



## Muhammad Obaida (Abuyahia)

Jordanian Chef and Culinary Content Creator

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## Who is Muhammad Obaida (Abuyahia)

Muhammad Obaida, widely known as "Abuyahia," is a prominent Jordanian chef and culinary content creator who has carved out a significant niche in the digital food world through social media. Abuyahia is renowned for his simple and direct approach to presenting recipes, making cooking accessible to everyone, from beginners to more experienced home cooks. His content primarily focuses on traditional Jordanian and Levantine cuisine, where he presents authentic dishes with a modern touch while preserving the original flavors that define these culinary traditions. Abuyahia began his content creation journey with a passion for sharing his culinary expertise with a broader audience. Through his YouTube channel and active presence on Instagram, TikTok, and Facebook, he shares educational videos for a variety of recipes, including main courses, appetizers, and desserts. His content is characterized by high-quality videography and clear, step-by-step instructions. He maintains a strong engagement with his followers, answering their questions and sharing tips and techniques. In addition to content creation, he has developed his personal brand, which includes kitchen products and tools, such as a chef's knife bearing his name, reflecting his vision to expand his influence in the culinary world.

## Achievements of Muhammad Obaida (Abuyahia)

Chef Abuyahia has successfully built a strong and influential presence across social media platforms, attracting a large audience of followers interested in learning the art of cooking. His YouTube channel and other pages serve as a reference for many seeking inspiration for Levantine and Jordanian recipes, and he has contributed to promoting the region's food culture both regionally and globally. He established his own brand, "Abuyahia," through which he has begun to offer specialized culinary products. The launch of the "Abuyahia Chef's Knife" was a significant step in this venture, providing a professional tool with his personal endorsement, marking his transition from a content creator to an entrepreneur in the kitchenware space.

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