

# Gulf Gourmet

JUNE-JULY 2012

FROM US, FOR US.



## » Guru and Guide

Executive Chef **Tarek Mourieess** reveals the secret to becoming a successful chef

## » Chief Speak

Exclusive interview with **Mark Willis**, Area Vice President at Carlson Rezidor Hotel Group

## » Historic Win

**Daniel Edward** wins second place at the Global Chef Challenge in Daejeon, South Korea

## » Ticket to Paris

Chef **Anoop** creates the perfect chicken recipe to win the Sadia Culinary Challenge

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## From the President's station

Dear Fellow Chefs, Ladies and Gentleman,

Welcome to the June / July issue of our Gulf Gourmet, the last issue before summer and the Holy month of Ramadan. Our team had a very successful trip to Daejeon in Korea; we were part of a WACS Congress packed with exciting events. My special thanks goes out to Chef Osama, who did an excellent presentation and cooking demonstration showing colleagues from all over the world what our adopted home is like during the Holy month of Ramadan.

A big congratulation goes out to Daniel Edwards, Karan Mohan (The Address Downtown) and Benjamin Koidl (Madinat Jumeirah) who represented the Middle East and Africa in the Global Chef and Hans Bueschkens Junior Chef challenges respectively. Chefs, you made us proud. Read more about it in this issue.

We also had the team from The Address Downtown representing the UAE in the Black Box World Final in Hobart, Australia. There again they did a great job.

Our next big event will be our trip to Beijing, China. We are there in three categories. Chef Sebastian Nohse leads the Jumeirah team, Amro, Majed and Ashraf will prepare a Syrian menu and Bakayoko will cook a menu from his home country, the Ivory Coast. I have been invited to be part of the jury and Chef Dejun Fu is coming with us to support the team. We wish all Chefs a great trip and hope they come

back with awards. The Olympics team for Erfurt, Germany is training in full swing for the IKA from October 5-10. We have confirmed our next competition in Dubai to be held in the third week of September at the Burjuman Center. There will be exciting live competitions and a special Emirati food competition from our Young Chefs Club Members.

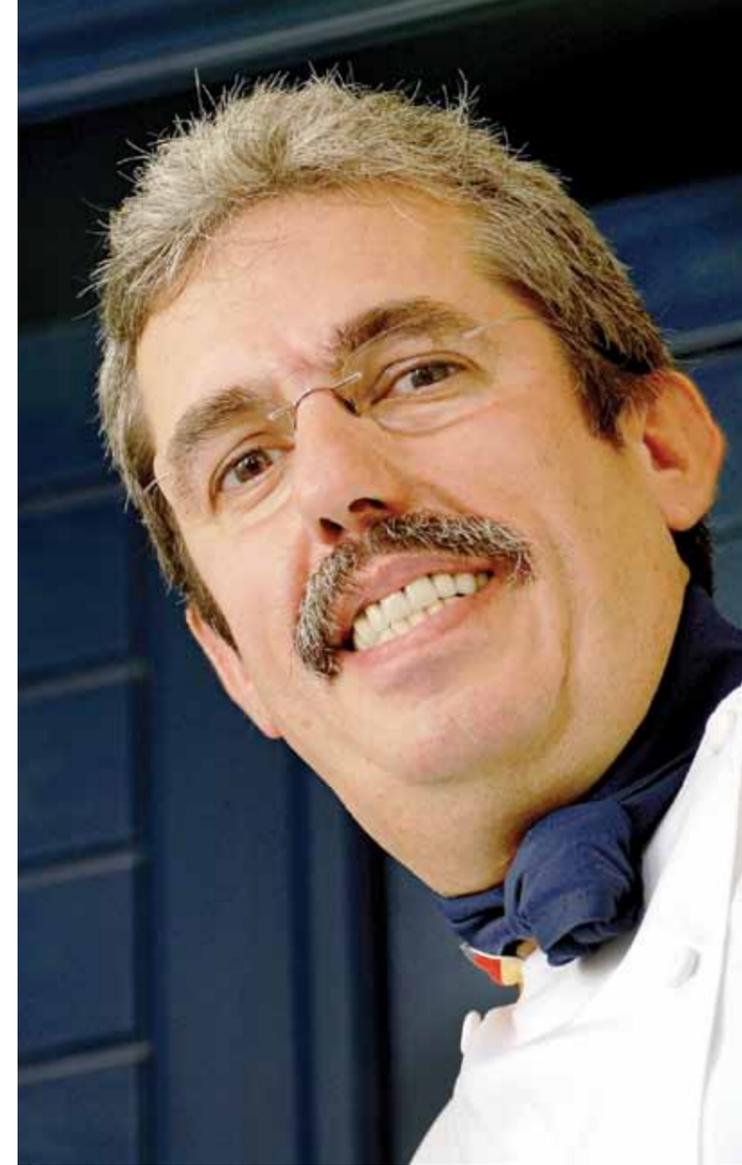
Please do not forget to start training and to prepare for the 3rd La Cuisine Du Sial that is happening from 26-28th November in Abu Dhabi.

Also, please do look at the Friends pages to check our supporters and make sure to support them when you can. All contact details are on the back of the magazine. Finally, I would like to thank the team from Radisson Blu Hotel Dubai Deira Creek Team for hosting the May meeting and to Mr. Ajit Sahani and his team from Safco for hosting us after the meeting.

Wishing all of you, who are going on vacation, a great time with your family. And the ones who will be here, Ramadan Kareem.

*Culinary regards,  
Uwe Micheel*

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



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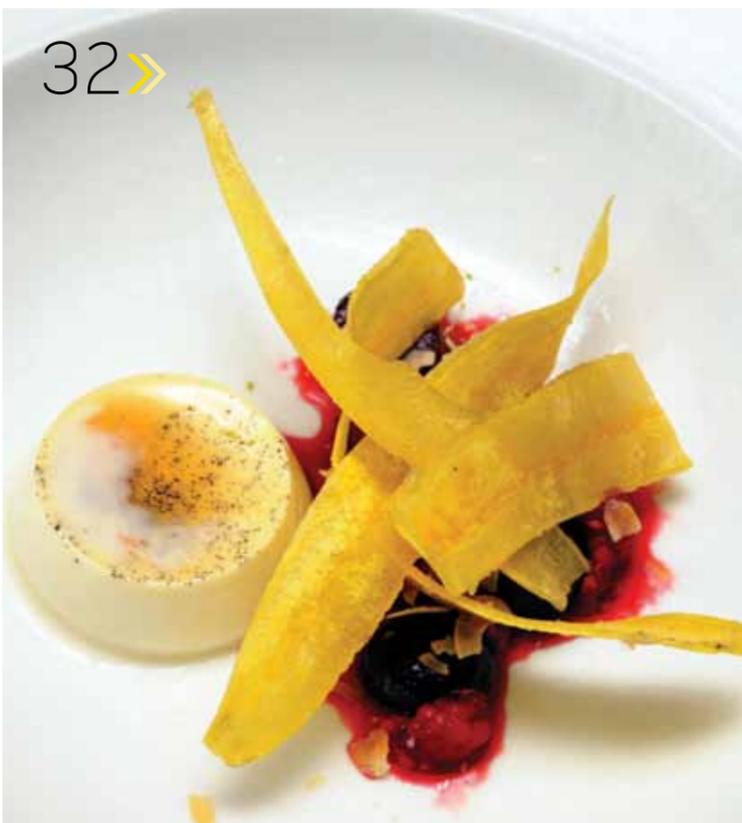
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## Enhance your culinary creations... with cheese from the United States



Pepper Jack: Crafted in the United States, captivating chefs around the world



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1 tbsp salt  
1 tbsp black pepper  
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15g flat leaf parsley, minced  
Pasta sheets, thawed (or your own fresh house-made sheets)

**Procedure:**  
Pre-heat convection oven to 200 C. Place mushrooms and onion in a large bowl. In small bowl mix garlic, olive oil, herbs, salt and pepper; pour mixture over mushrooms and toss well. Place mixture on sheet pans in a single layer. Roast for 10 minutes; decrease oven temperature to 140 C and roast for another 30 minutes. Take mushroom mixture, chop fine and chill. When chilled, mix in cheese and parsley. Place 10g of mixture into each ravioli and seal tightly. Filled ravioli can be steamed or boiled; they can be fresh frozen on parchment paper for later use.

"The U.S. Pepper Jack cheese makes a nice creamy blend with the deep flavors of the roasted vegetables. The pepper heat from the cheese is a great combination with a rich red sauce, but also works well in a white sauce. Don't forget to top the dish with some U.S. Parmesan or U.S. Asiago."  
—Chef John Esser, Consultant Chef for USDEC

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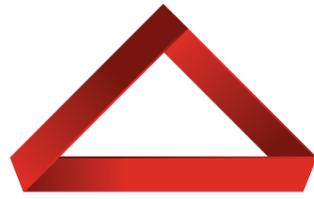
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# From Chef to Chief

**Mark Willis**, the new Area Vice President at Carlson Rezidor Hotel Group, tells **Aquin George** about his passion for cooking, the advantage of working for Carlson Rezidor and what it takes to be the best in the business

It was only earlier this year that Mark Willis, the former regional director for Radisson Blu & Hotel Missoni UK, took over as Area Vice President Middle East & Sub-Saharan Africa at Carlson Rezidor Hotel Group.

Willis succeeded Marko Hytonen with added responsibilities allowing him to drive the Group's vision across 46 managed hotels in Bahrain, Egypt, Ethiopia, Jordan, Kuwait, Lebanon, Libya, Mozambique, Nigeria, Oman, Rwanda, Saudi Arabia, South Africa, UAE, and Zambia.

Gulf Gourmet caught up with the executive at his office in Dubai Media City. Here are excerpts from the interview:

**You did start your career as a Chef. Could you tell us more about it?**

My dream role was to be an Executive Chef. In the initial phase of my career I was focused on nothing else but the kitchen. From an early age I worked in the kitchens in the UK and thereafter travelled internationally. I worked in Sun City as Pastry Chef, donned various Chef roles in Europe and was even part of multiple hotel openings. In the Middle East, I have worked with Chef Uwe at the Intercontinental Hotels and I was Executive Chef with Intercontinental Al Ain. This was 15–20 years ago.

So my background is the kitchen, I am a sworn foodie, and that passion does not leave you.

**How did you move out of the kitchen? Was the change in roles easy to manage?**

I had returned from the Middle East to the UK, to open a Radisson property. The people around me at that time saw something in me that I definitely didn't. I was busy in the kitchen when my management discussed my potential, approached me and gave me an opportunity, which I took.

It was part of Rezidor's Mentee-Mentor programme, which is a fabulous programme that provides opportunity for senior management to move in to the role of General Manager. The Mentee-Mentor programme allows people to work within different areas outside their skill set. For me that meant moving out of the kitchen with immediate effect.

It was quite unnerving at first. I suddenly found myself in revenue meetings and sales meetings and on sales appointments. I don't think I would have been there. But everybody has to start somewhere and that was my start.

Rezidor is a company of opportunities and if you are ready to put in the effort then they are ready to provide you with the opportunity. It says a lot about the company and the people you work with. Looking back at when I

joined Rezidor in 1998 to where I am today, I must admit, the journey has been fascinating.

**Today, when you are busy managing multiple hotels and the many facets within it, how much importance does F&B receive at your level?**

Some people may see Food and Beverage as a bit of a side issue but that's definitely not the case in Rezidor. Within the hierarchy of Rezidor, we are very lucky. There are a lot of people with an F&B background and there is a lot of focus on it.

There are many angles to the F&B discussion at a senior level, especially since it is a profitable area of our business. It's a key contributor as far as the percentage of revenue goes. In the Middle East the contribution is significant with some of the hotels seeing F&B revenue equalling the revenue from rooms or even more.

At Rezidor, the advantage is that we see not only the financial aspect of F&B but also the attraction of good, sound, solid and consistent fine-dining experience. F&B areas give guests an additional reason to come to your location. For example, we put a lot of focus in to the breakfast which is a key meal of the day and the super breakfast concept that we run is a good focus which our hotels stick to.

**Every time we speak to someone senior at Radisson Blu, he or she makes it a point to talk about the super breakfast...**

Well yes, it is something we have put a lot of focus into. It is an elaborate breakfast and at the same time a very consistent concept. We try and have something for everyone within the breakfast. There is also a very healthy side, which is becoming more and more desirable these days. A lot of importance is accorded to it.

**How involved are you with the F&B operations?**

For me F&B is not all black & white and about financial figures. It is a very emotional subject. You are talking about textures and flavours, all those nice things that make

“

So my background is the kitchen, I am a sworn foodie, and that passion does not leave you

hospitality such a wonderful experience. So I am actively involved. I am a proactive F&B communicator especially if something is not as it should be.

That said, even though I do have the F&B skillset, I prefer utilising the skillset around me. There is a wealth of knowledge within our team. People like Chef Uwe Micheel, our F&B Vice President Michael Neuner and people at our head office in Brussels. They assist with projects and activities related to new restaurant concepts, and beyond.

F&B is a very talked about subject at Rezidor.

**When it comes to communicating of all these things, what is your brief to your Executive Chefs?**

The brief is clear. Let's be open and transparent, let's be aware of new concepts and trends that are there. The knowledge that Rezidor is quite good at promoting development within the kitchen is something that colleagues even in other brands are aware of. So ensure retention of your kitchen personnel. People development is very important.

We try and accommodate people who want a transfer or would like to experience working within other hotel departments. We are lucky to have a number of properties in Dubai should people want to move hotels or stay within this location. Also if people want to travel elsewhere, that opportunity is freely available for them and they do transfer. We have quite good internal transfer records.

**In terms of 'talent' in this part of the world, how easy is it to attract quality people, convert them to employees and retain them in the long run? Is it a big challenge for you?**

It's a challenge not just for us and but for everybody in this industry. The F&B environment is among the toughest and most demanding areas of a hotel. A specific type of people succeeds in this environment. Making sure that you attract such people is the first hurdle and we put the relevant effort in to that. But we are very focused on retention, development and career progression.

**Now with Carlson and Rezidor coming together what changes have happened?**

The impact of F&B at this time is pretty minimal and what impact it would have going forward is something we will need to wait and see. It is a strategic alliance that will focus on sales, sharing best practice, and more.



My advice especially if you are coming in is, learn your trait. Learn the ground rules. Don't run before you can walk



**Do you still find the time to cook at home?**

All the time. If we are eating, if entertaining as family or if I have friends over to my house. My wife is actually a very good cook. I have five sisters who are also very good cooks. So if we are doing anything and I am there I am cooking. I am not very good at letting everybody else cook while I watch. I believe that in a home environment there is nothing better than cooking with friends and getting people involved in what you are doing.

**Some of Rezidor's restaurants have stood the test of time. How do you maintain these brands in an environment where there is a new restaurant every other day and people are constantly innovating?**

There are restaurants all over the world and I can think of a few that are able to maintain a certain level of notoriety in a positive way over a long period of time. Trend restaurants come and go and they have a 2 to 4-year shelf life. But then there are these anomalies like the Fish Market and the Shabestan, where I recently tried to book a table for my wife and myself but couldn't get one. Imagine, this is a week in advance for a restaurant that has been open for over 15 years!

I think the secret lies in consistency of everything. If guests return having enjoyed the experience the last 10 times, then you must ensure consistency in everything. At Shabestan, I believe the menu has had minor changes,

the concept remains exactly as is and the service is fantastically consistent.

**What according to you constitutes good food?**

For me, good food is the last meal that you ate that was good. The other day I had lunch at this small sandwich place near the office called Pascal Tepper. It is not a new high level, flamboyant, trendy place to eat. Yet, I had to wait 20 minutes for a table because the place is packed with a mixed clientele. I ordered a hot fresh shrimp Caesar salad. It's the best thing I have eaten for a week. Beautifully done French bread, all still warm, fresh from the oven, fantastic service. That is what constitutes good food.

**What is your advice for young chefs looking to carve a growth path for themselves?**

My advice especially if you are coming in is, learn your trait. Learn the ground rules. Don't run before you can walk. Chef Uwe is a good example for the young chefs coming in that have gone through the various kitchens at the Radisson Creek. You leave that property with a sound grounding. I think this is very important and I believe some of it is missing today in our industry.

Get the initial knowledge on how to do the basics which will lead you through your career. As long as you have joined with enthusiasm and a desire to learn, you can progress within the kitchen and beyond.





# Guru and Guide

In his interview to **Aquin George**, Fujairah Rotana Resort & Spa's Executive Chef **Tarek Mouriess** reveals his life's lessons and the secrets to a successful career in the kitchen



For those of you who've been a part of the UAE's culinary scene long enough, you probably know who Chef Tarek Mourieess is. The Egyptian culinnaire is among the few Executive Chefs in town who has dedicated his life to uplifting the culinary standards of his team as well as thousands of young chefs transiting through the country.

Not an easy task considering the 52-year-old has spent nearly half his lifetime working in Al Ain and Fujairah, where the total number of chefs working is a small number compared to Dubai and Abu Dhabi. Yet, his appetite for helping young chefs to better themselves has pushed him to support the Emirates Culinary Guild for over two decades. If you visit the Salon Culinaire at Gulfood, you will see him going beyond his mandate to teach young competing chefs on how to improve their craft. Not just through words, but by rolling up his sleeves.

My first memorable tryst with Chef Tarek was during my feature on Fujairah's Executive Chefs last year. We were chatting in the corner of a hotel lobby, a hotel where he's never worked. And practically everyone from the bell boy to young chefs and even the General Manager walked up to him, just to greet him.

The smile on their faces struck me as much as the number of people that came by to greet him. "You're a popular person here," I told him then. "They're just very nice people," he replied, trying to remain modest.

This respect has not come easy to him. Chef Tarek has had his share of battles some of which he's lost but many that he has won.

His first big loss was his father passing away while he was pursuing his studies. He managed to stay the course and graduated in 1981 from the Technical Institute of Hotels at Helwan University in Cairo. He started as a bus boy with the Mena House Oberoi in Cairo. However, six months later he moved to the kitchen considering his education and passion encouraged him to make the move.

He then rose through the ranks, working for a Swiss company in Egypt, then the Marriott, moved to the Switzerland, and returned six years later as a kitchen instruc-

“

A beautiful looking meal is not good enough. Take a step back, taste the food and think, 'Would I go to a restaurant with my family and pay serious money for this dish I just created?' You have to get your basics right

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tor in Cairo. The plethora of experience he had gained over the years landed him the role of Executive Sous Chef in 1996 at the Hilton Al Ain.

"My Executive Chef Mr Chang taught me the finer nuances of tolerance, resilience, listening and reading," says Chef Tarek adding, "I wouldn't say aggressive but as a young chef I would draw a line. Life was challenging and my focus was only the kitchen. I never understood the management point of view and I never really saw the big picture." A stark revelation from a man, who is arguably, the most calm and composed Executive Chef in town today.

Six months since joining the Hilton Al Ain, his Executive Chef left, leaving him in charge of running the team and its operations. "During the Gulf War, we catered to 2,500 people living in the American military base each day," says Chef Tarek.

In 1991, Chef Tarek was moved to a Hilton property in Dubai as the Executive Sous Chef, during which he had the opportunity to travel extensively. "That experience taught me a lot. However, I was glad to come back to Hilton Al Ain as Executive Chef in 1996," he says.

Having worked with the Hilton for 20 years he finally moved to Fujairah Rotana almost three years ago. So what made his stay that long with the Hilton and why did he finally move to Rotana?

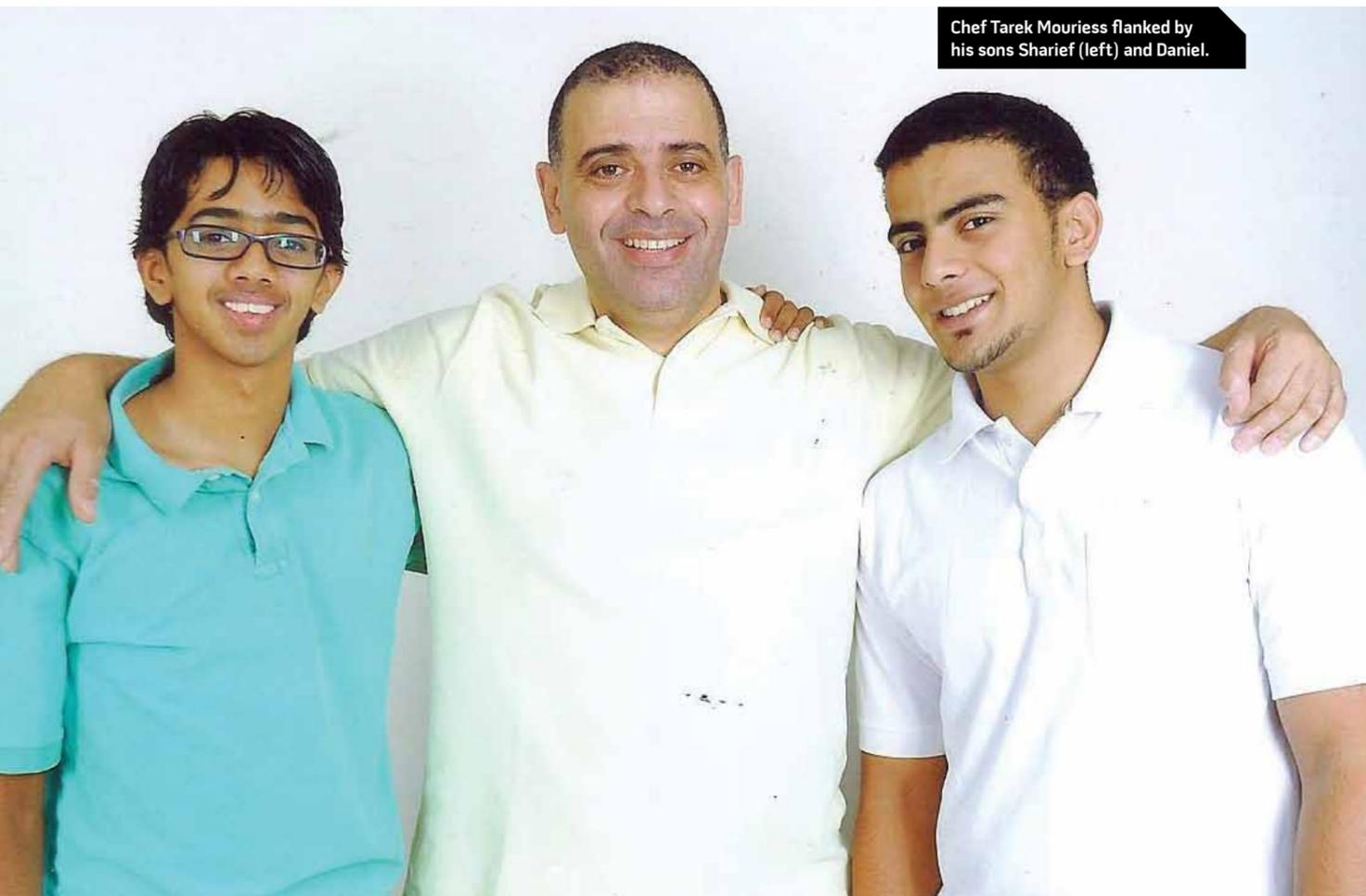
"I stayed with Hilton long because it is a school where you

# 20yrs

Having worked with the Hilton for 20 years he finally moved to Fujairah Rotana almost three years ago

learn every day. They build loyalty and resilience. I moved to Rotana because they have a vision, have strong principles, are very focussed on F&B, are extremely quality conscious and are known for taking care of their people. These are the qualities every chef looks for in a hotel and that's why I chose Rotana," says Chef Tarek





Chef Tarek Mourieess flanked by his sons Sharief (left) and Daniel.

Building a team, maintaining stability and promoting loyalty is his focus at Fujairah Rotana Resort & Spa located in Al Aqah. "Development of people skills is given prime importance at Rotana. As a company we look at various ways of improving guest experience. This is excellent as it creates new opportunities for me and my team to improve the already high standards of our property here," he says.

One of Chef Tarek's proud achievements is his reduction of wastage in the kitchen at Fujairah Rotana. "We are into recycling and maximising every part of the raw ingredients

“

Most youngsters forget to strengthen their foundation. Food is an integral part of life. You are blessed to be able to satisfy someone's appetite. If you are not passionate about preparing food like your mother, then this is perhaps not the profession for you

we purchase. For example using off-cuts for soups or using excess bread for puddings. This is not just to help reduce our costs, but also because it is the right thing to do," he says.

Having travelled around the world the Chef says each country pushes for a certain value. "In Switzerland you learn about punctuality. China teaches team work. Germany teaches how to achieve results. And the UAE gives you the opportunities that no other country can provide. Here a chef gets the best, the friendliest environment to work in. You are blessed with everything from exposure to global trends to high quality ingredients from all seven continents. You have no reason to complain here."

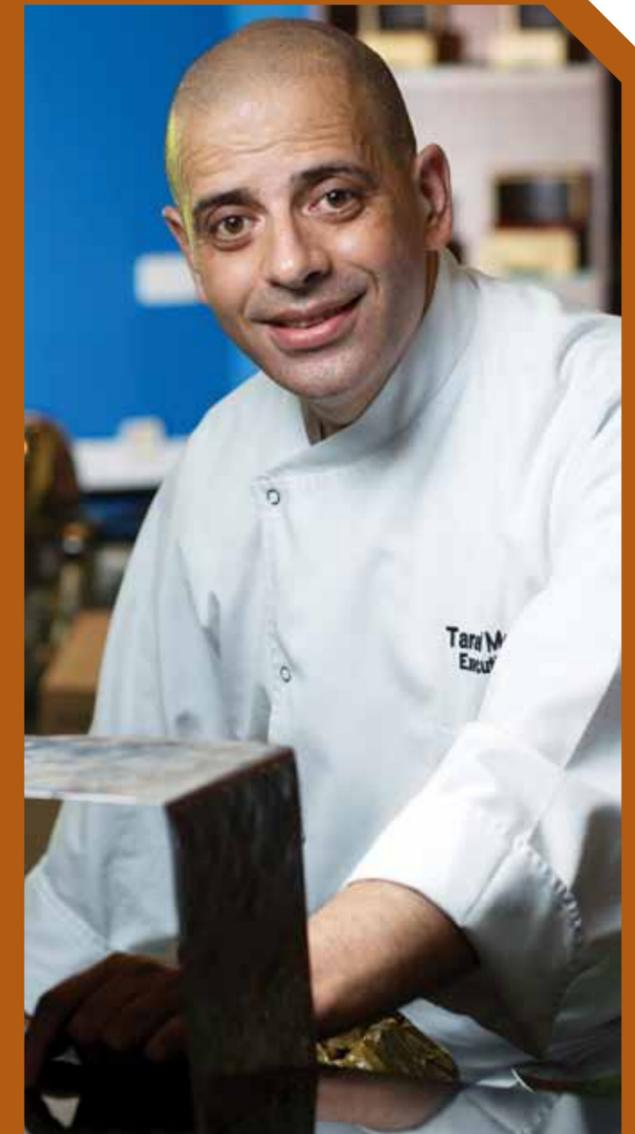
Moving the conversation to today's generation, he says, "While I love the dynamism they bring to the table, I am upset that many of them do not use it constructively. Everyone's focused on the monetary aspect of things and very few are passionate about their craft."

Elaborating further he says, "If you cannot get simple and basic cooking right like fried eggs or white bread rolls how can you master complex European or Asian cuisines. Most youngsters forget to strengthen their foundation. Food is an integral part of life. You are blessed to be able to satisfy someone's appetite. If you are not passionate about preparing food like your mother, then this is perhaps not the profession for you."

His advice to young chefs who have just joined the trade

### Chef Tarek's 21-point Guide to Becoming a Successful Executive Chef

1. To become an executive chef you have to be able to think.
2. You must have the capability to build a team that you can lead successfully.
3. Read and be knowledgeable. Use that knowledge to be a hands-on chef.
4. You must learn to listen to your guest as well as your staff.
5. Don't be emotial, be resilient instead.
6. Look at simple ideas like your grandma's cooking for inspiration.
7. Learn to walk the talk so that you can lead by example.
8. Don't say we cannot. Instead, have the attitude of 'we will do'.
9. Learn to take calculated risks rather than hide behind the tried and tested.
10. Don't ever panic as you have a huge responsibility on your shoulders.
11. You have to be a people person. This is because you are the central point between the management, the guest and the kitchen staff. So keep a healthy balance between the three.
12. Be open to your staff. Teach them. Be taught by them about new things.
13. You have to listen to the guest, after all he pays your salary.
14. You are part of a business. So learn to improve the bottom line for the company.
15. Always keep your craft sharp. You cannot afford to be lax.
16. Cook with your staff and for your staff as often as possible. Talk to them.
17. Have guest contact. You will get insights which otherwise you may have never had.
18. Be an effective communicator as well as a good listener.
19. Always be results oriented or else all your hard work will have gone in vain.
20. Reach the point where a competitor desires to recruit you on board.
21. Always respect others and they will respect you back. Respect is earned, not asked for.



is simple. "Listen. Listen. Listen," he says. "Gone are the days when the Chef hits you or abuses you rampantly. In our times we had it way tougher than what you guys have. I had to cut out images of food from magazines in languages I could not read and try to recreate them. Today you have the internet. Take advantage of technology. Don't let it harm your progress."

"When you try fusion cuisine, don't make it confusion cuisine. Think. The other day someone asked me if I had tasted masala chocolate tea? Who comes up with such disastrous concoctions?"

He says, "A beautiful looking meal is not good enough. Take a step back, taste the food and think, 'Would I go to a restaurant with my family and pay serious money for this dish I just created? You have to get your basics right. If you don't say good morning you won't say good night. You will just be living morning and night and miss the 'good' part of it."

The secret to success he says is being passionate. "If you are passionate, stop being in a hurry, cultivate the required resilience and stamina, and remain ethical to the craft, you will rise above the rest to become a leader.

I ask him about his favourite cuisine and Chef Tarek



# Chef Anoop wins trip to Paris

Sadia Culinary Challenge saw 700 chefs vying for top prize

The Sadia Culinary Challenge, which searches for chefs with the right mix of talent and taste, found its winner in Chef Anoop Brelvi, who will soon be travelling to France. He will be put up in a five-star hotel, pampered like a superstar and will have the opportunity to attend workshops at Le Cordon Bleu gastronomy school to enhance his skills.

The challenge was launched with much fanfare earlier this year at the Gulfood 2012 and is part of Sadia's efforts to maintain its connectivity with consumers and clients. The competition extends creativity among chefs using the Sadia product range and also will enable housewives a chance to prepare signature dishes at home using the best recipes through the Sadia recipe book and website.

Since the announcement of the challenge, over 700 chefs

from renowned 5-star hotels have been uploading their own recipes to the dedicated website and the most creative recipes were shortlisted. Shortlisted chefs were then invited last month to showcase their recipes at the International Center of Culinary Arts Dubai.

The judging committee comprised experienced members of the Emirates Culinary Guild and the best recipes were selected based on innovation, taste, presentation and chef's performance. Carlos Boucinha, the runner-up, won a 22-piece cutlery set fully forged by Victorinox – Swiss Army while the second runner-up Zulvidria Zakaria won a 14-piece cutlery set by Victorinox – Swiss Army. All finalists received a customised Santoku's Knife fully forged by Victorinox – Swiss Army – with their names etched on it.

reveals his simple lifestyle. "I eat out to understand what our competitors are doing right or wrong. However, when it comes to personal likes, I love my mom and my grandma's cooking. I enjoy the smaller joints that serve simple falafel sandwiches or parrotas and bhaaji," he says.

“

Gone are the days when the Chef hits you or abuses you rampantly. In our times we had it way tougher than what you guys have. I had to cut out images of food from magazines in languages I could not read and try to recreate them. Today you have the internet. Take advantage of technology. Don't let it harm your progress

In his free time, Chef Tarek loves to read about Asian philosophy, watching sport, reading his newspaper and spending time with friends. Holiday for him is going back to Egypt. "I could spend hours sitting by the edge of river Nile or watching the sea," he says.

He would someday like to spend time with the monks in South East Asia and hopes to start training and teaching young chefs in the future. "I want to share my learning and pass on my knowledge to the next generation," he says.

When I catch his team of chefs off-guard and ask each one separately about what they like and dislike about him, they all have more or less the same things to say. One of them put it best, "He is someone who will not give up on you. He will neither scream nor let it go. He will patiently be after you until you correct yourself. It is a pleasure working with him. And what I dislike about him is the very same thing. He will never let go until I get my act right."

Finally, when we try and find out if there is something that Chef Tarek loves more than just cooking, teaching and philosophy, his instant reply is, "My sons. Daniel, my elder son who is studying media communication, and Sharief my second son who wants to someday be a pilot, are my life. I live for them each day."





**1st winner:** Anoop Brelvi  
**Prize:** Trip to Paris in a 5\* hotel to attend workshops at Le Cordon Bleu gastronomy school



## Chile, a world class food & beverage supplier



CHILE is surrounded by effective natural barriers such as the Atacama Desert in the north, Andean Mountains in the east, The Pacific Ocean in the west and the Ice Fields in the south. This geographical singularity has successfully contributed to produce an outstanding variety of products.

HALAL CERTIFICATION Trained staff in relation with technical and religious matters of the Halal Certification and the ritual slaughtering of animals in agreement with the Islamic Law.

NOWADAYS OVER 45 HALAL CERTIFIED CHILEAN COMPANIES offer a wide variety of products such as:

- Halal beef & lamb
- Concentrated fruit juices
- Dairy products, powder milk & butter
- Food supplements, omega 3
- Fresh & frozen fruit
- Nuts & Dried fruit
- Salmon, sea bass & trout
- Seafood, Juan Fernandez rock lobster, king crab and scallops

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**2nd winner:** Carlos Boucinha  
**Prize:** 22-piece cutlery set fully forged by Victorinox – Swiss Army



**3rd winner:** Zulvidria Zakaria  
**Prize:** 14-piece cutlery set by Victorinox – Swiss Army





# Chef Paul heads to South Africa

Unilever pulled-off an exceptionally well-organised Chef of the Year competition earlier this month at the Emirates Academy of Hospitality Management.

Eight highly skilled contestants from UAE, KSA, Kuwait and Qatar competed for a place in the final, which is to be held this September in South Africa. The winner was Paul Bussey, Executive Sous chef from Bonnington Hotel, Dubai.

Each contestant had to cook from a mystery box and Unilever Food Solutions products preparing a starter, main course and dessert to serve three.

The five-star chefs that judged this year's event included

Chef Sacha Triemer, Director Culinary at Atlantis, Chef Joachim Textor, Executive Chef at Media Rotana, Chef Mark Patten, Vice President Culinary at the Atlantis, John Redding from Chef Middle East, Stephane Buchholzer from Mina Seyahi Complex and our very own Michael Kitts from the Emirates Academy of Hospitality Management.

The second place went to Maxime le Van, the Kitchen head of Ambassador Lounge at the Grosvenor House and the third place went to Georgiy Daniloff from the Grand Millennium Alwahda in Abu Dhabi.

The chefs had an hour to create their recipes and three hours to cook their courses.



## MYSTERY BASKET & COMMUNAL TABLE INGREDIENTS

Unilever Products	Fish / Meat / Game	Veggies / Herbs / Fruit	Groceries	Dairy
Knorr demi-glace	500g fois gras	1/2 piece pomogranate	80g walnuts	6 eggs
Knorr tomato pronto	1 corn fed chicken	6 pieces brussels sprouts	small jar Honey	1L fresh cream
Knorr chicken stock	2 pieces salmon shank	400g shitake mushrooms	400g Sugar	250g Greek Yogurt
Knorr fish stock	1 piece langoustine	1 piece endive	100g Castor sugar	1L Milk
Knorr teriyaki sauce	200g turkey bacon	1/2 bundle coriander	1 pack polenta	100g Parmesan
Knorr mexican sauce		350g beetroot	1 tin Coconut Cream	200g boursin cheese
Knorr soya sauce		400g plantain banana	250g eachDark/white chocolate	300g butter
Knorr primerba herbs		350g grenn jumbo asparagus	500g Flour	200g chevre cheese
Hellman's mayonnaise		1 full piece garlic	4 sheets Gelatine	
Knorr corn oil		300g fresh spinach	50g Icing sugar	
Pfanni mashed potato		200g cherries	80g white flake Almonds	
Carte d'or wild fruits		2 pieces baby eggplant	1 vanilla sticks	
Carte d'or strawberry topping		2 medium pieces white onions	200g corn flakes	
Carte d'or toffee topping		2 sticks celery	<b>Sharing table</b>	
Knorr basil & thyme dressing		150g raspberries	Balsamic Vinegar	
Carte d'or pannacotta		1 piece grapefruits	Saffron	
Carte d'or chocolate mousse		1 piece yellow zucchini	olive oil	
		1 pack fresh oregano	corn oil	
		1/2 pack red cherry tomato	Mix of spices	
		2 pieces lime		
		1 piece red capsicum		
		1 piece turnip		
		1 piece green capsicum		



# Jumeirah Zabeel Saray takes top honours

The inaugural Taste of Ireland Green Box competition promoting Irish foods saw twelve finalists battling it out last month at the Ibn Battuta Gate hotel. The winning team from the Jumeirah Zabeel Saray won an all-expenses-paid trip to Ireland.

Open to all chefs working across the region, the green box contest was arranged with the support of The Emirates Culinary Guild and was the ultimate test of creativity. The 12 finalists were supplied with the box including a wide selection of Irish foods, ranging from beef and seafood to oils, honey and dairy products. They then had to use these ingredients to create the most inventive and mouthwatering menu, which were submitted for judging and then showcased at the Gala Dinner.

The Taste of Ireland Green Box competition was fully supported by the Embassy of Ireland, Bord Bia (the Irish Food Board) and Enterprise Ireland (the government organisation responsible for the development and growth of Irish enterprises in world markets).

Irish Ambassador to the UAE, H.E. Ciaran Madden, pointed out the importance of food products within the

Irish economy. "Ireland's agri-food industry remains a key component of our modern economy and it is very important that we promote our extensive range of food products to the UAE," he said.

"We are very proud of this initiative by the Irish Business Network and the wonderful support of the Irish food producers and distributors as well as the many UAE based sponsors for the event."

The Irish Business Network's Taste of Ireland Spokesman, Michael Nugent, added, "We are very excited about this new initiative that will provide an innovative way to showcase Irish food to the UAE and we want to thank the Emirates Culinary Guild who have been so instrumental in making this possible."

The Gala dinner not only featured the winning menus from the 12 finalists but a star appearance by the Celtic Tenors, the world renowned classical trio. Since they first joined voices in 1998, The Irish Tenors powerful vocal line-up of Finbar Wright, Anthony Kearns and Ronan Tynan are unquestionably the leading brand of this genre and thrilled the 360 guests on the night.



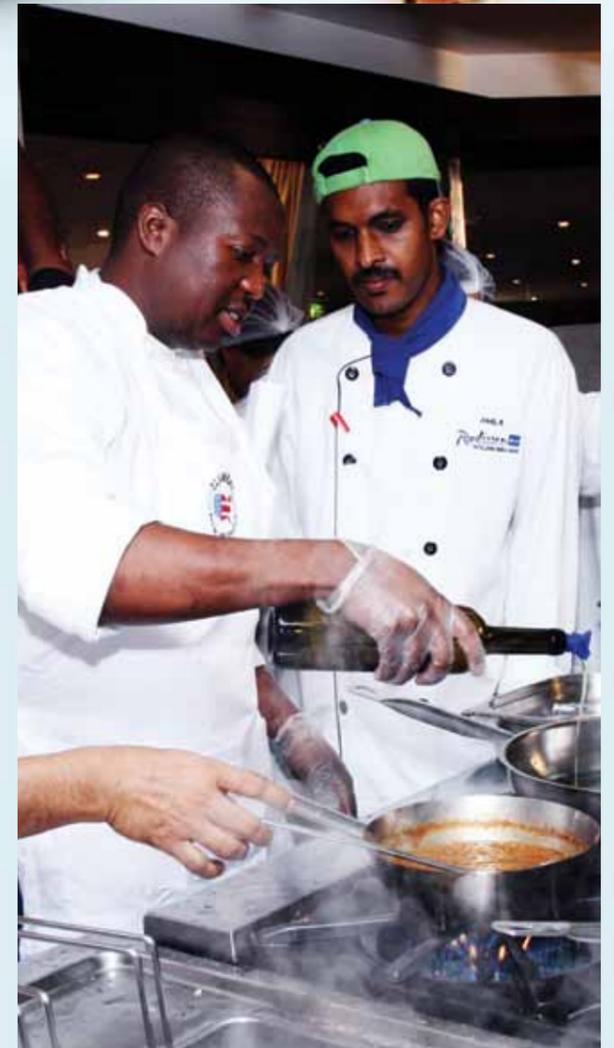


# More meat to chew on

Texas Beef Master Chef Seminars in Dubai continues to attract chefs

**M**ore chefs from across hotels, restaurants and catering companies took part in the hands-on training and live beef cooking at the Palm Grill Steakhouse last month, at the Radisson Blu Deira Creek Hotel. The two workshops held on May 13 and 14 was once again conducted under the mentorship of Chef Uwe Micheel and organised by Texas Beef Council (TBC) and the U.S. Meat Export Federation in collaboration with the Office of Agricultural Affairs – U.S. Consulate General in Dubai. Chefs learned about the quality and profitability attri-

butes of underutilised U.S. beef cuts and got to know more about the five different pieces of U.S. beef namely the Flank NAMP # 193, Top Butt Cap Peeled NAMP # 184B, Flap Meat NAMP # 185 A, Tri Tip Peeled NAMP # 185 D and Top Sirloin Butt NAMP # 184. In addition to learning about muscle profiling and diverse cooking methods applicable to every U.S. beef cut, Chef Uwe presented the Profit Planner software program which enables chefs to choose the right beef cut and calculate its cost of production per serving. In addition, participants learned about planning Texas Theme Nights.





Founding members of the ECG Young Chefs Association



# Bigger and Better

The turnout at the Emirates Culinary Guild's monthly meeting is betting bigger and better with each passing month. Last month, senior and corporate members filled up the ballroom of the Radisson Blu Hotel Dubai Deira Creek. The event was hosted by the hotel team while Ajit Sahani and his team from Safco hosted the after-party. From long presentations to short and sweet conversations, the gathering was the perfect setting for the who's who of UAE's food industry and culinary craftsmen to network.



# Chef Daniel makes UAE proud

Adjudged the world's second best in a challenge that saw chefs from seven continents competing for top honours



**C**hef Daniel Edward was awarded the second place at the Global Chef Challenge held at the WACS Congress in Daejeon in South Korea last month. This is the first time in the history of the UAE's culinary scene that a Chef working in the country has been voted amongst the top three Chefs in the world at the Global Chef Challenge, confirms Chef Uwe Micheel, President, Emirates Culinary Guild.

Chef Daniel has been the perfect ambassador for his hotel, The Address Downtown Dubai and for the UAE as well, over the course of the year winning multiple medals at various Chef competitions the world over. Following his win and his team's win in Singapore, and then in Korea, he and his team won additional medals at the Black Box competition in Australia last month. "It is great to have a supportive management," says Chef Daniel, who intends to share and use his learnings from various competitions in the day-to-day activities of his hotel, his team and the kitchen operations.

At the Global Chef Challenge in South Korea, his preparation of the sirloin wagyu beef with brisket was adjudged the best main course. "The equipment was very good but looking for ingredients was not easy. We had to change our presentation at the last minute but the final outcome was thankfully great," he says.

Talking about future competitions, he says he would like to once again participate in the Global Chefs Challenge as well as aim for the Bocuse D'or.



Chef Daniel and his team at the Black Box finals in Australia

# Chef Osama for team UAE

Representing the UAE contingent at the 35th WACS Congress was our very own celebrity chef, Chef Osama El-Sayed. He did an excellent presentation and cooking demonstration showing colleagues from all over the world what our adopted home is like during the Holy month of Ramadan. The presentation included a high-end HD production of some of UAE's leading chefs talking about Ramadan in many foreign languages, thereby demonstrating UAE's unity in diversity. Here are images of our men in white jackets in South Korea.



Chef Osama showing colleagues from all over the world what our adopted home is like during the Holy month of Ramadan.





## Revealing his 'khazana' at Daejeon

Celebrity chefs from around the world made their presence felt through cooking demonstrations at the 35th WACS Congress in Daejeon in South Korea. India's top celebrity chef Sanjeev Kapoor worked his charm during his cooking demonstration, whipping up dishes based on Ayurvedic concepts. He derived value from the basics of Indian cooking that dates back centuries. Chef Kapoor made a huge impact on the Congress showcasing how going back to basics requires a lot of knowledge and perseverance.



## Feed the planet

We saw chefs uniting as the much awaited roundtable discussion, based on the theme 'How to Feed the Planet in the Future', was attended by an almost full auditorium of chefs ready to play their part in the change.

Moderated by Rick Moonen, Executive Chef and Owner of RM Seafood, the panel included Elisabeth Valet, the director of European Programs at SeaWe/Seafood Choices; Mats-Eric Nilsson, author, food writer and investigative journalist; Sanjeev Kapoor, the chairman of the Indian Cookery Pvt. Ltd.; and Yen Koh, the executive chef at Unilever Food Solutions for South East Asia.

"It is not saying that we will have the right solution but it

is coming together to make a difference," says Gissur Gudmundsson, President of the WACS.

**Rick Moonen shared his three step programme for taking a step towards making a difference:**

- 1) Ask Questions
- 2) Adjust
- 3) Evaluate and Apply

Other points discussed by the panel were to look into portion sizes, prevent wastage and to understand the feed of the produce.

The event ended with chefs signing on a printed declaration to pledge their commitment to the cause.



# Parade of the Nations

The Parade of the Nations, the official opening of the Congress, was a spectacular sight as the flags of 93 member countries were proudly marched, represented and applauded.

What added great meaning to the event was the attendance of many key personalities, namely the First Lady of Korea, Yoom-Ok Kim and the Mayor of Daejeon Metropolitan City, Hong-Chul Yam.

The First Lady said, "As the Honorary Ambassador for WACS this Congress, I would like to encourage the 3,000 chefs from 93 countries who have gathered here for competitions to also experience the flavours of Korea's cuisine."



# World Record

**2111 chefs** proudly fitted in their chef whites and hats gathered at the Gapchen Waterfront Park and had the biggest culinary family portrait in history! This monumental moment also means one thing- that the record for the largest number of chefs gathered in one place was broken. It was authenticated by officials from the Guinness Book of world records.



# Exclusive Memories

The World Association of Chefs Societies (WACS), which has 93 member countries, meets once every two years at the WACS Congress. Celebrity chefs come together to make a presentation; the Global Chef Challenge and the Hans Bueschkens Junior Chefs Challenge are conducted here; and each country's culinary Presidents and Vice Presidents come together to share best practices. This year's event was held in Daejeon, South Korea and our Photo Editor, **Amaresh Bhaskaran** was the only journalist from the UAE invited to witness it all. Here are moments captured at the event exclusively for Gulf Gourmet readers.



Induction ceremony of honorary members who have served the association for several years.







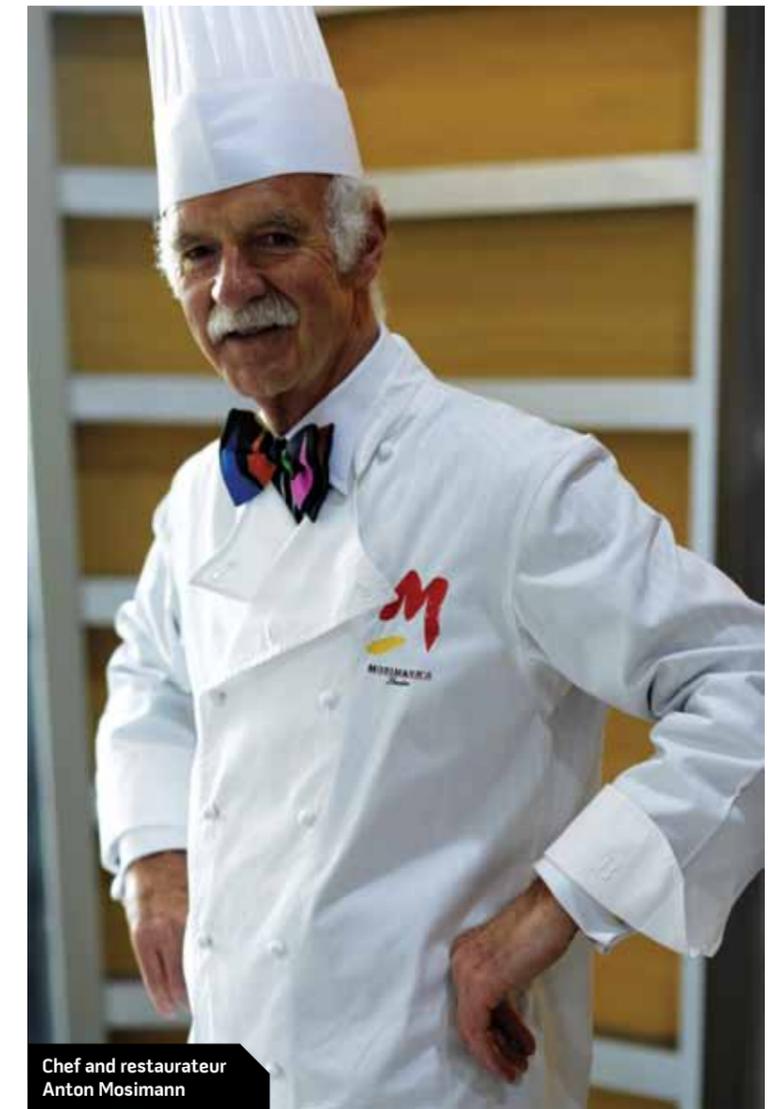
Andy Cuthbert mentoring young chefs from around the world.



Mayor of Daejeon presenting the Global Chef Award







Chef and restaurateur  
Anton Mosimann





Carlos Salas, Chilean Trade Commissioner receiving the membership certificate from Uwe Micheel, President, Emirates Culinary Guild.

## pro|CHILE

**ProChile, the Chilean Trade Commission**, is part of the Directorate General for International Economic Affairs of the Ministry of Foreign Affairs, and responsible for implementing and enhancing Chile's trade policy.

This agency strives to deepen and project the country's trade policies under four fundamental concepts: Supporting small and medium companies in their process of going international; taking advantage of the opportunities arising from the country's trade agreements; association between public and private organisations and positioning the country's brand image in other markets.

For this, it has a network of Offices in Chile and in the world's most important markets -offices and commercial representations strategically located in more than 40 countries and it has developed a set of services for the exporter: guidance, commercial promotion actions, and information technologies.

**Chile, a World Class Food and Beverage Supplier**  
Agriculture has historically been one of the cornerstones

of the Chilean economy. In the last few years, the food and beverage industry has established itself as the second-largest foreign currency earner. The country currently exports more than US\$ 11,500 million in food products, 22.4% of total exports.

There are few countries in the world in which the food and beverage sector is of such significant relevance for the Gross Domestic Product. According to FAO figures, Chile takes third place in the world with 10.3%; it also appears in 16th place in food and beverage exports –within a universe of 200 countries– and aims to become part of the top ten economies with presence in international markets in the short time.

**The sectors which Chile is enhancing exports to GCC are**

1. Fresh Fruit, Chile is the Southern Hemisphere Fruit Export Leader;
2. Halal Meat with an Exceptional Quality;
3. Dried Fruit (almonds, walnuts and prunes);
4. Salmon;
5. Wine and Pisco; and
6. Dairy.

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# THE EMIRATES CULINARY GUILD

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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

Senior

Junior

Fax Home:

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

Approved

President.....

Chairman.....

Fees:

Junior Member: No fees (provided that they have joined two competitions within a year). Or AED 50 joining fee. 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). AED 350 joining. Includes certificate; member-pin, member medal and ECG ceremonial collar. AED 150 per year thereafter.

Affiliate Member: AED 350 for the first year. AED 300 per year thereafter.

Corporate Member: AED 20,000 per year

dcs



For further information, please contact: Tramontina UAE L.L.C  
Tel.: +971 (4) 450 4301 / 4302  
tdubai@tramontina.ae

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