



Chef Mohammed Moosa

Omani Chef and Culinary Content Creator

Oman

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Who is Chef Mohammed Moosa

Chef Mohammed Moosa, widely known on social media as "Chef JJ's Kitchen," is an Omani chef and culinary content creator specializing in Middle Eastern and international cuisine. He began his content creation journey with the goal of sharing the richness of Omani and Arabic recipes with a global audience, initially producing his videos in English to maximize his reach. He is known for a distinctive style that focuses entirely on the food and the preparation process, deliberately choosing not to appear on camera to keep the spotlight on the recipes themselves. Chef Mohammed dedicates significant time and effort to his productions; a single video can take six to nine hours to film, followed by a four-to-seven-hour editing process, all of which he manages himself in his home kitchen studio. His recipes, such as an early and successful Shakshouka tutorial, have gained widespread popularity. He is also a strong advocate for local Omani products and companies, frequently featuring them in his videos to highlight their quality. Beyond his digital platforms, he has been featured on local media outlets like Wisal FM to discuss his journey in the digital culinary world.

Achievements of Chef Mohammed Moosa

Chef Mohammed Moosa partnered with the Omani energy company OQ to launch an innovative initiative called "The Good Bits." This campaign focuses on promoting sustainability and reducing food waste by creating appealing recipes from food scraps and ingredients that are typically discarded, offering practical solutions for environmental conservation. During a feature interview on Wisal FM, a leading radio station in Oman, Chef Mohammed discussed his journey as one of the country's prominent culinary content creators. He shared insights into his beginnings, challenges, and his vision for presenting Omani cuisine to the world, reflecting his growing influence in the local media landscape.

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