

gulf

www.gulfgourmet.net f gulfgourmet

gourmet

THE MAGAZINE CHEFS LOVE TO READ

volume 14, issue 4

KING OF
HEARTS

MEET CHEF **THILINA KASUN**, WINNER OF THE BEST CUISINIER TROPHY AT THE EMIRATES INTERNATIONAL SALON CULINAIRE 2019

YOUNG
CHEFS

W Dubai – The Palm competes for the Nestle Professional Golden Chefs Hat Award 2019

STAR
SPOTLIGHT

Chef **Shan Pussella**, head chef of F&B operations at Meraas, on the secret behind his success

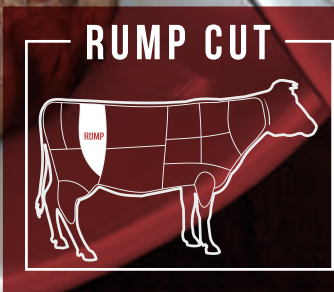
CULINARY
CELEBRATION

Exclusive images from last month's Salon Culinaire competition that saw over 900 chef entries



WANT YOUR MENU TO STAND OUT? ALL YOU NEED **IS THE** BEEF RUMP

Secondary beef cuts are becoming increasingly popular on restaurant menus. With flavoursome full bodied portions that are extremely versatile and provide exceptional value, secondary cuts like the rump are playing a leading role in menu development in the region.



Rump Medallion

Rump medallions can be taken from the eye of the rump, which is one of the muscles that forms the rosbif, or the two larger internal muscles of the rump. These appealing medallions are perfect for fast cooking on a hot surface like a barbecue or pan, but are versatile enough to be sliced for a stir-fry or diced for a braise or casserole. It can also be kept whole and tied with string to form a uniform shape for roasting. Perfect for a Beef Wellington or wrapped in beef bacon for mignons.



Rump Roast

The beef rump is made up of five muscles joined by connective tissue and internal fat. The rump roast is cut from the hindquarter and is a boneless piece of beef that covers the hip bone of the animal. An extremely versatile cut which can be roasted whole or broken down into the individual muscles for pan-frying, barbecuing, stir-frying or slow-cooked in a braise or casserole. It is a great full flavoured piece of beef.



Rump Cap

Rump cap is the muscle that rests on top of the rump. Because it's not an exerted muscle, rump cap is tender with a layer of fat that flavours and moistens the meat as it cooks. Rump cap makes a tender roast, or you can slice it against the grain for petite steaks and tender stir-fry strips. Rump cap is also known as the Picanha.



Rump steak with fresh Latin salad
Scan barcode to view this recipe.

www.LambandBeef.com
f t i /Lambandbeef



Download the **Lamb & Beef** app
from the App Store or Play Store

#TrueAussie | #TrueAussieBeef | #TrueAussieLamb | #AustralianBeef | #AustralianLamb



TRUE AUSSIE®
BEEF
لحم بقري
أسترالي أصيل



president's station

email theguild@eim.ae

Dear fellow chefs, ladies and gentlemen,

Welcome to the April issue of our Gulf Gourmet.

Last month I wrote in this very column about how excited I was looking forward to our Salon Culinaire being relocated to a new home – the Expo Culinaire in Sharjah. Now, I have to tell you how happy I am with the great success of our first edition in the Sharjah Expo Centre.

We had a great event all the days from opening to closing. Many competitors and visitors spoke to me how easy it was to reach, how good the parking facilities were, and how stress-free it was to enter the actual Salon Culinaire arena.

We had more than 900 entries and a great standard of competition. The team of judges was led by Chef Otto Weibel from Singapore. A big thank you to Otto and all the jury members for a great job done.

We had the honor to have the complete WorldChefs Presidium flying in for the event. Thank you to President Thomas Gugler, Martin Kobald, Cornelia Volino and KK Yau.

Most of all, I have to thank all the competitors for their great work, passion and energy that they showed us. We had quite a few experienced competitors with us and lots of first timers to the Emirates Salon Culinaire.

The trophy for the Best team one again went to Dubai World Trade Center. Congratulation to Chef Harald, Raimund and team.

Now, I need to talk about our sponsors and partners without whom we could not have done it. Big thank you to Joanne Cook and the Purple Kitchen Team, thank you Nestle Professional and IFFCO our Main Sponsors. Thank you US Poultry, US Egg Board, Masterbaker, Mitras / Magenta, US Beef Export Federation, Lowe, Welbilt, Unilever, Barakat Quality Plus, HK Enterprise, Arla Pro, HUG and Ginnox.



Thank you to our hotel partners, who hosted the judges – Jumeirah Creekside Hotel, Jood Hotel, Coral Hotels and Bahi Ajman Palace Hotel.

Thank you to Vitamax for providing us with the new water in town – Besthau Water – to the teams.

To all the helpers and supporters that are not named here, we are ever grateful for your help regardless of how big or small.

We had a great start to our partnership with Sharjah Chamber and Commerce and Expo Centre Sharjah. Thank you to His Excellency Marwan Al Serkal for officially opening the event.

Another first was the Education and Training section. You will read more about it in the May issue. We look forward to 3-5 March 2020 to an even better and bigger Expo Culinaire.

The week after the Salon Culinaire, we had a Mini Plated Competition brought to us by US Beef Export Federation and Bassam Bousaleh from the AMFI Team.

Great standard by the mostly young chefs, who participated for all the events.

Please visit gulfgourmet.net to browse through previous issues of this magazine. Visit www.emiratesculinaryguild.net to see latest happenings on the events calendar. And visit www.facebook.com/wacsyoungchefs for young chefs to be in contact with over 4,000 chefs across the globe.

Please do not miss the company profile of our corporate members. We really do appreciate your support. Also do look at the Friends of the Guild pages to check all our supporters.

Thank you to Chef Diyan Manjula De Silva and Radisson Blu Hotel DDC team for hosting the March meeting.

Culinary Regards,

Uwe Micheel

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

April 2019 Gulf Gourmet

ggcontents

07 » **Editor's Note**
Our Editor's take on all things F&B in the region

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

14 » **Newsbites**
Chef events and news from within the country and around the globe

18 » **Chef of the month**
Exclusive interview with Chef **Shan Pussella**, head chef of F&B operations at Meraas



24 » **Golden Chef**
(by Nestle Professional)
W Dubai – The Palm has put forward Chef **Thilina Fernando** and Chef **Jhaneen Paz** to showcase its excellence at the Nestle Professional Golden Chefs Hat Competition 2019

32 » **Cover Story**
Meet Chef **Thilina Kasun**, winner of the Best Cuisinier Trophy at the Emirates International Salon Culinare 2019





24 »

38 »

Thank You

Check out the supporters of the Emirates Culinary Guild organised Salon Culinaire this year

40 »

Events

Exclusive images from last month's Salon Culinaire competition, which saw over 900 chef entries

56 »

New Members

Meet the new and renewed corporate members of the Emirates Culinary Guild

62 »

Members Directory

A listing of all leading food, beverage and equipment suppliers in the region

40 »





Creating Flavour

- Wide range of mayonnaises & sauces
- All mayonnaises are made with rapeseed oil which is rich in Vitamin E, Omega 3, 6 & 9 and has the lowest saturated fat content of any popular culinary oil
- Using the best ingredients gives our sauces a clean finish that make a difference for you and your customer



editor'snote

email editor@gulfgourmet.net

Over the past few years, many fine-dining outlets in the region have closed down within months of opening up. And the guys at KPMG tell me investor interest to open more restaurants continues to remain high.

In all fairness, cities like Dubai need more restaurants. The problem lies in the way restaurant operators operate. They have gone from businessmen who were shrewd, to businessmen that look shrewd but only want to show-off.

Most of the places that quickly shuttered have one thing in common. Majority of the capital investment is blown on the interiors. You are talking \$1 million and upwards. The entire staff salary does not cost as much in the first two years. They forget that customer loyalty does not come from interior design. Customers in Dubai travel globally, have eaten the best of food and are unperturbed by beautiful interiors.

Once operators realise there's negative cashflow they switch from fancy ingredients to cheap ones overnight. Because all other operational costs are either already low or non-negotiable.

And the worst thing they do, is get a celebrity chef to put his name to the restaurant. That's it. Just the name with some training and the occasional visit where the chef spends more time giving press interviews and listening to the shareholders panic rather than improving the team.

I once ate food cooked by a Michelin-star chef in a nondescript tent and months later at his fancy restaurant



that only had his name and menu. The former was one of the best meals of my life and the latter was just okay.

Any restaurant operator that begins by thinking it can make a fancier restaurant – rather than come in with the mindset of who am I catering to and what do they want – is bound to fail.

This is why we have a range of restaurants in cities like Dubai that are standing the test of time. At the low-priced-end you have Ravi restaurant that is always packed. And at the expensive-end you have places like TresInd that is doing great business. They have understood their customers and have even branched out within the same city to open more restaurants.

My advice to operators here is simple. Go back to basics. Know your customer. Find the opportunity for repeat business. Price it for the market. And bet on locally-based talent like Nick and Scott or Himanshu Saini. It's the only way to thrive in a highly-competitive space.

Aquin George
Editor

CREDITS

THE EMIRATES *President* Uwe Micheel

CULINARY GUILD *Phone* +971 4 340 3128
Fax +971 4 347 3742
Email theguild@eim.ae

EDITORIAL *Editor & Publisher* Aquin George
Phone +971 58 629 1227
Email editor@gulfgourmet.net
Associate Publisher Amaresh Bhaskaran
Phone +971 50 456 8161
Email amaresh@gulfgourmet.net

IMAGES *Photo Editor* Amaresh Bhaskaran
Anne Preussel
Atim Suyatim

CONTRIBUTORS Vattacan Inc
Samaneh Naseri
Pandey K

ADVERTISING *Sales & Mktg.* Andrew Williams
Phone +971 4 267 6306
Email advertise@gulfgourmet.net

DESIGN *Art Director* Vahiju PC
Graphic Designer Natalie King

PRODUCTION Masar Printing & Publishing

LICENSED BY National Media Council

PUBLISHED BY SMARTCAST GROUP LLC
PO Box 34891, Dubai,
Shams, United Arab Emirates

COPYRIGHT All material appearing in Gulf Gourmet is copyright unless otherwise stated or it may rest with the provider of the supplied material. Gulf Gourmet magazine takes all care to ensure information is correct at time of printing, but the publisher accepts no responsibility or liability for the accuracy of any information contained in the text or advertisements. Views expressed are not necessarily endorsed by the editor and publisher.

April 2019 Gulf Gourmet

friends of the guild



دائرة السياحة والتسويق التجاري
Department of Tourism and Commerce Marketing







Master of Performance



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

(Subsidiary of Bakemart International UK Ltd.)



brf





backaldrin®

The Art of Baking.

Baking ideas
and
raw materials
since 1964.

April 2019 **Gulf Gourmet**

newsbites

ECGYCC Tours Nestlé Al-Maha Factory

A team of 24 Emirates Culinary Guild Young Chefs Club (ECGYCC) members recently toured

Nestlé's Al-Maha Factory in Dubai South, witnessing first-hand MAGGI and NESCAFÉ production in the AED 530 million facility inaugurated in May 2017.

The tour began with a brief overview of Nestlé Middle East's heritage, which goes back nearly 85 years to when the first import operation was set up in the region, and has grown to now encompass 18 factories including three in Dubai.

Explanation as to how Nestlé works to implement its purpose of Enhancing Quality of Life and Contributing to a Healthier Future touched on the company's commitments to society, which include those to "Simplify our ingredients list," "Help reduce the risk of under-nutrition through micronutrient fortification," further "Reduce salt, sugar, and saturated fats in our products," and "Increase vegetables, fibre-rich grains, pulses, nuts and seeds in our products."

Another company commitment is to "Foster Opportunities for Youth,"

which entail a number of programs and initiatives including some to share and exchange expertise with young chefs around the world.

"Chefs need to consider how to balance nutrients and healthy contents while preparing dishes that also offer great tastes," said Maria Baghdoyan, Market Nutritionist at Nestlé Middle East.

The interactive session with Maria also gave the Nestlé team insights from the chefs' perspectives. The tour concluded with lunch at the Nestlé Middle East head office.





New Chef de Cuisine at Bord Eau

Slim Ben Chahla has joined Bord Eau, the Abu Dhabi-based French restaurant. The Frenchman brings more than 24 years of culinary experience to the award-winning in his capacity as chef de cuisine. Chef Slim will introduce 10 of his signature dishes one week at a time.

Born in Hautes-Alpes, France, Chef Slim has worked at the helm of top kitchens around the world, supporting chefs at Michelin restaurants like Restaurant La Rotonde at the Casino Le Lyon Vert, Le Meurice with Yannick Alléno, George V and Restaurant des Rois at La Reserve de Beaulieu.

This was followed by an 11-year stint in Morocco, where he took on more leadership roles, working as a vital part of the launch team of leading hotels, restaurants and resorts, before returning to France for a remarkable gastronomic season at Courchevel.

Raffles Dubai welcomes new Executive Chef

Raffles Dubai has appointed Hassan Abdallah as its executive chef. Abdallah brings 30 years of expertise and knowledge on oriental and international cuisine. He started as a sous chef in Al Naser restaurant in Beirut, Lebanon, and then moved to one of the busiest districts in Cairo, Egypt, to prepare Lebanese specialties in Al Dabke restaurant for two years. He worked in the UAE between 1997 and 2006 in various roles at the Metropolitan Beach Hotel and Metropolitan Palace in Dubai before joining the Kempinski Ajman for five years as chef de cuisine in charge of banquets followed by Kempinski Mall of Emirates as part of the pre-opening team as chef de cuisine for the all-day dining outlet.

In 2017, Abdallah decided to take on a



new challenge and open a family business restaurant in Malmo, Sweden, offering Lebanese and Mediterranean cuisine, catering to business lunches by day and fine dining by night. The restaurant is currently managed by his partner.

Bistro Des Arts names executive chef

Anastasios Karagiannidis will be the executive chef at the Dubai Marina location for French restaurant Bistro Des Arts. He will also work on developing new recipes and menu ideas at Bistro Des Arts. The hire was prompted by the restaurant due to Karagiannidis' extensive experience in the hospitality sector. The executive chef started his career as a trainee alongside renowned French chef, Daniel Boulud, who is renowned for his Michelin star restaurants across the world.

According to Bistro Des Arts, Karagiannidis has held senior positions at a number of restaurant and hotel chains across Europe, as well as heading up the kitchen at Bar Boulud at Mandarin Oriental in London, UK.



New executive sous chef at Four Seasons DIFC

Four Seasons Hotel DIFC in Dubai has appointed Nicola Rossi as its new executive sous chef.

Rossi has 19 years of expertise in the culinary field and has joined in from Four Seasons Hotel Riyadh to bring his unique Mediterranean flair to the Mina Brasserie menu.

Born and raised in Cremona, Italy, his childhood was spent largely observing different kitchens on travels across Europe with his father, as well as watching his grandfather and uncle run their own restaurants – which ultimately resulted in his own desire to cook.

Rossi perfected his craft at Italian kitchens of Ristorante 668, Osteria Pane & Salame, Palazzo Cattaneo and Ristorante Zahir.

"I feel right at home with the Four



Seasons family and look forward to my first professional venture in the UAE," said chef Rossi. "The city's burgeoning dining scene and working under the

Michael Mina banner make for an extraordinary experience, and I'm eager to showcase my Italian spin on a brasserie to diners."

Chef Hamzeh joins The H Dubai

The H Dubai has appointed Hamzeh Saffaf Mahmoud as the new executive chef. He will be responsible for all F&B operations for the hotel's main kitchen.

Chef Mahmoud joins from Rotana Hotels, with over 11 years of experience in the UAE market. He started his culinary journey in 2008 with Le Meridien Hotel Dubai, where he held the position of Arabic sous chef. After three years, he joined Rotana Hotels as chef de cuisine, where he was in charge of the Oriental kitchen as well as strategic planning and execution for hotel's catering establishments. In 2014, Mahmoud was promoted to executive sous chef and head

of banquets where he focused on developing the team and providing the highest service quality across the restaurants. After three years of excelling in his role, Mahmoud received his biggest promotion to date, as he took on the position of executive chef for Rotana Hotels. Reporting directly to the general manager, his main tasks were maintaining the high service quality, ensuring the smooth operation between relevant key departments and leading the employee development program.

At the beginning of 2019, Mahmoud joined The H Dubai Hotel as the executive chef across all hotel managed outlets and the hotel main kitchen.



RENTAL
EQUIPMENT

CATERING &
REFRIGERATION



LOWE

WORLDWIDE RENTAL SPECIALISTS



Your ideal partner for Sales,
Rental & Maintenance

Young Chefs Experience Hi-tech tools

What is a chef without the right tools? What does it mean to have the right tools at your disposal? How can the tools help you in delivering consistent quality in every bite, saves time and money?

This is what members of the Emirates Culinary Guild Young Chefs Club learnt

recently during an industrial visit to the Rational Self Cooking Center and Vario Cooking Center.

The day began at SCAFA Culinary School with a warm welcome by Chef Amarnath following which the chefs were taught how to maximize the use of the centre. The highlight was the Rational oven that

intelligently was able to grill, roast, bake and fry in the same space with flavour transfer. Its ability to recognize dishes that can be cooked together, monitor individual racks along with heat control and duration for each dish, automated messages to avoid you having to monitor constantly, its low power consumption, and self-cleaning control was interesting to see.



To get your chef or company related news featured in this section, email editor@gulfgourmet.net

المراعي برو Almarai Pro



Almarai's Brand and Platform for the Foodservice industry professionals across GCC, servicing you with our exciting range of products from Dairy, Bakery, Poultry, Food & Juices categories.

For inquiries, please reach out to us:

✉ horeca.dubai@almarai.com

☎ +971 44 26 9600

🌐 www.almarai.com/foodservice



April 2019 **Gulf Gourmet**

EAT, PLAY LOVE

Food is not just fuel, it's a highly personal connection between people, believes Chef **Shan Pussella**. The head chef of F&B operations at Meraas has dedicated his life to serving gastronomes and hasn't regretted it for a moment...



April 2019 **Gulf Gourmet**

About a decade and a half ago, a teenager was nursing chilli burns in his hands. He had a choice – to quit and seek a more comfortable-but-unremarkable life or to brush off the setback and stay on the path that would ultimately lead to his dream.

Chef Shan Pussella chose the latter.

Today, the result is for all to see. The tougher choice took the teenager from the picturesque coasts of Sri Lanka to the internationally acclaimed shores of Dubai. He now enjoys the challenges and rewards of being the head chef of the F&B operations of Meraas. But those who know him well, know that Chef Shan has a lot of surprises for the future tucked up his white sleeves.

"Many more concepts and menus, maybe even a restaurant in Sri Lanka," smiles the 41-year-old chef when you ask him what we can expect from him



I was fascinated by the speed with which the chefs chopped ingredients and cooked, bringing everything on to a plate with amazing ease and consistency. It was like a performing art

going forward. "It's been an exhilarating journey of 25 odd years and it has surprised me at every turn. So I'm excited to see what's ahead."

What's behind, is a rather illustrious story. Growing up under a policeman father in Sri Lanka, Chef Shan's childhood

was filled with thoughts of a military or navy career. But the scents wafting from the small restaurants that dotted his home city Colombo sometimes interfered with those plans. Life nudged the young boy in a specific direction in 1994 when during the three-month wait for high school exam results, he sought employment in a popular restaurant in Colombo. Starting out as a waiter at Don Stanley's, he quickly realised that the kitchen was where he belonged. "I was fascinated by the speed with which the chefs chopped ingredients and cooked, bringing everything on to a plate with amazing ease and consistency. It was like a performing art." One of the chefs, Ganesh – today Chef Shan's best friend - invited him to try his hand at cooking. "I switched to the kitchen from front-end and the rest just flowed naturally." His parents were supportive of the decision, even though it came as a bit of a surprise. After four years at Don Stanley's, Chef Shan moved to the five-star Taj Samudra hotel as a commis chef.





Reality hit fast and furious. The most junior chef in a high-end hotel set-up usually get the tasks that no one else wants to do. "I learnt a lot but I would be lying if I said I enjoyed every minute of it. Once I was asked to cut kilos of chillies. My hands burned for days and I wondered if I should consider another profession." Love for the culinary arts, however, won over in the end. After a couple of days' rest, Chef Shan headed back to work. Eventually, things got easier as the young chef started uncovering the secrets of the kitchen.

In 1999, the Sri Lankan chef took the opportunity to internationalise his career by moving to Bahrain, joining the Riffa Golf Club there. Subsequently, he joined the Mezzalluna Restaurant as chef de partie, working there for about two and a half years before moving to Cafe Lilou, a French coffee shop. "All these were under the same company in Bahrain and then I moved to Abu Dhabi in 2003 for the opening of the Le Pont Cafe." After a year and a half, Chef Shan made yet another country move, this time moving to Kuwait to open the Le Pain Quotidien casual dining restaurant. "I worked under the founder Alain Coumont. The chain uses all organic ingredients and many of the offerings are healthy yet tasty. From baking to continental cooking, there was so much I learnt under him."

When the MH Al Shaya Group decided to open a Le Pain Quotidien in Dubai, Chef Shan was sent to assist in the process, marking an entry into the gastronomy hub of the Middle East about 13 years ago. "My responsibilities multiplied rapidly. The group runs the Starbucks and Le Pain Quotidien chains in the Middle East and they gave me the responsibility of handling the production for these outlets."

'Hectic but hugely satisfying' is how Chef Shan would describe his days with the MH Al Shaya Group. The skills learnt at the group proved invaluable when Chef Shan took over as executive sous chef and production manager at the Lime Tree Cafe & Kitchen in Dubai. Then came



I learnt a lot but I would be lying if I said I enjoyed every minute of it. Once I was asked to cut kilos of chillies. My hands burned for days and I wondered if I should consider another profession

a stint with Jumeirah International, where he handled Urbano Italian restaurant and Perry & Blackwelder's Original Smokehouse. "Perry & Blackwelder's was the first time I learnt about barbecue – what kind of woods go with what meats, how the smoking process works. It was a great study."

A short assignment at the Dubai World Trade Center followed, before Chef Shan joined Meraas towards the end of 2016. "I opened four Last Exits Dubai as head chef. In total, I have overseen the opening of nearly 12 brands for us including Hub Zero, Metal Play Town, Laguna Water Park. I do the menu development, hiring of staff, trainings and production-related tasks such as sourcing ingredients and so on."

Seems like a rather hectic life. "To be honest, it is. But I am lucky to have a very supportive wife and two children who love to see me in my white uniform." Chef Shan met his wife when they worked together in a restaurant in Abu Dhabi. "I have known her for at least half my life. She has witnessed how challenging this industry can be. Now she's a teacher but she never complains about my schedules even if it sometimes comes in the way of our personal life."

However, being married to a chef has

its advantages. Are tasty meals one of them in the Pussella household? "Only breakfast," he laughs. "My kids love it when I cook and my daughter asks me every evening what's for breakfast the next morning. I have little choice but to wake up early and comply with my kids' wishes."

Although Chef Shan is Sri Lankan, he admits his expertise in his home cuisine is limited. "I'm more into Italian and continental kind of food." Yet another aspect that fascinates him is organic, healthy cooking. In fact, Chef Shan someday hopes to start his own restaurant that serves dishes made of organic ingredients. "I would like my son and daughter to become chefs too and run a family business. That's my ultimate dream."

His daughter is already showing interest in her father's vocation. The advice that Chef Shan has for her, he gives to anyone who wants to succeed in this profession. "Learn the basics first. Today, there are readymade ingredients and so many new techniques. But without mastering the basics, you will not be able to create anything unique. When I started out, we had to do everything from scratch. And it showed in the taste of the dishes." Tenacity and humility are other characteristics that separate successful chefs from the others. Initially, the going is tough and it takes a few years to reach a comfortable position in this industry. "But once you do, there are so many opportunities to travel, meet people, work with different nationalities and cultures – it's a vocation that's highly personal and helps you connect with people like no other profession."

Chef Shan also credits his mentors, chefs Tony Bohoran and Lloyd Carter, for his achievements. "Many a time I doubted my own abilities. Not them. That encouraged me to take chances and keep moving forward. They trusted me more than I trusted myself."

We trust him too. Here's looking up to Chef Shan for many more delightful experiences.





Nestlé
Golden
Chef's Hat
Award



Where the future shines bright

This month's competitors for the Nestlé Professional Golden Chef Hat Award Season 7 are the young duo from the newly opened W Dubai – The Palm

Chefs Jhaneen and Thilina should know how blessed they are so early in their careers. Both are working for some amazing people and that will help them grow by leaps and bounds. Chef Thilina is pursuing his passion in pastry under the mentorship of Chef Kapila, regarded one of UAE's best Pastry Chefs and Chef

Jhaneen is part of UAE's junior national culinary team learning from the best. Not to mention, she is working at three Michelin star Chef Massimo Bottura's first venture in Dubai. Here are their stories and dishes.

Chef Jhaneen Dela Paz

She may come across as sweet and

petite but this 25-year-old from the Philippines is a culinary powerhouse in the making. Currently working in the hot kitchens of Torno Subito by Massimo Bottura, Chef Jhaneen began her tryst with cooking by following what her mom did in the kitchen.

"We lived in Fujairah and my mom's



Chef Jhaneen Dela Paz



Chef Thilina Fernando



a business woman whose cooking inspired me," she says. Coming from a family where there were no professional chefs, did little to stop her from taking the plunge. "I enrolled at ICCA Dubai and completed my three-month course where I learnt all the basics of professional cooking."

Armed with a certificate that made her employable, she began her career with JA Ocean View Hotel and Resorts – The Walk in Jumeirah Beach Residences and then moved to Sheraton Grand Hotel, also in Dubai. "I worked for more than two years in both properties," she says

Chef Jhaneen joined her current employer three months ago as part of the opening team. "Initially I was in pastry for two months and I now am back in the hot kitchen. I now have the confidence to pursue learning both types of cooking."

She is also part of the UAE junior national team and has represented the country in Luxembourg at the Culinary World Cup and at the Alen Thong Coffee Cup in Abu Dhabi last year where they won the silver medal. Next year, she will be part of the team at the Culinary Olympics being held in Germany.

For this competition she cooked an Asian seabass on spiced coconut curry and buttered vegetables, caramelized pineapple salsa and Pina colada foam. She says, "In the long term I want to have my own restaurant either in Dubai or the Philippines that serves international cuisine."

Chef Thilina Fernando

Chef Thilina hails from Sri Lanka and is currently working as Chef de Partie at the hotel's pastry section under its renowned Executive Pastry Chef Kapila Amaratunga. "I joined this career

because my father pushed me towards it," he says. "My marks in school weren't good enough to get me into a university and so my father said this would be the ideal way to get a good career.

"I went to a hotel school but disliked cooking in the hot section so joined another pastry school – Prima Baking Training Center – and got a Gold distinction when I completed my Diploma in Pastry and Bakery," he says.

He worked in Sri Lanka for almost four years at a 5-star property and then a bakery before moving to Dubai in 2012 to join Hilton Jumeirah. Here he worked for three years before joining Sheraton Jumeirah Creek in 2015. Earlier this year, he followed his boss to be part of the pre-opening team at W Dubai – The Palm, which in itself is the best recommendation, he could get. Check out his recipe to see why.



BAKED ASIAN SEA BASS ON SPICED COCONUT CURRY & BUTTERED VEGETABLES, CARAMELIZED PINEAPPLE SALSA AND PINA COLADA FOAM

(Serves 4)

SEABASS

Asian sea bass	640 gm
Chili powder	20 gm
Lemon zest	8 gm
Salt	to taste
Pepper	to taste
Olive oil	28 gm

Method

- ♦ Clean the Seabass
- ♦ Mix all the remaining ingredients in a bowl
- ♦ Brush it on to the fish

COCONUT CURRY

Maggi Coconut Powder	150 gm
Lemongrass	2 stalks
Ginger	20 gm
Onion	40 gm

Garlic	20 gm
Basil	8 leafs
Red chili	1 medium
Turmeric powder	12 gm
Cumin powder	8 gm
Salt	to taste
Pepper	to taste

Method

- ♦ Sauté onion, garlic, ginger and lemon grass.
- ♦ Pour in the coconut milk.
- ♦ Add the turmeric powder, cumin powder, red chili, basil and let it simmer.
- ♦ Salt and pepper to taste.

PINA COLADA FOAM

Pineapple	200 gm
Maggi Coconut Powder	70 ml

Method

- ♦ Heat up pineapple juice, coconut milk and lecithin. And blend it to form a foam.

SAUTÉED VEGETABLES

Baby asparagus	240 gm
Mushroom shimeji	200 gm
Baby carrot	4 num

Method

- ♦ Blanch all the vegetables and cool down

using ice bath, and Sautee in a pan with butter. Salt and pepper to taste.

POTATO CHIP

Potato	320 gm
Mixed herbs	1 pinch

Method

- ♦ Pick all the herbs. Slice the potato very thin. Arrange the potato in a flat tray with silpat underneath and put the picked herbs on the potato and top it with thin sliced potato and put again the silpat on the top of the arranged potato to make potato chips. Put it in the oven.

CARAMELISED PINEAPPLE SALSA

Pineapple	80 gm
Red chili	1 no
Basil	2 leafs
Sugar	30 gm
Butter	20 gm
Star anise	2 no

Method

- ♦ Cut the pineapple into small cubes, and finely chop the basil and red chili.
- ♦ In a pan, caramelize the pineapple and star anise in butter and add sugar. Add the chopped red chili and chopped basil into it.



PISTACHIO PASSION BONBON WITH MANGO & BASIL SORBET

PISTACHIO SPONGE

Unsalted butter	50g
Granulated sugar	50g
Eggs	50g
Flour	25g
Almond powder	25g
Fabbri deli paste pistachio	10g

Method

- ◆ In the mixer machine, beat butter and sugar, and add eggs.
- ◆ Fold it into the flour. Mix well with almond powder and pistachio paste.
- ◆ Bake in a pre-heated oven at 180°C.

PRALINE FEULETTINE

Milk chocolate couverture 35%	4g
Praline paste	101g
Paillette feulettine	102g
Chocolate peta crispies	9g

Method

- ◆ Melt the milk chocolate and Praline paste; mix with
- ◆ Feulettine and Chocolate peta crispies

PISTACHIO BAVAROISE

Fresh milk	30g
Granulated sugar	6g
Egg yolk	10
Custard powder	3g
Vanilla pod	1pc
Gelatin leaf	1.8g
White chocolate couverture	60g
Heavy cream 35% whipped	140g

Method

- ◆ Boil milk and sugar together, add egg yolk and gelatin
- ◆ Transfer the mixture to white chocolate and mix
- ◆ Fold with whipped cream
- ◆ Add pistachio paste

PASSION FRUIT DOCELLO CRÈME BRÛLÉE

Fresh cream	50g
Passion fruit puree	30g
Galantine	1pc
Vanilla pod	1pc
Docello crème brûlée	15g

Method

- ◆ Boil cream, vanilla pod and passion fruit puree
- ◆ Add crème brûlée powder and gelatin

PISTACHIO GLAZE

Fresh cream	60g
Fresh milk	30g
Glucose	30g
Granulated sugar	75g
Water	12g
Corn flour	5g
Fabbri deli paste pistachio	8g

Method

- ◆ Boil cream, milk, glucose and sugar
- ◆ Mix corn flour with water and fold in to the mixture
- ◆ Add the gelatin and pistachio paste

MANGO & BASIL SORBET

Mango puree	25g
Glucose atomizer	2.5g
Basil	2g
Stabilizer	2.5g
Sugar	8g
Water	13g

Method

- ◆ Put the mango puree, glucose atomizer, basil, sugar and water and boil together at 90 degrees.
- ◆ After boiling it, remove from the heat and add the stabilizer and blend it.
- ◆ Put in the pacojet beaker.

US\$ 3 billion

what's your GCC market share?

The UAE alone has over 750 hotels.
Each hotel has an Executive Chef.
Each Executive Chef has an annual budget.
It ranges from AED 1 million - US\$ 3 million.

There are over 7,000 independent restaurants in the UAE.

Each restaurant has a Head Chef.
Each Head Chef has an annual budget.
It ranges from AED 100,000 - US\$ 1 million.

Now you do the maths.

The largest body that speaks for this group of Chefs is The Emirates Culinary Guild (ECG).

ECG organises Salon Culinare at Gulfood Dubai, La Cuisine by SIAL in Abu Dhabi and world-record breaking food events in the city.

Gulf Gourmet is the only magazine endorsed by the ECG.

It also influences non-ECG Chefs across the GCC and is distributed at World Association of Chefs Societies events around the globe.

Take advantage of our platform.

Positively impact your market share!

Contact us now

advertise@gulfgourmet.net / 050-5045033

REACH

ENGAGE

INFLUENCE

ABOUT GULF GOURMET

- ▶ Most widely read magazine by Chefs & Decision Makers in the GCC
- ▶ Officially supported by the Emirates Culinary Guild
- ▶ Highest circulation in its category at 6,150 copies per month
- ▶ Readership estimates of nearly 11,276 per month
- ▶ Positively influencing the UAE food industry since 2006
- ▶ Recognised by the World Association of Chefs Societies
- ▶ Circulated at top regional and international culinary events

WHO READS IT?

▶ Executive Chefs	23%
▶ Senior & Mid-Level Chefs	36%
▶ Hotel GMs	10%
▶ Restaurant Owners	15%
▶ C-Level Executives	2%
▶ Purchase Managers	7%
▶ Food Industry Leaders	4%
▶ Marketing / PR Managers	1%
▶ Others	2%

REACH BY COUNTRY

▶ United Arab Emirates	71%
▶ Kingdom of Saudi Arabia	18%
▶ Oman	2%
▶ Qatar	4%
▶ Kuwait	1%
▶ Bahrain	2%
▶ United Kingdom	1%
▶ Others	1%

MARKET SEGMENTATION

▶ 5-star Hotels	46%
▶ 3/4-star Hotels	19%
▶ Independent Restaurants (Elite)	18%
▶ Independent Restaurants (Standard)	12%
▶ Food Industry Suppliers	3%
▶ Large & Medium Food Retailers	2%

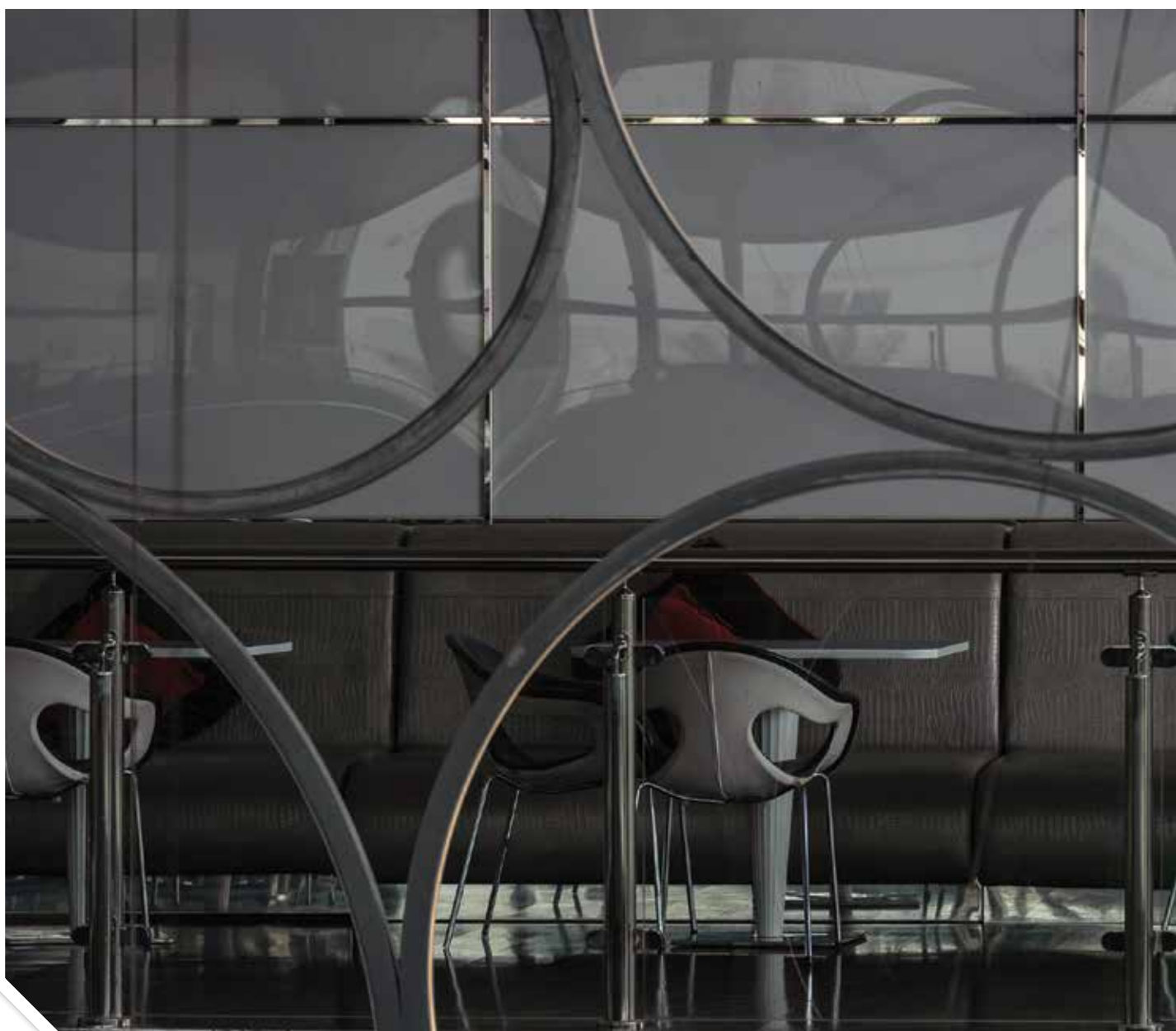


gulf
gourmet



KING OF HEARTS

Chef **Thilina Kasun**'s talents extend well beyond his ability to coax ingredients into doing his bidding. With his friendly smile and genuine humility, the pastry chef from Zero Gravity Dubai charmed his way into the judges' hearts at the Salon Culinaire this year. Meet 2019's Best Cuisiner...



There are some who view their jobs as a task that brings home the bacon. Some others enjoy what they do for a living, as long as it doesn't cut into their personal time. Yet others - like Thilina Kasun - eat, drink and breathe their vocation.

You will often find him in the kitchen beyond work hours, giving an old recipe a fresh identity, exploring social media posts for inspiring ideas, or simply experimenting with a new ingredient. While pastry is his calling, Chef Thilina is passionately curious about what's brewing in the other kitchens. Time ceases to be a concept when a chance to learn presents itself.



I lost my father when I was 16. We were three brothers and we had to make the best use of whatever opportunities came our way

It's hardly surprising then that Chef Thilina won the coveted Best Cuisinier trophy at the Salon Culinaire 2019 held this year at ExpoCulinaire Sharjah,

the new home for the event. Heart-warmingly, surprised he was. "I was so surprised and nervous that my hands were shaking when I made my way to the stage to accept the award. This was the second time I competed in the 'best chef' category and it was going to be the last," he says, seemingly still absorbing the reality of his win.

What makes a person so enthusiastic about cooking? After all, isn't it just about putting something tasty on a plate? "Not for me. This industry has given me everything."

Dig a little deeper and a touching story tumbles out - a difficult childhood,



challenging teenage years and a decade of painstaking skilling. Life in Matara, a Sri Lankan town known for its Dutch architecture and well-preserved fort, was as uneventful as it comes until mid-teens. "I lost my father when I was 16. We were three brothers and we had to make the best use of whatever opportunities came our way." Passing out of the National Apprentice Board in Sri Lanka, Chef Thilina joined Rosen Renaissance at Kataragama as a trainee. Although he started out with stewarding, he did not shy away from helping others in the kitchen when his shifts were over. "In the process, I learnt how to bake cakes, breads, etc. My stewarding days

lasted about six months but I picked up valuable skills."

Attrition, a routine feature of the hospitality industry across the world, threw up opportunities. When some of the chefs left for other jobs, the executive chef there offered Chef Thilina a chance to join the bakery department. "I figured that it was better than scrubbing pots. So I took it. I didn't think about it much back then and I had no major expectations."

But things moved steadily from there on. Mindful of his duties as an older brother, Chef Thilina supplemented his income from his day job with part-time catering

assignments. Over the next three years, he worked at the Saman Villa at Bentota and Mahaweli Reach Hotel in Kandy. "I learnt quite a bit about the hospitality industry in these places. From food quality and hygiene to maintaining the kitchen and managing inventory, there was so much that I picked up."

The call of destiny came sometime around mid-2006. The Liwa hotel in Abu Dhabi had an opening for a demi chef de partie. "I had to earn more money to support my family and this seemed like a great opportunity. So I took it." A little over a year later, he became chef de partie at the Coral Beach Resort in Sharjah. "I was



I was so surprised and nervous that my hands were shaking when I made my way to the stage to accept the award. This was the second time I competed in the 'best chef' category and it was going to be the last

supporting the executive pastry chef in daily operations. There, I got a chance to work on special orders, VVIP events and even outdoor catering."

Three years went by before Chef Thilina considered a shift. Joining the Miramar Al Aqah as the pastry sous chef in the beginning of 2010 opened a new chapter in his professional book. The well-known hotel in Fujairah proved to be quite a ride. "It was the place I learnt to work with different kinds of vegetables and ingredients. A lot of that stuff, I had never seen before. I also participated in culinary competitions for the first time while working there. It was my most productive period."

A couple of years later, Chef Thilina had short stints at Le Meridian airport hotel in Dubai and Brunetti, a pastry shop at Dubai Mall, before joining the pre-opening team of Zero Gravity at Dubai Marina. It's been five years and he seems to have finally found a professional home. "I am extremely comfortable here. We have open-minded managers and colleagues. There are no restrictions on trying new ideas and concepts or on experimenting with exotic ingredients. We do the biggest brunch in Dubai of about 2,000 covers. Life's good."

Culinary competitions take care of any creative gaps everyday work doesn't fill. "In my first competition seven years





April 2019 **Gulf Gourmet**

ago, I won a gold and three silvers. So far, I have won 55 medals, of which nine are gold." For the 'Best Cuisiner' title, Chef Thilina participated in beef and seafood live cooking and five-course meal. He won golds in beef live cooking and the five-course meal and a silver in seafood cooking. "It was exhilarating, yet humbling. So many participants with so much talent."

The Sri Lankan chef's success has inspired other culinarians. Both his brothers followed him into the hospitality profession and are chefs in well-known hotels.

"Thilina's win has also encouraged my other junior chefs. They are now prepping for the Fujairah competition," smiles Dwarika Bhatt, the executive

chef of Zero Gravity. "We have always encouraged our staff to grow in their careers. They have left their families and home to come here for growth. They are educated and passionate. It's our responsibility to give them direction." Chef Dwarika admits that talents like Chef Thilina contribute greatly to their employer's reputation.

On his part, however, Chef Thilina sees it as his duty to do his bosses proud. "Without support and encouragement from your bosses, it just won't be possible," he says.

Support and joy also comes from his family of three. Despite the time pressures, Chef Thilina tries to spend quality moments with his homemaker wife and their child.

Overall, the 33-year-old chef is satisfied with how his career has shaped up. A firm believer in paying it forward, he hopes to train young chefs in achieving competition success. "There are no major secrets here, to be honest. Just believe in yourself, taste and improvise on your own dishes and use your own judgment. Social media is a powerful tool for gleaning ideas but don't forget to add your own essence and personality to every dish. Slow and steady does indeed win the race."

For our own sake, we hope Chef Thilina keeps moving his finishing line.



Chef Dwarika Bhatt, Executive Chef at Zero Gravity, believes promoting young talent contributes to employer reputation.



In my first competition seven years ago, I won a gold and three silvers. So far, I have won 55 medals, of which nine are gold

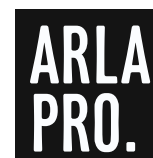
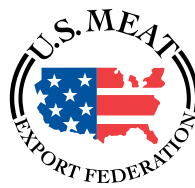




For making Salon Culinaire 2019 a success

IFFCO  **إفكو**





April 2019 **Gulf Gourmet**

SALON CULINAIRE @ 26

After 25 years, the mega successful Salon Culinaire organised by the Emirates Culinary Guild was relocated to the brand-new Expo Culinaire Sharjah. The turnout at the new home was nothing short of spectacular.

With over 900 entries from chefs for the competition, the move was clearly worth it. Given the added space, new features were added to the already huge event. Our Photo Editor Amaresh Bhaskaran spent a few days at the event to capture it in all its glory. Here are the winners and other images from Salon Culinaire 2019





WINNERS

DESCRIPTION	HOTEL NAME	NAME
Best in Hygiene - Ecolab Food Safety for Emirati Cuisine	Burj Al Arab Jumeirah	Ruqeya Ahmad
Best in Hygiene -Ecolab Food Safety for fish/ Seafood	Coral Deira Hotel Dubai	Birendra Deuba
Best in Hygiene - Ecolab Food Safety for Beef Class	Korea Cooking Art Academy	Jo Ingeun
Best in Hygiene - Ecolab Food Safety for chicken class	C&I Madinat Jumeirah	Somaly Hout
Best in Hygiene - Boecker Food Safety for Arabic Mezzeh	JW Marquis Hotel Dubai	Ahmed Aly
Best in Hygiene - Boecker Food Safety for Dressed Lamb	Burj Al Arab Jumeirah	Solayman Solayman
HUG Savoury Creations - From Aramtec Mr Riyadh Hassan	Le Meridien Al Aqah Beach Resort Fuj	S.H. Danajaya Rukmal
HUG Sweet Creations From Aramtec - Mr Riyadh Hassan	Roda Al Bustan Hotel	Muhammad Imran
Arabic Mezzeh by IFFCO		
1st	Bahi Ajman Palace	Sajan Bista
2nd	Burj Al Arab Jumeirah	Nicola Hanna
3rd	Miramar Al Aqah Beach Resort Fuj	Salama Abdel Hamid
4th	The Cove Rotana Resort Rak	Umair Shajid
5th	Sharjah Ladies Club	Rodney Lorenzo Ramos
Winner - Best Effort by an Individual Establishment Emirates Salon Culinaire Dubai 2019	Dubai World Trade Center	
Winner - Best Effort by a Corporation Emirates Salon Culinaire Dubai 2019	Jumeirah Group	
Winner - Best Pastry Chef Emirates Salon Culinaire Dubai 2019	Le Meridien Dubai Hotel & Conference Center	Dilip Kumara
Winner - Best Kitchen Artist Emirates Salon Culinaire Dubai 2019	Burj Al Arab Jumeirah	Rohitha Kumara Kasthuriarachchi
1st Runner - up - Young Chef of the Year Emirates Salon Culinaire Dubai 2019	Towers Rotana Hotel Dubai	Yaser Ilbira
Winner - The Middle East Young Chef of the Year Emirates Salon Culinaire Dubai 2019	Al Qasr Madinat Jumeirah	Kanishka Gamage
2nd Runner - up - Best Cuisinier Emirates Salon Culinaire Dubai 2019	Intercontinental Hotel DFC	Charith Madawa
1st Runner - up - Best Cuisinier Emirates Salon Culinaire Dubai 2019	Armani Hotel Dubai	Eranda Niroshan
Winner - Best Cuisinier Emirates Salon Culinaire Dubai 2019	Zero Gravity	Thilina Kasun



BEST IN CLASS 2019

Sr No	Class Description	Sponsor	Hotel Name	Competitor Name
1	Cake Decoration Practical Mr Sagar Surti	Masterbaker	Le Meridien Dubai Hotel & Conference Center	Dilip Kumara
2	Wedding Cake Three-Tier	IFFCO	Mister Baker LLC	Lakmal Dinsuha Amadorou
3	Four Plates of Dessert	Nestle	Grand Hyatt Dubai	WA Kusal Maduranga
4	Pastry Showpiece		Sharjah Ladies Club	Shajahan Mampally
5	Bread Showpiece Mr Sagar Surti	Masterbaker	Sheraton Jumeirah Beach Resort	Mahmoud Elsayed Abdelkader
6	Petites Fours, Pralines Mr Sagar Surti	Masterbaker	Bahi Ajman Palace	Gurumoorthy Kumar
7	Chocolate Carving Showpiece		Le Meridien Dubai Hotel & Conference Center	Dilip Kumara
8	Fruit & Vegetable Carving Showpiece		DWTC	Rovart Cagayat
9	Open Showpiece		DWTC	Jayson Cueto
10	Five-Course Gourmet Dinner Menu	USMEF	Burj Al Arab Jumeirah	Rohitha Kumara Kasthuriarachchi
11	Four-Course Vegetarian Menu		Armani Hotel Dubai	Eranda Niroshan
12	Tapas, Finger Food & Canapes		The Ritz Carlton AD	Karan Bhambure
13	Blank		Tabakov Catering	Dmitrii Tabakov
14	An Arabian Feast	USAPEEC		
			Jood Palace Hotel Dubai	Faraj Salah
			Jood Palace Hotel Dubai	Ibrahim Antar
			Jood Palace Hotel Dubai	Mario Magdy
15	Individual Ice Carving		Burj Al Arab Jumeirah	Rohitha Kumara Kasthuriarachchi
16	Ice Carving Team Event		DWTC	Jayson Cueto
16	Ice Carving Team Event		DWTC	Leonardo Sasa
17	Practical Fruit & Vegetable Carving	Barakat	DWTC	Rovart Cagayat
18	Dressed Lamb - Practical Butchery		Jumeirah Beach Hotel	Mcjanry Balen
19	Arabic Mezzeh - Practical Cookery	IFFCO	Sharjah Ladies Club	Rodney Lorenzo Ramos
20	Fish & Seafood - Practical Cookery	Mitras	Tabakov Catering	Dmitrii Tabakov
21	Beef - Practical Cookery	USMEF	Hanjowon	Park Jungwoo
22	Emirati Cuisine - Practical Cookery		Al Jawaher Reception & Convention Center	Ashraf Edakkadan
25	Dressed Chicken & Dressed Fish		Al Qasr Madinat Jumeirah	Kanishka Gamage
26	Egg Cookery - Practical Cookery		Korea Cooking Art Academy	Jo Ingeun
27	Chicken - Practical Cookery	USAPEEC	Media One Hotel	Othmane Ait El Houceine
28	Fried Rice - Practical Cookery		Jood Palace Hotel Dubai	Virnee B. Espiritu
29	Sandwich Practical	UNILEVER	Radisson Blu Hotel DDC	Mohamed Infaz Mohamed Tharseen

April 2019 **Gulf Gourmet**

April 2019 **Gulf Gourmet**



April 2019 **Gulf Gourmet**

April 2019 **Gulf Gourmet**



April 2019 **Gulf Gourmet**



April 2019 **Gulf Gourmet**



April 2019 **Gulf Gourmet**





April 2019 **Gulf Gourmet**



April 2019 **Gulf Gourmet**

newmembers



Ayman Akram Arnous, General Sales Manager |
SDL, Almarai Emirates Company L.L.C. receiving
Emirates Culinary Guild Membership certificate
from ECG President Chef Uwe Micheel

Almarai Company, the world's largest vertically integrated dairy company and the region's largest food & beverage manufacturing and distribution company, has recently introduced Almarai Pro, a brand and a platform to serve the growing Foodservice industry in the GCC.

Almarai Pro aims to provide services for an array of businesses including Restaurants, Cafés, Hotels, Quick Service Restaurants, Fast Food Outlets, Bakeries, Commercial



& Institutional caterers and to manufacturing business.

With Almarai Pro, foodservice establishments can now enjoy the largest range of quality Almarai products suitable to their needs through dedicated sales teams

across GCC. It offers a diversified portfolio which includes dairy, cheese, fats, juices, bakery and poultry under Almarai, L'usine, 7 DAYS and ALYOUM brands; already loved & trusted by millions of consumers across GCC.

Headquartered in the Kingdom of Saudi Arabia, Almarai Company is ranked as the number one FMCG Brand in the MENA region and is market leader in all its categories across the GCC.



Diarmaid Greene (Export Manager, Blenders) Qasim Ali (Sales Executive, Admirals Trading) Nick Foley (Development Chef, Blenders) David Chandler (Sales Director, Blenders) receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

Blenders is an Irish family business founded in 1989 by two brothers. We have grown year on year to become the largest Irish producer in the wet & dry sauce category. We are committed to best in class service levels and have top quality teams in our technical, new product development and sales departments.

Our products are now available in Ireland, UK & we are growing our reach throughout the GCC including the UAE, Bahrain and KSA.

We produce for Foodservice and Private Label Retail markets in Ireland and the UK while our focus has been on the Foodservice market solely to date in the GCC.



We have the ability to manufacture customer specific sauces and Blenders branded range products.

Blenders have recently moved to a new state of the art manufacturing site (Oct 18) in Dublin, Ireland which will see us have the capability to triple production capacity in the near future.

The Blenders manufacturing plant in Dublin is committed to innovation, consistent quality and safety. The plant

is certified with BRC accreditation. Our products are produced on industry leading equipment that delivers an exceptionally smooth, luxury texture to our sauces.

Best known for Blenders high quality mayonnaise, the company now also produces a wide range of sauces designed for the foodservice industry. Our mayonnaise and flavoured mayonnaises are all produced with Rapeseed Oil, which has the lowest saturated fat of any popular culinary oil and is rich in Vitamin E, Omega 3, 6&9 while our flavoured products are loaded with herbs and spices to offer unrivalled quality and consistency for your kitchen.

Blenders hope that you try our range, enjoy them and that they work for your kitchen.



Ziad Frangieh, Anchor Foodservice Manager - UAE receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

At **Anchor Food Professionals**, we are dedicated to providing our customers with premium products and business expertise, to help give them an edge in the high competitive foodservice industry. Anchor Food Professionals is one of the world's leading dairy foodservice companies, part of the New Zealand based Fonterra Co-operative – the world's largest exporter of dairy products.

Our philosophy is simple: we identify our customers' needs and then provide the partnership and support needed to fulfil them. This approach is what pushes us above and beyond the role of supplier and turns us into a real partner instead.

Our deep understanding of the categories we operate in has helped us build a portfolio of high-quality products that help



our customers' stand out from the rest.

Our products have been specifically engineered to rise to the unique demands of the foodservice kitchen



environment and are used and trusted in foodservice kitchens all over the world.

The Anchor Food Professionals team have a deep understanding of the business of food. Highly trained and experienced chefs are based in all our major markets, hard at work in research and development facilities and specialist Anchor Food Professionals kitchens. They are always refining and improving our products, working on menu and display ideas and helping train our wider team.

Anchor Food Professionals is a market-leading supplier of dairy products and solutions to about 3,500 food and beverage establishments including quick service restaurants, bakeries, catering businesses, and hotels in the Middle East. It has offices and distributors in the UAE, Oman, KSA, Bahrain, Kuwait, Qatar and Lebanon.



Krishna Kumar. S, Regional Sales Manager – Food Service
KRBL DMCC receiving Emirates Culinary Guild Membership
certificate from ECG President Chef Uwe Micheel

KRBL is world's largest rice millers and Basmati exporter in the world, With a 120 year heritage existence since 1889. KRBL has its wings spread across the globe and has won the hearts of consumers and are the first choice in Basmati category across the regions like Asia, Middle East, Europe, USA, Canada and Africa.

KRBL Ltd. is India's first integrated

rice company and proud about achievements and winning numerous awards and committed towards research & development, seed development, farmers development, procurement, ageing & storage, milling and quality control to make sure the satisfaction to both buyers and the eventual consumers. Today our flagship brand India Gate is recognized by Chefs across the world as most preferred brand .





Maikel Cooke, Sales Manager and Rajan J.S., Manager Director, JM Foods LLC receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

JM Foods llc is the ultimate source for all your food and beverage requirements. A private owned company, established in 1996 that relocated to new premises in Dubai Investment Park 2. JM Foods boasts an extensive variety of the finest produce sourced from leading suppliers across the globe. We are passionate in everything we do and take pride in our commitment to our ethos- Quality promised quality delivered.

JM Foods llc fully operational warehouse comprising of a 20,000 square feet temperature controlled ambient storage area and chiller and freezer storage of over 350 metric tons. JM Foods also offer training facilities to our customers inside our very own product development kitchen located inside our premises for menu ideas,



butchery trainings and even up selling techniques for the Chefs and F&B professionals handling our products.

Our team is constantly developing new ways to service our customers better, we believe in working with our customer and understanding their needs and we have the correct team in place to offer full support from finding the correct product to the end product served to the consumer.

JM Foods is very happy to announce in 2016 the opening of its very own state of the art meat processing plant JMM Meats which boasts an 8,000 square foot production area and chiller and freezer storage of 70 metric ton for finished product. This addition to our services will enable us to offer pre-portioned meats and poultry offering a wide range of products to our customer's specification for Horeca and Retail.

In addition to this we have also opened separate offices for export and can now service Muscat, Qatar, Oman, Bahrain, Kuwait, Seychelles and Maldives with our extensive product range. We have strategically put the correct systems and operations in place to become one of the top food distribution companies as we move closer to Dubai Expo 2020.



Stephan Köhn, Palux Sales Manager stationed in Dubai receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Mischeel

PALUX AG, was founded more than 85 years ago as a family-owned business. Today it is one of the leading manufacturers of professional kitchen technology 'made in Germany'. The PALUX headquarter is located at Bad Mergentheim in Baden-Württemberg. About 300 employees develop, produce and sell tailor-made and user-friendly products starting with Combi-Steamers to Ranges and Complete Kitchens.

The name PALUX stands for user oriented product ideas, kitchen concepts which are safe for future investments and quality "made in Germany". The customer's needs are always the main focus – PALUX develops, together with the client, individual kitchen solutions and holistic concepts. Worldwide, the company realizes, together with its

PALUX

Die große Freiheit

local partners, industrial kitchen equipment for all demands within the gastronomy, hotelier and community catering branches. While producing, the technical kitchen specialists keep highest quality standards and produce secure, as well as stable devices. PALUX stands for cooperative partnership, fairness and respect and transfers this concept to its customers and employees. At the same time, the company acts sustainable and environment-friendly. It uses sustainable resources, produces intrinsically valuable and develops efficient, energy-saving products.

PALUX – die große Freiheit

The latest marketing approach „PALUX – die große Freiheit“ (The Big Freedom) emphasizes the wide-ranged solution competence for smart kitchen solutions. PALUX is the only producer of professional industrial kitchens that offers more than only the project planning and the realization. The full-range supplier provides it "all in one" to its customer: from the requirement analysis to the conception and production, as well as the installation and the introduction into the new working processes, and the after-sales service.

Furthermore, the strategic orientation implements i.e. the time-shifted production which offers more space, more freedom and more passion for chefs and their skills.

April 2019 **Gulf Gourmet**

ECG Corporate Member directory

4 Corners

Nathalie Hall / Mike Walden
Marketing Manager / Commercial Director
Mobile: +971 48847248, Phone: +971 526475455
Email: nathalie.hall@4cornersuae.com
www.4cornersuae.com

Abu Dhabi Farmers' Services Centre

Martin Aguirre, Commercial & Operations Director
P.O. Box 62532, Abu Dhabi, UAE
Direct Line: +971 2 813 8400.
Phone: +971 2 813 8888, Fax: +971 2 813 9999
Mobile: +971 56 685 4836

Advanced Baking Concept LLC (Probake)

Syed Masood, Mobile: +971 55 220 1475
Email: masood@abcbaking.com
Anna Petrova, Mob 050 9121337,
anna@abcbaking.com
Vivek Jham, Mob: 055 4498282,
vivek@abcbaking.com

Agthia Consumer Business Division

Dinusha Gamage, Brand Manager - Food category
Consumer Business Division
Agthia Group PJSC, P.O. Box 37725, Abu Dhabi.
Mail: dinusha.gamage@agthia.com
www.agthia.com

Al Halal Meat Factory LLC

Sheikh Yasir, Operations Head
Mob: +971 55 8893131, Off: +971 6 5584474
Email: yasir@yesmeat.ae, www.yesmeat.ae

Al Maya Hospitality

Mohamad Hajj Ali, Sales Manager
Mob: +971 50 1550998, Off: +971 4 3473500
Email: mohamadh@almaya.ae, www.almaya.ae

Almarai Company

Ayman Arnous, General Sales Manager
Mob: +971 50 159 2594, Tel: +971 4 4269600
ayman.arnous@almarai.com, www.almarai.com

Al Safi-Danone

Mohamed Yussr Essawi, Lower GCC and Levant Com-
mercial Manager, Tel: 04 3406 895
mohamedyussr.essawi@alsafidanone.com,
www.alsafidanone.com

Al Seer

Himanshu Chotalia, Tel: 04 3725425/432, Mobile:
050 3561777, himanshu.chotalia@alseer.com

American Garden

Manika Saxena, Food Service Manager
Mob: +971 56 6441578, +971 55 6008704
Email: manika@globalxport.com
web: www.americangarden.us

Anchor Food Professionals

Rami Doumani, Channel Development Manager
Tel: +971 4 338 8549, Mob: +971 52 737 7266
Email: rami.doumani@fondera.com
web: www.anchorfoodprofessionals.com/me

Arab Marketing and Finance, Inc. (AMFI)

Simon Bakht
Tel: +961-1-740378 / 741223 / 751262
Email: SBakht@amfi.com

Arabian American Technology (ARAMTEC)

Syed Iqbal Afaq, General Manager,
Tel: +971 4 380 8444, Mobile: +971 50 624961,
Email: syedibqbal@aramtec.com
Web: www.aramtec.com

Arla Foods

Samer Abou Daher, Business Unit Manager,
Tel: +971 6 534 6767, Mobile: +971 50 624 9761,
Email: samer.abou.daher@arlafoods.com
Web: www.ArlaPro.com, www.arlafoods.com

Bakemart International

K.Narayanan, Manager - Operations
Mob : +971 505521849, Phone : +971 4 2675406
bakemart@eim.ae, knarayanan@bakemart.ae

Barakat Quality Plus

Jeyaraman Subramanian
Tel: 009714 8802121, Email: jr@barakat.com
Mike Wunsch
Tel: 009714 8802121, mikwuuae@emirates.net.ae

BAYARA - Gyma Food Industries LLC

Haroon Moeen, Division Manager - Foodservice
Mobile: +971 50 6586546, Tel: +971 4 8867478
Email: haroonm@bayara.ae, www.bayara.ae

Baqer Mohebi

Radwan Mousselli, Sales Manager
Mobile No: 0558001551, office No: 043237272
mazen.marakebji@baqermohebi.com
www.baqermohebi.com

Benchmark Foods Trading LLC

Nicholas Campos, Director Business Development
Mobile No: 056 9955814, office No: 04 2573838
nicholas@benchmarkfoods.ae
www.benchmarkfoods.ae

Blenders

Diarmaid Greene, Export Manager
Mobile No: +971 52 956 9451
diarmaid.greene@ucdconnect.ie, www.blenders.ie

Casinetto Trading LLC

Giacomo Bernardelli, Managing Director
Tel: +971 4 3419230, Mob: +971 50 4537712
giacomo.bernardelli@casinetto.com

Ceylon Tea Services Pvt. Ltd

Suren Atukorale, Food Service Manager
Tel: 114822000, 114822342
suren.atukorale@dilmahtea.com
www.dilmahtea.com

Chef Middle East LLC

Joanie Dall'anese, Marketing Manager
Tel: +971 4 8159880, Mob: +971 55 9949297
Email: joanie@chefmiddleeast.com
Web: www.chefmiddleeast.com

Corona

Ana Sorina Suliman, Export Manager
Tel: 40373784343, sales@coronaitalia.it
Web: www.coronaitalia.it

Del Monte Foods (U.A.E) FZE

Adel Shabane, Business Development Manager
Tel: (+971) 4 3333801, Mob: +971 56 8286967
mail: ashaban@FreshDelmonte.com
web: www.delmontearabia.com

Dilmah Tea

Vivette, Mob +971 508181164,
viv@proactiveuae.com, Marketing@dilmahtea.com

dmg events

Hassan
Tel: +971 4 4380355, Mob: +971 56 8360993
aysehassan@dmgeventsme.com,
www.thehotelshow.com

Ecolab Gulf FZE

Andrew Ashnell, Mobile: 050 5543049,
Office: 04 88736 44,
andrew.ashnell@ecolab-gulf.ae

Elfab Co LLC

Allwyn Rodrigues, Manager - Beef and Veal
Tel.: +971 4 8857575, Email: allwyn@elfab.ae,
web: www.elfabco.com

Emirates Snack Foods

Olga Noskova & Rodica Olaru, Sales Managers
-Horeca Division, Tel: +971 4 285 5645
Mob: +971 55 147 74550, Email: olga@esf-uae.com,
rodica@esf-uae.com, Web: www.esf-uae.com

Faisal Al Nusif Trading Co. L.L.C

Thomas Das, Managing Director
Tel: 04 3391149, Email: thomasdas@fantco.net,
Web: www.fantco.net

Fanar Al Khaleej Tr

Nazarii Zubovych, Sales Manager,
Mob: +971 55 894 01 69, nzubovych@fanargroup.ae
Martin Wathew, Sales manager,
Mob: +971 50 263 83 15, mmathew@fanargroup.ae
Braju, Food Technologist, Mob: +971 55 467 87 42,
Email: braju@fanargroup.ae,
Web: www.fanargroup.ae

Farm Fresh

Feeroz Hasan, Business Development Manager
Al Quoz, P.O. Box 118351, Dubai, UAE
Office No: +971 4 3397279 Ext: 253
Fax: +971 4 3397262, Mob: +971 56 1750883

Fonterra Brands (Middle East) LLC

Hany El Saigh, Food Service Manager - Lower Gulf
Tel: +971 4 3388549 EXT. 225 (Direct)
Mob: +971 50 650176
hany.el-saigh@fonterra.com, www.fonterra.com

Food Freshly AFC GmbH

Sukhdev Singh, CEO, Tel: +49520691525,
+491608024720, info@food-freshly.de

Food Source International

Angus Winterflood, General Manager
Tel: +971 4 2998829, sales@foodsource.ae,
www.foodsource.ae

FSL Food FZE (Dubai Branch)

Syed Najam Kazim, General Manager
Tel: 04-8131500, 04- 8131504,
najam@fslfoods.com, www.fslfoods.com

Golden Star International

Emie Dimmeler
Mob: +971 50 3797164, Office: +971 04 3402492
Email: emie@goldenstarinternational.com

Greenhouse

Soula Baroudi, Regional Marketing Manager
Mob: +971 55 5633397, Tel: +971 4 8170000
soula.baroudi@greenhouseuae.com
www.greenhouseuae.com

Gourmet Classic

Marc El Feghali, Sales & Brand Manager - Chefs
Equipment, Tel: +971 6 5332218,
Website: www.greenhouseuae.com

HAMID AND KUMAR ENTERPRISES LLC

Sunil Ahluwalia, General Manager,
Tel: +971 4 3474712, +971 4 3474571
Mail: dry@hkfoodgroup.com, www.hkfoodgroup.com

Hi Foods General Trading L.L.C

Ismail Dalli, Deputy General Manager,
Tel: +971 4 8829660, Mob: +971 55 2445368
Mail: ismail@hifoods-uae.com,
Web: www.hifoods-uae.com

Horeca Trade

Wael Al Jamil, General Manager UAE and Oman
Head office: T: +971 4 338 8772, F: +971 4 338 8767
Dubai Distribution Centre:
T: +971 4 340 3330 F: +971 4 340 3222
Abu Dhabi Distribution Centre:
T: +971 2 554 4882, F: +971 2 554 4889
Email: marketing@horecatrade.ae
Website: www.horecatrade.ae

HUG AG

Riyadh Hessian, 6102 Malters / Switzerland,
food-service@hug-luzern.ch, www.hug-luzern.ch,
www.facebook.com/hugfoodservice
Distribution UAE and Oman: Aramtec, PO Box 6936,
Al Quoz Industrial Area No. 1, Near Khaleej Times
Office, Mob +971 507648434, www.aramtec.com

IFFCO

Stuart Murray, General Manager,
Food Service S&D, Tel. : + 971 6 5029000 (B), Mob:
+97150 862 4097, Fax: +971 6 5546950,
sjmurray@iffco.com, Web: www.iffco.com

IRINOX SPA

Fadi Achour, Country Manager Middle East
Telephone - direct: 3904385844,
Mobile: 971553010312, Email: irinox@irinox.com,
Web: www.irinoxprofessional.com

ITALIAN FOOD MASTERS

Corrado Chiarentin, General Manager
Tel: +971 4 882 9791, gm@italianfoodmasters.com
www.italianfoodmasters.com

JM FOODS LLC

Rajan J.S. / Maikel Cooke / Grace Renomeron
Management, Mob: +971 50 551 6564,
Tel: +971 4 883823, Email: sales@jmfoodgulf.com,
Web: www.jmfoodgulf.com

Johnson Diversey Gulf

Marc Robitzkat
Mobile No: 050 459 4031, Office No: 04 8819470
marc.robitzkat@johnsondiversey.com

KRBL DMCC

Krishnakumar Sukumar,
Regional Food Service Manager
Mob: +971 50 953 9344, Tel: +971 4 445 03681
rsmfoodservice@krblmcc.com, www.krblrice.com

Koppert Cress

Paul Da-Costa-Greaves, GCC Counties, Middle East
and United Kingdom
Mobile No: 447956976413, Tel direct: 31174242819
paul@koppertcress.com, www.koppertcress.com

La Marquise International

Olga Mirtova, Marketing Manager
Tel: +971 4 3433478, olga@lamarquise.ae,
www.lamarquise.ae

La Patisserie LLC

AKil Yassine, BDM
Tel: +971 4 3407021, Mob: +971 50 3034038
akil@la-patisserie.com, www.la-patisserie.com

Lowe Refrigeration LLC

Mark Wood, General Manager
Tel: +971 4 8829440, Mob: +971 52 8693695
mark.wood@lowerental.com, www.lowerental.com

Masterbaker

Sagar Surti, General Manager – Operations
Mob: 00971 50 5548389, Phone:- 04 3477086
Email :- sagars@uae.switzgroup.com

Meat Livestock Australia (MLA)

Nick Meara, International Business Manager,
Tel: +971 4 433 1355, nmeara@mla.com.au
www.mla.com.au

MEH GCC FCZO

Soheil Majd, Tel: 00971 4 8876626, 04 8876636
s.majd@mehgcc.ae, www.mehgcc.ae

MEIKO Middle East FZE

Tim Walsh, Managing Director
Tel: +97143415172, Mob: +971509895047
Email: wat@meiko.de, Website: www.meiko.ae

MHP Food Trading LLC

Eugene Levterov, Sales Director
Tel: +971 4 5570622, Mob: +971 52 8754823
Email: e.levterov@mhpmet.com, www.qualiko.ae

Mitras International Trading LLC

Arun Krishnan K S, Business Head
Mobile: 971-55-1089676, Office: 971-4-3623157,
Email: info@mitrasglobal.net
Web: www.magentafoods.com

MKN Maschinenfabrik Kurt Neubauer GmbH & Co

Elias Rached, Regional Director
Sales Middle East & Africa
Tel: +971 4 358 4000, Mob: +971 50 558 7477
rac@mkn-middle-east.com, Web: www.mkn.eu

Modern General Trading LLC

Khalidoun Alnouisser, Senior Sales Manager
Tel: +971 4 3059999, +971 50 4812067,
email: khalidoun@mgtuae.com, www.mgtuae.com

Muddle ME

Mr.Craig Burns, Director, Tel: +971 4 517 8111,
Mob: +971 50 2281207, info@muddle-me.com,
www.muddle-me.com

Nestlé Professional Middle East

Anuj Singh, General Operations Manager
Nestlé Professional UAE & Oman
T +971 44 088 100, Direct +97 144 088 101
Email: anuj.singh@ae.nestle.com

NRTC Dubai International Vegetable & Fruits Trading LLC

Mr. Joseph Ghosn, Chief Operating Officer
T +971 4 320 889, Email: coo@nrtcgroupp.com
Web: www.nrtcgroupp.com / www.nrtcfresh.com

One Foods

Ayman Akram Arnous, Food Service Manager
Mobile: +971 50 1592594
Email: ayman.arnous@brf-me.com

Palux AG

Stephan Köhn, Sales Manager
Tel: +971 4 979 31550, Mob: +971 50 997 1026
stephan.koehn@web.de, www.palux.de

Pascal Clair Sweets Café & Bakery LLC

Pascal Clair, Chef & Partner
Tel: +971 4 813 5898, Mob: +971 55 576 2441
pascal@pascalclair.com, www.pascalclair.net

Pear Bureau Northwest

Bassam Bousaleh, (TEL) 961.1.740378, (FAX)
961.1.740393, Mobile: 050.358.9197,
AMFI, Beirut Lebanon, BassamB@amfime.com

Prokids Trading F.Z.C - Flavoi

Denys Baranavych, Mob: 971 58 9703597
Email: denys.b@flavoi.com, www.higholeic.ae

Promar Trading L.L.C.

Pierre Accad, Sales & Marketing Director,
Tel: 97142859686, Mob: 971504824369.
Email: pierre@promartrading.com
www.promartrading.com

RAK Porcelain

Raphael Saxod, Managing Director,
Tel: 97172434960, 97143285951
Email: restofair@rakporcelain.com
Web: www.rakrestofair.ae

RATIONAL Kitchen & Catering Equipment Trading FZCO

Simon Parke-Davis, Managing Director,
Tel: +971 4 3386615, Mob: +971 50 5576553
Email: s.parkedavis@rational-online.com,
Web: www.rational-online.com

Restofair RAK

Raphael Saxod, Managing Director
Tel: +971 7 2434960, Email: rsaxod@ecf.fr
Web: www.restofair.ae

ROBOT COUPE

Aditya Kanumuri, Area Manager-UAE
Tel: +971 50 2044920, kanumuri@robot-coupe.com
Web: www.robot-coupe.com

SADIA

Mr Patricio Email: patricio@sadia.ae
Daniele Machado, Email: Daniele.Machado@sadia.com.br

Safco International Gen. Trdg Co. Llc

Ajit Singh Sawhney, Chief Executive Officer,
Tel: +971 4 8702000
Email: ajit@safcointl.com, www.safcointl.com

SHOPPEX TRADING EST

Charbel Khalil, Marketing & Sales Manager
Tel: +971 6 5340841, Mob: +971 56 6066967
www.shoppex@eim.ae

SIOM ORFEVRES

Paolo Preti, Regional Director Of Sales
Antoine Baroud, Managing Director
Mob: +971 56 7623162 Direct: +971 4 3380931
Email: paolo.preti@siom.com.lb,
antoine.baroud@siom.com.lb
Web: www.siomorfevres.com

Sparrow International

Fadi Hijazi, Sales Manager
Tel: +971 4 3404795, Mob: +971 50 7346161
info@sparrow-international.com
www.sparrow-international.com

Tegel

Jake Downes, Brand Ambassador
Mob: +971 55 631 410, email: jake@tegelme.com
Web: www.tegel.co.nz

TECHNICAL SUPPLIES & SERVICES CO. LLC (TSSC Dubai)

Eden Nebreja, Marketing Manager
Tel: +971 4 3431100, Mob: +971 56 2123282
email: eden@tssc.ae, Web: www.tsscudubai.com

Transmed Overseas

Rana Malki
Mob: +971 50 5592771, rana.almalki@transmed.com
Web: www.transmed.com/foodservice

Truebell Marketing & Trading

Bhushant J. Ghandi
Mobile: +971 50 6460532, Email: fsd@truebell.org

Unilever Food Solutions

Bilal Baig, Head Of Marketing MEPS
Mob: +971 56 6821213, bilal.baig@unilever.com
Web: www.ufs.com, Unilever Gulf FZE,
P.O Box 17055, Jebel Ali, Dubai, UAE

United Foods Company

Mr Rudyard Torres Nano, Marketing Manager
Mob: +971 4 338 2688, rtorres@unitedfoods.ae
Web: www.unitedfoods.ae

US Dairy

Nina Bakht El Halal, Mobile: 050.358.9197,
Beirut: 961-740378, email: halal@cyberia.net.lb

US Meat Export Federation

Bassam Bousaleh, Tel: +961-1-74038 / 741223
Fax: +961-1-740393, Mobile: 050.358.9197
AMFI, Beirut Lebanon, BassamB@amfime.com

USAPEEC (USA Poultry & Egg Export Council)

Jean Murphy,
(TEL) +1-770-413-0006, +1-770-413-0007
Email: usapec@usapec.org,
Web: www.usapec.org

US Poultry

Berta Bedrossian
(TEL) 961.1.740378, (FAX) 961.1.740393
Mobile: 050.358.9197, BettyB@amfime.com

Vitamax Trading LLC

Vitaly Seyba, General Manager
Mobile: +971 50 7013054, +971 50 5004375
email: info@vitamax.com, Web: www.vitamax.com

Vito Kitchen and Restaurant Equipment Trading U.A.E.

Sascha Geib
Sheikh Khalifa Bin Zayed Street, P.O.Box 2257 Aj-
man, M:+971509664620
Mail: uae@systemfiltration.com

Welbilt

Rakesh Tiwari,
Mobile: +971.56.406.1628
Email: rakesh.tiwari@welbilt.com

Winterhalter Middle East BFC

Sean Moore, Managing Director
Mob: +971 56 6103900, + 971526226877
Email: sean.moore@winterhalter.ae
Web:www.winterhalter.biz

Winterhalter ME

Saju Abraham, Sales Manager
Mobile: +971 505215702
Email: sabraham@winterhalter.ae



Is your message loud and clear?

Content-Farm.com is an international network of business and lifestyle journalists, copywriters, graphic designers, web developers and communication specialists that have come together to create an ecosystem for content marketing. Our role is to understand your target audience, get the message right and to deliver your message in a format that is cost-effective, has maximum impact and increases the return on your marketing dollars. We have:

- **Wordsmiths** to fine-tune your message to suit your audience profile.
- **Designers** to package your message for web, print or social media.
- **Editorial** teams to publish newsletters, brochures, magazines and books.
- **Digital** experts to build websites or to manage your email and social media communication.

To know more contact info@content-farm.com or call [+971-55-7174842](tel:+971-55-7174842).



write. edit. convey.
PRINT & DIGITAL PUBLISHING



Application Membership

Date of Application:

Family Name: (Mr./Ms./Mrs.)		
First Name/s:		
Nationality:	Civil Status:	Date of Birth: dd/mm/yy
Name of Employer:	Address in Home Country:	
Work Address:	Tel:	
Web Address:	Email:	
Telephone Office:	Professional Title:	
Fax Office:	Type of Membership Required: (Please tick one)	
Tel. Home:	Corporate <input type="checkbox"/>	Senior Renewal <input type="checkbox"/>
Fax Home:	Senior <input type="checkbox"/>	Junior <input type="checkbox"/>
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:

Young Member: 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).

Dhs.350/=joining. Includes certificate; member-pin, member medal and ECG ceremonial collar. Dhs.

150/=per year thereafter.

Affiliate Member: Dhs.350.00 for the first year. Dhs.300 per year thereafter.

Corporate Member Dhs. 20,000 per year

CHEFS BEWARE

AI IS COMING FOR YOUR JOBS

"Success in creating AI would be the biggest event in human history. Unfortunately, it might also be the last, unless we learn how to avoid the risks." — **Stephen Hawking**

I knew in my early 20s that my father-in-law was wiser than his peers. He was not tech savvy, and back in the day we were still getting used to the idea of computers. Fax and pagers were the in things at the time. This is a period where email, internet and online chat were yet to gain popularity while smartphones as we know them now were nowhere to be seen.

My father-in-law loved to adopt new tech to the best of his abilities as he viewed technological advancement as an opportunity and never a disruption.

You may have heard about how technology is disrupting the traditional way of doing things. The word "disruption" is now turning into a common phrase in business. And I for

MORE THAN A CHEF

**ROHIT
BASSI**



one am not impressed.

Having seen from close quarters how my father-in-law made technology a way of life, I feel going forward too we need to embrace the change coming our way in a positive manner.

Digital disruption is a misguided way of looking at things. Unlike compassion, the idea of disruption consumes you. When you don't look at change from a compassionate perspective, what you end up seeing is disruption or failure — the one thing nobody one wants to be.

So, what happens when you are compassionate? Well for starters, a compassionate leader takes us from disruption to transformation. Without self-compassion and compassion for others, we will always see failure as a great disruption to our life.

In the caring and encouraging words of the great philosopher Lao Tzu: "Life is a series of natural and spontaneous

changes. Never resist them; that only creates sorrow. Let reality be reality. Let things flow naturally forward in whatever way they like."

That said, we are yet to understand the full impact of robots and artificial intelligence in the future.

Imagine, if robots can perform surgeries in hospitals then chefs, kitchen operations and the food and beverage industry as a whole is bound to be impacted in a big way.

What you need is executive presence to overcome the fear of job loss. Executive presence not a mysterious superpower graced upon a few chosen ones. Everyone needs it, not just leaders. And that requires emotional intelligence.

No matter how smart or clever or intelligent one is, Artificial Intelligence (AI) will be smarter and faster. It is perhaps your emotional quotient or EQ that will help you stay relevant.

Rohit Bassi is the founder of In Learning and works across industries to help employees outperform themselves. You can contact him on rohit@in-learning.com



It's not artificial intelligence I'm worried about, it's human stupidity
— **Neil Jacobstein**



WORLD CHEFS WITHOUT BORDERS

MYANMAR TOUR FOR HUMANITY



**WITHOUT
BORDERS**



10,000

MEALS TO PREPARE

10,000

INGREDIENT RELIEF PACKS

8

LOCAL CHARITY GROUP CASH
DONATIONS (AFTER EXPENSE)



PROGRAM AGENDA

- 09 JUNE 2018** VIP FUND RAISING GALA DINNER FOR 200 IN YANGON
- 10 JUNE 2018** GROUND COOK OFF OF 5000 MEALS AND 5000 RELIEF PACKS
- 11 JUNE 2018** BOAT COOK OFF OF 5000 MEALS AND 5000 RELIEF PACKS
- 12 JUNE 2018** APPRECIATION COCKTAIL PARTY FOR ALL CHEFS AND CONTRIBUTORS

CHEF FUND RAISING DONATION : PARTICIPATING CHEFS TO DONATE 1000 EUROS + OWN FLIGHT EXPENSE

CHEF PACKAGE INCLUDES : 4 NIGHTS ACCOMMODATION, AIRPORT TRANSFERS, GROUND TRANSPORTATION, MEALS, 2 EVENT CHEF JACKETS, 2 EVENT T-SHIRTS, 1 BACKPACK, MEDAL OF PARTICIPATION, CERTIFICATE OF PARTICIPATION AND E-COPY OF HIGH RESOLUTION GROUP PHOTO



Create your sweet signature

Contact us at: Nestlé UAE L.L.C., P. O. Box 52185,
3rd Interchange, Nestlé Building, Al Quoz, Dubai, UAE
T: +971 4 4088102 F: +971 4 3410159
aenporder@ae.nestle.com

