

Gulf Gourmet

DECEMBER 2011

FROM US, FOR US.

THE

Shining Bright

Chef Daniel Edward is ready to take on the world's best chefs in South Korea



LIPTON TEA. FOR BODY, MIND AND HEALTHY PROFITS.

For over 100 years, we've believed that using the very best leaves to create our finest range of teas, was a good thing. Now research has proved it. Not only is Lipton tea a satisfying drink, it contains many natural ingredients that help maintain a healthy body. Flavonoids for the heart and antioxidants for the body's defenses. And being the world's No.1 tea brand, its popularity is sure to provide a well deserved boost to your profits as well.



UAE:
UNILEVER GULF FZE
TEL: +971 4 881 5552

AL GURG UNILEVER
TEL: +971 4 333 2040

THANI MURSHID
UNILEVER
TEL: +971 2 673 2122

SAUDI ARABIA:
BINZAGR COMPANY
TEL: +966 2 647 0000

BAHRAIN:
UNILEVER BAHRAIN CO.
TEL: +973 1 725 3252

KUWAIT:
AL BAHAR
TEL: +965 2 492 5629

QATAR:
AL MANA & PARTNERS
TEL: +974 4 441 5597

MOHD JABBER HUSSAIN TRADING
TEL: +974 5 508 2747

OMAN:
TOWEL UNILEVER
TEL: +968 2 481 6727

FROM THE *President's* *station*

Dear Fellow Chefs, Ladies and Gentlemen,
Welcome to the December issue of Gulf Gourmet. We just put behind us a very busy month with the success of the biggest event La Cuisine Du Sial 2011.

First of all, a big thank you to each and every of those, who made it happen. This includes the jury led by Chef Otto Weibel; Chef Gissur Gudmundsson, our World President; the Sponsors; Supporters and Marshalls.

We had a very good kitchen set-up by Ginox and Convothorm.

A big thank you and congratulations also go out to all the competitors. We had around 300 winners and everyone who did not win a medal this time won experience and hopefully new friends.

Read all about our winners of the semi-final of the Global Chefs Challenge and Hans Bueschgens Junior Chefs challenge in this issue.

Other events in the previous month included four days of practical workshop organised by Mr. Bassam Bousaleh of AMFI on behalf of the USA Poultry & Egg Export Council. It was four days of fun for 120 chefs and distributors.

Next was the UAE 40th National Day celebration. 40 hotels (including Emirates Catering) from Dubai, RAK and Fujairah produced 1000 pieces of loqamat each, which were distributed to an estimated 12000 people. The DTCM coordinated event was sponsored by our long time friends and supporters



from IFFCO, Mr. Sudhakar Gupta and Mrs. Anna Kirakosyan. Thank you for your ongoing support.

Our last event was U.S. Dairy Export Council organised Cheese Seminar. Chef John Esser had 130 chefs and distributors in the very interesting seminar. Please do contact Mr. Bassam Bousaleh if you need any more information.

The Emirates Culinary Guild Executive Committee congratulates its corporate partner Ashwin and the team of Nonions-Fried Onions for their nomination in the Sial Innovation Award. I would like to congratulate as well Scott Price and Nick Alvis for the opening of Table 9, the new restaurant at Hilton Dubai Creek.

The registration for Salon Culinaire 2012 is going strong and the Live Cooking classes are almost fully booked. Please register as soon as possible to avoid disappointment.

Please do look at the Friends and Members of the Guild pages to check out all our supporters and make sure to support them when we can. Also please do look at profiles of our new and renewed corporate members.

And a big thank you to Chef Girish and the Peppermill team for hosting the November meeting.

Culinary regards,

Uwe Micheel

President of Emirates Culinary Guild

Director of Kitchens

Radisson Blu Hotel, Dubai Deira Creek

Contents

03 *From the President's Station*

8 *Friends of the Guild*
A quick glance at all the supporters of the Emirates Culinary Guild

14 *Cover Story*
Interview with Chef Daniel Edward, winner of the Global Chefs challenge at the Middle East and Africa semi-finals

28 *Images from Sial*
We pick and choose some of the more memorable moments captured at La Cuisine Du Sial held last month in the capital city

44 *Rules and Regulations*
A complete listing of all the rules, regulations and classes to be held at the Salon Culinaire in Feb 2012



22 *Judges Speak*
A chat with 10 Chefs who had flown in to adjudge the 300 contestants at this year's La Cuisine Du Sial



All the passion with *no* regrets.

Importers know that USA Pears offer consumers a great eating experience--with no repercussions. Fresh from the Pacific Northwest, USA Pears are in excellent quality and volume, and should be a big part of your fruit program this season.

Get passionate about pears. You won't regret it.

For all of your USA Pear import needs, contact:
Jeff Correa, International Marketing Director
Pear Bureau Northwest
4382 SE International Way, Suite A
Milwaukie, Or 97222
Tel: 1-503-652-9720
Email: jcorrea@usapears.com



Contents

60 Directory Listing
A complete listing of all the corporate members of the Emirates Culinary Guild

62 New members
A synopsis of all the new and renewed members of the Guild

66 Membership Form
A membership form for regional suppliers to be part of the Emirates Culinary Guild



p. 28

Gulf Gourmet

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

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

Editor
Aquin George
editor@gulfgourmet.net

Senior Writer
Laila Sharaf
Contributors
Lee Jones
Suzanne Sharma

Photo Editor
Amaresh Bhaskaran
amaresh@gulfgourmet.net

Design
PeeCee
Sales
Sridhar
advertise@gulfgourmet.net



ELFAB. WHERE QUALITY COMES FIRST.



Importers, Distributors of Chilled/Frozen Meats & Seafood Products

P. O. Box: 3352, Dubai, UAE. Ph: +971 04 8857575, Fax: +971 04 8857993, Email: elfab@emirates.net.ae



friends of the guild



دائرة السياحة والتسويق التجاري
Department of Tourism and Commerce Marketing



Sadia



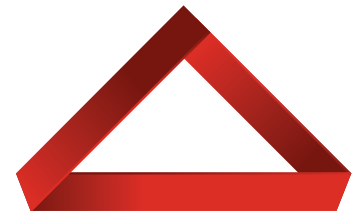
Thinking of you
Electrolux



friends of the guild



friends of the guild



ASAAT

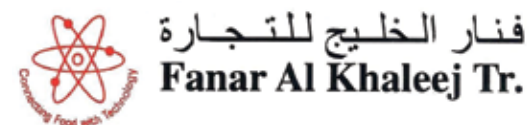


Lamb Weston

friends of the guild



friends of the guild



friends of the guild





Young AND RESTLESS

Chef Daniel Edward won the Global Chefs Regional Challenge last month and is all set to compete for the world title in South Korea next year. **Aquin George** finds out what makes this Dubai-based chef stand out amongst his peers

There is a reason why Chef Daniel Edward is one of the youngest chefs to be featured on the cover of this magazine. The 31-year-old Specialty Sous Chef at the Address Downtown Dubai is nothing short of exceptional at his craft. The Indonesian national – born and raised in Jakarta – may not have the years of experience to back him. However, his feats over the past few years have helped him shine brighter than most of his peers.

In just six years he has won over 30 medals at competitions around the world and he believes that innovation has been the cornerstone of his success. His latest achievement is his win at the semi-finals of the Global Chefs Challenge held in Abu Dhabi. The competition held at the SIAL Middle East last month saw him compete against the national winners from Egypt, South Africa and Namibia to achieve the status of the best chef in the region.

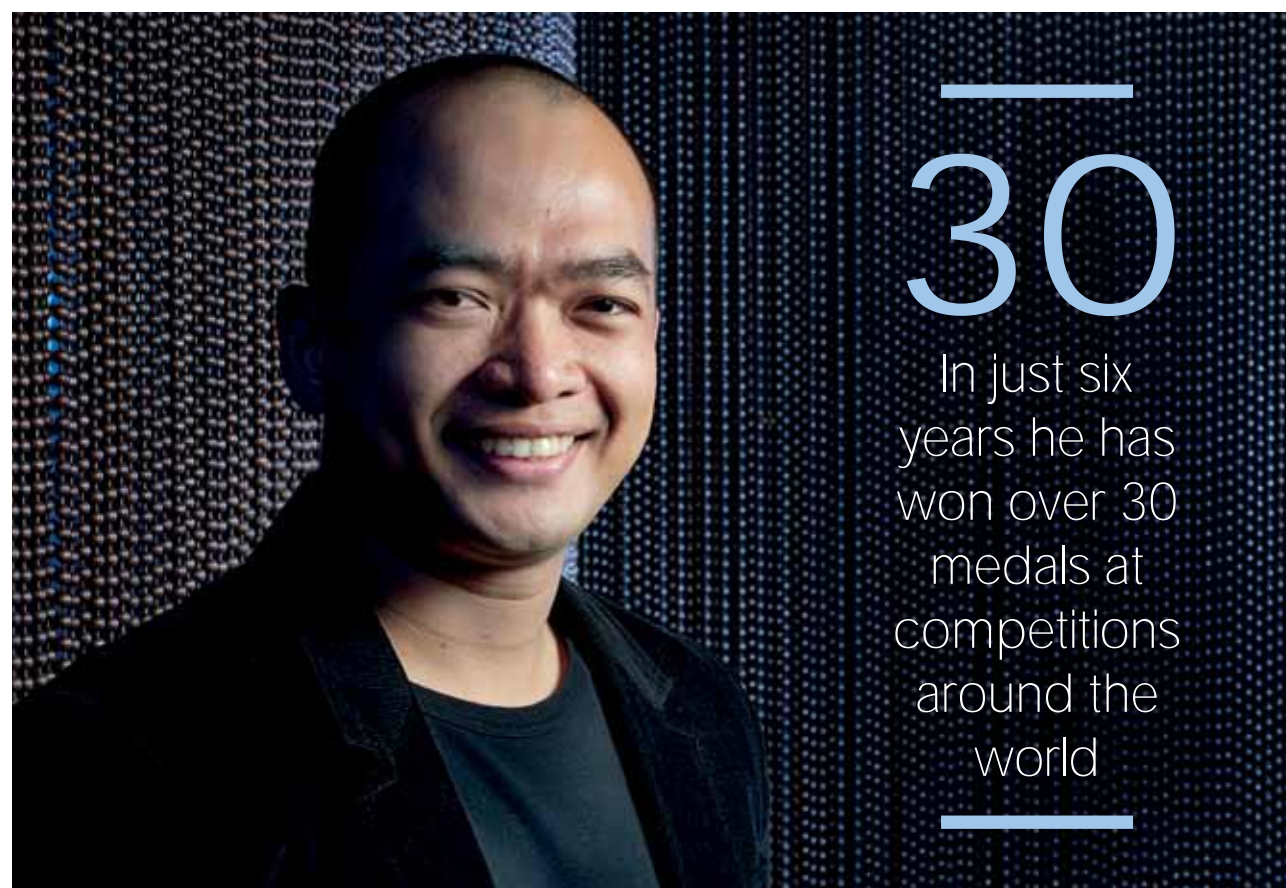
For those not in the know, the Global Chefs

Challenge is one of the most coveted titles for professional chefs and is organised by the World Association of Chefs Societies (WACS). Thousands of chefs from across 93 countries compete over a period of 12 months before seven chefs (one from each part of the world) fight it out for the top spot.

Chef Daniel has been selected from the region as one of the top seven contenders and he will compete with six of the best chefs from across the planet for the ultimate title in Daejeon, South Korea in May 2012.

The journey to becoming one of the world's top seven has not been easy. Earlier this year, when he returned with the Best Chef Award in the Individual Hot Cooking category at the Indonesian Salon Culinaire 2011, he decided to compete in the Global Chefs challenge.

He later found out that his competition at the UAE level included Chef Juraj Klana, who was his Executive Chef and mentor when he worked at



CHOICE OF THE EXPERTS

- The only foil with the correct length making it the first choice of major hotels, restaurants and caterers across UAE.
- With **JM** you get more than what you pay for at a reasonably less price.
- **\$10,000 to be given if it is found below 150 meters**

Sizes available
30 x 150 mtrs
45 x 150 mtrs



JM Metal Trading LLC
P.O.Box 251252, Dubai, UAE
Tel: +971 4 2946284, Fax: +971 4 2946285
Email: info@jmdubai.com, Website: www.jmdubai.com

The Edge. Chef Juraj, the previous regional winner, has been hailed 'a genius' by the New York Times and is a master chef with many titles under his belt.

The final results went down to the wire and Chef Daniel won by a margin of just 0.4 points. Says he, "When the results were announced, Chef Juraj said he was proud of me. After all, he knows me. I learnt from him plus I had my own touch, which helped me win the competition."

The competition requires that the Chef, with the help of just one assistant aged below 25, to create a three-course meal for eight people. The pre-set menu calls for an appetiser made of Wagyu Oyster Blade, a main course made of Halibut and a dessert made from Strawberries.

The first step was finding an assistant, who plays a critical role in the success of the competition. Chef Daniel chose Karan Mohan, who had only recently arrived from Goa, India. So why did he chose Karan? "Well because he is the only one we found below 25," says Daniel in jest. He later reveals how Karan had just completed his steward training, was quick on his feet and had the drive to learn more. All important traits needed in an assistant. He was someone he could mould to work the way he wanted and is someone he now trusts. "He should be accompanying me to Korea as he is well-versed with my style, the process and timing."

Talking about the preparation for the competition, he says, "We would complete our duties during the day, and we used our evenings and off days to practice. The Executive Chef and Executive Sous Chef were both extremely supportive. Everyone in the management from the GM to the HR, and every department that needed to support us, supported us." Even practice ingredients were given to the chefs by the hotel, he says.

Karan says, "The practice has been extremely rigorous. We once worked three days at a stretch and I it amazed me to see Chef Daniel work harder than me. All this hard work has helped bring out the best in me and I am extremely thankful that he chose me over others on this wonderful journey."

When asked about the semi finals in Abu Dhabi he says, "It's still tough. When you compete with chefs from other countries, it feels different. Even the equipment provided at the semis was differ-



*Chef Daniel with his assistant
Karan Mohan (right)*

// The way you perform at a competition reflects the way you work in the hotel.

ent. Luckily we made it."

For the finals next May, he says, "We would like to create something new. The menu is the same, so we will keep our style of cooking the same as well. Only the presentation and ingredients will be different. I am not sure what the local ingredients are over there but we will use local ingredients from Korea in the recipe."

For a gifted chef with such discipline and passion, cooking was surprisingly never a planned career. He says, "A lot of chefs will tell you that they were influenced by their mothers or someone they know but for me this has strictly been a

profession."

Raised in a middle-class family, Chef Daniel's teenage aspiration was to be financially independent. When he finished schooling, he enrolled himself at a local hotel school for a diploma in hotel management. On completion of the course, he applied to the Shangri-La hotel in Jakarta where he was accepted and trained.

"Shangri-La was my first experience working in a hotel. It was interesting to see the various departments, and I was particularly fascinated by uniformed chefs working in the kitchen," he says. Despite the challenging work atmosphere and the need to put in 14-16 hours each day, Chef Daniel enjoyed the whole cooking experience. Everything from selecting ingredients to using different methods for food preparation excited him. It was here that he decided he wanted to further his career as a professional chef.

Two years later, a colleague from a different department told him about an overseas opportunity with the Dusit Hotel in Dubai. "I gave the interview, made my passport and the rest was taken care of by the hotel," he says.

Coming to Dubai helped him fine-tune his soft

skills and it also gave him a wider understanding of how the hotel industry works in a city that is a melting pot of cultures from around the world.

He says, "Dusit trained me, put in place a career plan for me, taught me the finer nuances of food preparation and presentation, and allowed me to work with ingredients I had never seen before."

He grabbed every opportunity that came his way and worked across various restaurants in the hotel. "I wanted to learn," he says, adding, "When I was a Commis, I never closed my eyes and never conformed to any one style. Some like to stick to one section but for me if the opportunity presents itself I will use it to improve my skills."

Thirty months later, he quit and went back to Indonesia to join the Mandarin Oriental Hotel in Jakarta. The one year he worked there was not something to write home about. "I did learn something though not much," he says.

He then set his sights on a cruise liner so that he could see the world. "Almost 80% of the paperwork was done but I guess it was not meant to be," he says.

He received a call to join the Al Raha Beach Hotel in Abu Dhabi, which he accepted. "A few months later I heard about the Salon Culinaire 2006 and decided to compete in it." Was he asked to participate in the competition? "No one tells you to participate. You have to show the initiative and you have to ask your Executive Chef for support. If you do that, your Executive Chef will back you," he says.

He remembers not having enough guidance for preparation, having to face challenges at the competition, not being able to serve 100% of his food on the plate and so on. Yet, as luck would have it, there was support from all quarters, be it his French Executive Chef driving him to the competition early in the morning or the judges advising him on how to improve his speed.

Despite what he thought were his drawbacks, his overall performance impressed the judges and in his very first competition he came back with a silver medal. There has been no stopping him since.

After thirty months of working with Al Raha Beach Hotel and many medals later, he took up



Chef Daniel with his wife and daughter

the opportunity to be part of the opening team at Raffles Hotel in Dubai. "I worked in the Fire and Ice Grill which was all about modern cooking. The place was always buzzing and I had the chance to cook using nitrogen, which was new to me. The



I wanted to learn. When I was a Commis, I never closed my eyes and never conformed to any one style

teams were absolutely solid and I reported to another French national who was Chef de Cuisine," he says. He admits that it was only at Raffles that he fully realised his passion for cooking.

Chef Daniel says that he has never been after money but has always thirsted for knowledge and experience. This thirst drove him to The Edge, the short-lived but much acclaimed restaurant that had only award winning chefs to its credit.

He worked at the exceptionally high-end private dining restaurant for a year as Senior Chef de Partie under Executive Chef Juraj Klana. "This opportunity taught me the A-Z to food preparation and presentation. The extremely high standards helped me to excel in my profession."

A year later he moved to the Address Down-

town, his current employer. "I had just started a family and this move was to ensure stability for them," he says.

Chef Daniel met his wife while working at the Al Raha Beach Hotel in Abu Dhabi where she worked in reservations. They soon got married and now have a two-and-half-year-old girl.

He admits that his biggest shortcoming is the lack of time he gives to his family. "I do not have enough time for my wife and kid and that's my biggest weakness. As a chef, the hotel is your second home. I am always occupied with the performance and prestige of my restaurants. Maintaining consistency is not easy. Unfortunately, when I reach home to see my wife and daughter asleep, it does hurt," he says.

He does dream of becoming the Executive Chef for a prestigious hotel some day but it's not something he loses sleep over. "So far I am enjoying the journey and the only thing I worry about is giving my best," he says.

He loves simple modern cuisine with fresh ingredients. "I love cooking something new. I love to discover what I have never touched. The latest to intrigue me was some wild products and meat from France."

He believes his strength lies in his innovative cooking techniques and leadership skills. "There is a way to control and manage people when they need you; especially in a busy restaurant where you need to be patient."

His dream is to own all the latest cooking equipment and to create something completely new using the equipment.

The Chef, who would someday like to work in Singaporean and French kitchens, says that he spends his vacations competing wherever he can.

When we ask what he does with all the medals, his surprising answer is they are all tucked away in his cupboard. "I plan to get a nice glass showcase to display my medals and trophies some day," he says.

His advice to newly recruited chefs is, "The kitchen is like a boot camp, very different from a front office. Keep that in mind and try to be innovative. Do not be afraid of trying something new. You will learn from your mistakes."

Is competing essential in for career advancement? His simple answer is, "A competition reflects how you cook, clean, cut, present, act and play with things. The way you perform at a competition is exactly the way you work in the hotel."

Before ending our conversation, we ask him one final question. With over 30 medals to his credit, what gives him the added edge over other chefs? His diplomatic reply is, "I just give my best. And if you have luck you succeed."



WHAT THE JUDGES THOUGHT



The young chefs came in with an open mind and they listened and improved themselves very quickly. They should learn more because they have the potential. Read more, study more.

- Chef Marcus J Iten



It is fantastic to see the level of interest in this relatively new competition. Seeing so many good fish preparations here is heartening. I would like to see competitors better prepared for the next trip.

- Chef Gissur Gudmundsson



This competition has the potential to become great in the coming years. Young guys coming here should try and learn rather than just competing. As the pastry judge the petit fours was very good.

- Chef Hubert Oberhollenzer



The growth from 100 to 300 competitors is great. I am surprised by the high standard of some of the competitors. The fish preparation was surprisingly way better than the beef preparation.

- Chef Otto Weibel



This year's competition was way better than the last time and is headed in the right direction. Young competitors need to read more, practice more and improve with the help of their Executive Chefs.

- Chef Tarek Mouriness



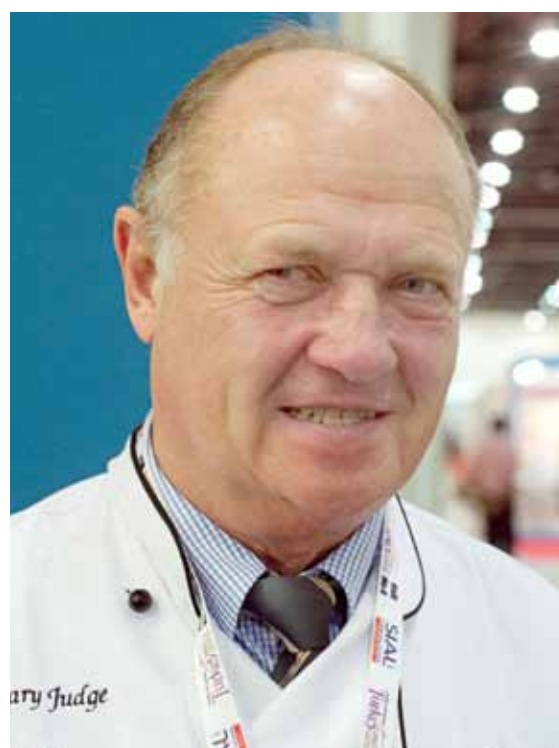
Whatever we told the competitors they listened and implemented the very next day! From day 1 to day 3, their output went from zero to 60, which is very positive. They do not waste time.

- Chef Tarek Ibrahim



Competitors here are extremely receptive and they need guidance to excel. Two big competitions in the UAE with this level of participation is not easy. The competition will be even bigger next year.

- Chef Camille Schumacher



This is my first experience as a judge in this region. Some competitors have exceptional talent while others have the opportunity to improve. This place is a perfect platform to learn more from each other.

- Chef Kenny Kong





For a young competition, this is good. Like all young competitions it will take time to grow. Some of the competitors had difficulty with applying the rules and could use guidance from their superiors.

- Chef Marko Buschweiler



Coming from Namibia, it was amazing to see a competition of this high level. The level of the juniors was at times better than the seniors. Competitors could study new trends to improve themselves.

- Chef Janina Clinning



THE CHIEF MARSHALL SPEAKS

"I am very happy. Compared to the inaugural event, the second edition has seen a 150% increase in participation. The hotels that have recently opened haven't participated this year. So at the next Sial I am expecting at least 400 participants in the competition.

Even the judges this year have come down from all over the world as compared to last year where all the judges were locally based. This gives us recognition internationally. Also, in just the second year of the exhibition you are able to organise two international competitions sponsored by the World Association of Chefs Societies, I don't think there's any other exhibition in the world that can say they had that honour in their second year. We have the president of WACS here and he's been impressed that it ran as smoothly as Dubai which has been running for 30 years."

This is an achievement for the Emirates Culinary Guild especially the Abu Dhabi Chapter of the Guild. Apart from the administration side, all the marshalling, all the set-up here, have been done by Abu Dhabi based Chefs. We didn't have to go to our colleagues with the experience in Dubai to help us. We did it all. This is what our aim was and in that respect it's been super."

To see the 150% in participation was surely surprising. I was expecting about 75-80% increase. If we maintain this pace we will be competing with Dubai soon enough (laughs). The other side is that in Dubai, we get a nice blend of old and new hands. Here I've got more new hands, which is encouraging.

We all do this in our own time as the Guild is not a commercial organisation. So in that sense it is tough to have two huge competitions both in Dubai and in Abu Dhabi. But we have five major hotels opening in Abu Dhabi this month alone. At least five other big hotels are due to open latest by early 2012. This means an influx of at least 1,000 chefs. If we get even 10% of that, it's 100 chefs.

We had participants from across the UAE and even from as far as Sri Lanka. All these years chefs from Abu Dhabi went to Dubai to compete, we now have chefs from Dubai travelling to Abu Dhabi. So it's all good."

- Chef Alan Pedge





Award
Global Chefs Challenge
Hans Bueschgens Award
Best Cuisinier
Best Pastry Chef
Best Kitchen Artist
Boecker LCDS Hygiene Award
1st Runner up Best Cuisinier
2nd Runner up Best Cuisinier

Winner
Daniel Edward
Benjamin Koidl
Mohd Asham
Farid
Rovart Cagayat
Massimiliano Marino
Meidy Zuhri
Heru Purwanto

Establishment
The Address Downtown
Madinat Jumeirah
The Address Downtown
The Address Downtown
Radisson Blu Deira Creek
Crowne Plaza Abu Dhabi
The Address Downtown
The Address Downtown



Sial
SUCCESS
We bring you the winners,
masterpieces and memories
captured at the recently
concluded La Cuisine Du
Sial 2011, held in Abu Dhabi.
This year's competition
saw nearly 300 participants
compete for glory...















1st Runner up Best Cuisinier, Meidy Zuhri from The Address Downtown



Best Pastry Chef, Farid from The Address Downtown



Best Cuisinier, Mohd Asham from The Address Downtown



2nd Runner up Best Cuisinier, Heru Purwanto from The Address Downtown



Best Kitchen Artist, Rovart Cagayat from Radisson Blu Deira Creek



Boecker LCDS Hygiene Award, Massimiliano Marino from Crowne Plaza Abu Dhabi

THE EMIRATES SALON CULINAIRE

Briefs of the Classes for Entry Page: 1/11

Resume Of Classes for Entry

No. Description

- 1 Cake Decoration - Practical
- 2 Wedding Cake Three-Tier
- 3 Four Plates of Dessert by Toni Kaiser of Frisch & Frost
- 4 Pastry Showpiece
- 5 Bread Loaves and Showpiece
- 6 Friandises Petites Four Pralines Nougatines
- 7 Chocolate Carving Showpiece
- 8 Fruit & Vegetable Carving Showpiece
- 9 Open Showpiece
- 10 Five-Course Gourmet Dinner Menu by Australian Meat
- 11 Four-Course Vegetarian Menu
- 12 Tapas, Finger Food and Canapés
- 13 New Arabian Cuisine
- 14 An Arabian Feast
- 15 Individual Ice Carving
- 16 Ice Carving Team Event
- 17 Practical Fruit & Vegetable Carving
- 18 Dressed Lamb - Practical Butchery by Australian Meat.
- 19 Arabic Mezzeh - Practical Cookery
- 20 Fish & Seafood - Practical Cookery by Scottish Quality Salmon.
- 21 Lamb - Practical Cookery by Australian Meat.
- 22 Young Chef of the Year Supplementary Class. Practical Butchery: Chicken and Fish. This class is not open to single entries.

Practical Pastry

Class 01: Cake Decoration - Practical

- 1 Decorate a pre-baked single cake base of the competitor's choice.
- 2 Two-and-a-half-hours duration.
- 3 All decorating ingredients must be edible and mixed on the spot.
- 4 No pre-modelled garnish permitted.
- 5 Chocolate and royal icing can be pre-prepared to the basic level, e.g.. tempered chocolate can be brought.
- 6 Competitors must provide all ingredients, cake base, utensils, and small equipment required.



The Emirates Culinary Guild is a member of the World Association of Chef's Societies



- 7 The cake base must a minimum size of 30cm X 30cm or 30cm Diameter.
- 8 A standard work table with a 13 amp power socket is provided for each competitor to work upon.
- 9 Water and refrigeration will not be available.
- 10 All cakes will be displayed until the end of the Salon and will be disposed of by the organizer.
- 11 The cake will be tasted as part of judging.
- 12 The Judges will cut the cake.

Pastry Displays

Class 02: Three-Tier Wedding Cake

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

Class 03: Four Plates of Dessert by Toni Kaiser of Frisch & Frost

- 1 Prepare four different desserts, each for one person.
- 2 At least one dessert must contain Toni Kaiser strudel dough as a main component.
- 3 Toni Kaiser strudel dough will be supplied to entrants in January 2012.
- 4 Each dessert presented singly on an appropriated plate.
- 5 Presentation to include a minimum of one hot dessert (presented cold).
- 6 Typewritten description and recipes are required.
- 7 Tasting will be part of the judging process if deemed necessary to determine quality and authenticity.
- 8 Maximum area w90 cm x d75 cm.

Class 04: Pastry Showpiece

- 1 04: Pastry Showpiece
- 2 Freestyle display.
- 3 Edible media, marzipan, pastillage, sugar, pulled-sugar, croquant, etc., may be used, singly or in mixed media.
- 4 Written description required.
- 5 Maximum area w90 x d75cm.
Maximum height 90cm (including base or socle).



The Emirates Culinary Guild is a member of the World Association of Chef's Societies



Class 05: Bread Loaves and Showpiece

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

Class 06: Friandises Petites Four Pralines Nougatines

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

Artistic Displays

Class 07: Chocolate Carving Showpiece

- 1 Free-style presentation.
- 2 No frames or supports.
- 3 Natural colouring is allowed.
- 4 Minimal glazing is allowed.
- 5 No moulded work.
- 6 Maximum area: w80 cm x d75 cm.
- 7 Maximum height 75cm (including base or socle).

Class 08: Fruit & Vegetable Carving Showpiece

- 1 Freestyle presentation.
- 2 Light framing is allowed, but the construction of the piece must not depend upon it.
- 3 Maximum area w60 cm x d75 cm.
- 4 Maximum height 55 cm (including base or socle).

Class 09: Open Showpiece

- 1 Freestyle presentation.
- 2 Only showpieces made of edible food material will be accepted for adjudication.
- 3 Maximum area w90 cm x d75 cm.
- 4 Maximum height 75 cm. (including base or socle).



The Emirates Culinary Guild is a member of the World Association of Chef's Societies



Gastronomic Creations

Class 10: Five-Course Gourmet Dinner Menu by Australian Meat

- 1 Present a plated five-course gourmet meal for one person
- 2 The appetiser for the meal must contain Australian Lamb as the main ingredient.
- 3 The meal to consist of:
A cold appetiser,
A soup,
A hot appetiser,
A main course with its garnish
A dessert.

- 4 Hot food presented cold on appropriate plates.
- 5 Food coated with aspic or clear gelatin for preservation.
- 6 Total food weight of the 5 plates should be 600/700 gms.
- 7 Typewritten description and typed recipes required
- 8 Maximum area w90 cm x d75 cm.

Class 11: Four-Course Vegetarian Menu

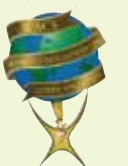
- 1 Present a plated four-course vegetarian meal for one person.
- 2 Suitable for dinner service
- 3 The meal consist of:
An appetizer
A soup
A main course
A dessert
- 4 To be prepared in advance and displayed cold on appropriate plates.
- 5 No meat, chicken, seafood or fish to be used, (meat-based gelatin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

Class 12: Presentation of Tapas, Finger Food and Canapés

- 1 Produce eight varieties.
- 2 Six pieces of each variety (total 48 pieces)
- 3 Four hot varieties
- 4 Four cold varieties
- 5 Hot food presented cold
- 6 Food coated with aspic or clear gelatin for preservation
- 7 Presentation on suitable plate/s or platter/s or receptacles.



The Emirates Culinary Guild is a member of the World Association of Chef's Societies



- 8 Eight pieces should correspond to one portion.
- 9 Name and ingredient list (typed) of each variety required.
- 10 Maximum area 60cm x 80 cm.

Class 13: New Arabian Cuisine

- 1 Present a plated five-course gourmet menu for one person.
- 2 Free style presentation with an Arabian theme.
- 3 To be prepared in advance, and presented cold on appropriate plates.
- 4 Food coated with aspic or clear gelatin for preservation.
- 5 Menu to be based on ingredients found in the Arabian Gulf and the Middle East.
- 6 Dishes are to have an ethnic touch and to be presented in an up-to-date setting and decoration.
- 7 The meal to comprise:
A cold appetiser
A soup
A hot appetiser
A main-course with appropriate garnish
A dessert.
- 8 Total food weight for the entire menu should be 600/700 gms.
- 9 Typewritten description and recipes are required.
- 10 Maximum area 90w cm x 75d cm

14. An Arabian Feast

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



The Emirates Culinary Guild is a member of the World Association of Chef's Societies



- 17 Maximum available space for presentation is 180 cm x 75 cm.
- 18 Competitors must ensure their exhibit is presented neatly so as to fit the available space

Practical Artistic

Class 15: Individual Ice Carving

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

Class 16: Ice Carving Team Event

- 1 Freestyle.
- 2 Two persons per team
- 3 120 minutes duration.
- 4 Hand-carved work from three large block of ice (provided by the organisers).
- 5 Competitors to use own hand-tools and gloves.
- 6 Non-slip mats are mandatory.
- 7 Great care must be taken with health and safety considerations. If an exhibit becomes in any way unstable or dangerous to competitors or public, it will be dismantled and destroyed by the organizers.
- 8 The use of power tools is forbidden.

Class 17: Practical Fruit & Vegetable Carving

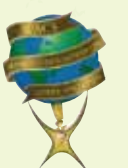
- 1 Freestyle.
- 2 120 minutes duration.
- 3 Hand carved work from competitor's own fruit\vegetables.
- 4 Competitors to use own hand-tools and equipment.
- 5 No power tools permitted.
- 6 Pre-cleaned, peeled material is allowed, but pre-sliced/carved will result in disqualification.
- 7 Each competitor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

Class 18: Dressed Lamb - Practical Butchery by Australian Meat

- 1 Prepare a whole, fresh, dressed lamb carcass into various ready-to-cook joints and pieces, some as required by the organisers, the others to competitor's choice.
- 2 Make a presentation of the finished cuts and off-cuts for exhibiting to the judges.
- 3 Cuts/joints can be suitable for foodservice or suitable for a retail butchery display.
- 4 Organisers will supply the dressed lamb for this class.
- 5 Each competitor will have one banquet table (supplied by the organisers) on which to work.



The Emirates Culinary Guild is a member of the World Association of Chef's Societies



- 6 No power tools permitted.
- 7 Competitors to supply their own:
Tools and knives
Twine or netting
RED cutting boards (this is a municipality requirement and will be strictly enforced)
Garnishing
Display trays
Sundries
- 8 Time allowed: two hours
- 9 All tools and sundries will be inspected to ensure that they are hygienically suitable for food use.
- 10 Cuts required by the organisers are:
 - a) *Neck slices or Neck boned.*
 - b) *1 x shoulder, boned and rolled, tied or netted ready for roasting.*
 - c) *3 pieces shoulder chops.*
 - d) *Spare ribs.*
 - e) *1 x 8 rib Frenched rack.*
 - f) *Mid-loin chops from a short loin*
 - g) *1 x Loin – eye.*
 - h) *1 x Tunnel-boned leg tied or netted for roasting.*
 - i) *1 x Seam-boned leg trimmed into its 4 primal cuts plus its bone-in shank.*

Notes on the Practical Cookery Classes

These notes pertain to all practical cookery classes. They should be read in combination with the brief of the class entered.

Due to the fact that only one hour is given to complete the competition; competitors are allowed to bring with them an extensive mise-en-place; however, there are restrictions on how much pre-preparation the judges will tolerate. In all cases, the preparation, production and cooking skills of each competitor must be demonstrated during her/his time in the kitchen.

- 1 All food items must be brought to the Salon in hygienic, chilled containers: Thermo boxes or equivalent. Failure to bring food items chilled will result in disqualification.
- 2 All dishes are to be served in a style equal to today's modern presentation trends.
- 3 Portion sizes must correspond to a three-course restaurant meal.
- 4 Dishes must be presented on individual plates with appropriate garnish not exceeding 250g total food weight excluding sauces.
- 5 Unless otherwise stated, competitors must supply their own plates/bowls/platters with which to present the food.
- 6 Competitors must bring with them all necessary mise-en-place prepared according to WACS guidelines in the hot kitchen discipline (www.wacs2000.org).
- 7 Competitors are to provide their own pots, pans, tools and utensils.



The Emirates Culinary Guild is a member of the World Association of Chef's Societies



- 8 All brought appliances and utensils will be checked for suitability.
- 9 The following types of pre-preparation can be made for the practical classes:
Vegetables/fungi/fruits; washed & peeled – but not cut up or shaped.
Potatoes washed and peeled – but not cut up or shaped.
Onions peeled but not cut up
Basic dough can be pre-prepared.
Basic stocks can be pre-prepared.
Basic ingredients may be pre-weighed or measured out ready for use.
Fish may be scaled and filleted and the bones cut up.
Meat may be de-boned and the bones cut up.
- 10 No pre-cooking, poaching etc. is allowed.
- 11 No ready-made products are allowed.
- 12 No pork products are allowed.
- 13 No alcohol is allowed.
- 14 If a farce is to be used for stuffing, filling, etc., at least one of the four portions of the farce must be prepared in front of the judges to show the competitor's skill
- 15 Within 10 minutes after the end of the competition, competitors must have the kitchen thoroughly cleaned and tidied and ready for the next competitor to use.
- 16 Two copies of the recipes typewritten are always required.
- 17 Submit one copy of the recipe/s to the clerk when registering.
- 18 Submit one copy of the recipe to the duty marshal at the cooking station.

Practical Cookery

Class 19. Mezzeh – Practical Cookery

- 1 Time allowed: 60 Minutes
- 2 Prepare and present for four persons: Three types of hot mezzeh and three types of cold mezzeh.
- 3 Only one (if any) of the following types of mezzeh may be displayed: humus, tabouleh, babaganough, fatouche, moutabel.
- 4 The mezzeh can be representative of any of the following countries:
Lebanon
Syria
Jordan
Morocco
Egypt
Tunisia
- 5 Dishes must represent a variety of cooking methods and the use of ingredients as used in the Arabic restaurants of the UAE.
- 6 Present the mezzeh in four equal portions.



The Emirates Culinary Guild is a member of the World Association of Chef's Societies



- 7 Two portions will be served in the public restaurant and two portions will be presented to the judges.
- 8 Typewritten recipes are required.

Class 20: Fish & Seafood - Practical Cookery by Scottish Quality Salmon

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

Class 21: Lamb - Practical Cookery by Australian Meat

- 1 Time allowed 60 minutes
- 2 Prepare and present four identical main courses using Australian Lamb as the main protein item.
- 3 Any cut of lamb with the exception of rack can be used.
- 4 Present the main courses on individual plates with appropriate garnish and accoutrements.
- 5 Typewritten recipes are required.

YOUNG CHEF OF THE YEAR 2012 CLASSES FOR ENTRY

Entrants for this trophy must be aged 25 years or under on 1st February 2012 a clear scan of the entrant's passport must be forwarded along with the entry registration and fee. Completion of each of the following three classes is mandatory in order to qualify.

Class No. 10:

Five-course Gastronomic menu by Australian Meat

Class No. 21:

Lamb - Practical cookery by Australian Meat

Class 22:

Supplementary Class:

Practical Butchery Fish and Chicken Class for Young Chef of the Year Trophy.

Time allowed 1 hour in 30 minute sections as below:

Chicken:

- 1 Time allowed 20 minutes
- 2 Take a whole fresh chicken and prepare from it the following:
- 3 One breast skinless.
- 4 One breast skin-on.
- 5 One whole leg, skin-on, and tunnel-boned, ready for making a ballotine.
- 6 One thigh boneless.
- 7 One drumstick.



The Emirates Culinary Guild is a member of the World Association of Chef's Societies



- 8 Two wings prepared for pan frying/grilling.
- 9 Carcass prepared for stock.

After 20 minutes:

- 10 10 minutes to explain to the judges the method of preparation of a classical chicken stock.

Fish:

- 11 Time allowed 20 minutes.
- 12 Take a whole fresh Sherry or other sustainable fish species of the Arabian Gulf waters.
- 13 No imported type of fish is to be used.
- 14 Gut, clean and fillet the fish.
- 15 One fillet with skin on.
- 16 One fillet skinless.
- 17 Cut each fillet into as many 140gr size servings as possible.

After 20 minutes - 10 minutes to:

- 18 Explain to the judges the usage of any left overs.
- 19 Explain to the judges the method of preparation of a classical fish stock
- 20 Competitors are to supply their own whole fish and whole chicken, all utensils and chopping boards.

Competitors will be marked on knife skills, clean bone work, meat left on carcass, wastage, basic knowledge of questions asked about the preparations of stocks.

Rules and Regulations for Culinary Competitions

Organised by the Emirates Culinary Guild

The Emirates Culinary Guild, PO Box 71963, Dubai, UAE

Tel: +971 4 340 3128 Fax: +971 347 3742 E-mail: theguild@eim.ae

NB:

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

PARTICIPATION:

- 4 Participation at competition is open to anyone professionally employed in the preparation of



The Emirates Culinary Guild is a member of the World Association of Chef's Societies



food.

- 5 Unless the organisers specifically mention a class as being a team event, all classes are for entry by a single competitor.
- 6 Competitors are restricted to one entry per class.
- 7 With the exception of those entering for the Best Artist trophy, competitors are restricted to entering a maximum of three classes.
- 8 Competitors entering to win a trophy must participate fully in every class entered in order to qualify.
- 9 Competitors must attend and participate on the date and at the time allotted to them.

COMPETITION ENTRY:

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

CERTIFICATES AND LETTERS OF PARTICIPATION:

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

HYGIENE:

- 21 A professional food-safety company will oversee all aspects of hygiene practice at the competition.
- 22 It is quite possible that the Municipality Food Control Section will conduct its own hygiene inspections as and when it sees fit.
- 23 The organisers have no control over these two entities. Should either raise an objection to the



The Emirates Culinary Guild is a member of the World Association of Chef's Societies



standard of hygiene of any particular person or team, that person or team will not be allowed to compete

THE SECRETARIAT:

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

COMPETITORS AND HELPERS:

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



The Emirates Culinary Guild is a member of the World Association of Chef's Societies



EXHIBITS:

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

COMPETITION MARSHALS:

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



The Emirates Culinary Guild is a member of the World Association of Chef's Societies



AWARDS:

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

COPYRIGHT:

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

DISCLAIMER:

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

QUERIES:

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

ADDENDUM – The Emirates Salon Culinaire 2012

VENUE & ENTRY FEES:

- 1 The Emirates Salon Culinaire will be held during the Gulf Food Hotel and Equipment Exhibition from February 19th to 22nd 2012.
- 2 The venue is Zabeel Hall at the Dubai International Convention & Exhibition Centre
- 3 The entrance fee for single entries is Dhs.100 (AED. One Hundred) per person per class, unless otherwise stated in the Rules and Regulations or the Class Briefs.



The Emirates Culinary Guild is a member of the World Association of Chef's Societies



- 4 The fee for entry to the trophy classes is as follows:
- Best Cuisinier** – The Emirates Salon Culinaire- Dubai 2012 AED:500/- per person
 - Best Pastry Chef** – The Emirates Salon Culinaire- Dubai 2012 AED:400/- per person
 - Best Artist** – The Emirates Salon Culinaire- Dubai 2012 AED:500/- per person
 - Best Arab National** – The Emirates Salon Culinaire- Dubai 2012 AED:300/- per person
 - Young Chef of the Year** – The Emirates Salon Culinaire Dubai 2012 AED: 500/- per person

CLOSING DATE:

- 5 Closing date for entries is January 31st 2012. However, many are often fully subscribed and closed well before the closing date.

TROPHY ENTRY:

Entrants to a trophy class must enter and finish in all and only those classes that pertain to the trophy for which they are entering. No other classes may be entered into by a trophy entrant. Trophies are awarded on the highest aggregate points from all three classes.

The required classes are:

BEST CUISINIER:

- Class #10. Five-Course Dinner Menu by Australian Meat & Livestock
- Class # 21. Lamb Practical Cookery by Australian Meat & Livestock
- Class # 20. Fish & Seafood Practical Cookery

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

BEST PASTRY CHEF:

- Class # 01. Practical Cake Decoration
- Class # 03. Four Plates of Dessert by Toni Kaiser of Frisch & Frost
- Class # 06. Friandises, Petites Four

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

BEST ARTIST:

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

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

BEST ARAB NATIONAL:

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



The Emirates Culinary Guild is a member of the World Association of Chef's Societies



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

YOUNG CHEF OF THE YEAR: See Classes for Entry Document.

The Emirates Salon Culinaire 2012

JUDGING AND THE AWARDS SYSTEM

A team of WACS (The World Association of Chef's Societies) approved international Judges will adjudicate at all classes of the competition: using WACS-approved methods, criteria and documents www.worldchefs.org.

After each judging session, the judges will hold a debriefing session at which each competitor attending may learn something of the thinking behind the judges' decision.

Competitors will not be competing against each other: rather, they will be striving to reach the best possible standard. The judges will then apportion marks that accord with their perception of the standard reached. The competitor will then receive an award commensurate with his/her points tally for the class. In theory, therefore, everyone in a particular class could be awarded a gold medal. Conversely, it could be possible that no awards at all are made.

The scaling for awards in all classes is as follows:

Points

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

Corporate and Establishment Trophies

The corporate and establishment trophies available are:

Best Effort by an Individual Establishment – The Emirates Salon Culinaire

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

Best Effort by a Corporation – The Emirates Salon Culinaire

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

Point Value of each Medal Won:

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



The Emirates Culinary Guild is a member of the World Association of Chef's Societies



Gulf Gourmet



ECG Corporate
member directory

Al Ghurair – Foodservice Division

Mr. Sameer Khan
Mobile No: 050 4509141
Office No: 04 8852566
Email: SameerK@alghurairgroup.com

Al Sharq Al Aqssa Group

Ms. Lorena Joseph
Mobile No: 050 454 36 81
Email: lorena@asaat.com

Arab Market & Finance, Inc.

Ms. Lina Kanaan
Tel: +961-1-740378 / 741223 / 751262
Email: linak@amfime.ae

Aramtec

Mr. Syed Iqbal Afaq
Email: syediqbal@aramtec.com

ASAAT

(Al Sharq Al Aqsaa Trading Co)

Majid Ali
Business Development Manager
+97150 553 0997
majid@asaat.com

Barakat Quality Plus

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

Baqer Mohebi

Mr. Radwan Mousselli
Mobile No: 050 387 2121
Office No: 04 3417171
Email: radwan.bme@mohebi.com

Bocti Overseas

Eric Torchet
Office No: 04 3219391

Boecker Public Health Food Safety

Mr Antoine A Sater
Office No: +961 (3) 209 817
Email: ceo@boecker.com

Bragard LLC

Mr. Nicolas Dujardin
Mobile No: 050 1490535
Email: Nicolas.dujardin@bragard.com

Churchill China PLC

Mr. Glenn Ewart
Mobile No: +44 7974 919548
Office No: +44 1782 524361
Email: Glenn.Ewart@churchillchina.plc.uk

Convotherm

Mr. Gerhard Eichhorn
Tel: +49 (0) 8847 67 815
Fax: +49 (0) 8847 414
Mobile: +49 (0) 176 17617252
UAE mobile: +971 (0) 56 6047411
Mail: g.eichhorn@convotherm.de

Custom Culinary – Griffith Laboratories

Mr. Khaled Hamza
Mobile No: 050 2880380
Office No: 04 8818525
Email: khamza@griffithlaboratories.com

Diamond Meat Processing Est. (Al Masa)

Suresh K P
+971 4 2671868
+971 50 6554768
sureshkp@etazenath.com

DOFREEZE LLC

Mr. Aamer Fayyaz
Tel: 04 3476320
Email: afayyaz@emirates.net.ae

Ecolab Gulf FZE

Mr. Andrew Ashnell
Mobile No: 050 5543049
Office No: 04 88736 44
Email: andrew.ashwell@ecolab-gulf.ae

Electrolux

Mr. Mauro Zanchetta
Email: mauro.zanchetta@electrolux.it

Elfab Co. L.L.C.

Mr. M.S. Ahuja
Tel No.: 04 – 8857575
Mobile : 050 – 6450733
Email: elfab@emirates.net.ae

EMF Emirates LLC

Mr. Pierre Feghali
Mobile No: 050 4533868
Office No: 04 2861166
Email: pierre@emf-emirates.ae

Emirates Snack Foods

Mr. Ron Pilnik
Mobile No: 050 6572702
Office No: 04 267 2424
Email: rdpsf@emirates.net.ae

Faisal Al Nusif Trading LLC

Mr. Thomas Das
Mobile No: 050 625 3225
Office No: 04 3391149
Email: fantco@emirates.net.ae

Federal Foods

Mr. Umesh Agrawal
Office No: 04 3390005
Email: umesh@federalfoods.ae

Fonterra

Mr. Amr W Farghal
Office No: 04 3388549
Email: amr.farghal@fonterra.com

Frisch & Frost

Mr. Hans Boettcher
Mobile No: 0049 1629069053
Email: h.boettcher@frisch-frost.at

Greenhouse

Mr. Petros Hadjipetrou
Mobile No: 050 6282642
Office No: 06 5332218/19
Email: greenhse@emirates.net.ae

Horeca Trade

Mr. Hisham Jamil
Office No: 04 347 71 66
Email: hisham.jamil@horecatrade.ae

IFFCO Foodservice

Mr. Syed Kazim Najam
Mobile No: 050 634 5481
Office No: 06 5029239
Email: Snajam@iffco.com

JM Metal Trading LLC

Mr. Bassam Yamout
+971-4-2946284

JohnsonDiversey Gulf

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

John Holt Foods

Mr. Alen Thong
Tel: 0097150 347 20 49
Email: jathong@emirates.net.ae

Lamb Weston

Mr. Sajju Balan
Mobile No: 050 4907980
Email: sajjubalan@lambweston-nl.com

Masterbaker

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

Meat Livestock Australia (MLA)

Rodney Sims
Office: +973 17223003
Mobile: +973 39965655
Email: rsims@mla.au

Mitras International Trading LLC

Mr. Jagdish Menon
Mobile No: 050 6546661
Office No: 04 3523001
Email: jagdishm@eim.ae

MKN Maschinenfabrik Kurt Neubauer GmbH & Co

Mr. Stephan Kammel
Tel: +49 (5331) 89207
Email: km@mkn.de

Elias Rached

Business Development Manager
T: +97172041336
F: +97172041335
M:+971505587477
rac@mkn-middle-east.com

Nestlé Professional ME

Mr. Vikram Subbiah
Vikram.Subbiah@ae.nestle.com

Pear Bureau Northwest

Bassam Bousaleh
(TEL) 961.1.740378
(FAX) 961.1.740393
Mobile: 050.358.9197
Marketing Director
AMFI
Beirut Lebanon
E-mail: BassamB@amfime.com

Pro Chile

Carlos Salas
+971 4 3210700
carlos@chile-dubai.com

RAK Porcelain

Mr. Ravi
Email: ravi@fnbekfc.ae

SADIA

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

SAFCO

Mr. Ajit Sawhney
Tel: 009716 5339719
Email: ajit@sawhneyfoods.ae

Seascope Int'l General Trading

Mr. Ibrahim Al Ghafoor
Office No: 04 3378220
Email: ghafoor@seascope.ae

Steelite International

Mr. Gavin Dodd
Mobile: +971 50 6920151
Email: gavindodd@ronai.co.uk

Target Bakery & Pastry Combination ME

Mr. Gerhard Debracher
Mobile No: +965 682 5428
Email: gdebri@emirates.net.ae

Transmed Overseas

Mr. Hani Kiwan
Office No: 04 334 9993 Ext 386
Email: hani.kiwan@transmed.com

Truebell Marketing & Trading

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

Unilever Food Solutions

Mr. Hisham El Taraboulsy
Office No: 04 8815552

US Dairy

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

US Meat

Lina Kanaan
050.358.9197
Beirut: 961-1-741223
email: LinaK@amfime.com

US Poultry

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

Winterhalter ME

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

Fanar Al Khaleej Tr

Martin Mathew
Asst Sales Manager - Hotel and Catering Division
Mobile: +971 50 2638315
Phone: +971 6 5343870
E-mail: mmathew@fanargroup.ae
Gulf Seafood LLC
Mr. Tarun Rao
Marketing Manager
PO Box 61115
Dubai- UAE
T: +9714 8817300 extn 103
F: +9714 8817274
Cell : +971 50 5593121
tarun@gulfseafood.ae
Website : www.gulfseafood.ae

Iqdam International

Stefan Menzel
Business Development Manager
tel: 04 321 6003
Mobile: 050 4514593
stefan@iqdam.com

ANGT LLC – NONIONS / SIPPY

Ashwin Ruchani
Marketing Manager
T: +9714 3523525,
M: +97155 8964874
Email: impex@angtnonions.com

Al Seer

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

Jaleel General Trading LLC

Ajmal Rahim T.T.P
Sales Executive
Mobile: + 971 55 4035323
Email: ajmalrt@jaleeldistribution.com

Atlantic Gulf Trading

Andy Fernandes
Manager Admin & Sales
P.O.Box 2274, Dubai,U.A.E.
Tel: +971 4 3589250
Fax: +971 4 325 4961
Mobile:+971 50 5096594
andyfernandes@atlanticgulfrading.com
www.atlanticgulfrading.com

Gulf Food Trade - UAE

Charles.S.Sidawi
Food Service Department
Tel: 04 - 3210055
Fax: 04 - 3435565
Mob: 050 - 8521470
E-mail: charles.sidawi@gftuae.com



Mr. Malhotra, Managing Director, Elfab, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



Elfab Company was established in 1975 in Dubai, United Arab Emirates. The company has over 3 decades of experience in the Middle East region in the sales of Chilled, Frozen Meat and Seafood products. Elfab Co LLC has its head office in the Dubai Investments Park, Dubai, U.A.E and also branch office in Ras Al Khaimah

Over years of hard work and dedication specially to the customer satisfaction and confidence through the supply of quality food products and service through out UAE. As an Independent company Elfab has grown from modest beginnings to become a leading proactive marketer in the Middle

East region, with no compromise on principles on quality and service.

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

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

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



Soufiane Raji (Corporate Chef / Sales Manager - Food Service) and Rajesh Balan (Corporate Chef) receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



Emirates Snack Foods (ESF) is a medium-sized food distribution company, representing several international food brands on an exclusive basis in the UAE, and head quartered in Dubai. Covering over 4,000 clients directly, and operating in both Retail and Food Service, ESF imports, warehouses, markets, sells and distributes the products of its partners entirely with inhouse resources, controlling therefore the full value chain.

ESF's partners are mostly producers of premium brand food products, and typically category or segment leaders or otherwise unique niche products.

ESF's Retail Teams service everything from small groceries to large hypermarkets, as well as a wide range of OOH outlets.

The Food Service sector is handled by several teams who are supported by specialists such

as Chefs, Baristas, Barmen, etc., and they count on their own, fully-equipped demo kitchen for demonstrations to clients as well as training and product testing.

ESF is a loyal Guild supporter and a frequent participant in culinary activities and demonstrations organized by the Guild and other organizations, with Cafe Culinare and Apéritif Culinare events eagerly anticipated by the country's culinary community.

ESF believes that its people are its main assets, and is always looking to strengthen its teams with enthusiastic individuals who can translate their passion for food and hospitality into sales results. Email info@esf-uae.com if you're interested in working with brands like:

Barilla, Voiello, Riso Gallo, Mutti, Pietro Coricelli, Indomie, Bonne Maman, Famiglia, Wasa, Ferrarelle, Frey, Monbana, Kimbo, Dilmah, Fabbri, Santal, Big Train, Pidy, Patiswiss, Gunthart, Michel Cluizel, Pepperidge Farm, Jules Destrooper, Midor, St. Michel, Mulino Bianco, Snyder's of Hannover, Achenbach, Ina Paarman, Mrs. Balls, Peppadew, redesspresso, Schogetten, Tartuflanghe and many more.....



Dilmeet Sahni, Director, SAFCO, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



Since its inception in 1994, **Sawhney Food Stuff** has continued to grow to become a leading importer, exporter and distributor of both food and non-food products.

Built on foundation and hard work, word spread quickly that they were capable of delivering the goods with highest level of service and uncompromised quality.

Sawhney's prestigious clientele includes five star hotels, catering companies and popular airlines. Products and service, second to none, are first and foremost in the minds of the company and their commitment to customer is to serve with impeccable standards.

Moreover, it has been successful in estab-

lishing a long-term business with overseas companies through the share and practice of Quality and Consistency. These relationships have allowed us to become an active importer, exporter and distributor in the Industry.

Sawhney comprises

with the following divisions:

- Foodservice and Distribution – specializes in supplying of all types of food items including poultry, meat, seafood, vegetables, dry foods, gourmet products, beverages, and an entire of cheeses.
- Ship Handling
- Hotel Supplies
- Disposables
- Construction and Building Materials
- Logistics and Consolidation

In 2010, Sawhney Food Stuff moved to its present facility located at Dubai Investment Park- Phase 2 completed an expansion of warehouse included a capacity of cold stores is 2000MT and capacity of dry stores is 1000MT.



Bassam Bousaleh receiving the membership certificate for USMEF from Chef Uwe Micheel, President, Emirates Culinary Guild



The U.S. Meat Export Federation (USMEF) is a non-profit trade association, working to create opportunities and to develop international markets for U.S. red meat products. With its headquarters in Denver, Colorado-USA, USMEF has a network of offices and representatives around the world including the Middle East. Its worldwide presence has forged a series of partnerships which has ensured that USMEF, U.S. companies and U.S. beef products have become integral parts of international red meat markets. USMEF shares its local intelligence and two decades of experience with U.S. exporters, traders and buyers alike as well as end users, foodservice operators and processors in each market.

USMEF mission works to increase the value and profitability of the U.S. beef, pork and lamb

industries by enhancing demand for its products in targeted export markets through a dynamic partnership of all stakeholders.

A set of strategic priorities are undertaken by USMEF with main focus on: Total Carcass Utilization to maximize export demand for value-added products and "Underutilized" cuts, providing trade support, educating buyers and building their loyalty to U.S. beef products, increasing market presence in the HRI and retail sectors, establishing positive images with consumers and securing sustained access to existing and potential export markets.

USMEF also provides trade and HRI services to help its members better identify and reach new market opportunities. Such services include breaking news about the industry, updated lists of trade leads, U.S. suppliers and members, participation in regional and international trade shows, market research and seminars on technical issues as well as chef training and culinary initiatives.

To learn more about USMEF, please visit our website www.usmef.org. For your inquiries, kindly contact info@usmef.org and amfime@cyberia.net.lb.



THE EMIRATES CULINARY GUILD



APPLICATION FOR MEMBERSHIP

Date of Application: <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>		
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) Corporate <input type="checkbox"/> Senior <input type="checkbox"/> Junior <input type="checkbox"/>	
Tel. Home:		
Fax Home:		
Email:		
Declaration to be Signed by all Applicants I wish to join the Emirates Culinary Guild. I have read the ECG Constitution and By-laws. I agree to be bound by the requirements of the constitution. If elected, I promise to support the Guild and its endeavors, to the best of my abilities. Signed:.....		
Proposed By:		Sig:.....
Seconded By:		Sig:.....
FOR OFFICIAL USE ONLY		
Remarks:		
Payment received?		
Certificate Given.	Pin Given.	Medal & Collar Given
Approved President.....	Approved Chairman.....	
Fees: Junior Member: No fees (provided that they have joined two competitions within a year). Or AED 50 joining fee. Junior members will receive a certificate. Senior Members: Above the rank of chef de partie (or senior chef de partie on executive chef's recommendation). AED 350 joining. Includes certificate; member-pin, member medal and ECG ceremonial collar. AED 150 per year thereafter. Affiliate Member: AED 350 for the first year. AED 300 per year thereafter. Corporate Member: AED 20,000 per year		



Chile, a world class food & beverage supplier



CHILE is surrounded by effective natural barriers such as the Atacama Desert in the north, Andean Mountains in the east, The Pacific Ocean in the west and the Ice Fields in the south. This geographical singularity has successfully contributed to produce an outstanding variety of products.

HALAL CERTIFICATION Trained staff in relation with technical and religious matters of the Halal Certification and the ritual slaughtering of animals in agreement with the Islamic Law.

NOWADAYS OVER 45 HALAL CERTIFIED CHILEAN COMPANIES offer a wide variety of products such as:

- Halal beef & lamb
- Concentrated fruit juices
- Dairy products, powder milk & butter
- Food supplements, omega 3
- Fresh & frozen fruit
- Nuts & Dried fruit
- Salmon, sea bass & trout
- Seafood, Juan Fernandez rock lobster, king crab and scallops

FOR FURTHER INFORMATION CONTACT US ON

TRADE COMMISSION OF CHILE IN DUBAI
21ST CENTURY TOWER, 9FLOOR,
OFFICE 901, DIFC.

+971 4 321 0700

+971 4 321 5673

P.O. BOX: 9769, Dubai

→ www.chile-dubai.com

pro|CHILE
CHILEAN PROMOTION BUREAU



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



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

Available in your markets as of September.



Assisting the amazing
since 1883

