease in China.

For the charity day, we organized different events and activities. We had the idea of a “Fashion Disaster Day”: everyone who was willing to donate 30RMB received a heart-shaped pin, and they were allowed to leave their uniform in their wardrobe and wear a “fashion disaster” outfit for a day.

The charity day started at 13:30, with a Charity Run. Students and faculties, even the campus director Mr. Michael Bao, joined the charity run.

The day continued with the “Running man”, a game inspired by a Korean TV game show, in which players have to take their competitors’ name sticker off from their back and the group that keeps their sticker the longest wins. The game was really fun and intense; the group that won was



**The winner of the run was
Hugues Hermann (HA2F)**





composed of Stefan, Andy, and Clement from HPP3B.

After the Running Man, everyone moved to the student lounge to play mini games, and buy some snacks such as popcorn, hotdogs, cookies, fried banana, and fresh juices.

At 14:30, the hair-shaving auction started. A HA2A student Billy bid the highest amount of money (330RMB) to get the opportunity to shave Sanzhar's hair. After Sanzhar, a GB2 student Peadar also volunteered to have his hair shaved off. The auction went really hot for Peadar, and finally Sanzhar won by donating 1000RMB. After that, it was Grigorii's turn. Ms. Williams got it for 600RMB.

For the closing of the hair shaving auction, Mr. Dmitry Enin, our English and Spanish teacher offered us his hair. Everyone who donated could shave Mr. Enin's hair off. In less than 10 minutes, we managed to get 3000RMB from 14 students and faculty.

While auctioning off people's hair, there was a group of people that were having a water balloon fight, each water balloon cost 2rmb and it helped us collect around 500RMB.

By the end of the day, we successfully collected 11.281,9 RMB, more than twice our initial target. All the money will be donated to the Heart Shanghai Organization.

This day was very successful; students could spend an afternoon having fun through many activities. All the students' donations allowed us to collect a big amount of money, which shows that together, we do better!





Food Club interview

22nd March 2018-Les Roches Jin Jiang - Castagna Giorgia



We are meeting today with Shaheen Ferdowsi, an American student of HAIII that has just transferred from the Marbella campus, bringing with him new creative ideas related to his passion for gastronomy. In week 7, the Food Photography club will start and students will be able to be inspired by new cooking techniques and recipes once a week.

HOW WAS YOUR PASSION FOR COOKING BORN?

My passion for food started when I realized I'm picky with flavors and I was trying to modify and transform the dishes I was eating to benefit my palate. I was always cooking myself and eating what I personally liked.

WHAT IS THE MAIN IDEA OF YOUR CLUB?

The main idea of this club is of course to create very delectable recipes that people would love to eat, but also presenting the dishes in a way that is really catching to the eyes. As much as I love cooking, I also love making it look nice and that is where I would like a photographic aspect to come into play. Since we are living in an age where social media has an important role I feel like food presentation is essential. Les Roches is the perfect platform since it is a hospitality school and has a lot of people with a special interest in FOOD. Our kitchen could not be a more perfect place to draw talent and share creative ideas!

I AM A STUDENT OF LES ROCHES JIN JIANG AND I AM INTERESTED IN FOOD EXPERIENCES... WHY SHOULD I JOIN YOUR CLUB?

If you have an interest in the F&B department, you could learn how the food should be presented in the outlet you will be working at. Also, if you like spending time in the kitchen, you have a chance to practice some new gourmet culinary recipes.

WHAT IS THE INGREDIENT THAT MAKES THE DIFFERENCE FOR YOU?

It would absolutely have to be SALT. This ingredient is like a magnifying glass: the more salt you put, the more you can actually see and taste. However too much salt is overkill! It's all about the perfect amount.

WHAT IS THE RELATIONSHIP BETWEEN HOSPITALITY AND YOUR PASSION FOR COOKING?

Personally, an important part of my passion comes from seeing the people's reactions to what I make, I really enjoy cooking for my friends. However, I think people also eat "with their eyes", the experience of a meal is not just about the satisfaction from the flavor but it is the whole process behind it. That is where hospitality plays its role, to make experiences involving not only the taste but all the five senses.

WHO, IN YOUR OPINION, IS BREAKING THE COOKING BOUNDARIES NOWADAYS?

Nowadays many chefs come out with very innovative and trendy ideas regarding new cooking techniques but there is a company at the moment that really caught my attention. It is called wastED and it is a community of chefs, farmers, fishermen and distributors who are pushing to repurpose the food waste by creating something delicious and by inspiring new applications of it in our food system. 13 % of the world population is undernourished and all the initiative to reduce food waste should be highlighted.

Thank you Shaheen for your time and hope to hear about your dishes soon and why not... to taste some of them!

Follow [@cruditesla](#) on Instagram to discover Shaheen's recipe collection.

Italian quality meets American coffee in Shanghai

by Castagna Giorgia





“Good things require time, passion and dedication”:

That is the philosophy of Rocco Princi, creator of the Italian brand Princi: born in the centre of Milan. Princi, super trendy nowadays, offers a large, marvelous menu for every moment of the day: starting from breakfast and ending with a scrumptious aperitivo. Guests can enjoy the freshness of its artisanal products and catch some likes by posting pics of the nicely presented food. Situated in the fashionable areas of Milan, Princi has already opened 5 brick & mortars and it's bringing the world-class Italian quality the world over, attaining an incredible success. If you try to find a spot at Princi London during aperitif time, it will definitely prove to be a difficult mission. People don't only go for the hustle & bustle of Soho, where the restaurant is located, but mostly for the delightful bakery smell that comes out every time the door opens.

Since I am currently living in Shanghai, I had the chance to

visit the largest Starbucks in the world, which collaborated with Princi Milano. I was surprised to find this combo between an American coffee chain that made billions around a stamp and Princi which created its reputation on fresh quality and artisanal products. It is amazing how people constantly order their hot Starbucks beverage and a Princi slice of pizza from the same counter. The success of this marketing strategy is evident and people just love it.

I am Italian and this combination is just unbelievable. Starbucks has imposed itself in many countries, but the resilience of Italians is strong; Italy, the place where the magic of one of the best cups of coffee for a mere 2 euros can't be interrupted by the American chain. It wouldn't work, People wouldn't accept it. However, here we are in Asia and things go differently. Asians are in love with the combo Princi + Starbucks: on a late morning Sunday my check number is already the 4567, simply a money factory. Lots happening in this incredible city, lots of opportunities. Their business strategy has been so successful and has allowed Starbucks to sell their products in this location at a higher price point.

Millennial travelers & hospitality industry

By Giorgia Castagna



Airbnb, Eatwith, Coolcousin, CamplnmyGarden, Blue apron...

The face of hospitality has been transformed by technological advancements and the changes in trends, therefore people from the industry are adapting the outlook to find innovative ways to engage with clients.

While in the previous century, travelling was considered a luxury privilege, we live in a world where taking a flight, booking a place to stay or finding the perfect spot for dinner can be done faster than a click and has become more affordable.

Hospitality is being redefined, new target markets have changed expectations. Millennials, the most connected generation of our age, are literally changing the way hospitality does business and they are certainly shaping its future market. For Millennials, also called generation Y, it's all about lifestyle. Boutique hotel membership clubs like the Soho House group are becoming increasingly popular. People are looking for particular experiences and are selective and precise. A Pop-up restaurant event can easily become "the place to be" on a specific day.

Nowadays, a company like Airbnb has literally conquered the market: stylish or essential accommodation, in the smartest location at a preferable price, and all easily bookable from

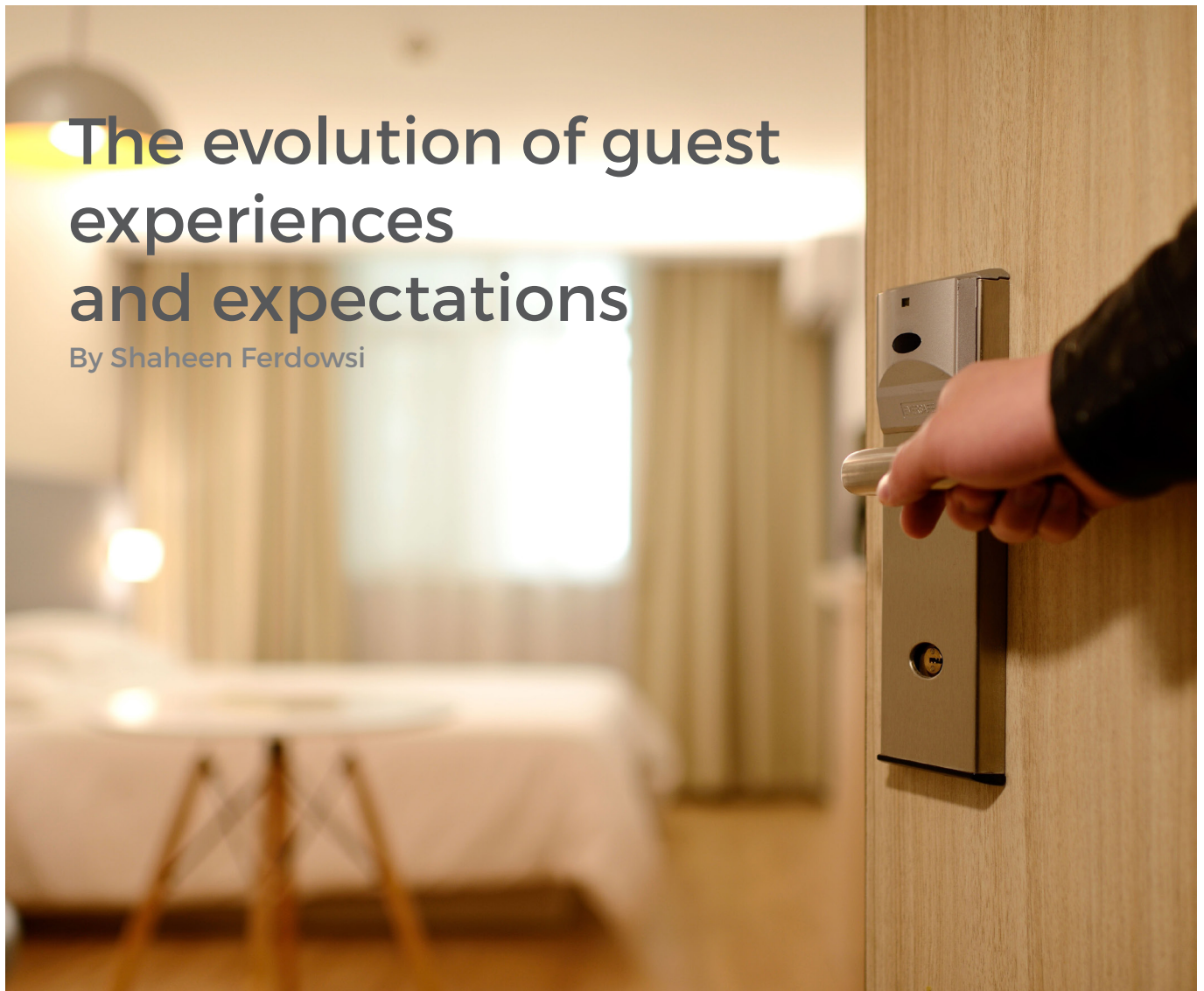
your mobile. Fast check-in and check-out, plus a homier environment. The new generation doesn't like the cookie-cutter image and that's why a lot of hotels are trying to follow this trend. Citizen M, a luxury boutique hotel with many properties around Europe and the USA, even despite being a hotel chain, offers an alternative experience from the traditional idea of hotels.

Millennials want an immersive experience while traveling and most importantly they want to learn something new, discover and get involved with local culture. If you are between 20 and 39 years old and you still haven't heard of the apps CoolCousin and EatWith, you should check them out. The first one connects travellers to locals to eliminate the feeling of being a tourist, it provides tourists with valid local tips and recommendations. The second one allows users to find personalised eating experiences and meet new people at the same time, the app gives people a chance to discover homemade flavours. Local people are able to earn some money with their passion for cooking.

The new generation is essentially looking for convenience. Most of the F&B outlets have to look for delivery support, which is a smart and simple way to increase their profits. Many people enjoy their meals while watching their favourite TV show, not only with a pizza or a burger: thanks to apps like Postmates or UberEats every type of gourmet option is available to be eaten on your sofa, in the comfort of

The evolution of guest experiences and expectations

By Shaheen Ferdowsi



The world is changing; people's patience is decreasing as technology is increasingly making our lives more efficient. This paradox can be explained by there being too much going on in the world; too many social and environmental issues to fix, too many advertisements everywhere, too many trends happening at once. So much to do, so little time.

The attention span of the modern human and especially the youngest generations does not allow for hospitality to persist as it always has. In some ways, this is a positive factor as it allows innovation to proliferate and helps the industry evolve continuously.

I introduce you to the "Pop-Up": the future of hospitality is here. Pop-ups are installations of hospitality that seemingly last for a short period of time, giving the consumer a sense of urgency and touching on their impulsive instincts. The need to catch the hypes is almost overwhelming. This business model is perfect for today's fast-paced world, and it offers a lot of opportunities.

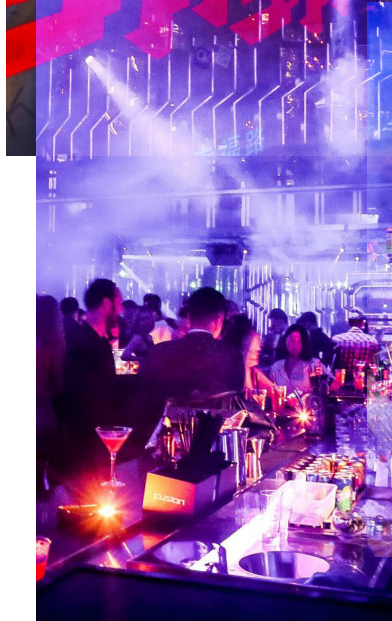
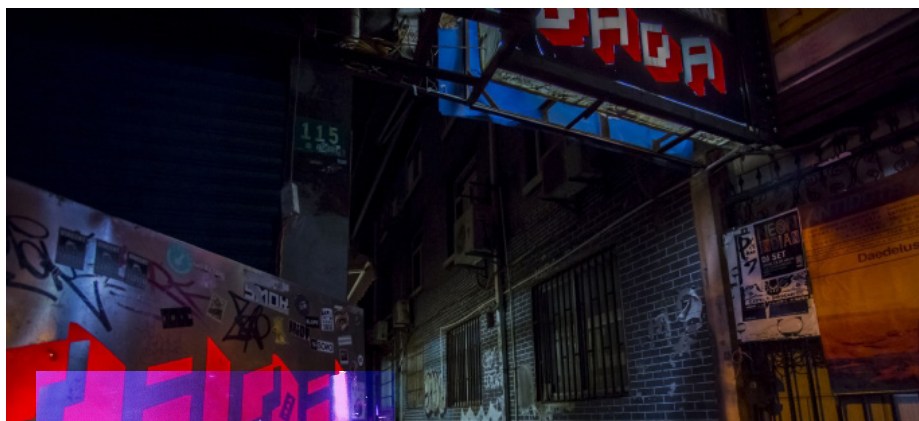
The idea of Pop-ups is ushering in the next phase of business across all industries, but especially in hospitality. It is creating a landscape in the industry that allows for much experimentation and to test Use Experience before settling on an idea. The concept is allowing us to reimagine the restaurant, hotel, and bar sectors as we know them. I think any smart hotelier or hospitality entrepreneur should keep an observant eye on this trend.



The Different Atmospheres In Shanghai's Nightlife

By Maria Julia Florentin





"New York may be the city that never sleeps, but Shanghai doesn't even sit down", that's how people describe this city...

Probably when you are new in Shanghai, which is the case for most of the Les Roches students who come and go, you won't know for sure what to expect about Shanghai's nightlife. Are there only fancy clubs? Or also underground clubs? Reaggæton clubs?

Well, that is the best thing about Shanghai's nightlife; the big variety of places and atmospheres to choose from. In fact, the energy of this city is contagious!

If you are looking for something fancy, you should start your night at one of the many rooftop bars at all of these skyscrapers like le Baron, VUE bar or the Flair, where you can enjoy Shanghai's best views. These three bars are actually located in some of the best hotels around like the Ritz Carlton and Hyatt, which is also a great chance to get to visit these hotels. If you are looking for something fancy but unusual, the place to be is Le Salon de Ning which is a 1930's theme bar that has most of its furniture up side down which is something unique! Also Alchemist Cocktail Kitchen, a molecular gastro bar, where you can enjoy unusual cocktails and where bartenders are able to turn solids into liquids showcasing the latest mixology trends. After a couple of drinks you probably will feel like going dancing which is where you have a ton of options like Bar Rouge, le Baron, etc. One of the most popular places to go is MINT. Located on the 24th floor you find yourself surrounded by

glamorous people, decorations and even by sharks situated in a long aquarium you have to pass to get to the dance floor. The music there is more on the commercial side. If you feel like listening to latino music, UNiCO is the place for you and there are a lot of EDM (Electronic Dance Music) clubs as well such as Fusion or Myst which offer you a Chinese club experience.

Another face of Shanghai is the underground atmosphere. Start your night at C's bar. With graffiti all over the walls, endless corridors, cheap drinks and loud music this is the place to meet all kinds of people. I would say that Shanghai is a city that invites you to get lost and explore and that's how I personally discovered one of my favourite places here. We were planning to go to Celia, a club that focuses on tech-house, deep-house and techno but when we arrived there, it was actually still closed since this is a kind of after party club that goes until really really late. So, we just decided to walk around, when we found a little hidden corridor that seemed to be the entrance of a garage, also with lots of graffiti and stickers on the walls. This place is called DADA, a small club with amazing music, they always host international guest DJ's, the music really depends from night to night but is mostly focused on house and underground dance music. Other nice clubs are Elevator, where they also have incredible special guests DJ's, Reel to Reel with hip hop music, The mansion hosting mostly local DJ's with a young foreign crowd ready to dance all night long.

With so many things to do in Shanghai this list is definitely not complete, but it's a good start!

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