



## COMMITTEE MEMBER PROFILE

# SERDAR YENER

**Committees:** ACADA Executive Committee

**Role:** ACADA ICSA Judging Director

**Q. How long have you been involved in the cake decorating industry?**

I was born in 1952 and started decorating cakes when I was 17 years old. I'm a fully trained pastry chef who has held executive pastry chef roles in many of the world's most prestigious five-star hotels, run my own cake decorating retail shop and been invited to teach cake decorating classes around the world. I also currently operate one of the world's largest on-line cake decorating schools "Yeners Way Cake Art Tutorials", and market my own unique product range of Yeners Pastillage

**Q. What have you achieved in our industry that makes you feel super proud?**

After winning a vast number of competitions and Best Cake Artist in Switzerland and Best Pastry Chef in Singapore, I start judging around the world including the World Pastry Team Championship in the USA. I've judged culinary competitions in Malaysia, Singapore, Australia and the USA. I've also judged many cake decorating competitions in many countries around the world. Too many to count now. I've appeared on many TV shows around the world and made cakes for celebrities and royalty, including the Sultan of Brunei.

**Q. What do you love about our industry?**

I love this industry because we make people happy with our work and the freedom of unlimited creativity by using versatile mediums like chocolate and sugar pastes.

**Q. What did you do before joining this industry?**

Prior to moving to Australia, I worked in Turkey, Europe and Asia for many years, leading reputable 5-star hotel pastry departments. I have been involved with pastry and cake ever since.

**Q. Why did you join ACADA?**

As I have represented Australia overseas and seen the crowded international activities in many other countries, I have often asked myself sadly, why these activities weren't happening in Australia. I was very happy to hear about ACADA when it first started and was invited to compete in the first International Cake Show Australia competition in 2017. I won the Best International Collab Australia Exhibit at the Show with my Galleon. I'm one of ACADA's foundation members and am proud to have continued to be a member ever since.

**Q. What do you hope to achieve in your new role?**

I am very honoured to have been nominated and appointed as ACADA International Cake Show Australia (ACADA-ICSA) Judging Director. Thanks to Joan McDermott and Zoe Byres for the recognition and for nominating me. Now ACADA and International Cake Show Australia has put Australia firmly on the International Cake Event Calendar and world map, things from now on can get only better. That is why I am so proud to be a professional member and delighted to be the Judging Director of this prestigious Association. I am committed to working hard to bring ICSA judging matters to an international standard in terms of innovations, practicality, fairness and most importantly with respect for artistry.