

Gulf Gourmet

APRIL 2012

FROM US, FOR US.

» Trade Talk

Sudhir Mannie, South African Economic Consul, talks the business of food

» Chief Speak

Management insights from **Grant Ruddiman** of Jumeirah Emirates Towers

» Think Nutrition

Healthy cooking for young chefs from the Nestle Professional nutritionist

Nothing's Impossible

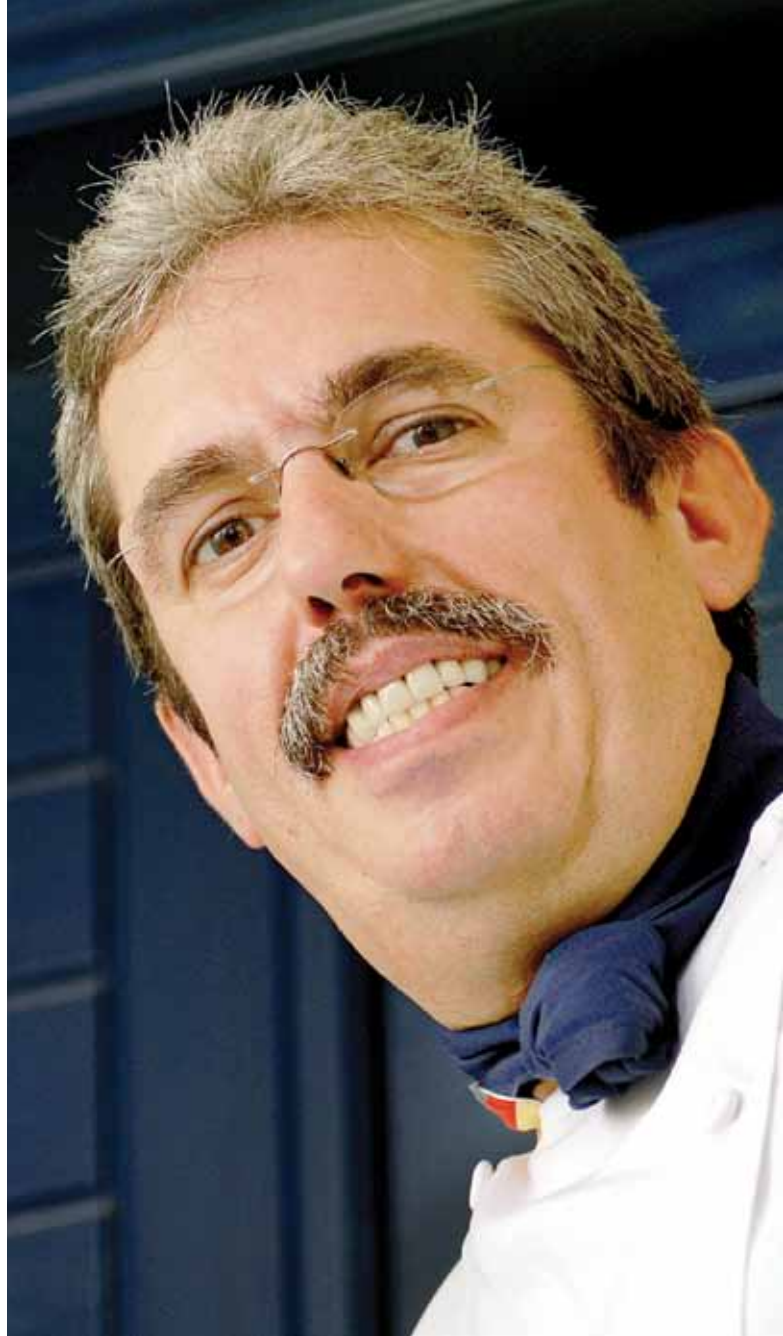
How Chef Robin Gomes overcame all odds to achieve his culinary dream

Chef's first edition.
Chef's best addition.



Knorr. Established in 1868.

From the *President's station*



Dear Fellow Chefs, Ladies and Gentlemen,

Welcome to the April issue of our Gulf Gourmet. After the very successful Salon Culinare 2012, many people told me the best ever 😊, we have a busy April in front of us. It starts with our monthly meeting with Chef Girish Babu in Media One Hotel.

We plan four days of US Beef training with our friends from AMFI and US Meat Export Federation. It will be held at The Palm Grill Restaurant at the Radisson Blu Hotel Dubai Deira Creek and the final dates will be communicated soon. Look forward to seeing many of you. Sure will be lots of fun again.

Chef Cameron will lead the team to Singapore to compete against the strongest out there. We wish them all the best and hope to see them return well and hopefully with some medals in the baggage.

At this stage I would also like to wish Chef Otto and the Singaporean team a great and successful event.

A big thank you goes out to Marina, Lorena and the whole Spanish team for the event they hosted and for all the great Spanish products (contact details in the directory).

For me personally, our most important event is on

22nd April in my Hotel. On this day, Radisson Blu Hotel Dubai Deira Creek and the Emirates Culinary Guild have joined hands to organise a charity blood donation drive between 9 am and 2 pm. Please do come and join me in our endeavour to help the children. It's healthy for you and it's a great feeling to help.

Our next big event in May will be the Green Box in conjunction with the Irish Business Council. While details are yet to be released, I can tell you for now that it will be a team event requiring four Chefs and three service staff. I hear that the winners will take home great prizes.

Please do look at the Friends pages to check out our supporters and make sure to support them when you can. All contact details are on the back of the magazine.

Finally, I would like to thank my team from the Radisson Blu Hotel Dubai Deira Creek for hosting our March meeting.

Culinary regards,

Uwe Micheel

President of Emirates Culinary Guild

Director of Kitchens

Radisson Blu Hotel, Dubai Deira Creek

Contents

03 **From the President's Station**

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

14» **Trade Talk**
Interview with **Sudhir
Mannie**, Consul (Economic)
at the South African
Consulate General Dubai



p. 32



p. 14

20» **Cover Story**
Meet Chef **Robin Gomes**,
Vice President, Junior
Development for the
Emirates Culinary Guild

28» **Thousand Words**
Amaresh Bhaskaran puts
together some memorable
moments captured at the
Salon Culinare 2012

32» **Chief Speak**
Grant Ruddiman, GM and
Area GM for Jumeirah
Emirates Towers speaks
to Gulf Gourmet

35» **Nutritional Values**
A Nestle Professional
nutritionist provides
tips on healthy cooking
for young chefs

You Can't Beat Our Meat



5 Reasons Why Our Meat is Head and Shoulders Above Others

1. Clean and Safe Environment: Australian cattle and lamb graze in nutrient rich pastures, watered by the purest rain, enjoying year round sunshine and great weather.

2. Traceability: All our livestock carry an electronic “passport” identifying each animal to the farm it was raised and tracks its route to market.

3. Guaranteed Halal: Australia has the strictest Halal certification system in the world. Our Halal certification system is endorsed by the Australian government and is recognised worldwide, complying with Sharia’a law.

4. Consistent Supply: As the world’s largest exporter of meat, Australia’s meat producing industry is mature and dependable. This ensures a constant supply of the most mouthwatering beef and lamb in the market.

5. Wide Range of Cuts: Be it beef or lamb, we offer a wide range of cuts, in both grass and grain fed variety.

Champions in quality, consistency and taste.
Australian Meat. Clean, Safe, Delicious and Halal.

Contents

36» **Tomato, Tomato**
Chandrasena Sudusinghe,
Executive Chef at Traders
Hotel, talks about his
favourite ingredient

43» **Singapore bound**
We wish the team from
The Address the very
best for their Singapore
competition this month

p. 38



45» **Uwe Honoured**
Warm wishes pour in for
Chef Uwe's Outstanding
Contribution award

48» **Salon Moments**
Images captured by
our Photo Editor at
the Salon Culinare



p. 48

Gulf Gourmet

The Emirates Culinary Guild
Uwe Micheel, President
T: +971-4-340-3128
F: +971-4-347-3742
E: theguild@emirates.net.ae

Created on behalf of
The Emirates Culinary Guild by
Aquin George and
Amaresh Bhaskaran
P. O. Box 72280, Dubai, UAE.
T: +971-50-504-5033

Editor
Aquin George
editor@gulfgourmet.net

Senior Writer
Laila Sharaf

Contributors
Lincy Varghese
Reetika Jerath

Photo Editor
Amaresh Bhaskaran
amaresh@gulfgourmet.net

Design
PeeCee

Sales
Sridhar
advertise@gulfgourmet.net

100%
NATURAL

NO ADDITIVES • NO PRESERVATIVES • NO ARTIFICIAL COLORS OR FLAVORING



NONIONS AMAZING FACT #31

1KG of NONIONS = 5 KGs of RAW Onions

SAVE ON COSTS
SAVE ON STORAGE

SAY YES! TO NONIONS

— READY TO USE ONION BASE —

Available in Six Delicious Bases

SAUTEED
ONION

ONION PASTE
(BOILED)

FRIED ONION
PASTE

FRIED
ONION

SAUTEED ONION WITH
GINGER & GARLIC

SAUTEED ONION WITH
TOMATOES, GINGER & GARLIC

GULFOOD AWARDS 2010
Best Food Service Product - Finalist

SIAL INNOVATIONS AWARDS 2011
Nominated as Most Innovative Product in the Middle East

CONSISTENCY & QUALITY GUARANTEED

FOR MORE AMAZING NONION FACTS AND INFORMATION CONTACT US AT

Tel: +9714 - 3523525 | Fax: +97143523505 | impex@angtnonions.com | www.angtnonions.com

NONIONS

Free From Peeling, Crying, Frying & Freezing



ALSO AVAILABLE
SIPPY
SWEET CORN KERNELS

friends of the guild



دائرة السياحة والتسويق التجاري
Department of Tourism and Commerce Marketing



friends of the guild



friends of the guild



ASAAT



Lamb Weston®

friends of the guild



JM Metal Trading LLC



friends of the guild



Master of Performance



MASTERBAKER MARKETING FZCO



Bakemart (L.L.C.)
the art of baking...

(Subsidiary of Bakemart International UK Ltd.)



فنار الخليج للتجارة
Fanar Al Khaleej Tr.



ARAMTEC



winterhalter



friends of the guild





Pushing for more

Sudhir Mannie, Consul (Economic) at the South African Consulate General Dubai, talks to **Aquin George** about the South African food industry and its growing impact in the UAE



FlexiChef®

The new world of cooking.



Uncompromising flexibility and incredibly fast.

It's everything you've dreamed of as a professional chef:
A multifunctional cooking appliance with intuitive and simple **MagicPilot** user comfort, **ReadyXpress** high speed production times and **SpaceClean**, a milestone in kitchen hygiene. The **FlexiChef Team** offers in addition a particularly high degree of flexibility with individual combinations of size and depth.

MKN FlexiChef® – a cooking appliance which thinks like you.



South Africa's presence at the Gulfood 2012 was quite impressive...

The Gulfood show for South Africa was very positive this year. We estimate ZAR 28 million (AED 13.5 million approx.) to be generated as a result of sales from the exhibition. A number of companies from South Africa that did not participate at Gulfood this year have already expressed their interest to participate in the future. This is a platform that helps you sell across the Middle East region and even to the Philippines, India and Pakistan.

Are you saying that Dubai is the place to trade even for countries as far away as the Philippines?

Yes, because we found that a large number of companies from the Philippines, India and Pakistan at the South African stand, looking for South African products.



“

We are looking at promoting the Rooibos tea, which is popular not just in South Africa but also in countries like Japan and Germany. We will have a Rooibos day or Rooibos evening so that people can see and understand what the Rooibos tea is all about

How important is it for South Africa to focus on this part of the world?

Historically, we participated in ANUGA and SIAL, which are the big exhibitions in Europe. This is because traditionally Europe has been the market for us in terms of exports.

But now the focus is on Middle East and Asia in order to break that chain of going to the West. And the UAE has impressed itself as the main venue for food export and imports across the region.

We want to make the best of this opportunity as we have a variety of products in South Africa that will do well in this region as well as in Asia.

How strong is the bilateral trade between South Africa and the UAE?

As of last year, the bilateral trade between the two countries reached almost US\$2 billion. From the South African side, the bulk of that is food and FMCG into the UAE and from the UAE it is petroleum.

We are trying to get in more products into the UAE. We are trying to lift the ban on South African meat in the UAE, which has been in place now for two years. If the ban is lifted, it would really escalate the figures.

Is the ban on meat expected to be lifted anytime soon?

Some technical details need to be ironed out. We are trying to persuade the UAE authorities to come to South Africa and see that the meat is safe and of the highest quality.

Since the imposition of the ban, what kind of impact has it had in terms of flow of food products and in terms of revenue for South Africa?

The revenue has decreased to an extent. South African meat is really good quality and different from other meats. Those looking for that authentic experience in the UAE will have to settle for another meat. South African restaurants here serve Australian or New Zealand meat. I believe if South African meat were available here, it would add more value.

What are the biggest selling South African food products in the UAE?

For us it is fruit juices, packaged foods, fresh fruits and vegetables. Historically, quite a bit of fresh fruits come in to major chains like Spinneys, Carrefour, Choithrams, etc.

To add further value to the chain, we are now driving packaged foods through exhibitions such as Gulfood. South Africa is a mature market for packaged foods and competes globally in this space with European and American players.



Besides Gulfood, how do you promote the South African food industry in the UAE?

We participate in major exhibitions like SIAL. We also promote authentic South African culinary experiences.

We are looking at promoting the Rooibos tea, which is popular not just in South Africa but also in countries like Japan and Germany. We will have a Rooibos day or Rooibos evening so that people can see and understand what the Rooibos tea is all about. How it is used in skin care and food products, etc.

In November, we will have a food festival in conjunction with South African airways to promote South African cuisine. We want the nationals as well as the expats here to know that these are the food items and cuisine available in South Africa.

You have been in Dubai just over six months. How is it compared to South Africa?

My wife and I have been here since October last year and of course this place is very different to South Africa. This is a challenging market to promote our products.

When I say challenging I mean we can really do well with our food products. We just have to sell it better. The UAE gives you ample opportunities to promote your offerings. You have to be vigorous with your promotion attempts. This is the message we even drive back home to our companies. We tell them to not lose this opportunity.

Do you dine out a lot here? Do you have a favourite restaurant?

During our initial days in Dubai, we would eat out a lot. We liked the Indian restaurants in Karama and Meena Bazaar. The one I liked in particular is Rangoli. It is very nice and on weekends they have a good Gujarati buffet.

Could you tell us a bit about the South African presence here?

South Africa has a big foot print in the UAE. It began with a lot of construction personnel coming to the region. There are a lot of people working in the financial sector as well. Unofficial estimates of the South African population work out to be about 84,000. They work in different sectors and quite a few of them are placed in senior to middle management roles.

In terms of South African restaurants there are quite a few. There is Grand Grill offering traditional and authentic South African cuisine at the Al Habtoor in Dubai Marina. There is Tribes, Spur, Meat Company, Bucher Shop, Nando's, Barcelos...

Chefs new to the region are spoilt for choice when it comes to variety of products from around the globe.

What is your message to them?

South African cuisine is very different to European and American cuisines. If you want to try something adventurous, you should look at South African cuisine.

What are the challenges for South African companies here?

The challenge is that they are not that vigorous enough. To make this happen, you have to tie up with the importers and retailers and ensure that your product is on the shelf and is visible to the customer.



South African cuisine is very different to European and American cuisines. If you want to try something adventurous, you should look at South African cuisine





pro.mundi

Welcome to a world of Pro

our leading brand for
Kitchenware and Cookware

Chopping Boards

Cutlery

GN Containers

Pots and Pans

Weighing Scales

Utensils

etc...



Restofair

Ras Al Khaimah

Tel : 07 243 49 60

Fax : 07 243 49 61

E Mail : restofair@rakrestofair.ae

Dubai

Tel : 04 341 27 05

Fax : 04 341 27 06

E Mail : dubai@rakrestofair.ae

Abu Dhabi

Tel : 02 64 301 23

Fax : 02 643 01 21

E Mail : abudhabi@rakrestofair.ae

Impossible is Nothing

Robin Gomes, Vice President for Junior Development at the Emirates Culinary Guild and the Group Executive Chef for Citymax Hotels, speaks to **Aquin George** about his culinary journey and future plans

Chef Robin Gomes is an interesting individual to encounter. At age 50, he sports a ponytail, a naughty smile and a 'nothing to lose' attitude. Much of this perhaps come from his growing years where he had to work harder than his peers to make his presence felt.

"If I am yet to be recognised for some of the work that I do, then it's my fault for not communicating well enough," says he, demonstrating a maturity and patience that only comes with age and experience.

Patience was never one of Chef Robin's qualities during his growing years. As a young man, who hailed from the state of West Bengal in Eastern India, he disliked the idea of becoming a chef. Surprising considering almost everyone from his lineage was a chef. His grandfather was part of the culinary team that helped build the majestic Imperial Hotel in Delhi with its owners. His uncles, cousins, they all accepted the art, but him.

"I was just a kid that grew up wanting to be a football star," he says. Back then in the 70s, he played for the state team in the junior league. However, due to family

issues, at the age of 15 he decided to go from Calcutta to Delhi to earn money for his family. This was 1975.

"We were eight brothers and I realised that staying back in Calcutta would not help," he says of his sudden move to capital. With no skills whatsoever, he made his way to a hotel where he worked as casual help for Rs. 5 per month. Here he would look at the Chefs slicing tomatoes and potatoes in equal measure without any machine and assumed that gaining such skills was beyond him. It gained his interest enough to try his hand at kitchen work.

"When I would walk up to any of the chefs, they would ask me to get out," he says. He then slowly started offering them cigarettes in return for the opportunity to make the salad or plating. On one particular occasion he noticed that the chefs didn't even bother to see what he was doing because he was managing things well. "Right there I knew I was doing something right," he says.

Those were the teenage days when Chef Gomes wanted to be a cool dude. He realised that the best way to do so was by becoming a Chef. It required no monetary investment, only physical work, which he was more than willing to do. Shelter, money and food were all available to those in the profession. And unlike sportsmen, chefs were valued more as they aged.

"That's when I decided I had to become a Chef."

He joined an independent Chinese restaurant as a waiter and slept in the hotel quarters of the Imperial Hotel with his relatives to save on money. The salary was just Rs.65 per month but the tips were staggering.

One of the people living in the quarters who was fond of him, informed him of a walk-in recruitment drive for the Dubai Hilton (used to exist adjacent to the Dubai World Trade Centre) being held in Delhi.

“

I successfully used the time between 17 and 31 years of age to ensure I made up for anything I thought I lacked. I now had the qualifications and the designation and there has been no looking back since



Chef Robin, who had nothing more than a passport and some practical lessons, stood alongside 900 other aspirants for the job opportunity. Most of these job aspirants had degrees from hotel schools.

The Italian man who was interviewing him asked him a few questions, looked through his passport and gave him a 7-page form to fill saying that he had been

selected for the job. Why? Well, keep reading.

Given his nature, Chef Robin ensured everyone knew about his good fortune while he waited to embark on his maiden trip to a foreign country. What's not to boast about especially when your salary jumps from Rs65 to Dh900 (Rs. 1800) per month? Unfortunately, days turned to weeks and weeks to months, and he



1600

Chef Robin still cooks considering Citymax is a big operation with 700 rooms.

Breakfast is for 1200 and his team cooks no less than 1600 meals a day

Aramtec

is the Official Sponsor
of the UAE Team for



أرامتك
aramtec



COOL
BLUE



أرامتك
aramtec

ARABIAN AMERICAN TECHNOLOGY CO.

P.O.Box: 6936 Dubai, U.A.E. Tel : 04-3808444, Fax : 04-3806684

Email: aramtec@emirates.net.ae www.aramtec.com



was still stuck in Delhi. "When nothing happened for a few months, people started laughing at me," he says. However, the 17-year-old eventually landed in Dubai.

Here was an untrained cook, given the position of pantry man, a role he didn't understand, and made to work alongside 60 other cooks. "I had no clue what was happening," he says.

Communication was a big issue at that time. Chef Robin knew very little English and realised that learning the language was the first of many critical steps he needed to take to ensure that he wasn't fired from the job.

Since there were no other Indians or Filipinos working at that hotel, his next best bet was to learn English from the Sri Lankans. "I changed my room to stay with them. Since they didn't know Hindi, I had to speak in broken English to survive there. I would mumble and

not know the difference between 'Pleased to meet you' and 'Meet to pleased you,'" he says.

Another issue was that many a time he had no clue what the chef was asking him to do forcing him to ask his colleagues for help. "I would literally beg for assistance and they would laugh at me. Some would promise to help if I helped them with their tasks. I was very hardworking and they made me do all their work. Unfortunately, the long hours didn't help me," he says.

Chef Robin however had a trump card no one knew about. It was his belief that if someone else can do it, so could he. As philosophical as it sounds, Chef Robin has used this belief time and again to overcome all odds.

He used it to learn from the chefs in Delhi and even here he used it to ensure that he delivered more than the chef de partie within just three months. "When I



succeeded they would ask me how I had learned all of this and I would reply saying, 'you pushed me to learn all this and now I have succeeded'."

He then moved to Spinneys catering but the off-shore role however depressed him and he moved back to join Hilton in Abu Dhabi. By now, his superiors from Hilton Dubai had joined Sheraton Bahrain and they took him along with them. "In Bahrain, I managed to get 33 people recruited through my recommendation," he says.

Over the years, Chef Robin kept receiving a bottle of bubbly and a fruit basket every birthday. After a few years he realised that the gift was from Andreano Saveri, the man he now calls his professional godfather and the man who hired him in Delhi. It just so happens that Andreano and Robin both share the same birthday.

“

I am a Sheraton guy. I have spent 13 years there. My training, my professionalism, is all a result of working at Sheraton

"I guess Andreano saw my birthdate in my passport and felt like taking a chance with me. It was God's way. That's when I realised why I was chosen over hundreds of more qualified people."

Robin spent the next few years following Andreano. He even reached Yemen, which is where he met Aluviya, his wife to be. "She was sober and cool and completely my opposite. I always wanted to marry someone like her. Since we came from different religions things were dangerous. Also an Indian marrying an Arab was not easy. I overcame all obstacles including interference from the constabulary. To recognise my marriage I even ensured that our documents were ratified by the Dy Prime Minister of Yemen," he says.

He then used his own savings to acquire what his father could not provide him with. "I used my own money to complete my unfinished schooling, receive my catering degree, studied to write in English, and went for public speaking courses." He even helped his siblings.

Talking of siblings, Chef Robin is one of eight brothers, all of whom are chefs!

"Many are in Sheraton. I too am a Sheraton guy. I have spent 13 years there. My training, my professionalism, is all a result of working at Sheraton." Chef Robin has worked with Sheraton in Bahrain, Yemen, Basra, Muscat, Dubai Creek, Four Points and Deira Sheraton.

When in Sheraton Deira, he was the only Asian chef working at one of four fine dining restaurants that offered French cuisine. "I was just 27 at that time and we won the award for best French restaurant. That's where I turned from cook to chef."

He quit Sheraton in 1991 because he felt that he would not get to the top spot. "Now on second thoughts I am not sure if my worried had any merit. Had I waited I probably would have got the top spot. I didn't have patience," he admits.

He joined Movenpick in Yemen as Executive Sous Chef and within a year was promoted to Executive Chef. This was 1992 and Chef Robin was only 31 years old when he reached the top spot. "This was a turning point in my life," he says, adding "I successfully used



Robin G. Gorn
Executive Chef

“

I changed my room to stay with Sri Lankans. Since they didn't know Hindi, I had to speak in broken English to survive there. I would mumble and not know the difference between 'Pleased to meet you' and 'Meet to pleased you'

the time between 17 and 31 years of age to ensure I made up for anything I thought I lacked. I now had the qualifications and the designation and there has been no looking back since."

Between 1992 and 2005, he was Executive Chef at Movenpick, Gulf Hotel, Al Sawadi Beach Rotana, Lord's Hotel, Flamingo Group, Ramada and finally made it back to Deira Sheraton as Executive Chef. That was a role I always wanted and I got it. I have received a lot from Sheraton and as a token of my gratitude I ensured that the hotel made a lot of money."

He has since managed donned the role of Group Executive Chef at City Seasons Hotel and now City Max Hotels.

Apart from work, Chef Robin loves to do cookery show on TV channels such as Zee, Star, Sony, Ajman TV, etc. and teach impressionable school kids about the critical aspects of cooking.

"I have always wanted to work for the community. The more you share the more famous you become I believe. I do a lot of activities with teenage school children and show them the importance of health, hygiene, etc. in cooking."

"I also believe I am a very good coach. I like to work with those who are neglected. No one is worthless. If I can change so dramatically, why can't others," he asks.

Chef Robin has two children who have graduated. His daughter majored in fashion design while his son in computer engineering. His biggest regret is that in his endeavour to reach his goals and achieve his objectives, he was never able to spend enough time with them. "I may have lost certain things in the process," he says.

Chef Robin still cooks considering Citymax is a big operation with 700 rooms. Breakfast is for 1200 and his team cooks no less than 1600 meals a day. All the restaurant brands from the Asian Fusion on to the Indian Clay pot and the Huddle Sports bar have successfully built a name for themselves.



For those wanting to becoming an executive chef, his advice is to learn people management skills as different people look at the same subject with different perspectives. The ability to create new dishes, increase profits for management, manage guest expectations, maintain hygiene standards and the ability to take quick decisions are also necessary he says.

As for his future plans, he intends to gather all his brothers and create a restaurant that can give a sense of pride to his future generations.

Thousand Cards

Amaresh Bhaskaran puts together some memorable moments captured at the Salon Culinaire 2012









A portrait of Aquin George, a middle-aged man with grey hair, wearing a dark pinstripe suit, a white shirt, and a red patterned tie. He is standing with his arms crossed, looking directly at the camera with a slight smile.

Walking Tall

Aquin George catches up with **Grant Ruddiman**, General Manager and Area General Manager, Jumeirah Emirates Towers, to find out what it takes to run a complex that houses some of the finest dining options in the city

Grant Ruddiman is a towering personality just like the property he manages. The smart Australian exudes warmth and enthusiasm, and he's quick to tell you the facts as it is.

In a quick tête-à-tête, he reflects upon his career, his employer and the importance of culinary specialists in the running of a successful hospitality operation. Here are excerpts from the conversation:

Could you tell us about your career?

I've been in the luxury hospitality business for the past 28 years, which started out with a three-year Hotel Management Internship in South Africa. Following this I entered the South African army, where I attained the rank of Lieutenant, working as the Catering Manager at the South African Army College.

Upon completion of this compulsory military service, I entered the hospitality business with Sun International, the luxury hotel, resort and casino group in South Africa as an Assistant F&B Manager.

I was fortunate enough to participate in five back-to-back openings, moving quickly through the ranks, which resulted in my appointment as Director of F&B and also Complex Banqueting Manager at the Sun City Resort in the early 90's. I then moved to Malawi as Group Operations Manager for seven hotels, and later returned to South Africa to open an All-Suite hotel in Cape Town as GM.

This followed with my re-joining the Sun International Group as GM for The Palace of the Lost City at Sun City, transferring two years later to The Table Bay Hotel in Cape Town as GM, a role I held for close to four years.

Subsequent to this I worked with the Arabel-laStarwood Hospitality Group as Area Manager for South Africa, followed by my appointment as Managing Director: Operations for the Group, which required that I relocate to Germany and oversee the portfolio of 32 deluxe hotels and resorts across five countries.

Tell us about your move to Jumeirah

I joined the Jumeirah Group a little over two years ago. I initially managed the Pre-Opening function for the Jumeirah Messilah Beach Hotel & Spa in Kuwait for a period of six months, moving onto the role as Pre-Opening Complex General Manager for the mega Saraya Aqaba Resort in Jordan. This resort comprises four large 5-star hotels, Wild Wadi Water Park, Convention Centre and 750 residential Units, anticipated to open in late 2013.

I relocated to Dubai in June 2011 to coordinate the Pre-Opening activities for all the Jumeirah hotel openings globally as GM: Openings & Special Projects, and shortly after this I was appointed to my current role, where I oversee the Jumeirah Emirates Towers Complex - Hotel, Retail Boulevard and Office Tower, as well as the 377-key Jumeirah Living World Trade Centre Residences.

Are you focused only on corporate guests?

Given our unique central location within Dubai; adjacent to Shaikh Zayed Freeway and the DIFC; we're well positioned to service the corporate, groups as well as leisure segments extremely well. We certainly meet the needs of the corporate and group segments, which are complemented by leisure travellers over weekends and holiday periods.

Given our large and diverse room's inventory, design and vast array of facilities which are linked to our retail Boulevard and Corporate Office Tower, we're flexible to accommodating all guest needs adequately. To reinforce our reputation as the preferred corporate hotel in the city, we were recognised by UK Business Traveler Magazine as the Best Business Hotel in the Middle



We aspire to recruit well-rounded individuals who understand the business of hospitality. Just having core skills with good qualifications is no longer enough



East in 2011, and this for the ninth consecutive year.

For those leisure travellers, we're a stone's throw away from Dubai Mall, and we offer complementary shuttles and access to Wild Wadi Water Park and the pristine beaches of our sister properties at Madinat Jumeirah and Jumeirah Beach Hotel – fabulous value and amenities whilst staying in a city centre hotel.

As the General Manager of your property, how involved are you with the F&B operations?

As you're aware, I come from a Food and Beverage background, so I understand the complexity and dynamics when it comes to large F&B operations in a very competitive environment. Our food and beverage offerings are diverse and extensive, appealing to all tastes and various price points. Our twelve F&B outlets including Vu's Restaurant and Bar, Mosaico, The Rib Room, Agency Bar, Clique, Lobby Lounge, Tokyo@the-Towers, ET Sushi, Harry Ghatt's Karaoke Bar, Corner 3, Al Nafoorah and the recently opened Alfie's British-themed Restaurant, are complemented by additional outlets in the Boulevard which include The Ivy, Noodle House and Hakkasan. A wonderful portfolio, which positions us as a great dining destination. With such extensive operations, it goes without saying that I'm very involved with all aspects of the business, of which F&B plays a pivotal part, and it's key to our success.

Which restaurant in the complex is your personal favourite and why?

I love red meat, and I'm therefore partial to The Rib Room. The choice and cuts of meat is extensive,

ranging from Argentinean beef, to cuts from the US, Canada, UK, Australia through to lamb from New Zealand. There is no compromise on quality, where only the best meat is procured and served.

Do you work closely with your Executive Chef in devising new concepts?

I do not believe in micro-managing my senior management or Executive Chef, as they are all professionals in their respective fields. My Executive Chef is exceptional, as both a 'culinarian' and leader in the kitchen, a unique and rare find. He leads from the front, engaging with me on new concepts and ideas, but typically Chef Andrea is the culinary visionary, with superb results.

As with all team members, he's fully empowered to make decisions and affect change, which is not limited to quarterly or monthly menu enhancements, but weekly if need be. Given the size and scale of our operations, I have both the Executive Chef and Dir. F&B reporting to me directly.

What is your brief to your Executive Chef?

To go out and ensure that he does everything possible to make it happen, aligning the kitchen methodology and actions to the broader Complex strategy and business objectives. It's 'business without boundaries', so he should be open to exploring and trying new concepts,

reinvigorating our menu's and offerings frequently, ensuring that this remains exciting and offers great value for money. Our focus is to ensure consistently high quality, service and standards without compromise.

Do you have an F&B concept in mind that you would like to create here?

I've only been in my role for eight months now, so there is enough room to rework our existing offerings to keep our customers coming back. We have implemented a significant amount of change within our restaurants over this period, and there isn't an area in F&B that we haven't yet touched, and this will be ongoing in the short-term.

What kind of talent do you look for in your hotel, especially chefs?

We aspire to recruit well-rounded individuals who understand the business of hospitality. Just having core skills with good qualifications is no longer enough. You need to have a burning desire in your belly to succeed, with the right attitude, and a willingness to keep learning. The hospitality sector, in particular the luxury segment, is extremely intense and demanding, both physically and mentally, often with a frenetic pace. One has to be mentally and physically fit too in order to be successful.





The art of healthy *Cooking*

We speak to the **Nestle Professional** nutritionist to get professional tips on how to cook for the health-conscious customer

Chefs are constantly faced with changing customer demands which they must keep up with. Demand for a healthier lifestyle is now a vital issue that chefs take into consideration while creating their dishes.

As obesity rates increase so do customer awareness about the importance of nutrients in their diet. Therefore a chef's responsibility becomes not only

cooking a delicious meal but also one that is nutritionally balanced.

Speaking to Gulf Gourmet, a nutritionist at Nestle Professional said, "At Nestle we understand the level of responsibility and trust that comes with cooking every meal. As a leading food and nutrition company we use a vast amount of nutritional resources to provide chefs with a variety of products which



include high nutritional value in addition to being enjoyable and convenient to use."

So how does a Chef meet the growing demand of his or her guests? Following are some of the recommendations from the Nestle Professional nutritionist.

Food-based menu planning is important to create a

> Wellness of fruits and vegetables

- Use cooking liquid whenever possible
- Cook for the shortest possible time
- Cook until just tender, not mushy.
- Cooked vegetables should be quickly heated to 70°C to destroy enzymes which threaten the vitamins.
- The quick defrosting of fruits and vegetables decreases vitamin loss
- Serve immediately. Keeping food warm causes a Vitamin C loss of 4-17% within one hour and 7-34% within two hours
- To prevent vitamin loss, the best cooking methods for vegetables are:
- Steaming: Steam -cooking at a temperature of about 100°C with the food and cooking liquid completely separate
- Pressure-Cooking: Cooking in an airtight pressure cooker at about 105°-120°C
- Stewing/braising: Try to keep the cooking liquid for further use, for minimal vitamin and mineral loss.

nutritious and balanced dish. With food-based menu planning, you need to make sure to include foods from the 5 food groups e.g. fruits and vegetables, meat, poultry and fish, fat and oil. The aim is to serve a prescribed amount or pieces at every meal.

To serve the right amount for lunch or dinner dishes with food-based menu planning, you can use the following break-up:

- Around 150-200g of vegetables
- 150-200g of potatoes/pasta or rice
- 120-500g of salad
- 100-150g of meat or meat products or
- 150-200g of fish.

To serve a nutritionally balanced dish, begin by making sure to have the following split of foods in the plate:

- ½ the dish Vegetables – keep them varied and different and always cooked to preserve the beneficial nutrients (see the 'Good to Know' box)
- ¼ Carbohydrates – choose whole-grain breads, rice, pasta to increase the fibre
- ¼ Meats, Poultry or Fish – choose lean cuts of beef and chicken or omega 3 rich fish such as salmon, tuna and trout

Here are some examples of changes that you can include in your menu:

Appetizers

- Serve your appetizers with healthy vegetables oils i.e. olive oil

- Vegetable soups: immediately before serving, add a freshly blanched julienne of vegetables

Salads

- Serve them not only as side dishes, but as main menu course as well. With different toppings or ingredients, e.g. grilled salmon, grilled chicken slices, marinated grilled vegetables, seeds or different nuts.
- If possible, serve the dressings on the side or use more reduced fat yogurt dressings.

Side dishes

- Serve more dark green vegetables, such as broccoli, spinach (in addition to salads) and other dark leafy greens.
- Serve more dry beans and peas, such as chickpeas, kidney beans and lentils (e.g. cooked in a flavored liquid, such as Maggi Chicken stock or Maggi vegetable stock with fresh herbs and lemon) or with other vegetables, such as in side dishes or salads.
- Try to use whole-grain rice instead of white rice, or as alternative to refined pasta, try whole-wheat pasta.

Entrees

- Whenever possible, serve the sauce on the side

> Good to Know

Fresh or frozen vegetables – which is better?

A comparison of the nutritional value of fresh and frozen vegetables partially offers better results for the frozen products. Depending on transportation and storage time (at the supplier, in cold storage, in the kitchen) fresh vegetables can show a high level of loss in some vitamins.

Deep frozen vegetables are mostly farm fresh, which means they are immediately frozen after harvesting with no storage, which optimally preserves the vitamins.

Canned vegetables are subject to more processing and thus have lower vitamin and mineral content than fresh or frozen vegetables.

- Serve more menus with low-fat or lean meats (e.g. lean beef, lamb), chicken or turkey.
- Grill or bake the meat instead of frying.

Desserts

- Build fresh fruits into your dessert menu, whenever possible



Tomato



Tomato

Chandrasena Sudusinghe, Executive Chef at Traders Hotel, Dubai talks to **Amaresh Bhaskaran** about his favourite ingredient

What is your specialty?

I had the opportunity to work with several talented French Chefs early on in my career. I therefore have a special inclination for cooking French cooking.

Could you tell us a bit about your previous experience?

After finishing my hotel school, I interned at a resort in Colombo. By age 24, I had landed at the Khor Fakkan Holiday Inn as a Commis. My Executive Chef then was Alen Thong. I then moved to Doha to work for a catering company and subsequently joined Al Bustan Palace Intercontinental Hotel in Oman. I then moved to Novotel Abu Dhabi, which is where I took a liking to French cuisine. I then joined Chef Uwe at the Intercontinental Dubai Creek in 1999. I went to Colombo to get married and that's when I joined the Hilton as Sous Chef. I came back to join the pre-opening team for the Holiday Inn Crowne Plaza in Dubai only to return again to Colombo to manage two Hilton establishments. My first job as Executive Chef was at Earl's Regency Hotel in Kandy. After a three year stint I moved to the Four Seasons Hotel in Riyadh as Executive Sous Chef and finally, to Dubai in May 2005 to join the Traders Hotel as Executive Chef. I presently work here.

What is your favorite cooking ingredient?

My favorite ingredient is Tomato.

Why do you like this ingredient so much?

I love it because tomatoes are versatile and can be used in several ways in a menu – as a starter, in drinks, soups, salads, in main courses and also in desserts – the possibilities are endless!

How does this ingredient enhance the dishes you create in terms of flavour, colour and taste?

Tomatoes have sweet and sour tastes and, according

to the variety of the tomato, dishes can be enhanced to bring out colour, texture and flavours. For example, see the tomato coulis I prepared in my fish dish and notice how tomatoes enhance the look of the dish so beautifully. Tomatoes are also great when you want to subtly enhance the taste of a dish.

How were you first introduced to this ingredient?

I grew up in a village in Sri Lanka where we had a big garden. My grandmother used to grow fruits and vegetables there and, as it's a tropical area, tomatoes are grown there. I loved the smell of the leaves of the tomato plant and the colour of tomatoes and my love for tomatoes started there.

From where do you get the best quality product?

There are several varieties of tomato that can be bought. I source tomatoes from Holland for use in fine dining recipes. I also source local tomatoes for other recipes – the quality of local tomatoes is almost as good as imported ones now.

How versatile are tomatoes and in how many kinds of dishes and cuisines can these be used?

Tomatoes are widely used in cuisines around the world. It's used a lot in Mediterranean food as well as cuisines from the Indian subcontinent and South East Asia. In the Middle East tomatoes are used as a main ingredient in stews and salads. The variety of products that can be made from tomatoes is huge. They can be used in cocktails, mocktails, appetizers, salads, main dishes, curries, pizzas, ketchups amongst many other things.

If, for some reason, you cannot get this ingredient, then is there a substitute available?

There are other souring ingredients that can be used if there's no option but you will not have the same flavour and colour.



A. S. Srinivas
Executive Chef



EGGPLANT BRUSCHETTA

Recipe for 25 pcs.

400 gm.	Egg plant long – diameter about 5 cm
Salt	to taste
Pepper powder white	to taste
10 gm.	Oregano
10 gm.	Chicken stock Powder or cube
50 gm.	Corn Flour
60 gm.	White flour
2 Nos.	Egg whole
Oil	to deep fry
20 gm.	Basil leaves fresh
75 gm.	Grated cheddar cheese red
60 gm.	Black olive sliced
40 gm.	Coriander leaves fresh for garnish

METHOD

- Cut the eggplant into even rounds
- Add salt, Pepper, corn Flour and white flour mix well.
- Add the beaten egg and mix well.
- Deep fry the eggplant rounds.

FRESH TOMATO SAUCE

15 m	Olive oil
25 gm.	Garlic - chopped
70 gm.	Onion - chopped
400 gm.	Tomato – Blanch & remove the skin. Cut into fine dice
15 gm.	Basil leaves fresh

METHOD

- Heat a pan and add olive oil.
- Add chopped garlic and cook until golden brown
- Add the onion and cook well.
- Add the tomato, mix well
- Add Salt and pepper.
- Add freshly cut basil and mix well.

ASSEMBLING & PRESENTATION OF THE BRUSCHETTA

- Spoon enough tomato sauce on to the fried eggplant rounds
- Arrange few pieces of sliced black olives and topped with cheese
- Melt the cheese in the oven for few minutes
- Garnish with fresh coriander and serve immediately
- Grated cheddar cheese yellow
- Coriander leaves fresh to garnish





FRESH TOMATO TART WITH RED ONION MARMALADE

Recipe for 25 pcs.

STEP 1

2 kg.	Local Plum tomato
Salt	to taste
Pepper powder white	to taste
10 ml	Olive oil
3 springs	Thyme

METHOD

- Blanch the tomato and remove the skin.
- Cut the tomato into two and remove the seeds
- Core the tomato reasonably
- Season the tomato with salt, Pepper, Olive oil and thyme
- Place on a baking tray and semi roast in preheated oven
- Remove tomato from the oven when the tomato is semi roasted
- Butter Muffing tray and dust with sugar well
- Place to tomato – cut side up place some onion marmalade and cove with a round of puff pastry 3 cm thick.
- Bake in preheated oven for 220 – 230 degrees until puff pastry cook to golden colour

STEP 2

ONION MARMALADE

1kg.	Onion cut into rings
75 gm.	Butter
3Nos.	Clove
3Nos.	Bay leaves
10 gm.	Cinnamon stick
1Nos.	Star anise
70 gm.	Sugar Brown
10 ml.	White vinegar
Salt	to taste
Pepper powder white	to taste
1 liter Water + 15 ml vinegar	to blanch the onion for few minutes until transparent

METHOD

- Heat a thick bottom pan and add sugar allow to caramel
- Add the blanched onion and the spices, mix well.
- Add butter, mix well
- Add vinegar to taste. Add salt and pepper



- When the mixture is completely dry remove from the heat and transfer the onion marmalade into a dish.
- Assemble as in the picture.

PAN FRIED FISH FILLET WITH MASH POTATO GREEN ASPARAGUS AND FRESH TOMATO COULIS

RECIPE FOR 10 PORTIONS

20 ml.	Olive oil
1500 gm.	Fish fillet
Salt	to taste
Pepper powder white	to taste
150 gm.	Flour white
1500 gm.	Potato
15 ml.	Cream fresh
50 gm.	Butter
600 gm.	Asparagus green fresh

METHOD

- Season the fish fillet with salt, pepper and olive oil.
- Coat with white flour
- Heat a pan add olive oil and cook the fish fillet both side until golden brown

MASHED POTATO

- Peel the potato and cut into dices and boil in water.
- Stain when cook well.
- Mash the potato, add butter, salt, pepper and the fresh cream

TOMATO COULIS

10 ml.	Olive oil
15 gm.	Garlic chopped
50 gm.	Onion chopped
1 kg.	Tomato Fresh
50 ml.	chicken stock
20 gm.	Basil leaves fresh
	Cream Fresh
Salt	to taste
Pepper powder white	to taste

METHOD

- Blanch the tomato in boiling water and refresh them. Remove the skin.
- Cut into two halves and remove the seeds and roughly cut.
- Sauté the garlic in olive oil, add onion and cook well.
- Add the tomato cook well. Add chicken stock and allow to cook, add basil leaves
- Remove from the heat and blend the mixture.
- Return in to a pot and add fresh cream.
- Add salt and pepper to taste.
- Strain with a fine strainer.

TOMATO CONCASSEE

10 ml.	Olive oil
15 gm.	Garlic
50 gm.	Onion
400 gm.	tomato cut into fine dices
Salt	to taste
Pepper powder white	to taste
	Oregano

METHOD

- Sauté the garlic in olive oil
- Add the onion and cook well
- Add the tomato, add salt, pepper and oregano
- Remove from the heat.
- Assemble the mashed potato in the center of the plate. Arrange the steamed asparagus as per the picture.
- Place two pieces of fish, pour the tomato coulis around. Top with a spoon of tomato concasse and garnish.





All the

Best!

Come 13th of April and seven of Dubai's finest Chefs from the Address Hotels will be landing in Singapore to cook up a storm at the FHA 2012 Culinary Challenge. The event will be held until the 20th and will see star chefs such as Daniel and Mohamad led by Chef Cameron Ballendine competing against 10 other teams from around the globe.

The big one they are looking forward to winning is the Gourmet Team Challenge. Members of the team will also partake in individual categories for fish cookery, meat cookery, tapas and pastry categories. Chef Cameron tells us that the team has put in regular practice hours for the last four months in the build-up to the event.

Here's wishing the team a successful competition.

Cocktails and more...

Last month, members of the Emirates Culinary Guild converged at the Radisson Blu Deira Creek for their monthly meet. Chef Uwe Micheel hosted the event which saw a huge turnout of Chefs and members of the food supplies industry.

The discussions for the day included the Green Box, The True Chef and the success of Salon Culinaire

2012. There was a special moment when RAK Porcelain gave away a prize to Mohamad Asham, the winner of the Best Gastronomist award. Technolux, Agthia, ChoCo'a, Corman Butters and Crocs, Del Sol Mexican and Perdue Spicy Chicken Wings were among the products showcased at the event which was followed by a Spanish food tasting event and cocktails organised by Ocean Fair International.





Chef Uwe Felicitated

It comes as no surprise to us that Chef Uwe Micheel is this year's Timeout Dubai awardee for Outstanding Contribution to the industry. The award comes just weeks after the Dubai Department of Tourism and Commerce Marketing honoured him for his outstanding contribution.

He has put in decades of dedication and hard work to enhance the culinary standards of the country. The

fruits of his labour are visible to us every time we dine out. In honour of the man, who continues to work tirelessly toward making the UAE the culinary destination par excellence, the editorial team spoke to a few of his peers and gathered their reactions. Since we do not have enough space to carry them all, we are reprinting a few select ones.

- Editor

“

Chef Uwe is a very passionate and outstanding example of leading the Culinary Culture throughout the UAE. His dedication and commitment to all F&B activities within the UAE and being an incredible International Ambassador for the UAE has provided him the very well deserved Award. Well done,

Christian Gradnitzer

Resort Executive Chef

Madinat Jumeirah, The Arabian Resort – Dubai

“

Having worked with Chef Uwe, if there's one thing I know it's that he does not work for awards. No one can create barriers to stop someone from achieving their goals. Especially someone, who sacrifices his time, energy, enthusiasm and love, and does everything with utmost care and passion.

There is no shred of doubt that all his achievements and awards are thoroughly deserved. Personally, I have considered him to be my role model for over 13 years

now. He has seen all of us growing and has supported and advised us throughgouts.

He has set the example for all of us to follow. On behalf of ECG members, executive committee and the east coast chefs society, I would like to salute and say many congratulations for your outstanding achievement awards. Hats off chef.

K.A.C. Prasad

VP East coast for ECG &

Executive Chef

Iberotel Miramar Al Aqah Resort

“

Congratulations for the Award. We at ANGT are really proud to be associated with Chef Uwe.

Cheers

Ashwin Ruchani

“

When I arrived in Dubai in 2009, I would often come across the catering van with a huge picture of Chef Uwe on it. I was

always in awe of his persona and once I met him the awe turned to respect. I have learned a lot from him during the brief period that I've known him.

From chefs to authors and from musicians to poets, there are many who feel passionately about food. Cooking for and feeding someone is one of the sweetest gestures in the world, even watching someone eat can be a delight. Food and love are undeniably connected.

One of the very nicest things about life is the way we must regularly stop whatever it is we are doing and devote our attention to eating. Cheers to chef Uwe for his undeniable contribution towards this great industry that conquers hunger.

Wishing you all the best in the coming years.

Best Regards

Eby Joseph

*Executive Corporate Chef
Al Hallab Restaurant*

“

Chef Uwe is the Chef of the Chefs!! A stalwart in his arena with a pleasing personality and a perfect leader to his team at Radisson and much more to all the Junior & Senior Chefs at the Guild. I have personally seen his integrity at work in and out of the Guild and in various occasions whether it be the Guinness records or a Time Out achievement! I am happy to be an associate to the Guild under his Chefmanship!

Best Regards

Chef Anil Kumar

*Culinary Director
Food Wise*

“

Congratulations Chef Uwe!

Well done as always

Culinary Regards

Vivek K Huria

“

Chef Uwe is simply a legend of our industry. An entire generation of young chefs yearns to follow in the shoes of Chef Uwe some day. On behalf of my team and management of Park In by Radisson Muscat, a big congratulations.

Culinary Regards,

Sandeep Kamal

*Executive Chef
Park Inn Muscat*

“

Congratulations to Chef Uwe Micheel for winning the Outstanding Contribution Awards. You are a mentor and inspiration for all younger generation Chefs.

Atim Suyatim

*Executive Chef
The Coffee Bean and Tea Leaf*

“

I have had the honour of being his disciple when I was in-charge of La Moda Ristorante. His vision, passion, professionalism, determination and commitment to the Hotel is amazing. He is aware of all that surrounds him without ever being intrusive. His admiration for the UAE and in particular Dubai has seen him elevate our Culinary Culture to another level. Chef Uwe's strong approach to teaching, coaching and correcting have instilled in me the basis of being a leader with the same pride and devotion. I owe it to Chef Uwe for what I am today. Congratulations Papa on being recognised for what you stand for.

Salvatore Silvestrino

*Executive Chef
Mövenpick Hotel Deira*

“

Congrats Chef Uwe,

I have had the privilege of getting to know and serve Chef Uwe for the past 10 years. When I was first introduced to him, I was in awe of his status. Being the Executive Chef of The Intercontinental and holding that position for years is a commendable achievement in itself.

When I first started servicing him with the products supplied by my company, I got to understand that he is very particular about two things, honesty and prompt service. If you can deliver these two aspects while working with Chef Uwe, you have made a friend for life. I can say that because, "I did".

He is a very simple and friendly gentleman who always has a smile on his face. He also takes the time to listen to you when you want him to. He is open to suggestions and



will also take a few minutes extra to advise you about what he feels about the product. Being responsible for the Salon Culinaire event year after year at the Gulfood exhibitions has only made him stronger and more respectable by his juniors and professionals in the food industry. I wish him all the very best in life and hope to be associated with him as long as I am based in Dubai. Hats off Chef Uwe, you deserve it.

Kim Aswani

Technolux Dubai



Passionate, driven and undeniably talented, that's Chef Uwe. I have always found Chef Uwe to be truly devoted, loves what he does, eager to learn, and performs with inherent pride and respect. Having passion for the culinary art and driven by an eagerness to enchant is what makes him so special. Preparing food with respect and great care, developing a work process combined with a demand for perfection – these are the customary practices Chef Uwe refuses to let go. This is a well-deserved reward. Bravo!

Chef Jooree Yashraj

Al Suwaidi's



When I came to Dubai in 2005, I read about Chef Uwe for the first time in Friday magazine. I still remember the article had his advice on South African recipes.

When my search to get to know the man and to learn from him finally came true, I joined the Emirates Culinary Guild. I am now closer to him and am proud to be his student. Hearing of him winning the award gives me the same happiness of winning one myself. We are all proud of you Sir, congratulations and we wish you continue to add more awards to your already existing collection.

Amro Fahed Al Yassin

Executive Sous Chef

Time Grand Plaza Hotel



Dear Chef,
On behalf of Mr. Rajiv Suri and the entire Jashanmal team please accept our heartiest Congratulations on the spectacular achievement. We wish you all the very best for all your future endeavors!

Apeksha Jhala

Marketing Department

Jashanmal Group



I was really glad to know that Chef Uwe Micheel has won the Chef's Outstanding Achievement Award. I know Micheel for more than 10 years and I always appreciate his efforts and passion to improve the foodservice business in UAE and GCC area. I believe the prize is a yet another good recognition for his hard work.

Mohamed Karam

InSinkErator



Bakemart salutes Chef Uwe Micheel on receiving the well-deserved award for outstanding achievement at the Time Out Restaurant Awards. His uncompromising commitment to perfection continues to be an inspiration for all of us.

The Bakemart Team



It gives me immense pleasure to read about yet another incredible recognition conferred upon our culinary Hero, Chef Uwe Micheel.

His personal dedication, hard work, leadership and the untiring efforts he has invested in the Food and Beverage industry has helped us go from good to great.

It is needless to say that much of the credit for the region's improved culinary standards goes to Chef Uwe. The time he has spent to improve and develop young chefs in the United Arab Emirates over the last 20 years is there for all to see.

I met Chef Uwe for the first time in 1993 just after the Salon Culinaire event. During the course of over nineteen years, I have observed that Chef Uwe has maintained all his excellent qualities such as helpfulness, courtesy, respect and eagerness to support colleagues of all levels.

Chef Uwe's outstanding commitment and professionalism is truly commendable and we are all proud to be associated with him and his prestigious achievements.

Chandrasena Sudusinghe,

Executive Chef

Traders Hotel, Dubai

Salon Moments

In the second of three series, **Amaresh Bhaskaran** brings you moments captured at the Salon Culinaire 2012 and the smiles of winners who made their mark at the biggest culinary competition seen in this part of the world. If you still do not see a moment representing your victory, fret not. We will have a lot more images from the Salon Culinaire in the May issue.

































Gulf Gourmet



ECG Corporate
member directory

Advanced Baking Concept LLC (Probake)

Syed Masood

Mobile: +971.55.220.1475

Email: masood@abcbaking.com

Anna Petrova

Mob 050-9121337

email: anna@abcbaking.com

Vivek Jham

Mob: 055-4498282

email: vivek@abcbaking.com

Agthia Consumer Business Division

Ms. April McMahan

Food Service Manager

+971 50 8408 814

april.hendreschke@agthia.com

Al Ghurair – Foodservice Division

Mr. Sameer Khan

Mobile No: 050 4509141

Office No: 04 8852566

Email: SameerK@alghurairgroup.com

Arab Market & Finance, Inc.

Ms. Lina Kanaan

Tel: +961-1-740378 / 741223 / 751262

Email: linak@amfime.ae

Aramtec

Mr. Syed Iqbal Afaq

Email: syediqbal@aramtec.com

ASAAT

(Al Sharq Al Aqsaa Trading Co)

Majid Ali

Business Development Manager

+97150 553 0997

majid@asaat.com

Bakemart International

Mr. K.Narayanan

Manager - Operations

Mob : 00971 505521849

Phone : 00971 4 2675406

Email - bakemart@eim.ae

knarayanan@-bakemart.ae

Barakat Quality Plus

Mr. Jeyaraman Subramanian

Tel: 009714 8802121

Email: jr@barakat.com

Mr. Mike Wunsch

Tel: 009714 8802121

Email: mikwuuae@emirates.net.ae

Baqer Mohebi

Mr. Radwan Mousselli

Mobile No: 050 387 2121

Office No: 04 3417171

Email: radwan.bme@mohebi.com

Bocti Overseas

Eric Torchet

Office No: 04 3219391

Boecker Public Health Food Safety

Mr Antoine A Sater

Office No: +961 (3) 209 817

Email: ceo@boecker.com

Bragard LLC

Mr. Nicolas Dujardin

Mobile No: 050 1490535

Email: Nicolas.dujardin@bragard.com

Convotherm

Mr. Gerhard Eichhorn

Tel: +49 (0) 8847 67 815

Fax: +49 (0) 8847 414

Mobile: +49 (0) 176 17617252

UAE mobile: +971 (0) 56 6047411

Mail: g.eichhorn@convotherm.de

Custom Culinary –

Griffith Laboratories

Mr. Khaled Hamza

Mobile No: 050 2880380

Office No: 04 8818525

Email: khamza@griffithlaboratories.com

Diamond Meat Processing Est.

(Al Masa)

Suresh K.P

+971 4 2671868

+971 50 6554768

sureshkp@etazenath.com

DOFREEZE LLC

Mr. Aamer Fayyaz

Tel: 04 3476320

Email: afayyaz@emirates.net.ae

Ecolab Gulf FZE

Mr. Andrew Ashnell

Mobile No: 050 5543049

Office No: 04 88736 44

Email: andrew.ashnell@ecolab-gulf.ae

Electrolux

Mr. Mauro Zanchetta

Email: mauro.zanchetta@electrolux.it

Elfab Co. L.L.C.

Mr. M.S. Ahuja

Tel No.: 04 – 8857575

Mobile : 050 – 6450733

Email: elfab@emirates.net.ae

EMF Emirates LLC

Mr. Pierre Feghali

Mobile No: 050 4533868

Office No: 04 2861166

Email: pierre@emf-emirates.ae

Emirates Snack Foods

Mr. Ron Pilnik

Mobile No: 050 6572702

Office No: 04 267 2424

Email: rdpesf@emirates.net.ae

Faisal Al Nusif Trading LLC

Mr. Thomas Das

Mobile No: 050 625 3225

Office No: 04 3391149

Email: fantco@emirates.net.ae

Fonterra

Mr. Amr W Farghal

Office No: 04 3388549

Email: amr.farghal@fonterra.com

Frisch & Frost

Mr. Hans Boettcher

Mobile No: 0049 1629069053

Email: h.boettcher@frisch-frost.at

Greenhouse

Mr. Petros Hadjipetrou

Mobile No: 050 6282642

Office No: 06 5332218/19

Email: greenhse@emirates.net.ae

Horeca Trade

Mr. Hisham Jamil

Office No: 04 347 71 66

Email: hisham.jamil@horecatrade.ae

IFFCO Foodservice

Mr. Syed Kazim Najam

Mobile No: 050 634 5481

Office No: 06 5029239

Email: Snajam@iffco.com

JM Metal Trading LLC

Mr. Bassam Yamout

+971-4-2946284

JohnsonDiversey Gulf**Mr. Marc Robitzkat**

Mobile No: 050 459 4031

Office No: 04 8819470

Email: marc.robitzkat@johnsondiversey.com

John Holt Foods**Mr. Alen Thong**

Tel: 0097150 347 20 49

Email: jathong@emirates.net.ae

Lamb Weston**Mr. Sajju Balan**

Mobile No: 050 4907980

Email: sajjubalan@lambweston-nl.com

Masterbaker**Mr. Sagar Surti**

General Manager – Operations

Mob:- 00971 50 5548389

Phone:- 04 3477086

Email: sagars@uae.switzgroup.com

Meat Livestock Australia (MLA)**Rodney Sims**

Office: +973 17223003

Mobile: +973 39965655

Email: rsims@mla.au

Mitras International**Trading LLC****Mr. Jagdish Menon**

Mobile No: 050 6546661

Office No: 04 3523001

Email: jagdishm@eim.ae

MKN Maschinenfabrik**Kurt Neubauer GmbH & Co****Mr. Stephan Kammel**

Tel: +49 (5331) 89207

Email: km@mkn.de

Elias Rached

Business Development Manager

T: +97172041336

F: +97172041335

M: +971505587477

Email: rac@mkn-middle-east.com

Ocean Fair International**General Trading Co LLC.****Lorena Joseph**

Tel: +971 4 8849555

Mobile: +971 50 4543681

Email: lorena@oceanfair.com

Nestlé Professional ME**Mr. Vikram Subbiah**

Email: Vikram.Subbiah@ae.nestle.com

Pear Bureau Northwest**Bassam Bousaleh**

(TEL) 961.1.740378

(FAX) 961.1.740393

Mobile: 050.358.9197

AMFI

Beirut Lebanon

E-mail: BassamB@amfime.com

Pro Chile**Carlos Salas**

+971 4 3210700

Email: carlos@chile-dubai.com

RAK Porcelain**Mr. Ravi**

Email: ravi@fnbekfc.ae

Rational International [Middle East]**Khalid Kadi-Ameen**

Mobile: +971 50 915 3238

Email: k.kadi-ameen@rational-online.com

Simon Parke-Davis

Mobile: +971 50 557 6553

Email: s.parkedavis@rational-online.com

SADIA**Mr. Patricio**

Email: patricio@sadia.ae

Mr. Daniele Machado

Email: Daniele.Machado@sadia.com.br

SAFCO**Mr. Ajit Sawhney**

Tel: 009716 5339719

Email: ajit@sawhneyfoods.ae

Seascope Int'l**General Trading****Mr. Ibrahim Al Ghafoor**

Office No: 04 3378220

Email: ghafoor@seascope.ae

Steelite International**Mr. Gavin Dodd**

Mobile: +971 50 6920151

Email: gavindodd@ronai.co.uk

Target Bakery & Pastry**Combination ME****Mr. Gerhard Debracher**

Mobile No: +965 682 5428

Email: gdebr@emirates.net.ae

TECHNOLUX**Zer Boy A. Rito**

Sales Manager

P.O. Box 52530

Al Bada, Dubai UAE

Tel. No.: (04) 3448452

Fax No.: (04) 3448453

Mobile No.: 0555237218

Transmed Overseas**Mr. Hani Kiwan**

Office No: 04 334 9993 Ext 386

Email: hani.kiwan@transmed.com

Truebell Marketing & Trading**Mr. Bhushant J. Ghandi**

Mobile: +971 50 6460532

Email: fsd@truebell.org

Unilever Food Solutions**Mr. Hisham El Taraboulsy**

Office No: 04 8815552

US Dairy**Nina Bakht El Halal**

Mobile: 050.358.9197

Beirut: 961-740378

Email: halal@cyberia.net.lb

US Meat**Lina Kanaan**

050.358.9197

Beirut: 961-1-741223

Email: LinaK@amfime.com

US Poultry**Berta Bedrossian**

(TEL) 961.1.740378

(FAX) 961.1.740393

Mobile: 050.358.9197

Email: BettyB@amfime.com

Winterhalter ME**Mr. Saju Abraham**

Sales Manager

Mobile: +971 505215702

Email: sabraham@winterhalter.ae

Fanar Al Khaleej Tr**Martin Mathew**

Asst Sales Manager

- Hotel and Catering Division

Mobile: +971 50 2638315

Phone: +971 6 5343870

E-mail: mmathew@fanargroup.ae

Gulf Seafood LLC**Mr. Tarun Rao**

Marketing Manager

PO Box 61115

Dubai- UAE

T: +9714 8817300 extn 103

F: +9714 8817274

Cell : +971 50 5593121

Email: tarun@gulfseafood.ae

Website : www.gulfseafood.ae

Iqdam International**Stefan Menzel**

Business Development Manager

tel: 04 321 6003

Mobile: 050 4514593

Email: stefan@iqdam.com

ANGT LLC – NONIONS / SIPPY**Ashwin Ruchani**

Marketing Manager

T: +9714 3523525,

M: +97155 8964874

Email: impex@angtnonions.com

Al Seer**Mr. Himanshu Chotalia**

Tel: 04 3725425/432

Mobile: 050 3561777

Email: himanshu.chotalia@alseer.com

Atlantic Gulf Trading**Andy Fernandes**

Manager Admin & Sales

P.O.Box 2274, Dubai,U.A.E.

Tel: +971 4 3589250

Fax: +971 4 325 4961

Mobile: +971 50 5096594

Email: andyfernandes@atlanticgulftading.com

www.atlanticgulftading.com

Gulf Food Trade - UAE**Charles.S.Sidawi**

Food Service Department

Tel: 04 - 3210055

Fax: 04 - 3435565

Mob: 050 - 8521470

E-mail: charles.sidawi@gftuae.com



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:

Tel. Home:

Type of Membership Required: (Please tick one)

Fax Home:

Corporate ☐

Senior ☐

Junior ☐

Email:

Declaration to be Signed by all Applicants

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

Signed:.....

Proposed By:

Sig:.....

Seconded By:

Sig:.....

FOR OFFICIAL USE ONLY

Remarks:

Payment received?

Certificate Given.

Pin Given.

Medal & Collar Given

Approved

Approved

President.....

Chairman.....

Fees:

Junior Member: No fees (provided that they have joined two competitions within a year). Or AED 50 joining fee. Junior members will receive a certificate.

Senior Members: Above the rank of chef de partie (or senior chef de partie on executive chef's recommendation). AED 350 joining. Includes certificate; member-pin, member medal and ECG ceremonial collar. AED 150 per year thereafter.

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

Corporate Member: AED 20,000 per year

The United States is the world's largest cheese producer, with an award-winning portfolio of over 400 premium cheese varieties, from European-style cheeses to American Originals

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



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



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

—Chef John Esser, Consultant Chef for USDEC

Roasted Mushroom and U.S. Pepper Jack Ravioli

Makes approximately 140 raviolis

Ingredients:

1k cremini mushrooms, quartered
300g yellow onions, chopped
150g garlic cloves, chopped
200ml olive oil
2 tbsp Italian herbs, dry
1 tbsp salt
1 tbsp black pepper
700g U.S. Pepper Jack cheese, shredded
15g flat leaf parsley, minced
Pasta sheets, thawed (or your own fresh house-made sheets)

Procedure:

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

U.S. cheese is already available in your market, check today with your local importer/distributor or contact USDEC for a list of local suppliers:

USDEC Middle East (AMFI) • Beirut, Lebanon • Email: amfime@cyberia.net.lb • Phone: (961-1) 74378, 741223

The U.S. Dairy Export Council (USDEC) is a free resource to help you find additional information on U.S. cheese applications and distribution channels. We are a non-profit, independent membership organization that represents the global trade interests of U.S. dairy producers, proprietary processors and cooperatives, ingredient suppliers and export traders.





**Our new bouillons let your
ingredients and your skills
shine through.**



Rich, subtle flavours that harmonise with your ingredients? It's possible with MAGGI® bouillons. Made with actual chicken and beef extracts, and without a trace of preservatives, bouillons have never been so tantalizing, tasted so fresh or captured such succulent flavour. Let MAGGI® bouillons assist you in your creations.

Available in your markets as of September.



Assisting the amazing
since 1883

