

OCTOBER 2009

GOULF GOURMET

from us, for us.



PRIDE AND JOY

Chef Maryam Darwesh tells us what it takes to be the Nestlé Professional Female Chef of the Year

Now *in* Market



'BRING OUT THE BEST'



Salad Dressings



Caesar

2 liters x 6
50ml / 40 portions



Ranch

2 liters x 6
50ml / 40 portions



Thousand Island

2 liters x 6
50ml / 40 portions



Cole Slaw

2.2 liters x 6
75ml / 30 portions



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FROM THE

President's station



Dear Fellow Chefs, Colleagues, Ladies and Gentlemen,

Welcome to the October issue of Gulf Gourmet.

I hope all of you had a relaxing break, a good Ramadan, and some quality time with your family during the Eid holidays.

I had the pleasure of accompanying some of our competition winners on the trip to Germany to the Convotherm Factory in Bavaria, just about 40 minutes away from Munich. We attended a good seminar, and also had the opportunity to see some of the beautiful places around Munich, and visit the famous Oktoberfest and the Allianz arena. Gerhard Eichhorn from Convotherm has promised that he will conduct a seminar for Junior Chefs in October – watch out for that announcement.

I am sure you are waiting for more pictures from the JCY 09 - Ms Umaima has promised plenty in this issue!

If you have not looked at our new website yet, please do so. I am happy to inform you that it's great - a big thank you goes out to Andy Cuthbert and James Griffith for their tireless efforts. The URL for the website is www.emirates-culinaryguild.com.

Even though we have just finished the JCY09,

preparations are already on in full swing for Salon Culinaire 2010. Make sure to register early to ensure that you are not disappointed later.

I would like to take this opportunity to say 'Mabrouk' to Chefs Juraj and Hero for winning the Global Chef's Semi Final in Johannesburg, South Africa. They will now represent Middle East and Africa at the final in January in Chile. Good luck from all of us, for all of us!

Also, please take a moment to look at the Friends of the Guild pages, and see all the corporate members who support the guild. And please do take a look at the profiles of our corporate members in this issue – Truebell, SAFCO and Arpal - all long time supporters of the Guild. I would also like to thank all our supporters, who are with us through this difficult market situation, and I hope that all our businesses recover very soon.

Thanks to Chef Sudu and his team from the Traders Hotel Dubai for hosting our September meeting, which was the first after the summer break.

Culinary regards,

Uwe Micheel

President of Emirates Culinary Guild

Director of Kitchens

Radisson Blu Hotel, Dubai Deira Creek

friends of the guild



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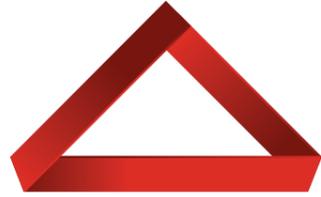
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GULF GOURMET

FROM US, FOR US.

CONTENTS

03 *From the President's Station*

04 *Friends of the Guild*

12 *Cover Story*

Maryam Darwesh took home the medal and title of Nestlé Professional Female Chef of the Year competition. She spoke to Gulf Gourmet about the experience.

18 *Events*

See the avid competitors at work at the Junior Chef of the Year 2009 competition held earlier this year at Oasis Centre.

28 *Events*

The judges at JCY09 share some valuable advice with the junior chefs. Listen and learn.

32 *Grill of the month*

Chef K A C Prasad, Executive Chef, Miramar Al Aqah Beach Resort, tells us how hard work and dedication can guarantee success.



p. 42



p. 32



p. 38



p. 46

38 *Coffee and Conversation*
Chef Ahmad El-Charif, Executive Chef, Number One Tower, shares his likes and dislikes with Gulf Gourmet.

42 *Guest Bites*
Chef Ramon Salto Alvarez, Executive Chef, Hotel Missoni, Kuwait, talks molecular cuisine and more on a recent trip to Dubai.

46 *Unilever Foodsolutions presents From Prep to Plate*
With winter nipping at our toes, it's time to stock up on soups. Three Dubai chefs show us how.

60 *Welcome to the ECG*
Gulf Gourmet extends a warm welcome to the new corporate members of the Emirates Culinary Guild.

64 *Member directory*
The A to Z of ECG corporate members.



p. 28

GULF GOURMET

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AN INSPIRING WIN

Besting 26 other female chefs to win the coveted title of Nestlé Professional Female Chef of the Year, Demi Chef de Partie Maryam Darwesh recalls the experience, and the relevance of her win.

by Flor Pamintuan



The experience was one for the books. She didn't expect to win because there were others whom she felt had better entries and more experience. But when the judges told Maryam Darwesh, Demi Chef de Partie at Blur Orange restaurant, The Westin Dubai, that her main course entry of Pan-seared Sherry Fish with Avocado Salsa is "very delicious, simple with a nice presentation and a perfect portion", she felt something good was about to happen.

Then came the dessert. Her entry of Pineapple Tart had a "perfect combination of sweet and sour, and the tart is crunchy and tasted different from the other participants", said the judges. And she knew that her victory was sealed.

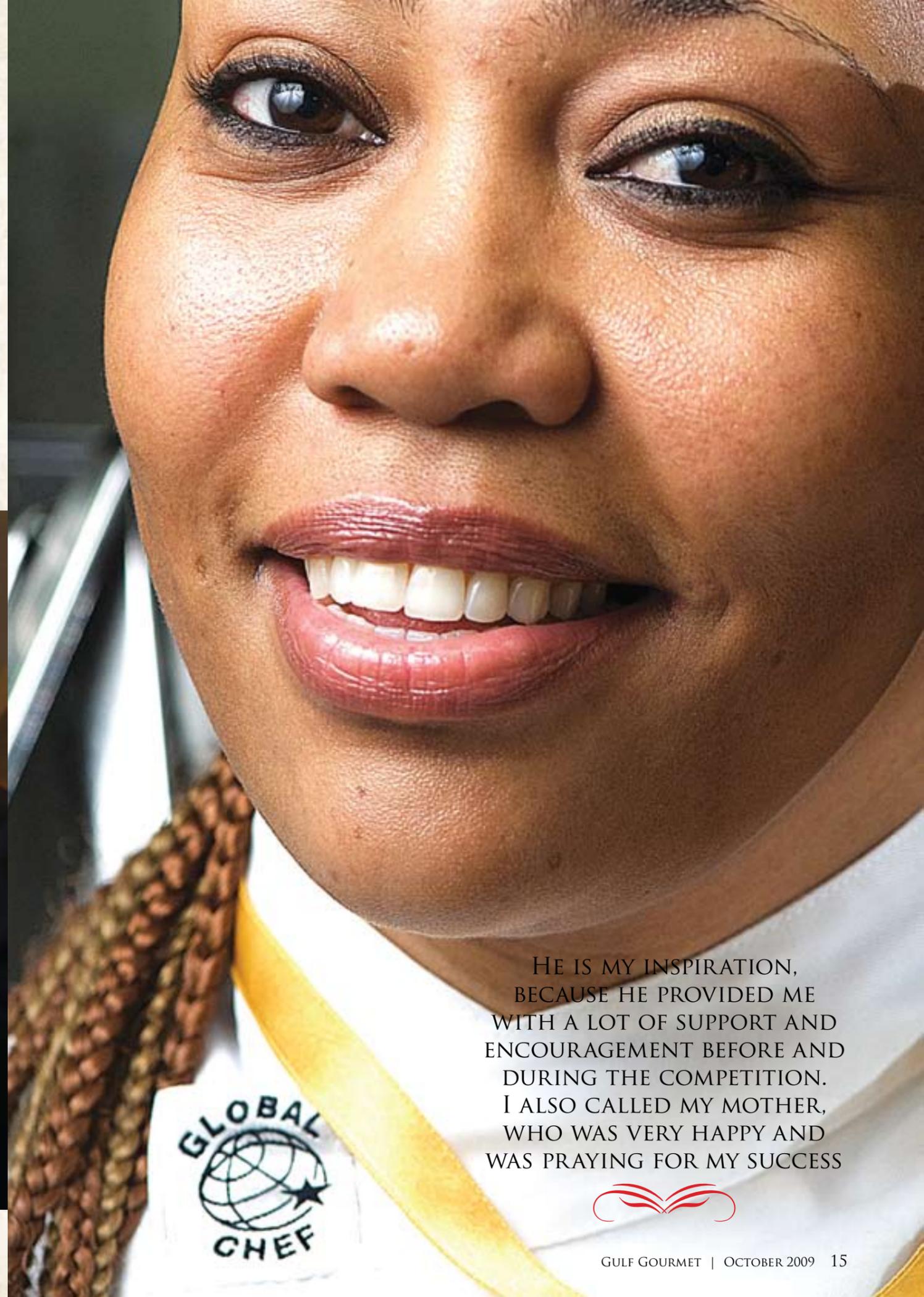
Chef Maryam bagged the title of Nestlé Professional's 'Female Chef of the Year 2009'. She emerged winner at her second attempt at the annual competition, held on August 4th at the International Culinary Academy.



I WAS SO NERVOUS, BECAUSE THIS IS ONLY THE SECOND TIME I JOINED A COMPETITION, SO WHEN THEY CALLED MY NAME AND ANNOUNCED THAT I WON THE TOP PRIZE, I WAS VERY HAPPY. I REALLY LEARNT A LOT FROM THIS EXPERIENCE



Mary-Ann Gardner and Nauman Ehsan from Nestlé Professional present the medal to Maryam



HE IS MY INSPIRATION, BECAUSE HE PROVIDED ME WITH A LOT OF SUPPORT AND ENCOURAGEMENT BEFORE AND DURING THE COMPETITION. I ALSO CALLED MY MOTHER, WHO WAS VERY HAPPY AND WAS PRAYING FOR MY SUCCESS



"I was so nervous, because this is only the second time I joined a competition, so when they called my name and announced that I won the top prize, I was very happy. I really learnt a lot from this experience," gushes Chef Maryam, who was still ecstatic when recalling the experience.

Her first call on receiving the award was to her boyfriend. "He is my inspiration, because he provided me with a lot of support and encouragement before and during the competition. I also called my mother, who was very happy and was praying for my success," she smiles.

The Female Chef of the Year competition was introduced by Nestlé Professional in 2008 to serve as a culinary platform to encourage young female chefs to demonstrate their talents, and apply their knowledge and expertise in creating new and exciting recipes. Each female chef competes to create inspiring recipes for two categories – Main Course and Dessert. The participating female chefs represented different hotels in Dubai, Abu Dhabi and Sharjah.

Chef Maryam is not a neophyte in the industry. Prior to her job here in Dubai, she has worked in well-known hotels in her native city of Dar es Salaam, Tanzania, where she discovered her passion for cooking in her own home.

"I was fascinated by my mom's cooking, and as a little girl, I loved watching her while she prepared our meals. Her cooking inspired me to be a chef," recalls Chef Maryam. She is the first in her family to become a professional chef, and this has made her mother very proud.

She decided to pursue a career in the hospitality industry because of her love for cooking, and the story of a neighbour who took up culinary courses in college, became a chef and is now very successful.

"I wanted to be successful like her, so I decided that I wanted to be a chef. I took up food and beverage courses in college, and after studying, I was hired to work at a hotel in my country. I was assigned to do everything in the kitchen – from preparing hot and cold dishes, pastries, to a variety of desserts. It was a great learning experience for me," she recalls.

She remembers her first dish to be Grilled Jumbo Shrimps with Mashed Potato. "The experience of preparing my first dish was something I can never forget. I was so nervous and excited because I didn't know what the guests would say, but when I saw they were satisfied and happy, I was relieved and very happy. From then on, I started preparing dishes for our customers," she adds.

Her experience at the Zamani Zanzibar Kempinski Hotel in Tanzania as a chef de partie added to her courage to seek opportunities abroad. She answered an online job posting for a five-star hotel in Dubai, and was hired after several phone interviews.

"I chose Dubai because I wanted the international experience. I already have experience in Africa, and I wanted to widen my horizons and visit a different country. This was the way for me

I WAS FASCINATED BY MY MOM'S COOKING AND AS A LITTLE GIRL, I LOVED WATCHING HER WHILE SHE PREPARED OUR MEALS. HER COOKING INSPIRED ME TO BE A CHEF



to do it," she explains. She arrived in Dubai in January 2008 and started working as a first commis at The Westin Mina Seyahi. Six months later, she was promoted to demi chef de partie as a result of her good performance. Chef Maryam enjoys every bit of her job at the hotel's Blue Orange Restaurant, where she prepares the dishes for the restaurant's themed nights.

There are challenges, she says, but she considers them an opportunity to improve and enhance her skills. "I face big challenges with this position because of the many responsibilities associated with the job, but I know this will help me succeed with my plans in the future," she nods.

Another aspect of her job that she enjoys immensely is interacting with the different nationalities in the kitchen. She feels it is more like a culinary school, because she learns a lot from her colleagues – be it their culture or their language, but most importantly, their style of cooking.

One of the most important factors of her job though is the fact that she can work freely with her male counterparts. "I don't feel intimidated nor discriminated against because we treat each other as part of one team. The male and female chefs work together, so we don't find time to think that the male chefs are superior to female chefs. We support and help each other, so I don't think female chefs feel that they are the weaker sex or are discriminated against," she explains.

This practical and 'can-do' attitude has helped her cope with any pressure or hostility at work. "I always think that I can do what the male chefs can do, and most of the time, it's true, so it helps," she adds.

In fact, says she, the Nestlé Professional Female of the Year competition is great as it provides good exposure for young female chefs in the industry. "Aside from learning from each other's creations, the competition also provides encouragement for other female chefs to show their talents and display their skills and give their best," she points out.

She also commends Nestlé Professional for staging the competition, because it will open more opportunities for women



Maryam with Chef Thomas Gagliardi, Chef de Cuisine, Blue Orange restaurant

to enter an industry that is currently dominated by men. "In this job, as long as you put your heart in it, you will be different. It is a tough job because of the stress, the challenges and pressure, but I feel so proud that I am able to do it and I am part of this industry," she smiles.

For aspiring chefs, Chef Maryam has this to say: "Being a chef is not easy. You must really love the profession. It should be your passion. You also need to exert more effort and have the courage to do the job at all costs. You need to be different, and finally, you should be happy and enjoy doing what you do. Do not be afraid to learn from others. If you put all these together, with a little bit of luck, you will be successful in your career."

Winning this title will not stop Chef Maryam from competing in others. After all, it's not always just about winning, but about learning too. "I need the experience so I can learn more and get more ideas in terms of preparation, getting the right ingredients, and trying different style of cooking. In this competition, I discovered so many things because each chef has displayed and prepared their own creation. Aside from my own preparation

for this winning dish, I was able to get different techniques that I can apply to my own way of cooking, so I am really thankful that I participated in this competition," she says.

Not one to rest on her laurels, she plans to enroll in different cooking classes and acquire a higher culinary degree. "My priority right now is to get more education. I want to be very successful in this field. My dream is to get a sponsorship to go to college in a European country and gain more knowledge of European cooking. I would like to experience working in a European country, and add it to my Middle East and African experience. If I can reach my fullest potential to become a Sous Chef or an Executive Chef, I will definitely do that," she adds. Her more long-term plans include setting up her own restaurant and specializing in wedding banquets.

At the moment though, Chef Maryam enjoys her time in Dubai. Still getting used to the weather, Chef Maryam likes spending time at home cooking her favorite dish, 'ugali', a local dish similar to a porridge but harder. She also enjoys reading cookery books, and most of all, keeping in touch with her family in Tanzania. 🇰🇪

JUNIORS AT WORK

Gulf Gourmet brings you some candid moments from the Junior Chef of the Year competition held in July this year.





OVER AN EVENTFUL SEVEN DAYS, JUNIOR CHEFS FROM ALL OVER THE UAE COMPETED FOR THE COVETED TITLE OF JUNIOR CHEF OF THE YEAR 2009



THE OASIS CENTRE WAS PACKED TO CAPACITY AT MOST TIMES WITH CHEFS AND CONSUMERS ALIKE EAGER TO GET A GLIMPSE OF THE FANTASTIC CREATIONS THAT THE CHEFS WERE DISHING OUT



THE STATIC DISPLAYS GOT A PHENOMENAL AUDIENCE, WITH VISITORS COMING BACK DAY AFTER DAY TO SEE WHAT KITCHEN ARTISTS CAN ACHIEVE WITH FRUITS, VEGETABLES, SUGAR AND BREADS



TENSION LEVELS WERE GOING THROUGH THE ROOF IN THE LIVE COOKING STATIONS AS TIME WAS RUNNING OUT AND PLATES WERE STILL BEING PREPARED





JUDGES AND MARSHALS, PARTICIPANTS AND HELPERS - IT WAS A SEA OF WHITE AND MORE WHITE DAY AFTER DAY



THE EVENT WAS ABOUT MORE THAN WINNING THOUGH, WITH PARTICIPANTS ENJOYING THE FEEL OF THE HEAT OF THE MOMENT





AS THE EVENT DREW TO A CLOSE, SOME WENT HOME WITH TITLES, OTHERS WITH MEDALS. BUT EVERY PARTICIPANT TOOK HOME A WEALTH OF EXPERIENCE



\$4,000 TO BE WON WITH THE USA RICE

Healthy Recipe competition

DUE TO THE HUGE SUCCESS OF THE PREVIOUS YEARS, WE ARE PLEASED TO ANNOUNCE A MAJOR NEW COMPETITION FOR 2009.

THIS YEAR THERE ARE 2 PRIZES OF \$2,000 EACH TO BE WON, ONE FOR A HOT DISH CATEGORY AND ONE FOR A COLD DISH CATEGORY.

Healthy eating has become one of today's hot topics, and U.S. rice is a perfect way to ensure a healthy menu. What better way to achieve this than to think of some exciting new recipe ideas featuring American rice for your restaurant.

All you have to do is send us your ideas for a healthy recipe, hot or cold, using American long or medium grain rice. It's as simple as that. The recipe can be for any type of dish: starters, main courses, desserts, or anything in between. A cook off will take place in Dubai to decide the ultimate winners, which will be judged by some of the Middle East's most respected chefs.



Please email your entries to customer@usarice.com or fax to (+971) 4 222 8307 by November 15th 2009 together with your name, address and place of work.



www.usarice.eu

All entries become the property of USA Rice Federation and may be used in publicity material. The recipes must contain American rice as one of the ingredients. USA Rice Federation accepts no responsibility for entries that are lost, illegible, altered, delayed or damaged. Competition only open to full-time chefs and student chefs.



WORDS FROM THE WISE

In spite of their extremely busy and hectic schedule, Gulf Gourmet managed to grab the nine judges at the Junior Chef of the Year competition and ask them for one important tip for their juniors. This is what they had to say...

CHEF PETER HALLMANN'S

READ THE RULES. COOK YOUR FOOD. WE HAVE SEEN SO MUCH RAW FOOD PRESENTED HERE - UNCOOKED FISH AND MEAT - THAT IT IS CLEAR THAT THE YOUNG CHEFS ARE TRYING TOO MUCH ON THEIR OWN. THEY ARE NOT GETTING ENOUGH CONSULTATION ON WHAT THEY WANT TO COOK. THERE IS A SAYING THAT PRACTICE MAKES PERFECT, BUT I DO NOT BELIEVE IN IT. FOR ME, PRACTICE MAKES PERMANENT. BECAUSE IF YOU ARE WRONG, AND YOU KEEP DOING IT, YOU END UP DOING THE MISTAKE FOREVER. THEREFORE, THESE YOUNG CHEFS NEED TO COOK UNDER THE GUIDANCE OF THEIR SUPERIORS, SO THEY WOULD BE ABLE TO UNDERSTAND THEIR MISTAKES BETTER. THEY SHOULD GET PROFESSIONAL SUPPORT AND FEEDBACK.



CHEF THOMAS GUGLER

THE MOST IMPORTANT THING IS TO STUDY THE RULES AND REGULATIONS. THEY SHOULD PRACTICE THE FOOD THAT THEY WISH TO DISPLAY DURING THE COMPETITION A FEW TIMES SO THAT THEY ARE AWARE OF ITS GOOD AND BAD POINTS. THIS WAY, THEY WOULD LEARN HOW TO DO THINGS CORRECTLY. THEY SHOULD COOK TOGETHER WITH THEIR COLLEAGUES AND THEIR EXECUTIVE CHEFS TO GET DIRECT FEEDBACK, WHICH WOULD HELP THEM IMPROVE ON THEIR PRESENTATION BEFORE THEY COME HERE FOR A COMPETITION.



CHEF NOEL RAMOS

DO YOUR RESEARCH AND MAKE USE OF COMMON SENSE AND PRACTICAL METHODS WHEN TRYING TO DO YOUR BEST IN A SHORT TIME. PARTICIPATING IN A COMPETITION IS A HUGE RESPONSIBILITY, AND BOTH YOUR STYLE AND TECHNIQUE SHOULD REFLECT ON YOUR PLATE





CHEF TAREK MOURIESS

PRACTICE AND SIMPLICITY - DON'T DO WHAT YOU CANNOT DO, JUST DO WHAT YOU HAVE BEEN TRAINED ON. IT IS IMPORTANT TO BE PERFECT AT WHAT YOU HAVE BEEN TRAINED ON. REMEMBER TO RETAIN YOUR ORIGINALITY - DON'T LET YOUR CREATIVITY OVERCOME YOUR ORIGINALITY. PRACTICE, PRACTICE, PRACTICE....



CHEF MARCO P BRUSCHWEILER

ALWAYS TASTE WHAT YOU SERVE. JUST LIKE WHEN YOU COOK AT HOME, YOU ALWAYS TASTE IT BEFORE YOU SERVE YOUR FAMILY. AS A LOT OF FOOD IS NOT PROPERLY COOKED AND IS RAW HERE - WE HAVE SUSHI, RAW BEEF, ETC - THIS CAN BE PROBLEMATIC. THIS KIND OF FOOD CANNOT BE SERVED TO THE CUSTOMER. HERE, YOU HAVE SEVERAL OPPORTUNITIES WHEN YOU ARE SURROUNDED BY OTHER CHEFS - THIS IS A GOOD LEARNING EXPERIENCE AND ONE MUST MAKE MOST OF IT. THEY SHOULD LEARN TO WORK TOGETHER AND LEARN FROM EACH OTHER.



CHEF WERNER KIMMERINGER

LOOK AT YOUR FINAL ENTRIES, ANALYSE THE DISHES, GET FEEDBACK FROM YOUR PEERS AND JUDGES. USE THIS INFORMATION AS A BASE FOR THE NEXT ENTRY, AND BUILD ON THIS EXPERIENCE. IT IS A CULINARY ART COMPETITION, SO THE CHALLENGE IS MAKING SOMETHING SIMPLE LOOK/TASTE PERFECT ON A PARTICULAR DAY, OR, IN HOT COOKING, IN A SPECIFIC TIME FRAME. AND THIS CANNOT BE DONE IN A COUPLE OF DAYS, BUT AFTER MONTHS OF TRAINING, PREPARATION, TESTING AND TIMING. THE DISH NEEDS TO HAVE BALANCE, TEXTURE, FLAIR, AND MOST OF ALL, APPROPRIATE FLAVOURS.

WRITE APPROPRIATE RECIPES, TAKE DIGITAL IMAGES OF EACH COMPONENT, AND TIME THE PREPARATION TIME. ADJUST AFTER EACH COOK OFF OR TRIAL SO YOU CAN REMEMBER THE PROCESS AND IMPROVEMENTS.

THE JUDGES WANT TO SEE YOU MEET THE CHALLENGE AND WILL AWARD YOU ACCORDINGLY. IF YOU BRING IN ONLY THE INGREDIENTS NEEDED FOR YOUR DISHES, MAKE MOST ITEMS IN THE HOT KITCHEN, AND USE EVERY MINUTE OF YOUR TIME. THE JUDGES WILL SCORE DIFFERENTLY THAN SOMEONE WHO USES ONLY 50 PER CENT OF HIS MISE EN PLACE AND IS FINISHED AFTER 70 PER CENT OF HIS TIME.

BUT MOST IMPORTANT, YOU SHOULD TASTE YOUR DISHES FOR HOT OR COLD DISPLAYS, AND IF YOU ARE SATISFIED WITH THE FLAVOURS, COOKING AND TASTE, ONLY THEN ARE YOU READY FOR THE CHALLENGE.



CHEF GAVIN DUTHIE

AT THE MOMENT, I WOULD LOOK AT THEIR PORTION SIZE. SOME OF THEM ARE OVERDONE, THE SAUCES ARE FLAVOURED TOO STRONGLY. ALL THE SPICES SHOULD BE USED IN PROPORTION. IF IT CAME TO MY TABLE, I WOULD JUST THROW THE PLATE AWAY, AS THERE IS NOTHING ONE CAN DO TO AMEND ON THESE THINGS.

THEY NEED TO BE CAREFUL OF THE INGREDIENTS THEY USE, AND IF THEY ARE PREPARING A DISH FOR A COMPETITION, THEN THEY HAVE TO PRACTICE IT A FEW TIMES BEFORE THEY COME HERE FOR A FINAL PRESENTATION. ALSO, DON'T CHANGE DISHES OVERNIGHT - STICK TO WHAT YOU HAVE PRACTICED, AS THOSE THAT HAVE CHANGED THEIR DISHES OVERNIGHT HAVE MADE A MESS OF IT HERE TODAY.



CHEF GERARD MENDIS

UNFORTUNATELY, WE WERE UNABLE TO GET IN TOUCH WITH CHEF GERARD MENDIS AT THE TIME OF GOING TO PRINT. WE WILL SURELY GET HIS VIEWS ACROSS TO YOU IN A LATER ISSUE.



CHEF RAMAN KHANNA

KEEP IT SIMPLE AND MAKE FOOD THAT YOU WOULD LIKE TO EAT YOURSELF. STAY AWAY FROM ENGINEERED FOOD, AND MOST OF ALL, HAVE FUN PARTICIPATING IN THESE COMPETITIONS BECAUSE IT DOES NOT MATTER IF YOU WIN OR NOT, THE IMPORTANT THING IS THAT YOU LEARN.





CHEF BY HEART

Described by his colleagues and peers as a professional with boundless energy and dedication, **Chef K A C Prasad** turned out to be all that and more. Gulf Gourmet explores.

Born and brought up in Colombo, Chef KAC Prasad, Executive Chef, Miramar Al Aqah Beach Resort, was only about 16-years-old when his family moved out. "It was a good change for me. The hectic life of a big city had made me an angry young man," he smiles.

That change changed his life forever, and made him the professional he is today. As Executive Chef at the resort, handling a huge team and a big F&B operation, Chef Prasad has his hands full. And yet, when he was called upon to take up the position of VP with the Emirates Culinary Guild for the East Coast, he not only stepped up, but is already sharing big ideas and plans for the future.

Such enthusiasm for his work and love for his profession, he says, comes from his background as a sportsman and the discipline it instilled in him.

As a child, Chef Prasad was a sports enthusiast, and excelled at physical education, be it running or cricket. Especially talented in cricket, his dream was to join the army. "I even applied for cadet training in my final year at school. I was rejected at first because I could not meet the long jump requirement, but at the request of my friends who had passed, I was given one more chance. I did it, and that was one of the happiest moments of my life," he smiles.

That year of training further affirmed his belief that he wanted to be an army man. And of course, the fact that his grandfather and uncles from his mother's side were all officers helped along. However, an experienced army veteran, his grandfather did not want Chef Prasad to live the army life. So he persuaded a close friend of the family to talk him into the hotel industry.

"This gentleman was Mr Cubby Wijethunga. He was the Director of corporate affairs at Nestlé in Sri Lanka at the time. He was well connected in the industry, and he gave me a recommendation and asked me to go see a gentleman called Bobby Adam," explains Chef Prasad. As a young boy, he did what he was told without much thought, but that day, his life changed. So significant is that day, that till today, Chef Prasad keeps that card in his wallet.

Adam, a prominent personality in the country at the time, read the card and asked Chef Prasad to go to his secretary. The secretary asked him which department he would like to go to. "I had no idea what a chef was. For me, the impression of cooking was like, someone in a small restaurant, cooking in dirty clothes. All I knew was the server, who we called a steward, and I know he wore nice clothes and took home tips. So I told her I wanted to be that," he laughs.

But when Wijethunga found out, he scolded the young Chef Prasad and sent him right back with another card. This time, he was given a letter straight off to join a John Keells hotel, Habarana Village, as a management trainee.

Giving up further studies – he admits he never believed he had a future in education – Chef Prasad packed his bags and, for the first time in his life, travelled 150 kms from home, alone, for the job.

"When I got there though, the GM sat me down and told me that what I wanted to get into was a tough job. He asked me if I really wanted to do it, and as an innocent boy who really was just doing what he was told, I said yes," he says.

Expecting a cool jacket and decent clothes as a management trainee, Chef Prasad was in for a rude shock. The Executive Chef at the hotel had worked as a pot washer in the hotel for 13 years before being promoted, and had steadily grown through the ranks. So he was not about to let an 18-year-old upstart from Colombo have his way, no matter who recommended him!

So dressed in blue shorts and a half-sleeved shirt, Chef Prasad started work as a pot washer.

"The hotel was amazing though. Those places are like training schools. They have a wonderful environment. Everything that we served there is handmade - from pigs for sausages to hens for eggs, they keep everything there," he says.

It was a funny start for Chef Prasad, who had never washed his own plate, and had no real passion for cooking or hospitality to begin with. "I was used to catching a bat in my hand, and all I had all day here were dirty plates and pots. I cried every night as my hands were full of bruises and calluses," he says sombrely.

The only saving grace was that every evening, after work, he got to play cricket for a couple of hours. Cricket proved to be saviour for Chef Prasad in more ways than one. He was good at the game, better than other chefs, which gave him the opportunity to bond with his seniors the way no pot washer could.

"But we were a dedicated team. People at that time were true hoteliers. We had sleepless nights of partying and playing, and yet, we were there at six in the morning for breakfast. I have never taken a sick leave in my career – that's the dedication we worked with," he states.

Slowly and surely, watching the men in white jackets command authority in the kitchen and face up to even the GM, Chef Prasad developed an interest in cooking. He started watching and learning, and even created a small recipe book for himself so as to remember all he saw.

"I went up to my Executive Chef after two and a half months and requested him to allow me, when I was free from my duties, to help in the kitchen, as I wanted to learn. He said yes, but it was still tough, as chefs at that time were huge people, hot tempered, and never really referred to us by our names, if you know what I mean," he winks.

So even though he was allowed to touch the food and hand it to the chef, he was never allowed to do any cooking, or even hold a knife! "Getting a knife is like a privilege, and the uniform means you are a king! But I had made a couple of friends through cricket, so slowly, over time, they allowed me to cut and chop," he smiles.

Just when things were going well though, something went wrong. "At the end of the day, everyone worked together to clean the kitchen, chefs and pot washers alike. My job was to sweep the floor, and one day, I mistakenly bumped into a chef. He thought I did it deliberately, and lost his temper. I tried to explain that it was an accident, but one thing led to another, and I ended up beating him to a pulp," he says.

Being the junior, he was the one to get punished though, even though his team backed his story. His promotion was pushed back, and Chef Prasad realised that it was time to move.

He went back to Colombo on holiday, and requested Mr Wijethunga to help him once again. He wanted to go work at the

Habarana Lodge, and he was granted an internal transfer. That also meant a promotion, and he finally got the jacket that by now had become very valuable for him.

That was 1991. Chef Prasad spent five years at the hotel, honing his skills and learning almost everything that he knows today. He started his stint there by breading fish, learned butchery, and has a scar on his hand to show for it, made a mistake by adding 50 kgs of beans to water before it came to a boil, thus destroying the dinner menu for the evening, became an expert at live cooking, interacted with guests thanks to his fluency in English, and made friends with an Italian couple who sent him a cookbook, wishing him good luck for his career long after they had left the hotel.

"I realise I will never again have those people, those chefs, those friends and that experience again," he sighs. But at the end of four years, it was time to leave. Only this time, Chef Prasad was a confident chef, having attended cooking college and training on the job. So he applied directly, and got selected to work at the Oberoi hotel in Colombo.

"A five-star hotel is a completely different world. The Oberoi taught me how to be aggressive as a chef and work under pressure, as the expectations from the hotel are very high. But even though there was more pressure at work, I was happier as I was closer to my family, nightlife was better, and it was a great learning experience as the standards at the hotel were very high," he says.

Six months later, the Executive Chef passed by him, and was impressed enough to move him to the hotel's fine dining outlet. This boost in his career encouraged him more, and his hard work was rewarded time and again.



“At the Oberoi, they had a policy that if you had a good reputation with them, even if you left the hotel to go elsewhere, if you ever wanted to come back, they welcomed you with open arms. So a few of our colleagues always encouraged me to give the Gulf a shot, telling me to experience a different world that was out there. I too felt the need to move out of Sri Lanka for a bit, so I sent in my applications,” explains Chef Prasad.

Luckily for him, he was one of the 13 chefs selected from among 500 for a position at the Sheraton Deira hotel in Dubai. At 23 years of age, he moved to a new place with little knowledge of anything. Already nervous, his first day in the kitchen was no cakewalk. For, he found himself in a team of Nigerian chefs, whose accent made it very difficult for him to understand what they were saying, even though they were speaking English! “It was a funny time,” he laughs, adding, “It took me a month to get used to their accent and understand what they were trying to tell me.”

But it was an experience he thoroughly enjoyed, as it was his first time working with different nationalities, from Europeans to Nigerians. After a couple of years in the main kitchen, Chef Prasad transferred to the Italian kitchen, and eventually climbed up to the position of Demi Chef de Partie.

Four years in, and he took up a position at the then newly opened Taj Palace hotel. At the time, family pressure had forced him into marriage. “I had my dream girl already, but it was not the right time for me to marry as I wanted to concentrate on my work. But I had to choose between marrying her or losing her, so I chose to marry,” he smiles.

Leaving behind a three-day bride, Chef Prasad joined his new job, and for six months, tried desperately to convince his management to allow him to bring his wife in. “I could not, or rather, did not want to live without her. So although I loved working at the Taj, I left for another position that gave me what I wanted,” he says.

He found himself as Head Chef at Le Meridien Sondos Suites in Deira Dubai, with a good salary and loads of responsibility. But his first day in the kitchen burst all his bubbles, as he walked into a disorganised kitchen where no one had any idea what they were supposed to do. Chef Prasad started having doubts about his job, as he realised although he was good at cooking, he had never had a management position, and felt a little like a fish out of water there.

Of course, that was just a sample of what he was to face the next day. “I went to work on my second day, and found out that the Executive Chef had been fired, so I was effectively the head of the department!” he states, still expressing shock.

However, Chef Prasad always loves a good challenge, so he ended up staying on for five years. Several of the other department heads changed over the years, but his kitchen had virtually no turnover in the time that he was there. But patience ran out, and a difficult relationship with a new GM forced him to explore his options.

“I will never forget my time there though. Because my wife was with me, and our son was born, so my life changed a lot. I must take this opportunity to thank my wife Nilu and son Chenith for being so wonderful. In eight years of married life, my wife never once complained that I was ignoring her, even though I missed

so many occasions with them. My son is a true chefs son – at less than a year old, he used to sleep with me and wake up with me, and adjusted his schedule to mine so I could be with him as much as I could,” he smiles, the pride evident on his face.

He adds, “Without the support of my wife, I would never be where I am. If the adage that behind every successful man there is a woman is true, then that must have been coined for my lovely wife.”

A satisfied family man, Chef Prasad thought it was time to see how the other side lived, and decided to join a consultancy firm. “To be honest, I survived for only three months. The pay was great, but I was frustrated trying to explain to a businessman the importance of quality and customer satisfaction. I realised I am not cut out for this, and so I left,” he says.

Realising his son was growing, and feeling a little guilty about the sacrifices his family had already made for him, Chef Prasad decided to move out of Dubai. He applied at the newly opened Miramar Al Aqah Beach Resort. Facing many challenges with his Executive Chef and team, he found himself handling everything once more when his Executive Chef quit after six months.

“But my management was great. They did not think twice about giving me the responsibility – such is their confidence in me. A few months later, just before I was going on my holiday, my GM handed me a promotion letter,” he says.

The support of the management, and especially of his GM, Ashraf Helmy, has meant a lot for Chef Prasad. With a big operation like this, Chef Prasad is also quick to acknowledge the contribution of his team. “I have never heard anyone not getting along with each other. They come from different parts of the world and with great experience, and work great together. I believe that if the parliament is safe, the people in the country are also safe. Meaning that if we as leaders are stable, the team will also follow suit,” he explains.

And he presents proof in the fact that since opening, they have promoted 17 staff within 6 months, and already had salary increments twice.

But the one piece of advice he would like to give his juniors is not to be greedy. “I started in this country as a Commis 1 and ten years later, look where I am. Don’t run for money. You have to walk before you run, and if you climb too fast, you are sure to fall hard. It is important not to sacrifice your ethics for money,” he says.

“Just imagine, he adds, “I have known Chef Uwe for so long. If I had done something bad in the early days of my career, do you think he would have ever entrusted me with this responsibility?”

Working full time for the hotel and for the ECG, Chef Prasad is happy. His plans for the future though involve moving back home and sharing his knowledge with younger chefs by teaching in a culinary college.

“Remember one thing though,” he warns, “If you ever hear that Chef Prasad is a F&B manager or F&B director, call the person a liar to his face, because I will never give up this jacket. This uniform has taught me loyalty, respect and courage. And I love every inch of it!” 



SERVED TO ORDER

Chef Ahmad El-Charif, Executive Chef,
Number One Tower, shares his likes and
dislikes with Gulf Gourmet.



Do you eat to live or live to eat?

I eat to live.

Your favourite dish?

Fish (in general).

Which is your wife's most favourite dish?

Whatever I cook is her favourite dish (winks).

Favourite cologne?

Calvin Klein.

Your favourite cuisine.

Italian.

Favourite brand of suits?

Massimo Dutt.

Favourite brand for accessories?

Diesel.

Your most memorable vacation.

Vacation to Bulgaria – to see my lovely wife and our newborn baby.

Favourite film?

The Godfather (all parts).

What celebrity would you love to cook for?

Robert De Niro and Al Pacino.

Food for you is...

Food means everything to me, it's my career, and I have to deal with food every day. Also, no one can live without food!



A funny kitchen disaster.

Once I received a burger from my staff - it was without the beef!

In the kitchen...

As an executive chef, I have to manage my kitchen and be aware of everything going around, and that requires being strict and serious in dealing with my staff.

A memorable meal.

All my guests are special to me. When I cook, I make sure to deliver the best, however it is worth to mention when I cooked for the hotel owner, Mr. Rashid Al Kotbi, it was a special moment for me.

Your worst experience with food.

One time, I had to cook to 50 persons (staff) in a very short time.

And the best.

Getting my first award from a cooking competition.

What dish can you live on for an entire month?

Salad, because it contains all the necessary nutrition for my body.

You can't cook without...

Seasoning.

The most overrated dish is...

The Hamburger.



BUEN APETITO!

Chef Ramon Salto Alvarez's passion for cooking extends beyond Spanish cuisine or molecular cooking. On a recent visit to Dubai, he tells Gulf Gourmet how his passion shapes him.

by Flor Pamintuan



A regular visitor to Dubai, Chef Ramon Salto Alvarez, Executive Chef at the Hotel Missoni in Kuwait, displayed his culinary expertise at the Spanish Food Festival held at the Radisson Blu Hotel, Deira. He created classic and sumptuous dishes using molecular cooking. "I am very passionate about molecular cooking. In fact, I had training in molecular cooking at the beginning of my career with the chefs who are well known by their molecular cooking style. Molecular cooking is a new trend in the culinary scene, where you mix chemical products with classic cuisine," explains Chef Ramon.

Touted as the most exciting development in haute cuisine, molecular cuisine offers guest's dishes like caviar made from sodium alginate and calcium, spaghetti made from vegetables, liquid ravioli, which is tomato water with alginate or instant ice cream, fast-frozen using liquid nitrogen.

A people's person, Chef Ramon started cooking at an early age, 11 to be exact, when he met a classmate's father who came to school during career day. "We used to have an activity in school where each person's father would come and talk about what he does for a living. Several professionals came, but there was this one man who was a chef. He was a well-travelled man, and I realised that I want to see the world and I want to learn how to cook, so I took a lot of interest in what he said," he recalls.

However, the interest did not hold for long, and he began to

play American football instead. Given his built and height, Chef Ramon was good at it, and soon became a member of the national football team in Spain.

"But then, when I was in high school – about 16-years-old - I took on a part time job in a country club as a gardener, a bartender and a helper in the kitchen. I realised that this is what I liked, and this is my passion, and that was it for me," he smiles.

"There are two things I enjoy most about cooking. One is the creativity, and it's a profession where you can easily see the fruits or the outcome. It's not a long-drawn process. It's like having an idea that could be very simple, and then you turn it into a reality. Another thing that I love is, if you are an international chef, you travel the world and learn about different cultures and different countries. I think it is one of the most beautiful things you can do or have," states Chef Ramon.

And this profession has taken him to countries like France, Spain, United States and Europe, before heading to the Middle East in 2005, where he worked as Executive Chef for Radisson SAS in Kuwait. At present, he is part of the opening team of Hotel Missoni in Kuwait, where he is responsible for the kitchen and stewarding department.

To get to where he is now, Chef Ramon admits he had faced a lot of challenges. One in particular comes to mind. He was working in Valencia, Spain, in 2002, where his job was to prepare breakfast, lunch and dinner for 5000 people for a week. "We were supposed to have a kitchen for the mass production, but when I arrived in Valencia, the kitchen wasn't ready. So we had to set up a big tent, and cook for 5000 people on gas burners.



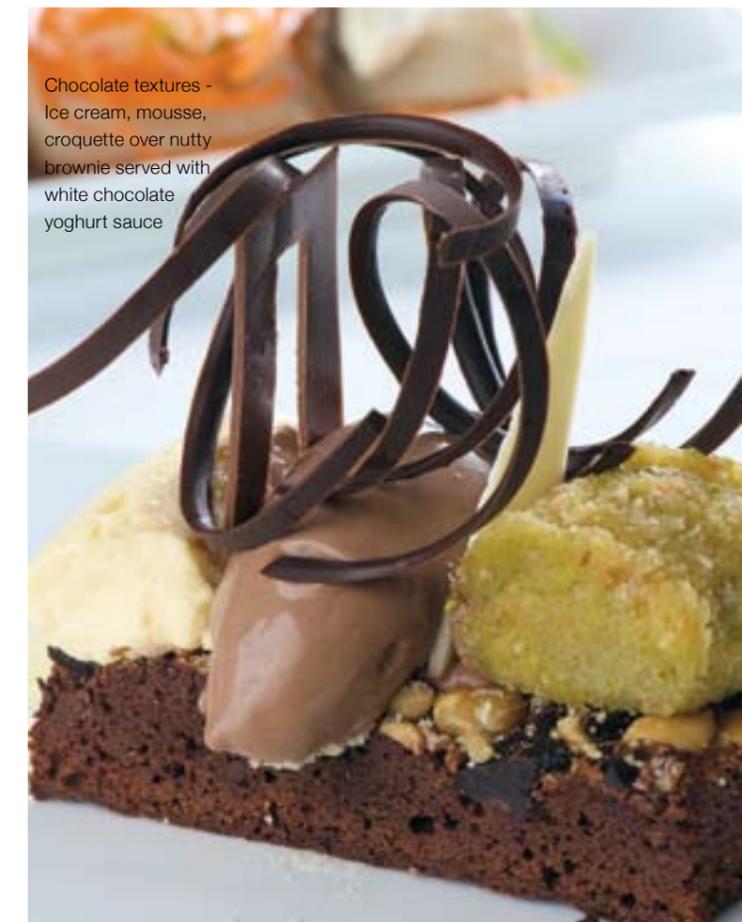
Pickle mushroom cannelloni - Spring mushroom cannelloni with vegetable linguini and tomato emulsion

like big functions, fine dining, a restaurant and banqueting. I always want to be up to date because it is my passion, and I'm very passionate about cook books, eating at new restaurants, understanding new concepts and learning about new things in the culinary field," he says.

After over 18 years in the industry, Chef Ramon admits he does not have any regrets. Says he, "I would take the same path again. No regrets. Perhaps I will try to do more things, I will try to steal some time and do more things, and maybe travel a little more and train more."

"If you are a passionate person, and you are curious about what's going in the world, this is the best profession for you. You can be a chef, or a hotelier in general, working in the front desk or the management side. You travel the world, and you know what is going on in the world. It's not like working in a factory, where your day is always the same, your routine is very boring, which international chefs normally hate," adds Chef Ramon.

And for aspiring chefs out there, is there a piece of advice? "My advice is to never give up. Follow the dream you have, and try to learn as much as possible from the senior members of the team. But it's a very tough business, so never to give up. You always have to find a solution or find a way to do things," he nods.



Chocolate textures - Ice cream, mousse, croquette over nutty brownie served with white chocolate yoghurt sauce

It was a big challenge, but we managed to do it and the clients were very happy," he smiles.

The kind of challenges he faced though, differed from country to country. Coming to the Middle East from places like Europe, US, Japan, Spain and Germany, he found the management style rather different. "It was tough here because everybody here is away from home, and nobody has a family, so you have to change your management style. That made it a bit tough - not a challenge, but it took a little bit of time for me to understand the market and the way to manage the market, because in Europe, you don't have to have high maintenance relationships with the workers. There, people work and go home, whereas here it's more like a family at work, where you have to look after them and provide what they need," he explains.

But Chef Ramon looked at it positively and chose to learn from the experience. "I believe in people management, I believe in getting the best out of your team, and I think you are nothing without your team, especially in our business. You need to give respect to get respect. I am quite a creative person and I try to be completely professional. I can handle any kind of situation,

As for himself, Chef Ramon intends to continue working for international companies because with a business, you get stuck in one place. "I would like to continue travelling till my daughter is older. After that, she can decide. She may want to go somewhere for further education or experience – and we may settle down after all!" he smiles. 🍴



Chef Ramon Salto receives the membership certificate from Chef Uwe Micheel, President of the Emirates Culinary Guild and Director of Kitchens, Radisson Blu



Your Partner for Success

presents

FROM

prep

TO

PLATE

Hearty or brothy, soups are versatile enough to be a light appetizer or a meal in themselves. Three Dubai chefs share their delicious recipes.



MARCUS GREGS

EXECUTIVE CHEF

MÖVENPICK HOTEL & RESIDENCE BUR DUBAI



FROM
prep
TO
PLATE





Tomato Soup

INGREDIENTS

- 1 kg chopped ripened tomatoes
- 300 gms onion
- 100 gms celery
- 2 carrots
- 3 cloves of garlic
- 1 litre of stock (made **from Knorr Chicken Stock Powder**)
- 1 dessert spoonful of **Knorr Aromat Spices**

METHOD

Saute all the ingredients in olive oil, but do not brown them. Cover with stock and simmer till cooked. Blitz in a food processor and correct seasoning. Finish with some fresh cream. Serve.

Tom Yum Goong

INGREDIENTS

- 8 gulf shrimps (4 peeled and chopped, 4 peeled head on)
- 1/2 punnet of cherry tomatoes
- 100 gms sliced button mushrooms
- 8 green lip half mussels
- 100 gms white fish
- 20 gms coriander
- 1 stick of lemon grass, sliced thinly
- 4 kaffir lime leaves, thinly shredded
- 1.5 lt of stock from **Knorr Fish Stock Powder**

Stock Powder

- 1 dessert spoonful of **Knorr Aromat Spices**

Aromat Spices

- 1 dessert spoonful of sambal olek
- 1 red chilli, thinly sliced

METHOD

Prepare the stock with the aromat and stock powder, adding kaffir lime leaves, lemongrass and sambal olek, chopped shrimp, and white fish. Bring to boil, then simmer with the whole shrimp, and mussels poaching. Arrange the mushrooms, tomatoes and coriander in the bowl, and pour over stock, arranging the shrimp and mussels to finish. Serve.



ALAN PEDGE

REGIONAL EXECUTIVE CHEF

SAMAYA HOTELS AND RESORTS





Smoked Salmon and Herb Soup

INGREDIENTS

- 1.5 lt water
- 30 gms **Knorr Fish Stock Powder**
- 5 gms **Knorr Aromat Powder**
- 50 gms plain white flour
- 50 gms butter or margarine
- 150 gms smoked salmon
- 30 gms fresh herbs, chopped (parsley, dill, chives)
- 25 mls cream
- Smoked salmon trimmings or skin
- 8 pc puff pastry parmesan straws

METHOD

Bring the water to a boil, and stir in the **Knorr Fish Stock Powder**, stirring continuously for five minutes until completely dissolved. Enrich the fish stock with a little **Knorr Aromat powder**, checking that the stock is not too salty.

Melt the butter in a thick bottomed pan. Add the flour and make it to a roux. Cook out the roux slowly in the oven to fully open the flour and allow to cool by half. Slowly stir in the fish stock, building up to a smooth Veloute.

Slowly cook out the basic soup for approximately 30 minutes, ensuring that it does not stick on the bottom of the pan. Add some smoked salmon trimming to the soup, and allow the flavor to infuse for approximately 10 minutes. Strain the soup into a clean pan.

Cut the 150 grams of smoked salmon to a fine julienne, and chop the fresh herbs. Check the soup for seasoning. (NOTE: Do not add any salt to the soup till this stage as both the fish stock powder and the smoke salmon trimming will add salt to the recipe)

Bring soup back to serving temperature, and quickly add the julienne of smoked salmon and the chopped herbs. Pour the soup into a heated serving bowl and float a little fresh cream on the top using the back of a spoon. Serve with parmesan cheese straws.

Roasted Garlic and Vegetable Soup

INGREDIENTS

- 1.5 lt water
- 30 gms **Knorr Chicken Stock Powder**
- 5 gms **Knorr Aromat Powder**
- 10 gms **Knorr Demi Glace Sauce Powder**
- 200 gms root vegetables (leeks, celery, carrots and white onion)
- 50 gms garlic cloves
- 30 gms tomato puree
- 50 gms peeled tinned tomato
- 2 gms dried oregano
- 4 slices of white toast bread
- 100 gms grated Emmenthal cheese
- 1 tsp olive oil

METHOD

Bring the water to the boil and stir in the **Knorr Fish Stock Powder**, and continuously stir for 5 minutes until completely dissolved. Enrich the fish stock with a little **Knorr Aromat powder**, checking that the stock is not too salty. Add the **Knorr Demi Glace Sauce Powder** to the stock. (NOTE: The demi glace powder should be enough to enrich the stock and give a rich meaty flavor, but not enough to thicken)

Cut the root vegetables to small dices (brunoise). Roughly chop the garlic and dry roast until golden brown in the oven. Cut the tinned tomatoes to small dices.

Gently sweat the cut vegetables and roasted garlic in the olive oil in a thick bottomed pan. Add the dried oregano, tomato puree and the tinned tomato. Slowly add the stock mixture and bring to a simmer.

Allow the soup to simmer for approximately 15-20 minutes, until the vegetables are cooked but not soft. Check the seasoning. Cut the sliced bread into small croutons and toast.

Pour the soup into 4 serving bowls. Place the toasted croutons on top and cover with the grated Emmenthal cheese. Bake the soup into oven until the cheese melts and turns golden brown. Serve.



ANSTON FIVAZ

COMPLEX EXECUTIVE CHEF

LE MERIDIEN MINA SEYAH
BEACH RESORT & MARINA / THE
WESTIN DUBAI MINA SEYAH
BEACH RESORT & MARINA



Broccoli soup - truffle / balsamic/ lime and potato mushroom gnocchi

INGREDIENTS

For the chicken stock

- 20 gms **Knorr Chicken Stock Powder**

- 1 ltr water

For the broccoli soup

- 1 kg broccoli
- 100 gms butter
- 300 gms potato
- 50 gms onion
- 2 tbsp salt
- Pepper to taste
- 1 ltr **Knorr Chicken Stock Powder**

For the Buffalo foam

- 200 gms Buffalo mozzarella
- 100 ml milk
- 100 ml cream
- Salt & pepper to taste
- 2 gelatin sheets
- 2 gms Metil texturas

For the potato & mushroom gnocchi

- 200 gms mashed potatoes
- 200 gms Cepas mushroom puree
- 10 gms Ricotta cheese
- 1 egg
- 100 gms Italian flour
- 100 gms Parmesan cheese, grated
- 25 gms butter
- Salt
- 5 gms rosemary, chopped
- 5 gms parsley, chopped

To serve

- 2 ml lime juice
- 5 ml Balsamic vinegar

METHOD

For the chicken stock

Add the **Knorr Chicken Stock Powder** to boiling water and stir continuously for 5 minutes. Keep aside.

For the broccoli soup

Wash and clean the broccoli. Saute onions in 100 gms butter. Add prepared chicken stock and bring to a boil. Add thinly sliced potatoes and bring to boil. Once the potatoes are cooked, add the broccoli, and bring to a boil again. Blend in the food processor and strain through.

For the Buffalo foam

Blend the mozzarella with milk and cream. Add seasoning. Melt the gelatin in 100 ml of warm water and add to above mixture. Finish with 2 spoons of Metil texturas. Pour the mix in gourmet whip & pour on the hot soup.

For the potato & mushroom gnocchi Mix all the ingredients to make a fine dough. Make a quenelle of 30 gm, and cook in boiling water for two minutes.

To serve

Pour broccoli soup in a soup bowl, and garnish with potato gnocchi, mozzarella foam, balsamic and lime juice.

INGREDIENTS

- 20 gms **Knorr Fish Stock Powder**

- 1 ltr water
- 100 gms onions
- 60 gms carrot
- 25 gms celery
- 100 gms fresh tomatoes
- 25 gms garlic
- 40 ml olive oil
- Chilli to taste
- 10 ml Pernod lime

For the seafood soup

- 120 gms lobster tail
- 60 gms prawn U-10
- 40 gms cuttle fish
- 30 gms calamari
- 20 gms scallops
- 45 gms Sako tuna
- Salt & pepper to taste
- 25 ml olive oil
- 5 ml lime juice
- 15 gms parsley

Cioppino Italian seafood soup

METHOD

Prepare the fish stock by adding **Knorr Fish Stock Powder** to boiling water. Stir continuously for 5 minutes. Keep.

Sauté the garlic, chilli and onion. Add the half sliced cherry tomatoes, carrots and celery and sauté. Add stock. Finish with Pernod lime and season.

For the seafood soup

Marinate all the seafood with salt, pepper, lime juice and olive oil. Grill to perfection. Arrange all the seafood in a soup bowl, and pour in the fish stock. Serve.





John Gavigan, Arpal, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.



Bhushant Gandhi and Hossam Horeiky, Truebell Marketing & Trading LLC, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.

Mission Statement: Providing customers with irresistible benefits through technical collaboration and outstanding relationship.

As an-owner managed business, you have direct access to decision makers both in the field and at Head Office at all times. A refreshing change from the common corporate structure? Flexibility in responding to immediate changes in client requirements.

If we can't make a positive difference to your business than we simply don't deserve it! Solving operational problems efficiently with corrective action consultancy is our forte. At the end of the day, it should be the case that you choose the supplier you want to deal with - not the one you have to deal with.

Proven Technical Ability

Occupying a 65,000 sq ft manufacturing plant in Scotland, we manufacture our core cleaning detergents for the domestic and export markets. The portfolio is diverse, and our technical capability allows us to also make specialist products for the oil and gas industry as well as for the HVAC market.

Our Special Product Service also offers customers bespoke products with own brand labelling. All products are manufactured and supplied under strict quality control procedures. All raw materials and finished goods are checked thoroughly at each stage of the manufacturing process.

The company has full BS EN ISO 9001:2000 accreditation as a manufacturer and supplier which is totally focussed on improving systems and most importantly, requirements.

Customer Management Promise

The UK market is accessed by both direct sales staff and selected distributors. Our distributors are carefully selected to maximise our UK coverage or to satisfy a certain market niche and all are fully supported by our Selkirk Head Office staff.



The overriding philosophy of the Directors and staff is to constantly add value to the Customer. The Senior Management of the Company regularly visits customers and potential customers to keep close to the market and to see and hear first-hand how market forces are changing.

This simple but effective philosophy of adding value in a friendly partnership with our customers is one of the main reasons why the Company flourished for over 100 years. We intend to keep chasing the ever-elusive goal of perfect service for many years to come.

The World of Arpal

The Arpal brand has been exported to overseas markets for over 30 years. In recognition of our efforts, in 1983 the family firm was the first company in our industry to be awarded the Queen's Award for Export Achievement.

Arpal Turkey began manufacturing in Istanbul in January 2001. With huge growth potential this new operation focuses on the hotel, holiday complex and commercial laundry markets. The Arpal range of detergents are used in Norway, Iceland, Greece, Eire, Spain, Oman, Dubai, Qatar, Abu Dhabi, Lebanon, Kuwait, Saudi Arabia as well as South East Asia.

Range of Products

- Laundry Powders and Liquids
- Degreasers for Industry
- Housekeeping Products
- Floor Strippers, Polishes and Seals
- Terminal Sanitisers
- Carpet Shampoos
- Odour Control Products
- Mechanical Dishwashing
- Handcare Products
- Bars & Glass washing Products
- Water Treatment
- Gas Turbine Cleaners

Established in 1982, Truebell Marketing & Trading LLC., is now a leading Importer, Wholesaler, Distributor and Exporter in UAE with an annual turnover of over Dhs 500 million, and expanding every year with diversified business interests in Food products, Beverages, Cigarettes, Health Care products and other FMCG products, Ship chandling, Duty free shops and Hotel & Catering Supplies. The success behind the efficient operation is its 250+ qualified, trained and experienced professionals from related fields.

Apart from the strong financial standing, Truebell boast of its latest and most advanced computerized stock monitoring systems for over 6000 products, large warehousing facilities with over 50,000 sq ft, of dry storage area, over 3000 mt, of cold storage area and 35,000 sq ft, of bonded warehouses and duty free shop area, at various locations within the UAE. Its strong delivery team comprises of over fifty vehicles, heavy duty and refrigerated, which connect the various Emirates efficiently.

Truebell Food Services Division has built a strong network of imports from around the world. With imports from more than 25 countries, supplies are imported by air, sea and road. Food is imported in dry, chilled and frozen varieties. The division services over 5000 customers in the region, which includes prestigious



clients like Carrefour, Spinneys, Pyramids and Le Meridien.

With more and more nationalities converging, the importation of authentic food items and fresh ingredients from all over the world has continually increased. More streamlined operations in food services have also led to the demand for easier and more convenient sources for ready-made and frozen food items.

Foods are imported from across the globe, from countries like Australia, Austria, Belgium, Canada, Chile, China, Finland, France, Germany, Holland, Hong Kong, Italy, Japan, Jordan, Singapore, Spain, Sri Lanka Switzerland, Thailand, UK and USA.

Our Portfolio includes items of Bakery / Pastry, Honey and Preserves, Fresh Cheeses, Frozen Meats, Frozen Seafood, Olive Oils, Vinegars, Soy sauces, Pasta and Pasta sauces, Canned

Vegetables / Fruits, Grocery / Dry Products, Coffee / Beverages, Natural Water and Gourmet Products.

We cater to Hotels, Restaurants, Coffee Shops, Retail Outlets, camps & Groceries.

For more information, contact Hossam Horeiky, Tel: + 971 6 5342111, Fax: +971 6 5344596, Website: www.truebell.org.



Dilmeet Sahni and Gagandeep S. Sahni, Sawhney Foodstuff Trdg. Co. LLC (SAFCO), receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

SAFCO INTERNATIONAL GEN TRDG is a sister concern of Sawhney Foodstuff trading CO LLC, Sharjah, a leading of foodstuff supplier and ship chandler in the UAE since 1994.

SAFCO is a synergy of national experience and international spirit, with new ideas and newer solutions for hospitality and catering supplies worldwide. Its medium-sized operational structure, flexibility and dynamism allows SAFCO to remain at the forefront of products and service supply while always utilizing, to the fullest, strong national resources,



both at home and abroad. Our keen knowledge of the food service industry has allowed us to develop solutions that answer to the needs of our clients. At SAFCO, you can be rest assured about the quality of our products and services, and we offer the most competitive prices, all under one roof.

SAFCO quality and expertise can be found around the world through its carefully appointed and trained personnel. SAFCO operates its business through its 4 divisions.

SAFCO - FOODSTUFF DIVISION

- Frozen Meats & Poultry products
- Seafood
- Fresh Fruits and vegetables
- Dry canned products
- Dairy products
- Dry fruits
- Confectionery and Bakery products
- Beverages
- Fresh and canned Juices
- Thai Sauces and seasonings
- Snacks and Minibar items
- Supermarket products

CONSTRUCTION SUPPLIES

- Steel
- Timber, plywood and MDF
- Hardware and tools
- Paints
- Flooring and Tiling
- Electrical equipment and fittings
- Wire mesh
- Cement

HOSPITALITY SUPPLIES

- Kitchen equipments
- Disposable products
- Cutlery
- Furniture and fittings
- Housekeep supplies
- Engineering supplies
- In-flight catering supplies
- Computer parts and stationery
- Spa and entertainment products

NON FOOD DIVISION

- Aluminum Foils
- Aluminum Containers
- Cling Film
- Garbage Bags
- Maxi Roll
- Toilet rolls and wet tissues
- Baking sheet / roll
- Latex Gloves and Vinyl Gloves
- Burger Boxes and Lunch boxes
- Face mask and plastic shoes
- Zip lock bags
- Cake board and Boxes
- Doilies
- Clear Plastic Products
- Plastic Products
- Foam Products
- Paper Products
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FEUILLETINE HAZELNUT

Hazelnut cream coated with milk and dark chocolate, filled with crunchy waffle pieces, garnished with thin lines.



HAZELNUT DARK

Hazelnut gianduja with chopped hazelnuts, enrobed in dark chocolate.



CAPPUCCINO

Dark chocolate cup filled with creamy coffee truffle filling, covered with typical cappuccino foam.



HAZELNUT MILK

A taste of hazelnuts and milk chocolate.



TEA EXPORT

Dark chocolate filled with black tea truffle filling.



CHESSBOARD

Milk chocolate shell with almond and hazelnut gianduja filling, coated with a chessboard lid.



PIEMONTESE

Hazelnut gianduja with a whole roasted Piemontese hazelnut.



ALMOND

Fine gianduja with freshly roasted almonds, covered with pale gianduja mousse and a roasted almond.

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THE EMIRATES CULINARY GUILD

APPLICATION FOR 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 <input type="checkbox"/> Junior <input type="checkbox"/>	
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 OFICIAL USE ONLY

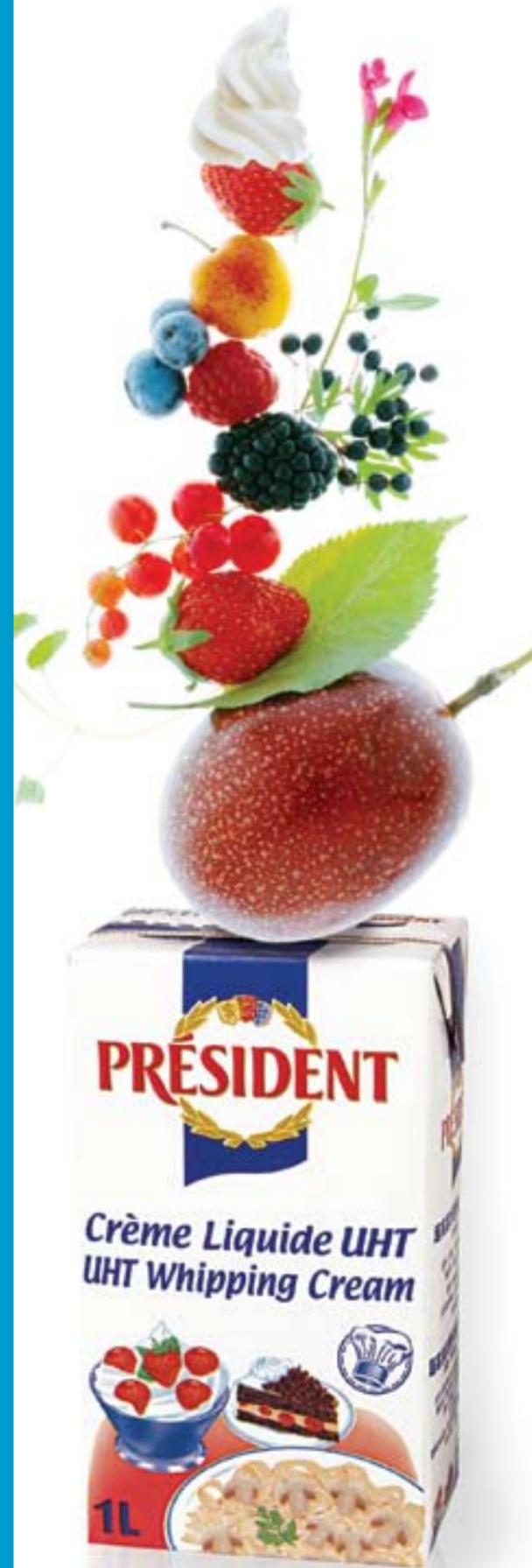
Remarks:

Payment received?

Certificate Given.	Pin Given.	Medal & Collar Given
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Approved President.....	Approved Chairman.....
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Fees:
 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.
 Junior Members: Chef de partie or below Dhs: 50/= membership valid for duration of member's stay in UAE.
 Includes member-pin and certificate.



A solid base for high quality cooking

Hit the top!

UHT Whipping cream

*A versatile cream,
ideal for whipping*

Président 35.1% fat liquid UHT whipping cream will amaze you. However you use it, it maintains all its qualities and remains an indispensable ingredient for all your recipes.

Light and airy, it produces one of the stiffest whipped creams, with the exceptional whipping rate of 2.5.

Even after 48 hours refrigeration, it still possesses all the qualities of freshly whipped cream, which means that all your creations will also remain as fresh as when you first made them.

Rich and smooth, even when added to ingredients with a high acidic or alcohol content, it is the ideal ingredient to enhance your salads and desserts.

Stable and reliable, it remains consistent even at high temperatures.

Président liquid cream will take your cooking to dizzy heights.

Président liquid cream is recommended by top chefs.

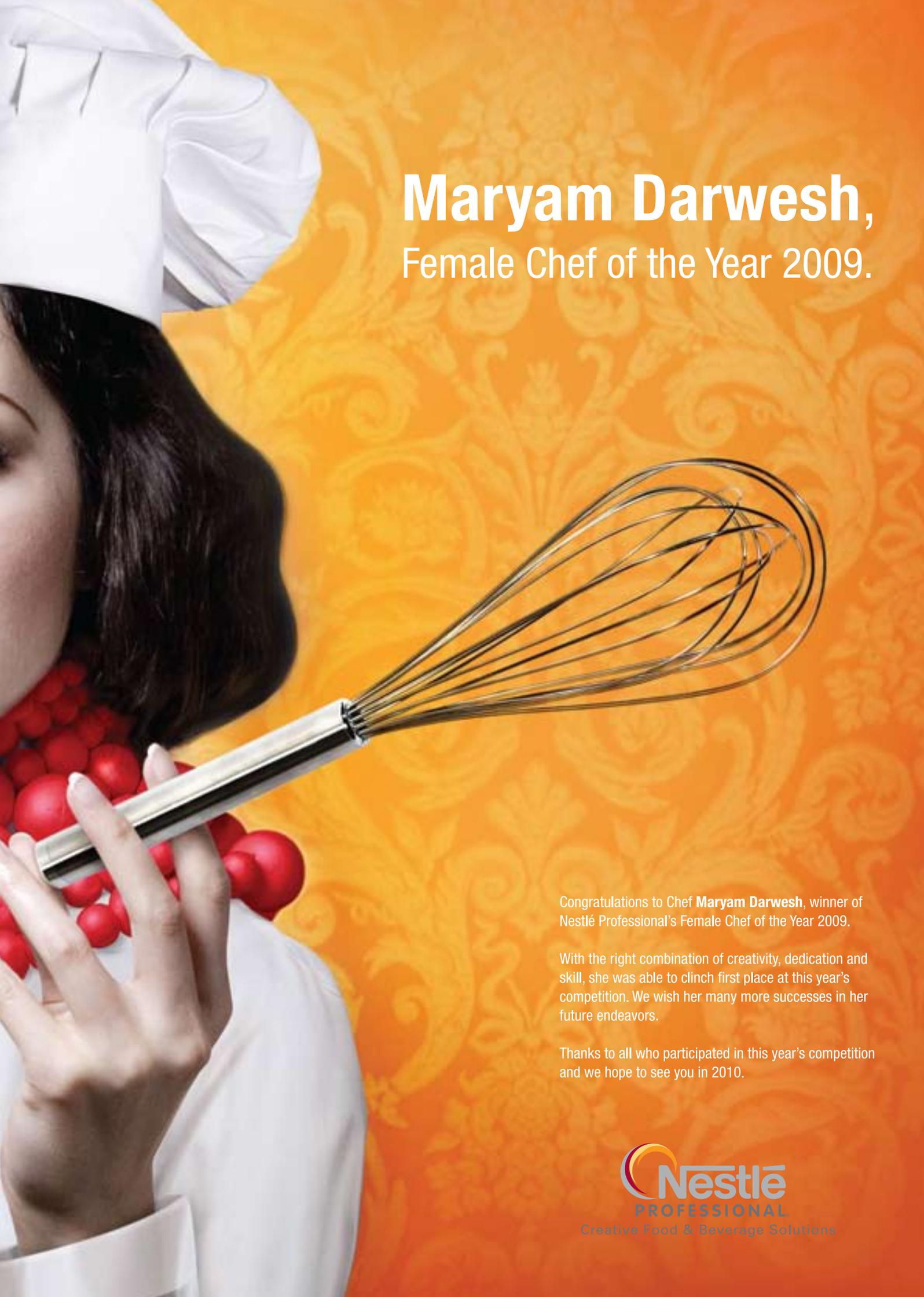


Excellent whipping rate : 2.5

Cold : rich and smooth

Hot : consistent, good reductive qualities

Website : www.lactalis.com



Maryam Darwesh, Female Chef of the Year 2009.

Congratulations to Chef **Maryam Darwesh**, winner of Nestlé Professional's Female Chef of the Year 2009.

With the right combination of creativity, dedication and skill, she was able to clinch first place at this year's competition. We wish her many more successes in her future endeavors.

Thanks to all who participated in this year's competition and we hope to see you in 2010.



Creative Food & Beverage Solutions