

Les Roches Jin Jiang

m a g a z i n e

vol.03

Production Managers:
Giorgia Castagna and Maria Julia Florentin

Shanghai, the Asian capital for food lovers,
offers infinite options to enjoy all types of cuisines.
Here a guide to find the best spots for every kind of occasion:

Breakfast And Brunch

by Giorgia Castagna



NEW YORK-STYLE INDUSTRIAL GASTROPUB

[1028 HUAIHAI MIDDLE ROAD, XUHUI DISTRICT](#)

When looking for a spot to have brunch with friends, LIQUID LAUNDRY is the place to be. You will have to book your table in advance! The menu is really varied, and every Sunday there is a Special of the Chef.

The resident DJ will create a pleasant atmosphere, the only thing you need to do is to order a spicy bloody Mary or a fresh mimosa and cheer with your friends! Also, one of the best spots in town for a craft beer.



BEST FRENCH BAKERY

[500 XIANGANG ROAD, XUHUI DISTRICT](#)

Do you live in China and are you thinking about soft or crunchy French bread? BREAD ETC is the place you are looking for.

The choice of pastries and croissants is overwhelming. It will probably take you a while to decide what to order. Little tip: the buttery almond croissant is a delicacy (only 15 RMB).

The set menu brunch is also available for less than 99 RMB; a coffee and juice are included. Either you can chill in the outdoor seating area, or you can grab a take away breakfast. In both cases you won't be disappointed!



FEELING LIKE HOME

[12 XIANGYANG BEI LU NEAR JULU LU](#)

Very small and cozy café in the Former French concession, EGG was born when Camden Hauge moved to Shanghai. The place is focused on quality and organic food; a perfect result of the hipster and trendy concept she had in mind. The open kitchen shows part of the dish preparations and the menu offers simple all-day breakfast items like avocado toast, corn fritters, and other dishes that change with the seasons.

For a sweet choice, go for the homemade banana bread with peanut butter and burned banana on top (40 RMB). If sweet food isn't your thing, you can't miss with this toast: buttery mushrooms on a slice of sourdough, everything topped with a generous quantity of truffle oil.



Lunch



URBAN FISHMONGER AND POKE SHOP

[2B, 89 TAIXING ROAD, JING'AN DISTRICT](#)

Started by two sisters from Hong Kong, LITTLE CATCH serves an amazing poke bowl: a fast-casual food trend from Hawaii.

With a perfect combination of ingredients for a healthy and tasty result, these poke bowls offer a variety for all tastes: fresh tuna, salmon, tiger prawns, Hokkaido scallops, octopus and tofu options are all available on the menu. Pick your favourite base between rice, barley, quinoa and millet grain (or mix them) and don't forget to add one of their fancy dressings!

GOURMET BOUTIQUE IN SHANGHAI

[158 ANFU ROAD, NEAR WULUMUQI ZHONG LU](#)

Started by two sisters from Hong Kong, LITTLE CATCH serves an amazing poke bowl: a fast-casual food trend from Hawaii.

With a perfect combination of ingredients for a healthy and tasty result, these poke bowls offer a variety for all tastes: fresh tuna, salmon, tiger prawns, Hokkaido scallops, octopus and tofu options are all available on the menu. Pick your favourite base between rice, barley, quinoa and millet grain (or mix them) and don't forget to add one of their fancy dressings!



Dinner

CHEAP, FAST AND YUMMY

If you are around at Found 158 in the Former French concession, go to HOME SLICE to grab a New York-style pizza. Big and oily slices served on paper plates for only 20-30 RMB, careful... these pizza slices are addictive!

BEST PERUVIAN EVER!

[2/F, 199 HENGSHAN LU, NEAR YONGJIA LU](#)

COLCA is a swank restaurant in the Former French concession serving Peruvian dishes with a modern flair. The atmosphere is quite spectacular: a really nice bar that serves as a waiting area, offering delicious cocktails, an outdoor patio to soak up those Shanghai nights, and a large enough inside dining area. The food ranges from ceviche to lomo saltado and croquettes. A definite must-go for foodies!

MENTIONED BY MICHELIN GUIDE IN THE SELECTED RESTAURANTS 2018

[511 JIANG-NING ROAD, JING-AN DISTRICT](#)

already tell by the name. The design of the place leads the guests on a "food journey": start with a drink in the Courtyard while watching the chefs prepare dishes at the Tapas Bar, then move to the Dessert Bar and check the technique of the pastry chefs and finish on the second floor at the Cocktail Bar.

The menu invites you to share various types of dishes (in this way you will try more things!!) to keep the vibes of a social community.

No reservation; no service charge.



Milan's Hidden Charm

by Lorenza Felgueres



Often, people do not take into consideration visiting Milan when planning a trip to Italy. They would rather go to the popular destinations such as Rome, Venice and Florence since these cities are known for their cultural and historical sight seeings, whereas Milan is seen as more of a business, fashion and fast paced city. I lived six months in this amazing city working at Bulgari Hotel and it was definitely one of the best experiences I have ever had.

Milan is a city full of hidden gems, trendy neighborhoods, delicious cuisine, and creative street art; it is a city where history and modernity coexist. People love going out for an aperitivo after work, which consists of buying a drink that includes an all-you-can-eat buffet and enjoying long nights with friends, even on weeknights; Shopping in Quadrilatero d'Oro (or window shopping like me) is also really cool since this district is a clear representation of Milan's fashion fame; Walking past the Duomo on my way to work was a great way to start my day, and spending an afternoon at Parco Sempione was the perfect way to relax. Without doubt the thing I enjoyed the most was rambling around Milan's different neighborhoods and discovering new places. There is so much happening and it's so easy to get around that every day was an exciting experience.

Besides all the activities, the people I met while working represent the reason why I want to go back to Milan so bad and they made those six months so special to me. I never imagined making so many friends and seeing Bulgari Hotel as a home rather than my job. It was very interesting working in such a luxurious hotel, mainly because I got to see many recognized people from all over the world and live the incredible parties, especially during Fashion Week.

As you can see, it's difficult to find yourself with nothing to do in Milan. Even when you want a break from the noisy city, you can spend the day or a weekend visiting the lakes and small towns nearby which are 100% worth a visit. I believe this city is the perfect place for young adults where they can enjoy the modern atmosphere and have memorable time.



Sports Day: The Hospitality League

by Sophia Sequin



This past June 13th, Les Roches hosted their annual sports day. Students put their hospitality skills to the test in this year's theme: The Hospitality League. In the morning, students could choose to play badminton, football, basketball, ping pong or do yoga. Our sore muscles remind us that also Zumba was one of the options. These fun sports were followed by an epic obstacle race: 4 teams had to army crawl, followed by carrying a tray full of water to fill up a bucket. The blue team won, even against the teachers.

Next up was some amazing Mexican food and fresh juices. Students and faculty ate to the sound of Latina music and once the food settled, danced around. The fun continued in the student lounge and classrooms where there was tug of war, musical chairs, an escape room, a polishing competition and much more.

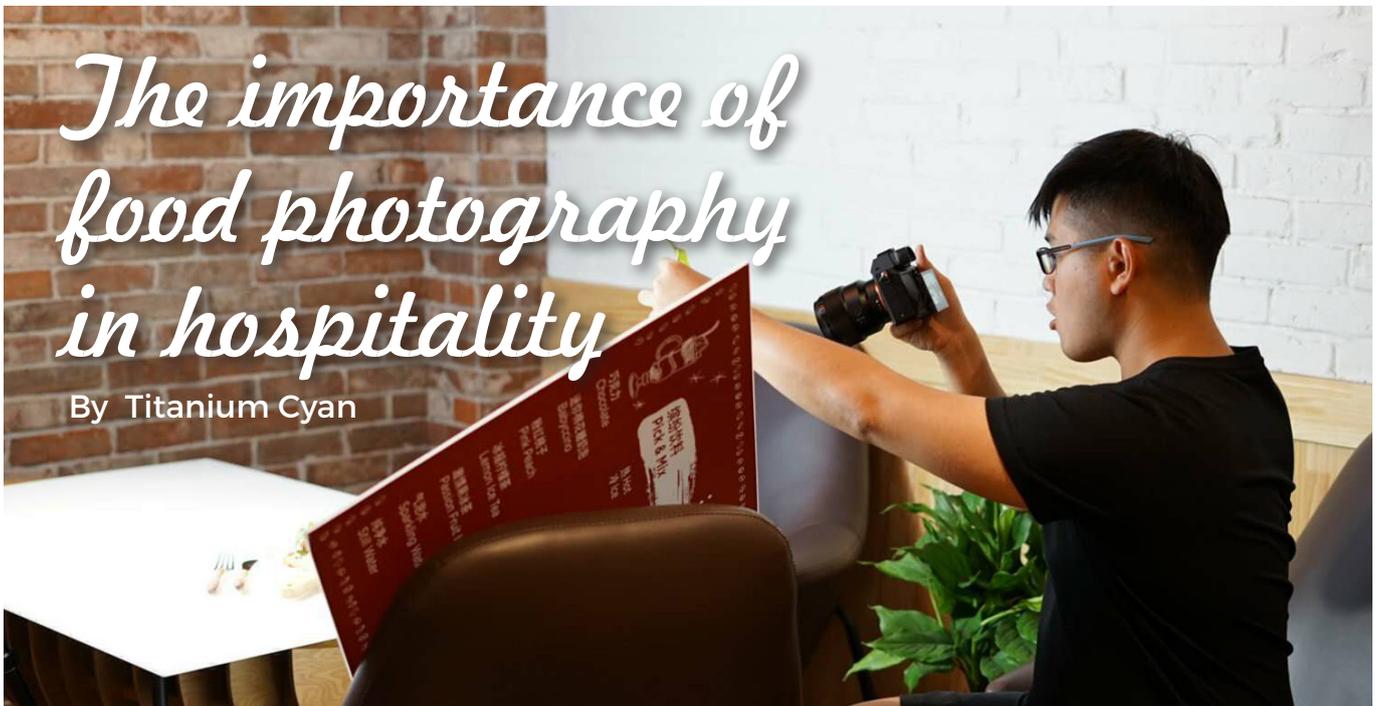
The day ended with an amazing lucky draw full of incredible prizes. Those who won the hotel overnight stays, will be doing the chachacha into the weekend!!





The importance of food photography in hospitality

By Titanium Cyan



How often have you become interested in an F&B establishment only because of the pictures?

I believe most of the time. Why? Because research has shown that the human brain responds to pictures rather than words.

And a good food picture doesn't only showcase the look of the food. A good food picture communicates all the senses along with the picture: sight, temperature, texture, aroma, even the sound of the food. Imagine the crunch sound of fried chicken, or the sizzling sound of a beef steak on a hot plate.

Most people think that food photography is not really important, that they don't need to take it seriously. But actually, if you nail it, it is an incredible marketing tool for your F&B establishment.

Take Mc Donald's for example. Even though you will never receive a burger that is exactly the same as the one in the ad, your brain feels like you are actually having that perfect burger that has been worked on for hours by a professional food stylist.

I have been interested in photography since I was 6, and I have been specializing in Food Photography since 2015. I own a food Instagram account (@makantitan) and I have been doing commercial food photoshoots for different food establishments, such as bistro, cafes, brunch places, and homemade food commercials.

I am doing a Food Photography Workshop in Les Roches Jin Jiang on Wednesday, 4 July 2018, just like how I have done several times, both in China and Indonesia. It would be a good chance for you to learn, even if you don't have a photography background or own a camera.





Volunteering An adventure to find yourself

By Simran Vaswani

Volunteering brings a sense of pleasure which is immeasurably satisfying. I started my blissful journey in this field at the age of 13 and it made me grow a lot. Volunteering transformed me from a young caterpillar into a majestic butterfly. I became aware of the ups and downs of life, on a completely new level.

I won't lie, it was not always a bed of roses, there were thorns too. I was young and scared, but, that day, I learned the lesson that I cherish the most: if you want to experience amazing things, you need to get out of your comfort zone.

Today, at age 21, I still try my utmost best to continue my journey, which I hope never ends. The love I have for volunteering does not come from a particular person or company, but from the feeling you get from it, just as the sweet nectar of success once tasted leaves you even hungrier.

To experience that same feeling of joy many companies and organisations help to organise opportunities to find fulfillment.



Different Internship Options In The Hospitality Industry

by Maria Julia Florentin

Studying hospitality can make you think that you are going to end up working in a hotel or that you have to do your internship in a hotel. That is what I personally thought when I started Les Roches back in 2016 and since then I have realised that there are actually a lot of fun and interesting options when it comes to choosing your internship. Even if CDIP mentions the fact that you can do internships in other areas, I feel like students still don't really know how to find out which other options they have.

Hospitality is a very large industry so let me tell you that if you don't necessarily want to do your internship in a hotel, there are a lot of other options to choose from.



THE F&B INDUSTRY

There are a lot of F&B groups which are either very large like Hakkasan still very new, for example Big Mamma -a modern group of Italian Restaurants in Paris- or very innovative and awarded restaurants like DiverXO/StreetXO. When working in this industry you can consider different positions: from working with amazing chefs in the kitchen, helping out in the operational part to developing marketing ideas or even businesses. Also, "F&B" doesn't only mean "restaurants"; there are also companies that are in some way related to the creation of food concepts, bars or even nightclubs. La Belle Assiette for example; this is a company that anyone can book for a night. Depending on your preferences, they arrange a private dinner for you and your friends/family. They offer internship positions where your task would be to help selecting chefs; help develop their marketing strategies and to find new customers.



HOTEL MANAGEMENT COMPANIES

Interested in how to help hotels be more innovative? Well then hotel management companies are the perfect fit for you. These companies improve hotels with their creative strategies, so in other words hotels contact these companies to get some help since they are experts on how to find a way to make hotels more “popular” also since nowadays with the internet it is important to have a good ranking online! Internships in Revenue Management or Sales and Marketing are common in hotel management companies. Working in this environment can really teach you a lot about the world of hospitality!



START-UPS

Hospitality start-ups offer a unique possibility to be a real part of creating and developing projects since they are much smaller. Start-ups are new businesses that just entered the market and they are usually very innovative. Lollipop for example, is a pretty new company which focuses on opening very fun and unusual bars and restaurants like ABQ , and interactive molecular cocktail bar or The Bunyadi, London’s naked restaurant!

EVENTS

This option is probably the most common among students as it’s attractive to a lot of young people. Finding an internship in Events may actually be easier and more accessible for everyone as there are Event Management companies in every country. Riviera Events is a really interesting option if you want to stay in Shanghai; their events are huge! They organise different types of events, even some for famous brands. This kind of internship can be a good option for students who like hospitality mixed with working with brands or companies unrelated to the hospitality industry.

Little tip: It is not always easy to find these types of unusual internships, as sometimes these companies don’t mention they hire interns or are not as known as other companies. Send them an email to ask if they offer internships. You just have to really dig into the different hospitality websites and you will be surprised at the amount of opportunities that are out there.

CONTACT LES ROCHES JIN JIANG

CAMPUS ADDRESS

Les Roches Jin Jiang International Hotel Management College
100 Hai Si Road, Shanghai, 201418 P.R.China

ENROLLMENT TEAM

Les Roches Jin Jiang International Hotel Management College
928 Yan An West Road, Shanghai, 20052 P.R.China

P +86 (021) 6212 1856, 6252 5339

E lrjj.fieldsupport@gmail.com

info@lesroches.cn

WWW.LRJJ.CN

WECHAT

