

Gulf Gourmet

FEBRUARY 2011

FROM US, FOR US.

Towering Triumphs

Chef Harald Oberender scales dizzying heights of culinary success



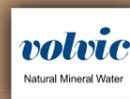
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FROM THE *President's station*



Dear Fellow Chefs, Ladies and Gentlemen,

Welcome to the February issue of our Gulf Gourmet, the Salon Culinaire 2011 special issue.

Let me start by wishing each and every competitor all the best for the coming days. Do keep in mind that not everyone can win, and remember that the most important thing is taking part, being part of a big team, knowing that you did your best, and most significantly, learning from your colleagues – from their great work, as well as from their mistakes. Enjoy the Salon Culinaire, meet old friends, and make a lot of new ones.

I would like to thank all of you for your hard work in helping us to make Salon Culinaire 2011 the best ever. Good luck to all of you, and may the best chefs win. Salon Culinaire 2011 will feature the biggest field of competitors ever. We are very pleased to welcome chefs from different countries like USA, Saudi Arabia, Slovakia, Egypt, Turkey, France, Oman, and of course, our own United Nation Team from the different Emirates.

I would also like to express a heartfelt thank you to everyone who has helped in making this event happen – Josephine, the Executive Committee, all marshals, Chef Otto Weibel and all the judges. We would not be able to host the event without our partners – like Nestle Professional, which has been with us from the first Salon in Dubai. And also Sadia, our key partner for many years.

Meat Live Stock Australia with Australian beef and lamb, Baqer Mohebi, Toni Kaiser, John Holt Foods, Barakat with fruits, vegetables and juices, and of course, the hotels, who host our judges and provide the meals during the show. Thank you also to the Trade Centre team for hosting us, Ginox,

Electrolux and Convotherm, who are supporting us with the kitchen equipment, and all the great equipment for the team. I apologize in advance if I have left someone out.

Look out in the March and April issue for the Salon Culinaire review, including winners and the special supporter's page. I would also like to thank Greg Butler of MLA for the lamb trainings he conducted for all the competitors at the Radisson Blu Hotel, Dubai Deira Creek.

Please do not miss the company profiles of our corporate members, the long time supporters who have renewed their membership, and as well the new ones. We really do appreciate your support - Baqer Mohebi, ELFAB, Jaleel Trading, MLA, Insinkerator, ASAAT, Gulf Food Trade, Johnson Diversey, EMF, Horeca, RAK Porcelain, NONIONS and Atlantic Gulf. Also, do look at the Friends of the Guild pages to check all our supporters, and make sure to visit them at the show and see their products.

I would also like to extend a special welcome to Gissur Gudmundsson, the World President of WACS.

And finally, a big thank you to Chef Ammar Alkilli and the team from Rotana Towers Hotel for having us for the January meeting.

Look forward to see you all at the show.

Culinary regards,

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

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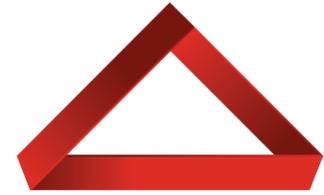
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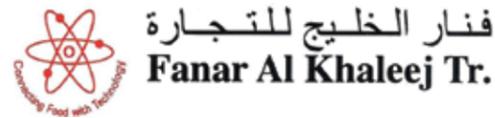
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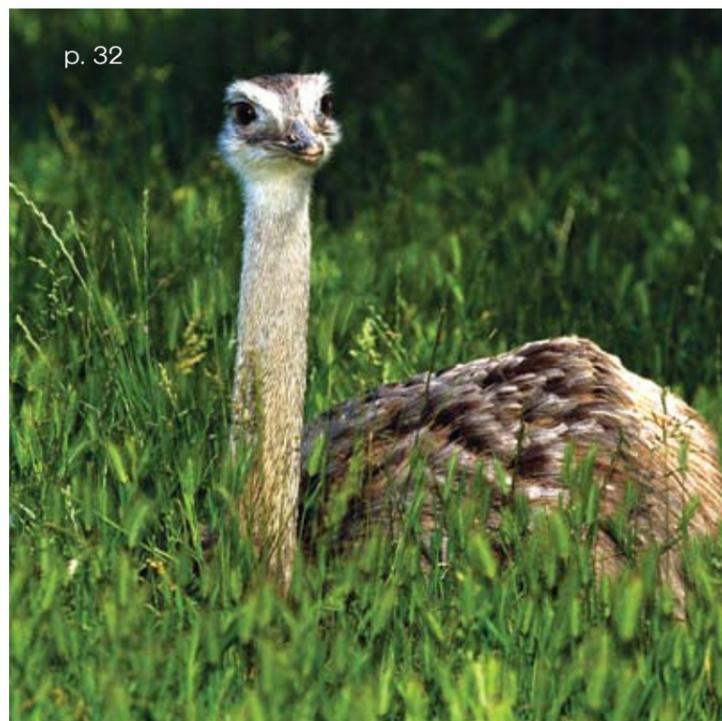
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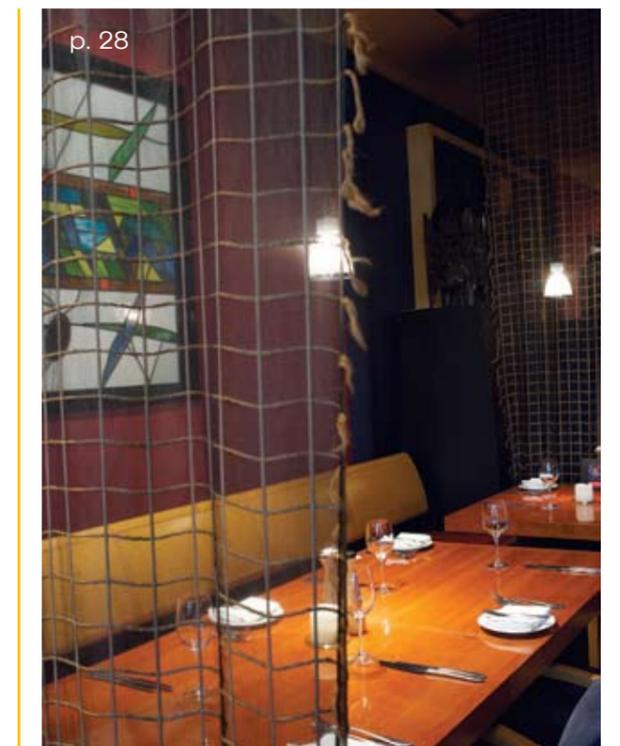
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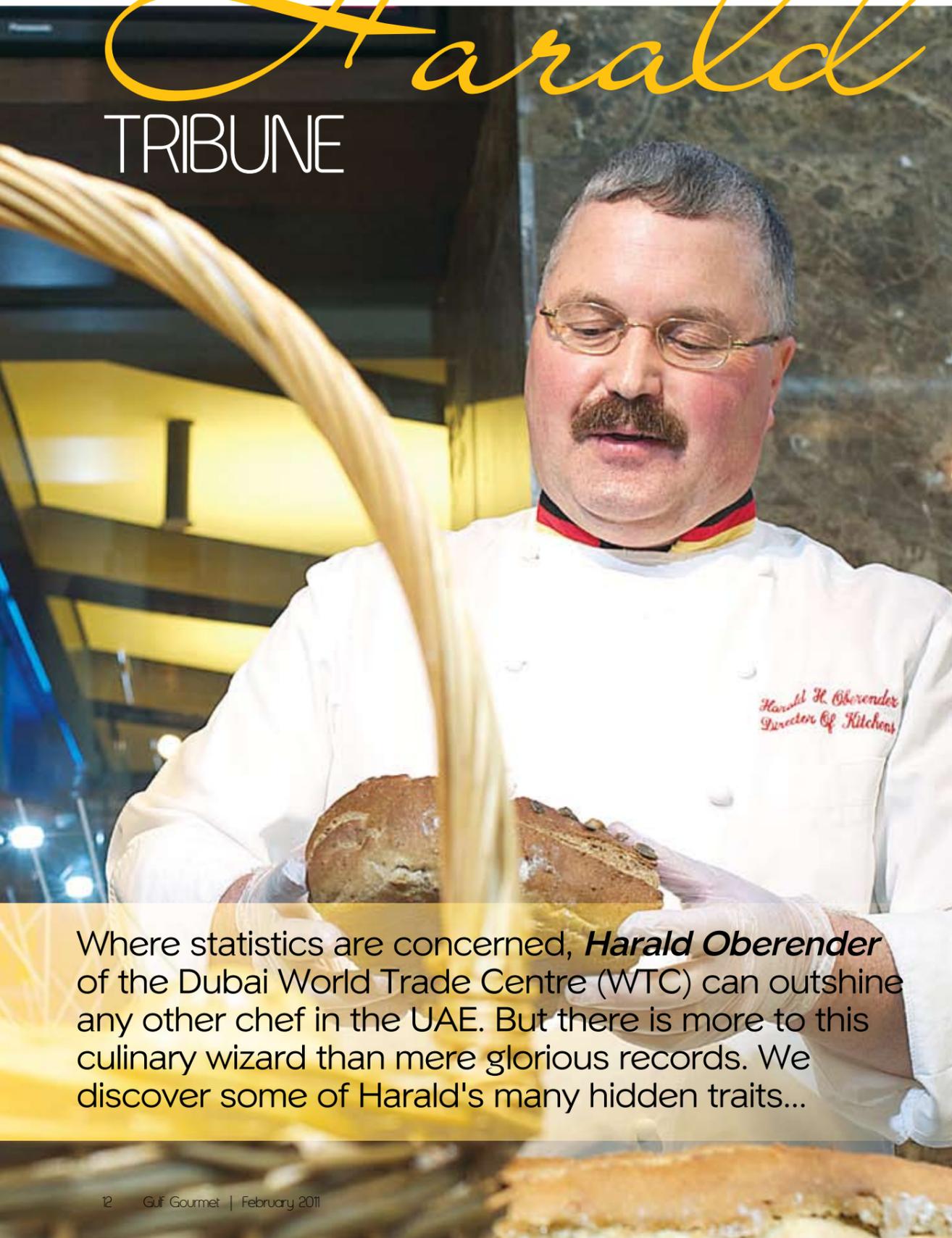
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Harald

TRIBUNE



Where statistics are concerned, **Harald Oberender** of the Dubai World Trade Centre (WTC) can outshine any other chef in the UAE. But there is more to this culinary wizard than mere glorious records. We discover some of Harald's many hidden traits...

The origin

Harald Oberender, Dubai World Trade Centre Director of Kitchens - F&B Production, Event & Hospitality Services, was born in Kassel, Germany. His initial training and grooming as a future chef began in his hometown under the guidance of his mother, "My family owned a restaurant for some time, which is how I got interested in cooking mainly after watching my mother cook. I started experimenting and soon was doing most types of preparations mostly home cooking. That's how I got familiar with what hospitality means."

First steps

To pursue further his growing interest in catering, Harald joined the hospitality school in Kassel and subsequently got basic practical training at the Schweizer Hof Hotel where he was a trainee and learned to work as a chef and in the service department, "Three years later, I received my certificate."

Spreading his wings

Soon after that, Harald headed for London about which he had heard so much, "At that time, in the early 1980s, we did not have the Internet so we had to rely on TV and books for information. Besides which, as it is commonly said, 'The world is a chef's oyster', so I joined the Swiss Centre in London as a junior chef at the Swiss classic fine dining Chesa restaurant." London proved to be the learning ground for the then budding chef, "It was quite an experience working in London due to the variety of cuisine available there - it made me curious to learn more."

After working at the Swiss Centre for more than two years, Harald moved to the prestigious Hilton Park Lane thus beginning an association with the Hilton group that stood him in good stead in the future. Harald worked at the brasserie in this London landmark for a year before moving on to new horizons.

African adventure

Harald then headed to South Africa to work as a



It was quite an experience working in London due to the variety of cuisine available there - it made me curious to learn more



sous chef in the Italian restaurant at the Southern Sun Hotel in Sandton, Johannesburg. "Here I tried to learn about ethnic cuisine and used fresh local produce to experiment with Italian style of cooking. I took the local cuisine and incorporated it with the Italian cuisine in a sensible way." Sandton Southern Sun proved to be beneficial for Harald in yet another way, "The Sandton Sun was attached to a convention centre and

The Sandton Sun was attached to a convention centre and it is here that I first learned about the workings of a convention centre. Little did I realise that 20 years later in Dubai I would be handling a convention centre

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Seaside sojourn

From South Africa, Harald headed for the seaside resort of Golden Hind in Bermuda. This was an independently run property named after Sir Francis Drake's ship in which he discovered Bermuda. Apart from the soothing sea breeze and relaxed lifestyle of an island, Harald also had to deal with hurricanes. He worked at a fine dining beach restaurant within the resort where most of the guests were either American or Japanese tourists. "Here we used to buy fresh fish off the boat in the morning and I must confess that nowhere else in the world have I seen fish as fresh as this."

Harald felt that the Caribbean influence was strong in the cooking, "I would say more the Bermuda influence as we were trying to promote the island specialities."

Following his two-year stint in Bermuda as the chef de cuisine, Harald left for his next

assignment, which was in London. "I once again joined the Swiss Centre Hotel as the executive sous chef and worked there for the next two years."

Addis attraction

He then went to Addis Ababa where he joined the Hilton as the executive chef, "This was the number one five-star hotel in Addis at that time and since many NGOs were headquartered there, we had many VIP and state visitors." Harald had fine dining and Mexican restaurants in that hotel and got an opportunity to be innovative, "Since the conventional products were not available, we had to try out new methods with whatever produce was at hand locally. You had to use your skill and experience and good alternative choices in products, which gave you an opportunity to experiment. Then the local dishes like the desserts were fantastic so we served those."

Harald spent two-and-a-half years in this property in a city that changed his life forever.

Love in Addis Ababa

"I met my wife Meseret there and we got married in Addis Ababa", reminisced Harald fondly. And how did they meet? "She was working in the same hotel as a supervisor in a restaurant." Was it love at first sight? "Yes, I think so on both sides." Harald found his future wife very attractive, "Ethiopia has some of the most beautiful women in the world many of whom are famous models. It was this classic Ethiopian beauty that attracted me to my wife. After we got married, we saw the marvellous natural attractions of Africa together." Today, the couple live happily ever after along with their two daughters, Jennifer (16) and Hannah (12), who are both studying in Dubai presently.

Move to Dubai

In 1992, Harald and Meseret came to Dubai for the first time. He decided to stay on with the Hilton group and had several choices of places where he could relocate but he chose Dubai,



"I joined the former Hilton hotel at the World Trade Centre. Dubai was new and upcoming and I felt most comfortable with its cosmopolitan environment. Besides which, I was back to my roots as I had already worked with a hotel that was attached to a convention centre." At that time, Harald took charge of a fine dining restaurant and the Hilton Club. But subsequently, under his watch and guidance, the Trade Centre has evolved into one of the biggest caterers in the Middle East for MICE, weddings, catering and restaurants. Today the WTC holds the distinction of surpassing its targets for seven consecutive years while at the same time bringing down operational costs. It also holds the honour of winning several medals for excellence in various contests including the top performing team in the Salon Culinaire for the past four years. "We've won the Best Culinary Establishment Award as well as the maximum number of medals in the Salon Culinaire for four years running. The reasons for this are the dedication of my chefs, team effort and also the advantage of being on site."

F&B outlets

Right now, apart from the massive catering establishment and a team of 175 people working under him, Chef Harald has seven F&B outlets within his purview.

These include the 7 Cents, which serves modern fusion fish cuisine and the Bistro that has an a la carte menu with light cosmo dishes. The Loop has a new concept developed keeping the health diet trends in mind, "It is a healthy lifestyle restaurant that serves designer sandwiches made live and fresh. It is not fast food but nutritious health food. The concept is so successful that we are thinking of starting a franchise", said Chef Harald.

Among the other outlets under Harald's command are Café Arena, "Here we serve local Arabic specialities in an authentic yet modern way. For example, you can savour a camel burger or a camel lasagne."

Then there is The Hub, which is a coffee shop and The Club at the WTC Apartments that is known for traditional English fare.



Personality traits

We asked Chef Harald to tell us a bit about his personality, "I am confident, sure of myself, have a certain opinion and won't hesitate to express that, yet I do give my team breathing space. I do listen if a person brings new ideas and proposals."

Harald also told us that the turnover among his team is one of the lowest, "I have 175 people in my team from 17 different nationalities. We design our own checklists and training programmes so that all the chefs gain day-to-day knowledge in standards. I also ensure that there is proper succession in each section, which means that if there is a vacancy and a promotion due then it will be done within the house and an outsider will be brought in only if necessary. I like to give opportunities internally. This ensures that there is more initiative in the staff to work hard."

Philosophy

After going through various experiences professionally, Chef Harald follows a certain philosophy, "I always believe that while cooking, one should try to use fresh local products as far as possible rather than trying to bring in exotic imported produce from elsewhere."

Harald has also formed certain other principles that he diligently adheres to, "You should never say no to a customer, to yourself or to a suggestion put forward by someone. Always listen to it and try to learn something new. You should never think that you know everything because the moment you think so, you start going backward."

Marked difference

Given the fact that Harald has worked both in hotels and convention centres, what is the big difference in approach between the two? "In a hotel, you can still keep a focus on quality and standard of each and every meal that you produce. In a convention centre, since the numbers run in thousands, one has to delegate authority. The chefs have freedom to produce



Ethiopia has some of the most beautiful women in the world many of who are famous models. It was this classic Ethiopian beauty that attracted me to my wife...



and I keep a check as we meet once a week to discuss the outcome. I always tell my chefs that a big event consists of many small pieces. So if you are catering for 5000 guests, keep in mind that you are preparing ten buffets for 500 guests each and then it becomes easier to manage. You just need the right planning and focus."

Overall Dubai experience

After living in Dubai for nearly two decades, Harald feels that he has indeed achieved and learnt a lot, "I have grown as the WTC developed. I have always looked forward to setting new standards and trying to be the first and best in everything I undertake. I also feel that one should not be afraid to try something new and should not shy away from challenges. Always learn from your mistakes. Dubai did this to me. And my wife made sure that I never lost interest in this city and stayed on to see it grow and develop beyond imagination."

Family life

Harald feels that the best way for him to relax is to spend quality time with his family, "Usually whenever we have free time together, we take off for Hatta where we enjoy the beauty and peace. We also like to visit Al Ain Zoo on holidays. Then I prefer to spend time with my friends and fellow Guild members with whom I go bowling, for desert safaris and BBQ. Outside Dubai, my favourite place is Sentosa Island in Singapore. I love the pepper crab there. I also feel that it is very modern like Dubai but with a different culture. We also like to experience the culinary side of a place when taking a holiday." Are his daughters interested in cooking and following in their papa's footsteps? "My older daughter loves sports but the younger one is interested in cooking, she is into pastry. I hope she becomes a chef but having a family and being a full time chef is very difficult." How important is it for a chef to have an understanding life partner? "It depends on the partner to make the marriage a success.

// You should never say no to a customer, to yourself or to a suggestion put forward by someone. Always listen to it and try to learn something new. You should never think that you know everything because the moment you think so, you start going backward



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For this it is critical that a chef's wife is from the hospitality industry because then she has better understanding of his professional compulsions."

Culinary pleasures

Harald has specialised in many different types of cuisine but has a soft corner for one in particular, "I am intrigued by Italian cuisine. It has the ability to be simple yet very different. And it can be modernised and improvised more easily."

Little dreams

Like any normal human being, Harald too has a dream, "My dream is to go back home and open a restaurant. I cannot think of going to another large operation. I want to harness the experience of my life and pass it on to my guests. From whatever I have learnt so far, I want to create something new." And in which part of Germany would he want to start his dream project? "In Berlin. I think it is very cosmopolitan and open to new ideas and concepts."

For the young

Harald has a piece of advice for the many young chefs coming to Dubai from different parts of the world, "Dubai is the best place to start your culinary experience. Don't lose focus, find your feet and be steady. Try your best to learn something new everyday in a cosmopolitan environment like this city where you will find some of the most educated and experienced culinary customers." Harald also wishes to caution young chefs against making costly mistakes, "You should work your way up and don't try to jump to a higher level. Don't get misled when someone offers you a leap from a commis to a sous chef. Don't sell yourself cheap. The best thing about you is your work and you should realise that experience helps. Don't take short cuts." ■



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Classics REVISITED

Azmat Malik, the sous chef at Arjaan By Rotana, Dubai Media City, presents a mixed bag of classic dishes, presented in his own inimitable style.



Chef Azmat Malik is from Pakistan but has worked in various hotels in the Middle East. He began his career at the age of 16 with the Flashman's Hotel in Islamabad. After completing three years of service there, Azmat moved to the Regency InterContinental in Bahrain where he worked as a commis for two years. His next posting was at the Beach Rotana in Abu Dhabi where he worked for nine years before moving to the Radisson Blu Dubai Media City. Azmat worked there for three years till 2008 when he joined Arjaan By Rotana. Azmat, who specialises in Italian cuisine but is very versatile, told us that taste is more important than presentation in the preparation of a dish. "I also feel that flavour should enhance the appetite." We asked Chef Azmat to provide his best selling recipes for our readers and he chose three eclectic star dishes that are classics, which he prepares in his own innovative style. Let's find out what these dishes are and the factors that makes them so special.

Thai Beef Salad

This is a very well known recipe but I have improvised the method of preparation. I roast the ingredients together, which generates more flavour and nothing is lost in the taste. People love it!

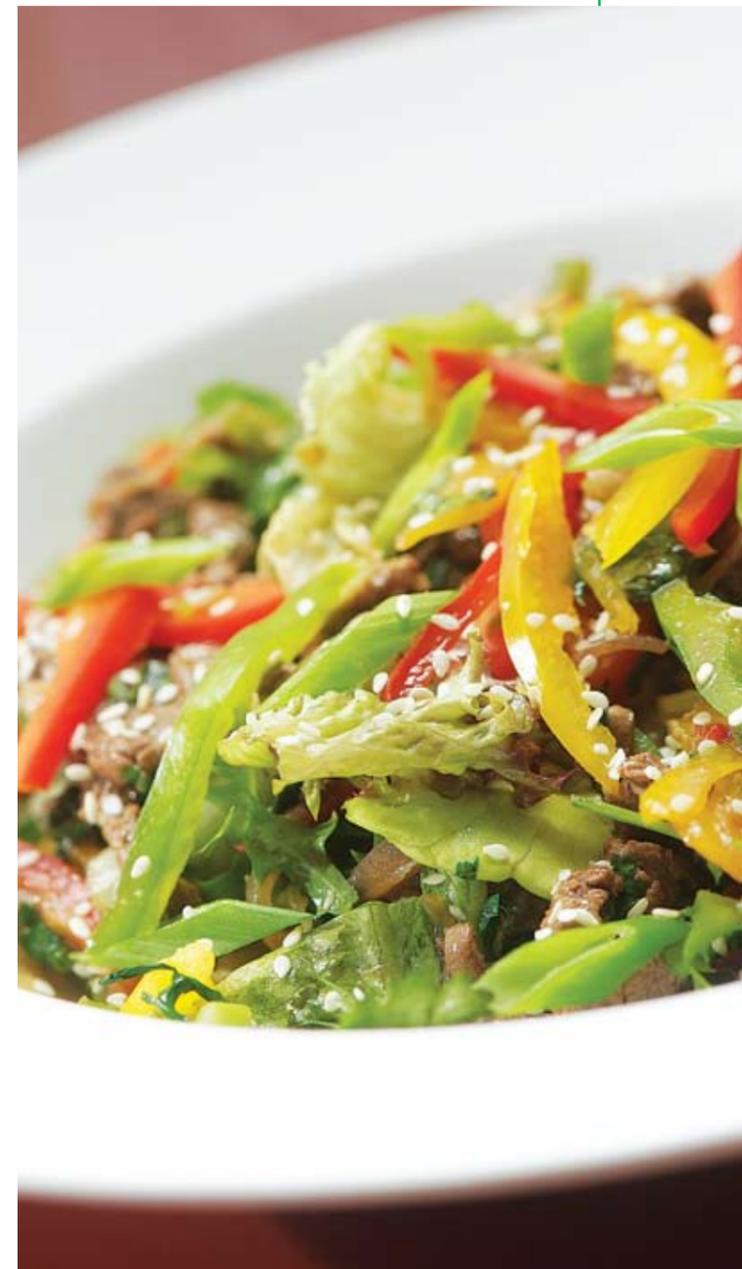
Thai Beef Salad

INGREDIENTS

700gms	beef steak, trimmed of fat
4	bird's eye chillies, thinly sliced (hot)
50gms	thin sliced garlic
20gms	sugar
60ml	fresh lime juice
100gms	romaine lettuce (washed)
1/4	bunch of fresh mint leaves
1	cucumber with seeds removed and thinly sliced
30gms	thinly sliced shallots
1/4	bunch of coriander leaves (washed)

METHOD

Roast the steak in an oven to your chosen level and leave it to cool, then thinly slice it. Roast the other ingredients also in an oven. In a mixing bowl add the garlic, chilli, lime juice and sugar and mix well. Add the cucumber, shallot, beef and mint and mix well. On a clean platter place the romaine lettuce leaves as a base and place the beef salad on top. Garnish with the coriander leaves.



Chicken Biryani

This is a very traditional dish made in Hyderabadi style. You steam the chicken and rice together in a pot and seal it with aluminium foil. This helps to preserve the aroma. One can also use mutton or lamb but our guests prefer chicken. It is very tender and the dish is not too spicy. We serve raita and pickle as accompaniments with the biryani.

Chicken Biryani

INGREDIENTS

1kg	chicken (pieces)
500gm	Basmati rice (washed and soaked for 30 minutes)
4tbsp	garam masala (whole)
4tsp	garam masala powder
50gm	butter
4tsp	garlic (chopped)
1 cup	onions (sliced)
4tsp	ginger (chopped)
3tsp	red chilli powder
1tbsp	coriander powder
5tbsp	oil
2tsp	turmeric powder
2 cup	yoghurt
3/4 cup	tomato (chopped)
4	bay leaves

For the marinade

1-1/2tsp	red chilli powder
2tsp	ginger (chopped)
2tsp	garlic (chopped)
1tsp	garam masala powder
1tsp	turmeric powder
1 cup	yoghurt
	salt

For garnishing

1/2gm	saffron (dissolved in 1/2 cup milk)
2tbsp	rose water

METHOD

Put all the ingredients of the marinade in a bowl and mix well. Add chicken pieces to it and leave for an hour. Now boil water, add half of the whole garam masala, bay leaf and rice in it.

Cook the rice until 3/4th is done, drain and keep it aside. Heat oil in a thick bottomed pan and add the remaining whole garam masala. Allow it to crackle, add sliced onions and cook it till light golden brown. Add 1 tsp of the remaining garam masala and all the other ingredients including tomatoes, but excluding rice. Cook for five minutes and then combine the marinated chicken with it. Cook until the chicken is tender. Place alternate layers of chicken and rice. Now sprinkle the saffron, remaining garam masala powder and butter between the layers and on the top. Carefully end it with the rice layer topped with saffron and rose water. Cover and seal it with aluminium foil. Cook it further on low flame for 10-12 minutes. Chicken Biryani is ready to serve.



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Umm Ali

Umm Ali is a classic Arabic dessert for the preparation of which a standard procedure is followed. But I tried to be different. Firstly, instead of puff, I use croissants, which ensures a different texture from the regular Umm Ali and is liked very much by our guests. I also boil the milk separately from the other ingredients. This also adds to the unique taste. The flavour comes from rose water and cardamom.

Umm Ali

INGREDIENTS

3	croissant (5 if using small or medium size)
5 cups	milk
6 to 7tbsp	sugar (for the milk)
1 1/2 cup	heavy cream
1tbsp	corn flour
1 1/2 cup	mixed nuts and raisins
2tsp	cinnamon powder
1tsp	vanilla
1 1/2tbsp	sugar (for the heavy cream)

METHOD

Cut the croissants in halves and distribute them in your baking pan.
In a different pan add milk, sugar and cinnamon and bring it to a boil.
Pour half the milk on the croissant and wait for three to five minutes. Add the rest of the milk and again wait for five minutes (depending on the croissant, you might need to add more milk). The croissant absorbs lot of milk and by giving it time to absorb the milk you'll know if more milk is needed. Milk should be at least three inches above the croissant.
Sprinkle the mixed nuts on top of the croissant.
Mix the heavy cream with sugar and vanilla and pour it on top of the croissant.
Since we only need the surface to have a light brown colour, place the baking tray in a preheated oven, keeping only the broiler on. Um Ali is best served hot or warm.



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GOURMET *Extraordinaire*

With its new innovative menu, The Cellar plans to tickle the taste buds of the discerning and adventurous lot.

The Cellar is a chic restaurant at The Aviation Club. Its hallmark has been its haute cuisine with an innovative touch. So when they introduced their new menu titled 'Gourmet Extraordinaire', we decided to check it out to see what surprises lay in store.

Firstly, let me start with the breads. These are some of the best I've had in Dubai and that's saying a lot. Hot and soft, fresh and delicious, I can't find enough adjectives to describe it. But beware, don't eat so much bread that you will have to forego the following courses. For starters we tried the baked pear and

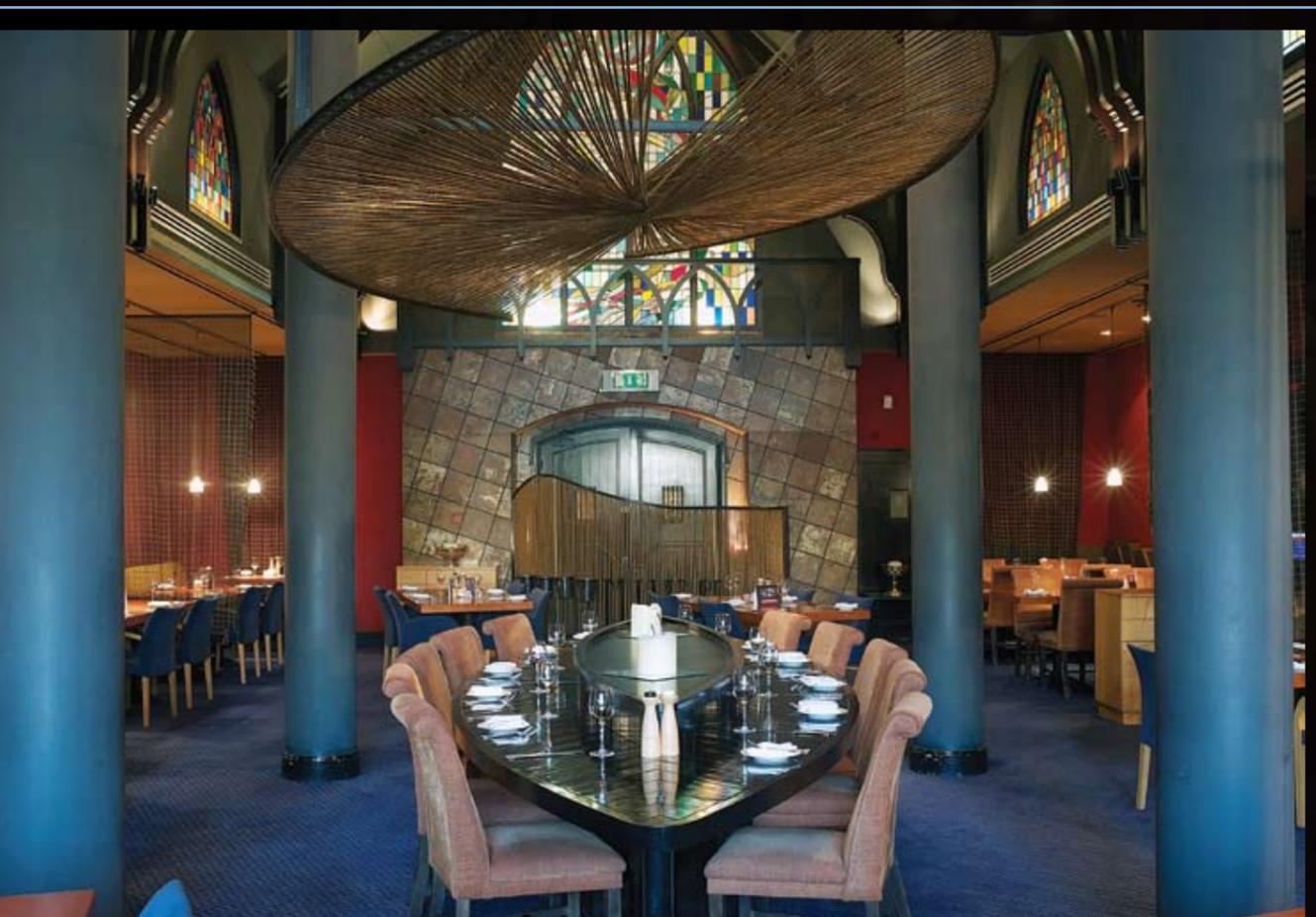
goat's cheese salad with grapefruit and sherry vinaigrette. It is an interesting combination with the tastes of pear and cheese and grapefruit intermingling with each other.

In non-veg, the pan-fried goose liver with caramelised cinnamon apple stew flambéed with cointeau and cognac speaks for itself. The goose liver with the cinnamon flavour and the heady touch of cognac was indeed innovative to say the least.

A traditional recipe with a twist is the grilled prawns on coconut rice cake and spicy mango salsa. The prawns were huge with the mango salsa adding a tangy and spicy touch. In the vegetarian main course, I savoured the truffle, spinach and ricotta cannelloni baked in a nutmeg béchamel sauce finished with gratinated peccorino. Hot and steaming, this is a dish that you must have when you are terribly hungry as it is so filling. And if you have gorged too much on the bread than finishing this dish will be quite difficult.

For non-vegetarians, the grilled beef fillet with garlic snails on a parsnip rösti finished with a foie gras sauce is delicious.

After such a hearty meal, dessert can easily be avoided but I being a dessert freak decided to go for it. The choices were enticing with traditional favourites like chocolate fondant and tiramisu but I went offbeat, after all we were there to sample the new and untried. So I chose the iced mango soufflé with a berry coulis. Yummy! The soufflé was served in chocolate cones adding yet another dimension to the preparation. Even my companion, who was hesitant to have dessert at first, could not resist the temptation and shared half of it. The ambience is warm and inviting; there are indoor and outdoor options; the service prompt; the food is a gastronome's delight and the menu a study in delectable innovation. The Cellar indeed offers a gourmet experience extraordinaire. 🍷



Holistic

HERBS

Bhupal Tamang is the Executive Sous Chef at the City Seasons Hotel, Dubai. He tells us about the secret ingredients that add spice and flavour to his cooking.



What is your specialty?

Italian cuisine

Could you tell us a bit about your previous experience?

Before joining the City Seasons Hotel Dubai, I was with the Sheraton Deira for five years working my way up from commis chef to chef de partie and finally sous chef. Here I handled a team of 16 and was responsible for the breakfast, lunch and dinner buffets at the all-day dining as well as the implementation of theme nights.

While cooking, what are your favourite ingredients?

I love to use fresh herbs, particularly in Italian cooking.

Why do you like herbs so much?

I like to use fresh natural ingredients that add flavour to the dish without overpowering it. Plus herbs also have powerful antioxidant properties with positive nutritional values.

How do herbs enhance the dishes you create in terms of flavour, colour and taste?

Herbs are a natural way to add flavour

without the need for a lot of salt. Some, such as rosemary and sage, can be highly pungent so these need to be used sparingly. Delicate herbs such as coriander, dill, basil and chervil are best added just before the dish is served.

How were you first introduced to these ingredients?

Having worked with many great chefs over the course of my career I have observed how they have used herbs in their signature creations and which herbs work with which particular dishes.

Are these ingredients easily available and from where do you get the best quality of herbs?

Fresh herbs are readily available in good supermarkets here in the region and they are fairly easy to grow yourself.

Basil is one of the most widely used herbs in the world and available in supermarkets. It is a member of the mint family and so adds a hint of anise to food. Basil should be torn rather than cut as the delicate leaves turn black otherwise.

Parsley is another herb that is used a lot. The two most common varieties are curly parsley and flat leafed Italian parsley, both of which have distinctly different flavours so it's important to select the right one for your dish.

How versatile are herbs and in how many different kinds of dishes and cuisine can these be used?

Fresh herbs are extremely versatile and are regularly found in Italian, Indian and Mediterranean cooking. I use tarragon in many of my chicken dishes and am a big fan of adding parsley to seafood. Herbs also work well with vegetable dishes and I often add thyme to carrots, aubergines and root vegetables. I also use basil a lot as this



works with so many other ingredients. It is particularly good in tomato soup and paired with pasta dishes.

If, for some reason, you cannot get fresh herbs, then is there a substitute available?

While some may use dried herbs I am not a fan of these as they don't give quite the same taste as fresh herbs so I would always try to source fresh herbs. .

One of my favourite recipes using herbs is spaghetti with fresh tomato and basil sauce. 🍷

Ostrich OPTION

Ostrich meat has several redeeming qualities making it an attractive alternative to enrich your cooking...



In today's health and calorie conscious era, ostrich meat is considered relatively healthy with 50% fewer calories, low-fat and low cholesterol. It is rich in nutrients, easily digestible, has an excellent taste and requires short cooking time. It is also said not to cause any known allergies.

Ostrich Farm Plessa is one of the biggest ostrich breeding farms in Germany located near Berlin in the Federal State of Brandenburg. Spread across a sprawling 21 hectares it has about 600 animals.

This diversified enterprise has its own factory shop, restaurant, beverage garden and it also undertakes guided tours at its production plant in order to convey knowledge about ostrich breeding.

Ostrich Farm Plessa supplies meat and

sausages to various food wholesalers, supermarkets and specialty restaurants and is planning a rapid expansion into global markets. If you wish to import ostrich meat from them you can contact:

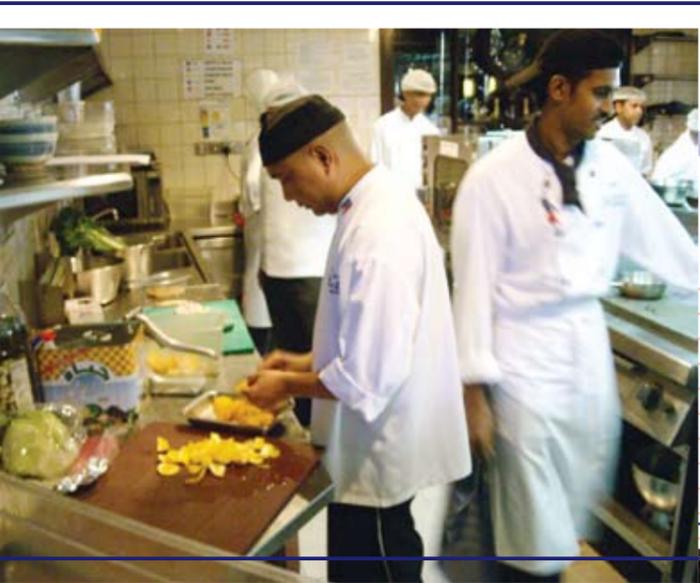
*Gestra GmbH / Ostrich Farm Plessa
 Nordstraße 11
 04928 Plessa
 Germany
 Ute Schwabe, Managing Director
 Phone: +49 (0)3533 51 90 15 0
 +49 (0)355 72 94 50 2
 Fax: +49 (0)355 73 52 65
 E-mail: support@straussenfarm-plessa.de*

SAY Cheese

The salient features of American cheese were demonstrated to chefs at a Foodservice Cheese Application seminar

Junior chefs from various hotels gathered together recently at the Radisson Blu Hotel Dubai Deira Creek to take part in a two-day cheese workshop conducted by the US Dairy Export Council (USDEC) in collaboration with the Emirates Culinary Guild (ECG) and the US Agricultural Trade Office in Dubai.





Bassam Bou Saleh, the Middle East representative of USDEC, made a presentation, which narrated the USDEC history as well as US cheese positioning in the local market and about major US cheese importers in Dubai.

Chef Uwe Micheel, ECG President and Director of Kitchens at Radisson Blu Hotel Dubai Deira Creek, led the activity. More than 55 junior



chefs, divided into groups, competed using US cheese to prepare a variety of dishes including main courses, desserts, salads and appetisers. An HRI booklet titled *Bring Out the Flavor With US Cheese* prepared especially for this seminar was distributed to all participants together with the workshop evaluation form. The booklet includes information about US cheese varieties, quality, handling and storage as well as its unique features in restaurant menus.

At lunch, the chefs tasted the various dishes prepared during the workshop. 🍴

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Thank You

*These hotels have extended their kind support and hospitality during
Salon Culinaire 2011*



Thank You

The Emirates Culinary Guild wishes to express its gratitude to these eminent culinary personalities for having taken time off their busy schedules to judge the contests this year.

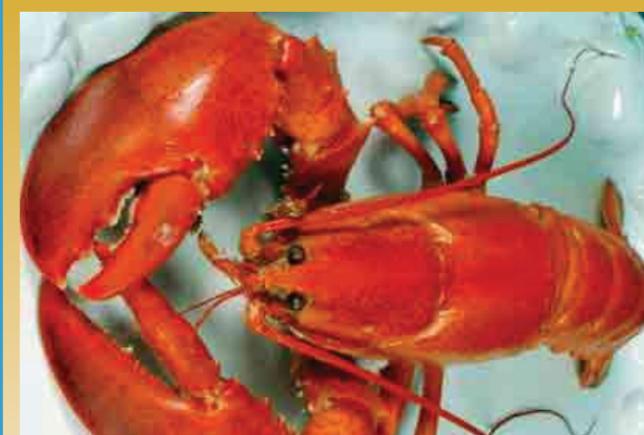
- | | |
|-----------------------|----------------------------|
| 1. Otto Weibel | 15. Andrew Bennett |
| 2. Gissur Gudmundsson | 16. Paul Gayler |
| 3. Karl Heinz Haase | 17. Alan Orreall |
| 4. Marco Buschweiler | 18. Thomas Gugler |
| 5. Bernd Uber | 19. Heinz Kohler |
| 6. Robert Oppeneder | 20. Flemming Schultness |
| 7. Gavin Dathie | 21. Raman Khanna |
| 8. Gerard Mendez | 22. Tarek Mourieess |
| 9. Federico Micheilto | 23. Chandrasena Sudusinghe |
| 10. Mike Lee | 24. Andreas Kurfurst |
| 11. Cyrus Todiwalla | 25. Peter Hallmanns |
| 12. Karl Heinz Ney | 26. Zain Sidhu |
| 13. Tony Khoo | 27. Wouter Lap |
| 14. Ralph Porciani | |

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TRUE ATLANTIC CANADIAN PRODUCE



Lobsters:

Atlantic east coast Canada is known for its Fishing industry that produces the best catch where Quality is concerned. Lobster trade globally is a known focus where Quality and meat contents is more than any region around the world. The Fishery farmers have been for generations in this trade that have mastered the art of technology and modern methodology that preserves the conservation and yet adhere to the needs of bringing you the best Lobsters that is cherished by connoisseurs and the Chefs demand at all times.



Salmon:

Atlantic Canada in the east coast has been blessed in the entire region from New Brunswick, Halifax, Prince Edward Island, New Found land and St John's to offer the Gourmet and Chef's, the delight of Pink fresh Salmon all year round, Bet it Smoked, or Fillets, or Whole Salmon, there is no other Salmon in comparison. The Chilled water of the Atlantic ocean with the Rivers alongside contribute to this marvellous species. Our Salmon is exported globally and needs no introduction as to its "Quality". Conservation and regulations are practiced by the Fisheries as per the government norms.



Big Blue North Atlantic Mussels:

Have up to 37% more plump, tender meat, 58% of consumers perceive Big Blue mussels as having great food value, 48% of consumers believe a more appealing product is worth its price where quality is concerned. A Healthy source of nutrition and high in protein and low in fat, with essential vitamins and minerals. Coastal regions of the Canadian North Atlantic Ocean create ideal conditions for the growth of blue mussels. The cold, clear natural environment provides suspension-feeding mussels with a rich and abundant source of nourishment. That's why Big Blue Premium North Atlantic Mussels offer superior size, flavour and taste.



Oysters:

On our East Coast of Atlantic Canada and In the region of New Brunswick, Prince Edward Island and Nova Scotia, the primary oyster species farmed is (*Crassostrea virginica*)– also known as the Atlantic, Malpeque or Eastern oyster. The Canadian Oyster farming is endorsed by environmental groups such as the Audubon Society, Monterey Bay Aquarium's Seafood Watch and Eco-Fish. Oysters are available during the season which commence from March/April to end December.

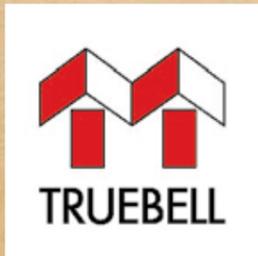
ADDITIONAL RANGE OF PRODUCE SOON!

Canadian Whole Chicken & Eggs
 Canadian AAA ANGUS BEEF

Thank You

Our gratitude goes out to all these hotels for sponsoring the meals during Salon Culinaire 2011. Your support is invaluable to us.

- | | |
|---------------------|----------------------|
| 1. Al Marooj Rotana | 4. MORE Café |
| 2. Country Club | 5. Taj Palace Hotel |
| 3. DWTC | 6. Trubell Marketing |



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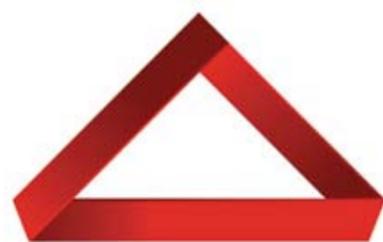
Master of Performance



Neela Depala and Ronald Lewis, ASAAT, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.



Radwan Mousselli and S. Padmanabhan, Baqer Mohebi, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.



ASAAT

ASAAT is proud to take our foodservice promise very seriously, with an absolute focus on providing an innovative, high-quality and unique portfolio of solutions designed with you, our valued partners and customers, in mind.

We encourage you to capitalize on our infrastructural strengths, and industry experience, crafted to help you satisfy the evolving demands

of our region's customer base. Our scope is widespread and enables you to reach all the food distribution channels including hotels, restaurants, cafes, catering, in-flight catering, ship-chandlers, gas stations, and fast food outlets. We have developed strong partnerships with strong companies and brands such as Nestle, Luna, Devaaya and Nonions and we service and complement their food service distribution requirements by reaching channels that would otherwise be missed.

"The Emirates Culinary Guild" provides a strength, unity and communications platform that few organizations provide so capably. We consider our association with the ECG a privilege and are wholehearted in our resolve to offer our support in the many years we share ahead."

ASAAT Foodservice: Your Ideal Kitchen... our quest!



Baqer Mohebi Est., the group's arm for marketing and distribution of fast moving consumer food and non food products has been serving the UAE since 1931. Other than UAE, our mother market, we have expanded our operation into Oman and Qatar since the beginning of the millennium.

Being one of the oldest and most reputed marketing and distribution organization of Premium products, we are also respected for our impeccable reputation in first class service to all channels of distribution, highly appreciated by all trade sectors. Honesty and integrity in every aspect of trading activities have always been the prime concern for the respect it enjoys.

Our sales and marketing activities are divided into three divisions of fast moving consumer goods, catering and institutional products and tobacco.

Consumer goods marketed by the company are distributed to all major hypermarkets, supermarkets, wholesalers and large number of groceries, while institutional products are supplied to most hotels, bakeries, ship chandlers and catering houses.

The company owns its chilled and dry warehousing facilities along with its large fleet of vehicles and dedicated personnel to distribute its extensive product range, door to door all over UAE. The prompt and efficient delivery system and continuous efforts exerted to upgrade services and trademarks of the company are well appreciated by the wide range of clients in all segments the company caters to.

The sales, marketing and merchandising teams are trained to undergo regular training internally and externally, to cope with the markets constant growth.

Multinational brands successfully distributed by our companies, go through years of strenuous efforts to gain the appropriate positioning in the market, through close partnership with the principals for realization of the brand equity and growth in these territories.



Liza Pamboukian and Joseph Dib, EMF, receiving the membership certificate from Chef Uwe Michael, President, Emirates Culinary Guild.



Charles S. Sidawi, Gulf Food Trade, receiving the membership certificate from Chef Uwe Michael, President, Emirates Culinary Guild.



lot closer to our clients. It is also a great honor for H.E. Kris Peeters, along with H.E. Anick Van Calster and Mrs. Claire Tillekaerts to join us. It was H.E. Mr. Kris Peeters' wish to be present at our opening, since we represent three prestigious Flemish companies:

Callebaut, world's largest chocolate factory and major brand of the group Barry Callebaut, global leader of chocolates and cocoa related products, Lotus Bakeries, the famous speculoos biscuit manufacturer, renowned worldwide to be the best accompaniment to coffee and Prefamac, one of the world's most renowned manufacturers of chocolate making machinery and accessories."

H.E Kris Peeters said the UAE was an important place for business and praised the opening of EMF Emirates' second branch in the county. "I think it is very positive that companies like this invest in Europe and bring products from Flanders to the UAE," he said.

Established in Dubai in October 2003, EMF EMIRATES LLC is a subsidiary of EMF TRADING LTD who is among other agencies, the Middle East Co-ordinator for The Barry Callebaut Group.

EMF EMIRATES is also the exclusive distributor in the UAE for Chocolate, confectionery, pastry and bakery ingredients and decoration for pastry Chefs.

H.E. Kris Peeters, Head of the Flemish Government, H.E. Anick Van Calster, Belgian Ambassador to the UAE and Mrs. Claire Tillekaerts, GM of Flanders Investment & Trade, as well as VIPs and distinguished guests joined in Abu Dhabi EMF Group's Chairman Elias Feghali and EMF Emirates' General Manager Pierre Feghali on 8th of February for a ribbon cutting ceremony marking the official opening of the group's latest branch.

Guests were also treated to a cocktail reception the previous evening to celebrate this prestigious occasion.

The GM of EMF Emirates said: "We're really excited about our newest branch in the Emirates. Abu Dhabi is a very important market for us and being physically present there will bring us a



Gulf Food Trade LLC is the sole dedicated distributor for Master Foods Middle East in the United Arab Emirates. Established in 2001, GFT has come a long way in establishing itself as one of the leading food Distributors in the UAE, with offices in Dubai, Abu Dhabi & Al Ain and a distribution arm that covers the seven emirates.

GFT's growing portfolio of world renowned brands fall within 4 Categories: Snack Food, Ice Cream : (Galaxy®, Mars®, Bounty®, Snickers®, M&M®, Maltesers®, Have a market Share of 48% in the United Arab Emirates,

Food Brands: Uncle Bens®, Dolmio®, Masterfoods®.

Petfood : Wiskas®, Pedigree®, Kitekat®, Chappi® Thomas.

In Addition: Gulf Food Trade LLC has established a foodservice business that provides a range of bulk dressings to a wide range of hotels, restaurants & QSRs such as KFC and Subway, (to name few). Also we have established a very strong dedicated team to develop the non-traditional sectors in the UAE under the name of New Business Team).

The New Business Team is set-up to make Mars® products available to its consumers everywhere they go outside the traditional channels of Hypermarkets, Supermarkets and Small impulse stores. It caters to the rising trend of out of home food consumption that we are witnessing in the UAE and the region. These are HORECA Sector, QSRs (KFC & Subway), Retail Stores (Toys RUS, Ace Hardware, Sharaf DJ, Etc...) Leisure outlets and parks (Cinemas, Magic Planet, Ski dubai etc...) and Educational Institutions.

The Team Service these channels both directly through its van fleet & indirectly through Foodservice operators and Catering Companies covering the 7 Emirates.



Wael Al Jamil, Horeca, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.



Ian Veazey and Somer Gundogdu, Johnson Diversey, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.



Established in 2003, Horeca Trade - a company of Bidvest Group - operates, maintains and develops the foodservice market of the UAE with a main vision in mind - "To be and always be the #1 leading partner to the foodservice industry".

By focusing on the foodservice, Horeca Trade has played a prominent role in the continuous development of the market and setting the trend that many other players are currently following. By introducing the latest innovative brands and solution driven products, Horeca Trade was proudly awarded "Food Supplier of the year", "Beverage supplier of the year" for Sanpellegrino and "Arab Investment Award" for Chefmate - Horeca's private Brand.

We consider our team an asset that we try hard to preserve and satisfy. A team of 100 fulfilling the value chain of the business: Sales, Telesales, Marketing, Logistics, IT, Finance, Quality assurance and Administration. "Customer focus" is how we live by at Horeca Trade whether from the team we recruit or the program we launch (HorecaRewards) or the services we provide (delivering within 24 hours service) or the quality we assure (100% product traceability).

Horeca Trade maintains a leadership position in its core business with the Emirates Culinary Guild membership and the certification to OHSAS 18001, ISO 9001 and CAC/RCP HACCP guidelines. Horeca Trade operates efficiently with the advanced technical support of the Temptrack temperature monitoring system.

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JohnsonDiversey
Clean is just the beginning



Diversey is a leading global provider of sustainable cleaning and hygiene systems and solutions. With sales in over 160 countries, we serve institutional and industrial end-users such as the in-flight catering and inside airplane cleaning industry, food service providers, lodging establishments, food and beverage

processing, building service contractors, retail outlets and health-care facilities.

We offer everything required to ensure environmental sustainability, protect brands and maintain the highest standards of safety, efficiency and cleanliness.

Diversey's advantage is our ability to deliver, everyday, everywhere, consistent, reliable systems and solutions to the industry. Our commitment to innovation is determined by our critical focus on customization, creation and development of unique solutions to specific customer requirements.



Ajmaj Rahim TTP and Binu Dasan, Jaleel Trading, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.



Kevin Monteath, Ishaq Al Bastaki and Andrei Fernandes, Atlantic Gulf, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.



Jaleel Food Service is a division of Jaleel General Trading which is a HACCP certified distribution company of Jaleel Holdings. Established over a year ago, the division has been growing by partnering with world-class brands like Molino Vignano, Sterilgarda, Dad's Pies and Byron Bay.

Food product range includes spices, spice powders, Indian masala, rice powders, pickles, flour, instant fruit drink powders, power drinks, ghee, tea, puddings, savoury snacks, etc

The first company under the "Jaleel" group was established in 1972 in Dubai. Started initially with trading in Fresh Fruits, the group now has trading activity in Foodstuff, Fresh Vegetables, Non-Food, Cosmetics, Toiletries, Household, Confectionary, etc. Jaleel Holdings has over 35 years of experience in the GCC market, staff strength of 1300 and over 250 vehicles supporting the activities in the UAE.

In the FMCG area, Jaleel now operates a retail chain of supermarkets, a distribution division and a cash n carry style wholesale business with presence in all the Emirates. Together the three companies cover over 21,000 sku's.



Atlantic Gulf Trading made an entrance to this perishable business with cautious planning, Ishaq Al Bastaki a young national, educated In Los Angeles USA, has held high profile responsible jobs in the Government and private sector, The highly respected well educated Al Bastaki family members hold key positions in Government Jobs and have family business ties in a wide range of products.

The combination with an expatriate friend and business partner, Kevin Monteath, a Canadian citizen, had spent many years with multinationals in this part of the world; this had triggered the direction to setup & rollout.

People today spend on Food, be it at home, or an outdoor venue, there is no compromise on Quality food, they want the best.

The Support from well known farmers and fisheries on the East Coast of Canada, Nova Scotia extend from New Brunswick, PEI, Halifax New Foundland and St Johns; have been in this trade for over 6 decades, Great care and expertise has

resulted in "A" Class produce at all times.

The company's focus: Live Lobsters, Fresh Salmon, Trout, Mussels, and Oysters (seasonal) backed by the big fisheries/farming Industries from the north Atlantic region of Canada, Atlantic Gulf trading has an office in Canada, Dubai (UAE) currently, next will be India and other GCC countries

- Offerings are the world acclaimed Atlantic Live Hard shell Canadian Lobsters, great quantity & quality of meat, which needs no introduction to Chefs or the consumers.
- Atlantic Canadian Salmon from the coldest region on the east coast ,this has been mastered by the fisheries and farmers for decades , You could not have said it better, if it's Salmon from Atlantic Canada, there is no other like it.
- Atlantic Blue Mussels,(Malpeque), has great taste and delicious meat and is available all year round, A demand in Europe, Fareast, North and South America.

AGT will add new products like Angus Canadian Beef, Poultry, Fresh Fruits-Juice concentrate, Cereal, allied perishable and FMCG products. Islamic values on Halal certification, HACCP, Government regulated Health & Hygiene, Sanitization certification is the Norms that will be a strict practice we will follow at all times.



Mohamed Karam, InSinkErator, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.



Greg Butler, MLA, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.



InSinkErator, headquartered in Racine, Wisconsin USA, is the inventor and world's largest manufacturer of food waste disposers and steaming hot water taps for home and commercial use.

As the inventor of the food waste disposer in 1927, InSinkErator continues to provide the latest technology and kitchen trends in residential and foodservice markets, making them the number one choice in disposer systems and one of the best-in-class brands in the Middle East.

InSinkErator offers a full range of commercial food waste disposers available in the United Arab Emirates and the Gulf region, including light-duty disposers that are perfect for delicatessens, convenience stores and fast-food operations to larger capacity models for restaurants, hotels and resorts.

InSinkErator's Waste Xpress food waste reduction system is a high-performance, foodservice grade system that cost-effectively processes kitchen waste and is the perfect choice where space is at a premium. The kitchen waste is ground and then sent to a dewatering unit that squeezes the liquid out of the waste. The water is sent down the drain to join the sewer or septic system and the ground waste is bagged and hauled away. The Waste Xpress system processes up to 320 kilos per hour of both the liquid and solid wastes normally found in foodservice operations, including food scraps, paper place mats, napkins, sugar or jelly packets, milk cartons and drinking straws, reducing bulk waste volume by 85 percent.

The AquaSaver® System from InSinkErator serves as an on-demand water-saving system for commercial use. By sensing the load of the disposer and regulating flow, it automatically provides the right amount of water required for optimum disposer usage. AquaSaver® reduces food waste disposer water use by up to 70%, which translates to hundreds, even thousands of gallons of water each year.

For more information on InSinkErator's complete foodservice product line, visit www.insinkerator.com. or call our Middle East office Tel: +971 4 811 8282.



Meat & Livestock Australia Limited (MLA) is a producer-owned company. We provide services and solutions to the entire red meat industry including livestock producers, processors, exporters, foodservice operators and retailers globally. MLA has over 46,500 livestock producer members in Australia who have stakeholder entitlements in the company. Our mission: To deliver world-class services and solutions in partnership with industry and government.

Our core activities: Growing demand for Australian red meat, increasing market access for our products, enhancing competitiveness and sustainability and increasing industry capability. Growing demand for red meat: We promote the quality, safety and nutritional value of Australian red meat both domestically and internationally. On behalf of the meat and livestock industry, we manage and operate a portfolio of marketing activities aimed at maintaining and increasing demand for Australian meat and livestock.

Increasing market access: We work with industry and government to protect and increase our

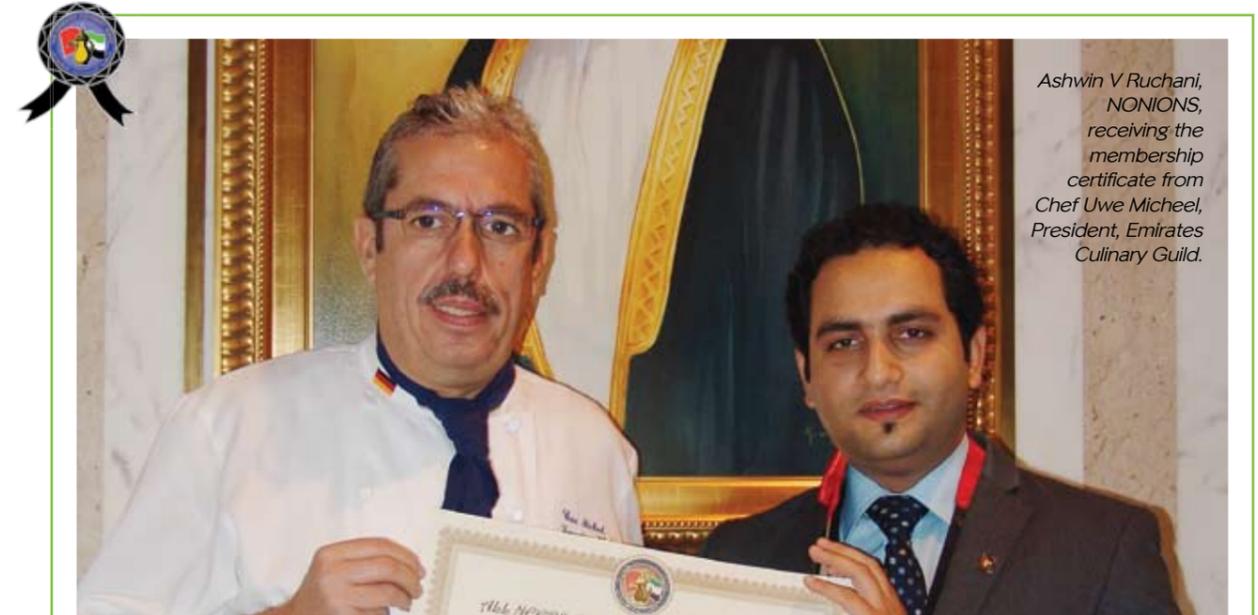
access to markets, providing market intelligence and analysis that supports Australia's position in trade negotiations. We help to maintain and grow valuable export markets for Australia through extensive marketing activities overseas. We also work with the Australian and foreign governments to secure the best possible trade access to these markets

Enhancing competitiveness and sustainability: We conduct R&D programs throughout the red meat supply chain to develop a competitive advantage for the industry. We also conduct on-farm projects, which include grazing management, parasite control, meat quality, animal genetics for improved efficiency and environmental management.

Increasing industry capability: We deliver programs to extend the results of our work to industry, creating opportunities for a profitable and sustainable red meat industry. In the Middle East North African region we work with retailers, foodservice operators, importers, manufacturers and Australian exporters to increase the penetration of Australian meat and livestock to the region. Our commitment to the industry is further emphasised through Trade Missions, Chef's Tables and training for chefs. The Australian Meat and Livestock industry is proud to be a key supplier of safe, nutritious and halal certified meat and livestock to the region.



Manoj Sukumaran and Raphaël Saxod, RAK Porcelain, receiving the membership certificate from Chef Patrick Lannes and Chef Uwe Micheel, President, Emirates Culinary Guild.



Ashwin V Ruchani, NONIONS, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.



RAK Porcelain is the sister company of RAK Ceramics, and is owned by His Highness Sheikh Saud, the ruler of Ras Al Khaimah. RAK Ceramics is now the world's leading tile producer with production capacities across different continents and presence in over 150 countries. The global turnover of the RAK group is over 15 billion USD. This achievement within a short span of 20 years is a result of constant innovation with the latest technologies to offer our customers a high quality product at a value-for-money pricing. This in turn has ensured customer satisfaction and appreciation which has ensured the success of this venture.

RAK Porcelain, within a short span of 5 years, has become a stronger player in the porcelain tableware industry. Backed by latest and modern production machines from Germany and Italy, and produced using materials sourced from leading mines from UK and Europe, every product meets and exceeds the highest quality in the industry.

RAK products meet the stringent standards worldwide, like California Proposition 65 and US FDA, thereby ensuring safety as tested by WCAS of the US. The company is also ISO 9001:2000

certified. All products have been tested for its resistance to chipping while usage hardness of glaze, which is resistant to scratches and are produced lead and cadmium free as certified by CERAM Research of the UK.

The true global success of the company can be gauged by the fact that today, RAK Porcelain products are in placed in over 800 star Hotels worldwide, including prestigious exclusive product developed and supplied to the world famous 7 star hotel, Burj Al Arab, the world renowned The Atlantic – Palm Jumeirah Dubai, Mazagaon in Morocco, Royal Chulan in Malaysia, and the Fairmont Hotel in Makkah, to name a few. In fact, RAK Porcelain has a global presence in more than 115 countries.

RAK Porcelain has become a trendsetter in the hospitality industry. Shapes conjured by renowned tableware designers like Alain & Dominique Vavro from France, Dorfel from Hamburg have captured the imagination of the hotel industry with its easy contours and convenience of usage and reliability. RAK products are attested to be of the finest quality and backed by the famed Chef Paul Bocouse.

RAK Porcelain ensures the highest degree of customer satisfaction with its superior quality and service. With its modern and trendy shapes ideally suited to the varying but demanding tastes of today's consumers, RAK Porcelain is all set for leadership in the porcelain tableware industry.



All Needs General Trading LLC (ANGT-NONIONS)

ANGT-Dubai is the global business development headquarters for the premier range of products of NONIONS - Onion Pastes and SIPPY - Corn Kernels.

A pioneering range from its JV Manufacturing Unit in India, which are ISO 9001:2000 & HACCP Certified and operating with state of the art processing and Advanced Retort Packaging Japanese Technology NONIONS and SIPPY are registered brands and TM of RRRF-ANGT. The global trends, be it in the food services industry or among consumers, have been progressing towards healthy foods. As awareness grows so does the interest in healthy lifestyles, healthy eating habits and nutrition. This has resulted in a growing demand for 100% preservatives free natural food - a demand that promises to grow in the future.

ANGT-NONIONS promises to fulfill the demands of the fast growing market. ANGT-RRRF specialises in the manufacturing of 100% preservative free natural products,

devoid of artificial colours and flavours, achieving an extended shelf life of 18 months at room temperature.

ANGT-RRRF is headed by the father and son duo of Dr Vinod S Ruchani and Ashwin V Ruchani and supported by a core team operating from the UAE. It supplies to the global markets through distributors in the UAE, Kuwait, Oman with direct supply to Bahrain and Qatar. Our markets will further expand shortly in the Middle East and Africa, Far East and Europe.

ACHIEVEMENTS

1st Gulfood Awards:
ANGT-NONIONS - sautéed onion paste was the finalist in the category of best food service product and/or technology innovation. For the second year, ANGT LLC - NONIONS are active corporate members of the prestigious Emirates Culinary Guild.

Premier range of ANGT products:

- Nonions - sautéed onion paste
- Nonions - onion paste (boiled)
- Nonions - fried onion paste
- Nonions - sautéed onions with ginger garlic
- Nonions - sautéed onions with tomatoes and ginger garlic
- Sippy - sweet corn kernels and Corn Snax
- Introducing soon -
- Nonions - diet onion paste



M S Ahuja, Elfab, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.



Elfab Company was established in 1975 in Dubai, United Arab Emirates. The company has over 3 decades of experience in the Middle East region in the sales of Chilled, Frozen Meat and Seafood products. Elfab Co LLC has its head office in the Dubai Investments Park, Dubai, U.A.E and also branch office in Ras Al Khaimah. Over years of hard work and dedication specially to the customer satisfaction and confidence through the supply of quality food products and service through out UAE. As an Independent company Elfab has grown from modest beginnings to become a leading proactive marketer in the Middle East region, with no compromise on principles on quality and service.

Presently Elfab Company is dealing with leading international meat suppliers from all over the world. Our range of products cover quality frozen & chilled meats, poultry, frozen vegetables and frozen sea food. These diverse ranges of products are widely distributed across the country to 5 star hotels, Hypermarkets, Grade A Supermarkets, Airline catering companies, various government institutions and grade A restaurants in UAE.

We imports Meats and seafood mainly from Australia, New Zealand, USA, Brazil, Paraguay, Holland, Germany, Hungary and Belgium. Mainly through Sea shipments as well as air shipments regularly.

Elfab has its own HACCP and ISO Approved ware house distribution facility in Dubai Investments Park. We have over 1250 MT capacity of cold storage and over 20 Refrigerated trucks to have smooth delivery system which covers all the emirates every single day.

ANGT Product

NONIONS®

Free from Peeling, Crying, Frying & Freezing

Ready to Use
SAUTEED ONION PASTE

- * FRIED ONION PASTE
- * ONION PASTE (BOILED)
- * SAUTEED ONIONS W/H GINGER GARLIC
- * SAUTEED ONIONS W/H TOMATOES, GINGER, GARLIC



**100% Natural
No Preservatives**

١٠٠% طبيعي
ليس من حافظات

First in Gulf

**200 gms = 1kg Onions
1 kg = 5 kg Onions**

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- ▶ 1 Kg of "NONIONS" Pack equal to 5 Kg of Raw Onions (Yield Test)
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Shortly in Bahrain, Qatar, Saudi Arabia and rest of Middle East & Africa.



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THE EMIRATES SALON CULINAIRE

BRIEFS OF THE CLASSES FOR ENTRY

RESUME OF CLASSES FOR ENTRY

Class No.	Class Description
01	Cake Decoration - Practical - Puratos by Baqer Mohebi.est
02	Wedding Cake Three-Tier - Ambiente by Baqer Mohebi.est
03	Four Plates of Dessert - Toni Kaiser by Frisch & Frost
04	Pastry Showpiece - Nestle
05	Bread Loaves and Showpiece - Puravita by Baqer Mohebi.est
06	Friandises Petites Four Pralines Nougatines - Belcolade by Baqer Mohebi.est
07	Chocolate Carving Showpiece - Belcolade by Baqer Mohebi.est
08	Fruit & Vegetable Carving Showpiece - Barakat Quality Plus
09	Open Showpiece - John Holt Foods
10	Five-Course Gourmet Dinner Menu - Meat & Livestock Australia
11	Four-Course Vegetarian Menu
12	Tapas, Finger Food and Canapés - Spanish Tapas Full of Passion
13	New Arabian Cuisine
14	An Arabian Feast - John Holt Foods
15	Individual Ice Carving - Ginox
16	Ice Carving Team Event - Electrolux
17	Practical Fruit & Vegetable Carving - Barakat Quality Plus
18	Dressed Lamb - Practical Butchery - Meat Livestock Australia
19	Arabic Mezzeh - Practical Cookery
20	Fish & Seafood - Practical Cookery
21	Beef - Practical Cookery - Meat & Livestock Australia
22	Poultry- Practical Cookery - Sadia



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PRACTICAL PASTRY

Class 01: Cake Decoration - Practical - Puratos by Baqer Mohebi.est

- Decorate a single finished cake of the competitor's choice.
- Two-and-a-half-hours duration.
- All decorating ingredients must be edible and mixed on the spot.
- No pre-modelled garnish permitted.
- Chocolate and royal icing can be pre-prepared to the basic level, e.g., tempered chocolate can be brought.
- Competitors must provide all ingredients including cake base (Min. 30x30cm), utensils, and small equipment required.
- A standard buffet table is provided for each competitor
- Water, electricity and refrigeration might not be available.
- All cakes will be displayed until the end of the Salon and will be disposed of by the organizer.
- The cake will be tasted as part of judging.
- The Judges will cut the cake.

PASTRY DISPLAYS

Class 02: Three-Tier Wedding Cake - Ambiente by Baqer Mohebi.est

- All decorations must be edible and made entirely by hand.
- Pillars or stands may be inedible but, unless decorated by hand, must be plain and unadorned.
- Fine, food-quality wiring is allowed for the construction of flowers and the like, but must be properly wrapped and/or covered with flower tape or paste.
- Royal icing, pastillage, pulled sugar, etc., may be used in the construction, but the finished display must not be dependent on these items.
- The bottom layer of the cake must be edible.
- Inedible blanks may be used for the two top layers.
- Typewritten description and recipes are required.
- Maximum area w60 cm x d75 cm. Maximum allowable total height (including socle or platforms) is 75cm.

Class 03: Four Plates of Dessert - Frisch & Frost (Toni Kaiser Strudel Dough)

- Prepare four different desserts, each for one person..
- Each dessert presented singly on an appropriated plate.
- Presentation to include a minimum of one hot dessert (presented cold).
- Typewritten description and recipes are required.
- Tasting will be part of the judging process if deemed necessary to determine quality and authenticity.
- Maximum area w90 cm x d75 cm.

Class 04: Pastry Showpiece - Nestle

- Freestyle display.
- Edible media, marzipan, pastillage, sugar, pulled-sugar, croquant, etc., may be used, singly or in mixed media.
- Written description required.
- Maximum area w90 x d75cm.
- Exhibit can be no more than 90cm. in height including base or socle where used.



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Class 05: Bread Loaves and Showpiece - Puravita by Baqer Mohebi.est

1. Prepare and present: four types of breads (competitor's choice) and four types of breakfast pastry.
2. Bread is to be displayed with a bread showpiece.
3. The showpiece will be included in the judging criteria.
4. Doughs prepared and breads baked at place of work and brought to the competition for judging.
5. Tasting will be part of the judging criteria.
6. Typewritten recipes are required.
7. Maximum area w90 x d75cm.

Class 06: Friandises Petites Four Pralines Nougatines - Belcolade by Baqer Mohebi.est

1. Five varieties.
2. Six pieces of each variety (30 pieces total).
3. Freestyle presentation.
4. Required one extra piece of each variety on a separate small platter for judges' tasting.
5. Written description mentioning the theme is required.
6. Typewritten recipes are required.
7. Maximum area w90 cm x d75 cm.

ARTISTIC DISPLAYS

Class 07: Chocolate Carving Showpiece - Belcolade by Baqer Mohebi.est

1. Free-style presentation.
2. No frames or supports.
3. Natural colouring is allowed.
4. Minimal glazing is allowed.
5. No moulded work.
6. Maximum area: w80 cm x d75 cm.
7. Exhibit can be no more than 75cm in height including base or socle where used.

Class 08: Fruit & Vegetable Carving Showpiece - Barakat Quality Plus

1. Freestyle presentation.
2. Light framing is allowed, but the construction of the piece must not depend upon it.
3. Maximum area w60 cm x d75 cm.
4. Exhibit can be no more than 55 cm in height including base or socle where used.

Class 09: Open Showpiece - John Holt Foods

1. Freestyle presentation.
2. Only showpieces made of edible food material will be accepted for adjudication.
3. Maximum area w90 cm x d75 cm.
4. Exhibit can be no more than 75 cm. in height including base or socle where used.

GASTRONOMIC CREATIONS

Class 10: Five-Course Gourmet Dinner Menu - Meat & Livestock Australia

1. Present a plated five-course gourmet meal for one person



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2. The meal to consist of:
 - A cold appetiser,
 - A soup,
 - A hot appetiser,
 - A main course with its garnish
 - A dessert.
3. Hot food presented cold on appropriate plates.
4. Food coated with aspic or clear gelatin for preservation.
5. Total food weight of the 5 plates should be 600/700 gms.
6. Typewritten description and typed recipes required.
7. Maximum area w90 cm x d75 cm.

Class 11: Four-Course Vegetarian Menu

1. Present a plated four-course vegetarian meal for one person.
2. Suitable for dinner service
3. The meal consist of:
 - An appetizer
 - A soup
 - A main course
 - A dessert
4. To be prepared in advance and displayed cold on appropriate plates.
5. No meat, chicken, seafood or fish to be used, (meat-based gelatin glaze to enhance presentation is accepted).
6. Eggs and dairy products are allowed.
7. Total food weight of the four plates should be 600/700 gms.
8. Typewritten descriptions and recipes required.
9. Maximum area w75cm x d75cm.

Class 12: Presentation of Tapas, Finger Food and Canapés - Spanish Tapas Full of Passion

1. Produce eight varieties.
2. Six pieces of each variety (total 48 pieces).
3. Four hot varieties.
4. Four cold varieties.
5. Hot food presented cold
6. Food coated with aspic or clear gelatin for preservation
7. Presentation on suitable plate/s or platter/s or receptacles.
8. Eight pieces should correspond to one portion.
9. Name and ingredient list (typed) of each variety required.
10. Maximum area 60cm x 80 cm.

Class 13: New Arabian Cuisine

1. Present a plated five-course gourmet menu for one person.
2. Free style presentation with an Arabian theme.
3. To be prepared in advance, and presented cold on appropriate plates.
4. Food coated with aspic or clear gelatin for preservation.
5. Menu to be based on ingredients found in the Arabian Gulf and the Middle East



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6. Dishes are to have an ethnic touch and to be presented in an up-to-date setting and decoration.
7. The meal to comprise:
 - A cold appetiser
 - A soup
 - A hot appetiser
 - A main-course with appropriate garnish
 - A dessert.
8. Total food weight for the entire menu should be 600/700 gms.
9. Typewritten description and recipes are required.
10. Maximum area 90w cm x 75d cm.

Class 14: An Arabian Feast - John Holt Foods

1. Present a traditional Arabian wedding feast as it would be served at a five-star hotel in the UAE.
2. Suitable for 10 people.
3. Free-style presentation.
4. The presentation to comprise the following dishes (both cold food and hot food presented cold).
5. Six cold mezzeh
6. Three hot mezzeh.
7. A whole Ouzi presented with rice and garnish.
8. A chicken main course (Emirati Cuisine).
9. A fish main course (Emirati Cuisine).
10. A lamb main course.
11. A vegetable dish.
12. Three types of kebabs, one of chicken, one of lamb, one of beef, each with appropriate accompaniments.
13. One hot dessert (presented cold).
14. Three cold desserts.
15. Two of the above desserts (competitors choice) must be typically Emirati.
16. Only the above dishes are to be presented, no other dishes are to be added.
17. Maximum available space for presentation is 180 cm x 75 cm.
18. Competitors must ensure their exhibit is presented neatly so as to fit the available space.

PRACTICAL ARTISTIC

Class 15: Individual Ice Carving - Ginox

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

Class 16: Ice Carving Team Event - Electrolux

1. Freestyle.
2. Two persons per team.



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3. P120 minutes duration.
4. Hand-carved work from three large block of ice (provided by the organisers).
5. Competitors to use own hand-tools and gloves.
6. Non-slip mats are mandatory.
7. Great care must be taken with health and safety considerations. If an exhibit becomes in any way unstable or dangerous to competitors or public, it will be dismantled and destroyed by the organizers.
8. The use of power tools is forbidden.

Class 17: Practical Fruit & Vegetable Carving - Barakat Quality Plus

1. Freestyle.
2. 120 minutes duration.
3. Hand carved work from competitor's own fruit\vegetables.
4. Competitors to use own hand-tools and equipment.
5. No power tools permitted.
6. Pre-cleaned, peeled material is allowed, but pre-sliced/carved will result in disqualification.
7. Each competitor will be supplied with a standard buffet table on which to work.

Class 18: Dressed Lamb - Practical Butchery - Meat Livestock Australia

1. Prepare a whole, fresh, dressed lamb carcass into various ready-to-cook joints and pieces, some as required by the organisers, the others to competitor's choice.
2. Make a presentation of the finished cuts and off-cuts for exhibiting to the judges.
3. Cuts/joints can be suitable for foodservice or suitable for a retail butchery display.
4. Organisers will supply the dressed lamb for this class.
5. Each competitor will have one banquet table (supplied by the organisers) on which to work.
6. No power tools permitted.
7. Competitors to supply their own:
 - Tools and knives
 - Twine or netting
 - RED cutting boards (this is a municipality requirement and will be strictly enforced)
 - Garnishing
 - Display trays
 - Sundries
8. Time allowed: two hours.
9. All tools and sundries will be inspected to ensure that they are hygienically suitable for food use.
10. Cuts required by the organisers are:
 - a) Neck slices or Neck boned.
 - b) 1 x shoulder, boned and rolled, tied or netted ready for roasting.
 - c) 3 pieces shoulder chops.
 - d) Spare ribs.
 - e) 1 x 8 rib Frenched rack.
 - f) Mid-loin chops from a short loin
 - g) 1 x Loin – eye.
 - h) 1 x Tunnel-boned leg tied or netted for roasting.
 - i) 1 x Seam-boned leg trimmed into its 4 primal cuts plus its bone-in shank.



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NOTES ON THE PRACTICAL COOKERY CLASSES

These notes pertain to all practical cookery classes. They should be read in combination with the brief of the class entered. Due to the fact that only one hour is given to complete the competition; competitors are allowed to bring with them an extensive mise-en-place. However, there are restrictions on how much pre-preparation the judges will tolerate. In all cases, the preparation, production and cooking skills of each competitor must be demonstrated during her/his time in the kitchen.

1. All food items must be brought to the Salon in hygienic, chilled containers: Thermo boxes or equivalent. Failure to bring food items chilled will result in disqualification.
2. All dishes are to be served in a style equal to today's modern presentation trends.
3. Portion sizes must correspond to a three-course restaurant meal.
4. Dishes must be presented on individual plates with appropriate garnish not exceeding 250g total food weight excluding sauces.
5. Unless otherwise stated, competitors must supply their own plates/bowls/platters with which to present the food.
6. Competitors must bring with them all necessary mise-en-place prepared according to WACS guidelines in the hot kitchen discipline (www.wacs2000.org).
7. Competitors are to provide their own pots, pans, tools and utensils.
8. All brought appliances and utensils will be checked for suitability.
9. The following types of pre-preparation can be made for the practical classes:
 - Vegetables/fungi/fruits; washed & peeled – but not cut up or shaped.
 - Potatoes washed and peeled – but not cut up or shaped.
 - Onions peeled but not cut up
 - Basic dough can be pre-prepared.
 - Basic stocks can be pre-prepared.
 - Basic ingredients may be pre-weighed or measured out ready for use.
 - Fish may be scaled and filleted and the bones cut up.
 - Meat may be de-boned and the bones cut up.
10. No pre-cooking, poaching etc. is allowed.
11. No ready-made products are allowed.
12. If a farce is to be used for stuffing, filling, etc., at least one of the four portions must be prepared in front of the judges to show the competitor's skill
13. Within 10 minutes after the end of the competition, competitors must have the kitchen thoroughly cleaned and tidied and ready for the next competitor to use.
14. Two copies of the recipes typewritten are always required.
15. Submit one copy of the recipe/s to the clerk when registering.
16. Submit one copy of the recipe to the duty marshal at the cooking station.

PRACTICAL COOKERY

Class 19: Mezzeh – Practical Cookery

1. Time allowed: 60 Minutes
2. Prepare and present for four persons: Three types of hot mezzeh and three types of cold mezzeh.
3. Only one (if any) of the following types of mezzeh may be displayed: humus, tabouleh, babaganough, fatouche, moutabel.
4. The mezzeh can be representative of any of the following countries:



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- Lebanon
- Syria
- Jordan
- Morocco
- Egypt
- Tunisia

5. Dishes must represent a variety of cooking methods and the use of ingredients as used in the Arabic restaurants of the UAE.
6. Present the mezzeh in four equal portions.
7. Two portions will be served in the public restaurant and two portions will be presented to the judges.
8. Typewritten recipes are required.

Class 20: Fish & Seafood - Practical Cookery

1. Time allowed 60 minutes
2. Prepare and present four identical main courses using fish/shellfish as the main protein item.
3. Present the main courses on individual plates with appropriate garnish and accoutrements.
4. Typewritten recipes are required.

Class 21: Beef - Practical Cookery - Meat & Livestock Australia

1. Time allowed 60 minutes
2. Prepare and present four identical main courses using beef as the main protein item.
3. Present the main courses on individual plates with appropriate garnish and accoutrements.
4. Typewritten recipes are required.

Class 22: Poultry – Practical Cookery - Sadia

1. Time allowed 60 minutes
2. Prepare and present four identical main courses using an item of poultry (quail, goose, duck, chicken, turkey, etc.) as the main protein item.
3. Present the main courses on individual plates with appropriate garnish and accoutrements.
4. Typewritten recipes are required.



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RULES AND REGULATIONS FOR CULINARY COMPETITIONS

NOTE

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

PARTICIPATION

4. Participation at competition is open to anyone professionally employed in the preparation of food.
5. Unless the organisers specifically mention a class as being a team event, all classes are for entry by a single competitor.
6. Competitors are restricted to one entry per class.
7. Competitors are restricted to entering a maximum of three classes with the exception of those entering into the Best Artist trophy class.
8. Competitors entering to win a trophy must participate fully in every class entered in order to qualify.
9. Competitors must attend and participate on the date and at the time allotted to them.

COMPETITION ENTRY

10. Please note that there are different forms for different types of entry; ensure that the correct form is being used.
11. Complete the entry-form according to the instructions on the form.
12. Completed photocopies of the entry-form are acceptable.
13. Submit the completed form to the organisers along with the requisite fee.
14. Fees must be submitted along with completed entry forms.
15. Fees are payable to:
 - Account Name: JHFT;
 - Bank: HSBC Bank Middle East – Dubai (UAE)
 - Account No. 021 - 092499 - 002
 - SWIFT Code: BBMEAEAD
16. Entries are accepted strictly on a first-paid, first-accepted basis
17. No entry is accepted until the appropriate fee has been received.
18. Entry Fees are non-refundable.

CERTIFICATES AND LETTERS OF PARTICIPATION

19. Ensure that your name (clearly written in block capitals) appears on your entry-form exactly as you would wish it to appear on any certificate, letter of participation or posting of results.
20. Any applications for amendments to letters or certificates will necessitate:
 - a) Return of the original certificate
 - b) A written confirmation from the executive chef
 - c) A pre-paid fee of Dhs: 100/- (AED: One-hundred) per certificate.



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HYGIENE

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

THE SECRETARIAT

25. The Emirates Culinary Guild (ECG) is the body responsible for the creation, organisation and administration of the competition.
26. The competition is governed by and construed according to the rules of the organisers.
27. The organisers have sole authority to adjudicate on any matters pertaining to the competition.
28. Entrants' acceptances of participation in the competition are construed as confirmation of their undertaking to submit unconditionally to the jurisdiction of the organisers in regard to all aspects of the Emirates Salon Culinaire.
29. The address of the ECG for all correspondence and inquiries referencing culinary competitions is: The Emirates Culinary Guild, PO Box 71963 Dubai, United Arab Emirates.
Tel: + (9714) 3403128. Fax :+(9714) 3473742. Email: theguild@emirates.net.ae

COMPETITORS AND HELPERS

30. Each competitor is allowed one helper to assist with carrying equipment. No other help is allowed to a competitor within the preparation area.
31. A competitor must wear full; freshly laundered chef's uniform with appropriate headgear and footwear when attending at the exhibition.
32. A competitor's helper must wear full; freshly laundered chef's uniform with appropriate headgear and footwear when attending at the exhibition.
33. Competitors that are incorrectly dressed at a competition will not have their exhibits judged.
34. Helpers that are incorrectly dressed will not be admitted to the exhibition.
35. Logos, marks and identifying colours provided by the organisers must be worn by competitor throughout the competition in the position indicated to them by the organisers at the time of registration.
36. Logos, marks and identifying colours provided by the organisers must be worn by helpers throughout the competition in the position indicated to them by the organisers at the time of registration.
37. A competitor entered in a practical competition must register at least thirty minutes before the commencement of the competition otherwise the competition slot will be given to a waitlisted competitor.
38. Any competitor not in place and ready to start at least five minutes before the time a competition commences, will be disqualified.
39. Competitors and helpers are forbidden from approaching or speaking with or at a judge without the express permission of the organisers.

EXHIBITS

40. Each exhibit must be the bona fide work of the entering competitor. It must be solely the work of the competitor and must be certified as such by his Head of Department or General Manager.



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41. Each exhibit must be a completely original work, it must not have been displayed previously (in whole or in part) in any competition or exhibition whether private or public.
42. All exhibits must be of edible substance except for framing, socles and stands where they are allowed.
43. It is forbidden to use any living entity whatsoever as part of an exhibit (e.g. tropical fish).
44. It is forbidden to depict religious, nude, semi-nude or political themes in an exhibit.
45. All exhibits must be suitable for presentation as a decorative item in a restaurant or banqueting setting.
46. An exhibit must not carry any logo, label or mark of identification; however, competitors must be able to identify their exhibit if required.
47. Competitors are responsible for their exhibits and should ensure that they are available in their proper place for judging on the day and time specified.
48. No preparation or finishing of exhibits is allowed in any area except the designated preparation area at the rear of the competition area.
49. Finished exhibits must be placed in the position indicated by the organisers.
50. No interference with an exhibit is allowed once the organisers have deemed it as submitted for judging.
51. Competitors must leave the judging area as soon as their exhibits are in place or when instructed to leave by the marshals, whichever is the sooner.
52. Exhibits may, at the discretion of the organisers, be moved to a separate enclosure, there to remain for part or for the duration of the exhibition.
53. Failure by a competitor to register or exhibit at the specified time could result in disqualification.
54. Exhibits which are removed by competitors without permission of the organisers will not qualify for any kind of award.

COMPETITION MARSHALS

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

AWARDS

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

COPYRIGHT

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



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DISCLAIMER

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

QUERIES

68. All queries must be submitted by email to: theguild@eim.ae. The question and answer to each query will be broadcast to all entrants.

ADDENDUM – THE EMIRATES SALON CULINAIRE 2011

VENUE & ENTRY FEES

1. The Emirates Salon Culinaire will be held during the Gulf Food Hotel and Equipment Exhibition from February 27th to March 2nd 2011
2. The venue is Zabeel Hall at the Dubai International Convention & Exhibition Centre
3. The entrance fee for single entries is Dhs.100 (AED. One Hundred) per person per class, unless otherwise stated in the Rules and Regulations or the Class Briefs.
4. The fee for entry to the trophy classes is as follows:
 - i. Best Cuisinier – The Emirates Salon Culinaire- Dubai 2011 AED:500/- per person
 - ii. Best Pastry Chef – The Emirates Salon Culinaire- Dubai 2011 AED:400/- per person
 - iii. Best Artist – The Emirates Salon Culinaire- Dubai 2011 AED:500/- per person
 - iv. Best Arab National – The Emirates Salon Culinaire- Dubai 2011 AED:300/- per person

CLOSING DATE

5. Closing date for entries is February 1st 2011. However, practical cookery classes are normally fully subscribed and closed well before the closing date.

TROPHY ENTRY

Entrants to a trophy class must enter and finish in all and only those classes that pertain to the trophy for which they are entering. No other classes may be entered into by a trophy entrant.

The required classes are:

Best Cuisinier:

- i. Class #10. Five-Course Dinner Menu
- ii. Class # 21. Australian Beef Practical Cookery

Then any and only one of:

- i. Class # 20. Fish & Seafood Practical Cookery
- ii. Class # 22. Poultry Practical Cookery



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

Best Pastry Chef:

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

In order to qualify for inclusion in the points tally for Best Pastry Chef Trophy a competitor must win at least two medals.

Best Artist:

- i. Class # 07. Chocolate Showpiece
- ii. Class # 09. Open Showpiece
- iii. Class # 15. Individual Ice Carving
- iv. Class # 17. Practical Fruit & Vegetable Carving

In order to qualify for inclusion in the points tally for Best Artist Trophy a competitor must win at least three medals.

Best Arab National:

- i. Class #13. New Arabian Cuisine
- ii. Class # 14. An Arabian Feast
- iii. Class # 19. Arabic Mezzeh Practical Cookery

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



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JUDGING AND THE AWARDS SYSTEM

A team of WACS (The World Association of Chef's Societies) approved international Judges will adjudicate at all classes of the competition: using WACS-approved methods, criteria and documents www.worldchefs.org After each judging session, the judges will hold a debriefing session at which each competitor attending may learn something of the thinking behind the judges' decision.

Competitors will not be competing against each other: rather, they will be striving to reach the best possible standard. The judges will then apportion marks that accord with their perception of the standard reached. The competitor will then receive an award commensurate with his/her points tally for the class.

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

The scaling for awards in all classes is as follows:

Points	
100	Gold Medal with Distinction with Certificate.
99 – 90	Gold Medal with Certificate.
89 – 80	Silver Medal with Certificate.
79 – 70	Bronze Medal with Certificate
60 – 69	Certificate of Merit
Thereafter	Certificate of Participation

Corporate and Establishment Trophies

The corporate and establishment trophies available are:

Best Effort by an Individual Establishment – The Emirates Salon Culinare

This trophy is awarded to the establishment whose competitors gain the highest total combined points from the medals won from all of their entries.

Best Effort by a Corporation – The Emirates Salon Culinare

This trophy is awarded to the corporation whose competitors gain the highest total combined points from the medals won from all of their entries.

Point Value of each Medal Won:

Gold Medal with Distinction	6 Points
Gold Medal	5 Points
Silver Medal	3 Points
Bronze Medal	1 Point



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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 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 OFICIAL USE ONLY

Remarks:

Payment received?

Certificate Given.

Pin Given.

Medal & Collar Given

Approved

Approved

President.....

Chairman.....

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.



IFFCO is a United Arab Emirates based international group which manufactures and markets a well-integrated range of mass-market food products, related derivatives, intermediates and services.

Our business is broadly segmented as: Convenience Foods • Agri Business • Oils and Fats • Farm, Fresh, Chilled and Frozen Food • Personal Care • Food Ingredients, Condiments and Beverages • Services and Logistics.

Supported by thirty three manufacturing sites in eleven countries and seventeen offices world wide, IFFCO has developed several brands which include Allana, London Dairy, Noor, Tiffany, Choco Tom, Igloo, Rahma, offering value to its consumers and reaching markets in Middle East, Africa, Eastern Europe, West Asia, Far East, Australia and the USA.

The core principles and pillars on which the IFFCO brand has been built is reflected in its vision statement "The Preferred Provider of Essential and Value Added Foods for Everyone, Everywhere & Everyday".

commitment

We are committed to the long term interests and benefits of our customers, suppliers and employees.



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E-mail: npdxb@ae.nestle.com

experience
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Visit us at
Gulfood 2011,
Zabeel Hall
stand Z-F21

from the 27th of February till the 2nd of March.

