



Assia Othman

Chef, Author, and Food Stylist

Egyptian - United Arab Emirates

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Who is Assia Othman

Assia Othman is a prominent Moroccan chef, author, and food stylist who has become one of the most recognizable faces in the Arab culinary world. Born in Morocco and having lived in Paris, she later settled in the United Arab Emirates after marrying an Egyptian national. Despite an academic background in Economics and International Insurance, her passion for cooking led her to a significant career change. Her journey began on Facebook, where she shared her recipes, quickly gaining a large following that propelled her into television and media. Othman rose to fame as a star on Fatafeat TV, hosting popular shows like "Doog Min Yaddi" and "Assia's Kitchen" ("Matbakh Assia"). In her programs, she focuses on presenting authentic Moroccan cuisine with a modern, simplified touch. She also hosted a cooking segment on the morning show "Sabah Al Dar" on Abu Dhabi TV. Beyond her television career, Othman is a skilled food stylist and photographer. She has collaborated with major international brands, serving as a brand ambassador for Maggi and a dessert expert for Nestlé. Othman successfully combines her passion for cooking and documentation, making her an inspiration to many in the Arab world.

Achievements of Assia Othman

Assia Othman has authored five cookbooks, most notably her debut book, "Al Ward wal Maroziya: Recipes and Memories in Love with Morocco." This book blends childhood memories with recipes passed down from her mother and grandmother. She also launched a series of specialized booklets called "Khamisa," each focusing on a specific aspect of Moroccan cuisine, such as tagines and soups. As a leading culinary media personality, Othman has hosted successful shows on Fatafeat TV, including "Doog Min Yaddi," through which she introduced the flavors of the Maghreb to a wide audience. She also presented "Assia's Kitchen" on the "Set El Beit" channel, where she showcased a variety of recipes from Arab and international cuisines with her unique touch. Othman has forged strategic partnerships with leading global food brands. She was selected as a brand ambassador for Maggi and has worked as a dessert expert for Nestlé, reflecting the trust these major corporations have in her expertise and influence in the region.

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