

## Nick Vadis, Executive Chef of Compass Group UK and Ireland, appointed SAMAC spokesperson for 2010



*Nick Vadis*

SAMAC, the Southern African Macadamia Growers' Association, have enlisted the services of Compass UK's Executive Chef Nick Vadis in a continued drive to increase macadamia usage in the bakery, food manufacturing and foodservice sectors.

Vadis will play a key role as Macadamias' man in the trade, highlighting their rich buttery taste, unique texture and considerable health benefits. The chef has also been tasked with creating five recipes to showcase the nut's premium positioning and versatility.

With considerable investment planned by SAMAC in 2010, Vadis's sponsorship forms part of a wider initiative to capitalize on the increased interest and demand for macadamias which followed 2008/09's successful Combined Macadamia consumer health focused campaign in partnership with the Australian Macadamia Society.

### **Vadis comments:**

'Macadamias are an ingredient I love working with, they can really elevate a dish. They have a beautiful buttery taste, a unique crunch and are extremely versatile making them perfect for a wide range of savoury and sweet products and dishes. With trade awareness of macadamias increasing all the time, I am looking forward to helping showcase their quality and the ways in which they can offer menus and products a real luxury point of difference.'