



## **Bachir Bitar (Elprofessorfood)**

F&B Consultant and Culinary Expert

Lebanese - Lebanon

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## Who is Bachir Bitar (Elprofessorfood)

Bachir Bitar, widely known by his alias "Elprofessorfood," is a veteran Lebanese Food & Beverage (F&B) consultant and culinary expert with over 25 years of hands-on experience in the industry. Bitar has carved a unique niche for himself as a premier storyteller of culinary arts and food history, renowned for his distinctive ability to deconstruct complex food science concepts and present them to the public in an engaging and accessible manner across social media platforms. Long before gaining digital prominence, Bitar dedicated decades to working behind the scenes as a consultant for numerous restaurants and food establishments, where he was instrumental in developing successful concepts and menus. In recent years, he has channeled this extensive expertise into content creation, launching his "Elprofessorfood" channels on YouTube, TikTok, and Instagram. Through these platforms, he delivers content rich with information on the origins of dishes, the history of ingredients, and the scientific principles behind cooking techniques, earning him a substantial following throughout the Arab world. He has been featured in various media interviews, including on the Al Mashhad channel, and is cited as a subject matter expert by prominent news outlets like CNN Arabic on topics of food safety and nutrition.

## Achievements of Bachir Bitar (Elprofessorfood)

Bachir Bitar rose to significant prominence in the digital content space after one of his videos, which explored the true historical origins of the Tabbouleh salad, went viral. This video not only garnered millions of views but also firmly established the "Elprofessorfood" brand as a credible and innovative authority on food history, leading to the rapid growth of his audience across multiple platforms. Leveraging his extensive experience and credibility, Bachir Bitar has become a go-to expert for major regional media outlets. CNN Arabic regularly cites his professional opinions and analyses in articles concerning health and food safety, such as warnings about the risks of reheating certain foods and the benefits of ingredients like chili peppers. This media recognition underscores his status as a respected scientific voice in his field.

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