DECEMBER 2017

www.gulfgourmet.net 📑 gulfgourmet

THE MAGAZINE CHEFS LOVE TO READ volume 12, issue 10

JUNIOR CHAMPS

And Contra

THIS IS OUR JUNIOR NATIONAL CULINARY TEAM AND THEY JUST BROUGHT HOME THE AFRICAN CULINARY CUP. MEET CHEFS **RUSHI**, KAVYA AND AAMIR

GLOBE TROTTER

Back to basics with **Carl Tichart**, executive sous chef of Dubai Marriott Harbour Hotel & Suites



ONE ON ONE An informal conversation with James Knight, Executive Chef at Vida Downtown Dubai



12

GOLDEN HAT

Nestlé Professional Golden Chef Hat continues with chefs from Saudi Arabia vying for the award



SIAL RULES

Complete listing of the rules and regulations for

this month's La Cuisine

du SIAL in Abu Dhabi



It's not just panna cotta. It's whatever you make it.

One box of NESTLÉ Docello™ Panna Cotta makes anything from upside-down cake and macaroon fillings to ice cream and milkshakes. It's a simple solution, which saves you time and money and keeps your customers coming back for more.

Create your sweet signature



Talk to us...

HEAD OFFICE Nestle Middle East FZE P.O.Box 17327 Dubai, UAE, Jebel Ali Free Zoni x 17327 Duban 4 8839000 Professional@ae.nestle.com

stle Saudi | Products Export Corporation x 53744 Jeddah 21593, K.S.A, 4th Floor, Prince Street, Al Khaldiya District, T +966 2 606 8553 606 8540. E NestleProfessional@ksa nestlect

e Nestle Building, Al Quoz 85 Dub ai, UAE, 3rd Intercha 408 8102, F +971 4 341 0159, E 971 2 8154420, F +971 2 641553

KUWAIT Nestle Kuwait | General Trading Company P.O.Box 29096 Safat 13151, State of Kuwait T +965 2 467 8377, F +965 2 467 8255

r Trading L.L.C. 03 Doha, Qatar, Building 51, Al Azizia Roundabout, Salwa Road 7666, F +974 4458 7600, E Nestle,Professional@qa.nestle.com 458 7666 F

BARON stle Lebanon | Societe pour L'Exportation s Produits Nestle S.A. P.O.Box 11-54 Beirut, Lebanon stle Building, Dbayeh - Main Road 961 4 541718 - 27, F +961 4 541966, E NestleProfessional@lb.nestle.com

Learn how to create your sweet signature at https://www.youtube.com/user/NESTLEDocello www.nestleprofessionalme.com

president'sstation

email theguild@eim.ae

Dear fellow chefs, ladies and gentlemen,

Welcome to the December issue of our Gulf Gourmet, the last issue of 2017.

Our team has been very busy with the preparation of La Cuisine du SIAL Abu Dhabi. SIAL will host the Middle East Africa Final of Global Chef and Global Pastry Chef. We wish Chef Mohammad Raees and Chef Dammika Herrath all the best on the way to the Malaysia.

We will also welcome the World Chefs' President Thomas Gugler and the Presidium in Abu Dhabi.

On December 10, we celebrate the Graduation of our Second Scholarship Group. We are extremely pleased that all have passed the examination and will be City and Guild certified. Sunjeh Raja, Andy Cuthbert and myself are planning for the 3rd group to start in February-March. We will welcome applications for the new session from December 11 onwards.

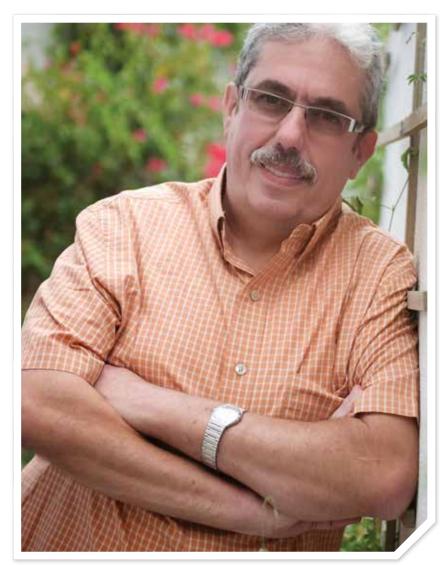
The USA Egg Federation hosted a Mini Plated Competition, both savory and sweet category, and we saw some great creations. Well done to all the competitors. A big thank you to Bassam Bousaleh and the AMFI team for the continuous support.

If you are yet to register for the World Chef Congress on July 2018 in Kuala Lumpur, make sure that you register as soon as possible, as we are looking forward to a great Congress. Andy Cuthbert and the Organizing Committee are working very hard to put an amazing show for us. Do not miss it.

In the meantime, our National Culinary Team for Singapore and Luxembourg got together and have started their training.

We are still looking for some young chefs to join the team.

If you have missed previous issues of this magazine, please visit gulfgourmet.net.







I urge all members to go onto the Guild website to see what is happening on the calendar at emiratesculinaryguild.net, and visit the WACS Young Chefs Facebook page on facebook.com/wacsyoungchefs and encourage your young chefs to join that page so they can be in contact with over 4,000 chefs across the globe.

Please do not miss the company profile of our corporate members. We really do appreciate your support. Also do look at





the Friends of the Guild pages to check all our supporters.

Thank you to Chef Bhatt Dwarika and Zero Gravity team for hosting the November meeting.

Culinary Regards, **Uwe Micheel** President of Emirates Culinary Guild Director of Kitchens Radisson Blu Hotel Dubai Deira Creek

ggcontents

07 » Editor's Note Our Editor's take on all things F&B in the region

21

08 » Friends of the Guild Brands that support the Emirates Culinary Guild

> **News Bites** A quick round-up of what's happening in the Chef community and the food service industry

16 ≫ Supplier Story Unilever Food Solutions is changing the way professional chefs work with tomatoes. And its amazingly simple

> » Cover Story On our cover this month is the UAE junior national culinary team following their big win at the African Culinary Cup

30 » Chef of the Month

Back to basics with Carl Tichart, executive sous chef of Dubai Marriott Harbour Hotel & Suites

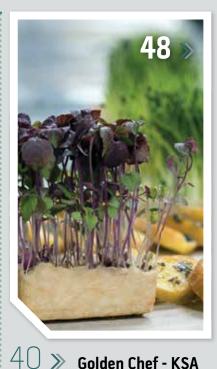


34 »

Golden Chef - KSA (by Nestle Professional) Chefs from Paul restaurant Jeddah are this month's first set of competitors for the Nestle Professional Golden Chefs Hat Cxompetition KSA -Season 2

39 » One on One Quick tête-à-tête with James Knight, Executive Chef at Vida Downtown Dubai





Golden Chef - KSA (by Nestle Professional) Chefs from Lamia Jeddah are this month's second set of competitors for the Nestle Professional Golden Chefs Hat Competition KSA – Season 2

45 » News and Events Images of food service industry news and chef events taking place around the region. Includes images from Guild meeting

$50 \gg$ SIAL Rules

Complete listing of the rules and regulations for La Cuisine du SIAL this December in Abu Dhabi

62 » Members Directory

A listing of all leading food, beverage and equipment suppliers in the region

66 » More Than A Chef

A monthly column by bestselling author Rohit Bassi

LET YOUR MENU STAND TALL WITH THE FLAVOURS OF THE SHANK

Cuts like the Australian lamb shank have become increasingly popular on menus across the globe thanks to their affordable price point, rich texture and taste. Being a full flavoured cut, the Australian lamb shank can take strong flavours such as a curry, fiery chilli and strong leafy herbs such as coriander and basil.



Shank

The shank is the section of meat and bone that sits above the knee joint and below the leg. Shanks are prepared from a forequarter and from a leg by a cut through the joint that connects it to either the shoulder bone or the leg bone. Braising this cut brings out the best in the meat with the connective tissue melting down through the sauce, thickening it and adding incredible flavour. Slow cook lamb shanks until the meat is literally falling off the bone.



Drumsticks or frenched shanks are trimmed lamb shanks wherein the bone portion of the shank is scraped clean of meat. Drumsticks are easy to prepare, need simple, slow and gentle cooking to release their succulence and show off a culinary elegance. A slow cooker is an ideal way to cook them, or by simmering them in the oven.



Braised lamb shanks with sichuan & orange

Scan barcode to view this recipe.







18 - 22 February 2018 Dubai World Trade Centre

GULFOOD. **BIG ON TRENDS.**

TASTES. TRENDS. TRADE.



OFFICIAL AIRLINE PARTNER

OFFICIAL TRAVEL

OFFICIAL COURIER













editor'snote

email editor@gulfgourmet.net

his is the final issue of what has been a spectacular year. Over the past 10 issues we have featured chefs from more than 30 countries. Our writers have flown around the world to get us exclusive interviews with some of the most high-profile chefs that run 2 and 3 Michelin star restaurants. As the official mouthpiece of the Emirates Culinary Guild, we are celebrating the 25th year of the Guild's existence and we have published their anniversary book documenting the marvellous journey. We are working with American Garden to publish a book highlighting an overlooked section of the chef community - women. We have exceptional backing from the likes of Unilever Food Solutions, Meat Livestock Australia and Emirates Snack Foods that are looking to give chefs the finest quality produce for exceptional taste.

We worked with Nestle for the 5th year in a row to promote talented young chefs through a competition. This year that covered 20 hotels and restaurants in three Gulf countries including the Kingdom of Saudi Arabia. And we are going to make it bigger and better for 2018, so watch this space. We are also supporting the Million Dirham Scholarship for underprivileged chefs working in the UAE for a second year in a row. If you are an executive chef in the UAE, with an exceptionally talented and hardworking young cook, who you think can become a top chef if he or she received training and internationally recognised certification, please drop me a line.

I am proud to say that as a magazine, our ability to go beyond informing and educating, to empowering chefs, has won us many a supporter. The Emirates Culinary Guild has taken this publication and helped us travel to professional culinary events around the world.

Starting 2018, this magazine is

ssue of what ttacular year. 0 issues we hefs from Our writers world to get us

looking to be twice as powerful with its content and its focus on getting more chefs educated and empowered. If you are a food supplier looking to give back to the chef community, this is your channel to make it happen.

In this issue, we bring you the story of three young chefs – all below the age of 25 – that won the African Culinary Cup in Mauritius. These three form the UAE Junior National Culinary Team and their journey has been long and arduous. I believe the team is looking for two more exceptional youngsters to train for next year's big events in Luxembourg and Singapore. If you are below 25 and have an edge over your peers in your culinary skills, there is an opportunity out here. It will cost you a lot of your sleep but if you make it, your career will sky rocket.

With the holiday season upon us, I know that many of you will be away from your family, busy making the fine-dining meals for other families. And for that thank you.

l wish you all a Merry Christmas and a Happy New Year.

Until next time, enjoy the read and keep cooking with passion. See you again in 2018.

Aquin George Editor

	CREDITS
THE EMIRATES	President Uwe Micheel
THE EMIKATES	President Owe Micheel
ULINARY GUILD	Phone +971 4 340 3128
	Fax +971 4 347 3742
	Email theguild@eim.ae
EDITORIAL	Editor & Publisher Aquin George
	Phone +971 55 717 4842
	Email editor@gulfgourmet.net
	Associate Publisher Amaresh Bhaskaran
	Phone +971 50 456 8161
	Email amaresh@gulfgourmet.net
IMAGES	Photo Editor Amaresh Bhaskaran
IMAGES	Anne Preussel
	Atim Suyatim
	Atim Soyatim
CONTRIBUTORS	Anne Marie
	Zoja Stojanovic
	Content Farm
ADVERTISING	Sales & Mktg. Andrew Williams
	Phone +971 4 368 6450
DESIGN	Email advertise@gulfgourmet.net Art Director Vahiju PC
DESIGN	Graphic Designer Natalie King
PRODUCTION	Masar Printing & Publishing
LICENSED BY	National Media Council
PUBLISHED BY	SMARTCAST GROUP FZ-LLC
	PO Box 34891, Dubai Media City,
	Dubai, United Arab Emirates
COPYRIGHT	All material appearing in Gulf Gourmet
	is copyright unless otherwise stated
	or it may rest with the provider of
	the supplied material. Gulf Gourmet
	magazine takes all care to ensure
	information is correct at time of
	printing, but the publisher accepts no
	responsibility or liability for the accuracy
	of any information contained in the text
	or advertisements. Views expressed
	are not necessarily endorsed by the
	editor and publisher.



CL

friends of the guild



دائـــرة الـــســيــاحـــة والـتـسويــق الـتــجـاري Department of Tourism and Commerce Marketing



















Sial Middle East to host 22,000 Food Industry Experts

Four new features enrich 8th edition of exhibition; Abu Dhabi Date Palm Exhibition to host 80 date producers and suppliers from 12 countries

eld under the patronage of H.H. Sheikh Mansour Bin Zayed Al-Nahyan, Deputy Prime Minister of the UAE, Minister of Presidential Affairs and Chairman of Abu Dhabi Food Control Authority, the eighth edition of SIAL Middle East will host more than 22,000 industry professionals and 900 exhibitors this year.

Running from 12-14 December at the Abu Dhabi National Exhibition Centre, and held in a strategic partnership with the Abu Dhabi Food Control Authority (ADFCA), as part of the Abu Dhabi Food Festival and in coordination with Abu Dhabi Tourism and Culture Authority, SIAL Middle East is expanding its range of show features to accommodate increased levels of interest from local, regional, and international food-related organisations.

Date palm sales

Held under the patronage of the Ministry of Presidential Affairs, the Abu Dhabi Date Palm Exhibition is the only B2B event in the world dedicated solely to dates, and will be co-located with SIAL Middle East, providing the perfect platform for suppliers to meet with leading names in the hospitality industry.

Highlighting a fruit embedded in Emirati

culture, the exhibition will allow onsite sales for the first time, opening up new business opportunities for buyers and suppliers. The Abu Dhabi Date Palm Exhibition will host 80 date producers and suppliers from 12 countries including pavilions from Saudi Arabia, Egypt, Oman, Sudan, Morocco, Tunisia, Palestine and Jordan.

Digitalise

This year's edition of SIAL Middle East will witness a great presence for digital communication with a platform hosted by Dining & Nightlife Abu Dhabi magazine. This new addition to the show will offer a communications hub with a number of benefits for budding restaurateurs. It will include three distinct elements:

Social Media Hub: free social media 'health checks' for all attendees and receive guidance on how hotels, restaurants and cafes can improve their social media presence and drive benefits for their business.

Communications Hub: free PR and marketing template that HoReCa companies can utilise to promote themselves to the right audience.

Meet the Influencers: influencer and

blogger meet and greet with visitors where they can learn from industry reviewers and critics, and take part in a speed networking session with top influencers offering F&B outlets help to increase brand awareness and exposure.

Arabian Buffet Competition

With more than 1,000 competing chefs in 19 different categories, the eighth edition of the exhibition will also host the Arabian Buffet competition, hosted by the Emirates Culinary Guild, the organiser of La Cuisine and the culinary partner of the exhibition.

The competition will task teams of two chefs and one helper to prepare and present a five-star hotel style traditional Arabian wedding feast suitable to feed 20 people. A selection of main dishes, kebabs and desserts will be cooked and served by the competitors, and assessed by a panel of judges.

The latest in industry trends

Co-located with SIAL Middle East this year, the Middle East Food Forum (MEFF), has expanded its features. Positioned as the voice of the local restaurant industry, MEFF will add various initiatives to the line-up such as a forum with panel discussions, a networking evening, and a CEO roundtable.

newsbites





Festive Season at Deira Creek

Radisson Blu Hotel, Dubai Deira Creek, has a whole line-up of food fiestas this holiday season. Just like it has done for the past 43 years, says the press release. There is the gingerbread house competition on the 8th, a Christmas eve dinner buffet with views of Dubai Skyline and live BBQ stations, you could also do the same aboard the AI Mansour Dhow, then there's the Christmas day brunch with an appearance from Santa, and a Gala Dinner Buffet, and the list goes on all the way into the new year for your first brunch.

Dell is F&B Director at AHG

ew Al Hamra Group F&B director, Jason Dell, says he is ready to showcase the culinary skills and eye for detail that has made him one of New Zealand's foremost culinary talents.

Dell's new position at Ras Al Khaimah's largest real estate developer comes on the heels of his launching and implementing an F&B concept for Emaar Hospitality Group's ROVE hotels in the UAE.

A New Zealand national, Dell mastered his craft in Christchurch graduating in culinary studies from Christchurch Polytechnic Institute of Technology. He then fine-tuned his skills under the direction of esteemed New Zealand chef, Rick Rutludge Manning.

"Jason's years of hands-on experience

will add extensive value to Al Hamra Group's food and beverage outlets. We're confident Jason has both the technical and operational know-how to take our offering to the next level and help position Al Hamra, and indeed Ras Al Khaimah, as a unique dining and must visit culinary destination," said Benoy Kurien, General Manager, Al Hamra Group.

After initially gaining valuable experience in New Zealand, working for leading luxury hotels and standalone restaurants, Jason moved to Singapore where, for three years, he garnered an impressive reputation for his delicious, fresh, Antipodean cuisine. He then made the move to Indonesia to lead the design of the hotel kitchens for the luxurious five-star Regent Bali resort in Sanur.



This was followed by an invitation to the luxurious island resort of Velassaru in the Maldives where Dell was responsible for overseeing a spectacular portfolio of F&B outlets, in-villa dining and remote island catering. Dell also has his own cookbook, entitled: 'SAVVY Fresh Inspired New Zealand Cuisine'.







Cater to life with many flavors

Manzil is Salvatore's new destination

anzil Downtown Dubai has welcomed Salvatore Barcellona as Head Chef and he's leading the culinary operations of the hotel's dining venues, including The Courtyard, **Boulevard Kitchen** and Nezesaussi Grill. A native Sicilian, Chef Salvatore launched his culinary career in 1996 in Italy and went on to acquire over 20 years of experience including countries like Germany and the USA. He's been working in the UAE since 2011.





European Premium Kiwi Workshop

he Emirates Culinary Guild Young Chefs Club were given the opportunity to learn about European kiwi at a special workshop held at Radisson Blu Deira Creek recently. The workshop was organised to help chefs understand the health benefits and best practice to use kiwi in cooking. If you did not already know, Kiwi (Actinidia Deliciosa) originated in China, and the common European kiwi we know of is 'Hayward' and has a sweet and sour taste.

Radisson hotel's chefs also demonstrated some simple and quick recipes using European Kiwi for the young audience followed by lunch prepared by Executive Chef Diyan D'silva and his team.

Pachmanee adds a touch of wellness

ng-on Pachmanee has been appointed Wellness Chef at The Retreat Palm Dubai MGallery by Sofitel. With more than 15 years of culinary experience, the passionate Pachmanee brings knowledge in nutritional produce and cooking methods, which she has fine-tuned while working across Bangkok, London and Dubai.

Pachmanee's vision for health and wellness was first realised when she worked for The Baan Thai Wellness Retreat in Bangkok, where she says she played a key role in opening and establishing the new outlet in the market. She also worked as a Sous Chef at Tenface Bangkok Hotel.

"I'm excited to join the team and work together to take our guests on the ultimate journey of wellness and transformation." says Pachmanee. "Our F&B offerings have health and wellness at heart, and we will use organic, fresh ingredients in all our dishes. I look forward to building and growing the team to establish the outlet's name and reputation in the market."



NEWS BITES

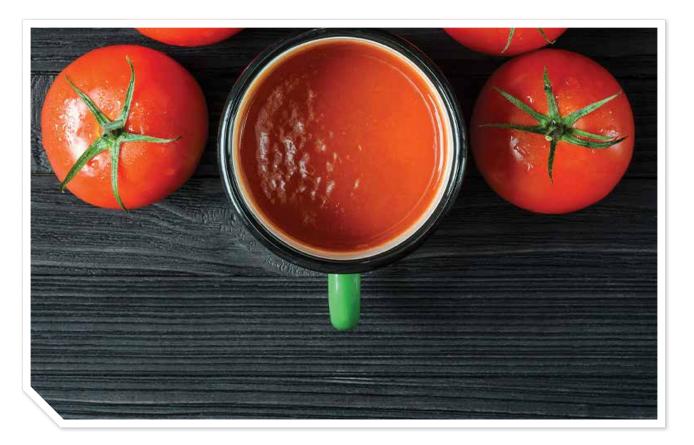
To get your chef or company related news featured in this section, email editor@gulfgourmet.net



Daniele Dalla Pola - Nu Lounge, Bologna



Distributed by Emirates Snack Foods LLC Tel: 04 2855645 / Fax: 04 2856312



A NEW TAKE ON TOMATOES

New **Knorr Tomato Powder** is revolutionising how tomatoes are used in commercial kitchens. 88 tomatoes are included in every 750g packet

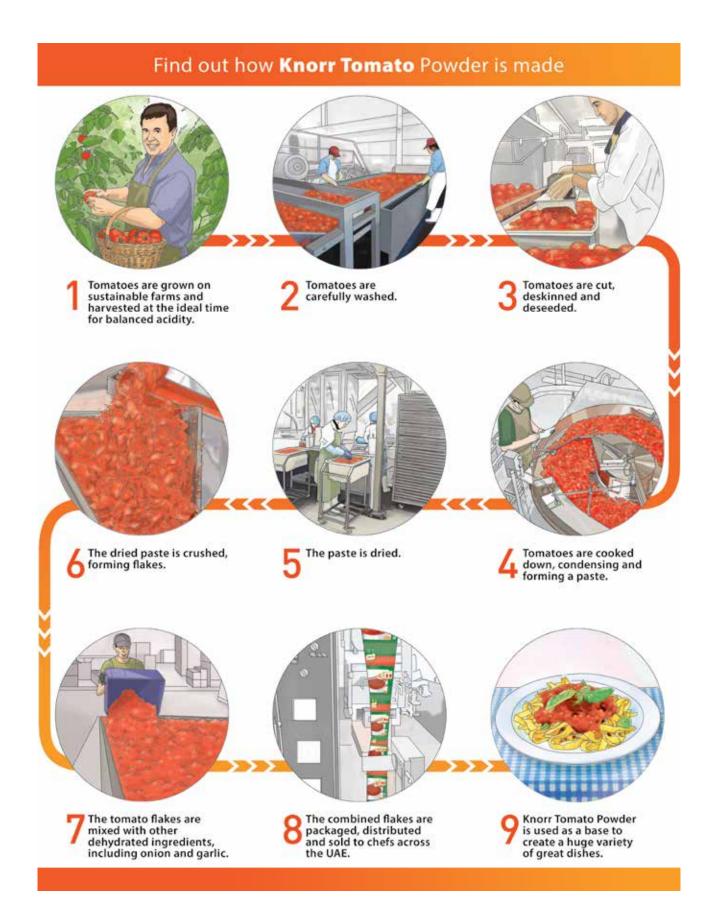
very chef knows the frenzied pace of service. The clamour to get out consistently greattasting dishes on time, every time. And it's not just at service that the heat is on. During mise en place, there's a continual drive to get all ingredients prepped and in place before service begins.

This is just one of the reasons why

Unilever Food Solutions' (UFS) latest product, Knorr Tomato Powder, which can produce a rich, pulpy sauce in just one minute, is proving popular with chefs in the UAE.

"Knorr Tomato Powder is a new and exciting innovative ingredient for Chefs that takes out all the hassle that comes when you prepare a tomato sauce from scratch. We worked with our team of Chefs across the globe to get the very best recipe that will really help Chefs to simplify their prep and create a delicious dish at the same time," says Melinda Taylor, Unilever Food Solutions Marketing Director for AAME

"Knorr Tomato Powder just launched in UAE & KSA in October, but the initial feedback has been overwhelmingly



positive. Chefs using the product have commented on its culinary versatility, ease of use and great taste," says Jean Van Der Westhuizen, Unilever Food Solutions Executive Chef, Middle East Pakistan & Sri Lanka

The rich taste of Knorr Tomato Powder

has its origins in the quality of tomatoes used to create the product (amazingly 88 tomatoes are included in every 750g packet) and the comprehensive, quality controlled dehydration process the tomatoes go through to produce the powder. (See sidebar for details on the dehydration process.)

The dehydration process helps to lock in a consistent flavour and gives the product a shelf life of 12 months – another plus for chefs looking for food products that deliver in value as well as quality. Moreover, Knorr Tomato Powder is capable of providing savings for chefs across all areas of kitchen management, including storage, waste and resources.

When it comes to storage, against both fresh tomatoes and canned tomato products, Knorr Tomato Powder is a winner. One 750g pack of Knorr's powder yields to 6.7 kg of ready to use tomato sauce or four cans of whole peeled tomatoes. Similarly, the product is low on waste, no skins or seeds to be disposed of, and no heavy cans to crush and recycle either.



Knorr Tomato Powder just launched in UAE & KSA in October, but the initial feedback has been overwhelmingly positive. Chefs using the product have commented on its culinary versatility, ease of use and great taste

And of course, there is the speed and efficiency with which the base tomato sauce can be made. While canned or fresh tomatoes involve several hours of often quite laborious work to deliver a basic tomato sauce, with Knorr Tomato Powder all that's required is a minute of a chefs time.

"One 750g pack can make 6.7kg of sauce, which can then be used across a single dish or a multitude of different dishes, for all types of cuisine. Knorr Tomato Powder will give a consistent taste each and every time; it's the perfect base ingredient for making everything from pasta and pizza sauces to soups, ketchups, curry pastes and tomato juice," explains Jean Van Der Westhuizen.

With such an extensive collection of benefits: taste consistency, rich flavour, ease of and diversity of use, and storage, waste and labour efficiencies, Knorr Tomato Powder is a product all chefs should be introducing in their kitchens.



December 2017 Gulf Gourmet





BE PART OF THE GLOBAL CHEF'S EVENT OF THE YEAR!

EARLY REGISTRATION FOR WORLDCHEFS CONGRESS & EXPO 2018 MALAYSIA AVAILABLE NOW!

CHEFS / DELEGATES 750 EU YOUNG / RETIRED CHEFS 550 EU













www.worldchefs2018.org

ma l

TORCHBEARERS

þ

2

Two's company, three's a win. You know this as soon as you meet Aamir Hashmi, Kavya Krishnamurthy and Rushi Mei-Li Thammitage. As members of the UAE Junior National Culinary Team, the trio has made it their mission to do the country proud... talented few enjoy a pretty good start on that road. As members of the UAE Junior National Culinary Team, they are representatives of one of the most celebrated countries for culinary excellence. And they're not even 25!

Aamir Hashmi, Kavya Krishnamurthy and Rushi Mei-Li Thammitage carried the UAE torch to the 4th African Culinary Cup in Mauritius and they won the trophy.

Who are our young torch-bearers? What motivates them? Where do they come from and where do they hope to go? We catch up with the trio and their friend, philosopher and guide – team manager Chef Sagar Khadkikar - and come back fascinated...

AAMIR HASHMI

He was just a tiny bundle of joy when

his parents carried him from New Delhi in India to the UAE. But at the age of three months, his destiny was sealed. How else can you explain food lover Aamir Hashmi's move in 1995 to the land of gastronomic dreams? It was fate indeed – Chef Aamir was studying to be a business management graduate, when his parents posed an innocent question.

"My father, a banker-turned-photographer, asked me - 'Can you see yourself doing this for the rest of your life'," recalls Chef Aamir. "When the answer was 'no', I knew what I wanted to do."

Passing out with a diploma from the prestigious ICCA Dubai, he's now the demi chef de partie at the Splendido Italian restaurant at the Ritz Carlton, where he has spent three years. Just 22, Chef Aamir has been a part of the national team for over six months and already participated in an international competition in Hong Kong prior to Singapore. "It was actually my first ever external competition. Until then, I had competed only internally in the hotel. It was quite an experience! The amount of things I learnt there and the extent to which my mind opened up was incredible."

Raised in Abu Dhabi and Dubai, the Indian chef has a rather special bond with the Emirates. "It's quite an honour to represent the UAE. I have asked myself many times how I got so lucky. I guess I was at the right place at the right time," he says modestly. Truth is, he impressed his hotel's executive chef enough to land this coveted role.

Although there were no professional chefs in the Hashmi family, food has been a lot more than fuel in this household. "My sister is a chartered accountant, my mother is a kindergarten teacher and my father was a banker. But my parents are amazing cooks and my paternal grandmother can give any awardwinning chef a run for his or her money. Growing up, I would often find myself in the kitchen, looking at my parents cook delicious authentic Indian food."

Given how Indian food was a part of daily life, Chef Aamir's curiosity turned him to other cuisines. "I used to watch cookery



It's quite an honour to represent the UAE. I have asked myself many times how I got so lucky. I guess I was at the right place at the right time





shows on TV and what the American and British chefs were making. I was curious about the taste, the process. So I tried to replicate the dishes in my kitchen."

At 18, realisation hit that kitchen was where the heart was. "It was actually my parents who convinced me that I should consider a culinary career. A lot of chefs tell me I am lucky. Most parents tend to dissuade their children from becoming chefs." It was his father who did not want Chef Aamir to repeat the mistake he made.

"In his teens, he was into photography and his parents forced him to study business and take up banking. He told me he had wasted 30 years of his life in banking when photography was his passion."

That hospitality gives Chef Aamir the possibility of launching a business of his own someday is also a draw. "If I ever open a restaurant, it would have fusion cuisine – a tribute to my Indian heritage as well as my Middle Eastern upbringing."



For now though, Chef Aamir has a laser focus on the national team and its goals. "In Hong Kong, though we won a silver medal, we messed up a few times while practising. Our prep for Mauritius started a little late but it's went well. Chef Sagar's inputs are invaluable. While cooking, you tend to miss small details but they matter and it helps to have someone who has that keen eye. This helped us win in Singapore." He's pushing himself to the limits to make good use of this opportunity. The right attitude served with a generous dollop of talent, that's Chef Aamir for you.

KAVYA KRISHNAMURTHY

She's always been a bit of a do-gooder, perhaps a legacy from her mother, who runs a non-governmental organisation. All set to become a veterinarian, she went down a different road that is no less satisfying. Meet Kavya Krishnamurthy, a chef at JW Marriott Marquis's Peruvian restaurant, The Garden.

In Bangalore in southern India, Chef Kavya grew up in a household where cooking meant family time. "My father and my grandma are excellent, versatile cooks. And my mother is quite an expert in South Indian cooking. We all cooked many family dinners together, exploring different cuisines," says the 22-year-old.





In Indian food, there are so many ingredients and so many steps. I also love the variety of colours you see in Indian food

-

Kanya Krismanday

ND KUATION WES FIES



Her father, who is from the investment banking and finance industry, quite enjoyed dining in restaurants of five-star hotels. One such trip turned out to be a life-changer. "I was in my early teens then. My dad knew the executive chef of one of the hotels and this executive chef asked me casually if I wanted to see the inside of a professional kitchen. I readily agreed and the nice sparkling kitchen had a vibe that I couldn't stop thinking about how it would feel to be a chef."

Still, Chef Kavya studied science up to high school. But after that, the pull of a professional kitchen got too hard to ignore. "I signed up for bachelors in culinary arts at the Manipal University near Bangalore. Becoming a veterinarian was another option but I haven't regretted my decision so far."

As fate would have it, the kitchen that drew Chef Kavya to a culinary career also ended up being her training ground. "I worked at the Karavalli South Indian coastal food restaurant in Taj Gateway in Bangalore. I vaguely remember telling the executive chef - 'you are the reason I am here today'."

Somewhat mindful of the limited opportunities that India provided for a rookie chef, she applied online for a six-month internship in Dubai. "In India, interns don't get much exposure to ingredients despite putting in long hours. Dubai being such an eclectic culinary hub, I decided to try my luck here."

Moving to Dubai in January last year, Chef Kavya finished a six-month internship at the JW Marriott Marquis. "After that, I was hired at the hotel's French café and bakery La Farine. Four months ago, I moved to The Garden."

For someone who grew up in a largely South Indian environment, the Peruvian cuisine is completely new. "It's reflective of an entirely different culture. The base is mostly meat and potatoes are used in everything. In Indian food, there are so many ingredients and so many steps. I



When you go for such international events, you learn how to talk to people, how to handle different kinds of people and how to conduct yourself in higher circles

also love the variety of colours you see in Indian food." However, she likes the marinations used in Peruvian food.

Chef Kavya plans to stick around in the industry "for a bit". Someday, however, the plan is to make South Indian food fashionable. "Right now, it's not known too well internationally. I would love to contribute to fixing that." She also doesn't rule out the decision to work towards becoming an executive chef.

That may not be impossible, going by the enviable start she has had. "I participated in the Hong Kong competition, where we won the silver. We made a cold, edible buffet for 30 people. Lifting the African Culinary Cup in Mauritius is just the head start I need."

Being a female chef in an industry dominated by males can be daunting but Chef Kavya refuses to let that deter her. "It is slightly difficult when you're surrounded by male chefs. But JW Marriott Marquis has an inclusive culture and I don't feel discriminated against. It's true that as a woman, you have to work just as hard, if not harder, as the male chefs."

From what we have seen, Chef Kavya is up to the task.

RUSHI MEI-LI THAMMITAGE

He's the oldest of the golden trio. Rushi

Mei-Li Thammitage has just a year more left to get the most of his stint with the Junior National Culinary Team.

But he's not worried.

Through participation in competitions in Singapore, Germany and Hong Kong as well in the Golden Coffee Pot Challenge and others as part of the national team, Chef Rushi has chalked up quite some experiences.

Talent runs in the family - his father is an executive chef in Toronto and his brother is the chef de cuisine at Madinat Jumeirah. His brother is also a former chairman and founding member of the Emirates Culinary Guild Young Chefs Club, with many medals at competition to his name. But as an acknowledgement of Chef Rushi's wish to make it on his own without the family name, we will keep his brother anonymous.

Nevertheless, Chef Rushi, from Colombo in Sri Lanka, admits to being influenced by the chefs in his family and being inspired by them. "I still take their guidance but I have my own path to take," says the 24-year-old chef.

His day job is at Al Naseem restaurant in Madinat Jumeirah. After getting a diploma in hospitality management from Win Stone School of Culinary Art, Chef Rushi decided that pastry was what he enjoyed making. He started out as a trainee at the St Regis Hotel Tianjin China, where he learnt the intricacies of making desserts. His attitude and talent impressed the hotel enough to name him the quarterly best trainee in 2014. When his trainee phase ended, he was absorbed into the hotel as a commis II. "I trained to handle the buffet and the a-la carte menu as well as make glass desserts and garnish cakes. There was also this special live crepe stations that I used to do."

Six months later, an opportunity in Dubai knocked at his door. "I was lucky to begin my career here under Chef

Rush Thammitage

3



IFFCO

Achala Weerasinghe." Participating in competitions also brought softer skills. "When you go for such international events, you learn how to talk to people, how to handle different kinds of people and how to conduct yourself in higher circles." Introduction to newer techniques and newer ingredients is something Chef Rushi cherishes about these contests.

But at the moment, he plans to focus only on the national team. "I don't want to participate on an individual level in other competitions to avoid any potential distraction. Once I reach the age of 25 in May next year, I will start competing on my own."

For Chef Rushi, commitment and tenacity are key for anyone who wants to be a part of the national team. "This is not something you can do without commitment. There are so many young chefs all over the world who are going to put up a good fight. Without going that extra mile, you can't compete with them successfully."

Chef Rushi wants to give the UAE a few



Practice makes perfect. It's a little difficult to manage with my day job. So I come on my days off to train the team, do tastings etc.

more years of his life before he considers other options. As he goes deeper into his career, a good reputation and some popularity are on his wish list. "In the long term, I hope to finish my masters degree. I want to be an expert in pastry. I can see myself opening a pastry shop in the future."

With all the takeaways from the competitions, creating a spectacular menu for his pastry shop should be child's play for Chef Rushi. Here's looking at you!

SAGAR KHADKIKAR

Chef Sagar Khadkikar believes in paying



it forward. Blessed with talent, the chef de cuisine at Al Qasr Madinat Jumeirah likes to pass on his skills to the next generation. And what better way to do it than to groom the UAE Junior National Culinary Team?

He has guided junior teams to Luxembourg, Singapore, South Korea, Germany and so on. According to his protégées, the Indian chef inspires them to give their best. He spots the tiny things that most miss, those small errors than set the winners apart from the losers. Leading by example, Chef Sagar spends his vacation days for training the team. "Practice makes perfect. It's a little difficult to manage with my day job. So I come on my days off to train the team, do tastings etc," says the proud leader.

Sacrifices have to be made if excellence is the goal. Chef Sagar knows this well, having gone through trials and tribulations to reach where he has. "There are always a couple of new members in this team as members turn 25. This is rather challenging but fresh blood brings new ideas." The current team is a confident, enthusiastic team. "A lot of practice is required but things are coming on track."

For the Mauritius event they "made a three-course meal - starter, main course, dessert. For cold starter, it was smoked marlin; for main course, it was venison leg; and for dessert, it was kiwi." It helped that the three current members had been to the Hong Kong competition and so, all of them knew the drill, which is why they won in Mauritius. "After Mauritius, we have FHA in Singapore, and the Luxembourg Culinary Olympics will be the big one."

Whether the same team will stay or not is unclear at the moment. The goal is to have a team of five. However, what matters more than the number of chefs is that every member strives for perfection. "I am seeking perfect plates. Nothing less will do," Chef Sagar says.

Wins may come and wins may go, but these winners are here to stay.

Ŧ)

341

25.

94

Ø1

WORLD ASSOCIATIK CHEFS

December 2017 Gulf Gourmet

MOVER AND SHAKER

Miles to go and no sign of sleep. **Carl Tichart**, the executive sous chef of Dubai Marriott Harbour Hotel & Suites, keeps changing the rules of his own game to challenge himself at every step...



 t's not a profession, it's a lifestyle"
 is how Chef Carl Tichart speaks of the white apron, when you ask him what being a chef means.

A lifestyle that comes with long days, short nights, few vacations and never 'switching off. But if Chef Carl had to go back in time and do it all over again, being a chef is what he would choose without hesitation. For, the fascination with which a little boy in South Africa watched his uncle cook is now a full-blown addiction. And this love for the kitchen is not about to die out any time soon. The executive sous chef is quite upbeat about turning around the outlets of the Dubai Marriott Harbour Hotel & Suites, which he joined three months ago. "It's a good time to be here, with all the changes happening," says the South African chef.

Changes have always excited the 43-year-old chef – be it going from one country to another or switching from a fixed job to a freelance one. Before joining Dubai Marriott, he was a private chef to VVIP clients including the owner of a Formula 1 racing team. He was also a



restaurant consultant for outlets such as Hout Bay, Camps Bay, Sommerset West and Stellenbosch and Wine Route. And these don't even scratch the surface of his achievements.

For Chef Carl, cooking was an obsession that began early while growing up in Cape Town. Unlike for most children his age, the fun part of family gathering did not lie in playing with cousins and friends. It was watching his uncle don the apron and flip, fry and roll ordinary ingredients into gastronomic delights. "Cooking wasn't even his day job. He would just head straight for the kitchen at family parties and I would hang around him, asking 'what's this, what's that'? I was a curious kid," Chef Carl recalls.

Curiosity about cooking grew into love. After finishing his studies, Chef Carl joined the opening team of Table Bay, a five-star hotel in South Africa, as demi chef de partie. Spending a year getting his basics right, he felt a yearning to explore the world outside South Africa. "The executive sous chef there was from Australia and he had friends all over the world. I told him I wanted some overseas experience and he got in touch with his friends in Scotland and organised a job for me." In mid-1998, a young Chef Carl headed out to the UK. Working at the Hilton Hotel in Glasgow for a year as chef de partie, he moved out to London later. "At first, the plan was just to experience London for a couple of years. But I got caught in the buzz and stayed for a good eight years."

Starting out in London at the now-closed Teatro Club and Restaurant, he wove his way through Le Caprice restaurant and outlets in Royal Garden, Marriott and Four Seasons hotels before coming back home in mid-2007. He worked at the Cape Colony/Planet Bar and Restaurant at the Mount Nelson Hotel, running the Chefs Table restaurant for five years.

Chef Carl also joined the military service sometime after London but left when he did not see good growth opportunities there. Around 2012, he entered the



UAE for the first time to open Scott's restaurant at the Jumeirah Etihad Towers in Abu Dhabi. The next two years went into training and managing 17 chefs at the 100-seat seafood restaurant. The efforts paid off – Scott's won the 'Best Seafood Abu Dhabi' and 'Best British Restaurant in Abu Dhabi' honours.

However, homesickness got to Chef Carl eventually. He returned once again to South Africa, briefly working at the One & Only Hotel in Cape Town before branching out on his own as a private chef. "It was quite a learning. I did events for the owner of Red Bull and some private bankers in the United States. A family I was private chef to had members coming regularly to Cape Town. So I had to take care of their needs. It was exciting to do that kind of varied work."

In the kitchen, Chef Carl tends to favour fresh produce over flavour-enhancers. "I am all about fresh, perhaps a result of my UK days. Going to the market, picking up seasonal produce. I'm not about having foams and emulsions, things that enhance the flavours of a dish. I'd rather have a great base product that is cooked well - be it carrots or seafood. All natural smells and flavours."

This could be the reason Chef Carl is rather unforgiving of young chefs who try to cut corners during their learning years. "I have a strong opinion about basics. A lot of chefs these days can't be



I have a strong opinion about basics. A lot of chefs these days can't be bothered with the basic techniques. They want to jump initial stages and get ahead. It doesn't work

bothered with the basic techniques. They want to jump initial stages and get ahead. It doesn't work. Young chefs must find mentors who teach you how things have developed over the years and how to do them right."

Challenges there have been many. But Chef Carl has not forgotten to enjoy the great moments that come from a culinary career. From cookoffs with fellow chefs in Abu Dhabi to learning from different chefs in London to mentoring and moulding young chefs, every experience has added to his personality in some way. "I had a very talented team at Chefs Table. We did a lot of competitions, brainstormed on dishes and concepts, it was real teamwork. Each chef made dishes – whether commis or senior chef. One time we did an event with a 16-course meal!" In Abu Dhabi, a young chef particularly impressed Chef Carl. "He was like a human sponge. Whatever he was taught, he internalised immediately. His determination and hunger to learn from everybody showed me what this profession is all about. The joy of seeing how people grow and shine. They take ownership, their eyes light up when a dish turns out exactly how they want."

Chef Carl doesn't mind that his profession necessitates eating, sleeping and drinking food. "My mind is always in work mode. When I leave work, I go to the markets and look at new ingredients or try to develop training modules for chefs." It helps that his family is always by his side to lend support. "I don't have any family in Dubai but I speak to my mother every day. She asks me what I am doing, if I am eating or sleeping properly. The answer is always 'no' but I have to keep reminding her that I have been like this for 23 years and I am still fine," Chef Carl laughs.

It will get more hectic. A distant dream is his own concept restaurant. "Last year, I almost bought a restaurant. But the financials didn't quite feel right and so I decided against it. In the end, it turned out to be a good decision. But someday, I would like to open my own restaurant either in South Africa or in London."

If the look of his dishes are anything to go by, the restaurant will be well worth the wait.



Being POSITIVE

Our first competitors for this month's Nestle Professional Golden Chef Hat Award are two young men from Paul Restaurant in Jeddah

he Nestle Golden Chefs Hat Award challenge running in the Kingdom of Saudi Arabia for the better half of this year, has allowed young chefs in the region to showcase their skill and creativity.

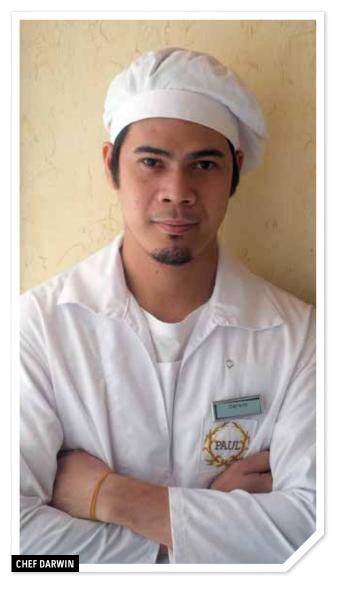
Our first participants this month are Chef Darwin and Chef Mohammed from Paul restaurant. The two come from two different parts of the world, and may at first glance look poles apart in their approach to life.

However, the two young men have one thing in common and that is the passion to create tantalising dishes to amaze the toughest of palates. Here are their stories and their recipes for the challenge.

CHEF DARWIN

Chef Darwin is a young man, hailing from the Philippines, and has dabbled in the culinary profession for seven years. He says, "I grew up in Manila and I have always loved working in the kitchen. My







first opportunity at this career came from a catering company and I enjoyed working at that place."

Chef Darwin spent four years working in catering before receiving the chance to work in Saudi Arabia. He joined Paul two years ago. "I am a pastry chef here," he says with pride.

His quick rise as a chef was not something he planned. He says he finished his studies at an AMA University-affiliated college in the Philippines followed by a course in Human Resource Management as well. However, he never quite got down to enjoying the 9-5 role on a desk. This is when a friend helped him get his break at a catering company and before he knew it, he had found his calling.

Chef Darwin says that his long-term plan

is to become a head chef and to be more creative in his line of work.

His family lives in Manila while his sister and brother are in Sweden. "I would love the opportunity for us a family to all live in the same place someday," he says.

CHEF MOHAMMED

Chef Mohammed from Bangladesh has been working at Paul for 6 out of the 10 years he has lived in Saudi Arabia. He says, "I began my career working at a restaurant focused on international cuisines. I got the opportunity to join Paul to work on the grill. I absolutely love this job."

Chef Mohammed says that there is something about grilling that is rustic yet wholesome and makes for a great culinary experience and that he is fixated on mastering this art. After completing his studies in hotel management, Chef Mohammed came to Saudi Arabia through the help of a friend and has never felt like moving on from the place. He says, loyalty and perfecting your skill takes a lifetime and that he is happy where he is. Ask him about his future plans and he says, "I am not looking to change my job. I want to continue here and work my way up to becoming an Executive Chef someday."

Like Chef Darwin, Mohammed too is a city boy but from Dhaka. He says that his best memories in Jeddah are from when his mom flies in to stay with him. The newly married chef is now looking forward to his wife joining him this month.

Guess it is only fair that the chef who cooks delicious food for thousands of patrons, gets some delicious home cooked food from loved ones in return.

Be	ef Te	ender	loin
wi	th m	ashed	l potato
		occoli	
wi	th ol	ive oi	L,
		and o	
-	ace		-
-	edients		

Ingredients	
Beef tenderloin	180 gm
Maggi Mash Potato	80 gm
Broccoli	30 gm
Carrots	30 gm

Olive oil	50 ml
Chef Demi Glace	20 gm
Milk	100 ml
Salt	To taste
Pepper	To taste
Nutmeg	Pinch
Butter	25 gm

Method

- Season the fillet steak with salt and pepper.
- Heat a pan and add a little olive oil. Sear on both sides.

- Cook the steak in an oven at 1800C for 8 -10 minutes until medium.
- Heat a pot, add the milk, bring to boil, correct the seasoning with salt and pepper, add the nutmeg, and finally add the mashed potato powder.
- Finish with a knob of butter.
- In a separate pan, bring the water to a boiling point and add vegetables in it.
- Heat a pan, add little olive oil, and sauté all the boiled vegetables. Correct the seasoning.
- Make the Demi-Glace and serve.





Docello Panna Cotta Cheese Cake with Lemon Crème Brûlée and Vintage Chocolate Mousse

PANNA COTTA CHEESE CAKE

Ingredients	
Docello Panna Cotta	50 gm
Cream Cheese	20 gm
Fresh Cream	30 gm
Red Mulberry Sauce	15 gm
Soft Biscuits	10 gm
Hazelnut Powder	15 gm
Butter	7 gm
Sugar Icing	7 gm

Method

 Powder the soft biscuits and add it to the hazeInut powder along with melted butter.

- Add in the icing sugar and mix it all; set in the cake ring.
- Boil the cream and add Panna Cotta powder. Cook it well.
- Add cream cheese and mix well.
- Pour in to the cake ring and set in the freezer

LEMON CRÈME BRÛLÉE Ingredients

Docello Crème Brûlée	50 gm
Lemon Peel and Lemon Juice	5 gm
Fresh Cream	15 gm
Fresh Milk	10 gm
Biscuits from Nestle	15 gm

Method

- Boil the cream, fresh milk, lemon juice and lemon peel together.
- Add the crème brûlée powder and cook
- Pour in to the biscuit shell and cut in half.

VINTAGE CHOCOLATE MOUSSE Ingredients

Docello Chocolate Mousse	50 gm
Fresh Cream	10 gm
Kit Kat Crumble	10 gm
Strawberry sauce	15 gm

Method

- Put the chocolate mousse powder in to a mixing bowl.
- Add the cream and whisk till its fluffy.
- Set it in the cake ring.
- Cut the cake slice and cover with Kit Kat crumble

Assemble

- Cut the cheese cake top with Red Mulberry Sauce
- Cut the crème brûlée tart in two
- Place on the plate and serve with whipped cream and strawberry sauce.





Cater to life with many flavors.

I/OfficialAmericanGarden

www.americangarden.us

'My wife is probably the best chef I know'

A quick tête-à-tête with James Knight, Executive Chef, Vida Downtown Dubai

MY CHILDHOOD

I was born in Venezuela, my mum is from there too, and my dad is British. I have 3 sisters, and a large extended family, who are based in Venezuela, with more family in the UK.

WHY CHEF?

Originally, I studied to be a musician, then I went into kitchens. One day I spoke to my dad about what was the right path – to pursue music or to become a chef. His advice was simple: 'Everybody needs to eat, and if you become a chef you'll never be out of a job plus you can travel with your job.' I took his advice and the rest is history!

EARLY YEARS

I am not going to say the start of my career was easy; you have to sacrifice a lot of things, such as time with your friends and family. I knew that it would not be easy, but I loved to be in the kitchen, and I knew that you have to put in the extra work to progress in this dynamic environment.

JOURNEY TO THE TOP

Well, in all honesty, I have made a lot of mistakes on the way, which allowed me to analyze where I went wrong and how to move forward. My first time in the Middle East was in Oman where I was a Chef de Cuisine, and it really opened my eyes to the GCC. It was fantastic, plus I met my wife, so it was truly a blessing. Then I went back to the UK prior to returning back to Dubai as Executive Chef.

EXECUTIVE CHALLENGES

There are challenges every day, which are great because they allow you to grow within the role. For me, I would say the



biggest challenge, is keeping on top of my competitors, to stand out, as well as ensure that our guests stay loyal to the business, as there is so much choice out there for consumers. It is my job to make sure that we stay ahead of the game.

CURRENT ROLE

Currently I am at Vida Downtown which is part of Vida Hotels and Resorts, an upscale lifestyle hotel and residences brand. I look after the two restaurants, in-room dining, banqueting and outside catering across various locations in the UAE plus we have two food trucks. There is indeed a lot going on. My role is to basically be like an air traffic controller, making sure that things happen smoothly, manage the fantastically talented culinary team, and of-course make sure that business comes in.

ADVICE TO YOUNG CHEFS

Ensure this job is really want you want to do; don't worry about the hours as it is part of the job, learn as much as possible, work with the very best chefs in the industry. Put heart and passion into everything that you do, this way you can't go wrong. Most importantly, negative attitude doesn't get you anywhere, so be humble!

MY FAMILY

My wife is probably the best chef I know, as her palate is incredible, and she really knows and understands me and supports everything that I do. The rest of my family is spread throughout the UK, Venezuela and Russia.



MAMMA MIA

This month, it's the turn of mother-son chef duo Lamia Abushar and Ibrahim Rabid to show their skills at the Nestle Golden Chef's Hat competition in KSA. Who are they and what do they have on offer?

he excitement around Nestle Golden Chefs Hat competition is palpable. Teams after teams of two chefs have got an opportunity not just to showcase their skills but also to learn from the expertise of one of the biggest food companies in the world. The challenge is to create the most exquisite dishes with Nestle products.

This time around, it's a mother and son team testing its skills. They're Chef

Lamia Abushar and her son Ibrahim Rabid. Trained in interior designing, Chef Lamia switched careers at an age when most people are happy to rest on their laurels. Her son is no different. A visual effects artist by profession, he's as happy mixing the batter as he is mixing images. Know your contestants...

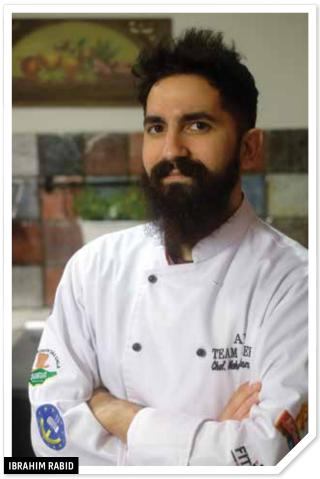
LAMIA ABUSHAR

She's 54 years old and an interior designer. You can call her a late bloomer in the culinary industry. And yet, Chef Lamia Abushar can give any young chef a run for his or her money. Whoever said that learning is a young person's job has obviously not met Chef Lamia. Starting out just seven years ago as a professional chef, she has mastered the art of delighting food lovers' palates with ease.

International food is what Chef Lamia likes cooking best. However, she doesn't ignore traditional cuisine; she merely takes the best of both. "What I like







cooking most is taking international concepts and building them into traditional food. You don't have to compromise the authenticity of a dish when experimenting with different flavours. That's what real cooking is," she believes.

Chef Lamia enjoyed cooking from a very young age. But she chose interior designing as a profession to support her family. After all, a career in the culinary arts takes time to develop and can be monetarily challenging in the beginning. "It took me time to change fields. Initially, I was doing interior designing work from home while learning cooking from some accomplished chefs. Then I started doing catering and it picked up from there."

Chef Lamia has no formal education in cooking. Instead, she hired professional chefs to give her lessons at home. A lot of hits and misses later, today she can compete effectively with experienced chefs – a talent she hopes will shine at the Nestle Golden Chefs Hat competition. The lady has no plans to keep her skill restricted to catering. Someday, she dreams of opening an upscale restaurant with her son – Ibrahim Rabid. Stand by for some great delicacies, foodies!

IBRAHIM RABID

He's not just the apple of her eye; he's also her very strong culinary ally. Chef Ibrahim Rabid has stood by his mother and her dreams, giving her whatever encouragement and support she needs. A visual effects artist by profession – he has a full-time job at Seven Media - Chef Ibrahim is also a chef par excellence.

He credits his mother for his culinary genes. "Whenever my mother used to cook, I used to critique her dishes. I would tell her what is missing, what ingredient could add to the taste. What she could add to take the dish to the next level. Slowly, I picked up the finer nuances of cooking," he says.

Experimenting in the kitchen with his mother, Chef Ibrahim refined his skills inch by inch. "Both of us made the same dish but each dish tasted different, depending on what creativity went into it."

Meat is his favourite toy in the kitchen. "I like to cook meats on the grill. It's something I have enjoyed doing since I was 12 years old. Even back then, I would stand by the grill when meat was being cooked, observing and even participating when I could." Admittedly, turning the meat on the grill and watching it turn dark and juicy is something of a sport.

As for involvement in his mother's restaurant, whenever it opens, he prefers to lend support from the sidelines. "It's entirely her vision and she has everything figured out for it. I will help her with whatever she needs but eventually, my mother will be taking care of the whole business."

If the restaurant succeeds, Chef Ibrahim is open to dropping his career as a visual artist and going full-time into the culinary business. He sees opportunities to use his creative expertise in the restaurant business. Creative and enthusiastic – that's Chef Ibrahim in a nutshell for you.

BEEF TENDERLOIN SERVED WITH MAGGI MASHED POTATO, GLAZED BEANS AND CHERRIES

Ingredients

200 gm
100 gm
50 gm
100 ml
Pinch

Salt	To taste
Pepper	To taste
Olive oil	50 ml
Green beans	100 gm
Cherry juice	50 ml
Cherry	3 pieces
Maggi beef stock	1 cube
Garlic	2 cloves
Rosemary fresh	Spring

Method

- Heat a nonstick pan, add olive oil. Add garlic cloves, rosemary. Seal the beef tenderloin
- Transfer and cook in an oven at 1800C

until it gets cook to medium

- Bring the milk to boiling stage, add nutmeg, salt, pepper and finally add mashed potato powder. Finish with knob of butter
- Boil the green beans, sauté with oil correct the seasoning
- Bring the cherry juice to boiling stage, add beef stock cube and whisk. Correct the seasoning before adding the cherries into the sauce
- Arrange the plate as shown in the picture





TRIO OF DOCELLO CAKE WITH FRESH BERRIES AND MANGO PUREE

CHOCOLATE MOUSSE BASE

Ingredients

Docello Chocolate Mousse	200 gm
Fresh Cream	330 ml

Method

- Mix well using a whisk till combined, then use a mixer on low speed for 2 minutes followed by high speed for 3 minutes.
- Pour into a 20cm diameter tray and keep

in the freezer for at least 90 minutes.

CRÈME BRÛLÉE CENTRE

Ingredients	
Docello Crème Brûlée	200 gm
Fresh Milk	300 ml
Fresh Cream	300 ml

Method

- Bring the milk and fresh cream to a boil and remove from heat.
- Add the crème brûlée mixture to it.
- Stir for 3 minutes, then pour it in a 20cm diameter tray and chill for 90 minutes.

PANNA COTTA TOP

Ingredients

Docello Panna Cotta200gmFresh cream300 ml

Method

- Bring the mixture of milk and cream to a boil before removing it from the heat.
- Add panna cotta mix to it and stir for 3 minutes.
- Bring the mix back to a boil.
- Pour it into a 20cm diameter tray and let it cool in a fridge for 90 minutes.

Assemble

- Layer up all 3 desserts on chocolate cake set in the freezer till frozen.
- Cut and garnish with whipped cream, mint leaves, fresh mix berry and mango puree



FOR PROFESSIONALS

'FOR PROFESSIONALS' EXCELLENT TASTE IN COFFEE





File Content of Con

Distributed by Emirates Snack Foods LLC Tel: 04 2855645 / Fax: 04 2856312

/EmiratesSF





Abu Dhabi Chapter of the Guild meets

hef Shammi da Costa of Traders Hotel Abu Dhabi hosted the meeting for the chefs in the capital and beyond. This was a critical meeting given the upcoming La Cuisine du SIAL is organised by the Emirates Culinary Guild with a big load of the day-to-day operations being managed by the Abu Dhabi based chefs including Chef Peter de Kauwe, Chef Alan Pedge and Chef Rghuprasad Pillai. The meeting saw a large turnout of corporate members using the opportunity to talk about what's new in the market.



















The Guild Meet in Dubai

he November meeting of the Emirates Culinary Guild members was hosted by Chef Dwarika Bhatt and his team at Zero Gravity. The event was as exciting as the sky dive next door. Chefs discussed the upcoming events as well as the success gained in the past events. Corporate members like Unilever Food Solutions took the opportunity to showcase their latest product, the new Knorr Tomato Powder. The event culminated with industry leaders and decision makers networking by the view of the sea.

























Architecture Aromatique

he students at the Emirates Academy of Hospitality Management have always been at the cutting edge of learning about the latest and healthiest in food trends, and its application in fine-dining, thanks to its exemplary culinary teachers such as Executive Chef Michael Kitts. The Emirates Academy recently organised an informative session with Koppert Cress BV from Netherlands on microgreens, which are said to contain up to 40 percent higher levels of nutrients than fullymatured vegetables and greens do. The students were educated on how to use micro cress beyond just garnish; and to identify varieties ranging from citrus notes to spicy to sweet to woody to complement different tastes and aromas.















Chef Michael Kitts of the Emirates Academy of Hospitality Management joins his students for the workshop









LA CUISINE BY SIAL 2017

Briefs of the Classes for Entry

- Class No. Class Description
- 1. Cake Decoration Practical by Master Baker Egg Station
- 2. Elegance Stylish Wedding Cake —Three Tier
- 3. Four Plates of Dessert by Nestle Docello
- 4. Pastry Showpiece
- 5. Baked Bread Showpiece by Master Baker
- 6. Friandises Petites Four Pralines Nougatines
- 7. Chocolate Carving Showpiece
- 8. Fruit & Vegetable Carving Showpiece by Barakat Quality plus
- 9. Open Showpiece
- 10. Australian Lamb Five-Course Gourmet Dinner Menu by JM Foods
- 11. Tapas, Finger Food and Canapés
- 12. Individual Ice Carving
- 13. Ice Carving Team Event
- 14. Practical Fruit & Vegetable Carving
- 15. Sustainable Fish & Seafood -Practical Cookery by The Deep Seafood Company
- 16. Australian Beef Practical Cookery by MLA
- 17. Mezzeh Practical Cookery by Boodys
- 18. Emirati Cuisine Practical Cookery
- 19. A Medly76 of Mocktails by Barakat Quality Plus
- 20. Etihad In flight meal sponsored by Etihad Airways
- 21. Vegetarian Four-Course Menu by Vegini

22.

- 23. Chicken Practical Cookery by USAPEEC
- 24. 3 course Cheese Menu by USDEC
- 25. USA Cheese- Practical cookery
- by USDEC 26. Practical Cookery 2 Different sandwiches by Unilever Food Solutions
- 27. Arabian feast edible buffet
 please see attached separate
 briefing document

Practical Pastry (Patisserie) Class 01: Cake Decoration by Master Baker Egg Station

- 1. Two hours duration.
- 2. Decorate a pre-baked single cake base of the competitor's choice.
- 3. The Theme for the cake decoration will be " Abu Dhabi "
- 4. The cake base must be a minimum size of 25cm X 25cm or 25cm Diameter.
- 5. The cake can be brought already filled without coating ready to decorate.
- The cake must be delivered and set up hygienically with cold box or dry ice storage. Not up to hygiene food product will not be judge.
- All decorating ingredients must be edible and mixed on the spot. (Chocolate/Sugar/Marzipan/ Fondant) minimum height is 30cm, it should be able to enhance and harmonize with the overall presentation
- 8. No pre-modelled garnish permitted.
- 9. Chocolate and royal icing can be

pre-prepared to the basic level, i.e chocolate tempered

- 10. Competitors must provide all ingredients, cake base, utensils, and small equipment required.
- A standard buffet table is provided for each competitor to work upon.
- 12. Water, electricity and refrigeration might not be available.
- 13. The cake will be tasted and cut by the Judges, as part of the judging criteria

Pastry Displays Class 02: Elegance Stylish Wedding Cake –Three Tier All decorations must be edible

All decorations must be edible and made entirely by hand.

- 1. Pillars or stands may be inedible but, unless decorated by hand, must be plain and unadorned.
- 2. Fine, food-quality wiring is allowed for the construction of flowers but must be properly wrapped and covered with flower tape or paste.
- 3. Royal icing, pastillage, pulled sugar, etc., may be used in the construction, but the finished display must not be dependent on these items.
- 4. The bottom layer of the cake must be edible. A section of the finished edible cake should be cut for the judges' inspection
- 5. The cake will be tasted by the judges.
- 6. Inedible blanks may be used for the two top layers.



- 7. Typewritten description and recipes are required.
- 8. Maximum area w60 cm x d75 cm.
- Maximum height should not exceed 1 meter (including socleor platforms)
- 10. Points will be deducted for noncompliance.

Class 03: Plated Dessert by Nestle Docello

- 1. Prepare four different types desserts each for one person.
- Displayed cold, each portion for one person, suitable for a la carte service.
 - a) 1 x Hot and Cold dessert composition
 - b) 1 x Vegetarian without eggs and animal fat
 - c) 1 x Arabic Dessert Free Style creation
 - d) 1 x Dessert serve in glass
- 3. Practical and up-to-date presentation is required.
- 4. Typewritten description and recipes are required.
- 5. Tasting will be part of the judging process if deemed necessary to determine quality and authenticity.
- 6. Maximum area w90 cm x d75 cm
- 7. Showpieces are allowed but will not be judged.
- 8. One of the plates must use Docello by Nestle as the main ingredient.

Class 04: Pastry Showpiece

- 1. To display a showpiece of either
 - a) Chocolate
 - b) marzipan/sugar / pastillage
 - c) dough/bread dough
 - d) Asian dough figurine
- No frames, moulds or wires are allowed. Points will be deducted for non-compliance.
- 3. Edible media may be used, singly or in mixed media.
- 4. Written description required.
- 5. Maximum area w90 x d75cm.
- 6. Maximum height 90cm (including base or socle)

Class 05: Baked Goods and Baked Bread Showpiece

The entire exhibit must comprise of baked goods and must include the following:

- 1. A baked bread showpiece.
- Two types of bread loaves 200-300 grams (competitor's choice) two pieces of each loaf to be displayed.
- 3. Two types of bread roll 25-40grams (competitor's choice)) three pieces of each roll to be displayed.
- Two types of baked sweet breakfast items 25-40grams (competitor's choice) three pieces of each item to be displayed.
- Two types of baked savoury breakfast items 25-50grams (competitor's choice) three pieces of each item to be displayed.
- 6. One extra piece of each variety to be displayed on a separate platter for judges' tasting.
- All breads & dough must bake at own work place as fresh as possible and deliver to the competition venue for judging.
- Poor hygiene standard of handling bakery products will not be judged.
- 9. Typewritten products description and recipes are required.
- 10. Maximum area w90 x d75cm

Class 06: Petites Four & Pralines

- 1. Exhibit six varieties.
- Six pieces of each variety (36 pieces total) plus one extra piece of each variety on a separate small platter for judges' tasting. each piece to weight between 6-14grams.
- 3. Freestyle presentation and theme
- 4. Present the exhibit to include a small showpiece.
- 5. Showpieces should enhance the presentation, and will be judged.
- 6. Written description mentioning the theme is required.

7. Typewritten products description and recipes are required.

December 2017 Gulf Gourmet

8. Maximum area w90 cm x d75 cm.

Artistic Displays Class 07: Chocolate Carving Showpiece

- 1. Free-style presentation. To be carved from a single block
- 2. Natural colouring and minimal glazing is allowed.
- 3. No frames, moulds or wires are allowed.
- 4. Points will be deducted for noncompliance.
- 5. Maximum area: w60 cm x d75 cm.
- 6. Maximum height 30-35cm (including base or socle).
- 7. Written description mentioning the theme is required

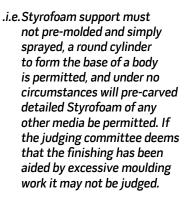
Class 08: Fruit & Vegetable Carving Showpiece

- To bring in already prepared one display of fruit and / or vegetable carving, no visible supports are permitted
- 2. Freestyle presentation.
- 3. Light framing is allowed, but the construction of the piece must not depend upon it.
- 4. Maximum area w60 cm x d75 cm.
- 5. Maximum height 55 cm (including base or socle).

Class 09: Open Showpiece (Free Style Showpiece)

- 1. Freestyle presentation.
- 2. Only showpieces made of edible food material will be accepted for adjudication.
- 3. Frames and wires support are allowed but must not be exposed.
- 4. Maximum area w90 cm x d75 cm.
- 5. Maximum height 75 cm. (including base or socle)..
- 6. **Special note:** To enhance the overall level of competition and to aid competitors to demonstrate superior modeling skills, it is permitted to use, frames and supports





Class 10: Five-Course Lamb Gourmet Dinner Menu by JM Foods

- 1. Present a plated five-course gourmet meal for one person
- 2. One of the appetisers for the meal must contain Australian Lamb as the main ingredient.
- The meal to consist of:
 A cold appetiser,
 - > A colu a > A soup,
 - A hot appetiser,
 - > A main course with its garnish
- > *A dessert.*4. Hot food presented cold on
- appropriate plates.5. Food coated with aspic or clear
- 5. Food coated with aspic or clear gelatin for preservation.
- 6. Total food weight of the 5 plates should be 400-500 gms.
- 7. Typewritten description and typed recipes required
- 8. Maximum area w90 cm x d75 cm.

Class 11: Presentation of Tapas, Finger Food and Canapés

- 1. Exhibit eight varieties. Weight between 10-20 grams per piece
- Six pieces of each variety (total 48 pieces)
- 3. Four hot varieties.
- 4. Four cold varieties.
- 5. Hot food presented cold
- 6. Food coated with aspic or clear gelatin for preservation
- 7. Presentation on suitable plate/s or platter/s or receptacles.
- 8. Eight pieces should correspond to one portion.
- 9. Name and ingredient list (typed) of each variety required.

10. Maximum area 60cm x 80 cm.

THE EMIRATES

CULINARY GUILD

WORLD ASSOCIATION OF CHEFS

SOCIETIES

Practical Artistic Class 12: Individual Ice Carving

- 1. Freestyle.
- 2. 90 minutes duration.
- 3. Hand carved work from one large block of ice (provided by the organisers).
- 4. Competitors to use own handtools and gloves.
- 5. A non-slip mat is mandatory.
- Before the competition starts, competitors will be allowed 30 minutes to arrange and temper the ice block.
- 7. The use of power tools is forbidden.

Class 13: Ice Carving Team Event

- 1. Freestyle.
- 2. Two persons per team
- 3. 120 minutes duration.
- 4. Hand-carved work from three large block of ice (provided by the organisers).
- 5. Competitors to use own handtools and gloves.
- 6. Non-slip mats are mandatory.
- Great care must be taken with health and safety considerations. If an exhibit becomes in any way unstable or dangerous to competitors or public, it will be dismantled and destroyed by the organizers.
- 8. The use of power tools is forbidden.

Class 14: Practical Fruit & Vegetable Carving

- 1. Freestyle.
- 2. 120 minutes duration.
- Hand carved work from competitor's own fruit\ vegetables.
- 4. Competitors to use own handtools and equipment.
- 5. No power tools permitted.
- 6. Pre-cleaned, peeled material is allowed, but pre-sliced/carved will result in disqualification.

Class 15: Sustainable Fish &

Seafood - Practical Cookery

- 1. Time allowed 60 minutes
- 2. Prepare and present three identical main courses using Gulf waters sustainable Fish and seafood. Sponsored items may become available this will be communicated to competitors as soon as possible.

Main sponsor

- 3. Weight of fish per portion on the plate to be 150 grams
- 4. Present the main courses on individual plates with appropriate garnish and accoutrements.
- Failure to use gulf water sustainable fish will result in a 50 point reduction of judging points
- 6. Typewritten recipes are required.

Class 16: Beef - Practical Cookery by Meat and Live Stock Australia

- 1. Time allowed 60 minutes
- 2. Prepare and present three identical main courses using Australian Beef as the main protein item.
- 3. Any cut of beef is allowed, but tenderloin, rib eye and sirloin, can not be used.
- 4. Weight of beef per portion on the plate to be 150-170grams
- 5. Present the main courses on individual plates with appropriate garnish and accoutrements.
- 6. Typewritten recipes are required.
- If Australian beef is not used then 50 points shall be deducted from the judging points, competitors must bring with them proof of purchase of Australian beef.

Class 17: Mezzeh – Practical Cookery by Boodys

- 1. Time allowed: 60 Minutes
- 2. Prepare and present for four persons: Three types of hot mezzeh and three types of cold mezzeh.
- Only one (if any) of the following types of mezzeh may be displayed: humus, tabouleh,





babaganough, fatouche, moutabel.

- The mezzeh can be representative of any of the following countries:
 - > Lebanon
 - > Syria
 - > Jordan
 - > Morocco
 - > Egypt
 - > Tunisia
- 5. Dishes must represent a variety of cooking methods and the use of ingredients as used in the Arabic restaurants of the UAE.
- Boodys olive oil and Tahina must be the only olive oil and Tahina used in the creation of these dishes and will be available in the competition venue for use in the kitchens
- If Boodys products are not used then 50 points shall be deducted from the judging
- 8. Present the mezzeh in four equal portions.
- Two portions will be presented and two portions will be presented to the judges.
- 10. Typewritten recipes are required.

Class 18: Emirati Cuisine -Practical Cookery

- This class is designed to ensure that the tradition of Emirati Cuisine is preserved and promoted through professional chefs.
- 2. Prepare and present two plated portions each of three Emirati dishes according with the following criteria:
- 3. Prepare and present two plated portions of any one of the following dishes:
 - > Balalit
 - > Kabeesa
 - > Assedat Bobal
- Also prepare and present two plated portions each of any two of the following dishes:
 - > Margougat Al Khudar
 - > Thareed Laham
 - > Margougat Al Dijaj

- > Maleh Biryani
- > Samak Mashwi
- > Machboos Samak
- 5. Emirati cuisine with traditional presentation and serving as would be found in a family home of the United Arab Emirates.
- Competitors must bring their own plates/bowls for presentation and all necessary mise-en-place for the meals
- 7. The judges will check appliances and utensils for suitability
- 8. Typewritten description and recipes are required
- 9. Time allowed 60 minutes to present all three recipes

Class 19: A Medley of Mocktails

Barakat Quality plus will supply juices to entrants in this class. Display three portions each of three different alcohol-free cocktails using any combination of the following Fresh juices:

- > Orange
- > Watermelon
- > Pinapple
- > Grapefruit
- > Strawberry
- > Lemonade
- > Carrot
- > Green Apple
- > Mango
- > Cocktail
- > Guava
- > Kiwi
- > Pomegranate
- > Mint Lemonade
- *Lemon Concentrate* Competitors are allowed to use a maximum of two other ingredients per mocktail.
- 2. Ice, Salt, Pepper, Spices and Herbs used as seasoning are not counted as ingredients.
- 3. Competitors are to bring their own equipment, glasses, receptacles, etc.
- 4. Contact the organisers for juice samples after payment of entry fee.
- 5. The mocktails must be made entirely on-site; no pre-mixes or

pre-mixing is allowed.

6. Garnishes, which can be made from any edible substance, must be prepared, cut and shaped entirely on-site.

December 2017 Gulf Gourmet

- 7. The competition will begin with a close pre-inspection by the judges to ensure that no pre-preparation has taken place.
- 8. Time allowed 30 minutes to include garnish preparation.
- 9. Recipes required.

NOTES TO AID COMPETITORS Judging Points

TASTE 60: The highest percentage point possibility is given for a good tasting mocktail

PRESENTATION 30: The preparation and use of the garnish, the type of glass used the overall look of the mocktail.

WORKING METHOD 05: Clean, hygienic and safe work methods INNOVATION 05: New thinking as to glassware, decoration or presentation

Class No 20: In Flight Meal by Etihad Note:Criteria Subject to Change

- Create a lunch/dinner menu for business class passengers flying ETIHAD airline on Abu Dhabi/ London sector. A economy class ticket to home country for the winner of this class shall be awarded as a prize.
- Menu must be practically reproducible for two hundred covers. All food items to be Western cuisine no Arabic food is required to be presented.
- Durable enough for in-flight service (i.e. suitable for chilling and re-heating without deterioration in quality).
- 4. Meal must be totally acceptable to Muslims.
- 5. One portion of the main-course will be re-heated and tasted as part of the judging process.
- 6. Menu to comprise: A choice of





2 hors d'oeuvre (each approx 90grams), One salad with a choice of 2 dressings, A choice of two main courses, one to be vegetarian (each approx. 280gr inclusive), One cold dessert (approx. 90g).

- 7. The Main courses must be suitable to be able to be reheated and served with in 12 minutes.
- 8. Prepare and exhibit three portions of each dish. One for display as per pre-service set up in foils, one set for display as per service to guest(glazed), one set complete appetizers and main course for judges tasting this portion to be kept chilled ready for reheating once judges request. An oven shall be provided.
- 9. A written menu is required.
- 10. Typed recipes are required.
- 11. The organizers will provide the dishes for presenting the inflight meals.
- 12. The main-course used for presentation purposes can be glazed with aspic to keep a good appearance.
- 13. The main-course used for reheating and tasting, must be covered with the foil provided.
- 14. All competitors shall be sent a guideline for the plating and portion sizes, these guidelines must be followed. Also a recipe sheet and photograph to be provided as per sample specification sheet provided.
- 15. Competitors will be provided with the dishes as soon as possible after receipt of their entry-forms and fees. Maximum area 120cm x 75cm

Class 21: Vegetarian Four-Course Menu by Vegini

- 1. Present a plated four-course vegetarian meal for one person.
- 2. Suitable for dinner service
- 3. The meal to consist of:
- 4. An appetizer

- 5. A soup
- 6. A main course
- 7. A dessert
- 8. To be prepared in advance and displayed cold on appropriate plates.

THE EMIRATES

CULINARY GUILD

- 9. No meat, chicken, seafood or fish to be used, (meat-based gelatin glaze to enhance presentation is accepted).
- 10. Vegini products will be used in the appetizers and main course. Organizers shall inform all competitors prior to competition
- 10. Total food weight of the four plates should 500/600 gms.
- 11. Typewritten descriptions and recipes required.
- 12. Maximum area w75cm x d75cm

Class 22

Chicken - Practical Cookery by USAPEEC

- 1. Time allowed 60 minutes
- 2. Prepare and present three identical main courses using Chicken as the main protein item. USA Chicken leg guarters will be supplied to the competitors on the competition day at the venue. No other chicken can be used.
- 3. Present the main courses on individual plates with appropriate garnish and accoutrements.
- 4. Typewritten recipes are require
- 5. Weight of chicken per portion on the plate to be 150 grams

Class 24: 3 Course Cheese menu by USDEC

- 1. Prepare a 3 course menu for one person using USA Cheese in every course.
- 2. Displayed cold, hot food presented cold ,suitable for a la carte service.
- 3. 1 x Hot appetizer
- 4. 1 x Main course with main item being USA cheese
- 5. 1 x Cold Dessert
- 6. Practical and up-to-date

presentation is required.

NORLD ASSOCIATION OF CHEFS

SOCIETIES

- 7. Typewritten description and recipes are required.
- 8. Maximum area w90 cm x d75 cm

Main sponsor

9. All of the plates must use USA Cheese as an ingredient.

Class 25 USA Cheese - Practical Cookery by USDEC

- 1. Time allowed 30 minutes
- 2. Prepare and present two identical main courses using USA Cheese as the main ingredient. USA Cheeses must be used by all. No other cheese can be used. Contact details of the suppliers to purchase the cheese from shall be sent to all competitors prior to the competition.
- 3. If USA Cheese is not used then 50 points shall be deducted from the judging points, competitors must bring with them proof of purchase of USA cheese.
- 4. Present the main courses on individual plates with appropriate garnish and accoutrements.
- 5. Typewritten recipes are require
- 6. Weight per portion on the plate to be 150-200 grams

Class 26 Practical Cookery 2 Different sandwiches by **Unilever Food Solutions**

- 1. To prepare and present 2 different sandwiches, 2 portions of each one for judges one for display within 30 minutes
- 2. 1 vegetarian 1 non vegetarian
- 3. Unilever products will be supplied on common table Hellman's Real Mayonnaise, Coleman's English Mustard Colman's Dijon and whole grain mustard
- 4. Minimum of 3 Unilever Products, must be used in the preparation of both sandwiches
- 5. The sandwich must be suitable for a light lunch
- 6. The sandwich can be hot or cold
- 7. 1 power point will be available



- 8. Plates, equipment and all other ingredients must be brought by the competitors
- 9. -Type written recipes are required

Class 27. An Arabian Feast Edible buffet by USAPEEC

In line with the Emirates Culinary Guild's constitution to ensure the enhancement of Emirati Cuisine this

class is designed to show case the Arabian Hospitality and cuisine of the United Arab Emirates.

- Present a traditional Arabian wedding feast as it would be served at a five-star hotel in the UAE.
- 2. Suitable for 20 people.
- 3. Free-style presentation
- 4. A team of two chefs and 1 helper are permitted.
- 5. The presentation to comprise the following dishes, cold food cold and hot food served hot
- 6. Six cold mezzeh
- 7. Three hot mezzeh.
- 8. Two Emirati salads
- 9. Bread and accompaniments
- 10. A whole baby Lamb 6-8 KG maximum raw weight presented with rice and garnish cooked Ouzi style
- A US Poultry main course (Emirati Cuisine) US Turkey or chicken needs to be used for 1 of the Main Dishes . Proof of purchase needs to be brought to the Competition for all the US Poultry Products if proof of purchase is not brought then 50% of the judging marks shall be reduced.
- 12. A fish main course (Emirati Cuisine)
- 13. A lamb main course
- 14. A vegetable dish (Emirati Cuisine)
- 15. Three types of kebabs, one of chicken, one of lamb, one of beef, each with appropriate accompaniments.
- 16. One hot dessert

- 17. Three cold desserts.
- Two of the above desserts (competitors choice) must be typically Emirati
- Only the above dishes are to be presented, no other dishes are to be added.
- 20. Competitors must ensure their exhibit is presented neatly so as to fit the available space
- 21. Limited to 9 teams on a first paid basis.

THE BUFFET SET UP

- The organizers will provide one 3m x 4m table covered with plain white cloth; height approx. 79.2 cm. Table is to be used for the hot, cold buffet and for the dessert buffet.
- > No tables other than those provided are allowed to be used.
- > The team must use the table cloths provided but can enhance the buffet table with top cloths and decorations as required. All buffet risers, chaffing dishes and equipment needed for the buffet is to be provided by the competitors, no equipment will be supplied by the organizers except for the service cutlery and service equipment. Chaffing dishes to have sterno (subject to Venue regulations). No more than a standard ½ gastronorm 60mm of each hot food per dish is to be provided. Hot mezzeh can be served either in chaffing dishes or under heat lamps. however only one 13amp socket per buffet table shall be made available.
- > Access to the venue is from 0900 each day (although access time on day one can be problematic due to the need for Abu Dhabi police to make a full security check-up before the official opening). All timings are subject to change, please check with organizers.
- > Dressing of buffet table may

begin at 0900 for buffet risers and buffet equipment placement etc.

December 2017 Gulf Gourmet

- > All food for the buffet must to be transported to the venue in refrigerated vehicles. Hot food above 65oc and cold food below 4oc, the temperatures will be monitored on arrival and if deemed unacceptable the team may not be allowed to present their food for judging.
- > A kitchen for finishing off will be provided for 1 hour only, from 11am till 12 noon each day for the team to use to reheat and finish off dishes, however dishes need to be ready and brought to the venue like an outside catering ready to place on the buffet.
- The menu must include appropriate dressings, sauces and condiments.
- The kitchen must be cleaned and vacated by 12.30pm as it will be used for other competitors, competitors to bring their own stewards to clean.
- > NO aspic to be used.
- > NO alcohol to be used.
- > NO pork products to be used.
- All food items must be prepared in the team's respective Hotel – based establishment as close to the serving time as possible.
- The teams should treat the buffet class as an outside catering operation as they would from their hotel.
- The buffet food set-up CANNOT begin before 11.00 and the food set-up must be finished by 12.00.
- Set-up time is restricted so as to maintain the highest standard of hygiene and food freshness for guests' consumption.
- Competitors have freedom of choice of serving methods





either all portions in one large receptacle, or set out in a number of smaller receptacles, however competitors are reminded this is to be practical.

- All buffet items for the stipulated 20 persons are to be set on the table at one time, as a complete buffet.
- > No replenishment of the buffet is allowed.
- > An additional 4 portions of each of the cold and cold dessert buffet items are to be kept refrigerated and hot food will be taken from the buffet for the tasting by judges
- A copy of the buffet menu and buffet tags must be placed on the table.
- The buffet menu placement is mandatory, but the menu itself is not judged.
- > Typed recipes for all dishes are to be provided to the judges
- Ticket-holders for the lunch are allowed to consume any item from any team competing on that day from the buffets.
- The organisers will provide service staff to manage the buffets and serve guests at the dining tables.
- The Team must be present during the guest service time to explain the food to the guests.

THE SERVICE ELEMENT (Provided by the organisers)

- Waiters to wear appropriate uniform
- Waiters to welcome and seat guests as they would in their hotel
- > All linen, and operating equipment for both table and buffet service, this is to include but not limited to cutlery, chinaware and glasses and any other service utensil shall be supplied.
- The overall service, although not judged, will play an important part of the operation.

> Waiters are allowed to assist the culinary team with buffet set up also if required.

THE EMIRATES

CULINARY GUILD

WORLD ASSOCIATION OF CHEFS

SOCIETIES

VENUE & ENTRY FEES

- La Sial will be held during the La Sial Middle East Exhibition from December 12th to 14th 2017.
- 2. The venue is at the Abu Dhabi National Exhibition Centre
- 3. The entrance fee for single entries is Dhs.100 (AED. One Hundred) per person per class, unless otherwise stated in the Rules and Regulations or the Class Briefs.
- 4. The fee for entry to the trophy classes is as follows:
 - i. Best Cuisinier La Sial Abu Dhabi 2017 – AED:500/- per person
 - Best Pastry Chef La Sial Abu Dhabi 2017 – AED:400/- per person
 - iii. Best Artist La Sial Abu Dhabi 2017 – AED:500/- per person
 - iv. Best Arab National La Sial Abu Dhabi 2017 – AED:300/per person

CLOSING DATE:

 Closing date for entries is December 1st 2017 However, many are often fully subscribed and closed well before the closing date.

TROPHY ENTRY

Entrants to a trophy class must enter and finish in all and only those classes that pertain to the trophy for which they are entering. No other classes may be entered into by a trophy entrant. Trophies are awarded on the highest aggregate points from all three classes.

BEST CUISINIER:

- i. Class #10. Five-Course Dinner Menu
- ii. Class # 16. Beef Practical
- iii. Class # 15. Fish & Seafood Practical Cookery

In order to qualify for inclusion in the points tally for Best Cuisinier Trophy a competitor must win three medals, at least one of which must be a gold medal.

Main sponsor

BEST PASTRY CHEF:

- i. Class # 01. Practical Cake Decoration
- ii. Class # 03. Four Plates of Dessert
- iii. Class # 06. Friandises, Petites Four

In order to qualify for inclusion in the points tally for Best Pastry Chef Trophy a competitor must win at least two medals one of which must be a gold medal.

BEST ARTIST:

- i. Class # 07. Chocolate Showpiece
- ii. Class # 09. Open Showpiece
- iii. Class # 12. Individual Ice Carving
- iv. Class # 14. Practical Fruit & Vegetable Carving

In order to qualify for inclusion in the points tally for Best Artist Trophy a competitor must win at least three medals one of which must be a gold medal..

BEST ARAB NATIONAL

- i. Class #10. Five-Course Dinner Menu
- ii. Class # 17 Arabic Mezzeh -Practical Cooker.
- iii. Class # 18 Emirati Cuisine Practical Cookery
- iv. In order to qualify for inclusion in the points tally for Best Arab National Trophy a competitor must win at least one medal.

In order to qualify for inclusion in the points tally for Best Arab National Trophy a competitor must win at least one medal.

HYGIENE AWARD

A special hygiene shall be commissioned with a trophy from

the Hygiene partner of La Sial. The



award shall be presented to the chef showing the highest standard of food safety and hygiene in the practical classes in the kitchen. A special hygiene jury shall be present.

IMPORTANT NOTES ON THE PRACTICAL COOKERY CLASSES

These notes pertain to all practical cookery classes. They should be read in combination with the brief of the class entered..

WASTAGE and EXCESS MISE-EN-PLACE

- Mise-en-place and brought materials will be checked at the time of arrival to the kitchen,
- 2. There will be a penalty deduction of up to five points for excess mise-en-place production.
- 3. Wastage will be calculated during and after the class.
- There will be a penalty deduction of up to five points for excess wastage.
- Due to the fact that only one hour is given to complete the competition; competitors are allowed to bring with them an extensive mise-en-place. However, there are restrictions on how much pre-preparation the judges will tolerate. In all cases, the preparation, production and cooking skills of each competitor must be demonstrated during her/his time in the kitchen.
- 6. All food items must be brought to the Salon in hygienic, chilled containers: Thermo boxes or equivalent. Failure to bring food items chilled will result in disqualification.
- All dishes are to be served in a style equal to today's modern presentation trends.
- 8. Portion sizes must correspond to a three-course restaurant meal.
- Dishes must be presented on individual plates with appropriate garnish not exceeding 250g total food

weight excluding sauces or as indicated on the class brief.

- 10. Unless otherwise stated, competitors must supply their own plates/bowls/platters with which to present the food.
- Competitors must bring with them all necessary mise-enplace prepared according to Worldchefs guidelines in the hot kitchen discipline (www. worldchefs.org).
- 12. Competitors are to provide their own pots, pans, tools and utensils.
- All brought appliances and utensils will be checked for suitability.
- 14. The following types of prepreparation can be made for the practical classes:
 - Vegetable / Fungi / Fruits; washed and peeled – but not cut up or shaped
 - Potatoes washed and peeled
 but not cut up or shaped
 - > Onions peeled but not cut up
 - Basic dough can be preprepared.
 - Basic stocks can be preprepared
 - Basic ingredients may be preweight or measured out ready for use
 - Fish may be scaled, gutted de-finned and de-gilled, but must otherwise be brought to the competition whole.
 - Meat may be de-boned and portioned and the bones cut up.
 No pre-cooking, poaching etc.
 - > No pre-cooking, poaching etc. is allowed
 - > No ready-made products are allowed.
 - > No pork products are allowed.
 - > No alcohol is allowed.
- 15. If a farce is to be used for stuffing, filling, etc., at least one of the four portions of the farce must be prepared in front of the judges to show the competitor's skill
- 16. No help is allowed to be given to the competitor once

the competition starts; the coaching of a competitor from the sidelines will result in the competitor being disqualified.

December 2017 Gulf Gourmet

- 17. Within 10 minutes after the end of the competition, competitors must have the kitchen thoroughly cleaned and tidied and ready for the next competitor to use.
- Two copies of the recipes typewritten are always required.
- 19. Submit one copy of the recipes to the clerk when registering
- 20. Submit one copy of the recipe to the duty marshal at the cooking station.

Rules and Regulations (Organised by the Emirates Culinary Guild) NB

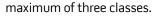
- Please read the following regulations carefully. The instructions contained herein are mandatory. Non-compliance with any of the points mentioned could lead to loss of marks or complete disqualification.
- 2. The Briefs of the Classes for Entry document also forms part of these Rules and Regulations and must be read in conjunction with this document.
- 3. Other regulations relevant to a particular competition would appear on the last page/s of this document

PARTICIPATION

- Participation at competition is open to anyone professionally employed in the preparation of food.
- 5. Unless the organisers specifically mention a class as being a team event, all classes are for entry by a single competitor.
- 6. Competitors are restricted to one entry per class.
- 7. With the exception of those entering for the Best Artist trophy, competitors are restricted to entering a







- 8. Competitors entering to win a trophy must participate fully in every class entered in order to qualify.
- 9. Competitors must attend and participate on the date and at the time allotted to them

COMPETITION ENTRY

- 10. Please note that there are different forms for different types of entry; ensure that the correct form is being used. Competition runs 5th -7th December 2016
- 11. Complete the entry-form according to the instructions on the form.
- 12. Completed photocopies of the entry-form are acceptable.
- 13. Submit the completed form to the organisers along with the requisite fee.
- 14. Fees must be submitted along with completed entry forms.
- 15. Fees are payable to:
- Bank Name: Mashreq Bank Account Name: Emirates Chefs Guild

FZ LLC

Account Number: 019000017926 **IRAN**

AE600330000019000017926 SWIFT: BOMLAEAD

Branch: Dubai Internet City

- 16. Entries are accepted strictly on a first-paid, first-accepted basis
- 17. No entry is accepted until the appropriate fee has been received.
- 18. Entry Fees are non-refundable.

CERTIFICATES AND LETTERS OF PARTICIPATION

- 19. Ensure that your name (clearly written in block capitals) appears on your entry-form exactly as you would wish it to appear on any certificate, letter of participation or posting of results.
- 20. Any applications for amendments to letters or certificates will necessitate: a) Return of the original certificate b) A written confirmation from the executive

chef c) A pre-paid fee of Dhs: 100/-(AED: One-hundred) per certificate.

THE EMIRATES

CULINARY GUILD

NORLD ASSOCIATION OF CHEFS

SOCIETIES

HYGIENE

- 21. A professional food-safety company will oversee all aspects of hygiene practice at the competition.
- 22. It is quite possible that the **Municipality Food Control Section** will conduct its own hygiene inspections as and when it sees fit.
- 23. The organisers have no control over these two entities. Should either raise an objection to the standard of hygiene of any particular person or team, that person or team will not be allowed to compete

THE SECRETARIAT

- 24. The Emirates Culinary Guild (ECG) is the body responsible for the creation, organisation and administration of the competition.
- 25. The competition is governed by and construed according to the rules of the organisers.
- 26. The organisers have sole authority to adjudicate on any matters pertaining to the competition.
- 27. Entrants' acceptances of participation in the competition are construed as confirmation of their undertaking to submit unconditionally to the jurisdiction of the organisers in regard to all aspects of the Emirates Salon Culinaire.
- 28 The address of the ECG for all correspondence and inquiries referencing culinary competitions is: The Emirates Culinary Guild, PO Box 454922 Dubai, United Arab Emirates. Tel: + (97156) 8014089. Email: emiratesculinaryguild@gmail. com

COMPETITORS AND HELPERS

29. Each competitor is allowed one helper to assist with carrying

equipment. No other help is allowed to a competitor within the preparation area.

- 30. A helper must be junior in rank to the person he/she is helping.
- 31. A competitor must wear full; freshly laundered chefs uniform with appropriate headgear and footwear when attending at the exhibition.
- 32. A competitor's helper must wear full; freshly laundered chef's uniform with appropriate headgear and footwear when attending at the exhibition.
- 33. Incorrectly dressed competitors will not have their exhibits judged.
- 34. Incorrectly dressed helpers will not be admitted to the exhibition.
- 35. Logos, marks and identifying colours provided by the organisers must be worn by the competitor throughout the competition in the position indicated to them by the organisers at the time of registration.
- 36. Logos, marks and identifying colours provided by the organisers must be worn by helpers throughout the competition in the position indicated to them by the organisers at the time of registration.
- 37. A competitor entered in a practical competition must register at least thirty minutes before the commencement of the competition otherwise the competition slot will be given to a waitlisted competitor.
- 38. Any competitor not in place and ready to start at least five minutes before the time a competition commences, will be disqualified.
- 39. Competitors and helpers are forbidden from approaching or speaking with or at a judge without the express permission of the organisers.





EXHIBITS

- 40. Each exhibit must be the bona fide work of the entering competitor. It must be solely the work of the competitor and must be certified as such by his Head of Department or General Manager.
- Each exhibit must be a completely original work, it must not have been displayed previously (in whole or in part) in any competition or exhibition whether private or public.
- All exhibits must be of edible substance except for framing, socles and stands where they are allowed.
- 43. It is forbidden to use any living entity whatsoever as part of an exhibit (e.g. tropical fish).
- 44. It is forbidden to depict religious, nude, semi-nude or political themes in an exhibit.
- 45. All exhibits must be suitable for presentation as a decorative item in a restaurant or banqueting setting.
- 46. An exhibit must not carry any logo, label or mark of identification; however, competitors must be able to identify their exhibit if required.
- 47. Competitors are responsible for their exhibits and should ensure that they are available in their proper place for judging on the day and time specified.
- 48. No preparation or finishing of exhibits is allowed in any area except the designated preparation area at the rear of the competition area.
- 49. Finished exhibits must be placed in the position indicated by the organisers.
- 50. No interference with an exhibit is allowed once the organisers have deemed it as submitted for judging.
- 51. Competitors must leave the judging area as soon as their exhibits are in place or when instructed to leave by the marshals, whichever is the sooner.

- 52. Exhibits may, at the discretion of the organisers, be moved to a separate enclosure, there to remain for part or for the duration of the exhibition.
- 53. Failure by a competitor to register or exhibit at the specified time could result in disqualification.
- 54. Exhibits which are removed by competitors without permission of the organisers will not qualify for any kind of award

COMPETITION MARSHALS

- 55. A Marshal-at-arms will be recognizable by a badge displaying the logo of the Emirates Culinary Guild and the legend 'Marshal'.
- 56. Marshals are charged with ensuring that the rules and regulations of the competition are observed by all concerned.
- 57. Competitors, helpers and visitors are all obliged to cooperate with the marshals - without question, at all times

AWARD

- 58. Gold, silver and bronze medals and certificates and certificates of merit are awarded solely at the discretion of the judges.
- 59. The decision of the judges is final and each competitor is required to abide by it without comment.
- 60. Medals will normally be presented at 18:00 each day. This may change according to circumstance.
- 61. Any medal or certificate that is not accepted by the competitor or his/her helper at the presentation ceremony for that day will be forfeit, unless prior arrangements are made with the organisers.
- 62. A competitor or his/her helper must be correctly dressed as stipulated in the rules when collecting medals or certificates.
- 63. Incorrectly dressed competitors/ helpers will not be allowed access to the awards area

COPYRIGHT

64. All exhibitors and competitors assign all rights concerning videos, photographs, menus, recipes, exhibits, sound recordings etc. to the Emirates Culinary Guild

December 2017 Gulf Gourmet

DISCLAIMER

- 65. The organisers are entitled to cancel or postpone the Salon, or to alter the duration, timing or schedule of any event.
- 66. The organisers reserve the right to cancel any classes or limit the number of entries or extend, modify or revoke any of the rules and conditions without being held liable for any claims for compensation whatsoever.
- 67. The organisers will not under any circumstances be held liable or responsible for the loss or damage of any exhibit, equipment, goods, persons or personal effects.

QUERIES

- 68. All queries must be submitted by email to: theguild@eim.ae. The question and answer to each query will be broadcast to all entrants.
- 69. La Cuisine by SIAL will take place during SIAL Middle East at the Abu Dhabi National Exhibition Centre in hall 7
- 70. Access to the Exhibition Centre is through loading gate 3
- 71. Access to the halls is through hall door 7.1
- 72. La Cuisine will run December 12th – 14th 2017.

US\$3 billion what's your GCC market share?

The UAE alone has over 750 hotels. Each hotel has an Executive Chef. Each Executive Chef has an annual budget. It ranges from AED 1 million - US\$ 3 million.

There are over 7,000 independent restaurants in the UAE.

Each restaurant has a Head Chef. Each Head Chef has an annual budget. It ranges from AED 100,000 - US\$ 1 million.

Now you do the maths.

The largest body that speaks for this group of Chefs is The Emirates Culinary Guild (ECG). ECG organises Salon Culinaire at Gulfood Dubai, La Cuisine by SIAL in Abu Dhabi and world-record breaking food events in the city.

Gulf Gourmet is the only magazine endorsed by the ECG.

It is also influences non-ECG Chefs across the GCC and is distributed at World Association of Chefs Societies events around the globe.

Take advantage of our platform. Positively impact your market share! Contact us now advertise@gulfgourmet.net / 050-5045033

ABOUT GULF GOURMET

- Most widely read magazine by Chefs & Decision Makers in the GCC
- Officially supported by the Emirates Culinary Guild
- Highest circulation in its category at 6,150 copies per month
- Readership estimates of nearly 11, 276 per month
- Positively influencing the UAE food industry since 2006
- **Recognised by the World Association of Chefs Societies**
- Circulated at top regional and international culinary events

2%

WHO READS IT?

- Executive Chefs 23% Senior & Mid-Level Chefs 36% Hotel GMs 10% **Restaurant Owners** 15% C-Level Executives 2%
- 7% Purchase Managers
- Food Industry Leaders 4% 1%
- Marketing / PR Managers
- Others

REACH BY COUNTRY

United Arab Emirates	71%
Kingdom of Saudi Arabia	18%
Oman	2%
Qatar	4%
Kuwait	1%
Bahrain	2%
United Kingdom	1%
Others	1%
	United Arab Emirates Kingdom of Saudi Arabia Oman Qatar Kuwait Bahrain United Kingdom Others

MARKET SEGMENTATION

- 5-star Hotels 46%
- 19% 3/4-star Hotels
- Independent Restaurants (Elite) 18%
- Independent Restaurants (Standard) 12%
- Food Industry Suppliers 3%
- Large & Medium Food Retailers 2%



IFMRFR DIRFCT



4 Corners Nathalie Hall / Mike Walden Marketing Manager / Commericial Director Mobile:+97148847248, Phone: +971526475455 Email: nathalie.hall@4cornersuae.com www.4cornersuae.com

Abu Dhabi Farmers' Services Centre

Martin Aguirre, Commercial & Operations Director P.O. Box 62532, Abu Dhabi, UAE Direct Line: +971 2 813 8400. Phone: +971 2 813 8888, Fax: +971 2 813 9999 Mobile:+971 56 685 4836

Advanced Baking Concept LLC (Probake)

Syed Masood Mobile: +971.55.220.1475 Email: masood@abcbaking.com Anna Petrova Mob 050-9121337, anna@abcbaking.com Vivek Jham Mob: 055-4498282, vivek@abcbaking.com

Agthia Consumer Business Division

Dinusha Gamage, Brand Manager - Food category Consumer Business Division Agthia Group PJSC, P.O Box 37725, Abu Dhabi. Mail: dinusha.gamage@agthia.com www.agthia.com

Al Halal Meat Factory LLC Sheikh Yasir, Operations Head Mob: +971 55 8893131, Off: +971 6 5584474 Email: yasir@yesmeat.ae, www.yesmeat.ae

Al Maya Hospitality Mohamad Hajj Ali, Sales Manager Mob: +971 50 1550998, Off: +971 4 3473500 Email: mohamadh@almaya.ae, www.almaya.ae

AI Seer

Himanshu Chotalia, Tel: 04 3725425/432, Mobile: 050 3561777, himanshu.chotalia@alseer.com

American Garden Manika Saxena, Food Service Manager Mob: +971 56 6441578, +971 55 6008704 Email: manika@globalxport.com web: www.americangarden.us

Arab Marketing and Finance, Inc. (AMFI) Simon Bakht Tel: +961-1-740378 / 741223 / 751262 Email: SBakht@amfime.com

Arabian American Technology (ARAMTEC) Syed Iqbal Afaq, General Manager, Tel: +971 4 3808444, Mobile:+971 50 624961, Email: syediqbal@aramtec.com Web: www.aramtec.com

Bakemart International

K.Narayanan, Manager - Operations Mob : +971 505521849, Phone : +971 4 2675406 Email - bakemart@eim.ae, knarayanan@-bakemart.ae

Barakat Quality Plus Jeyaraman Subramanian

Tel: 009714 8802121, Email: jr@barakat.com Mike Wunsch Tel: 009714 8802121, mikwuuae@emirates.net.ae

BAYARA - Gyma Food Industries LLC Haroon Moeen, Division Manager - Foodservice Mobile. +971 50 6586546, Tel: +971 4 8867478 Email. haroonm@bayara.ae, www.bayara.ae

Baqer Mohebi

Radwan Mousselli, Sales Manager Mobile No: 0558001551,office No: 043237272 mazen.marakebji@baqermohebi.com www.bagermohebi.com

Boecker Public Health LLC

Hani el Kadi, Country Manager Office No: +97143311789, uae@boecker.com

Casinetto Trading LLC Giacomo Bernardelli, Managing Director Tel: +971 4 3419230, Mob: +971 50 4537712 giacomo.bernardelli@casinetto.com

Ceylon Tea Services Pvt. Ltd

Suren Atukorale, Food Service Manager Tel: 114822000, 114822342 suren.atukorale@dilmahtea.com www.dilmahtea.com

Chef Middle East LLC Joanie Dall'anese, Marketing Manager Tel: +971 4 8159880, Mob: +971 55 9949297 Email: joanie@chefmiddleeast.com Web: www.chefmiddleeast.com

Del Monte Foods (U.A.E) FZE

Adel Shaban, Business Development Manager Tel: (+971) 4 3333801, Mob: +971 56 8286967 mail: ashaban@FreshDelmonte.com web: www.delmontearabia.com

Dilmah Tea Vivette

Mob +971 508181164, viv@proactiveuae.com, Marketing@dilmahtea.com

Ecolab Gulf FZE Andrew Ashnell Mobile: 050 5543049, Office: 04 88736 44 Email: andrew.ashwell@ecolab-gulf.ae

Elfab Co LLC Allwyn Rodrigues, Manager - Beef and Veal Tel.: +971 4 8857575, Email: allwynr@elfab.ae, web: www.elfabco.com

Emirates Snack Foods

Rodica Olaru, Sales Manager Food Service Tel: +971 4 2672424 Emai: info@esf-uae.com, Web: www.esf-uae.com

Faisal Al Nusif Trading Co. L.L.C Thomas Das, Managing Director TEL: 04 3391149, Email: thomasdas@fantco.net, Web: www.fantco.net

Fanar Al Khaleej Tr Nazarii Zubovych, Sales Manager, Mob: +971 55 894 01 69 email: nzubovych@fanargroup.ae Martin Wathew, Sales manager, Mob: +971 50 263 83 15, email: mmathew@fanargroup.ae Braju, Food Technologist, Mob: +971 55 467 87 42, Email: braju@fanargroup.ae, Web: www.fanargroup.ae

Farm Fresh

Feeroz Hasan. Business Development Manager Al Quoz, P.O Box 118351, Dubai, UAE Office No : +971 4 3397279 Ext: 253 Fax: +971 4 3397262, Mob: +971 56 1750883

Fonterra Brands (Middle East)LLC Hany El Saigh, Food Service Manager - Lower Gulf Tel: +971 4 3388549 EXT. 225 (Direct) Mob: +971 50 650176 hany.el-saigh@fonterra.com, www.fonterra.com

Food Freshly AFC GmbH Sukhdev Singh, CEO Tel : +49520691525, +491608024720 Email: info@food-freshly.de

Food Source International

Angus Winterflood, General Manager Tel : +971 4 2998829, sales@foodsource.ae, www.foodsource.ae

FSL Food FZE (Dubai Branch) Syed Najam Kazim, General Manager Tel: 04-8131500, 04- 8131504, email: najam@fslfoods.com, web: www.fslfoods.com

Golden Star International

Emie Dimmeler Mob: +971 50 3797164, Office: +971 04 3402492 Email: emie@goldenstarinternational.com

Greenhouse Rohit D'souza, Mob: +971 55 5633397, Web: www.gourmetclassic.com

Gourmet Classic Marc El Feghali, Sales & Brand Manager - Chefs Equipment, Tel: +971 6 5332218, Website: www.greenhouseuae.com

Hi Foods General Trading L.I.c

Ismail Dalli, Deputy General Manager, Tel: +971 4 8829660, Mob: +971 55 2445368 Mail: ismail@hifoods-uae.com, Web: www.hifoods-uae.com

Horeca Trade

Wael AI Jamil, General Manager UAE and Oman Head office: T: +971 4 338 8772, F: +971 4 338 8767 Dubai Distribution Centre: T: +971 4 340 3330 F: +971 4 340 3222 Abu Dhabi Distribution Centre: T: +971 2 554 4882, F: +971 2 554 4889 Email: marketing@horecatrade.ae Website: www.horecatrade.ae

HUG AG

Riyadh Hessian, 6102 Malters / Switzerland, food-service@hug-luzern.ch, www.hug-luzern.ch, www.facebook.com/hugfoodservice Distribution UAE and Oman: Aramtec, PO Box 6936, Al Quoz Industrial Area No. 1, Near Khaleej Times Office, Mob +971 507648434, www.aramtec.com

IFFCO

Stuart Murray, General Manager, Food Service S&D Tel. : + 971 6 5029000 (B), Mob: +97150 862 4097, Fax: +971 6 5546950, E-mail: sjmurray@iffco.com Web: www.iffco.com

IRINOX SPA

Fadi Achour, Country Manager Middle East Telephone - direct: 3904385844, Mobile: 971553010312, Email: irinox@irinox.com, Web: www.irinoxprofessional.com

JM FOODS LLC

RAJAN J.S. Managing Director Mob : +971 50 5516564, Tel: +971 4 8838238, Email: sales@jmfoodgulf.com, Web: www.jmfoodgulf.com

Johnson Diversey Gulf

Marc Robitzkat Mobile No: 050 459 4031, Office No: 04 8819470 marc.robitzkat@jonhnsondiversey.com

La Marquise International

Olga Mirtova, Marketing Manager Tel: +971 4 3433478, olga@lamarquise.ae, www.lamarquise.ae

La Patissiere LLC

AKil YAssine, BDM Tel: +971 4 3407021, Mob: +971 50 3034038 akil@la-patissiere.com, www.la-patissiere.com

Masterbaker

Sagar Surti, General Manager – Operations Mob:- 00971 50 5548389, Phone:- 04 3477086 Email :- sagars@uae.switzgroup.com

Meat Livestock Australia (MLA) Jamie Ferguson, Tel: 00971 44 33 13 55 Mob: +971 55 1000 670, Jferguson@mla.com.au

MEH GCC FZCO Soheil Majd, Tel: 00971 4 8876626, 04 8876636 s.majd@mehgcc.ae, www.mehgcc.ae

MEIKO Middle East FZE

Tim Walsh, Managing Director Tel: +97143415172, Mob: +971509895047 Email: wat@meiko.de, Website: www.meiko.ae

MHP Food Trading LLC Eugene Levterov, Sales Director Tel: +971 4 5570622, Mob: +971 52 8754823 Email: e.levterov@mhpmet.com, www.gualiko.ae

Mitras International Trading LLC Arun Krishnan K S, Business Head

Mobile: 971-55-1089676, Office: 971-4-3623157, Email: info@mitrasglobal.net Web: www.magentafoods.com

MKN Maschinenfabrik Kurt Neubauer GmbH & Co

Elias Rached, Regional Director, Tel: +971 50 5587477, rac@mkn-middle-east.com, Web: www.mkn.eu

Modern General Trading LLC

Khaldoun Alnouisser, Senior Sales Manager of Horeca Division, Tel: +971 4 3059999, +971 4 3059815, email: hotel.div@mgtuae.com, Web: www.mgtuae.com

Muddle ME

Mr.Craig Burns, Director, Tel: +971 4 517 8111, Mob: +971 50 2281207 info@muddle-me.com, www.muddle-me.com

Nestlé Professional Middle East

Anuj Singh, General Operations Manager Nestlé Professional UAE & Oman T +97 144 088 100, Direct +97 144 088 101 Email: anuj.singh@ae.nestle.com

One Foods

Ayman Akram Arnous, Food Service Manager Mobile: +971 50 1592594 Email: ayman.arnous@brf-me.com

Pear Bureau Northwest Bassam Bousaleh, (TEL) 961.1.740378, (FAX) 961.1.740393, Mobile: 050.358.9197, AMFI, Beirut Lebanon E-mail: BassamB@amfime.com

Promar Trading L.L.C. Pierre Accad, Sales & Marketing Director, Tel: 97142859686. Mob: 971504824369. Email: pierre@promartrading.com

RAK Porcelain Raphael Saxod, Managing Director, Tel: 97172434960, 97143285951 Email: restofair@rakporcelain.com Web: www.rakrestofair.ae

RATIONAL Kitchen &Catering Equipment Trading FZCO Simon Parke-Davis, Managing Director, Tel: +971 4 3386615, Mob: +971 50 5576553 Email: s.parkedavis@rational-online.coim, Web: www.rational-online.com

Restofair RAK

Raphael Saxod, Managing Director Tel: +971 7 2434960, Email: rsaxod@saxotel.com Web: www.restofair.ae

ROBOT COUPE

Aditya Kanumuri, Area Manager-UAE Tel: +971 50 2044920 Email: kanumuri@robot-coupe.com Web: www.robot-coupe.com

SADIA

Mr Patricio Email: patricio@sadia.ae Daniele Machado Email: Daniele.Machado@sadia.com.br

Safco International Gen. Trdg Co. Llc Ajit Singh Sawhney, Tel: +971 4 8702000 Email: ajit@safcointl.com, www.safcointl.com

SHOPPEX TRADING EST

Charbel Khalil, Marketing & Sales Manager Tel: +971 6 5340841, Mob: +971 56 6066967 www.shoppex@eim.ae

SIOM ORFEVRES

Paolo Preti, Regional Director Of Sales Antoine Baroud, Managing Director Mob: +971 56 7623162 Direct: +971 4 3380931 Email: paolo.preti@siom.com.lb, antoine.baroud@siom.com.lb Web: www.siomorfevres.com

Sparrow International Fadi Hijazi, Sales Manager Tel: +971 4 3404795, Mob: +971 50 7346161 info@sparrow-international.com www.sparrow-international.com

Tegel

Jake Downes, Brand Ambassador Mob: +971 55 631 410, email: jake@tegelme.com Web: www.tegel.co.nz

TECHNICAL SUPPLIES & SERVICES CO. LLC (TSSC Dubai) Eden Nebreja, Marketing Manager Tel: +971 4 3431100, Mob: +971 56 2123282 email: eden@tssc.ae, Web: www.tsscdubai.com

Transmed Overseas Rana Malki

Mobile: +971 50 5592771 Email: rana.almalki@transmed.com Web: www.transmed.com/foodservice

Truebell Marketing & Trading Bhushant J. Ghandi Mobile: +971 50 6460532, Email: fsd@truebell.org

Unilever Food Solutions Bilal Baig, Head Of Marketing MEPS Mob: +971 56 6821213, Email: bilal.baig@unilever.com Web: www.ufs.com Unilever Gulf FZE, P.O Box 17055, Jebel Ali, Dubai, UAE

United Foods Company Mr Rudyard Torres Nano, Marketing Manager Mob: +971 4 338 2688, rtorres@unitedfoods.ae Web: www.unitedfoods.ae

US Dairy

Nina Bakht El Halal, Mobile: 050.358.9197, Beirut: 961-740378, email: halal@cyberia.net.lb

US Meat Export Federation Bassam Bousaleh, Tel: +961-1-74038 / 741223 Fax: +961-1-740393, Mobile: 050.358.9197 AMFI, Beirut Lebanon, BassamB@amfime.com

USAPEEC (USA Poultry & Egg Export Council)

Jean Murphy, (TEL) +1-770-413-0006, +1-770-413-0007 Èmail: usapeec@usapeec.org, Web: www.usapeec.org

US Poultry

Berta Bedrossian (TEL) 961.1.740378, (FAX) 961.1.740393 Mobile: 050.358.9197, BettyB@amfime.com

Vitaimax Trading LLC Vitaly Seyba, General Manager Mobile: +971 50 7013054, +971 50 5004375 email: info@vitaimax.com, Web: www.vitaimax.com

Vito Kitchen and Restaurant Equipment Trading U.A.E.

Sascha Geib Sheikh Khalifa Bin Zayed Street, P.O.Box 2257 Ajman, M:+971509664620 Mail: uae@systemfiltration.com

Welbilt Rakesh Tiwari, Mobile: +971.56.406.1628 Email: rakesh.tiwari@welbilt.com

Winterhalter ME Saju Abraham, Sales Manager Mobile: +971 505215702 Email: sabraham@winterhalter.ae

Is your message loud and clear?

Content-Farm.com is an international network of business and lifestyle journalists, copywriters, graphic designers, web developers and communication specialists that have come together to create an ecosystem for content marketing. Our role is to understand your target audience, get the message right and to deliver your message in a format that is cost-effective, has maximum impact and increases the return on your marketing dollars. We have:

- Wordsmiths to fine-tune your message to suit your audience profile.
- Designers to package your message for web, print or social media.
- Editorial teams to publish newsletters, brochures, magazines and books.
- **Digital** experts to build websites or to manage your email and social media communication.

To know more contact info@content-farm.com or call +971-55-7174842.



WRITE. EDITE. CONVEY. PRINT & DIGITAL PUBLISHING





Application Membership

Date of Application:

Family Name: (Mr./I	Ms./Mrs.)	
First Name/s:		
Nationality:	Civil Status:	Date of Birth: dd/mm/yy
Name of Employer:		Address in Home Country:
Work Address:		
		Tel:
Web Address:		Email:
Telephone Office:		Professional Title:
Fax Office:		Type of Membership Required: (Please tick one)
Tel. Home:		Corporate Senior Renewal
Fax Home:		Senior Junior
Email:		
Declaration to be S	igned by all Applicants	
		ECG Constitution and By-laws. I agree to be
		I promise to support the Guild and its endeavors,
to the best of my al	pilities.	
	S	igned:
Proposed By:	Sig:	
Seconded By:	S	Sig:
	FOR OFFIC	IAL USE ONLY
Bomorko:		
Remarks:		
Payment received?		
Certificate Given.	Pin Given.	Medal & Collar Given
Approved		Approved
		Chairman
Fees:	I	
Young Member:	Junior members will receive a certif	icate.
Senior Members:	Above the rank of chef de partie (or senior chef de partie on executive chef's	
	reconmmendation).	
	Dhs.350/=joining. Includes certificate; member-pin, member medal and ECG	
ceremonial collar. Dhs.		
	150/=per year thereafter.	
Affiliate Member:	Dhs.350.00 for the first year. Dhs.300 per year thereafter.	

Corporate Member Dhs. 20,000 per year

A GRAVE MATTER

"Those who have a 'why' to live, can bear with almost any 'how'." - Viktor Frankl

hefs such as Daniel Patterson and Andrew Clarke along with many other chefs have been talking about a very sensitive subject. You could say it is the last taboo. Everyone in the industry knows about the existence of it but shun away from this grave matter.

Just last month, Jay Rayner wrote in The Guardian newspaper, "Brutal pressure at work is causing depression among many chefs. In one survey, more than half said they took painkillers or drink to get through shifts. What is happening behind the kitchen doors?"

Well known people such as Abraham Lincoln, Michael Phelps and Jim Carrey too have experienced psychological problems or as some would call it depression.

The World Health Organisation warns that by 2030 depression will be second only to HIV/Aids in the toll it exacts on society. A long list of symptoms of depression could be insomnia, anxiety, dismal mood, panic, thoughts of suicide, loss of energy/weight/joy/libido/love. Hope, trust and wonder in the existence of your life evaporates in such an emotional state.



Ever more people today have the means to live, but no meaning to live for — Victor Frankl



Through the book 'Man's Search for Meaning' by Victor Frankl (1905-1997) you learn of his ordeal as a concentration camp inmate during the Second World War. But the book sends out a deeper meaning and message of finding the source, strength, and courage to survive and thrive in near impossible circumstances on a daily basis.

Frankl clearly narrates that numerous prisoners in the camp gave up on life; they had lost all hope, trust and wonder of a better moment, day and life. Inevitably it was this that led many to their end rather than the lack of medicines, food or the living conditions.

He himself passes through the ordeal with a deeper knowing that one day he will reunite with his wife. His wife actually died in the Bergen-Belsen concentration camp. Learning about Victor Frankl made me wonder after such a painful and suffering time he still dedicated his life to serving others. Through real life brutal and suffering examples, he let the world know "life holds a potential meaning under any conditions, even the most miserable ones".

Sigmund Freud, the founder of psychiatry, believed the main drive or motivation of life is pleasure. While Alfred Adler, an Austrian medical doctor and psychotherapist believed it to be power. Frankl based on his traumatic experience discovered even in the most brutal, crushing and dispiriting of circumstances, the main drive or motivation of life is finding a meaning, purpose, the 'why'.

Many of you feel dejection, rejection, resentment and regrets in your life. Life seems to be empty and being alone with yourself feels very uncomfortable. Embracing uncertainty and being vulnerable is something you are not willing to accept. Many of you without accepting the true reality fill the emptiness through over eating, drinking excessively, spending beyond means or some kind of sabotaging addictive behaviour. In the short-term, you will get away with it but in the long run, such negative lifestyle increases the gap between your 'why" and you.

As the gap widens it leads to feeling unwanted, low and turns into depression. Unfortunately, for those leading an empty and meaningless life, it is only when you enter a state of depression that it hits you about being unaware of your "why", purpose in life.

To eliminate or minimise the gap it is most crucial to know your 'why'. It is never too late to know your purpose in life. This will lead you to utilise your energy much more productively.

Rohit Bassi is the founder of In Learning and works across industries to help employees outperform themselves. You can contact him on rohit@in-learning.com

WORLD CHEFS WITHOUT BORDERS MYANMAR TOUR FOR HUMANITY



10,000 MEALS TO PREPARE 10,000 INGREDIENT RELIEF PACKS

LOCAL CHARITY GROUP CASH
 DONATIONS (AFTER EXPENSE)

PROGRAM AGENDA

09 JUNE 2018 VIP FUND RAISING GALA DINNER FOR 200 IN YANGON
10 JUNE 2018 GROUND COOK OFF OF 5000 MEALS AND 5000 RELIEF PACKS
11 JUNE 2018 BOAT COOK OFF OF 5000 MEALS AND 5000 RELIEF PACKS
12 JUNE 2018 APPRECIATION COCKTAIL PARTY FOR ALL CHEFS AND CONTRIBUTORS

CHEF FUND RAISING DONATION : PARTICIPATING CHEFS TO DONATE 1000 EUROS + OWN FLIGHT EXPENSE CHEF PACKAGE INCLUDES : 4 NIGHTS ACCOMMODATION, AIRPORT TRANSFERS, GROUND TRANSPORTATION, MEALS, 2 EVENT CHEF JACKETS, 2 EVENT T-SHIRTS, I BACKPACK, MEDAL OF PARTICIPATION, CERTIFICATE OF PARTICIPATION AND E-COPY OF HIGH RESOLUTION GROUP PHOTO

"A rich consistent tomato sauce is a key ingredient in my dishes" Chef Muhammad, Le Pirate Restaurant

Made from real tomatoes, Knorr delivers a perfect rich sauce every time.

> Inilever utions

Get inspiring recipes at ufs.com



TOMATO SAUCE **1 MINUTE**

IN

