



## Hisham Baeshen

Chef, Content Creator & Saudi Restaurant Founder

1987 - Saudi - Saudi Arabia

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## Who is Hisham Baeshen

Hisham Baeshen, known as "Misho," is a Saudi chef and entrepreneur recognized as one of the leading food content creators in the Arab world. Born in Al Khobar in 1987, he began his career outside the culinary field, earning a degree in logistics from the Saudi Institute for Training and Development in 2009 and working in the technical supply department at BAE Systems. In 2014, inspired by the film "Chef," Baeshen decided to pursue his passion for food, launching his journey as a food blogger. He quickly gained widespread popularity for his spontaneous and innovative approach to presenting recipes, especially traditional Saudi dishes, across social media platforms. His catchphrase "Fi Qalbak" became his registered trademark. Transitioning from reviewing restaurants to creating and showcasing his own recipes, he established himself as an influential chef. Baeshen has appeared on major TV channels such as MBC, Rotana Khalijia, and Al Arabiya, and served as a guest judge on "Top Chef." He crowned his culinary journey by opening his own restaurant, "Fi Qalbak," in Riyadh in 2023, offering traditional Saudi cuisine with a modern twist. Through his work, Baeshen is dedicated to preserving and evolving Saudi cuisine and is committed to supporting young talent by signing MOUs with culinary academies like ZADK Academy to provide training opportunities for students.

## Achievements of Hisham Baeshen

Selected by the Saudi Culinary Arts Commission to represent the organization and curate the official menu for the 90th Saudi National Day celebration, in collaboration with Chef Rakan Al Oraifi, presenting traditional Saudi dishes with a modern flair. Named "TikTok Ambassador" for 2020 in recognition of his creative content and significant impact on the platform. Winner of the Silver Award for Best Food Content Creator at the TikTok Creator Awards. Founded his own restaurant, "Fi Qalbak," in Riyadh in 2023, transforming his renowned digital brand into a unique culinary destination for Saudi cuisine. Plans to expand with new branches across Saudi cities and internationally. Ranked among the world's top influential chefs, with Ranker.com listing him 23rd among the most famous chefs globally. Recognized as one of the 20 most influential chefs worldwide in multiple articles.

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