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From the Tresidents station

Dear Fellow Chefs, Ladies and Gentlemen,

Welcome to the post-Salon Culinaire issue of Gulf Gourmet for 2012. I am sure everyone is waiting with bated breath for the event photos. And to ensure that no one is disappointed, this year we will have all the images from the event spread across the March, April and May issues.

I would once again like to thank all the competitors for their hard work and dedication towards our Salon Culinaire – you all are the real stars of the show. And while there can be no competition without competitors, the same goes for the organizers, judges, supporters and sponsors.

A big, big thank you to our WACS President Gissur Gudmundsson; Chef Otto Weibel and his team of Judges; and the Emirates Culinary Guild team for organising, planning and marshalling the event.

There would also be no show without our sponsors – thank you to Nestle Professional and Sadia, our long time key supporters; Toni Kaiser, John Holt Foods, Barakat, Label Rouge Salmon, Australian Meat, IFFCO, Master Baker, Ronai and of course RAK Porcelain.

We had another first this year with 12 individual competitive kitchens – thank you to Ginox, Manitowoc Convotherm and Electrolux for that great support.

Our colleagues and visitors were very well looked after at the show by Mr. Ronnie and the Masterbaker team at the Chefs Lounge. Not to forget the final evening, where our marshals and judges were hosted for dinner by Pro Chile, who introduced some really great products to us. As in the past, Jumeirah Emirates Towers hosted the briefing and the welcome party for the judges and a big thank you for that.

I do apologise if I have forgotten any of our great supporters – there are many more, like the hotel hosts and the meal sponsors. Thank you again to all – without you, we would not be able to stage such a great show.

A big congratulation goes to Chef Christian Gradnitzer and the Jumeirah Team who just came back from Hotelympia in London and made the Dubai Chefs Hat sparkle (more inside the magazine).

Chef Cameron and his Team from Address Hotel are in full training and getting ready for Singapore. Thank you to MLA, RAK Porcelain and Aramtec for the support.

Our team from the IKA in Erfurt (Culinary Olympia) has just started training; we are looking for support from our corporate partners, more information in the April issue.

Please do not miss the company profiles of our corporate members, the long-time supporters who have renewed their membership, as well the new ones. We really do appreciate your support. Also, do look at the Friends of the Guild pages to check all our supporters.

And finally, a big thank you to Chef Michel and the Coral Team for hosting the February meeting.

Culinary regards,

Uwe Micheel

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



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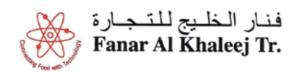
Gulf Gourmet | March 2012





















CSM































Michel Noblet, President and CEO, Hospitality Management Holdings, talks to Gulf Gourmet about the business of hospitality

ospitality Management Holdings is the parent company for hotel brands such as Coral Hotels & Resorts, Corp Executive Hotels, ECOS Hotels and EWA Hotel Apartments. And Michel Noblet, its President and CEO, is the man who has successfully nurtured the group into a trusted brand name in such a short period. He is responsible for 56 hotels (including some that are soon to open) across the Middle East and Africa and has a powerful international management team ensuring all stakeholder expectations are met.

Here are excerpts from an interview:

Could you tell us a bit about your career before taking over your present position?

My journey began at the age of 15 and I have been since then crisscrossing continents managing and operating beautiful hotels in different parts of the world. I don't think I had ever wanted to do anything else but hospitality. It is a fascinating business, very people oriented, very life-style oriented. I must say I have enjoyed every moment - meeting new people, discovering new cultures.

Paris was the first stop on my long march. By the time I turned 25 I was fortunate to have already worked with some of the world's most prestigious hospitality brands including Eiffel Tower, Café de la Paix - the most celebrated meeting place in Paris for over 120 years - and Grand Hotel - a landmark in the centre of Paris. My lust for adventure soon took me to Africa where I worked as a general manager of 3 beautiful properties in Senegal.

My next stop was Le Meridien where I spent a glorious 3 decades - traveling far and wide. During my



I don't think I had ever wanted to do anything else but hospitality. It is a fascinating business, very people oriented, very life-style oriented. I must say I have enjoyed every moment - meeting new people, discovering new cultures.

tenure, I opened 55 hotels across Europe, Africa, Asia (including Japan, Singapore, Thailand, China, Taiwan, Vietnam, Malaysia and Indonesia), Asia Pacific, Australia and the Middle East corresponding to 33 % of Le Meridien's portfolio of managed hotels.

On May 2, 2004, we launched Coral Hotel & Resort under the leadership of H.E. Sheikh Faisal bin Sultan Al Qassimi and H.E. Sheikh Mohammed bin Faisal Al Qassimi that was the first alcohol-free chain of hotels in the Middle East offering a safe and family-friendly environment. Our choice to be alcohol-free kind of surprised the market but I must say that it has been our biggest selling point.

How important is Food and Beverage at the board

Food and Beverage including banqueting contributes 30 per cent of our total revenue. Hence it is key element of our business. Our objective is to exceed the expectations of our owners and clientele.

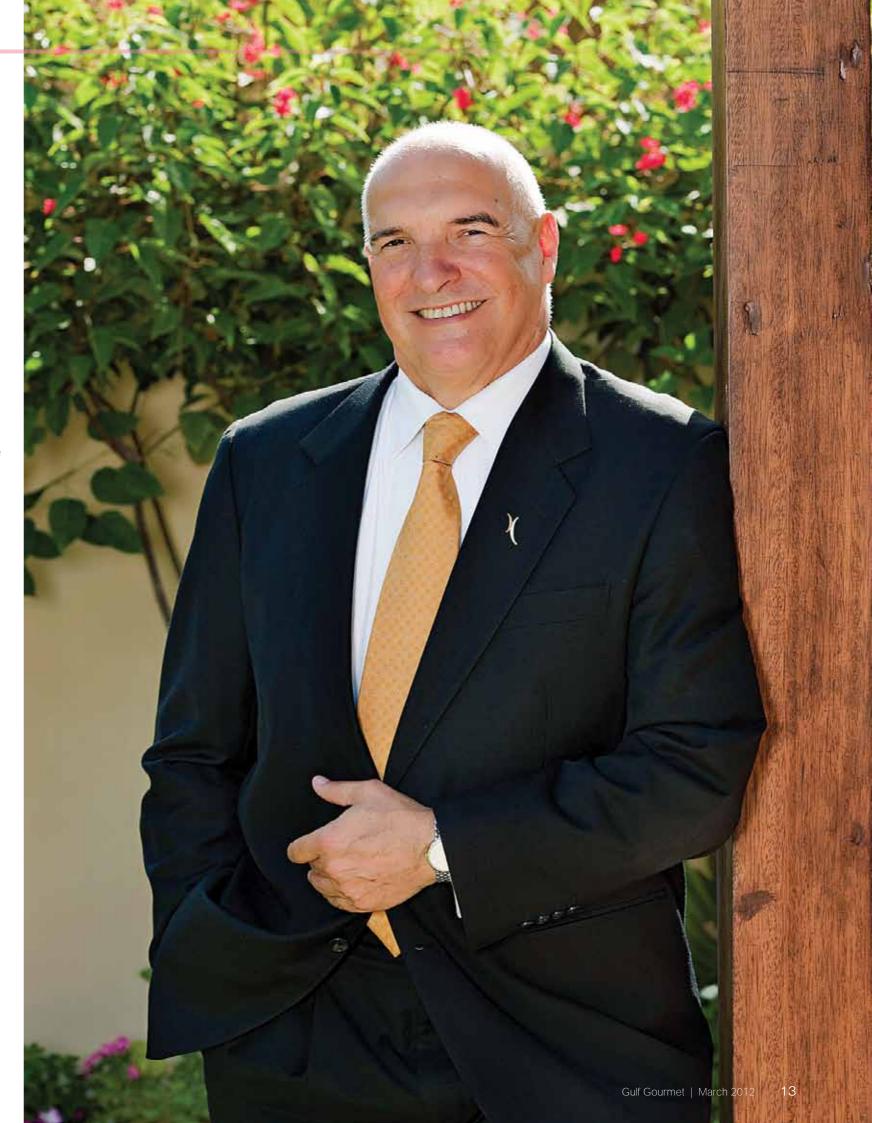
How involved are you with F&B today?

We are involved in every aspect of our business - be it food and beverage or any other service. We are accountable to our owners, associates, clients and staff and are committed to provide the best value for money.

Could you tell us more about dining outlets across the chain of hotels under you?

We offer a wide selection of restaurants, cafés and bistros across our different brands where the emphasis is on design originality, culinary authenticity, quality and service. Our skilled team of chefs creates cuisine to excite the senses and please any palate.

Rumours Café is a signature brand of Coral Hotels & Resorts and is a cosy coffee shop that's perfect for a 'cuppa', is open 24/7 and is a great alternative to room service. There's Marhaba, our stylish bistro that serves light meals and non-alcoholic beverages. There's Waves restaurant, an outdoor lounge set in the scenic gardens overlooking the beach, next to the pool. Al Dente is our signature restaurant featuring popular Italian specialties. Our all-day dining at Al Bahar showcases both international flavours and local favourites on its buffet. For seafood aficionados we have Casa' Samak, where if you try the Chef's signature creations you will soon be back for more. For authentic Mughlai





- North Indian cuisine we have Rasoi. Al Nafoora brings you the finest flavours from the Mediterranean cuisine. We have Mood, Caffeine, Snug... there's something for everyone.

Do you interact with your Executive Chefs?

We work very closely with our chefs who are instrumental to our success. Their strong experience in food and beverage has helped to enhance our products combining top-line growth with continuous improvement in our offering.

Tell us more about your chefs who win big at culinary competitions.

We have an extremely talented and internationally experienced team of chefs who are masters of their craft. They are highly professional and motivated and have done us proud time and again with their exceptional calibre and extraordinary talent. We owe our success to them. Over the years HMH has been honoured with a number of prestigious awards and recognitions that are testimony to our outstanding facilities and services, product innovation and customer satisfaction.

Has the F&B business model changed in any way over the past few years?

The basics are more or less the same. What's changing perhaps is the way of life that dictates our business and people's preference. People are far more challenged for time today hence they desire greater efficiency in service in a relaxed and causal environment with value added offers or discounts. 24-hour dining is a trend that is really popular.

Also, in cities such as Dubai, there are far too many dining options available to people that makes our business extremely competitive. More and more customers are also seeking healthier food and beverage concepts. But what they are perhaps looking for most is authenticity of cuisine and placing greater emphasis on design and ambience.

Is there an F&B concept in the UAE you love and would like to replicate?

We are truly fortunate to be in the UAE that provides you the opportunity to experience the most unique and innovative F & B concepts. It is really amazing to see such diversity of world-class concepts in one destination. Talking about HMH, we believe in being ourselves and tailor our services according to the expectations and preferences of our clients. At the end our objective is to offer the finest and most authentic culinary experience using the freshest and best quality local produce.

We work very closely with our chefs who are instrumental to our success. Their strong experience in food and beverage has helped to enhance our products combining top-line growth with continuous improvement in our offering



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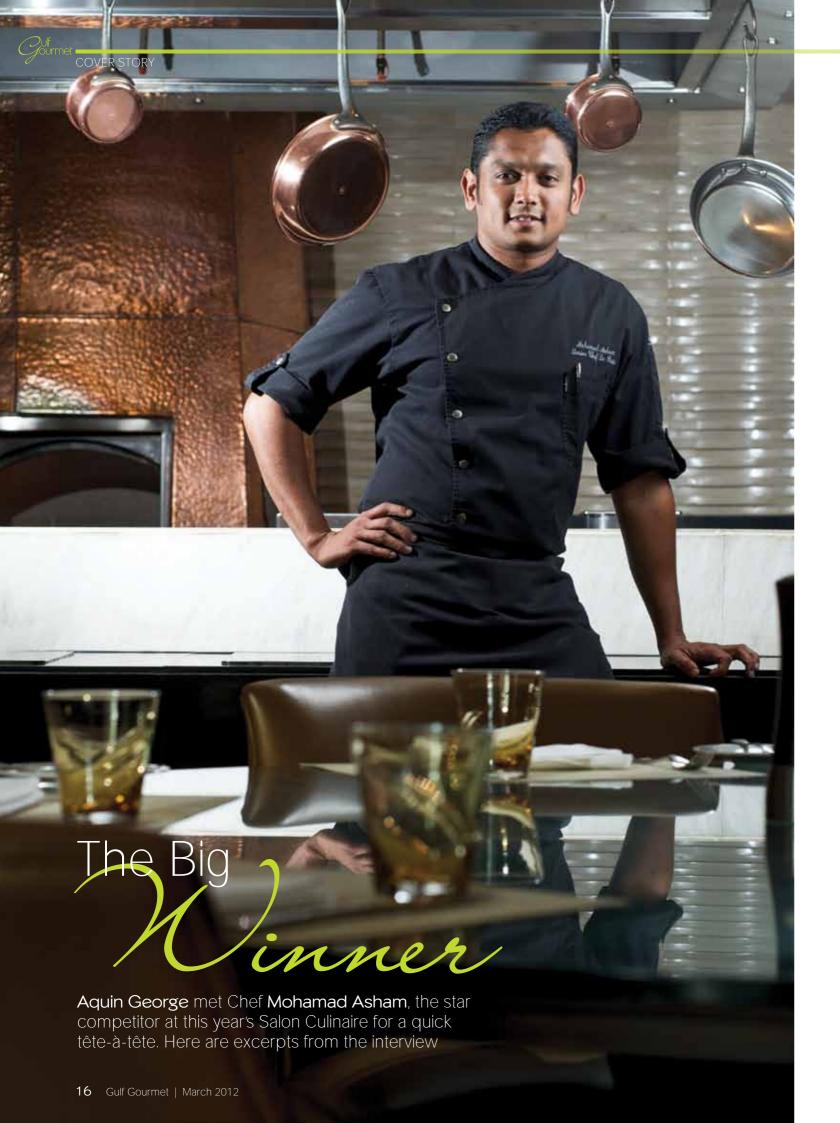
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he first time I noticed Chef Mohamad Asham was at the La Cuisine Du Sial competition held just a few months ago in Abu Dhabi. The reason he stood out was simply because he walked on to the stage to receive more medals than any other chef in the hall. It was hardly a surprise therefore to see him win the Chef of the Year award.

Fast forward a few months, and it's almost like déjà vu as I watch him go on stage to receive more medals, only this time in Dubai at a much larger platform – the Salon Culinaire. And he bagged the Chef of the Year trophy here as well!

How does one individual shine so bright amongst so many talented individuals in a country like the UAE?

I meet the 36-year-old at the Address Downtown Hotel to find out. Just as I'm about to begin my interview, I realise I had been here on this very table at the Al Fayrous restaurant, interviewing another young chef for a previous cover story in Gulf Gourmet.

That man was Chef Daniel, a world finalist at the Global Chefs challenge to be held this May in South Korea. It just so happens that Chef Daniel is also Chef Mohamad's immediate supervisor. Birds of a feather sure do flock together.

So how did the profession find Chef Asham? Born and raised in Kandy, Sri Lanka, Chef Asham grew up understanding what it takes to be in the hospitality industry from his father, who worked as a bar manager in Singapore for 20 years.

As a teenager, however, he decided that business was his thing and began trading in clothing apparel. "I made a decent sum from buying clothes in Colombo and selling them in Kandy at a premium. I had even saved up quite a bit. However, the thought of having to do just this for the rest of my life made me quite uncomfortable," says Chef Asham.

This was 1998. He was now 23 years of age, was already married to the love of his life, and even had a year-old son to take care of when he decided that he needed a career change. "My brother works in the hospitality industry and he would narrate a lot of good stories that intrigued me," he says.

Since he had a bit of savings, he joined the National Apprentice Board in Sri Lanka, which gave him the opportunity to learn without having to pay for hotel school. With this career move he immediately went from being a businessman to a kitchen helper that earned a negligible stipend.

Luckily for him, that lasted just three months. He soon got the opportunity to go



abroad and join the Maldives Hotel Club as a steward. "After my work I would voluntarily help in the kitchen with butchery. I did this for a month and a half," he says. Seeing his interest, the Executive Chef got him transferred to the kitchen as Commis II for eight months and later transferred him to the hot kitchen. He stayed loyal to the Hotel for five years and moved up to the position of Chef de Partie.

It was around this time that the tsunami struck the Indian Ocean and the hotel had to close down. "I lost all my certificates and documents in the tsunami," he says.

He had just returned to Sri Lanka, when his uncle who works for Jumeirah - told him about new job opportunities at the One and Only Royal Mirage in Dubai. "I had applied for the role of Chef de Partie at the hotel. However, since I did not have any proof, I went back to being Commis I and stayed at that position for the next year and a half," he says.

He worked there for four and a half years before he could get back to his original career position of Chef de Partie.

The surprising part is that when Chef Asham talks about it, he has no anger or sadness in his eyes or

in his tone. On the contrary, he says, "It was a good experience since Maldives was a three-star hotel and this was a 5-star."

He them moved to the Address Downtown Hotel as Chef de Partie in September of 2009 and worked in the grill section. He was then promoted to Senior Chef de Partie and was moved to the banquet section for 18 months. Last month he was promoted to Sous Chef following his stunning performance at the Sial in Abu Dhabi. "In 2 years I have gotten 2 promotions," he

After my work I would voluntarily help in the kitchen with butchery. I did this for a month and a half



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says with a smile. So how did Chef Asham become a star competitor? His answer catches you off guard. "My first competition was less than two years ago. It was the Junior Chef competition in BurJuman. Chef Daniel helped me a lot. Day 1 was beef cooking for which I only got a certificate.

However I listened to the advice of the judges and used them the very next day for fish cooking. I won the gold. On Day 3, I won yet another gold medal for five course meal. I eventually ended up second runner at the event with a trophy and two gold medals among 500 chefs," he says.

Following that success, he partook in last year's Salon Culinaire and won 2 gold medals for duck and beef live cooking and a silver medal for the five-course gourmet. "I was adjudged first runner-up that year."

At the end of 2011 SIAL happened in Abu Dhabi, where he won a gold, a silver and a bronze medal and was adjudged Chef of the Year.

At this year's Salon Culinaire, he again won a gold and two silver medals to eventually become Chef of the Year among 1,500 chefs.

So who is his mentor? Chef Asham, says, "I learnt a lot from Chef Eric, the French Executive Sous Chef at the One and Only Royal Mirage. Out here, Chef Dwayne of At.mos.phere taught me a lot. He taught me how to cook and do the seasoning. Chef Daniel and Chef Tushan taught me plating and presentation. These are the men who moulded me into a highly competitive Chef."

In between his 12-hour daily schedule, Chef Asham finds time to practice for the competition between 3-6 pm when it's relatively free. "Everyone, from GM to HR and my Executive Chef, supports us," he says.

Talking about future plans, he says, "I want more experience in this hotel. I want to work with Chef Daniel, Chef Tushan and Executive Chef Cameron. Before we go to competitions, we always go to Chef Cameron for ideas. I am now looking forward to the competition in Singapore where all of us along with Chefs Manoj and Dety will be showcasing our skills."

In the long term, Chef Asham wants to head to Sri Lanka to be with his wife and his two sons aged 15 and eight. "I'd like to join there as Chef de Cuisine and simultaneously set-up a simple restaurant for my son," he savs.

When I ask why he hasn't mentioned Executive Chef in his future plans, he says, "I do want to become an Executive Chef. However, I want to learn and know all about cooking before I get there. If you are not good enough, people will talk behind your back. I want to learn to a point where nobody can point a finger at me," he says.

His favourite cooking is the kind that involves meat or



Mediterranean style. However, for personal consumption, he has no favourite cuisine or dish. I only think of the taste when cooking for my customer. When it comes to me, I only eat to satisfy my hunger."

Chef Asham is an avid cricket fan and spends most of his time off playing the game. He aspires to be like Gordon Ramsay "minus the attitude".

Talking about his family, he says, "My wife Fatima Banu and I met in college. She is a Buddhist and there was some family opposition at first. Eventually we got married when we were in our early 20s. Today, my elder son Mohamad Reshan is studying motor mechanics while the younger one is in school. He is a bright kid. I have a younger brother, who's just 22, and he works in Royal Mirage as a waiter."

Speaking on changing trends in food, he says, "People today want to eat something that's tasty and healthy. They want to eat fast and leave. Earlier food was very complex; people used creams and milk in



the food. Now 90% of the people like grilled food and roasted vegetables."

His advice for young chefs is straight forward. He says, "Don't just think about the money. When you are young, just grab the experience. You need to understand that the hotel you work for is giving you money, career and exposure, so don't crib. We need to do our best. When it comes to me, I work as if I own the place. I am always thinking about food in the bus, before going to sleep... it's a part of me."

And finally, when I ask him what sets him apart from his competitors at culinary events, he struggles to find the right words. Not because he does not know the answer but because he's unsure if I would understand him. He says, "The answer is love. There are many chefs out there that can cook a perfect dish. To stand out amongst them you need to give it your all, which can only happen if you love what you are doing."



I made a decent sum from buying clothes in Colombo and selling them in Kandy at a premium. I had even saved up quite a bit. However, the thought of having to do just this for the rest of my life made me quite uncomfortable





Team Jumeirah rocks

Chef Christian Gradnitzer talks to Reetika Jerath about the exceptional performance by Jumeirah Chefs in the recently concluded Hotelympia



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xecutive Chef Christian Gradnitzer of the Madinat Jumeirah Resort is on a high. The man, whose approach to cooking is a healthy mixture of science with a dash of spirituality, led Team Jumeirah to a series of emphatic wins at the Hotelympia in London last month. And by delivering a true showcase, created a major talk within the UK and Europe.

For those not in the know, Hotelympia is the ultimate in competitive platforms for top chefs. In its most recent edition, Chef Christian and his team of top Jumeirah Chefs tasted success in a culinary cook out that lasted five days! The team included Chef Sebastian Nohse, Chef Tobias Pfister, Chef Stefan Voithenleitner, Chef Ryan Thompson, Chef Wasim Ameer Shaikh and Chef Maxie Millian.

On Chef Christian's return to Dubai, we caught up with the passionate cook and team leader, who has participated in 23 international competitions and is a veteran at leading culinary teams to victory. This year the team battled it out in three unique series of chef competitions, bagging the Gold medal and the title "Best International Team".

Talking about the team's experience in one of UK's largest culinary trade shows for food service and hospitality, Chef Christian says, "The landmark event is held every two years and attracts chefing talent of the highest order from around the world. And considering that this is Team Jumeirah's fourth win at this prestigious event, it certainly qualifies as a proud moment."

The five-day culinary escapade put out 25 small show arena kitchens, two giant show kitchens, three major competitions and a full on service for all those at the exhibition. "A five-day full on service was as good as operating a restaurant," says Chef Christian. As stressful as it may seem to most, Team Jumeirah did not seem to break a sweat during the competition.

The four-time winners exhibited finesse and taste, which was proof of a rigorous eight month trial routine prior to the competition. So much so the team was handed a "Hygiene award" by two judges from the UK government for their disciplined and clean operations.



Team Jumeirah exhibited finesse and taste which was proof of a rigorous eight month trial routine prior to the competition







> LIST OF MEDALS

La Parade des Chefs

Open team grand prix. Teams cook a three-course plated meal for 100 covers in four hours and provide full service including a Chef's Table for 6 covers plus judges.

Result:

- Team Gold
- Christian Gradnitzer Gold Medal
- Sebastian Nohse Gold Medal
- Tobias Pfister Gold Medal
- Stefan Voithenleitner Gold Medal
- Ryan Thompson Gold Medal
- Maxie Millian Gold Medal
- Hygiene Trophy

Individual Live Cooking

Chef Ryan Thompson (Madinat Resort Pastry Chef)

Result

 Gold for Chocolate Petits Fours
 Chef Wasim Ameer Shaikh (Mina Al Salam)

Result

- Gold for Show Platter of Fish and / or Crustacea
- Best Kitchen Larder Chef of the Week
- Gold for Best Senior Grand Prix

Grand Prix Buffet

A 4x3 metre buffet all prepared with galantine.

Result

- Team Gold (the only Gold in this category)
- Christian Gradnitzer Gold Medal
- Sebastian Nohse Gold Medal
- Tobias Pfister Gold Medal
- Stefan Voithenleitner Gold Medal
- Ryan Thompson Gold Medal
- Maxie Millian Gold Medal

International Team Grand Prix

Based on above participation

Result

 Gold and Winner of the International Team Grand





Team Jumeirah gave a tribute to world renowned chefs by having a chocolate showpiece carved out in their likeness. The tribute was fittingly named 'The Godfathers of the Kitchen'.

Competition La Parade des Chef, an open kitchen concept with 10 participating teams was a peak moment for the Team Jumeirah. It demanded cooking, displaying and serving a three-course meal in four hours. Being the main international participants the team's culinary display aroused much curiosity.

The chefs dedicated time and effort to the end goal

> TEAM JUMEIRAH'S SHOWCASE AT LA PARADE DES CHEFS

Starter

White & Sour Dough Loaf Alaskan King Crab 'La Plancha', Cornish Crab Cake, Leek Puree, Ratte Potato Salad

Main Course

Roasted Canon of Lamb, Shoulder in Brioche, Crispy Chick Pea Fritters, Pine Nut Taggiasche Olive Jus

Dessert

Rhubarb "N" Custard

which was "great food". From showcasing an exquisite combination of the Alaskan king crab as a starter to a smoldering roasted canon of lamb closed by the winter season's fruit 'Rhubarb' for dessert. All plated and served in time for the judges and then the guests. Needless to say the motto "serve the judge like you would serve a guest" was well lived up to.

The Grand Prix Buffet had 5 teams putting out close to a 100 dishes over 5 days. A 4x3 metre buffet showcased an array of cuisines or rather a medley of world cultures.

Team Jumeirah demonstrated their prowess in Middle Eastern, Asian, Spanish and Continental flavours. Whipping up a variety of Tapas selections; Beluga Caviar, baked sage polenta, salmon tartar and delectable Foie Gras with dark chocolate dice to individual starters showcasing Tuna Carpaccio, quail on sweetbread and crab cake to a three-course vegetarian meal, a five-course menu, four plated main courses



If you want to compete then you do it truly out of your heart

> TEAM JUMEIRAH'S SHOWCASE AT THE GRAND PRIX BUFFET

Tapas:

- Spiced cornbread with salmon & red pepper tartar, tequilla gaucomole, sour cream
- Foie-gras & dark chocolate dice
- Baked sage polenta, cauliflower foam, black olive tapenade
- Langoustine ragout, beluga caviar, fennel champagne cream

4 Individual starters

- Five continents tuna carpaccio, vegetable maki torch
- Pressed tomato terrine, mozzarella mousse, black olive powder
- White asparagus with glazed sweetbreads, quail egg, jabugo ham 'crumble', manchego shavings
- Spiced cornish crab cake, honey roasted butternut, sweetcorn coriander salsa, tartare sauce

3 Course vegetarian

Botanical garden harvest

- Pearl barley & avocado wasabi mash, baby vegetables with black olive 'soil'
- Paprika amaranth bed

Beetroot tounedos "rossini"

 Miso glazed beetroot steak, smoked tofu 'foie-gras', buckwheat & truffle crumpet, spinach fritters, sweet potato puree

"It's called the pear necessities"

 Liquid centered pear & chocolate mousse, pear william icecream on linseed croquante, port poached pear, ginger jelly

5 Course menu

"Arabia meets europe"

 Foie-gras & date terrine, sumak meringue & candied orange, aparagus shavings, pickled beetroot, toasted brioche fingers

Hand dived loch fyne scallops

 Warm black pudding, green pea puree, honey smoked pancetta, carmelized apples, saffron syrup

Duo of gower salt marsh lamb

- Slow cooked loin, braised shank cannelloni, chickpea mousseline, coco nips
- Piquillo pepper, cepe paper

Creamed stilton with vanilla

Port wine fig, celery crudites, pomegranate, crispy kunafah

Arabic coffee sphere

- Coffee mousse, rose icecream
- Honey cinnamon pudding

4 Plated main coures

Sole

• Dover sole fillet 'sous vide', comte crust, sweet

potato & grain mustard puree, glazed baby vegtables

Veal

 Poached milk-fed tenderloin & sweetbread sausage, creamed forest mushrooms truffle polenta fritters, asparagus spears

Duck

- Pan-roasted maple glazed duck breast, braised leg & buttered chestnuts
- Potato & parsnip rosti, salsify 'pillars', red cabbage bon-bon, apple blossom

Guinea fowl

 Cajun spiced guinea fowl supreme, hickory glazed leg, smoked potato & sweetcorn waffle, louisiana vegetables with flamed corn

4 Plated desserts

Red fruit 'kaleidoscope'

 Raspberry sponge, cherry marshmallow, strawberry mousse, wild strawberry jelly, red current ravioli, marbled red grape & clotted cream

Tropical fruit towers

- Honey jackfruit & orange curd, papaya parfait, guava & white chocolate, coconut & mango, banana mousseline
- Passion fruit & pandan jelly

6 Textures of chocolate

Brownie, mousse, jelly, white parfait, marshmallow & snow

Hot and cold black forest

 Hazelnut & kirsch sponge fritters, vanilla cream parfait, amarena cherrys

Petit fours

- White chocolate & yuzu chili truffle, vanilla jelly
- Mango cassis curd on 'baumkuchen'
- 'Exposed'
- Dark chocolate filled with passion fruit ganache, pistachio croquant
- Millionaires shortbread

Platter for 8

'Westerneze' fish & shellfish platter

- Poached halibut with ito tongarashi seaweed
- Sakura marinated fish & shellfish terrine
- Tuna & lobster wrapped with tamagoyaki omelet
- 'Crunch', grilled unagi
- Edamame parfait, black garlic crisp
- King crab leg on compressed watermelon, wasabi mayo
- Spiced potato taco filled with salmon, scallop, radish & avocado Miso salsa
- Octopus & seaweed salad

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and desserts within strict timelines, could definitely have not been an easy task.

Yet, Chef Gradnitzer did not complain about egos or mistakes. In fact he was proud to admit that everyone on the team was more about "we" than "I".

Selections offered in the 'Arabia Meets Europe' menu encapsulated the origin and foundation of the Middle Eastern cuisine. U.A.E. represented!

Chef Ryan Thompson put out splendid chocolate desserts while Chef Wasim Ameer Shaikh churned out

a fine show platter of fish. Both chefs were awarded gold medals for their individual performances at the Individual Live Cooking Competition.

"If you want to compete then you do it truly out of your heart," says Chef, which captured the spirit of Team Jumeirah's dedication.

Speaking about the people who supported the team, Chef Gradnitzer thanked the Jumeirah Group management and General Manager Robert Kunkler for believing and supporting the team.







NESTLE PROFESSIONAL MIDDLE EAST proudly sponsored, yet again, Emirates Salon Culinaire at Gulf Food Exhibition 2012. This year the Nestle Professional Food team was present at the Salon Culinaire VIP Lounge where it was given the opportunity to witness firsthand the spectacular competitions and scrumptious dishes being prepared.

At the VIP lounge, they displayed a wide range of MAGGI, CHEF and NESTLE products as well as hot and cold beverage solutions. During the four days of Gulf Food, Nestle Professional also supported the junior chefs by providing them with CHEF Demi Glace, MAGGI Coconut Milk Powder, and MAGGI Chicken

and Beef Stock to use in their kitchens. Judges and Chefs were also offered hot beverages from NESCAFE machines to enjoy at any time of the day over the course of the event.

The four days of Salon Culinaire competitions came to a close with an Awards Ceremony where Nestle Professional's Country Business Manager, Leonid Vereshchagin, took part in awarding the Gastronomist of the year award to the best chef of the year.

As always, Gulf Food 2012 remained an exhilarating and successful event as NP team had fruitful discussions and intimate conversations with Chefs whilst enjoying the culinary extravaganza surrounding them.









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staff training.

The NESCAFÉ MILANO solution offers a wide range of café style beverages

as well as a comprehensive business and service support package, making it

an ideal choice for operators looking to capture incremental revenues through

a premium beverage program without additional investments in equipment,

Serving the perfect cup of coffee doesn't come easy.

Operators across the world face the same challenges: inconsistency in end-cup quality, costly and unreliable equipment, and complexity in operations.

For operators it boils down to a fundamental trade off between quality and speed. But with NESCAFÉ MILANO you can get both at the same time. Designed to offer the skills of a barista at the press of a button, Nescafé Milano is the solution that helps operators manage quality with speed and simplicity.

The NESCAFÉ MILANO solution is a comprehensive beverage program as it incorporates quality ingredients, patented machine technology and a complete suite of business services designed to meet the beverage needs of the operators.















- Reliable, user-friendly and delivering the perfect espresso 'crema' and exquisitely textured milk froth.
- Unparalleled consistency, speed and efficiency (30% faster than automatic R&G machines).
- Designed with optimal food safety, incredibly low maintenance and high in productivity.
- No waste, no milk refrigeration, no hassle!



MENU

Based on Nestlé's deep expertise across coffee, cocoa and dairy categories and expert sourcing of the finest ingredients:



- NESCAFÉ MILANO COFFEE –
 a premium blend of the finest
 Arabica beans, freshly roasted and
 extracted for a consistent and full bodied 'espresso' flavor.
 MILANO MILK developed through
 a process entirely controlled
 'from sow to sup' wherein it is
- MILANO MILK developed through a process entirely controlled 'from cow to cup' – wherein it is pasteurized and evaporated within 24 hours ensuring freshness, flavor and the delicious fresh-milk taste and creamy, fluffy texture.
- The premium, rich and indulgent MILANO CHOCOLATE is made with 33% pure cocoa, consistently creating a creamy, full-bodied hot chocolate drink.

PROGRAM

Unique commercial terms designed to create value

- Operators can now avoid making hefty upfront investments in equipment and training and can realize cost efficiencies and profit arowth.
- Commercial terms including state-ofthe-art equipment, regular preventive or on-call corrective maintenance and a quality assurance program.
- Business support includes development of in-store communication, promotion and merchandising, beverage menu development and workshops to enable operators taking the coffee experience to the next level.

With NESCAFÉ MILANO becoming a beverage destination is astonishingly simple!

Address Downtown wins

Master Chef

or the second year running, The Address
Downtown has won the GCC Anchor Masterchef competition. Chefs Daniel Edward and
Dedy Supriady created the best dishes from
a 'mystery basket' of ingredients, which included sea
bass, baby chicken and extra yield cooking cream.

The second and third places went to The Diplomat Radisson Blu Hotel, Residence & Spa, Bahrain (Chefs Yousif Ahmed and Seyed Hanif) and The Ivy Restaurant, Dubai (Chefs Demas Tri Saputra Latief and Nilmini Gunasena).

The remaining four finalist teams included Chefs Bengt Karlsson and Mohammed Ibrahim from Jumeirah Zabeel Saray, Dubai; Mavila Kumar and Amaratunga Arachchige from Moevenpick Hotel and Resort, Al Khobar; Wael Alawar and Mohamad Hamdan from The Diplomat Club, Qatar; and Assim Al Bulushi and T.B. Chamara from Oman Air Catering Unit.















ast month's Guild meeting was held just days before the Gulfood exhibition at the Coral Deira Hotel. IFFCO, Technolux and Pro Chile gave short presentations. The meeting was presided over by Chef Robin Gomes and other senior officials of The Guild. We capture some of the moments from that meet.













Marshal

Il the Marshals, who worked hard to make the Salon Culinaire a success, were treated to a fine-dining event at La Moda Restaurant and Lo Moda Terrace at the Radisson Blu Hotel, Dubai Deira Creek. The event was sponsored by Pro Chile.

Among the guests was Jean-Paul Tarud-Kuborn, the Ambassador of Chile to the UAE and Carlos Salas, Trade Commisioner at the Embassy of Chile in the UAE. The events saw all the invited guests network amongst peers while savouring some delicious Chilean fare using high quality food products from Chile.

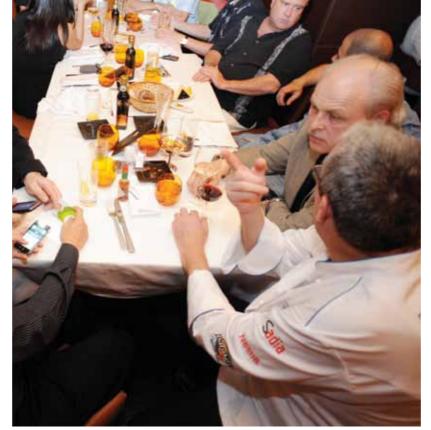
















Preparing the

We take a sneak peck into the judges briefing room, a day prior to the Salon Culinaire 2012





f you think judging a competition the size of Salon Culinaire is an easy task, think again. Every judge in the competition is qualified and vetted by the World Association of Chefs' Societies (WACS) before they can even proceed towards the judging room.

For the Salon Culinaire, all judges have a briefing session a day prior to the event. This year's briefing was held at the Emirates Towers Hotel. Following the welcome note, Andy Cuthbert went through all the Culinaire classes as a revision for all the judges.

He then explained the products that would be used and the finer nuances of what was important to remember during the event.

Chef Otto Weibel, the Chairman of the Judges, explained the rules of the competition once again to all the judges and supporting him was Andy Cuthbert. Chef Otto divided the judges into six teams and appointed a team leader for all six groups. Each team were assigned a set of classes to judge so that all 1,500 competitors were given a fair amount of judging time.

As Chairman, Chef Otto himself is not placed in any team. However, he holds the power to take the final decision in the event of a disagreement within a team of judges. He is also responsible for ensuring that the schedules for the judges were created and maintained in a manner that saw the seamless functioning of the competitions.

This year, the emphasis was on ensuring that all participants received feedback for their dishes so that they knew what they did right and what they did not. All the judges were asked to take time out and provide the valuable feedback so as to improve the culinary standards of all particpants.

The floor was then open for questions to all the participating judges. This was followed by a closing note from Chef Uwe Micheel, followed by snacks and beverages sponsored by Emirates Towers. The briefing ended with light banter and friendly exchanges among all Chefs, many of whom were meeting each other after a year or so. The laughter was essential to ensuring that the following few days were spent searching for exceptional dishes created by young chefs with hidden talents.













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Gulf Gourmet was given exclusive access to all the judges backstage during the Salon Culinaire 2012. If you are contemplating participating in Salon Culinaire next year, here are rare insights from those who score the dishes...

> Otto Weibel
"I have been associated with Salon
Culinaire since day one, which was way
back in 1993. It was different back then as we had
started as a small competition. Today the whole event
is the biggest in the world.

Today, more cooks are interested in participating than ever before. Even chefs are showing higher interest in what their people are showcasing. We need all executive chefs to maintain and increase this interest.

For food you need good raw products and high quality hardware. Both of these are available here thanks to our sponsors. However, end of the day what matters is food. Dubai is an international destination with a lot of high quality chefs and that improves the quality.

I remember way back when people arrived on the wrong days and we had to walk through the sands. We used to live in the old Chicago Hotel. It was a lot of fun that time.

Today, the chefs give their best and therefore we ensure that we give our best too. Today it is important that we judges give our feedback. If a judge just shuns me it won't help. I want to know why my dish gained or lost points. This also ensures clarity amongst all judges. All the judges are trained, not just on judging quality but also how to speak.

Today cooking and presentation styles have changed. You first eat with the eyes. Then when you taste you want the food to be properly cooked, with proper composition. A lot of participants even now don't cook the properly. For example, lamb needs to be properly rested to avoid being served raw.

Nutritional factors are also important. There should be enough starch, enough vegetables, etc. Taste is obviously always the most important thing. You need taste, texture, good garnish that compliments each other. Basically a whole rounded meal with natural colours. No need for items you cannot eat. Less salt and



more fresh herbs is good for natural flavours.

People must remember that while you can be modern never forget your basics. To cook properly you cannot make any shortcuts. There is step by step process to get cooking right.

As a judge there may be trends you don't like but when someone comes to you can say that this fashion is passé or accept it.

My advice to all participants is be open minded, learn from the best, train and train because training makes you a champion. Some make French food without eating French food. Go out and eat French food or else how can you cook?

And finally, stay with both legs on the floor. Be approachable and humble. Ask questions. There are no stupid questions. A stupid question is the one you don't ask."



Sissur Gudmundsson
"I have been a judge here for 6 years.
The competition is improving and
getting better with each year. There are still
mistakes but it's getting better. Overall the cooking
standards have improved and the gap between
bad and good is minimising. My advice to chefs is
to read and follow the rules. Don't be afraid to ask
advice from head chefs or people you know. You
don't get anywhere being shy."



> Marco Buschweiler
"I have been a judge at the Salon
Culinaire at least nine times. I wish
the level of competition this year was better. My
advice to next year's competitors is to go back to
basics. Forget the impractical cooking techniques
you see on the internet. Modify what you cook
every day to make it better. This is guaranteed to
get you a medal."



> Bernd Uber

"I have been judging at the Salon
Culinaire since 2001. The competition
on the whole has become very refines
and marketable, which is a great change.
My advice to chefs is, do not be disappointed the
first time. This is a long road which will eventually
pay off."



> Thomas Gugler
"I have been a judge here 5 times. The change is I see is consistent growth of participants, very professional organisation, well equipped kitchens and super motivated and qualified Marshals. My advice to chefs is to practice and train at home at least 4-5 times before trying something new. Be sure about what you do to secure your medal."





> Chandrasena Sudusinghe "This is my fourth time as a judge at this competition. It is good to see that as the industry develops so does the competition. There is higher participation in numbers and its always encouraging to see junior chefs trying to come up. My advice to chefs is to participate without worrying about winning. This is your opportunity to meet new people, interact with seniors and to learn from others."



> Nermine Hanno "This is my second time here as a judge. Compared to my last time, it's better organised, especially live kitchens. Some places quality of competitors has improved and in others it has dropped. There are some really good dishes and vice versa. My advice to competitors is to ask your chefs for help for participation. Keep asking till they teach you. It is important to learn. When we see a poor plate we know that the Executive Chef didn't help. So ask!



> Heinz Zuchelli "I used to be the Vice President of The Guild till 2008. The growth here has been phenomenal. To see young competitors this enthusiastic is great. At times they need help improving. My advice is, if you don't try you will not succeed. Young chefs need to be encouraged and helped by their superiors. Feedback from judges is available, so use it to your advantage."



> Hubert O "I have been a judge five times. Everyone here is doing a great job. People are interested to learn, which is most important. The level for pastry this year was not so high. Perhaps it's because there are new people this year. My advice is to listen to jury advice and look at the guys who got gold."



> Alan Orreal "I have been a judge twice. This year the standard of ice carving has been strong. However, the cakes were not so strong. The standard here, especially the hot kitchens is very high. It's better than Hong Kong. My advice to competitors is to keep practicing. Practice at least 10 times before coming here."



> Norbert Girnth "Missed last year, but have been a iudge at Salon Culinaire since 1993. Over the years competitors and standard have increased. This year the cakes were not on par with our expectations. Carving was always good. My advice is to make use of the facilities provided. There were days when there were no fridges for competitors and people had to improvise. Listen to the feedback that judges give you. You can't do better than that. Get your basics right and ask your chef for assistance."



> Ralph Porcianni "This is my sixth time at Salon Culinaire. I think the level across live cooking has improved a lot. Feedback sessions work very well as young chefs are receptive. They listen to others feedback as well. Participants executing the dish right used to be only 30 per cent when I started and have now increased to 75 per cent. My advice is to not over complicate the dish. Make sure you execute it properly, which will only happen if you avoid pressure scenarios when cooking."



> Andrew Bennet "I have been a judge for six years now. Quality of live cooking has evolved and the standards have improved. More thoughts go into the dish and the construction is much more precise and effective. This is the first time we had salmon as core ingredient, which is a much more consistent product. My advice is to practice and practice. Get feedback from your Sous chef or Manager or Head Chef. Ask for their opinion. A lot of participants don't seek help and make mistakes like putting things on plate that don't relate."

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> Tarek Mouriess
"This is my tenth time as a judge. I was a founding member of Salon Culinaire and those days I used to carry the ice myself.
Looking at how it has progressed makes me happy. On the judging side we have improved tremendously and are giving feedback to all participants. My advice to competitors is to learn, listen and practice. When practising let someone else eat it. Don't just make plastic food."



> Raman Khanna
"I led the Hilton team and won trophies in 1997, 1999 and 2001 and since 2002 I have been a judge. There is more enthusiasm and entries now. Unfortunately I see less interest from senior chefs in pushing their juniors. A lot of participants do not have their basics. Executive chefs should check the plate that his or her boy is bringing into the competition as it reflects on their organisation."



Tarek Ibrahim
"This is my fourth time as a judge at Salon Culinaire. There are new as well as old faces. This means they have learned a lot and enriched themselves. The level is really nice and the lamb especially is better this year that before. My advice to competitors is to please not think of the medal. Think of what you can learn from other participants. Key is listening to feedback. Use this competition as a road map to success in your career."



> Karl Heinz Ney
"This is my second time as a judge at this competition. There is overall improvement in the quality of dishes. There is increased interest and better workmanship. And its great that all judges are giving feedback to participants. My advice is to don't forget basics. What we do is for customers. Gain medals to prove you are best so that you can aim to satisfy your customer and make him come back again. If it's not suitable to eat, it should not be a dry run on the food show."



*Younter Lap
"I have been judging here 8 years. The quality and size of the competition has grown and the flow of organisation is seamless. It's interesting to see new non-GCC countries participating. My advice to chefs is do not spend time in execution. Plan on details and practice before presenting. Research all elements when you know what you are going into. It's not a surprise basket so there's no excuse for lack of knowledge. Go to you tube if need be. Spend time gaining in-depth info and basic skills."



> Yau Kok Kheong

"This is my first time as judge here. I have been the chief organiser of competitions in Malaysia since 2005, which has 32 classes and have judged competitions across South East Asia. I am pleasantly surprised by the organisation and management at Salon Culinaire. The ice carving here is nice. I am particularly impressed with the Emirati feast. My advice is to participate again and again. Read the rules correctly. Digest it. If not clear, then approach the Guild. Make sure you understand so that you don't lose points."



> John Sloane

"This is my third time here as a judge. The quality of work has improved, though there are still issues related to misuse of raw ingredients and seasoning by young chefs. My advice is to engage more with head chefs and get coaching before competing. It reflects on the brand you represent. Read rules carefully, and take time to share your dishes with seniors and get their feedback."



> Eric Roos
"This is my first time here. I am disappointed with the plated desserts and cakes. The chefs must give more attention and seek advice from their peers and seniors. This will give them more room for improvement. They need further guidelines and it is important for pastry people to put in a lot of attention."





> Gavin Duthie "I worked here between 1985 and 1995. Those days just 40-50 people participated. Today, the kitchens are the best in years. The level of the competitors this year varied from average to very good. They need to learn more about seasoning and understand that hot food is hot and cold food is cold. We don't want hot food on a cold plate. My advice is to start practising right away. Read and gain more knowledge from books and through the internet."



> Karlheinz Haase "This is my fourteenth times as judge. The biggest change I see is exceptional levels of organisation. Everything is peaceful and there's no rushing. My advice is to start practicing tomorrow. Remember, after the show is before the show. Use the experience, write down what you learnt. Use the feedback to your advantage. Read rules, understand it and call the guild for info. Try different plates and ask chefs and family for their opinion."



> Camille Schumacher This is my first time as judge at Salon Culinaire. The competitors some were better other medium. There are a lot of young people, which is encouraging. They are the future. We must force youngsters to participate again and they should progress with the knowledge gained here. They must note down what went wrong and convert the feedback they receive into positive action."

> Chief marshals



7 Salon Coments

In a first 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 do not see a moment representing your victory, fret not. We will have a lot more images from the Salon Culinaire in the April and May issues as well.

























































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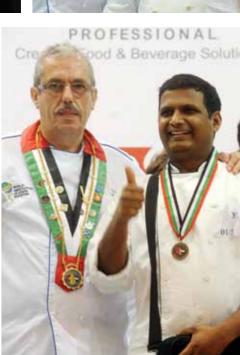












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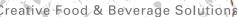


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These companies have generously supported the Emirates Culinary Guild to organise a successful Salon Culinaire 2012





























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THANK YOU

These establishments have extended their kind support and hospitality during Salon Culinaire 2012

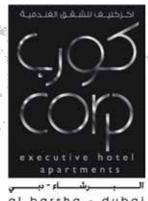


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Diversey is a leading global provider of sustainable cleaning and hygiene systems and solutions. With sales in over 160 countries, we serve institutional and industrial end-users such as the in-flight catering and airplane cleaning industry, food service

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, every-day, 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.







MKN is the German specialist in premium thermal professional cooking technology which is found in the best kitchens in the world. The MKN GreenTeam, consisting of national and international specialists, has been concentrating on the subject of environmental protection and sustainability for some time now. In order to implement this SaveEarth concept, MKN has introduced an integrated environmental and quality management system which was awarded the ISO 14001 certificate.

With the new FlexiChef® MKN presents a completely new multifunctional class of high performance technology which optimizes complete kitchen processes with its unique customer benefits, particularly with regard to time and cost management. Professional chefs therefore now experience a new world of cooking. This new world is characterised by unrivalled speed, perfect hygiene, maximum flexibility, state of the art operation as well as environmentally responsible sustainability and efficiency.

The powerful performance of the high speed innova-

tion FlexiChef® opens up new possibilities for increased business and sales volume. With its extremely high degree of flexibility due to the various possible designs, sizes and appliance combinations the FlexiChef® is perfectly adapted to the individual requirements of any kitchen. The central feature is the userfriendly operating concept which matches up to any modern communication technology. Cooking is both fun and child's play! The same also goes for cleaning, as MKN presents with FlexiChef® the first automatic cleaning system for horizontal kitchen technology. In particular, intermediate cleaning is an absolute revolution: FlexiChef® is ready for operation again in only two minutes and completely without the use of chemicals. This saves time, provides reliability and increases the kitchen personnel's motivation. All features and configurations clearly aim for considerable benefits for the user, enormous saving potential and careful use of resources.

The new FlexiChef® has been awarded the Gulfood Award in the category equipment for its technical innovations. The award also honours the highly effective marketing concept behind the successful market launch of the new product. Criteria such as customer satisfaction, brand awareness and sustainability were decisive for the international jury of independent industry experts. In particular, the strong innovative capacity and considerable savings potential of the new multifunctional cooking appliance FlexiChef® convinced the jury.





TECHNOLUX launched another first on February 28, 2008 with the formal

inauguration of Technolux Trading LLC. After over 30-years of unrivaled service in the Philippines, Technolux Trading LLC is the very first Filipino-owned and operated company to provide after-sales service for kitchen and laundry equipment in Dubai. The company believes in the opportunities that lay ahead in Dubai and since then, it has grown at a phenomenal rate, despite the growth pains that its team endured, which fruitfully superseded its expectations.

As a background, TECHNOLUX is the Philippines largest importer and distributor of a complete line of Foodservice, Smallwares, Laundry and Cleaning equipment to hotels, resorts, hospitals, manufacturing & industrial plants, restaurants, quick service restaurants,

convenience stores and various institutions involved in the foodservice and hospitality industry.

TECHNOLUX handles a complete end-to-end business process which involves pre-sale, sales and aftersales services that are necessary in the operation of the company's core business. Service capabilities include layout & design, erection-supervision, installation & commissioning and more importantly after-sales service which includes spare parts supply and maintenance.

TECHNOLUX has established over 35-years of unparalleled expertise that represent the backbone of the Philippines foodservice and hospitality industry.

Technolux is fully supported by its principal business partners worldwide in terms of technological updates, trainings, product development, after-sale parts and services. This guarantees our customers of our competence and reliability in servicing their business needs.

Our Engineering team is made up of some of the most efficient and well trained professionals in the industry. The company boasts of being the standard of which our Competitors try to achieve.

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THE EMIRATES CULINARY GUILD

APPLICATION FOR MEMBERSHIP



		Date of Application:
Family Name: (Mr./N	1s./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:		
		Time of Membership Deguired: (Dlagge tiel, and)
Tel. Home:		Type of Membership Required: (Please tick one)
Fax Home:		
Email:		Corporate Senior Junior
to the best of my ab	ilities.	ected, I promise to support the Guild and its endeavors, Signed:
Proposed By:	ilities.	
	ilities.	Signed:
Proposed By:		Signed:
Proposed By:		Signed:
Proposed By: Seconded By:		Signed:
Proposed By: Seconded By:		Signed:
Proposed By: Seconded By: Remarks:		Signed:
Proposed By: Seconded By: Remarks: Payment received?	FOR	Signed:
Proposed By: Seconded By: Remarks: Payment received? Certificate Given. Approved	FOR	Signed:
Proposed By: Seconded By: Remarks: Payment received? Certificate Given. Approved	FOR (Signed:
Proposed By: Seconded By: Remarks: Payment received? Certificate Given. Approved President	FOR (Signed:
Proposed By: Seconded By: Remarks: Payment received? Certificate Given. Approved President	FOR (Signed:
Proposed By: Seconded By: Remarks: Payment received? Certificate Given. Approved President	Pin Gi No fees (provided that they ha joining fee. Junior members was provided to the provided that they had been provided that they had been provided that they had been provided to the provided that they had been provided th	Signed:
Proposed By: Seconded By: Remarks: Payment received? Certificate Given. Approved President Fees: Junior Member:	Pin Gi No fees (provided that they ha joining fee. Junior members was Above the rank of chef de part	Signed:
Proposed By: Seconded By: Remarks: Payment received? Certificate Given. Approved President Fees: Junior Member:	Pin Gi No fees (provided that they ha joining fee. Junior members was Above the rank of chef de part	Signed:
Proposed By: Seconded By: Remarks: Payment received? Certificate Given. Approved President Fees: Junior Member:	Pin Gi No fees (provided that they ha joining fee. Junior members of Above the rank of chef de par recommendation). AED 350	Signed:







P. O. Box: 30113, Ras Al Khaimah, U.A.E, Tel: +971-7-2434683, Fax: +971-7-2434220 rakporcelain@rakceram.com, www.rakporcelain.com



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