

Gary ?? Kwok

Graphic Design
United Kingdom

View the full portfolio at <http://www.thecreativefinder.com/garywaiman>

Professional Experience and Curriculum Vitae

Copywriter. Too brief? Freelance copywriter with a view on anything and everything. Friends are often subjected to my pedantic rants. Most find them amusing. Some find me annoying. But I see it as attention to detail and I certainly like to show that in everything I do. Fairly new in the field but always willing to learn and keen to meet new people who I can share with and learn from.

My work? I throw emotion into the mixer. I like to try and hit some nerves and create some talk. Good buzz, bad buzz, it's all promotion. Within moral reason of course.

Also producing a portfolio of graphic work on the side, specialising in print because I love the tactile nature of holding something tangible in your hands. It's the whole experience of design.

Go and browse my website and scan my blog at <http://www.wmkmedia.co.uk> and email me at <mailto:garywaiman@wmkcopywriting.co.uk>.

Previous Clientele

<http://www.impexouk.com>, a fledgling export company who are my first exclusive client, trusting me with all their publicity materials.

Awards and Accolades

Please kindly get in touch for more information.

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“A spring roll is the same thing as a pancake roll”

You look at the menu and you wonder why they don't sell spring rolls or pancake rolls – it seems strange. Here's why.

A CHINESE restaurant that doesn't do a spring roll. Isn't that strange? Why don't you ask the waiter what this *pancake roll* thing is then?

So? Did he roll his eyes at your question?

Same thing

That's because a pancake roll is a spring roll, you dummy. And vice-versa. How's that now, you ask? You see, in Chinese, a spring roll is called a *"chun guen"* – literally means *"spring roll"*. And the pastry used to make them are called *pancakes* (not

the thick ones that you put sugar and honey on). So sometimes, we call them *"pancake rolls"*.

More names

And there's more names for them all around the world (might be useful if you are going on holiday and you still feel you want to have a good old roll). In Vietnam, it's a *cha gio*. In the Philippines or Indonesia, they call it *lumpia*. In Holland and Belgium, a *laempia*. In Sweden, a *surullar*. In Mexico, *rollos primavera*. Saying any of these orders you the same thing.

So you see, people all over the world love a spring or pancake roll. Doesn't make a difference that it is called one thing in one place and something else in another place. It might look different from one chef to another but that's nothing to do with whether it's called a spring roll or a pancake roll.

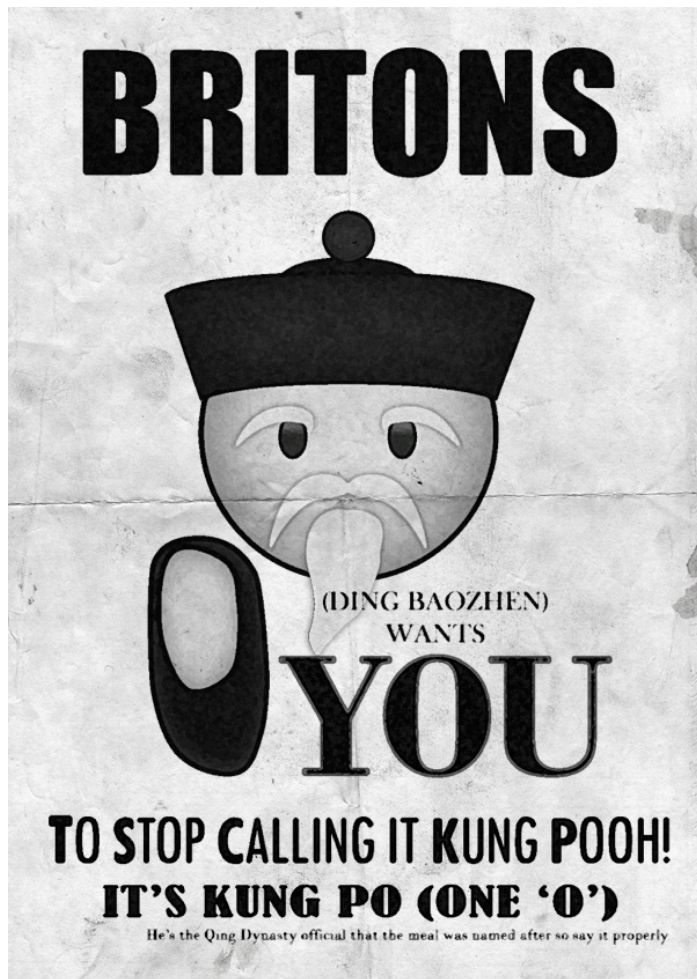
Don't look stupid

So don't suffer the waiter looking at you as if you just asked him if he is related to his mother. Be an expert, ask for a spring or a pancake roll and know that they are the same thing.

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