

gulf

www.gulfgourmet.net  gulfgourmet

gourmet

THE MAGAZINE CHEFS LOVE TO READ

volume 14, issue 6



NO TURNING BACK

Chef **Rami Jobrail**, the Director of Culinary Affairs and Executive Chef at Al Jawaher Reception and Convention Centre, on how he leads from the front

CHIEF SPEAK

Special interview with **Anne Scott**, General Manager, W Dubai - The Palm



LOOK EAST

East Coast Salon Culinaire and Cocktail Competition just a few weeks away



PASTRY POWER

Chef **Dilip Kumara** talks about his Best Pastry Chef win at Salon Culinaire



LET THE TRUE AUSSIE FLAVOUR KICK IN WITH THE LAMB LEG

The classic leg of lamb is celebrated as one of the most traditional cuts. It can be prepared in many different ways to offer an exceptional eating experience, be that as a whole bone in roast, semi de-boned to provide ease of carving, or fully de-boned and prepared for the grill. This cut offers many recipe options that can be included on any fine food menu.



Lamb Leg Steak

A lamb leg steak is prepared from a boneless leg chump. Once the bones are removed, the three muscles; the topside, the silverside and the rump can be sliced into steak portions so that they can be easily grilled.



Easy Carve Leg

Easy carve leg is prepared by removing the leg bone via seam boning and leaving the shank bone intact, removing surrounding fat and frenching the shank. The topside and round are sometimes removed along their natural seams and the leg is evenly rolled, tied or netted.



Mini Roast

Prepared from the leg chump the mini roast allows for quicker cooking times and smaller servings. A mini roast, or chump roast, is simply a smaller joint of lamb, of about 300-500g. Lamb mini roasts are a quick and easy meal option, as it cooks in under an hour.



Butterflied lamb leg with ratatouille
Scan barcode to view this recipe.

www.LambandBeef.com
f t i /Lambandbeef



Download the Lamb & Beef app
from the App Store or Play Store

#TrueAussie | #TrueAussieBeef | #TrueAussieLamb | #AustralianBeef | #AustralianLamb



TRUE AUSSIE LAMB®
لحم خمل
أسترالي أصيل



president's station

email theguild@eim.ae

Dear fellow chefs, ladies and gentlemen,

Welcome to the June-July issue of our Gulf Gourmet

Hope everyone had a good holy month of Ramadan and are enjoying good business.

I would like to wish everyone going on summer leave, a great vacation and lots of quality time with family and friends.

We organized multiple events for our members over these past two months, starting with US Poultry shawarma seminar and dinner brought to us by Mr. Bassam Bousaleh and the AMFI Team. Thank you for the education and great dinner.

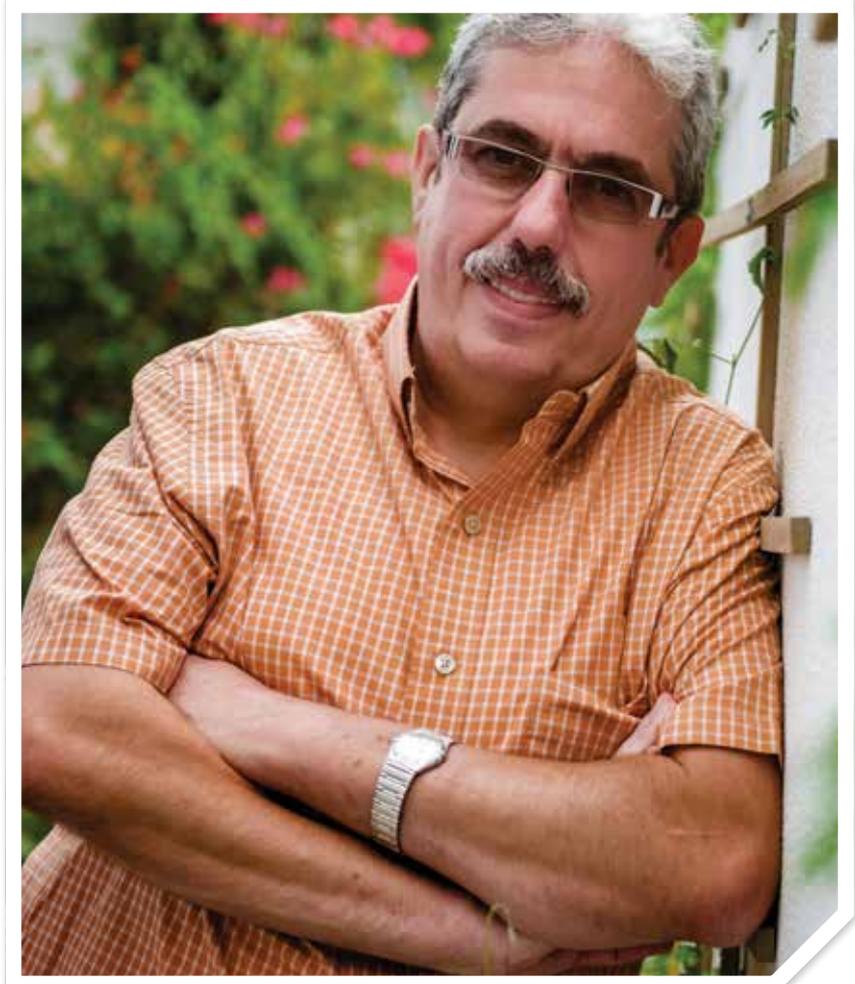
The ECG Young Chefs kept busy with their events. The trip to Barakat Quality Plus was well received. Thank you to Michael Wunch and the team.

Thank you to our two artists Samantha and Prasad for the Fruit Carving and Ice Carving training and demo. Thank you to Chef Diyan for hosting the event at the Radisson Blu Hotel Dubai Deira Creek.

The biggest event was the graduation ceremony of our million-dirham scholarship batches 3 and 4 at the International Centre for Culinary Arts. Big thank you to Sunjeh and Shanaaz Raja and the whole ICCA Team for this great project. Without them we could not have done it. Read more about the graduation in the next two issues.

We had the chefs hospitality awards. Congratulations to all the five young chefs who made it to the finals and competed live in front of over 300 senior people from the industry. While we could only have one winner, all five delivered great dishes.

We are all looking forward to the East Coast Salon at the Miramar Al Aqah Beach Resort. Chef Prasad and his



team are in full swing with the final organisation. You will get the report and pictures in the August-September issue.

Please visit gulfgourmet.net to browse through previous issue of this magazine. Visit www.emiratesculinaryguild.net to see latest happenings on the events calendar. And visit www.facebook.com/wacsyoungchefs for young chefs to be in contact with over 4000 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 in advance to Chef Avinash Mohan and the Palace Downtown Team for hosting the June meeting.

Culinary Regards,

Uwe Micheel

President, Emirates Culinary Guild

Director of Kitchens,

Radisson Blu Hotel Dubai Deira Creek

Assistant Vice President, WorldChefs

ggcontents

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

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

11 » **Newsbites**
Chef events and news from within the country and around the globe

16 » **East Coast Salon**
With just a few weeks left for East Coast Salon Culinaire, we speak with Chef **KAC Prasad** and Ashraf Helmy to find out what's new

21 » **Chef of the month**
Chef **Dilip Kumara** talks about his Best Pastry Chef win at Salon Culinaire



22 » **Chief Speak**
Special interview with **Anne Scott**, General Manager, W Dubai - The Palm

28 » **Cover Story**
Chef **Rami Jobrail**, the Director of Culinary Affairs and Executive Chef at Al Jawaher Reception and Convention Centre, and how he leads from the front

34 » **Golden Chef**
(by Nestle Professional)
Palace Downtown has put forward Chef Sami and Sujith to showcase its excellence at the Nestle Professional Golden Chefs Hat Competition 2019

38 » **International Outlook**
Exclusive interview with Executive Chef **Casper Bork** of Mandarin Oriental Munich

44 » **GCHA winners in Singapore**
We bring you images from the trip by Chef **Savio D'Souza** and Chef **Baburam Bhushal** from their paid trip to Singapore for winning GCHA – Season 6

46 » **East Coast Rules**
Complete listing of the rules and regulations for the East Coast Salon Culinaire taking place this July

53 » **New Members**
Meet the new and renewed corporate members of the Emirates Culinary Guild

58 » **Members Directory**
A listing of all leading food, beverage and equipment suppliers in the region

62 » **More Than a Chef**
Special column by **Bikram Vohra** on the passing away of Jiggs Kalra



12 »

www.host.fieramilano.it/en



Equipment, Coffee and Food
41st International Hospitality Exhibition

October 18_22, 2019 fieramilano





backaldrin®



The Art of Baking.

Baking ideas
and
raw materials
since 1964.

I spent the last few weeks in Milan, Munich and Mississauga. The coffee in Italy, the bread and sausages in Germany, and the poutine in Canada was so wholesome and hearty, I wanted to stay back a tad longer. But what got me thinking was why couldn't I enjoy all three equally well in one city?

Sure, you could walk into a Four Seasons or a St Regis and get two out of three to taste really good. But that's missing the point.

In Milan, almost any shop serves great coffee. And finding not-so-delicious bread or cold cuts in Germany is akin to a treasure hunt. It's almost impossible.

I guess it's a bit like country music. I never quite understood why it even existed until a few years ago when I was driving down the roads of mid-west America listening to country music on their local radio stations. And then it all made sense.

For food to taste great, the chef and the ingredients are the most critical aspects. But things such as the weather, the character of the city and its people, add a touch of x-factor that is simply impossible to create.

It is rare to enjoy a country's famous dish even more in another country. As part of my job, I have been lucky enough to have experienced this rarity a few times. Once was eating pizza in the industrial kitchen of Emirates Snack Foods in Garhoud a few years ago. It was cooked by world pizza champion Floriana Pastore using some of the finest ingredients sold by them. It was so good that I ended up feeling sad knowing that I could never be able to experience this again at will.

Another experience was at the Mandarin Oriental Munich last month. It houses 'Matsuhisa', a Japanese-Peruvian concept created by 'Nobu' founder Nobuyuki Matsuhisa. Their yellowtail sashimi, legendary black cod, raw shrimp nigiri and whiskey cappuccino are to die for. And it's priced better than Nobu. I would recommend you try it if you are in that part of the world. And if you are feeling a bit more indulgent, do



stay in the property. It's the ultimate in luxury living in the middle of the Munich's tourist centre. Trust me, I say from experience, it's unmatched.

I interviewed the MO Munich's executive chef for this issue and it's a great read.

My visit to Milan was to experience the TuttoFood exhibition first-hand. It was not as big as some of our local exhibitions, but the size was just right with over 3,000 exhibitors. The 80,000 plus visitors was never in your face and you had enough space and time to experience the whole exhibition. If Italian foods and beverages are your thing, I would suggest you visit their upcoming exhibition called Host Milano which runs from October 18-22. It was great the last time and should be equally good, if not better, this time.

The one to visit for sure in the UAE, has to be the East Coast Salon Culinaire this July at Miramar Al Aqah Beach Resort. Chef Prasad and his team have left no stone unturned to ensure that this event is as good as it always is. We spoke with him to find out the update and we bring you the entire interview plus the rules and regulations to help hundreds of competing chefs.

There is all this and much more in this issue.

Until next time, enjoy the read and keep cooking with passion.

Aquin George
Editor

editor'snote

email editor@gulfgourmet.net

CREDITS

THE EMIRATES *President* Uwe Micheal

CULINARY GUILD *Phone* +971 4 340 3128
Fax +971 4 347 3742
Email theguild@eim.ae

EDITORIAL *Editor & Publisher* Aquin George
Phone +971 58 629 1227
Email editor@gulfgourmet.net
Associate Publisher Amaresh Bhaskaran
Phone +971 50 456 8161
Email amaresh@gulfgourmet.net

IMAGES *Photo Editor* Amaresh Bhaskaran
Anne Preussel
Atim Suyatim

CONTRIBUTORS Vattacan Inc
Samaneh Naseri
Pandey K

ADVERTISING *Sales & Mktg.* Andrew Williams
Phone +971 4 267 6306
Email advertise@gulfgourmet.net

DESIGN *Art Director* Vahiju PC
Graphic Designer Natalie King

PRODUCTION Masar Printing & Publishing

LICENSED BY National Media Council

PUBLISHED BY SMARTCAST GROUP LLC
PO Box 34891, Dubai,
Shams, 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.

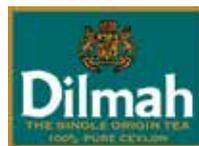
June-July 2019 Gulf Gourmet

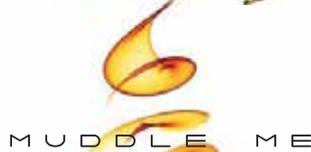
friends of the guild



دائرة السياحة والتسويق التجاري
Department of Tourism and Commerce Marketing







Master of Performance



(Subsidiary of Bakemart International UK Ltd.)



newsbites

Class of Global Chefs Receive First-Ever USA Cheese Specialist™ Designation

Unparalleled training series raises awareness of all that USA Cheeses have to offer, empowering chefs to unlock their creative potential

Last week marked the graduation of 40 young chefs who received the first-ever designation as USA Cheese Specialist™ — a premiere, one-of-a-kind global cheese certification offered by the USA Cheese Guild™.

The USA Cheese Specialist Certification Program launched in partnership with the International Centre for Culinary Arts (ICCA) Dubai in the fall of 2018. The inaugural class is composed of chefs from 22 hotel properties in the UAE with students coming from 9 different countries (India, Indonesia, Pakistan, Portuguese, Syria, Kenya, Sri Lanka, Nepal and the Philippines).

“As the leading global supplier of high-quality cheese, the United States is in a unique position to help educate the world about this versatile food and inspire new culinary creations,” said Angélique Hollister, executive director of the USA Cheese Guild. “We are proud to be investing in the future of these young chefs.”

Designed for foodservice, this new global training consists of three,

progressive certification levels (Associate, Intermediate and Advanced). Over the past few months, the chefs attended a series of hands-on training courses designed to instill knowledge about the depth and breadth of U.S. cheese. Starting with the basics, how cheese is made, categories, handling, etc., the education program gradually encompasses more technical applications as well as nutrition and how the more than 600 varieties of U.S. cheese can be used to capitalize on global trends.

“The course has opened the eyes of these culinary professionals, inspiring creativity and providing practical knowledge,” said Sunjeh Raja, director and CEO of ICCA Dubai. “The gained appreciation for these high-quality cheeses is sure to bring success as they serve on-trend dishes to consumers in Middle East and beyond.”

Award-winning U.S. specialty cheeses are being increasingly recognized around the world for craftsmanship, innovation, variety and versatility. Because of its

diverse population and geography, the United States can produce a wide-range of cheeses representing cultures from around the world. From traditional classics to diverse flavors (spicy, savory, bold), U.S. cheeses can complement everything from local favorites to fusion cuisine.

Upon completion of all three courses, graduates receive a recognition chef coat patch and pin, and are inducted into the global USA Cheese Specialists community, with membership in the broader USA Cheese Guild—providing continued access to valuable resources to stay engaged and connected to the U.S. cheese industry throughout their careers.

In addition to the ICCA, certification courses are being offered through additional prestigious culinary institutes and schools in Japan (Hattori Nutrition College), South Korea (Daelim University College) and Taiwan (National Kaoshiung University of Hospitality and Tourism) with a few others in the works in Latin America and Hong Kong.

Oberoi opens Martabaan in Abu Dhabi

Celebrity chef Hemant Oberoi has opened Martabaan in Abu Dhabi's Emirates Palace Hotel. He became globally known for helping dozens of hotel guests to safety during the November 2008 Mumbai terror attacks at the iconic Taj Palace Hotel, and has been portrayed in a recent Hollywood movie as well.

Martabaan means a pickling jar that grandmothers would ferment things in. It is the chef's first concept in refined fine dining and will serve authentic Indian cuisine that brings back recipes dating back over 100 years.





Emirati restaurant Appoints New Head Chef

Seven Sands, the contemporary Emirati restaurant owned by Dubai World Trade Centre located at The Beach in JBR, has appointed Abdullah Yahya Alshhadeh as the outlet's new Head Chef.

In his new role, Alshhadeh is responsible for the day-to-day operations of Seven Sands including further development of the contemporary Emirati cuisine that has become the hallmark of the brand thus far. Alshhadeh will develop new dishes by sourcing the best local produce and marrying it with his own creativity and in-depth knowledge of local food.

Chef Alshhadeh brings over 10 years of experience to Seven Sands, having previously worked as Specialty Chef for Venue Operations at the Dubai World Trade Centre. Prior to joining the culinary team at Dubai World Trade Centre, he held, amongst others, the positions of Executive Chef at Siraj Restaurant in Souk Al Bahar, Chef de Partie at Fairmont Dubai and Demi Chef de Partie at Le Meridien Al Aqah Beach Resort.

Eric Šešo is GM at Mövenpick

Mövenpick Hotel Apartments Downtown Dubai has appointed Eric Sešo as its new General Manager.

Sešo held several positions within Accor and will now be heading the hotel's operation with 244 units of rooms and apartments in Downtown Dubai.

Originally from Belgium, Sešo conveys a strong industry experience working for nearly three decades heading operations for Ibis and Novotel across Europe and the Middle East. Eric was with Ibis One Central & Ibis World Trade Centre Dubai as a Cluster Hotel Manager before joining Mövenpick Hotel Apartments Downtown Dubai.

Javaid Ahmed is Head Executive Chef at Central

Central Hotels has announced the promotion of Javaid Ahmed as the Head Executive Chef for the group responsible for culinary operations at Royal Central Hotel The Palm, Canal Central Hotel Business Bay and C Central Beach Hotel The

Palm due to open in September 2019. Javaid has been working with the Emirati Hospitality brand since 2018 as the Executive Chef at Royal Central Hotel The Palm. He has 18 years of experience across 5-star deluxe hotels and fine dining restaurants.

Chef Chan in Dubai

Chef Diana Chan, who won the 'MasterChef Australia' 2017 reality TV show, will be headed to Dubai next month for a week-long residency reports Gulf News.

The Malaysian-born celebrity chef, known for Asian-Australian fusion cuisine, will curate a five-course tasting menu between July 6 and 12 at the MasterChef, the TV Experience, restaurant at Millennium Place Marina, Dubai.

Chan and the head chef Margarita are also offering fans the chance to swap TV remote controls for chef aprons for a masterclass at the restaurant. Open to 12 would-be chefs on July 7, the masterclass will see participants recreate Chef Chan's



Taro and Tofu Tortellini, using pasta made from scratch. In addition, following the masterclass, attendees will also take away a MasterChef apron and a recipe card signed by Chan. Prices start at Dh215.



High Quality

Distinctive Marbling

Juicy & Tender

USDA-Graded

Distinguished Taste

Versatile & Nutritious

**U.S.
BEEF**



U.S. Meat Export Federation: +1 303 623 6328 ; www.usmef.org

Middle East Representative (AMFI): +961 1 740378 ; amfi@amfi-me.com ; www.amfime.com



USMEF Middle East
Amfi MENA

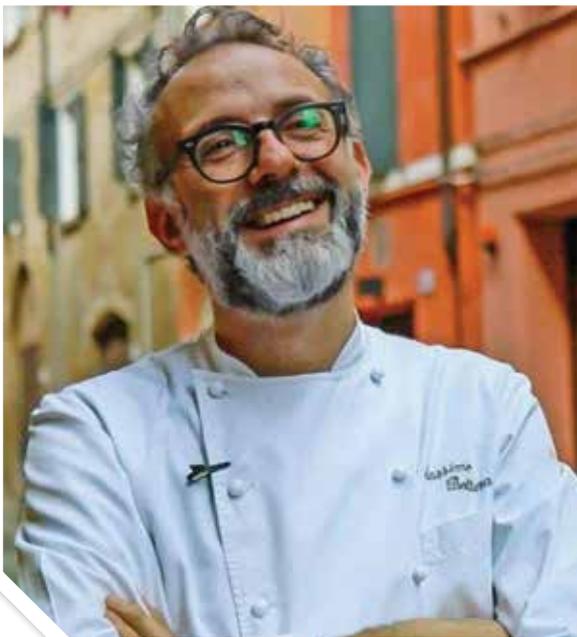


usmef.me
amfi.me

Culinary Star



Chef de Partie Ma Ye (Kevin) of TRYP by Wyndham receives the gold award at the The Emirates Culinary Guild supported Hospitality Young Chef of the Year 2019 held at the ICCA Dubai. (Inset) The Guild Team and the organisers.



Cook like Massimo Bottura for Dh350

Massimo Bottura, the chef/proprietor of three Michelin star Italian restaurant Osteria Francescana, is the latest culinary heavyweight to team up with MasterClass, the online education startup where celebrities teach all the courses. In the trailer for his new class, Bottura explains that he wants to “teach you the way to evolve classic recipes from traditional Italian cuisine and bring them into the future.” Think about it, for Dh 350 you can learn to make pasta like him says Eater.com. Interested?

They have six-hour courses that cost \$99 a pop and an “all access” pass to every class costs \$180 for one year. Gordon Ramsay, Wolfgang Puck, and Thomas Keller were the first chefs to partner with MasterClass, and Dominique Ansel, Aaron Franklin, and Alice Waters also recently filmed courses focusing on their own culinary specialties. Bottura's MasterClass course includes 12 recipe demonstrations for dishes like tortellini, vegetarian brodo, pumpkin risotto, tagliatelle with ragu, panettone soufflé, and his signature “Emilia burger.”



TuttoFood a huge success

The seventh edition of TUTTOFOOD, held last month, was an increasingly international hub and global player for a strategic sector for the Italian economy such as agri-food. A systemic role underlined by the institutional presence of the Prime Minister Giuseppe Conte and of the Minister of Agriculture, Food, Forestry and Tourism Gian Marco Centinaio.

82,551 operators were present, 21% of whom were foreigners from 143 countries, with 12 new entries (in particular from Central America, the Middle East and North Africa) who met the 3,079 Italian and international brands present at the event.

The first 10 foreign countries of origin are, in order, the USA, Spain, France, Germany, the United Kingdom, China, Canada, the Benelux, Japan and the Russian Federation. The delegations of buyers were important and appreciated, also thanks to the fine tuning made



with ITA/ICE Agenzia. There are more than 1,414 accredited Italian and foreign journalists and 325 bloggers.

There were also large numbers of visitors to the more than 250 side events of the exhibition, such as those dedicated to the blockchain, retail and food intelligence.

In the pavilions and in the stands,

exhibitors displayed traditional products alongside new superfood products, in a context characterized by a strong return to the use and enhancement of valuable raw materials. An edition based on quality food and product innovation, but also on health, proper nutrition and sustainability. The eighth edition of TUTTOFOOD has been announced at fieramilano from 17 to 20 May 2021.

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

EAST SIDE GALLERY

The beautiful baby is now eight years old. And it's only growing bigger by the day. In its eighth year, the East Coast Salon Culinaire and Cocktail Competition is just a few weeks away. What's new? Hear it from founders Chef **KAC Prasad** and **Ashraf Helmy** of the Miramar Al-Aqah...

It's been eight exciting years. During the period, the baby has grown taller and stronger than anyone would have thought. Even its parents had not imagined what they were creating.

The baby – the East Coast Salon Culinaire and Cocktail Competition 2019 in Fujairah is around the corner and its creators, Chef KAC Prasad, the Director of Culinary at Miramar Al-Aqah Beach Resort and Ashraf Helmy, the General Manager and Area Development Manager of the hotel, are both excited and exhausted. A much-awaited event, its sheer scale and timing are not without challenges but the tears and sweat will be well worth it.

Running between July 7 and 8, it will take place a month after the end of Ramadan and during school holidays. "This year we had to start our preps early," says Chef Prasad. "Because of Ramadan, we had to go slower."

Around 100-120 executive chefs are expected at the venue, with some 30 judges and around 40-45 marshalls.

"We also expect our friends and former colleagues to come by this time because of the school holidays."

Chef Prasad admits neither he, nor Mr Helmy had imagined that a simple, local event they had conceptualised together would gather such momentum. "There are people who were with us



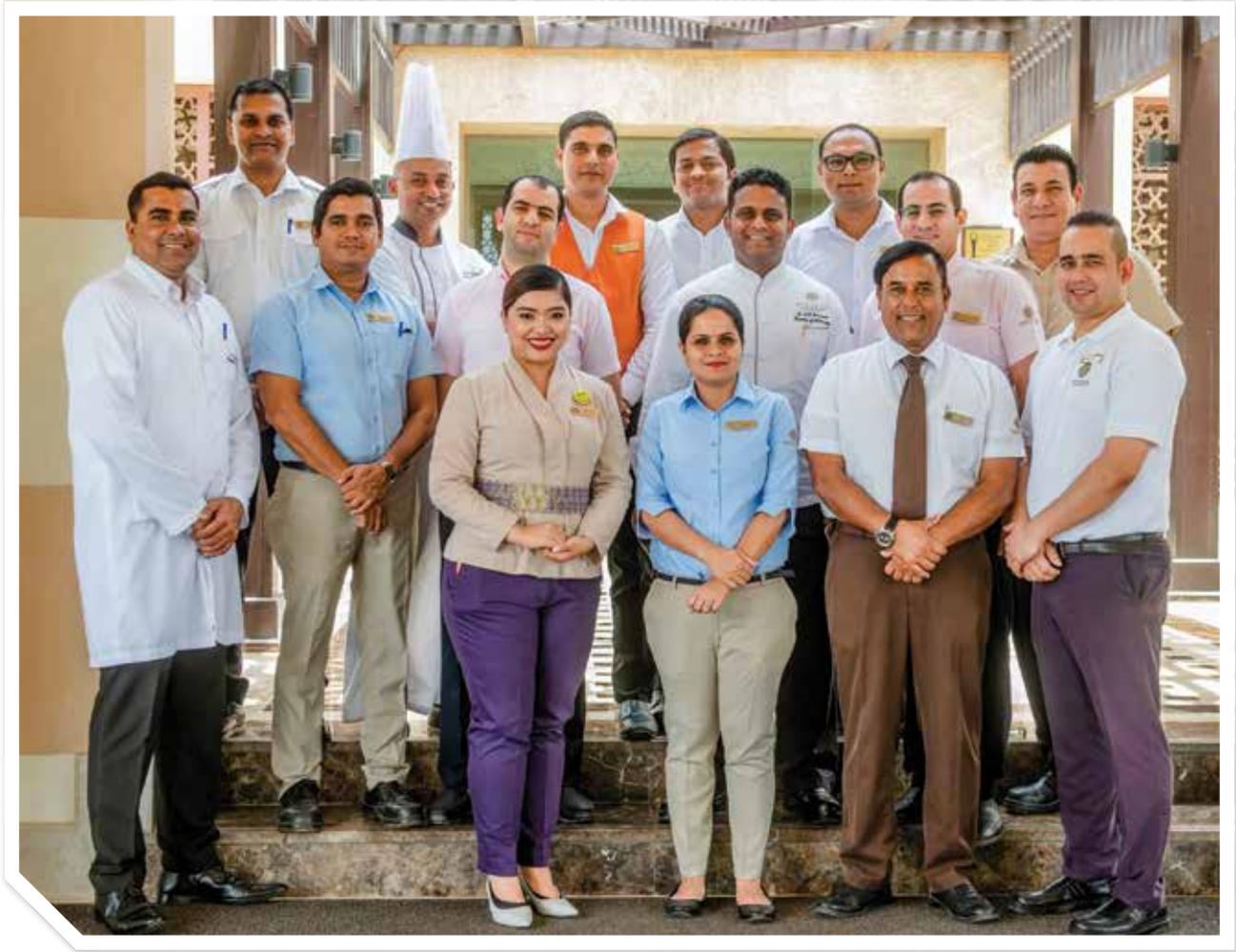
While good numbers are always a pleasure, what's more important to us is consistently raising the standards and quality of the event

when we started and they are still with us. It's been quite a ride." The number of participants has been climbing up steadily. "While good numbers are always a pleasure, what's more important to us is consistently raising the standards and quality of the event," Chef Prasad stresses.

To ensure that the attendees find something exciting and new every single time, the event does not repeat any concepts from the previous years. "There will be new cultural events, new activities, we want to exceed the expectations of the attendees." On what new things we can expect this time, Chef Prasad prefers to keep it a secret until the grand unveiling. "Both Mr Helmy and I have a short attention







span. We tend to get bored easily. And that's why we are always searching for new and crazy ideas. Eventually, this kind of innovation and out-of-the-box thinking reflects in our results."

It helps to have a strong, loyal and enterprising team behind you. Especially when the show at the Miramar Al-Aqah must go on as usual. There is a 10-member strong team only to ensure that there are various entertainment activities for both the guests of the hotel and the attendees. "After all, our job as chefs is to entertain people. People can cook food in their homes too. A dining experience is a different thing altogether." It's the common vision and the willingness to do all it takes to make a guest happy that unites all chefs, Chef Prasad says. "This white jacket is a promise – to guests and to each other."

The location of the East Coast Salon Culinaire and Cocktail competition will be the same as last year. There will be a huge tent to accommodate guests



After all, our job as chefs is to entertain people. People can cook food in their homes too. A dining experience is a different thing altogether

and the 1,000-cover ballroom of the hotel will be used. There might be more live cooking events. As the number of partnerships have swelled, you can expect more action and introduction to newer ingredients at the event.

From the very beginning, the founding team had a wish that the beverages industry should get equal exposure

as food. The new name of the event reflects that wish. "Even though food and beverages go together, somehow it's rare to see them get the same attention at one event. Mr Helmy was clear that he wants the beverage industry also to get recognition at our event." For attendees, the unique combination provides more experiences. For the organisers, this also means more sponsorship opportunities. "We have a very good cocktail competition."

Chef Prasad and his team have managed to retain most of the sponsors of the past events. Among others, U.S. beef and egg companies, Masterbaker, Barakat and American Garden have been regulars for a while. "This time around, even the tent is being put up by a partner. Clearly, our partners are happy with the results and they know that they can trust us. This trust is important to us." Several inquiries for future events have also been received, underlining the popularity of the East Coast Salon Culinaire.



Even though this time around, the East Coast Salon Culinaire will be in the peak of summer, the fact that it is taking place after Ramadan is likely to attract more visitors. "We are also inviting our friends and families to celebrate with us." The preparation began five months ago and a team of 15 people formed the committee and subcommittee to oversee the organising. Five people are in the main committee. "It means a lot of meetings and a lot of time spent working, over and above our regular work schedules. I can't thank my team enough for striving to ensure that it all goes smoothly."

Many former employees of the Miramar Al-Aqah are also expected to attend. The culture at the hotel is to have 'work family members', not 'colleagues'. "They are coming to support us. That shows how close our bonds here are."

Although the event promises to be yet another spectacular show, it is not without its challenges. Firstly, Fujairah is rather far from Dubai and does not have a port. So many things have to be organised from the hotel resources. Also, ideating on new entertainment



formulas and innovative concepts can be rather difficult when the teams have to balance their day jobs with the planning. "We enjoy a lot of support from the Emirates Culinary Guild and for that we are thankful." Around 200 rooms at the Miramar Al-Aqah are allocated to key people attending the event. Their regular and special needs have to be taken care of in addition to those of the regular guests at the hotel. "With Chef Prasad and his teams putting in so much effort,

we are confident that we will pull it off," says Ashraf Helmy, the General Manager and Area Development Manager of Miramar Al-Aqah.

Many chefs from the hotel will also participate in the event. It's not unusual for top managers to prevent the participation of their best performers in competitions but Mr Helmy is not one of those. "People do ask me if I am scared of losing staff to executive chefs who might see them and like their work at the competition. Truth is that all of us are working in the same pond. Today, they are here; tomorrow, they will be somewhere else. But then, today we are here and tomorrow, we too might be somewhere else. Hospitality is a rather small world and when we train chefs, we improve the overall quality of the industry." Learning is the backbone of the culinary industry. "Being selfish doesn't help any of us," asserts Mr Helmy.

He also informs us of a new project being in the offing at the Miramar Al-Aqah. "It will be the gem of our hotel and it will change the whole look of Al-Aqah in Fujairah. We expect to take about two years but I can't tell you much more until the plan is finalised."

Curious and excited, we're headed east. What are you waiting for?



ACE OF CAKES

Some people like competitions. Chef **Dilip Kumara** lives for them. The fact that he's so good at winning the hearts and minds of judges and guests is just one of the reasons. Meet the humble winner of the Best Pastry Chef at this year's Salon Culinare...

Many chefs love their comfort zones, a nice comfortable everyday routine that springs no surprises. Some others love to push their personal boundaries, giving in to their competitive streak time and again. Yet others, like Chef Dilip Kumara, would even move countries for a chance to learn and teach via competitions.

You'd think someone from the island nation of Sri Lanka would be more comfortable on the lazy beaches of sunny Maldives. But not Chef Dilip. Missing all that competitive action, he moved back to Dubai just so he could pursue his self-improvement project through culinary competitions.

It seems to have been a rather wise decision. After all, he is a natural at competitions. At the Salon Culinare earlier this year, he added yet another feather to his already-crowded cap with the 'Best Pastry Chef' award. In all, he has nearly 20 medals so far. And from what we see, the best is yet to come.

Cut to 2000. An impressionable teen growing up in Panadura, Sri Lanka, was fascinated by his brother-in-law's white uniform. Stories from the professional kitchen were heard and absorbed fully.



I studied for six months and worked for six months in turns. I got exposure across sections of the professional kitchen – butchery, pastry, hot kitchen, cold kitchen

Slowly, a gastronomic ambition took seed. "I decided I wanted to be a chef when I was in my late teens," says the now 34 years old chef. Determined to earn his own white uniform, Chef Dilip joined a three-year programme at the National Apprentice Board in Sri Lanka, which has churned out many a talented chef. "I studied for six months and worked for six months in turns. I got exposure across sections of the professional kitchen – butchery, pastry, hot kitchen, cold kitchen." Chef Dilip did not have to pay any fees for his education, instead he had to work for free at a hotel. "I worked for those three years at the Tangerine Beach Hotel in

Kalutara. It was a regular job with one day weekly off."

Initially, Chef Dilip veered more towards the hot kitchen. "I changed my mind later when I realised that in pastry, if you follow the recipe properly then there is consistency in quality and taste. Plus, there is more room for creativity and innovation."

He continued working at the Tangerine Beach Hotel until the end of 2006. Then, a tragic event made him rethink his job. "A very close friend of mine died in a bike accident. I was distraught and I wanted to take a few days off work. But the head chef refused and I didn't go to work for a week. Eventually, I chose to resign from there." For two months that followed, Chef Dilip stayed home, coping with the loss of a dear friend. When the offers started pouring in later, he chose a position at the Blue Water Hotel in Wadduwa, Sri Lanka. Joining as commis III, Chef Dilip worked there for a year, becoming a commis II chef by the time he left. Although he was happy working at the Blue Water, an offer from Dubai proved too hard to resist. Chef Dilip made his way to the UAE to join the Arabian Ranches Golf Club, managed by Emaar Hospitality group, in mid-2008. "It was a small golf club and I joined the pastry kitchen as commis I. A year later, I left for the Intercontinental Hotel at Festival City in Dubai." It was the first five-star hotel that he had worked in. The standards were quite high and so were the expectations. There were challenges. "I lived in fear of doing something wrong but my executive pastry chef was very understanding and encouraging. That helped a lot."

When 2010 came, many of his friends moved to Maldives as the tourism industry there had picked up. Chef Dilip went along, working at the Zitahli Resort and Spa, but he got bored within months as he missed the action that the Dubai hospitality industry offers. "I really enjoy competitions and I missed witnessing them. So I spoke to a friend in Dubai and said I wanted to come back." A vacancy





at the Dubai International Hotel in the airport had Chef Dilip's name written on it.

In March 2011, he returned to Dubai, the hub of gastronomic activity. "Around 2012, I participated in my first major competition – the Salon Culinaire. I won a gold for petit fours, a silver for cake dressing and a bronze for plated desserts." Chef Dilip also participated in the Junior Chef of the Year competition, winning a gold and a bronze. Along the way, he was promoted to chef de partie from demi chef de partie. It was a productive year.

The end of 2012 heralded another change. Chef Dilip moved to the Kempinski Hotel in Ajman as sous chef. After working there for nearly two years, he felt the pull of home. "I got married around that time and planned to return to Sri Lanka. But then I got an offer from Le Meridien as sous chef and decided to stay." It's been four and a half years, and Chef Dilip is now the senior sous chef at the Le Meridien.

Coming back to his competitions life, Chef Dilip had one of his major achievements when he won a gold at the IKA Culinary Olympics in 2016. This year, he also participated in the ExpoCulinaire. "My colleagues and my bosses all supported me, helping me prepare and train for it. I hardly slept in the run-up to the event. I won three golds and a bronze and was the Best Pastry Chef. All the sleepless nights were worth the result."

Of course, it was hardly easy. In fact, there was a situation when the pastry chef ran out of sugar during the live cake competition. He asked a friend to bring some from the hotel and that meant a good one hour was wasted. "For an hour, I could not do anything and every minute counts in such competitions." Staying calm and finishing up with whatever was available saved Chef Dilip the day. And all was well in the end.

His family couldn't be more proud. Besides his parents and an older sister, Chef Dilip has a staunch supporter in



Don't try to run straight to the top. Climb the ladder one at a time and you will be on a more stable footing

his wife Shamiqa. A three-and-a-half-year-old daughter completes their world. "My brother-in-law is an executive chef in a hotel in Maldives. He's been a big influence on me." Like his brother-in-law, Chef Dilip dreams of being an executive chef someday. Retiring from the profession is not on the cards at all. "For me, cooking is a passion, not a job. When I am done with a full-time career, then I would like to open my own pastry shop, maybe in Sri Lanka."

As a young chef, Chef Dilip understood that the path to success means taking decisive small steps. For novice chefs, he has the same advice. "Don't try to run straight to the top. Climb the ladder one at a time and you will be on a more stable footing." Even for competitions, it may not be very wise to take on the biggest categories in the first attempts. It's better to go into single categories first, learn the ropes and then fight for the bigger titles once you have gained confidence and expertise. "Sometimes, the chefs participate in too many categories at once and their attention is divided. I firmly believe in perfecting one thing before moving on to the other. It takes time, energy and single-minded focus to become really good at something."

It might have been this set of values that are behind Chef Dilip's wins. Or maybe it's just his inborn talent. Whatever it is, one thing is certain – Chef Dilip is the ace of cakes.





Greener, Lighter Fresher, Brighter

Anne Scott, General Manager, W Dubai - The Palm tells us what makes her resort stand out from the crowd and how her chefs are working to make the retreat a true escape for the discerning palate

How involved do you have to be with the F&B operations at W Dubai – The Palm?

I have been the GM since its opening, so I was 'in it from the get-go'. When I started on the project, two of our signature venues were already assigned – Torno Subito by Massimo Bottura next to the beach, and Akira Back on the rooftop. But we still needed, to create names, concepts and offerings for four of our B&F venues so we had a blank sheet of paper to start with.

How different has the approach been to F&B for the beach-front property compared to a city-based hotel?

My priority was to find a legendary

Director of Culinary, W Dubai – The Palm is an Escape (resort in W language). The quality of culinary offerings for guests at leisure is more important than in an urban property. Breakfast, for example, has to be a sumptuous festival of food with something to suit every culturally discerning palate. 80% of guests at W have breakfast every day – and in a resort, guests have a little longer to linger at the breakfast table...so we needed to really up our game. Avinash, our Chef de Cuisine at Liv restaurant is an exemplary culinary leader who has created an amazing level of food for our 3 meal venue – and is unafraid to come out from behind the counter to connect with a guest on their choice of menu.

Which is your favorite outlet at the hotel and why?

Hmmm... how to pick one favorite?! I'm in love with Torno Subito – Massimo Bottura's only restaurant outside Italy. It's a venue dedicated to the coast of Rimini in the 1960s. Playful and romantic designs – this is not fine-dining, this is "fun-dining". The menu celebrates Massimo's memories of authentic dishes from his childhood and Chef de Cuisine Bernardo Paladini brings these to life – for example tagliatelle ragu is made to Massimo's own recipe. I see customers ask for more bread just so they can wipe up the last drop of the ragu – that's how good it is!

Do you work closely with your





I do my best to support our culinary team. It's my job to share a strategy – and make sure that they have the resources to be successful. I learn a lot from them

executive chefs in devising new concepts and promotions?

I do my best to support our culinary team. It's my job to share a strategy – and make sure that they have the resources to be successful. I learn a lot from them – for example I saw Chef de Cuisine Gio Ledon at Akira Back carefully craft the seasoning of some of the signature dishes just for the local market...a little less vinegar here, or a little more salt in this...very savvy and very smartly adjusting the dish to a local palate. And I'm always on hand to be a member of the tasting panel – it's tough, but someone has to do it right?

What is your brief to your Executive Chef?

Daniel Nuss, our Director of Culinary knows more about hotel culinary operations than I will ever know. He's a legend. I know this 'cos whenever we go to an event together, there will always be a queue of chefs and industry colleagues coming to say hello and pay their respects.

One thing however that we both embraced was the W passion for "fuel"... and Daniel quickly adopted this into our culinary strategy. Greener, lighter, fresher, brighter – healthy options with a W twist to let guests indulge freely and feel good about it.



How important is the relationship between the GM and the Executive Chef?

In the beginning, Chef Daniel and I spent a lot of time together. We were sitting next to each other in a porta cabin for many months...so we had plenty of time to understand each other! Once there is common understanding and respect, then there no longer needs to be so much time spent together. Those early months of pre-opening gave us a great foundation – and now, I have complete and absolute confidence in Chef Daniel's culinary team to product fantastic, creative, delicious food for our guests.

Have you been so impressed with a concept in another hotel or resort that you would like to introduce it in your property?

When I lived in Thailand, there was a watermelon stall on my way from the hotel. It sold fresh whole watermelons straight from the field. The stall-keeper knew that I bought watermelons to

make juice from (as opposed to slicing it up to eat). So, whenever he saw my car slowing down, he would start choosing the juiciest, sweetest watermelons for me to buy. The stall keeper taught me simple lessons about using the best freshest ingredients and tailoring the offer to the personal needs of each customer. I take that "concept" to every venue that we operate.

Is there a novel F&B concept of your own that you would like to bring to one of your property someday?

I read online about a famous gastronome, who had a bucket list of dishes and restaurants "to try before you die". I loved that idea...and so we're working on that for one of our restaurants, specifically a Bucket List of foods that you must try at least once in your life – for example, McSweens Haggis from Scotland, or a Hundred Year Old Egg from China. Every month, we will find new dishes for our guests to try...just for fun and just to tick it off the bucket list!

THE (CHEER) LEADER

In this day and age of Artificial Intelligence and robotics, people in the workforce are becoming less of a priority. But not for Chef **Rami Jobrail**. The Director of Culinary Affairs and Executive Chef at Al Jawaher Reception and Convention Centre in Sharjah knows that his chefs are his biggest assets. And that's what makes him such a great motivator and an inspiring leader...



Someone wise once said that the best leaders have a high consideration factor - they really care about their people. If that's true, Chef Rami Abdul Jobrail is a born leader. A people person, Chef Rami governs his teams with a helping hand, not an iron hand. "An authoritative leadership only creates resentment, and that is not conducive to a creative and productive atmosphere," says the Director of Culinary Affairs and Executive Chef at Al Jawaher Reception and Convention Centre in Sharjah. "I find an environment where everyone believes in your vision to be a much bigger motivator for people."

Truly, his professional achievements are the neighbour's envy. Chef Rami runs the show at the Al Jawaher Reception and Convention Centre, which is known for its expertise in offering all kinds of events. "We host all kinds of indoor and outdoor events with more than 3,000 covers. Other than our usual offerings, we even do customised and special events. My capable team has something to serve every kind of need and want."

Chef Rami's career in the UAE dates back nearly two decades. As a chef de partie,



I find an environment where everyone believes in your vision to be a much bigger motivator for people

he had a rather promising start in the country at the Fairmont Dubai in 2002. "I was barely 26, just learning the ropes but I was lucky to have an executive chef who believed in giving young chef opportunities to prove themselves." Despite his tender age, Chef Rami was given the responsibility of managing events and banquets.

He didn't disappoint.

"With encouragement from my executive chef, I discovered that I had a knack for dealing with different kinds of people and attitudes. I am also pretty good at identifying who can do what. This helped

me optimise resources adequately and get the best out of people." Chef Rami was the youngest banquet chef in the company and his boss was the youngest executive chef there. "So we bonded well as we understood each other's challenges. He supported me and gave credit where it was due. These things matter a lot when you are in the initial years of your career. Otherwise, it's easy to become disillusioned with the competitive hospitality world."

The four years spent at the Fairmont Dubai were the building blocks of what is today an impressive career. When Chef Rami moved to the Ritz-Carlton Dubai as the banquet sous chef, he was armed with wide-ranging experience in organizing events. He quickly climbed to the position of banquet chef, something that tested his abilities as well as resilience. "Chefs who were there had been with the company for a decade or more. So initially, they were not very welcoming of an outsider as the team lead. There was also some resistance to change in the service quality, offerings and way of working." In his characteristic calm and patient way, Chef Rami began to work on the team members. He tried to understand their fears and strengths, encouraged them to innovate and attitudes started turning around. "At first, they used to call me 'Rami'. Later, they started addressing me as 'Chef'. The older people needed more time to come around but when they did, I realised I had achieved my goal of convincing my team about our vision."

Downplaying his role as 'boss' and positioning himself more as a team member won Chef Rami brownie points with his team. "They opened up about their personal challenges too, talking about how they felt that they were being left behind. Part of my job was to soothe their fears and assure them they were an important part of the bigger plan." Giving people new opportunities gave them renewed confidence and motivation. Personal attention to every member of the team also built the foundation of





June-July 2019 Gulf Gourmet

trust, an important element in leadership. "I spent quite a bit of time explaining to my team members how the new products, new techniques and new services work. Once they saw the difference, they were excited about the changes." The best idea will fail if the workforce does not buy into it, Chef Rami asserts.

Three years later, when he moved to the Jumeirah Group, there were some disappointments and teary goodbyes. If you look at his LinkedIn profile, you will see Chef Rami has a number of fans, having touched the lives of every person he has met.

At Jumeirah, he joined as the chef patron. "That was a rather short stint. I left in about a year to join the Ramada Downtown Dubai as executive chef." Another year passed by and Chef Rami was given the opportunity to join Ramada Hotel and Suites Ajman as executive chef.



So when he joined Al Jawaher Reception and Convention Centre as the head of culinary affairs cum executive chef in 2013, he already had five restaurant and hotel opening experiences. The centre is an affiliate of the Sharjah Ladies Club and a semi-government establishment. It's the largest events and conventions centre in northern Emirates, with huge multi-purpose facilities that provide the venue for weddings, galas, exhibitions, meetings, conferences and other large-

scale events. "My mandate when I joined here was to focus on new-generation offerings and to train young chefs."

Chef Rami strongly believes that everyone is born with some talent and all it takes is a caring mentor to shape inherent skills. To train his chefs in techniques and skills, he encouraged them to participate in culinary competitions. "Part of developing a strong team is taking interest in the individual development of each team member. We make all efforts to keep our chefs up to date in new techniques, ingredients and products as well as new concepts and trends. Set them on the right track and you will be surprised at how much innovation and creativity will follow." In October last year, Chef Rami took over as the director of culinary affairs at the property. The challenging start has given way to a more cohesive team, where members genuinely care for each other and for the company and its goals. "Our initial focus was on restructuring the kitchen, getting in new equipment and recruiting and training the teams. Now, we can concentrate on further development of our young chefs."

These days, many young chefs nurse the ambition of becoming executive chefs someday. Before taking on such leadership roles, it's important to learn the basics and build a solid foundation. This is what separates the winners from the others, feels Chef Rami.

As a culinnaire, Chef Rami has a secret sauce for his recipes. "You have to love your ingredients to make a tasty dish. Give them the attention they deserve, understand their characteristics and then you can mould them to your needs."

Chef Rami extends the same principle to other parts of his life too - "Love your team, love your career and love your dreams. Success then is never too far away," he finishes.

People and perseverance - Chef Rami's favourite ingredients for success.





With encouragement from my executive chef, I discovered that I had a knack for dealing with different kinds of people and attitudes. I am also pretty good at identifying who can do what





Nestlé
Golden
Chef's Hat
Award



Regal Ambitions

Two young men from Palace Downtown Hotel in Dubai are this month's competitors for the Golden Chef Hat Award – Season 7

These two chefs may seem poles apart at first glance. One hails from the cold northern mountains of Uttarakhand while the other from the humid southern terrains of Kerala. One grew up surrounded by six siblings while the other is an only child. One is single while the other is married. One began cooking to help his tired mother while the other began cooking watching his father be a caterer. And one got his current job applying online while the other used his network to curry favors with his neighbor.

But as destiny would have it, both

got employed early in their careers by the same luxury hotel chain but at properties thousands of kilometres apart. And now they come together to represent a beautiful Dubai hotel with the culinary prowess. Here is their story and their recipes.

Chef Harendra Singh

Harendra Singh, from Uttarakhand in India is a 26-year-old who says, he's here because "I love cooking and I'm in love with food".

He began by cooking to help out his mom and ended up completing a

bachelor's degree in hotel management to take his passion to another level. "I learned quite a bit out there," he says.

His love for cooking could not have been rewarded any better than be picked by the Leela Palace Hotel in Jaipur for his first full-time job. Following that he made his way to Mumbai, the city that never sleeps, to join the Novotel Imagica, where he worked with a bigger team that catered to guests occupying 550 rooms.

Nearly two years later he returned to Leela Palace when "they called me to rejoin the team".





Harendra Singh

A few years later when he stopped being awe-struck by the glamour of Leela Palace, he heeded the advice of a colleague who asked him to join him in Dubai. "Dubai was never on my radar and I ended up here working a four-star property. But it was not bustling like I had imagined, so I applied online and got this break."

So, what is his long-term goal? "I want to be a Michelin star chef," he says without skipping a beat. "I enjoy both the hot kitchen and cold kitchen but what attracts me most is Japanese cuisine." Perhaps his next move is to Japan? "Maybe," he says.

The hot mustard chicken with mash potato and olive paste and tomato and baby carrots he prepared for this competition is a new recipe that he hopes wows the judges. "I didn't sleep the night as I was busy making this," he says.



Sujith PS

Sujith PS

Sujith PS is a 29-year-old cook from India. He came to Dubai just six months ago following his last role at Leela Raviz Kovalam. Prior to that he worked at Crowne Plaza Kochi and an independent fusion restaurant Rustic Stove in Bangalore's silicon valley that his friend had started.

He was lucky to find his current role considering his Executive Chef Avinash is his neighbor too. He applied for the role and prayed that his network would work and it did. "My experience here has been dramatically different from that of Bangalore and Kochi," he admits.

He says, "I like this place as it gives you the opportunity to work with both a mix of cuisines as well as a mix of cultures. Here in Dubai, the pay is better, the working conditions are good as everyone

cooperates with one another. In this short time, I have met people from many different countries and have been able to share culinary knowledge."

His first tryst with cooking began around the age of 12. "My dad catered for marriages and I enjoyed that kind of food. I would help him as a teenager. And once I knew it was what I wanted to do, I told my parents that becoming a chef was my destiny."

He completed a three-year hotel management degree where he "learnt basics of cooking" and joined the Crowne Plaza. He began dabbling with Indian cuisine, specifically south Indian cuisine, and along the way was enamored by the lure of pastry making.

His ultimate dream is simple. To be a very good pastry chef. And probably open a patisserie in his hometown Kerala.



HERB CRUSTED CHICKEN WITH MASH POTATO, TOMATO COULIS, SAUTED BABY CARROTS, ASPARAGUS AND OLIVE DUST

FOR CHICKEN

| | |
|-------------------------|----------|
| Chicken breast boneless | 160 gm |
| Thyme | 2 sprigs |
| Butter, melted | 10 ml |
| Salt and Pepper | to taste |
| Dijon mustard | 1 tbsp |
| Olive oil | 20 ml |

Method

- ◆ Marinate the chicken with mustard, salt, pepper and some thyme.
- ◆ Heat the oil and sear the chicken breast. Add more thyme and garlic.
- ◆ Remove the chicken and cook it in a preheated oven at 160 °C for 8 mins.

FOR MASH POTATO

| | |
|---------------------|----------|
| Maggi mashed potato | 50 gm |
| Butter | 5 ml |
| Salt and Pepper | to taste |
| Milk | 10 ml |

Method

- ◆ Heat the pan, add butter and milk, and add in the mashed potato starch.
- ◆ Stir well until smooth before adding salt and pepper to taste.

FOR VEGETABLES

| | |
|----------------------------|----------|
| Baby carrots | 30 gm |
| Asparagus | 10 gm |
| Salt and Pepper | to taste |
| Butter | 5 ml |
| Maggi chicken stock powder | 200 ml |

Method

- ◆ Clean the vegetables and cook them in stock made from chicken stock powder.
- ◆ Toss the asparagus and carrots in butter and finish with seasoning.

FOR TOMATO COULIS

| | |
|-----------------------|-------|
| Buitoni tomato coulis | 50 gm |
|-----------------------|-------|

Method

- ◆ Heat the tomato coulis in a pan, add seasoning and finish with some butter.

FOR HERB CRUST

| | |
|-----------------|----------|
| Breadcrumbs | 20 gm |
| Parsley | 3 sprigs |
| Basil | 2 sprigs |
| Thyme | 1 sprig |
| Olive oil | 1 tbsp |
| Salt and Pepper | to taste |

Method

- ◆ Clean and chop the herbs. Mix with breadcrumbs and seasoning.
- ◆ Apply the crust atop the chicken and use a salamander to make it crisp.

FOR OLIVE DUST

| | |
|--------------|--------|
| Black olives | 250 gm |
|--------------|--------|

Method

- ◆ Slice the black olives and dry it in an oven for 3 to 4 hours at 120°C.
- ◆ Blend to a fine powder once dried.



GIANDUJA CHOCOLATE MOUSSE, BANANA COMPOTE, AND WHITE CHOCOLATE TONKA ICE CREAM

CHOCOLATE MOUSSE BAR

| | |
|------------------------------|------|
| Docello Chocolate Mousse Mix | 500g |
| Cold Milk | 1l |

Method

- ◆ Put the appropriate amount of cold milk (between 2c/5c) into a high bowl.
- ◆ Mix chocolate mousse powder with milk using a whip until a homogenous mixture has been obtained.
- ◆ Whip the mixture for 2 minutes at low speed and 5 minutes at high speed.

BANANA COMPOTE

| | |
|----------------|------|
| Sugar | 300g |
| Orange Juice | 500g |
| Fresh Banana | 2kg |
| Vanilla Stick | 1pcs |
| Gelatin sheets | 9pcs |

Method

- ◆ Caramelize the sugar to a light caramel shade.
- ◆ Add orange juice and sliced banana, and then the vanilla stick.
- ◆ Remove from the heat and add soaked gelatin and spread out on the silpat.

FEULLENTINE CRUNCHY

| | |
|----------------|-------|
| Milk chocolate | 160gm |
| Praline paste | 220gm |
| Feuillettine | 240gm |

Method

- ◆ Mix to gather melted chocolate and feuillettine, and last is the praline paste.

FLEXI GANACHE

| | |
|----------------|------|
| Gelatin | 6pcs |
| Cream | 900g |
| Invert Sugar | 105g |
| Glucose | 105g |
| Salt | 03g |
| Agar Agar | 06g |
| Dark Chocolate | 375g |

Method

- ◆ Boil the cream, invert sugar, glucose, salt, agar agar.

- ◆ Then pour over the dark chocolate. Mix gently.
- ◆ Add soaked gelatin.

WHITE CHOCOLATE TONKA ICE CREAM

| | |
|----------------------|------|
| Whole Milk | 517g |
| Heavy Cream | 125g |
| Tramline | 12g |
| Egg Yolk | 20g |
| Granulated Sugar | 90g |
| Ice Cream Stabilizer | 04g |
| Milk Powder | 30g |
| White Chocolate | 150g |
| Tonka bean | 1g |

Method

- ◆ Bring milk, cream and trimoline, tonka bean to a boil in a medium sized pod.
- ◆ Whisk to combine yolks, sugar, stabilizer and milk powder and add liquid to temper. Return mixture to the pot and cook to 85°C. Pour over the chocolate and process with a hand blender until smooth. Cool it in a refrigerator before processing in an ice cream machine.

THE CHOSEN ONE

Attitude is everything - in work, in love, in life. Who knows it better than **Casper Bork**, the executive chef of Mandarin Oriental in Munich? Armed with patience, perseverance and panache, the German chef has traversed a delightful culinary journey...

f Berlin is an art enthusiast's delight, Munich is paradise for a green-eyed nature lover. What do you get when you cross the two Casper Bork!

A combination of tenacity, talent and a good temperament, the executive chef of the Mandarin Oriental hotel in Munich knows that good food is the path to a person's soul. Deep down, he's an artist born in the graffiti-covered lanes of Berlin. His choice of paints for his gastronomic canvas are natural, wholesome ingredients and a dash of passion.

Chef Casper brings with him extensive culinary experience from some of the best parts of Germany and Austria. He spent a total of eight years at the Kempinski Hotel Das Tirol, a stylish hotel close to Austria's Kitzbuehel Alps, frequented by skiers and hikers, in two stints. Four of those years were as an executive chef. In the past, he has also worked at Michelin-star restaurants in Berlin and Cologne.

The Mandarin Oriental, which he joined about nine months ago, stands tall at the heart of old town Munich. The luxury five-star hotel has 70 spacious rooms, each adorned with vintage furniture and timeless art. Head out to the Matsuhisa restaurant for experiencing the fusion of Japanese and Peruvian cuisines. Or just enjoy a cosy drink downstairs at the Ory bar, loved by both locals and tourists. On



My mother is a successful dentist and she had her own practice. So she had kind of hoped I would follow in her footsteps but she never pushed me to do anything I did not want to do

good weather days, the rooftop terrace gives a rather fantastic view of the city.

Chef Caspar's passion for a good dining experience is nearly as old as him. Even as a five-year-old, he was never the kid ordering French fries at a restaurant. "I would point to the fanciest and the most expensive dishes on the menu – prawns, crabs, salmon," laughs the German chef. So it was only natural that he would eventually end up working at Michelin-star restaurants and high-end hotels that celebrate the spirit of gastronomy.

Interestingly, there were no professional chefs in the Bork family when he was

growing up. Today, he's married to another chef. "My mother is a dentist and my father is a furniture designer. But I was always fascinated by cooking, beginning from the time when I hung around with my grandmother in the kitchen."

Born in west Berlin in 1982, when Germany was still divided, Chef Casper left the city with his parents a few years later for Cologne. "My parents were basically refugees from east Germany but I was born in the west." When he announced his decision to become a chef, there were no protests from either parent. "My mother is a successful dentist and she had her own practice. So she had kind of hoped I would follow in her footsteps but she never pushed me to do anything I did not want to do." As lovers of travel and food, his parents did understand why their son would want to make it a full-time job.

Once the decision was made, the follow-through was simple. Germany offers a dual system, where a student can work full-time and attend classes once or twice a week. After finishing high school, Chef Casper opted for this study system. "I started at the Excelsior Ernst, a small luxury hotel in Cologne. The course was for three years and I worked there during that period."

For the apprentice, the experience was entirely different from going to school. There were no friends to hang out with.



June-July 2019 **Gulf Gourmet**

It was just work, work and more work and some bad moods. "Initially, I felt people were being really mean but then I realised that the pressure made them develop a short fuse. The pressure was so high that they reacted at the smallest of things. I tried not to take things personal." The fact that he enjoyed cooking from the very beginning blunted the negativity.

When a friend asked Chef Casper if he would like to earn some extra money by helping out at a Michelin-star restaurant in Cologne, he did not hesitate for a moment. It was a restaurant with 30 covers and an old lady owned it. She got sick on a busy night and Chef Casper stepped in to help, even though it was his day off. At the end of the day, he was "fully blasted". "But the executive chef there, Henrik Otto, he cooked me a nice meal and asked me when I will finish my studies and what I planned to do after that." The meal marked the beginning of a friendship-cum-professional-collaboration that lasted six years.

When Chef Henrik invited Chef Casper to work for him, 'no' was not even an option. Starting at the Michelin-star La Vision restaurant in Cologne in 2007, he moved to Vitrum restaurant in Berlin with Chef Henrik a year later. "Unfortunately, the Berlin restaurant closed in a year because of money issues." Chef Casper worked at the 1-Michelin star Restaurant Kaps in Kitzbuehel for some time, before joining the Michelin-star Lorenz Adlon restaurant. The Lorenz Adlon received its second Michelin star shortly after.

"Although I absolutely loved working with Henrik, it was time for me to move on. He was disappointed but he understood. To this day, we are good friends." Somewhere along the way, Chef Casper met his wife, who was then studying to be a chef. She even trained at the Lorenz Adlon for a bit.

He joined the Sra Bua restaurant at Kempinski das Tirol in 2013 as sous chef. Within a year, the executive chef position



These days, many young people see TV shows and social media. What they understand from it is that it doesn't take much to become successful quickly

was his to take. "A couple of years ago, my wife was assigned to Mandarin Oriental Munich as the room service manager. When they started looking for an executive chef, I decided to go for it."

Chef Casper's wife is originally from Munich. And he loves the city, which made it easier to shift.

But what is it like working with your spouse in the same property? Do dinner table conversations revolve only around work? "There are positives. Like me, she works long hours and sometimes weekends. So she understands the pressures and the requirements of the job. We can also plan our holidays better. When the hotel is busy, then we both have to be here. But yes, discussing work at home is inevitable."

Mandarin Oriental has nine chefs in the kitchen, three breakfast chefs and seven chefs in the main kitchen. It's a cohesive

team, something that Chef Casper is proud of and grateful for.

For the German chef, the most exciting part about his job is the opportunity to work with young chefs. "They keep me motivated with their energy and creativity." Also, no day is like any other. Each day brings something new.

Novice chefs who want to succeed in their careers must inculcate patience, advises the seasoned chef. "These days, many young people see TV shows and social media. What they understand from it is that it doesn't take much to become successful quickly. Unfortunately, that's not how it works. What is shown on TV and what happens in reality are two different things. You have to patiently work towards your goal."

Personally, Chef Casper prefers to hire people who are passionate about cooking rather than those chasing career success. "It takes a while to understand if somebody is the right person. The good thing is that newbies realise rather quickly if this is something they want to do for 15-20 years. They quit soon enough and the problem solves itself."

As for his own ambition, there are surprisingly none. Chef Casper likes to take life as it comes. "When I was young, I wanted to go to Asia at some point. But now I don't plan much. I just go with the flow. Life has taken me to good places. Let's see what happens in the future."

Knowing him, it will be something that will inspire yet another article.



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 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

REACH

ENGAGE

INFLUENCE

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

WHO READS IT?

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

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% |

MARKET SEGMENTATION

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



gulf
gourmet



Singaporean SOJOURN

Savio D'Souza and Baburam Bushal make the most of their free trip to Singapore after winning the Golden Chef Hat Award – Season 6

And then there were two. Season 6 of the Nestle Professional Golden Chef Hat Award organised by Gulf Gourmet belonged to Chefs Savio D'Souza and Baburam Bushal of Mövenpick Hotel, Jumeirah Beach. The two wowed judges with their talent, earning a well-deserved chance to go on an all-expenses paid trip to Singapore to attend the Superfood Asia 2019.

They were in Singapore from April 24 to 26 for the event, which was held at the Marina Bay Sands hotel.

What was the experience like? Chef Savio can't stop gushing about it. "We stayed at the Marina Bay Sands for three days. It's a really impressive hotel and we were lucky to get a chance to experience it." The main event, Superfood Asia, took place at the Marina Bay Expo Center close to the hotel, with umpteen trade stalls to see and visit.

"We also got a chance to rub shoulders with many masterchefs. There was this masterchef who really impressed us. Her



name is Jasbir Kaur and she is one of the top chefs of Asia. We cooked a local Singaporean dish with her."

Chef Baburam couldn't help but be fascinated by the sheer number of organic fruits and produce on display at the exhibition. "A lot of it was healthy, wholesome food," he says.

But it was not all work and no play for

the two. In the evening, they walked around the city and tasted the street food to complete their Singaporean experience. "I loved the street food. Singaporeans are nice and friendly people and the culture is vibrant," Chef Savio says.

The two are unanimous in their opinion of the excursion - "It was one of the best experiences of our lives so far!"



June-July 2019 Gulf Gourmet



THE EAST-COAST SALON COMPETITION 2019

East Coast Salon Culinaire 7th & 8th July, 2019

Resume of Classes for Entry

Class No. - Class Description

- 01 Three-Course Gourmet Dinner Menu
- 02 Three – Course Arabic Dinner Menu
- 03 Three-Course Vegetarian Menu
- 04 Tapas, Finger Food & Canapés (Arla Pro)
- 05 Arabian Feast Edible Buffet
- 06 Cake Decoration- Practical (Master Baker)
- 07 Wedding Cake Three-Tier
- 08 Four Plates of Desserts (Chef Middle East)
- 09 Bread Loaves & Showpiece (Master Baker)
- 10 Friandise/Petite Four/Pralines & Nougatines
- 11 Open Showpiece
- 12 Fruits & Vegetable Carving Showpiece (By Barakat)
- 13 Practical Fruits & Vegetable Carving
- 14 Beef- Practical Cookery (By US Beef)
- 15 Chicken - Practical Cookery (By US Poultry)
- 16 Arabic Mezze - Practical Cookery
- 17 Cocktail Championship
- 18 Blank
- 19 Blank
- 20 Egg Cookery Practical Cookery – US Egg Council

NB: Ingredients may be supplied by the sponsor, these shall be mandatory to be used. Information shall be sent to competitors in advance of competition.

Gastronomic Creation

Class 01: Three - Course Gourmet Dinner Menu

1. Present a plated three-course meal for one person.

2. Suitable for dinner service.
3. The meal consist of:
 - > *An appetizer or soup*
 - > *A main course*
 - > *A dessert*
4. To be prepared in advance and displayed cold on appropriate plates.
5. Total food weight of the three plates should be 420/480gms.
6. Food coated with aspic or clear gelatin for preservation.
7. Typewritten descriptions and recipes required.
8. Maximum area w60cmx d60cm.

Class 02: Three- Course - Arabic Dinner Menu

1. Present a plated three-course meal for one person.
2. Suitable for dinner service.
3. Modern style presentation.
4. The meal consists of:
 - > *A mezzeh*
 - > *A main course*
 - > *A dessert*
5. To be prepared in advance and displayed cold on appropriate plates.
6. Food coated with aspic or clear gelatin for preservation.
7. Total food weight of the three plates should be 420/480gms.
8. Typewritten descriptions and recipes required.
9. Maximum area w60cmx d60cm.

Class 03: Three - Course Vegetarian Menu

1. Present a plated three-course meal for one person.
2. Suitable for lunch service.
3. The meal consist of:
 - > *An appetizer or soup*
 - > *A main course*
 - > *A dessert*

4. To be prepared in advance and displayed cold on appropriate plates.
5. No Meat, Chicken, Seafood, Fish or Egg to be used (meat-based gelatin glazed to enhance presentation is accepted)
6. Total food weight of the three plates should be 420/480gms.
7. Typewritten descriptions and recipes required.
8. Maximum area w60cmx d60cm.

Class 04: Presentation of Tapas, Finger Food and Canapés

1. Exhibit six varieties. Weight for each piece (10-20gms)
2. Six pieces of each variety. (total 36 pieces)
3. Three hot varieties.
4. Three 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. Six pieces should correspond to one portion.
9. Name and ingredient list (typed) of each variety required.
10. Maximum area w60cm x d75 cm

Class 05: Arabian Feast

1. Present a traditional Arabian wedding feast as it would be served at a five-star hotel in the UAE.
2. Suitable for 10 people.
3. Free-style presentation
4. A team of two chefs and 1 helper are permitted. For buffet set up of decoration and equipment placement, 3 additional helpers are permitted, but no more than a total of 6 people. The 2 chefs and 1 helper are only



- permitted in the kitchen and for placement of food on the buffets.
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. Bread and accompaniments
 9. A whole baby Lamb 6-8 KG maximum raw weight presented with rice and garnish cooked Ouzi style
 10. A Poultry main course (Emirati Cuisine)
 11. A fish main course (Emirati Cuisine)
 12. A lamb main course
 13. A vegetable dish
 14. Three types of kebabs, one of chicken, one of lamb, one of beef, each with appropriate accompaniments.
 15. One hot dessert
 16. Three cold desserts.
 17. Two of the above desserts (competitors choice) must be typically Emirati
 18. Only the above dishes are to be presented, no other dishes are to be added.
 19. Competitors must ensure their exhibit is presented neatly so as to fit the available space

Practical Pastry

Class 06: Cake Decoration

1. Two hours duration.
2. Free-style shapes.
3. Decorate a pre-baked single cake base of the competitor's choice.
4. The cake base must a minimum size of 25cm X 25cm or 25cm Diameter.
5. The cake can be brought already filled without coating.
6. The cake must be delivered and set up hygienically.
7. All decorating ingredients must be edible and mixed on the spot.
8. No pre-modelled garnish

9. Chocolate and royal icing can be pre-prepared to the basic level.
10. Competitors must provide all ingredients, cake base, utensils, and small equipment required.
11. A standard work table is provided for each competitor to work upon.
12. O3 power connections will be provided for each table.
13. Water and refrigeration will not be available.
14. The cake will be tasted as part of judging.

Pastry Display

Class 07: Wedding Cake Three-Tier

1. All decorations must be edible and made entirely made by hand.
2. Pillars or stands may be inedible but, unless decorated by hand, must be plain and unadorned.
3. Fine, food-quality wiring is allowed for the construction of flowers and the like, but must be properly wrapped and covered with flower tape or paste.
4. Royal icing, pastillage, pulled sugar, etc., may be used in the construction, but the finished display must not be dependent on these items.
5. The cake will be tasted by the judges.
6. The bottom layer of the cake must be edible.
7. Inedible blanks may be used for the two top layers.
8. Typewritten description and recipes are required.
9. Maximum area w60 cm x d75 cm.
10. Maximum height 01 meter (including socle or platforms)

Class 08: Four Plates of Dessert

1. Prepare four different desserts, each for one person.

2. Display cold, each portion for one person, suitable for ala-carte service.
 - a). 1x Hot dessert
 - b). 1x Sugar free dessert
 - c). 1x Arabic dessert
 - d). 1x Free style dessert
3. Each dessert presented individually on an appropriated plate.
4. Total food weight of one plate should be 80/100gms.
5. Typewritten description and recipes are required.
6. Tasting will be part of the judging process if deemed necessary to determine quality and authenticity.
7. Maximum area w60cm x d75cm.

Class 09: Bread Loaf & Baked Bakery Showpiece

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

1. A Baked bread showpiece.
2. Two types of bread loaves 200-300gms(competitor's choice) two pieces of each loaf To be displayed.
3. Two types of bread roll 25-40gms (competitor's choice) three pieces of eachroll To be displayed.
4. Two types of baked sweet breakfast items 25-40gms (competitor's choice) threepieces Of each item to be displayed.
5. Two types of baked savory breakfast items 25-50gms (competitor's choice) three pieces Of each item to be displayed.
6. One extra piece of each variety to be display in separate platter for judge's tasting
7. All the bread & dough must be baked at own work place and deliver to competition Venue for judging.
8. Tasting will be part of the



**THE EMIRATES
CULINARY GUILD**



judging criteria

9. Typewritten recipes are required.
10. Maximum area w75cm x d90cm.
11. Maximum height 75cm.
12. The focus of this class is on quality & Flavor of the bakery items. The center piece Will be judged.

Class 10: Friandises Petites-Four Pralines Nougatines

1. Exhibit six varieties.
2. 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 weight between 06-14gms.
3. Freestyle presentation and theme.
4. Present the exhibit to include a small showpiece
5. Showpiece should enhance the presentation, and will be judged.
6. Written description mentioning the theme is required.
7. Typewritten recipes are required.
8. Maximum area w70cm x d75 cm.

Artistic Display

Class 11: Open Showpiece

1. Freestyle presentation.
2. Only showpieces made of edible food material will be accepted for adjudication.
3. Frames and wire support are allowed but not be exposed.
4. Maximum area w60cm x d60cm.
5. Maximum height 75 cm. (including base or socle).

Class 12: Fruits & Vegetable Carving Showpiece

1. To bring already prepared one display of fruits and / or vegetable carving, no visible Supports are permitted.
2. Free style presentation

3. Maximum area w60cm x d60cm.
4. Maximum height 75 cm. (including base or socle).

Class 13: Practical Fruits & Vegetable Carving- By Barakat

1. Freestyle.
2. Two hours duration.
3. Hand carved work from competitor's own fruits / vegetables.
4. Competitors to use own hand-tools and equipment.
5. No power tools permitted.
6. Pre-cleaned, peeled material is allowed, but pre-sliced/carved will result in Disqualification.
7. Each competitor will be supplied with a standard buffet table on which to work.

Notes on the Practical Cookery Classes

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

1. The preparation, production and cooking skills of each competitor must be demonstrated during her/his Time in the kitchen
2. Waste and over-production will be closely monitored.
3. Penalty deduction of **25 points** for waste and over-production.
4. Timing closely monitored. **02 points** deduction for each minute that the meal overdue
5. All food items must be brought to the venue in hygienic, chilled containers: Thermo boxes or Equivalent.
6. Failure to bring food items in hygienic manner will result in disqualification.
7. 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.

9. Dishes must be presented on individual plates with appropriate garnish not exceeding 250g Totalfood weight excluding sauces.
10. Unless otherwise stated, competitors must supply their own plates/bowls/platters with which to present the food.
11. Competitors must bring with them all necessary mise-en-place prepared according to WACS Guidelines in the hot kitchen discipline (www.worldchefs.org).
12. Competitors are to provide their own pots, pans, tools and utensils.
13. All brought appliances and utensils will be checked for suitability.
14. The following types of pre-preparation can be made for the practical classes:
 - > *Vegetables/fungi/fruits; washed & peeled – but not cut up or shaped.*
 - > *Dough can be pre-prepared.*
 - > *Basic stocks can be pre-prepared.*
 - > *Meat may be de-boned and the bones cut up.*
 - > *Pastry sponge, biscuit, meringue- can be brought but no cut*
 - > *Fruits pulps- fruits purees may be brought but not as finished sauce*
 - > *Décor elements- 100% made in the salon*
 - > *Basic ingredients may be pre-weighed or measured out ready for use.*
15. No pre-cooking, poaching etc. is allowed.
16. No ready-made products are allowed.
17. No pork products are allowed.
18. No alcohol is allowed.
19. 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



20. 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.
21. Two copies of the recipes typewritten are always required.
22. Submit one copy of the recipe to the duty marshal at the cooking station.

Practical Cookery

Class 14: Beef- Practical Cookery By US Beef

1. **Maximum 04 entry per Hotel**
 2. Time allowed for 40 minutes.
 3. Prepare and present two identical main courses using only US Beef as the main protein item.
- Proof purchase order must needs to bring to the competition for US Beef Products. Any failure, 50% judging marks shall be reduced.
4. Any cut of beef with the exception of tenderloin, Rib eye and Sirloin can be use.
 5. Weight of the beef per portion on the plate to be 150 gms.
 6. Present the main courses on individual plates with appropriate garnish and accoutrements.
 7. Typewritten recipes are required.

Class 15: Chicken - Practical Cookery- By US Poultry

1. **Maximum 04 entry per Hotel**
2. Time allowed for 40 minutes.
3. Prepare and present two identical main courses using only US Chicken Leg Quarter as the main protein item, Proof purchase order must needs to bring to the competition for US Chicken Leg Quarter Products. Any failure, 50% judging marks shall be reduced.
4. Weight of the chicken per portion on the plate to be 150 gms.
5. Present the main courses on individual plates with

- appropriate garnish and Accompaniments.
6. Typewritten recipes are required.

Class 16: Arabic Mezzeh - Practical Cookery

1. **Maximum 04 entry per Hotel**
2. Time allowed for 60 minutes.
3. Prepare and present for two persons.
4. Three types of Hot Mezzeh & Cold Mezzeh.
5. Only one of following Mezzeh allowed to present (Hummus/ Tabbouleh/Baba ghanoug/ Fattoush)
6. The Mezzeh can be representative of any of following countries:
 - > *Egypt*
 - > *Lebanon*
 - > *Syria*
 - > *Morocco*
 - > *Tunisia*
 - > *Jordan*
7. Dishes must be representing a variety of cooking methods and the use of ingredients use in Arabic restaurants.
8. Present the Mezzeh in equal portions
9. Typewritten recipes are required.

Class 17: Cocktail Championship by MMI

We'll be sending the full detail this event once the sponsors finalized with organizers Prior to the event

Class 20: Egg Cookery – Practical Cookery- By AMERICAN EGG BOARD

1. Maximum 04 entries per Hotel
2. Time allowed 30 minutes
3. Organizer will provide Eggs and if participants are getting their own Eggs in such case, need to show the proof of purchase for US Egg
4. Prepare and present 2 identical portions of breakfast dish consist with your choice of

5. Omelet & poached egg
6. Portions suitable for Ala Carte Breakfast
7. Present the dishes on individual plates with appropriate garnish and accoutrements
8. Typewritten recipes are required

Addendum: - East-Coast Salon Competition 2019

Venue & Entry

1. East- Coast Salon Competition will held on 7th & 8th of July, 2019
2. The venue is "Miramar Beach Resort, Fujairah- AlFarha Ballroom"
3. Entry Fee for Individual classes (50Aed)
4. Entry Fee for Best Categories (200Aed)

Closing Date

5. Closing date for entries is 15th of June 2019. However, many are often fully subscribed and closed Before the closing date

TROPHY ENTREES: (will be given during award ceremony on 8th July)

6. Entrance to best trophy awards, must enter and finished all mentioned classes. Trophies are Awarded on the highest aggregate points from all three classes.
7. Best individual awards, Highest Medal points in mentioned category
8. Champions Trophy: Best Effort by Individual Establishments

Best Gastronomic Chef/ Chef Alan Thong Trophy: (Maximum 04 entries per hotel)

- > *Class # 01: Three course gourmet dinner menu*
- > *Class # 14: Beef Practical cookery*
- > *Class # 15: Chicken Practical cookery*

In-order to qualify for inclusion in

June-July 2019 Gulf Gourmet



**THE EMIRATES
CULINARY GUILD**



the points tally for Best Gastronomic Trophy, competitor must win at least two Medals. One of which must be Gold or Silver medal.

Best Arabic Cuisinier: (Maximum 04 entries per hotel)

- > *Class # 02: Three course Arabic dinner menu*
- > *Class # 05: Arabian Feast*
- > *Class # 16: Practical Mezzeh*

In order to qualify for inclusion in the points tally for Best Arabic Cuisinier Trophy, competitor must win minimum 02 medals.

Best Pastry Chef: (Maximum 04 entries per hotel)

- > *Class # 06: Practical Cake decoration*
- > *Class # 08: Four Plates of Desserts*
- > *Class # 10: Friandise/ Petit Four/ Pralines & Nougatines*

In order to qualify for inclusion in the points tally for Best Pastry Chef Trophy, competitor must win at least two Medals. One of which must be Gold or Silver medal.

Best Kitchen Artist: (Maximum 04 entries per hotel)

- > *Class # 11: Open Showpiece*
- > *Class # 12: Fruits & Vegetable Carving showpiece*
- > *Class # 13: Practical Fruits & Vegetable Carving*

In order to qualify for inclusion in the points tally for Best Kitchen Artist Trophy, competitor must win medals for all three classes. One of which must be Gold or Silver medal.

Best hygienic Chef

- > *Class # 14: Beef Practical Cookery*
- > *Class # 15: Chicken Practical cookery*

Best Hygienic Trophy will awarded to heights points winner of Beef or Chicken Practical cookery

Highest Medal points awards for

Individual Classes

- > *Class # 03: Three course vegetarian menu*
- > *Class # 04: Tapas, Finger food & canapés*
- > *Class # 07: Wedding Cake Three-Tier*
- > *Class # 09: Bread Loaves & Showpiece*
- > *Class # 17: Best Bartender*
- > *Class # 18: Live Sandwich*
- > *Best Hygiene Trophy*

Runners up Trophy:

- > *02nd Runners us trophy awarded to the establishment whose competitors gain the third highest Total combined medal points.*
- > *01st Runners us trophy awarded to the establishment whose competitors gain the second highest Total combined medal points.*

Champions Trophy:

- > *Champion's trophy awarded to the establishment whose competitors gain the highest Total combined medal points.*

Judging Guidelines and Awarding System

A team of WACS Approved Judges will adjudicate at all the classes of competition. After each judging session, the judges will hold a debriefing sessions at which each decision.

Competitors will not be competing against each other rather they will be striving to reach The best possible standard. Judges will then apportion marks that accord with their perception Of the standard reached. The competitor will then receive an award commensurate with His/her points tally for the classes.

In theory, therefore, everyone in the particular class could be awarded with gold medal. Conversely, it could be possible that no awards at all are made.

The scaling for awarding all classes is as follows Points

- > *100 - Gold medal with distinction with Certificate.*
- > *99 – 90 - Gold medal with Certificate*
- > *89 – 80 - Silver medal with Certificate*
- > *79 – 70 - Bronze medal with Certificate*
- > *60 – 70- Certificate of merit*

Rules and Regulations for East Coast Salon Culinaire Competition

East Coast Salon Culinaire 7th & 8th July, 2019

NB

1. 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

4. Participation at competition is open to anyone professionally employed in the preparation of food.
5. Unless the organizers 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 for Live Practical Classes (Class no 13-19)
7. Competitors are open to multiple entries per class for (Class no 1 - 12)
8. Competitors are restricted to entering a maximum of five Classes.
9. Competitors entering to win a trophy must participate fully in every class entered in order to qualify.
10. Competitors must attend and participate on the date and at the time allotted to them.

COMPETITION ENTRY

11. Please note that there are different forms for different types of entry; ensure that the correct form is being used.
12. Complete the entry-form according to the instructions on the form.
13. Completed photocopies of the entry-form are acceptable.
14. Submit the completed form to the organizers along with the requisite fee.
15. Fees must be submitted along with completed entry forms.
16. Fees are payable to:
Bank Name: First Abu Dhabi Bank
Account Name: IBEROTEL MIRAMAR ALAQAH BEACH RESORT
Account No AED: 4021003190592030
IBAN: AE070354021003190592030
Swift Code: NBADAEAXXX
17. Entries are accepted strictly on a first-paid, first-accepted basis
18. No entry is accepted until the appropriate fee has been received.
19. Entry Fees are non-refundable.

CERTIFICATES AND LETTERS OF PARTICIPATION

20. 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.

21. 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: 50/- (AED: Fifty Dirham's) per certificate.

HYGIENE

22. A professional food-safety company will oversee all aspects of hygiene practice at the competition.
23. It is quite possible that the Municipality Food Control Section will conduct its own hygiene inspections as and when it sees fit.
24. The organizers 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

25. The East Coast Culinary Event Committee is the body responsible for the creation, organization and administration of the competition.
26. The competition is governed by and construed according to the rules of the organizers.
27. The organizers have sole authority to adjudicate on any matters pertaining to the competition.
28. Entrants' acceptances of participation in the competition are construed as confirmation of their undertaking to submit unconditionally to the jurisdiction of the organizers in regard to all aspects of the east coast culinary committee.

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 chef's 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. Competitors that are incorrectly dressed at a competition will not have their exhibits judged.
34. Helpers that are incorrectly dressed will not be admitted to the exhibition.
35. Logos, marks and identifying colors provided by the organizers must be worn by competitor throughout the competition in the Position indicated to them by the organizers at the time of registration.
36. Logos, marks and identifying colors provided by the organizers must be worn by helpers throughout the competition in the position indicated to them by the organizers 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 organizers.

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.
41. 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.
42. All exhibits must be of edible substance except for framing, soles 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 organizers.
50. No interference with an exhibit is allowed once the organizers

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 organizers, 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 organizers will not qualify for any kind of award.
- ### COMPETITION MARSHALS & COMMITTEE
55. A Marshal-at-arms will be recognizable by a badge displaying the logo of the East Coast Culinary Committee and the legend 'Marshal'.
 56. Marshals & Committee 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.

AWARDS

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 16:00 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 organizers.

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 ECSC

DISCLAIMER

65. The organizers are entitled to cancel or postpone the ECSC, or to alter the duration, timing or schedule of any event.
66. The organizers 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 organizers 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: ecsc.coordinator@iberotel.ae or kacparasad@miramaralajah.ae. the question and answer to each query will be broadcast to all entrants.

newmembers



Jayaraj, Sales Manager, Global Export Marketing Co LTD, Dubai, UAE receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

American Garden started three decades ago with just one product. Today we have over 250 products and can be found in supermarkets, kitchen cabinets and picnic baskets in over 50 countries across the Middle East, Africa, Asia and Europe.

We have always believed that food has the power to bring people together and create some of life's most cherished moments. Whether it's a birthday, a wedding, or a simple family lunch, sharing good food with family and friends is a treasured part of life. That's



why we put our energy into sourcing the best ingredients, finding the most authentic recipes and creating products that can enrich every moment to make it even better.

American Garden understands that there are many ingredients that go into running a successful business,

especially in the hospitality industry. We know it's tough to balance budgets with tight timelines and still deliver an exceptionally high standard of food. That's why we've developed a range of products specifically for catering specialists. Professional Host is a cost-effective solution made with authentic recipes and the best ingredients to the highest US standards. To ensure that you are the perfect host and that every one of your culinary creations is a true reflection of you, use Professional Host range from American Garden in your professional kitchen.

June-July 2019 **Gulf Gourmet**

Hulya Ibrahim, VP & GM Institutional Middle East & Africa receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

Ecolab is a trusted partner, working behind the scenes at more than 1 million customer locations throughout the world to solve operational challenges, reduce environmental impact and protect brands. Our 48,000 associates deliver comprehensive solutions and on-site service to promote safe food, maintain clean environments, optimize water and energy use, and improve operational efficiencies for customers in more than 170 countries.

We are the global leader in water, hygiene and energy technologies and services that provide and protect what is vital to us all: clean water, safe food, abundant

ECOLAB[®]
Everywhere It Matters.™

energy and healthy environments. We are proud of our relationships with our customers — relationships built on delivering innovative solutions through personalized service and enhanced through broad insights and advanced data analytics.

We are united by our purpose to make the world cleaner, safer and healthier, and by our unlimited resourcefulness to solve your most pressing challenges.

We are committed to being there for you, behind the scenes wherever and whenever you need us, to help keep you at the forefront.

Food safety is critical to the health and well-being of people everywhere and to the reputations of businesses that manufacture, sell or serve foods and beverages. We know the leading causes of foodborne illness can be eliminated through effective cleaning and sanitizing — and we are committed to ensuring safe food by providing effective products, programs and services that protect people and businesses from the risks of illness-causing pathogens.



Paul Da-Costa-Greaves receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

Koppert Cress, is a producer of innovative, and food-safe living micro-vegetables, specialities and cresses. Our seedlings come from unique plants, each having their own specific effects on the senses either for flavour, fragrance, feel or just presentation!

Architecture Aromatique at its finest! Koppert Cress grows the best, to enable the best Chefs and Bartenders to be the Best. ! Here we present to you the power of the plant using Nature to Nurture.

Good Food is Crucial for a Healthy Existence this is why KoppertCress Grows,



KOPPERT CRESS
Architecture Aromatique

Sustainably, Heirloom and Clean using no soil, pesticides giving a longer shelf life.

"Koppert Cress is based in a small town in the heart of the Netherlands, but known internationally for their superior products, chosen by our chefs for taste, health benefits and decorative appeal," said Thomas Gugler, Worldchefs President. "We are delighted to bring them on board

as Official Partner and look forward to collaborating over the coming months. The Global Chefs Challenge represents the highest global standards in the world of culinary competitions. We are proud to be a part of this prestigious Organisation, and to have the chance to work closely with The Emirates Culinary Guild and Worldchefs as a global authority on food," said Paul Da-Costa-Greaves, Countries Manager for Uk, Middle East & the GCC looks after the Gastronomy Markets for Koppert Cress.

For More information on Koppert Cress please visit +31 174 242819 www.koppertcress.com mobile +447956 976413



RATIONAL ME's MD Simon Parke-Davis receiving renewed Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

With every purchase of a **Rational** cooking appliance, customers will also receive a service package they can use for free as long as they have a Rational appliance in their kitchen. The name of the package: Rational ServicePlus.

When choosing Rational, you will not only get a SelfCookingCenter or VarioCookingCenter, but you will also receive a wide range of extra services, most of them are free. Because the company is also there for its customers after their purchase - throughout the product life. With this service, Rational supports chefs around the world in improving their daily kitchen routines, getting the most of their appliances and saving resources.

"ServicePlus' is a type of all-inclusive package that all customers will



automatically receive once they buy a product from us," explains Michael Kühn, Service Director Area EMEA at Rational. So for example, Rational will on request come to the customer's kitchen and show the team how the appliances work. "Even after that, further training is free," says Michael Kühn and adds: "In the workshops at our Academy Rational, our customers can get ideas for their menus, receive training on various topics or learn how they can further improve the processes in their kitchen."

The cooking appliance specialist would like all customers to get

the maximum benefit from their partnership with Rational right from the start and throughout the product service life. As such, the automatic software updates, the quick telephone assistance on the ChefLine and access to ConnectedCooking, the networking solution by Rational, are of course free. "Our customers therefore access the latest findings of our cooking research and will always maintain their appliance up-to-date," explains Kühn.

But the service at Rational begins before the purchase: anyone interested in purchasing an appliance can attend Rational live events. They can see the performance for themselves and taste some little delicacies from the SelfCookingCenter or the VarioCookingCenter.



Yann Jolivet, Founder, Skinny Genie and Abdel Ali Mahir, Production and Development Manager receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

Skinny Genie is an honest artisan bakery dedicated to creating delicious healthy gluten free products. Our focus is on helping restaurants, banqueting and catering professionals provide healthy minded and ingredient-intolerant customers with the products they deserve.

We've spent a lot of time at the development stage to ensure that our gluten-free products are not simply a substitute. With their fantastic texture and taste, our offerings look and taste delicious. Whether freshly baked, chilled, or frozen, we bake all our

skinny genie GLUTEN FREE

products in-house, so we are aware of all our ingredients. In fact, we can trace them all back to where they came from. And because our production is solely gluten-free, you can order without risk of contamination.

It's reassuring to know that all of our fresh products are baked to order, so you will not find anything sat on the

shelf at Skinny Genie. We stand out in our (wheat-free) field because we offer more than just gluten free.

We can also supply your business with vegan, egg-free, sugar-free and lactose-free products. There is one thing that Skinny Genie's products will never be free from and that is the terrific taste.

Whether you are looking for bespoke healthy desserts, pastries or bakeries for a banquet or corporate hospitality ideas, we can support you with products for every occasion and dietary preference.



ECG Corporate Member directory

4 Corners

Nathalie Hall / Mike Walden
Marketing Manager / Commercial 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@abc baking.com
Anna Petrova, Mob 050 9121337,
anna@abc baking.com
Vivek Jham, Mob: 055 4498282,
vivek@abc baking.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

Almarai Company

Ayman Arnous, General Sales Manager
Mob: +971 50 159 2594, Tel: +971 4 4269600
ayman.arnous@almarai.com, www.almarai.com

Al Safi-Danone

Mohamed Yussr Essawi, Lower GCC and Levant Com-
mercial Manager, Tel: 04 3406 895
mohamedyussr.essawi@alsafidanone.com,
www.alsafidanone.com

Al 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

Anchor Food Professionals

Rami Doumani, Channel Development Manager
Tel: +971 4 338 8549, Mob: +971 52 737 7266
Email: rami.doumani@fonterra.com
web: www.anchorfoodprofessionals.com/me

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 4 380 8444, Mobile: +971 50 624961,
Email: syediqbal@aramtec.com
Web: www.aramtec.com

Arla Foods

Samer Abou Daher, Business Unit Manager,
Tel: +971 6 534 6767, Mobile: +971 50 624 9761,
Email: samer.abou.daher@arlafoods.com
Web: www.ArlaPro.com, www.arlafoods.com

Bakemart International

K.Narayanan, Manager - Operations
Mob : +971 505521849, Phone : +971 4 2675406
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

Barilla Middle East FZE

Hadil Chaaya, FS Professional AME
Tel: +971 4 882 0488, Mob: +971 50 906 6132
hadil.chaaya@barilla.com, www.barillagroup.com

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

Benchmark Foods Trading LLC

Nicholas Campos, Director Business Development
Mobile No: 056 9955814, office No: 04 2573838
nicholas@benchmarkfoods.ae
www.benchmarkfoods.ae

Blenders

Diarmaid Greene, Export Manager
Mobile No: +971 52 956 9451
diarmaid.greene@ucdconnect.ie, www.blenders.ie

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

Corona

Ana Sorina Suliman, Export Manager
Tel: 40373784343, sales@coronaitalia.it
Web: www.coronaitalia.it

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

dmg events

Hassan
Tel: +971 4 4380355, Mob: +971 56 8360993
aysehassan@dmgeventsme.com,
www.thehotelshow.com

Ecolab

Sadi Amawi, Tel: 04 8014 444, www.ecolab.com

Elfab Co LLC

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

Emirates Snack Foods

Radwan Mouselli & Rodica Olaru, Sales Managers
- Horeca Division, Tel: +971 4 285 5645
Mob: +971 56 413 2050, +971 55 147 7455,
radwan.mouselli@esf-uae.com, rodica@esf-uae.com,
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, nzubovych@fanargroup.ae
Martin Wathew, Sales manager,
Mob: +971 50 263 83 15, 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, 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,
najam@fslfoods.com, www.fslfoods.com

Golden Star International

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

Greenhouse

Soula Baroudi, Regional Marketing Manager
Mob: +971 55 5633397, Tel: +971 4 8170000
soula.baroudi@greenhouseuae.com
www.greenhouseuae.com

Gourmet Classic

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

HAMID AND KUMAR ENTERPRISES LLC

Sunil Ahluwalia, General Manager,
Tel: +971 4 3474712, +971 4 3474571
Mail: dry@hkfoodgroup.com, www.hkfoodgroup.com

Hi Foods General Trading L.L.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 Al 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,
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

ITALIAN FOOD MASTERS

Corrado Chiarentin, General Manager
Tel: +971 4 882 9791, gm@italianfoodmasters.com
www.italianfoodmasters.com

JM FOODS LLC

Rajan J.S. / Maikel Cooke / Grace Renomeron
Management, Mob : +971 50 551 6564,
Tel: +971 4 883823, Email: sales@jmfoodgulf.com,
Web: www.jmfoodgulf.com

Johnson Diversey Gulf

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

KRBL DMCC

Krishnakumar Sukumar,
Regional Food Service Manager
Mob: +971 50 953 9344, Tel: +971 4 445 03681
rsmfoodservice@krblmcc.com, www.krblrice.com

Koppert Cress

Paul Da-Costa-Greaves, GCC Counties, Middle East
and United Kingdom
Mobile No: 447956976413, Tel direct: 31174242819
paul@koppertcress.com, www.koppertcress.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

Lowe Refrigeration LLC

Mark Wood, General Manager
Tel: +971 4 8829440, Mob: +971 52 8693695
mark.wood@lowerental.com, www.lowerental.com

Masterbaker

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

Meat Livestock Australia (MLA)

Nick Meara, International Business Manager,
Tel: +971 4 433 1355, nmeara@mla.com.au
www.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.qualiko.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
Sales Middle East & Africa
Tel: +971 4 358 4000, Mob: +971 50 558 7477
rac@mkn-middle-east.com, Web: www.mkn.eu

Modern General Trading LLC

Khalidoun Alnouisser, Senior Sales Manager
Tel: +971 4 3059999, +971 50 4812067,
email: khalidoun@mgtuae.com, 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

NRTC Dubai International Vegetable & Fruits Trading LLC

Mr. Joseph Ghosn, Chief Operating Officer
T +971 4 320 889, Email: coo@nrtcgrou.com
Web: www.nrtcgrou.com / www.nrtcfresh.com

One Foods

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

Palux AG

Stephan Köhn, Sales Manager
Tel: +971 4 979 31550, Mob: +971 50 997 1026
stephan.koehn@web.de, www.palux.de

Pascal Clair Sweets Café & Bakery LLC

Pascal Clair, Chef & Partner
Tel: +971 4 813 5898, Mob: +971 55 576 2441
pascal@pascalclair.com, www.pascalclair.net

Pear Bureau Northwest

Bassam Bousaleh, (TEL) 961.1.740378, (FAX)
961.1.740393, Mobile: 050.358.9197,
AMFI, Beirut Lebanon, BassamB@amfime.com

Prokids Trading F.Z.C - Flavoi

Denys Baranevych, Mob: 971 58 9703597
Email: denys.b@flavoi.com, www.higholeic.ae

Promar Trading L.L.C.

Pierre Accad, Sales & Marketing Director,
Tel: 97142859686, Mob: 971504824369.
Email: pierre@promartrading.com
www.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: info@rational-online.ae,
Web: www.rational-online.com

Restofair RAK

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

ROBOT COUPE

Aditya Kanumuri, Area Manager-UAE
Tel: +971 50 2044920, 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, Chief Executive Officer,
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

Skinny Genie

Ellouise Byrne, Sales Manager
Mob: +971 50 8005208, ellouise@skinny-genie.com,
Web: www.skinny-genie.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.tsscubai.com

Transmed Overseas

Rana Malki
Mob: +971 50 5592771, 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, 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.com

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
usapec@usapec.org, Web: www.usapec.org

US Poultry

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

Vitamax Trading LLC

Vitaly Seyba, General Manager
Mobile: +971 50 7013054, +971 50 5004375
email: info@vitamax.com, Web: www.vitamax.com

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

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

Welbilt

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

Winterhalter Middle East BFC

Sean Moore, Managing Director
Mob: +971 56 6103900, +971526226877
Email: sean.moore@winterhalter.ae
Web:www.winterhalter.biz

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](tel:+971-55-7174842).



write. edit. convey.
PRINT & DIGITAL PUBLISHING



Application Membership

Date of Application:

| | | |
|-----------------------------|--|---|
| Family Name: (Mr./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 <input type="checkbox"/> | Senior Renewal <input type="checkbox"/> |
| Fax Home: | Senior <input type="checkbox"/> | Junior <input type="checkbox"/> |
| Email: | | |

Declaration to be Signed by all Applicants

I wish to join the Emirates Culinary Guild. I have read the ECG Constitution and By-laws. I agree to be bound by the requirements of the constitution. If elected, I promise to support the Guild and its endeavors, to the best of my abilities.

Signed:.....

Proposed By:

Sig:.....

Seconded By:

Sig:.....

FOR OFFICIAL USE ONLY

Remarks:

| | | |
|----------------------------|---------------------------|----------------------|
| Payment received? | | |
| Certificate Given. | Pin Given. | Medal & Collar Given |
| Approved President..... | Approved Chairman..... | |

Fees:

- Young Member: Junior members will receive a certificate.
- Senior Members: Above the rank of chef de partie (or senior chef de partie on executive chef's recommendation).
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

Guess who came to DINNER

By **Bikram Vohra**

To the world Jiggs Kalra was a world-famous chef. To me, he was a 50-year-old friend and brother who shared a flat in Anita building on Mt Pleasant Road in Bombay for seven years and ate sardines on toast and baked beans, our Sunday gourmet breakfast. Occasionally scrambled eggs.

We also covered the war in 1971 in the western sector for the Illustrated Weekly where we worked and where the Khushwant Singh ratpack comprised some of the most famous names in Indian journalism.

The idea of owning a string of restaurants wasn't even on the cards. And yet Jiggs began to develop a taste for the exotic and the fridge in our little bachelor pad all the size of a postage stamp was often stacked with things that crept and crawled and smelled fishy. He began to hold small parties with canapes like Monaco biscuits with fish paste on them and then a half cherry and we became famous for hosting 70 people parties in a sort of full night relay (the flat was 700 square feet) that saw famous film stars and models trot in, ostensibly because they loved him and may for the booze.

Being sons of army officers we could access alcohol at Rs 8 a bottle of Old Monk. Through this apartment came Vijay Mallya, model Sheila Jones, The Bredmeyer sisters, actor Victor Banerjee and dozens of famous others. Jiggs developed a super crush on one of the models but we will let that lie. Often our mashed eggs on toast were augmented by 'phoren' stuff taken by our air hostess friends from BA, Air India and sundry other carriers from touchdown to home.

Then he met Freddy Mercury who was then Freddy Balsara and his home was very close to Anita and at that time Khushwant asked us both to do a story on the alcohol industry and Jiggs had this humungous party at Freddy's house with the idea of taking

photographs for the cover story except no one put any films in the two cameras so a week later there was a second party.

Our neighbours were interesting. Premnath upstairs, Nutan below, Waheeda Rehman's sister to the right and the children of the first two in 1973 poured colour on the Holi festival into our Vespa scooters and wrecked the engines. I think we gave them a hiding because many years later we met Premnath's sons and had a good laugh about it...we weren't laughing then.

The creepy crawly stuff kept increasing and for a while Jiggs went veg with a vengeance. The apartment was a salute to Gujarati food. Around 1974 Khushwant Singh introduced us to MF Hussain and it became our duty to take the not so well-known painter to eat kebabs at Jehangir Art gallery's Samovar restaurant. Every such occasion he would draw (Hussain not Jiggs) sticklike horses on the paper napkins and if we had only known we would have had over a hundred priceless napkins and could have retired.

As bachelors we were always on the prowl for a free dinner and one of our gambits was to suit-up and attend a wedding. We got away with it quite often until both of us started appearing regularly on TV after which this caper had to stop.

His last few years were hard. Ill health and a certain sadness of feeling alone enveloped him like a fog. The last time we spoke he wanted to visit me in Dubai and talk, that's all talk.

Jiggs Kalra passed away a few hours ago. He must be up there testing the kitchens of heaven and pushing his glasses up his nose and refining what's for dinner... or changing the menu.

Bikram Vohra has been the Editor of 11 newspapers including Gulf News, Khaleej Times, Bahrain Tribune, Emirates Evening Post and helped in setting up Gulf Today



**WITHOUT
BORDERS**

WORLD CHEFS WITHOUT BORDERS

MYANMAR TOUR FOR HUMANITY



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

8 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, 1 BACKPACK, MEDAL OF PARTICIPATION, CERTIFICATE OF PARTICIPATION AND E-COPY OF HIGH RESOLUTION GROUP PHOTO



Create your sweet signature

Contact us at: Nestlé UAE L.L.C., P. O. Box 52185,
3rd Interchange, Nestlé Building, Al Quoz, Dubai, UAE
T: +971 4 4088102 F: +971 4 3410159
aenorder@ae.nestle.com

