

gulf

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## gourmet

THE MAGAZINE CHEFS LOVE TO READ

volume 13, issue 10

DELICIOUS  
DESIGNS

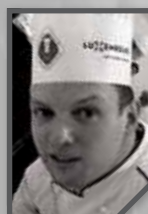
AWARD-WINNING FOOD ARTIST  
CHEF **NALIN JAGODA** HAS  
USED BUTTER, ICE, CHOCOLATE  
AND VEGETABLES TO CARVE  
OUT A FANTASTIC CAREER

CELEBRITY  
TALK

American Celebrity  
Chef **Todd English**  
on why his dishes  
are delightfully  
Mediterranean

YES, 70  
MEDALS!

UAE team claim 43  
gold, 15 silver and 12  
bronze medals at the  
Culinary World Cup in  
Luxembourg

GOLDEN  
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# president'sstation

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Dear Fellow chefs, ladies and gentlemen,

Welcome to the December issue of our Gulf Gourmet.

I need to first congratulate the team that travelled to the Culinary World Cup in Luxembourg. Great success, great teamwork and an amazing result.

The Senior team, the Junior team, the Pastry team, the Artist team and the Management team. Special thank you to Karl Heinz Ney, Thomas Haller, Michel Miraton, Norbert Girnth, Majid Al Sabbagh, David Arnold, and Hendrik Jonsson, who looked after the team and gave great support. Thank you, again. Our Team came back with a total of 70 medals! Info and images from Luxembourg are in this issue of Gulf Gourmet as well continue in the January issue as well.

The team is in full swing with the preparation for Sial Abu Dhabi and the Abu Dhabi Food Festival. I am looking forward to the Young Chef Teams from all over the world, who will compete for the Alen Thong Trophy. Big thank you to all our partners at Cuisine Du Sial 2018.

USPEEC is our again the Title Sponsor for the Young Chef Trophy and the Live Chicken Class. We will use US Chicken leg quarter for both events. Thank you to Bassam Bousaleh and the whole team of AMFI Office for the ongoing partnership.

Thank you to all our Partners including Nestle Professional, Meat and Live Stock Australia, ADNEC, Boecker, Ronai, Masterbaker, JM Foods and Boodys and Barakat.

Straight after Sial, the Team in Abu Dhabi stays busy with Abu Dhabi Food Festival from 13 -17 at the Corniche. We look forward to a great festival, especially the World Kitchens' 15 Celebrity Chefs representing their respective countries. Michelin-star Chefs



and our own top chefs from UAE will present the dishes on the main stage.

We will also have our National Culinary Team showing their skills. Artist and Pastry Chefs will be on the second stage. There will be many events for the Young Future Chefs. Chef Majed Al Sabagh will be looking after our young visitors.

Please visit [gulfgourmet.net](http://gulfgourmet.net) to browse through previous issues of this magazines. Visit [www.emiratesculinaryguild.net](http://www.emiratesculinaryguild.net) to see latest happenings on the events calendar. And visit [www.facebook.com/wacsyongchefs](http://www.facebook.com/wacsyongchefs) 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 out all our supporters.

I am wishing everyone a very Happy Christmas Season and a great start for 2019.

Thank you to Chef Amgad Zaki and Ghaya Grand Hotel Team for hosting the November meeting.

Culinary Regards,

**Uwe Micheel**

*President of Emirates Culinary Guild*

*Director of Kitchens*

*Radisson Blu Hotel Dubai Deira Creek*



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# MAKE THE MOST OUT **OF YOUR** BRISKET

Australian beef brisket is a fantastic, full flavoured cut that lends itself to many international cuisines and cooking styles. Its relative low cost and versatility make it a popular ingredient in global cooking, and one that's often undervalued in favour of premium loin cuts. From the star of the barbecue, 'smoked' over wood or charcoal or cooked with aromatic rubs and marinades over a low heat until tender – no matter the cooking technique – the result is melt-in-the-mouth tender beef.



## Point End Brisket

The point end brisket is essentially the pectoral muscles from the chest/brisket area between the front legs. Being a well exercised muscle, the point end has a high degree of connective tissue and is best suited to slow wet cooking methods such as braising and casseroling. This beef cut is perfect for shredding as it literally pulls apart when cooked.



## Navel End Brisket

The navel end brisket is prepared from a brisket by the removal of the point end and following the caudal edge of the specified rib. The navel end of the brisket is the end under middle side. This cut is ideal for curing, braising and slow cooking.

## Top Tip

Look for brisket that has some marbling and a deep red meat colour. Leave a thin layer of fat on the top of the muscle to keep it moist during cooking.

Cover the brisket with a tasty rub or marinade, then slow cook over a low heat for several hours in the oven or on a well-sealed BBQ grill. Serve with your favourite barbecue sauce.



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# editor'snote

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Welcome to the final issue of Gulf Gourmet for 2018. What a way to end the year. We had to stop press to add in the great news about UAE culinary team winning 70 medals (including 43 gold) at the Culinary World Cup in Luxembourg late last month.

The chef gracing the cover of this issue too contributed to the tally including a gold with high distinction. Don't miss the exclusive coverage in this magazine.

Another reason this was a great year for us is the way we managed the sixth edition of the Nestle Professional Golden Chef Hat Award. We had the largest pool of 40 selected chefs from 20 properties across the UAE vying for the top prize – an all-expenses-paid trip to Singapore. We will have the finals (a live cook-off) with our partners ICCA in February.

Will let you know more on that next month.

If you missed that opportunity do not fret. The seventh edition of Nestle Professional Golden Chef Hat Award 2019 begins next month. If you would like to be part of this event do let us know. Just email your interest to our Associate Publisher Amaresh Bhaskaran at [amaresh@gulfgourmet.net](mailto:amaresh@gulfgourmet.net).

If you are selected, you will get your hotel, your chef team, and your recipes featured in the magazine across four pages. And if you are the best team, you will take home a fantastic prize. Our previous winners have won Apple Macbooks and foreign trips. Don't wait. Act now.



This issue also has some amazing interviews including with American celebrity chef Todd English. I spent an hour talking to the man who owned a restaurant, which saw queues lined up outside for hours everyday, for years. One thing he said in our conversation (not printed in the interview) is that he believes it is only a matter of time before robots replace cooks.

What are your thoughts about it?

It is a scary thought because according to him, what consumers want is good, healthy food and the human touch will not matter.

We'll do a story on this some time in the future.

It's not happening anytime soon, so relax. Enjoy the read and keep cooking with passion.

**Aquin George**  
Editor

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# friends of the guild



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# newsbites



## Emirates Culinary Guild chefs fly the UAE flag High in Luxembourg

The UAE team was awarded a total of 70 medals – 43 gold (including 2 with distinction), 15 silver and 12 bronze during the 5-day Culinary World Cup

### The Senior team is represented by

TEAM CAPTAIN	STEVEN	PETER
TEAM CAPTAIN	JURAJ	KALNA
CHEF	SHELTON	PETERS
CHEF	SIVABALAN	KRISHNAN
PASTRY CHEF	ACHALA SANJEEWA	WEERASINGHE
CHEF	MOHAMAD ASHAM	ABDUL MAJEED
CHEF	DAMMIKA	HERATH MUHDIYANSELAGA
CHEF	YASHANTHA ASIRI	KUDA WITHANAGE
CHEF	MUHAMMAD	RAEES
CHEF	SANA	QUIDWAI

The Emirates Culinary Guild is on a high with the successful participation of the UAE Culinary team in Luxembourg late last month. Held at the EXPOGAST 2018 Villeroy & Boch Culinary World Cup. This competition is one of the most prestigious in the world to compete in and is by invitation only for the teams.

President of the Guild Uwe Micheel and Director of kitchens for Radisson Blu Dubai Deira Creek said, "We are immensely proud of these young men



and women who represented the country against the best in the world and flew the flag high for the United Arab Emirates. They have proven that our adopted home is one of the strongest in the culinary world and is being recognized as an international force in culinary competitions added Micheel.

Guild Chairman Andy Cuthbert General Manager of Jumeirah Creekside Hotel and Madinat Conference and events and Jumeirah Hospitality added, "without the help of a team of senior chefs and helpers who also accompanied the team, and also friends from Germany and Switzerland who came and helped we would not have been as successful as we were, the Guild thanks, Henrik Jonsson, Michel Miraton, David Arnold, Norbert Girth, Karl Heinz Ney, Thomas Haller, Majid Al Sabagh, Kapila Armaratunga.

The UAE sent a team of 48 chefs from across the country including from the Emirates of Abu Dhabi, Dubai, Sharjah, Ras Al Khaimah and Ajman to make up the teams of Senior Team, Young Chef Team and Pastry and artist teams, chefs from restaurants, hotels and Dubai and Abu Dhabi Royal palaces were part of the team and are from nationalities across the globe. There were a total of 30 countries competing in the senior team category and 15 countries in the Young chef categories, these are the top teams in the world chosen to compete and having the UAE represented was a great honor for the chefs.

The senior team comes from across the Emirates from, Madinat Jumeirah, The Ritz Carlton Ras Al Khaimah, Radisson Blu Dubai Deira Creek, Atlantis, Armani, Renaissance, Ajman Saray, Caesar Palace, Emirates Flight Catering, Nassima Royal; Led by team Captain Executive chef Steven Peter from The Ritz Carlton Ras Al Khaimah we thank all the hotels for their support to the team and the Emirates Culinary Guild.

The team was made up of chefs including three young ladies with Chef Roseniah

NAME OF COMPETITOR	CATEGORY	MEDAL
SENIOR TEAM	COLD TABLE	SILVER AND GOLD FOR PASTRY
SENIOR TEAM	RESTAURANT OF NATIONS	SILVER
YOUNG CHEF TEAM	LIVE BUFFET	BRONZE
YOUNG CHEF TEAM	RESTAURANT OF NATIONS	BRONZE
ROHITHA KUMARA LEELAWANSA KASTHURIARACHCHI		
K.A.D. DANUSHKA GAYAN KARUNARATHNE		
K.M.U.G. SAMANTHA KEKULANDARA		
JAGATH UDAYA MAHESH BANDARA RATHNAYAKA		
A.D.M. AMILA NUWAN KARUNATHILAKA		
C.V. SUNITH WIJEDASA		
DILAN ASANKA		
DON NALIN KRISHANTHA JAGODA		
ACHIRA KULARATHNE		
M.L. ARAVINDA LEELARATHNA		
D. MANOJ LASANTHA DE SOYSA		
RUCHITHA CHAMINDA FERNANDO		
DILIP KUMARA NANIDIRI DEWAGE		
K.P. DINUM SANKAPALA		
A. L. MALITH PADMA SOMATHILAKE		
NUWAN PRASANNA		
ERANDA SAMPATH		

from Mina A salam Madinat Jumeirah as captain, and chefs from Al Qasr Hotel, JW Marriott Marquis, Radisson Blu Deira Creek, HMH Hotel Group, FIVE Hotel the Palm, Sheraton Creek, Westin, again a huge thank you to the hotels for their support to the Young chefs

A team of artist's also were included in the team and they competed in several artistic categories and also participated in an Ice carving demonstration which was led by chef Sampath Asella who wowed the crowds every day with his and the teams masterpieces.

The UAE team was awarded a total of 43 gold medals (including 2 with distinction),

15 silver medals and 12 bronze medals were awarded during the 5-day event. Making a total of 70 medals overall.

Also the teams won several other accolades,

- ♦ The national senior team won 3 medals, gold medal for pastry art, silver medal for cold table display and silver medal for hot kitchen
- ♦ The national young chef team won 1 bronze medal for the gourmet buffet and 1 bronze medal for the hot kitchen
- ♦ The two gold medals with distinction were won by
- ♦ Chef Rohitha Kasthuriarachchi and chef Don Nilan Jagoda



# newsbites



- ♦ Best pastry chef of the competition was won by chef Achira Kularathne
- ♦ Chef Rohitha won 1 gold medal with distinction and 4 golds and 1 bronze

## Artists were represented by

DON NALIN KRISHANTHA JAGODA

ROHITHA KUMARA LEELAWANSA  
KASTHURIARACHCHI

K.A.D. DANUSHKA GAYAN  
KARUNARATHNE

K.M.U.G. SAMANTHA  
KEKULANDARA

JAGATH UDAYA MAHESH BANDARA  
RATHNAYAKA

A.D.M. AMILA NUWAN  
KARUNATHILAKA

C.V. SUNITH WIJEDASA

DILAN ASANKA

medal making him the best individual competitor for the show

The team was made up of hotels from all over the UAE and we thank the Following establishments for the support they gave by allowing their chefs to compete and be with us in Luxembourg:

- ♦ Radisson Blu Dubai Deira Creek
- ♦ Burj Al Arab Hotel
- ♦ Mina A Salam Madinat Jumeirah
- ♦ Al Qasr Madinat Jumeirah
- ♦ Al Naseem Madinat Jumeirah
- ♦ Atlantis The Palm
- ♦ JW Marriott Marquis
- ♦ Ajman Saray
- ♦ The Ritz Carlton Ras Al Khaimah
- ♦ FIVE Hotel The Palm
- ♦ The Westin
- ♦ Fairmont
- ♦ Crowne Plaza
- ♦ Gloria Hotels

- ♦ Habtoor Hotels
- ♦ La Brioche
- ♦ Al Safadi
- ♦ Compass
- ♦ Meridian Hotels
- ♦ Nassima Royal
- ♦ The Palace downtown
- ♦ Golf and Shooting Club
- ♦ Sheraton
- ♦ Sofitel
- ♦ Savarin
- ♦ St Regis
- ♦ Warner Brothers
- ♦ Coral Hotels
- ♦ Al Jawaher Reception and Convention Centre
- ♦ Caesar Palace Dubai

The next big event for the Chefs is the Culinary Olympics in 2020 in Germany.

*We bring you exclusive images from Luxembourg starting page 42*

## Pastry chefs represented by

ACHIRA KULARATHNE

M.L. ARAVINDA LEELARATHNA

D. MANOJ LASANTHA DE SOYSA

RUCHITHA CHAMINDA FERNANDO

DILIP KUMARA NANIDIRI DEWAGE

K.P. DINUM SANKAPALA

A. L. MALITH PADMA SOMATHILAKE

NUWAN PRASANNA

ERANDA SAMPATH

**The Young chef team, led by Chef Sagar Kadkikar for the 5th year from Mina A Salam Hotel at Madinat Jumeirah and Alannah Francesca from the Dubai based confectionary company Savarin is made up of**

TEAM CAPTAIN	ROSENAIAH	SULTAN
CHEF	SAJAN	BISTA
CHEF	ANTONETTE	ERMINO
CHEF	LAKSHAN	DE SILVA
PASTRY CHEF	THARINDU	GANIHI ARACHCHILAGE
CHEF	JHANEEN	DELA PAZ
CHEF	LIONEL HONORATO	PEREIRA
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To get your chef or company related news featured in this section, email [editor@gulfgourmet.net](mailto:editor@gulfgourmet.net)



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## DISTINCTIVELY ENGLISH

His English is rather American but his dishes are delightfully Mediterranean. Despite decades of a successful culinary career, celebrity chef **Todd English** remains one of the sincerest students of gastronomy...

Celebrity chef, successful restaurateur, noted author, television personality – to the public, Todd English is a man of many envious identities.

But ask him how he sees himself and the answer is surprisingly lacking in glamour: “A lifelong student of food.” Disappointingly simple the reply may be, yet it reflects a deeper self-

awareness, perhaps the very trait that has made Chef Todd everything that his fans know him for.

It's hard to sum up his achievements. He hosted the TV show Food Trip with Todd English on PBS, co-authored four cookbooks: *The Olives Table*, *The Figs Table*, *The Olives Dessert Table* and *Cooking in Everyday English*, ranked in the Forbes list of top-earning chefs,

and has been involved with over a 100 restaurants including chains such as Olives and Figs and actress Eva Longoria's restaurant Beso. For a small-town boy from Amarillo in Texas, that's quite an impressive dossier. And it doesn't even begin to cover all that he's done.

These days he's busy promoting his newest venture 'Todd English Food Hall' at



Dubai Mall. Here he helps you experience uniquely crafted delicacies from every culinary capital around the world.

The origin of his love for food is unknown. It could have been his mother's Italian gene. "I started hanging out in the kitchen when I was barely eight or nine. Walking around and making something – mostly a mess! But I thought I was great," laughs the now 58-year-old chef. The enthusiasm of the child he was still lingers in his demeanour. Food was a special bond the family shared: "My grandmother's homemade pasta was a family favourite and my uncle was a baker who made polenta at home. Using local ingredients and cooking everything from scratch was a tradition."

The machismo of Texas couldn't have encouraged the cause of cooking as a profession but some formative years spent in the agriculture-friendly state of Georgia might have contributed to his inclination towards food. "Still, it was the 1970s and cooking wasn't exactly cool in America. It was not a vocation. When I went to my high school counsellor in my mid-teens and said I wanted to study food, I was sent to the home economics class."

Somehow, the advice of seasoned chefs led Chef Todd to the Culinary Institute of America. "At the time, it was expensive. 14,000 dollars to be exact in 1978. I took a student loan and enrolled." A self-confessed nerd, the teenager buried himself in the extensive library of the prestigious culinary school. "The thing about vocational schools is that you only get out of the course what you put into it. I asked a lot of questions, browsed through an unbelievable collection of books and participated in many activities. I just loved studying food and understanding why things were the way they were."

Having a dorm room near the pay phone turned out to be quite a life-changing event. Two weeks away from his externship, Chef Todd picked up



**I started hanging out in the kitchen when I was barely eight or nine. Walking around and making something – mostly a mess! But I thought I was great**

the phone when it rang on a Saturday. "It was a chef with a heavy French accent asking me if I was joining his restaurant the next day. I still had a

couple of weeks of school left but I hopped on to the train and headed for New York." The caller was Chef Jean Jacques Rachou and the restaurant was La Cote Basque. "He really kicked my butt, teaching me a lot in the process. I worked there for a good three years and enjoyed every minute of it."

When a friend offered Chef Todd a job at the Waccabuc Country Club just outside New York, there was no hesitation. "I had to learn more, explore more. So I went." The decision wasn't wrong. "I realised how much I did not know. I had to manage a kitchen, cater to 300 people." Such was Waccabuc's faith in Chef Todd that it even paid off his student loan.

A year later, when the opportunities



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for learning were narrowing, he got a chance to go to northern Italy for a few months to learn Tuscan cuisine. "I had never been to Europe. When I reached there, the whole kitchen staff was in the dining room, watching a soccer game. That was quite a difference from the busy American restaurants." Over the next year, Chef Todd practised his Italian language skills as much as the local cuisine. Then, he was offered a chance to open a restaurant in Boston for restaurateur Michela Larson. "I joined there as sous chef. Three days before the restaurant was to open, the head chef got into a fight with the owner and quit. Michela asked me – 'are you ready with the menu?' Until then, I had never developed my own menu. I gave it a shot

and it turned out well." The restaurant - Michela's – opened in 1985. Boston was a wasteland at the time and this new restaurant was making waves with its succulent chicken, fresh pasta and delicious breads."

Somewhere along the way, Chef Todd tied the knot with his culinary school sweetheart, Olivia Disch. But at the age of 26, the chef had a rather devastating loss that eventually shaped his journey. "We lost our first child at birth. It was really traumatic for both of us and it made us look at life differently. We realised life was too short to not do the things you want to do." The thing he wanted to do was to open his own restaurant.

In 1988, the couple took out a bank loan, rented a small store in the modest neighbourhood of Charleston in Boston and decided to give wings to their entrepreneurial dream. The first Olives restaurant was born. Obsessed with Mediterranean food, Chef Todd considered olives to be representative of his culinary beliefs. The name also complemented the then love of his life – his wife Olivia.

It was a small place – crammed with a rotisserie, a grill and an oven. On the menu was a 10-dollar-50-cent rotisserie chicken and potato dish, which sold like hot cakes almost immediately. "It was 30 people the first night and 100 the second. By the third day, there was a long queue outside the restaurant." Given that the eatery was in the Charleston area, this was quite an achievement. Notorious for bank robbers, the area was on the no-go list of Boston cab drivers. "So many experiences and so many stories but the food was good and it worked. The restaurant ran successfully for a good two decades." A couple of years later, the restaurant moved to a larger place nearby but retained its popularity.

What might have made Olives such a winner could be its inventiveness. "The culinary landscape of America was changing. I believed in the democracy of food and it reflected in our dishes. It was affordable luxury. Elegance is not always about how expensive something is. It's how something makes you feel. Our food made people feel rich."

Chef Todd credits French chefs with teaching him how to utilise every part of a slaughtered animal for food and avoid wastage. The credit for learning every detail of the food business, however, goes to him...and him alone. Chef Todd travelled around to see how supplies are sourced, understanding the entire food supply chain.

The birth of his son prompted the family-oriented chef to consider





**We lost our first child at birth. It was really traumatic for both of us and it made us look at life differently. We realised life was too short to not do the things you want to do**

opening a restaurant that kids could also enjoy. That's how the first Figs opened its doors. Even though a string of restaurants followed, Olives and Figs remain Chef Todd's calling card.

Olives has now shrunk to two branches – one in the Bahamas and the other in Abu Dhabi. "The Abu Dhabi restaurant still has the classic dishes that we had 30 years ago. I love those traditional Italian offerings."

We'll never know whether it's his lust for good health that is responsible for Chef Todd's youthful looks or his child-like enthusiasm for life. Bubbling with energy that would put most teenagers to shame, he is excited about the evolution of gastronomy – both in terms of ingredients and technology. Unlike most senior chefs who criticise the attitude of young chefs, he loves having budding gastronomists around. "The ones that are doing it right are those who see themselves as students of cuisine. There's too much out there to learn and it is constantly evolving. You have to think outside of ourselves, do some soul-searching. The trick is to stay true to who you are. Don't be a copycat." His own soul-searching led him to realise he's the guy who takes common ingredients and likes to do uncommon things with them.

However, Chef Todd does accept the



criticism that the glamour of cooking shows might be attracting people to the profession more than the love of food. "I did television but I was not too comfortable with it. So I took a break. It's not an easy profession and I've had my share of ups and downs."

Still, the future looks appetising. "We're becoming more aware of food, of what we put into our bodies. We have to feed our brain the right foods for our bodies to work efficiently. That movement is picking up and it's a good sign."

His worst nightmare would be becoming 'a dinosaur in the business'. "There are moments when I feel burnt out. My biggest fear is not staying forward-thinking. To avoid that, I spend a lot of time studying nutrition and trends. I stay close to food and that's something I will never get bored of." Indulging the 'nerdy guy' inside him doesn't mean the kitchen has lost its allure. "I still cook. Those are my Zen moments."

Looking back, life has thrown up great moments and sad moments. "In your professional life, bad stuff happens and you get over it. But the death of my daughter at birth is something both my ex-wife and I never got over. Closing Olives was also very hard but it had run its course. It was time to let it go." Personally, the best moments were the birth of his three kids. "The Todd English, P.U.B. restaurant in Las Vegas being inducted into the Culinary Hall of Fame was another high. That phone call gave me an incredible moment."

You'd think that with such an impressive journey behind him, Chef Todd would be ready to hang up his apron. But that's as far from the truth as possible. "I may have a masters in food but I will never be a PhD and that won't let me rest. I'll keep learning until my body and mind give up," he finishes.

An inspiring attitude from an inspiring personality. That's Todd English for you.





Nestlé  
Golden  
Chef's Hat  
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# EAST SIDE STORYTELLERS

The Middle East and South East Asia come together in a power pack from Verdura restaurant. Chefs **Abd Annor Azzoug** and **Renz Rafael Garcia** are the final teams ready to knock the judges' palates off at the Golden Chef Hat Award...

**W**hat do you get when the Middle East meets South East Asia? A dream team. Algerian chef **Abd Annor Azzoug** and Filipino chef **Renz Rafael Garcia** of Verdura restaurant are joining hands to create a unique blend of tastes and flavours for the discerning palate.

Meet and greet the inspired duo...

## **Abd Annor Azzoug**

Like father, like son.

Most chefs are inspired by their mothers to become professional cooks. Chef

Abd Annor Azzoug's inspiration was his gastronomist father. Throughout his formative years in Saoula in northern Algeria, the question of what he will do when he grows up did not arise. "It was at the age of 15 that my decision to become a chef was cemented," says the 23-year-old. "I loved watching my father cook. He made it look like an art form."

With dreams of the white apron in his eyes, Chef Azzoug joined a 19-month diploma programme at a culinary school. The course included a year of hands-on training. "After getting my diploma, I took up a job at this

company called Premium Catering, where I worked for a year." The next stop was the Casa Bella restaurant in Club des Pins, a resort area near Algiers. When a friend joined a pre-opening team of a signature restaurant, Chef Azzoug followed suit. He also worked at the Sheraton in Club des Pins before coming to Dubai a couple of years ago.

Currently, Chef Azzoug is the demi chef partie at the Verdura restaurant in Ibn Battuta mall. "My specialisation is mainly French cuisine because that was my main training in Algeria. But here, I do more Mediterranean cooking."



**Abd Annor Azzoug****Renz Rafael Garcia**

**My specialisation is mainly French cuisine because that was my main training in Algeria. But here, I do more Mediterranean cooking**

While Chef Azzoug enjoys creating new dishes from cuisines he is already familiar with, he wants to learn all he can about Japanese food somewhere down the line. "I absolutely love sushi and I want to learn how to make it."

Even as his career develops, Chef Azzoug has not let go of his father's advice – 'Always work hard'. Today, his father is the executive chef at Sofitel hotel in Algeria. "My mother is a homemaker and my younger brother is still in school. We are a close-knit family."

In the future, he would like to return home and maybe start a restaurant. "I miss my mother too much to stay away from her for too long. But I will have to live here for some time to sharpen my skills."

He hopes to use competitions to learn good tricks and techniques. "This is my first competition. Even if I don't take home the prize, I would like to

feel satisfied that I gave it my best shot." That's the kind of attitude that makes winners.

#### **Renz Rafael Garcia**

When it came to career, you can safely say that Chef Renz Rafael Garcia never had a choice. Growing up in the 'culinary capital of the Philippines' chose the profession for the foodie. Even though his father is an interior designer in Dubai and his mother is a linguist based in Paris, Chef Renz was too heavily influenced by the food scene of Pampanga, a charming province near Manila known for its street eats and eclectic restaurants. The region has many great recipes handed down generations from cooks trained by Spaniards during the colonial period.

"I never went to a culinary school. I didn't have to. My grandmother was a superb cook and she taught me how to bake," says the 25-year-old. Cooking was a family bonding activity in the Garcia household. So when in high school, Chef Renz announced that he was going to be a chef, no one batted an eyelid. "In fact, my father told me there were many opportunities here in this industry." Moving to Dubai in 2014, Chef Renz began his career with the Mercato Jumeirah. In the years that followed, he worked at the JLT Cluster X, Kite Beach, Ajman Corniche and Motor City before joining Verdura restaurant a year ago. Now, he's a commis chef in the pastry section of the restaurant.



**I never went to a culinary school. I didn't have to. My grandmother was a superb cook and she taught me how to bake**

"What I love about Dubai is how many nationalities are present here."

While Chef Renz's personal favourites are the lotus cheesecake and the pastille, the signature desserts of Verdura, he loves to experiment with different ingredients. "I don't miss going to a hospitality school. Learning on the job is the best learning of them all. You have so many ingredients to pick from and experiment with."

He's rather pleased with how his career is shaping up. Someday, Chef Renz hopes to open a fusion restaurant in the Philippines. "My family runs a Korean restaurant. So it's not new to us."

Facing the judges at the Golden Chef Hat competition won't be as tough as waiting for his family's verdict on his dishes. "My parents are the biggest critics of my work. So it has toughened me up," he laughs. Why worry when confidence is your middle name?

## SLOW-COOKED AUSTRALIAN LAMB RACK, CARROT TEXTURE AND SHALLOT CROMESQUI

### Ingredients

Australian Lamb Rack	1.2kg
Thyme	5g
Butter	100g
Salt	5g
Pepper	2g
M'qalli spice	2g

### Method

- ♦ Clean and trim the lamb rack, put all the ingredients in the bag, vacuum squeeze, then cook all in the sous vide, 68°C for 1 hour. Remove from the bath then cool down with ice water.
- ♦ **Cooking procedure:** Put the bag for 3 minutes in boiling water, remove the lamb and glaze it with butter, garlic and thyme till golden, then cut.

### SHALLOT CROMESQUI

Nestle Mash potato	62g
Water	100ml
Salt	4g
Pepper	2g
Parmesan Cheese	25g
Chives	3g

### Method

- ♦ Make the potato mash mix with cold water, add in all the ingredients then reserve.

### Stuffing

Lamb Trimmings	50g
Banana shallot	200g
Garlic	3g
Orange juice	20ml
Thyme	2g
Portabello mushrooms	10g
Salt	3g
Pepper	1g
Feta cheese	2g
Lamb jus	100g
Breadcrumbs panko	70g
Beaten Eggs	4pcs
Flour	100g

### Method

- ♦ Cook the shallot, mushroom and lamb, season it, add in the garlic, deglaze with orange juice, then add in the jus,



butter and thyme and feta. Cook till all ingredients are soft. Let it cool down.

- ♦ For one cromesqui, use 30g of mash and 20g of stuffing, then coat in the flour, eggs and breadcrumbs, make balls and reserve in the fridge.
- ♦ **Cooking:** Deep fry in hot oil at 180°C till golden brown.

### Ingredients

Asparagus Spears	25g
Coloured Carrot	40g
Salt	4g
Sugar	4g
Bayleaves butter	1g
butter	4g

### Method

- ♦ Clean and trim the vegetables, then glaze in simmering water with all the ingredients until cooked al dente.

### CARROT TEXTURE

Whole Almond	100g
Green Apple juice	40g
Water	200ml
Salt	3g
Cumin seeds	1g
Butter	20g
Carrots	200g

### Method

- ♦ Clean the carrots, cut all into parcels, put all into the pan, then put all to boil till soft. Blend all smooth then reserved.

### Ingredients

jus de cuisson	30g
Nestle demi glaze	100g
Lamb rack trimmings	50g
Onion	10g
Garlic	1g
Bayleaves	2g
Thyme	15g
Butter	One parcel
Buitoni sauce	20g
Water	250g

### Method

- ♦ Pinch the lamb trimmings in a hot pan till well-coloured, add in the vegetables, then the buitoni tomato, then add the demiglaze powder, and water. Let the items simmer for 30 minutes, then strain all.
- ♦ Reduce the sauce, then stir with one parcel of butter.

### Ingredients

Afilia cress	3g
Maldon salt	2g
Edible flowers	2g

### Method

- ♦ Use the ingredients for topping and garnish.





## NESTLE DELICACIES REFRESHED WITH ALMOND PANACOTTA FLUID GEL

### CREME BRULEE

Docello creme brulee powder	50g
Milk	200g
Cream	200g
Gelatin sheet	10g

#### Method

- ♦ Bring to boil the mix of milk and cream, remove from heat, add powder and mix with hand whip, then bring back to the boil. portion put half in a round mold, add in the tomato jelly, then cover with the mixture, reserved in the fridge.

### TOMATO RASPBERRY FILLING

Tomato mixture sauce buitoni	75g
Raspberry puree	40g
Gelatine	5g

#### Method

- ♦ Simmer the buitoni sauce, add in the raspberry puree, then the soft gelatin leaves. mold them then chill.

### Ingredients

Kitkat Almond chocolate biscuit layer	70g
Kitkat crumble	100g
Dark chocolate	35g
Almonds slice	20g

#### Method

- ♦ Tempered the chocolate, mixed it with the kitkat crumbs and toasted almond.

### MASH POTATO BISCUIT

Egg yolk	40g
Sugar powder	35g
Flour	75g
Maggi mash potato mixture	50g
Unsalted butter	65g
Vanilla essence	65g

#### Method

- ♦ Mix the butter, flour and mash potato powder.
- ♦ Make it sable then add the remaining ingredients, then reserved the dough for 1 hour in the fridge. with a roller make circle biscuits, then bake 160 degrees for 10 -18 minutes.

### CHOCOLATE MOUSSE RING LAYER

Docello choco mousse mixture	60g
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Milk	100g
Nestle cream	100g
Kitkat crumble	75g
Orange zest	5g
Gelatin	1 sheet
Nestle panacotta mixture	60g
Milk	200g
Cream	200g
Almond essence	1g

#### Method

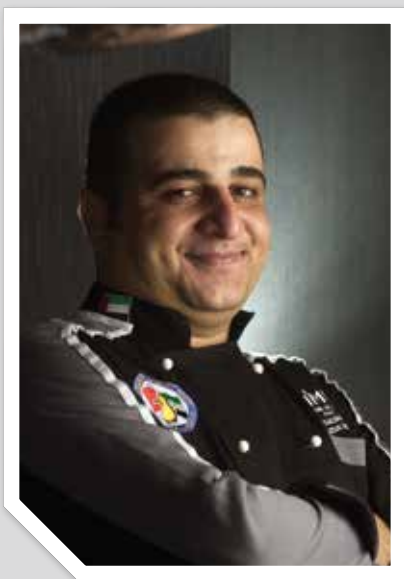
- ♦ Put the appropriate amount of cold milk in a bowl, mix powder with milk using a whisk.
- ♦ Whip with a whip machine for 2-5 minutes at full speed. add in the orange zeste.
- ♦ Reserved in cold.
- ♦ Boil milk and cream, remove from the heat, add in the mixture, then bring back to boil, add in the soft gelatin put in mould then cool down. mix it till saucy then use.

### Ingredients

Raspberry	5g
Afilia cress	2g
Chocolate pearl	5g
Gold powder	1g

#### Method

- ♦ Use for topping and garnish.

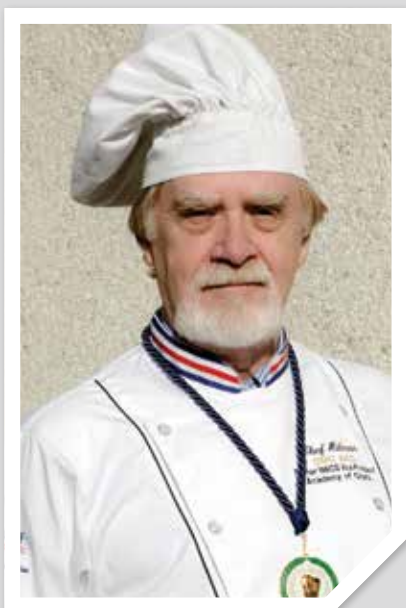
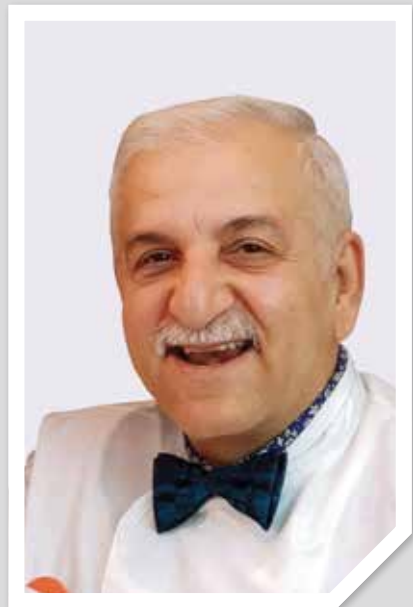
December 2018 **Gulf Gourmet**

## They Will Judge

Meet the senior and junior judges lined up for the biggest culinary spectacle this year-end. The La Cuisine du SIAL will see some of the finest culinary talent from across the UAE as well as international young chef teams that will compete for the Alen Thong Trophy. Local and International Judges certified by the WorldChefs will be in attendance to judge the competitors and give them feedback. Meet the judges...

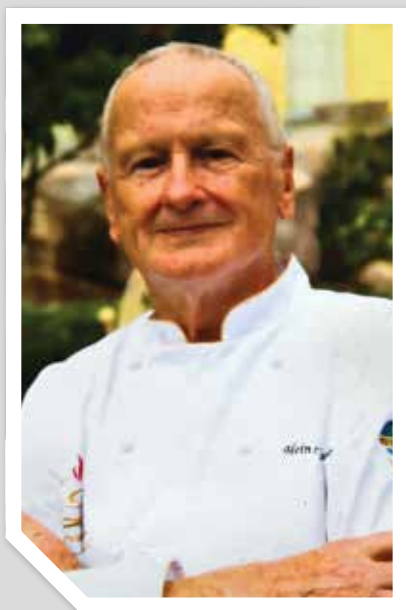
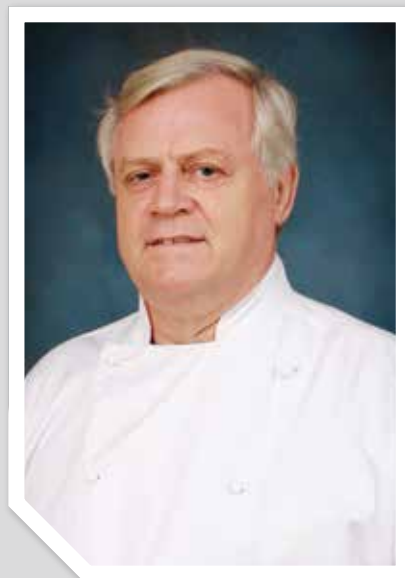


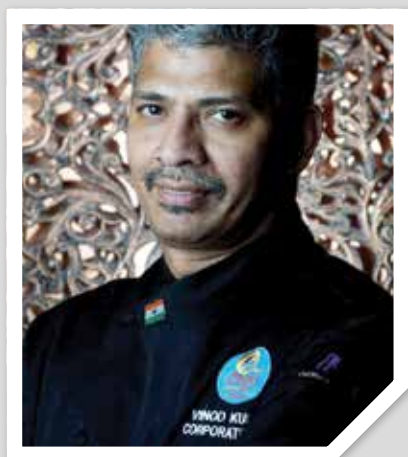
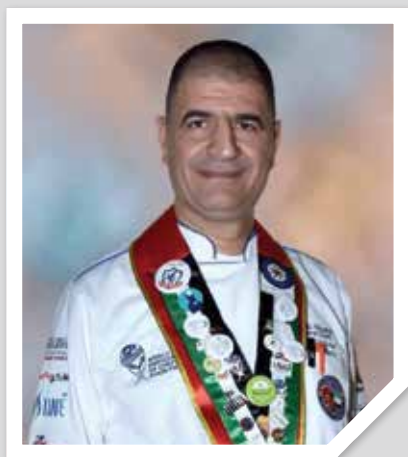






December 2018 **Gulf Gourmet**







# DELICIOUS DESIGNS

Award-winning food artist Chef **Nalin Jagoda** has used butter, ice, chocolate and vegetables to carve out a pretty fantastic career for himself. What's he designing next?







**T**he deliciously-brown toast is sitting pretty on your plate, waiting for a smear of butter and a dollop of jam. You reach out for the butter. It's still cold and refusing to behave as you try to cut out a chunk and layer it on the toast. You give up trying and load the whole block, frustrated that butter just wouldn't listen to your instructions.

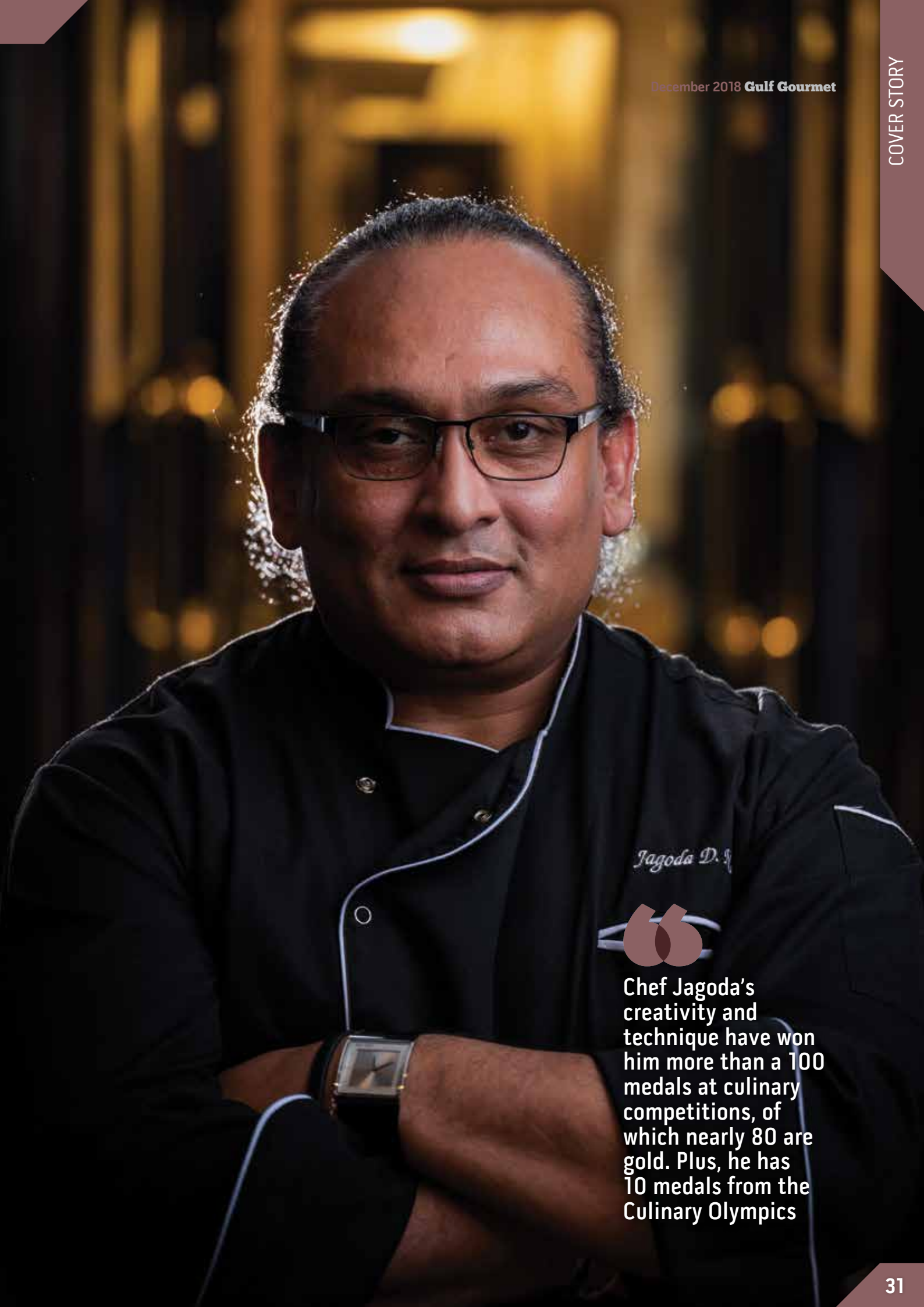
Sounds familiar?

Now imagine someone carving out an entire sculpture from this gooey breakfast staple. A prize-winning food artist, Chef Jagoda Don Nalin Krishantha does exactly that for a living. He has tamed butter to take whatever form he wants it to. Ditto for chocolate, sugar, vegetables and fruits. Impressive, huh?

Chef Jagoda's creativity and technique have won him more than a 100 medals at culinary competitions, of which nearly 80 are gold. Plus, he has 10 medals from the Culinary Olympics, the biggest culinary exhibition in the world. Late last month, Chef Jagoda was in Luxembourg for the Culinary World Cup, representing the UAE in the international competition. As expected, he added more golden feathers to his already-full culinary crown.



**I was in my late teens and I happened to meet one of the best chefs of Sri Lanka. He explained to me what he did and I was fascinated. I decided that was what I wanted to do too**



Chef Jagoda's creativity and technique have won him more than a 100 medals at culinary competitions, of which nearly 80 are gold. Plus, he has 10 medals from the Culinary Olympics



What a loss it would have been to the industry if Chef Jagoda had pursued his childhood ambition – engineering. Born and raised in Kandy in Sri Lanka, he always saw himself as a mechanical engineer. “I even did several short-term courses as a teenager to prep for engineering,” recalls the 50-year-old chef. It was a chance visit to Colombo Hilton and a meeting with a professional chef that changed his life’s course. “I was in my late teens and I happened to meet

one of the best chefs of Sri Lanka. He explained to me what he did and I was fascinated. I decided that was what I wanted to do too.”

When job interviews were conducted at the Colombo Hilton, Chef Jagoda went to try his luck. And ended up changing a lightbulb instead of donning the white apron! “My uncle was the assistant chief engineer there. He pulled me out of the waiting room to help him change a

lightbulb. That’s all I ended up doing at the Hilton. I did not get the job.”

However, an acquaintance pointed Chef Jagoda to vacancies at Le Meridien. “I applied and secured a job. I started there around the end of 1990.”

You would think that Chef Jagoda’s unconventional career choice would encounter resistance from his military-man father. “On the contrary, my





I even did several short-term courses as a teenager to prep for engineering



family was very supportive. Although my father retired as a major in the Sri Lankan army, creativity has always been celebrated in my family."

Starting out as a kitchen artist, Chef Jagoda worked in Le Meridien in Colombo for a good eight and a half years. During the period, the hotel changed ownership and was rebranded thrice. Today, it stands tall as the Galadari hotel. "In the late 1990s, Sri Lanka was reeling under social conflict and terrorism. There were repeated bombings and the economy suffered as a result. I had a wife and two daughters to feed. So I decided I had to move out of the country for a better opportunity." A couple of friends who worked at the Hilton in Abu Dhabi helped secure a job.

The decision proved to be a smart one. Over the 11 years that Chef Jagoda worked at the Hilton in Abu Dhabi, he grew both professionally and personally. "The head chef mentored me and encouraged me to participate in competitions, internal and external."

From Gulfood to the Culinary Olympics, Chef Jagoda has impressed at every contest he has ever competed in. He carved butter, ice, sugar and vegetables, winning several best artist awards.



**My uncle was the assistant chief engineer there. He pulled me out of the waiting room to help him change a lightbulb. That's all I ended up doing at the Hilton. I did not get the job**

"Butter is the hardest to carve but I enjoy the challenge. You have to treat it with kids' gloves."

Around the end of 2009, the Hilton consolidated operations, shutting down some divisions. Chef Jagoda's department was among those that suffered. "There were four of us and we lost our jobs. Around that time, I got a call from the Abu Dhabi palace and was invited for an interview. The executive chef there had tracked my performance for some time and he offered me a position." Since the beginning of 2010,

Chef Jagoda has been working at His Highness Sheikh Mansour Bin Zayed's Al Bateen Palace. Currently, he's the senior sous chef, handling both kitchen artistry and pastry.

First participating in the Culinary Olympics in 2008 through Hilton, Chef Jagoda won two golds in his debut attempt. "It was exciting!" Now looking forward to the Luxembourg competition, he has some wildlife, fantasy and superhero themes in mind for his creations.

For now, his career path looks as good as his sculptures.

As for family, none of his two daughters are keen on the hospitality industry as a profession. "My older daughter, who is 27, is a nursery teacher. The younger one is 24 and she's interested in modelling. I want them to do what they are passionate about. So there is no pressure from me to choose one profession over the other." Both his children understand how demanding his job really is. "My wife was upset that I was out of the country for my 50th birthday, but my daughters reasoned with her," he laughs.

Going forward, Chef Jagoda wants to slow down his participation in competitions to give other food artists a chance. "Eventually, I want to train other promising Sri Lankan chefs in food artistry. There are many talented youngsters out there who don't have the money to train properly. I want to offer them this opportunity free of charge."

This is his way of paying forward the fortune of talent he was lucky to have. Of course, he does seek the right attitude in those he chooses to mentor. "People who chase only money and fame don't get anywhere in life. It's important to believe in your dream and focus single-mindedly on the steps you need to take to achieve that dream. Money and fame will follow."

Coming from someone who has been there and done that, that sounds like a good success strategy.







Eventually, I want to train other promising Sri Lankan chefs in food artistry. There are many talented youngsters out there who don't have the money to train properly. I want to offer them this opportunity free of charge

# Fervour surrounds SIAL Middle East 2018

- ◆ Event held under patronage of His Highness Sheikh Mansour bin Zayed Al Nahyan
  - ◆ Largest edition to date themed 'Defining Innovation in the Food, Beverage & Hospitality Industry'
  - ◆ Event to draw participation of 25,000+ industry experts and unique visitors from more than 45 countries

**T**he ninth edition of SIAL Middle East, the fastest-growing food, beverage and hospitality event in the region, will kick off on the 10th of this month under the patronage of His Highness Sheikh Mansour bin Zayed Al Nahyan, Deputy Prime Minister, Minister of Presidential Affairs and Chairman of Abu Dhabi Food Control Authority (ADFCA). The Organising Committee of the event made the announcement today at a press conference at Abu Dhabi Chamber.

Held in strategic partnership with ADFCA, SIAL Middle East 2018 will run until 12 December at the Abu Dhabi National Exhibition Centre (ADNEC) under the theme 'Defining Innovation in the Food, Beverage & Hospitality Industry'.

The press conference drew the

participation of His Excellency Saeed Al Bahri Al Ameri, Director-General of ADFCA, His Excellency Mohammed bin Obaid Al Mazrouei, Chairman of the Arab Authority for Agricultural Investment and Development (AAAID), Helal Mohammed Al Hameli, Deputy Director General of the Abu Dhabi Chamber of Commerce and Industry (Abu Dhabi Chamber), Thamer Al Qasimi, Chairman of the SIAL Middle East 2018 Organising Committee, Mubarak Al Shamsi, Director of Abu Dhabi Convention Bureau, and Joanne Cook, Managing Director of SIAL Middle East. Attendees also included representatives of key sponsors of SIAL Middle East 2018.

The largest edition of the event to date will feature over 1,000 exhibitors and is expected to draw the participation of 25,000+ industry experts and unique

visitors from more than 45 countries. SIAL Middle East 2018 will also host over 30 country pavilions, including the pavilions of Kuwait, Bahrain, Saudi Arabia, Brazil, China, the Czech Republic, Egypt, Greece, Jordan, Korea, Latvia, Malaysia, Mexico, Morocco, the Philippines, Poland, Russia, South Africa, Sudan, Tajikistan, Thailand and Turkey.

His Excellency Saeed Al Bahri Al Ameri said: "SIAL Middle East is gaining importance year after year for its role in opening new business prospects for buyers and suppliers in one of the world's fastest-growing F&B markets as well as enhancing the emirate's position as a leading F&B hub. With the country's total food sales in 2016 reaching AED121 billion, the F&B industry is the second largest economic sector in the UAE. Food consumption in the country is expected to increase from 48.1 million tonnes in 2016 to 59.2 million tonnes by 2025. The value of Abu Dhabi's food exports in H1 2018 totalled AED516 million, while the value of its food imports stood at AED3.3 billion during the same period."

He added: "Due to its highly developed infrastructure that provides businesses with crucial support required to expand their operations, the UAE topped Arab countries in attracting foreign direct investment (FDI) in 2017. The country's FDI exceeded AED38 billion, accounting for 36 per cent of the total FDI inflow to the Arab world and registering a 7.8 per cent growth compared to 2016, according





to the World Investment Report 2018. The UAE jumped up five places to the 30th position in the global FDI flow ranking. The country also ranks first in the region and fourth globally in F&B investment, according to Business Monitor International's Risk/Reward Index."

For his part, Mohamed bin Obaid Al Mazrouei said: "As the Investment Partner of SIAL Middle East 2018, AAAID supports the event through facilitating deals in the agri-food sector. The Authority also plans to sign several cooperation agreements with specialised agricultural companies and host its annual investment meeting on the second day of the event. The meeting will feature a packed agenda of sessions that highlight investment opportunities in the agri-food sector in the Arab world, led by eminent experts from across the global food supply chain. Topics in focus will include AED125 billion investment opportunities in feed and grain, meat, vegetable oils, sugar, dairy products, and agricultural technology and equipment, as well as issues related to contract farming and food security in the Arab world."

Thamer Al Qasimi said: "SIAL Middle East contributes to enhancing the competitiveness of local products in international markets. The rising interest in the upcoming edition from some of the biggest local and international food-related organisations demonstrates the reputation the event has built up over the past several years. Owing to the sustained support of our partners and high uptake from the industry's most influential players, we can look forward to hosting yet another successful edition."

Al Qasimi also noted that during SIAL

Middle East 2018, the Food Security Center – Abu Dhabi (FSCAD) will convene several senior government officials, CEOs and industry experts to discuss ways to ensure the sustainability of food supply chains and enhance collaboration in the field of food security in Abu Dhabi and the wider region.

He added: "The fourth edition of Abu Dhabi Date Palm Exhibition, also part of SIAL Middle East 2018, will feature the UAE's first dates auction, making it the ideal platform to explore the best varieties of dates and to meet with industry leaders to share expertise in enhancing production. The dedicated B2B event for date palm fruit offers tremendous opportunities for suppliers of dates to network with leading brands in the hospitality sector."

Joanne Cook said: "The upcoming edition of SIAL Middle East will feature an impressive line-up of side events and activities, including the Hosted Buyer Programme that offers a dedicated space for exhibitors to meet with batches of select hosted buyers. As part of the programme, the Hosted Buyer Introduction Suite will organise nine sessions based on product category, and the Hosted Buyer VIP Lounge will allow hosted buyers, VIPs and key influencers to hold meetings."

She also revealed that SIAL Middle East 2018 will feature the SIAL Innovation area, displaying 30 most innovative food and beverage products out of 150+ submissions, with the winning entry exhibited at upcoming SIAL events around the world. The agenda will also include the SIAL Innovation World Champions showcase, introducing 11 SIAL

Innovation winners from SIAL Paris, SIAL China, SIAL Canada and SIAL InterFOOD in Jakarta to buyers and visitors.

In collaboration with the Emirates Culinary Guild, SIAL Middle East 2018 will host La Cuisine, the region's largest culinary competition and a favourite meeting point for food service professionals. This year's contest will see more than 1,000 chefs from across the region compete in 19 categories. Furthermore, the event will include La Cuisine VIP Evening, convening 150 senior chefs from the region in an informal setting at the spectacular Shangri-La Hotel, Qaryat Al Beri, Abu Dhabi, and Roaming Chefs – guided tours for senior executive chefs representing hotels and restaurants from the region and beyond.

The agenda of SIAL Middle East 2018 will also include the Mercurys, the most prestigious awards in travel catering worldwide. Running for 36 years and judged by a panel of independent experts, the awards recognise the very best in travel catering with five main categories spanning airline meals, service, general on-board food and beverages, and equipment. Another major highlight of the event this year will be the UAE National Coffee Championships, a competition certified by World Coffee Events (WCE) and sanctioned by the Specialty Coffee Association (SCA).

SIAL Middle East 2018 has signed on Abu Dhabi Chamber as Host Sponsor, AAAID as Investment Partner, Abu Dhabi Farmers' Services Centre as Silver Sponsor, LuLu Group International as Retail Partner and Etihad Airways as Official Carrier.





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# INDIAN ESSENCE

Chefs **Ram Sirjhulal Tekam** and **Sheikh Niloufer Ali** of Asha's restaurant, make up the final of 20 teams to take up the Golden Chef Hat competition in 2018

**T**heir stories couldn't have been more different. One is destiny's child, the other is adversity's creation. One happened into hospitality, the other chose it.

Yet, the two have much in common – a passion for good food and a flair for creating delicacies from everyday ingredients. They are also the finds of Asha's, a restaurant chain owned by renowned Bollywood singer Asha Bhosle. Across 13 locations in the Middle East and the UK, the restaurants pay a tribute to the Indian culture and palate.

Bringing authenticity to the food are Chef Ram Sirjhulal Tekam and Chef Sheikh Niloufer Ali, both from different parts of India. Together, the two will represent Asha's in the Golden Chef Hat Award this month. Who are they and what makes them tick? Here's finding out...

## Ram Sirjhulal Tekam

When Chef Ram was in high school, he lost his father. The oldest of three brothers, he was forced to take over as the man of the house. For most people, this would have been a tragedy that killed a dream. But for Chef Ram, it helped him find what would eventually become his passion.

Born and raised in Jabalpur in northern India, Chef Ram belonged to a farming family. "When my father passed away, I had no choice but to leave school," says the 27-year-old chef. Sympathetic of his plight, a friend offered the young man a job in a hotel. "It was a small hotel in Jabalpur, called Hotel Narmada Jackson. I joined there as a cook." Working there for about a year, Chef Ram picked up the nuances of professional cooking. Later, he moved to a town called Nagpur in western India to work for a hotel called Center Point but returned to Jabalpur after some time.

"For five years, I was a chef at Hotel Satya Ashoka in my hometown but then went back to Nagpur when I was offered a job as the head cook at Elements Lounge and Restaurant."

A couple of years went by before Chef Ram was given a chance to come to Dubai. "The manager of the restaurant where I worked suggested that I move to Dubai for better career opportunities. So when Asha's was looking for a chef, I applied."

Now a commis chef in pastry, Chef Ram is looking forward to what life has in store for him in the future. Does he regret not getting a formal hospitality degree? Surprisingly, the answer is 'no'. "It would have been nice but life doesn't quite work like that. Whatever is destined, will happen. There's little point in holding on to the past."

This admirable attitude makes Chef Ram



**Sheikh Niloufer Ali****Ram Sirjhulal Tekam**

somewhat stoic about ambition too. Although he strives to give his best to whatever he does, he has no major wants from life. "I would like to be a well-known chef someday, have guests appreciate my dishes. My focus is to learn whatever I can and keep getting better each day. I like to take life as it comes."

As a dessertarian, Chef Ram is rather partial to Indian desserts. "Still, it's fun to experiment with cakes and continental desserts."

For the competition, he's whipping up a traditional Portuguese-influenced dessert from the Indian beach state of Goa. "It's called Serradura, a sawdust pudding. I will use Nestle KitKat and condensed milk in it along with other ingredients."

And what does he like to see on his plate

for dinner? "Mutton biryani! It's my all-time favourite dish. To eat, to serve."

### Sheikh Niloufer Ali

When you come from a family that bonds over food, turning cooking into a career is a natural choice. That pretty much sums up Chef Ali's professional history.

Growing up in a small town called Khadagpur in eastern India, the chef was inspired by his mother and grandmother – both excellent cooks – to make the kitchen his office. "Food is an integral part of my family culture. So for me, it wasn't difficult to imagine a culinary career even though my father is actually in the construction business," says the 25-year-old commis chef from Asha's.

With full support of the family, Chef Ali

studied at Kolkata's Institute of Hotel Management, one of the top hospitality schools of India. He interned at The Sonnet hotel in Kolkata and then tied up a job at Asha's shortly after graduating. "I came here in 2015 and I have learnt so much in the time I have been here. Many talented chefs worked here and taught us contemporary Indian cooking. Every day I learn something new but there's so much still to learn."

In the distant future, Chef Ali would like to be the director of kitchens at a prestigious restaurant or hotel. But for now, his focus is putting together the prize-winning dish at the Golden Chef Hat Award. "I am making pan-seared salmon. It will have some Indian flavours combined with continental essence."

That already sounds like a winner to us.

## NESTLE DELICACIES REFRESHED WITH ALMOND PANACOTTA FLUID GEL

### PAN SEARED SALMON

Cured Salmon	200 gms
Ginger Paste	10 gms
Garlic Paste	5 gms
Lemon Juice	2 gms
Turmeric Powder	3 gms
Kashmiri Chilli Powder	50 gms

### Maggi Coconut Marination

#### Method

- ♦ Marinate the Salmon with Ginger &

Garlic Paste/ Lemon juice/ kashmiri chilli powder/Turmeric powder & keep aside

- ♦ Then marinate it with Maggi coconut masala.
- ♦ Take a pan, put some ghee and pan sear the salmon

### GREEN PEAS PUREE

Green Peas	50 gms
Boiled Spinach	50 gms
Ginger Chop	3 gms
Garlic Chop	3 gms
Cumin Powder	2 gms
Salt	1 gms
Ghee	10 gms

### Method

- ♦ Take a pan add some ghee, add ginger & garlic chop, sauté it for a while and then add cumin powder and set aside.
- ♦ Take a blender add green peas, boiled spinach & the tarka and blend it to a fine paste & keep aside

### TOMATO CHUTNEY

Tomato pulp	50 gms
Mustard Seed	2 gms
Garlic Chop	2 gms
Ginger Chop	2 gms
Green chili chop	1 gms



Curry Leaves	3 gms
Kashmiri chili powder	2 gms
Salt	1 gms
Oil	10 gms

**Method**

- ♦ Take a pan add some oil the add ginger & chopped garlic, chopped green chili, mustard seeds, and curry leaves.
- ♦ Add tomato pulp and sauté it, then add salt & Kashmiri chili & keep aside.

**MAGGI COCONUT MASALA**

Hung Yoghurt	50 gms
Garam Masala	2 gms
Yellow Chilli Powder	2 gms
Maggi Coconut Powder	10 gms
Rice Powder	5 gms
Lemon Juice	5 gms
Oil Salt	5 gms
Kashmiri Chilli Powder	1 gms
Mashed Fried Garlic	3 gms
Garlic Chop	10 gms
Curry Leaves Chop	10 gms

**Method**

- ♦ Take a bowl and mix all the ingredients together & keep aside

**MAGGI SEASONING DRESSING**

Maggi Seasoning	5 gms
Olive oil	3 gms
Lemon juice	3 gms
Kashmiri chili Powder	2 gms
Salt	1 gms

**Method**

- ♦ Take a bowl and mix all the ingredients

**MAGGI COCONUT CHUTNEY**

Oil	10 gms
Green Cardamom	2 gms
Cloves	2 gms
Cinnamon Stick	2 gms
Ginger Chop	3 gms
Spring Onion Root Chop	5 gms
Green Chill Chop	1 gms
Coconut Powder	20 gms
Turmeric Powder	3 gms
Raw Tomato Paste	15 gms
Salt	1 gms

**Method**

- ♦ Take a pan add some oil ghee, then put green cardamom, cloves & cinnamon stick
- ♦ After that add chopped ginger, chopped green chili, chopped spring onion root & sauté it.
- ♦ Then add turmeric powder & coconut powder and sauté it.
- ♦ Then add raw tomato paste & salt.

- ♦ Cook till the raw smell goes off and keep aside

**PICKLED SILVER ONION**

Beetroot Juice	10 gms
Silver onion	10 gms

**Method**

- ♦ Dip the silver onion in beetroot juice

**PICKLED CARROT SKIN**

Carrot skin	10 gms
Maggi Seasoning Dressing	10 gms

**Method**

- ♦ Marinate the dressing with the carrot skin

**BOILED QUAIL EGG**

Quail Egg	2 gms
Water	

**Method**

- ♦ Boil the quail egg in water for 2 mins and transfer it to the ice water

**GREEN PEAS SEASONING**

Green Peas	50 gms
Maggi seasoning dressing	10 gms

**Method**

- ♦ Split the green peas and mix with the dressing



## SERRADURA PORTUGUESE SAW DUST PUDDING

### Ingredients

Nestle Kitkat mix	4 nos
Whipping cream	½ cup
Vanilla Essense	½ tsp
Powdered sugar	2 tbsp
Nestle Condensed milk	6 tbsp

Butter unsalted	50g
Chocolate shavings	20g
Raspberry fresh	20g
Raspberry puree	50g

### Method

- ♦ To make the fresh cream, pour the whip cream in the mixer bowl. In medium speed start the mixer and slowly increase the speed. Add powdered sugar and vanilla essence and continue to

whisk until it forms soft peaks.

- ♦ Add condensed milk to it and gently fold in the fresh cream. Put the cream in a piping bag and keep aside.
- ♦ Mix Nestle Kitkat mix with butter, press a thin layer
- ♦ in a round mould then pipe the cream in between and cover it with a mix again. Blast freeze. Demold and allow to come down to 8°C and plate to serve.





## UAE team are the new stars at the Culinary World Cup

With 17 medals including 43 gold, our culinary team has made us all very proud. Here are the images from Luxembourg, where our senior team, junior team, pastry team, and artists team, came together to create culinary magic





December 2018 **Gulf Gourmet**



December 2018 **Gulf Gourmet**



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December 2018 **Gulf Gourmet**



# AUSTRALIAN BEEF. AN UNTARNISHED HEALTH LEGACY.

**Master Chef Tarek Ibrahim** explains why Australian Beef always carries a guaranteed mark of safety and offers great value.

## What makes Australian Beef so special?

The Australian Beef industry has a long legacy of producing clean and safe, high quality meat for customers around the world. Farmers take pride in their meticulous standards of animal husbandry, health and traceability that uphold Australia's reputation for having one of the world's highest measures of food security.

All meat exported to the Middle East is guaranteed Halal, backed by one of the most stringent Halal assurance programmes in the world.

## Australia's enviable status in food safety and traceability

Australia's animal health status is recognised as being world class and free of all major epidemic diseases.

This is a result of strict food safety programs and highly regulated quarantine regulations in place.

Another important program used by Australia's farmers is the National Livestock

Identification System, where an electronic ear tag enables cattle to be identified throughout their life, from the paddock to the supermarket shelf.

## Variety is king

As global tastes evolve and customers want greater variety, Australian Beef is ideally suited to meet this demand with superior non-loin cuts like the oyster blade, brisket, skirt steak and rump.

These are flavourful, exciting cuts that are versatile to cook with but still retain their superior 'clean and safe' status.

Non-loin cuts are better performing muscles distributed around the carcass that usually are under-utilised in cooking but offer so much potential.

## Utilising the whole beef carcass

Cooking with beef cuts from all over the carcass, rather than just the loin cuts, is important to add value to your business.

You can pair different cooking flavours and styles onto the one plate while keeping costs low.

Working with non-loin cuts is about enhancing the taste and revolutionising the way we approach each cut of beef.

Australian non-loin cuts of beef tick all the boxes of a successful and profitable dish. I invite you to make Australian Beef part of your menu.

Success on a plate!

“Cooking with beef cuts from all over the carcass, rather than just the loin cuts, is important to add value to your business.”



**TRUE  
AUSSIE  
BEEF**  
لحم بقر  
أسترالي أصيل







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# LA CUISINE BY SIAL 2018

## Briefs of the Classes for Entry

### Class No. - Class Description

1. Cake Decoration – Practical by Master Baker Egg Station
2. Elegance Stylish Wedding Cake –Three Tier
3. Four Plates of Dessert by Nestle Docello
4. Pastry Showpiece
5. Baked Bread Showpiece by Master Baker
6. Friandises Petites Four
7. Pralines Nougatines
8. Chocolate Carving Showpiece
9. Fruit & Vegetable Carving Showpiece by Barakat Quality plus
10. Open Showpiece
11. Australian Lamb Five-Course Gourmet Dinner Menu by MLA
12. Tapas, Finger Food and Canapés by JM Foods
13. Individual Ice Carving
14. Ice Carving Team Event
15. Practical Fruit & Vegetable Carving
16. Sustainable Fish & Seafood - Practical Cookery by The Deep Seafood Company
17. Australian Beef - Practical Cookery by MLA
18. Mezzeh – Practical Cookery by Boody's
19. Emirati Cuisine - Practical Cookery -
20. A Medley of Mocktails by Barakat Quality Plus
21. Blank
22. Vegetarian Four-Course Menu by Badia Cress
23. Blank
24. Chicken - Practical Cookery by USAPEEC
25. Blank
26. Blank

## Practical Pastry (Patisserie)

### Class 01: Cake Decoration by Master Baker Egg Station

1. Two hours duration.
2. Decorate a pre-baked single cake base of the competitor's choice.
3. The Theme for the cake decoration will be " Abu Dhabi "
4. The cake base must be a minimum size of 25cm X 25cm or 25cm Diameter.
5. The cake can be brought already filled without coating – ready to decorate.
6. The cake must be delivered and set up hygienically with cold box or dry ice storage. Not up to hygiene food product will not be judge.
7. All decorating ingredients must be edible and mixed on the spot. (Chocolate/Sugar/Marzipan/Fondant) minimum height is 30cm, it should be able to enhance and harmonize with the overall presentation
8. For practical cake category the sponsor shall provide the following ingredients that must be used, Liquid eggs to make the sponge with Dawn sponge cake mix and Dawn fruit Fillings and use Candia dairy cream 35% in the preparation of the cake.
9. No pre-modelled garnish permitted.
10. Chocolate and royal icing can be pre-prepared to the basic level, i.e chocolate tempered
11. Competitors must provide all ingredients, cake base, utensils, and small equipment required.
12. A standard buffet table is

provided for each competitor to work upon.

13. Water, electricity and refrigeration might not be available.
14. The cake will be tasted and cut by the Judges, as part of the judging criteria

## Pastry Displays

### Class 02: Elegance Stylish Wedding Cake –Three Tier

All decorations must be edible and made entirely by hand.

1. Pillars or stands may be inedible but, unless decorated by hand, must be plain and unadorned.
2. Fine, food-quality wiring is allowed for the construction of flowers but must be properly wrapped and covered with flower tape or paste.
3. Royal icing, pastillage, pulled sugar, etc., may be used in the construction, but the finished display must not be dependent on these items.
4. The bottom layer of the cake must be edible. A section of the finished edible cake should be cut for the judges' inspection
5. The cake will be tasted by the judges.
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 should not exceed 1 meter (including socle or platforms)
10. Points will be deducted for non-compliance.



### Class 03: Plated Dessert by Nestle Docello

1. Prepare four different types desserts each for one person.
2. Displayed cold, each portion for one person, suitable for a la carte service.
  - a) 1 x Hot and Cold dessert composition
  - b) 1 x Vegetarian without eggs and animal fat
  - c) 1 x Arabic Dessert Free Style creation
  - d) 1 x Dessert serve in glass
3. Practical and up-to-date presentation is required.
4. Typewritten description and recipes are required.
5. Tasting will be part of the judging process if deemed necessary to determine quality and authenticity.
6. Maximum area w90 cm x d75 cm
7. Showpieces are allowed but will not be judged.
8. One of the plates must use **Docello by Nestle** as the main ingredient.

### Class 04: Pastry Showpiece

1. To display a showpiece of either
  - a) Chocolate
  - b) marzipan/sugar / pastillage
  - c) dough/bread dough
  - d) Asian dough figurine
2. No frames, moulds or wires are allowed. Points will be deducted for non-compliance.
3. Edible media may be used, singly or in mixed media.
4. Written description required.
5. Maximum area w90 x d75cm.
6. Maximum height 90cm (including base or socle)

### Class 05: Baked Goods and Baked Bread Showpiece

The entire exhibit must comprise of baked goods and must include the following:

1. A baked bread showpiece.
2. Two types of bread loaves

- 200-300 grams (competitor's choice) two pieces of each loaf to be displayed.
3. Two types of bread roll 25-40grams (competitor's choice)) three pieces of each roll to be displayed.
4. Two types of baked sweet breakfast items 25-40grams (competitor's choice) three pieces of each item to be displayed.
5. Two types of baked savoury breakfast items 25-50grams (competitor's choice) three pieces of each item to be displayed.
6. For the bread display competitors must use the sponsors products that will be supplied, use Schapfen Muhle T55 , Vx2t bread improver and incorporate a healthy bread using Pro Protein and Beta Hafer Gold 50%(Oats bread mix). The participants doing laminated products need to use the Candia Extra tourage Butter 82%.
7. One extra piece of each variety to be displayed on a separate platter for judges' tasting.
8. All breads & dough must bake at own work place as fresh as possible and deliver to the competition venue for judging.
9. Poor hygiene standard of handling bakery products will not be judged.
10. Typewritten products description and recipes are required.
10. Maximum area w90 x d75cm

### Class 06: Petites Four & Pralines

1. Exhibit six varieties.
2. Six pieces of each variety (36 pieces total) plus one extra piece of each variety on a separate small platter for judges' tasting. each piece to weight between 6-14grams.
3. Freestyle presentation and theme

4. Present the exhibit to include a small showpiece.
5. Showpieces should enhance the presentation, and will be judged.
6. Written description mentioning the theme is required.
7. Typewritten products description and recipes are required.
8. Maximum area w90 cm x d75 cm.

### Artistic Displays

#### Class 07: Chocolate Carving Showpiece

1. Free-style presentation. To be carved from a single block
2. Natural colouring and minimal glazing is allowed.
3. No frames, moulds or wires are allowed.
4. Points will be deducted for non-compliance.
5. Maximum area: w60 cm x d75 cm.
6. Maximum height 30-35cm (including base or socle).
7. Written description mentioning the theme is required

#### Class 08: Fruit & Vegetable Carving Showpiece

1. To bring in already prepared one display of fruit and / or vegetable carving, no visible supports are permitted
2. Freestyle presentation.
3. Light framing is allowed, but the construction of the piece must not depend upon it.
4. Maximum area w60 cm x d75 cm.
5. Maximum height 55 cm (including base or socle).

#### Class 09: Open Showpiece (Free Style Showpiece)

1. Freestyle presentation.
2. Only showpieces made of edible food material will be accepted for adjudication.



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3. Frames and wires support are allowed but must not be exposed.
4. Maximum area w90 cm x d75 cm.
5. Maximum height 75 cm. (including base or socle).
6. **Special note:** To enhance the overall level of competition and to aid competitors to demonstrate superior modeling skills, it is permitted to use, frames and supports

*.i.e. Styrofoam support must not pre-molded and simply sprayed, a round cylinder to form the base of a body is permitted, and under no circumstances will pre-carved detailed Styrofoam of any other media be permitted. If the judging committee deems that the finishing has been aided by excessive moulding work it may not be judged.*

#### Class 10: Five-Course Lamb Gourmet Dinner Menu by MLA

1. Present a plated five-course gourmet meal for one person
2. One of the appetisers 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 400-500 gms.
7. Typewritten description and typed recipes required
8. Maximum area w90 cm x d75 cm.

#### Class 11: Presentation of

#### Tapas, Finger Food and Canapés by JM Foods

1. Exhibit eight varieties. Weight between 10-20 grams per piece
2. Six pieces of each variety (total 48 pieces)
3. Four hot varieties.
4. Four cold varieties.
5. Hot food presented cold
6. Food coated with aspic or clear gelatin for preservation
7. Presentation on suitable plate/s or platter/s or receptacles.
8. Eight pieces should correspond to one portion.
9. Name and ingredient list (typed) of each variety required.
10. Sponsored items may be stipulated to use and will be communicated as soon as possible to all competitors.
11. Maximum area 60cm x 80 cm.

#### Practical Artistic

##### Class 12: 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 13: 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 14: 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.

#### Practical Cookery

##### Class 15: Sustainable Fish & Seafood by the Deep Seafood Company - Practical Cookery

1. Time allowed 60 minutes
2. Prepare and present three identical main courses using Gulf waters sustainable Fish and seafood. Sponsored items may become available to competitors as soon as possible.
3. Weight of fish per portion on the plate to be 150 grams
4. Present the main courses on individual plates with appropriate garnish and accoutrements.
5. Failure to use gulf water sustainable fish will result in a 50 point reduction of judging points
6. Typewritten recipes are required.





### Class 16: Beef - Practical Cookery by Meat and Live Stock Australia

1. Time allowed 60 minutes
2. Prepare and present three identical main courses using Australian Beef as the main protein item.
3. Competitors cannot use tenderloin, rib eye and sirloin, any other cut of beef is allowed.
4. Weight of beef per portion on the plate to be 150-170grams
5. Present the main courses on individual plates with appropriate garnish and accoutrements.
6. Typewritten recipes are required.
7. If Australian beef is not used then 50 points shall be deducted from the judging points, competitors must bring with them proof of purchase of Australian beef.

### Class 17: Mezzeh – Practical Cookery by Boodys

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. Boodys olive oil and Tahina

must be the only olive oil and Tahina used in the creation of these dishes and will be available in the competition venue for use in the kitchens

7. If Boodys products are not used then 50 points shall be deducted from the judging
8. Present the mezzeh in four equal portions.
9. Two portions will be presented and two portions will be presented to the judges.
10. Typewritten recipes are required.

### Class 18: Emirati Cuisine - Practical Cookery

1. This class is designed to ensure that the tradition of Emirati Cuisine is preserved and promoted through professional chefs.
2. Prepare and present two plated portions each of three Emirati dishes according with the following criteria:
3. Prepare and present two plated portions of any one of the following dishes:
  - > **Balalit**
  - > **Kabeesa**
  - > **Assedet Bobal**
4. Also prepare and present two plated portions each of any two of the following dishes:
  - > **Margougat Al Khudar**
  - > **Thareed Laham**
  - > **Margougat Al Dijaj**
  - > **Maleh Biryani**
  - > **Machboos Samak**
5. Emirati cuisine with traditional presentation and serving as would be found in a family home of the United Arab Emirates.
6. Competitors must bring their own plates/bowls for presentation and all necessary mise-en-place for the meals
7. The judges will check appliances and utensils for suitability
8. Typewritten description and

recipes are required

9. Time allowed 60 minutes to present all three recipes

### Class 19: A Medley of Mocktails

Barakat Quality plus will supply juices to entrants in this class. Display three portions each of three different alcohol-free cocktails using any combination of the following Fresh juices:

- > **Orange**
- > **Watermelon**
- > **Pinapple**
- > **Grapefruit**
- > **Strawberry**
- > **Lemonade**
- > **Carrot**
- > **Green Apple**
- > **Mango**
- > **Cocktail**
- > **Guava**
- > **Kiwi**
- > **Pomegranate**
- > **Mint Lemonade**
- > **Lemon Concentrate**

1. Competitors are allowed to use a maximum of two other ingredients per mocktail.
2. Ice, Salt, Pepper, Spices and Herbs used as seasoning are not counted as ingredients.
3. Competitors are to bring their own equipment, glasses, receptacles, etc.
4. Contact the organisers for juice samples after payment of entry fee.
5. The mocktails must be made entirely on-site; no pre-mixes or pre-mixing is allowed.
6. Garnishes, which can be made from any edible substance, must be prepared, cut and shaped entirely on-site.
7. The competition will begin with a close pre-inspection by the judges to ensure that no pre-preparation has taken place.
8. Time allowed 30 minutes to include garnish preparation.
9. Recipes required.



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## NOTES TO AID COMPETITORS

### Judging Points

**TASTE 60:** The highest percentage point possibility is given for a good tasting mocktail

**PRESENTATION 30:** The preparation and use of the garnish, the type of glass used the overall look of the mocktail.

**WORKING METHOD 05:** Clean, hygienic and safe work methods

**INNOVATION 05:** New thinking as to glassware, decoration or presentation

### Class No 20: Blank

#### Class 21: Vegetarian Four-Course Menu by Badia Cress

1. Present a plated four-course vegetarian meal for one person utilizing at least 2 Badia Cress products, list will be made available to competitors to choose from, cress to be purchased directly to Badia Cress.
2. Suitable for dinner service
3. The meal to consist of:
4. An appetizer
5. A soup
6. A main course
7. A dessert
8. To be prepared in advance and displayed cold on appropriate plates.
9. No meat, chicken, seafood or fish to be used, (meat-based gelatin glaze to enhance presentation is accepted).
10. Total food weight of the four plates should 500/600 gms.
11. Typewritten descriptions and recipes required.
12. Maximum area w75cm x d75cm

### Class 22: Blank

#### Class 23 Chicken - Practical Cookery by USAPEEC

1. Time allowed 60 minutes
2. Prepare and present three

identical main courses using Chicken as the main protein item. USA Chicken leg quarters will be supplied to the competitors on the competition day at the venue. No other chicken can be used.

3. Present the main courses on individual plates with appropriate garnish and accoutrements.
4. Typewritten recipes are required
5. Weight of chicken per portion on the plate to be 150 grams

### Class 24: Blank

### Class 25 Blank

### Class 26 Blank

### VENUE & ENTRY FEES

1. La Sial will be held during the La Sial Middle East Exhibition from December 10 th to 12 th 2018.
2. The venue is at the Abu Dhabi National Exhibition Centre
3. The entrance fee for single entries is Dhs.100 (AED. One Hundred) per person per class, unless otherwise stated in the Rules and Regulations or the Class Briefs.
4. The fee for entry to the trophy classes is as follows:
  - i. **Best Cuisinier – La Sial Abu Dhabi 2018 – AED:500/- per person**
  - ii. **Best Pastry Chef – La Sial Abu Dhabi 2018 – AED:400/- per person**
  - iii. **Best Artist – La Sial Abu Dhabi 2018 – AED:500/- per person**
  - iv. **Best Arab National – La Sial Abu Dhabi 2018 – AED:300/- per person**

### CLOSING DATE:

5. Closing date for entries is December 1st 2018  
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.

### Required classes

#### BEST CUISINIER:

- i. **Class #10. Five-Course Dinner Menu**
- ii. **Class # 16. Beef Practical**
- iii. **Class # 15. 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:

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

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

#### BEST ARTIST:

- i. **Class # 07. Chocolate Showpiece**
- ii. **Class # 09. Open Showpiece**
- iii. **Class # 12. Individual Ice Carving**
- iv. **Class # 14. 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



- i. **Class #10. Five-Course Dinner Menu**
- ii. **Class # 17 Arabic Mezzeh - Practical Cooker.**
- iii. **Class # 18 Emirati Cuisine – Practical Cookery**
- iv. **In order to qualify for inclusion in the points tally for Best Arab National Trophy a competitor must win at least one medal.**

### HYGIENE AWARD

A special hygiene shall be commissioned with a trophy from the Hygiene partner of La Sial. The award shall be presented to the chef showing the highest standard of food safety and hygiene in the practical classes in the kitchen. A special hygiene jury shall be present.

### IMPORTANT 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..

### WASTAGE and EXCESS MISE-EN-PLACE

1. Mise-en-place and brought materials will be checked at the time of arrival to the kitchen,
2. There will be a penalty deduction of up to five points for excess mise-en-place production.
3. Wastage will be calculated during and after the class.
4. There will be a penalty deduction of up to five points for excess wastage.
5. 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.
6. 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.
7. All dishes are to be served in a style equal to today's modern presentation trends.
8. Portion sizes must correspond to a three-course restaurant meal.
9. Dishes must be presented on individual plates with appropriate garnish not exceeding 250g total food weight excluding sauces or as indicated on the class brief.
10. Unless otherwise stated, competitors must supply their own plates/bowls/platters with which to present the food.
11. Competitors must bring with them all necessary mise-en-place prepared according to Worldchefs guidelines in the hot kitchen discipline ([www.worldchefs.org](http://www.worldchefs.org)).
12. Competitors are to provide their own pots, pans, tools and utensils.
13. All brought appliances and utensils will be checked for suitability.
14. The following types of pre-preparation can be made for the practical classes:
  - > **Vegetable / Fungi / Fruits; washed and 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-weight or measured out ready for use**
  - > **Fish may be scaled, gutted de-finned and de-gilled, but must otherwise be brought to the competition whole.**
  - > **Meat may be de-boned and portioned and the bones cut up.**
  - > **No pre-cooking, poaching etc. is allowed**
  - > **No ready-made products are allowed.**
  - > **No pork products are allowed.**
  - > **No alcohol is allowed.**
15. 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
  16. No help is allowed to be given to the competitor once the competition starts; the coaching of a competitor from the sidelines will result in the competitor being disqualified.
  17. 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.
  18. Two copies of the recipes typewritten are always required.
  19. Submit one copy of the recipes to the clerk when registering
  20. Submit one copy of the recipe to the duty marshal at the cooking station.

### Rules and Regulations

(Organised by the Emirates Culinary Guild)

#### NB

1. Please read the following regulations carefully. The instructions contained





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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/s of this document

#### PARTICIPATION

4. Participation at competition is open to anyone professionally employed in the preparation of food.
5. Unless the organisers specifically mention a class as being a team event, all classes are for entry by a single competitor.
6. Competitors are restricted to one entry per class.
7. 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. Competition runs 10th-12th December 2018
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:

**Bank Name:** Mashreq Bank

**Account Name:** Emirates Chefs Guild FZ LLC

**Account Number:** 019000017926

**IBAN:**

AE600330000019000017926

**SWIFT:** BOMLAHAD

**Branch:** Dubai Internet City

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 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 454922 Dubai, United Arab Emirates. Tel: + (97156) 8014089. Email: emiratesculinaryguild@gmail.com

#### 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. Incorrectly dressed competitors will not have their exhibits judged.
34. Incorrectly dressed helpers will not be admitted to the exhibition.
35. Logos, marks and identifying colours provided by the organisers must be worn by the competitor throughout the competition in the position indicated to them by the organisers at the time of registration.
36. Logos, marks and identifying colours provided by the organisers must be worn by helpers throughout the competition in the position indicated to them by the organisers at the time of registration.
37. A competitor entered in a practical competition must register at least thirty minutes before the commencement of the competition otherwise the competition slot will be given to a waitlisted competitor.
38. Any competitor not in place and ready to start at least five minutes before the time a competition commences, will be disqualified.
39. Competitors and helpers are forbidden from approaching or speaking with or at a judge without the express permission of the organisers.

## EXHIBITS

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

Manager.

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 recognizable 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

## AWARD

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



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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, persons or personal effects.

#### QUERIES

68. All queries must be submitted by email to: [emiratesculinaryguild@gmail.com](mailto:emiratesculinaryguild@gmail.com)
69. The question and answer to each query will be broadcast to all entrants.
70. La Cuisine by SIAL will take place during SIAL Middle East at the Abu Dhabi National Exhibition Centre in hall 7
71. Access to the Exhibition Centre is through loading gate

3

71. Access to the halls is through hall door 8.1

72. La Cuisine will run December 10th– 12th 2018.

### The Alen Thong Golden Coffee Pot Young Chefs Challenge

Supported by USA Poultry & Egg Export Council

#### CONCEPT

The competition will take place 10th December through 12th December 2018 at La Cuisine by La Sial in ADNEC Abu Dhabi UAE. 9 five-chef International Culinary Teams, will be invited to Abu Dhabi to participate in this major event which is designed to develop into the most notable gastronomic contest anywhere in the Middle-East for Young chefs. The invited teams will enjoy such benefit of Abu Dhabi hospitality that there will be no need for them to bring anything to the show except themselves, ingredients and their special tools or equipment.

#### THE CHALLENGE

Three teams will compete per day, the Young International teams will each create a full, internationally-themed edible cold salad and appetizer and dessert buffet and plated main course for forty- persons (total 40 portions). The main course shall be a hot dish to the team's choice. 4 additional Portions of all food items are to be provided separate for judging and to be served upon request of the judges, a schedule shall be given to the team for the service time of the items. Each team will be provided with a hotel kitchen in which to prepare its mise-en-place and an event kitchen in which to finish its main course dish.

Nine respected WACS

international culinary judges will adjudicate on the outcome of deliberations over the three days of competition.

In addition to the gold, silver and bronze medals available to all competing teams – there will be a grand trophy awarded to the over-all winner, with trophies also awarded to the first and second runners-up for teams.

#### PR EXPOSURE:

If teams wish to be featured in our pre-salon publicity hand-outs, they must provide the Organisers before 1st October 2018 – with a JPEG format colour photograph of the team (Suitable for 300 dpi reproduction), together with the name of team, and the names of the Individual team members. If a theme for the buffet is to be used, the name of the theme must be submitted to the organisers before October 30 2018, if it is to feature in our pre-competition publicity.

#### QUALIFICATION:

Entry to the competition is by invitation only.

#### SUPPORT FOR ARABIC INTERNATIONAL TEAMS

The organisers will provide each overseas team with:

#### A) TRANSPORT AND ACCOMMODATION

1. Air transport economy ticket from capital city international airport of resident country of departure to Abu Dhabi and return to point of departure.
2. Bus transport from/to the Abu Dhabi airport to/from accommodation.
3. Complimentary hotel accommodation – 3 twin-rooms for six nights with breakfast, check in 6th December check out 13th December 2018





4. A hotel kitchen in which to prepare the buffet mise-en-place.
5. Refrigerated transport and team bus transport from the hotel kitchen to the buffet venue on competition day.
6. Assistance with entry Visa's will be given but no guarantee can be given that entry will be permitted to the country as this is as per immigration policies of the country. Passport copies will be required 3 months in advance of entry for assistant in getting the visa's

#### **B) EQUIPMENT:**

7. All buffet equipment will be provided, including (but not restricted to) show tables, dining tables, chairs, cutlery, chinaware, flatware, crockery, silverware, buffet risers, centrepieces, decorations, tablecloths, buffet cloths, etc. The organisers will provide a list and photographs of the buffet equipment, together with quantities provided. No other equipment is allowed to be used.
8. All kitchen equipment and standard utensils will be provided: whisks, ladles, spoons, chinoise, trays, bowls, teams are encouraged to bring their own small special utensils as they wish at their own cost.
9. It is expected that the teams wishing to bring specialised equipment's, moulds, special trays etc, that this be supplied by them. A list of such equipment is to be shared with the organizers to pre approve and then this list shall be shared with all

teams to ensure fairness and transparency to all teams.

#### **C) AN ON-SITE COMPETITION KITCHEN**

10. A complete industrial kitchen will be available for the hot kitchen category (See attached plan). These kitchens are designed for 1 team to work in together to produce their main course. Salad and dessert buffet to be prepared in host kitchen
11. A kitchen equipment technician will be on standby.
12. A professional hygiene company will supply all cleaning and sanitizing equipment and chemicals.

#### **D) INGREDIENTS:**

13. The teams shall provide and pay for all their own ingredients a budget of AED 5000dhs per team is to be worked towards by the teams to ensure cost effective buffets are served. The organizer shall not repay any cost for ingredients. A market basket of ingredient prices will be sent to the team's as an indication of pricing in the city.
14. The use of lobster, foi gras imported expensive seafood and meats is discouraged.
15. The organizers shall endeavour to have the hotels hosting the teams in their kitchens to assist with procurement
16. It is the team's responsibility to procure all ingredients prior to their start day in the kitchens.
17. Teams are required to provide their list of necessary ingredients at latest by close on 12 October 2018 to the organizers.

18. All ingredients will be delivered to the teams mise en place kitchen at the dedicated hotel work-kitchen in conjunction with the teams and the host hotel.
19. No ingredients will be available in the competition kitchen; all ingredients must be brought to the competition kitchen on the competition day.
20. Sponsored ingredients may be available and these will be mandatory to be used. A full list of sponsors ingredients shall be sent to the competitors, 4 months in advance of the competition.

#### **THE TEAMS:**

- > Each team can comprise but not exceed: a team Captain, three chefs and 1 pastry chef, all of the 5 chefs must be under the age of 25 years on the competition day. Three helpers per team are allowed to work with the team for mise en place all must be under the age of 25. A team manager/mentor may accompany the team and can assist the team in organisation and setting up the buffet, however is not allowed to cook for preparation nor competition day
- > All team members including helpers can work for preparation, all team members including helpers can set up the buffet. In the hot kitchen, only 5 members work for the preparation, for hot kitchen service only 5 work and, the team manager is to manage the hot pass for the main course service, he can only place garnish on the plate and call the orders, he may not place the sauce



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or any other component on the plate. Helpers can help to clear and wash dishes .

- > Each team can nominate a judge to come with the team. The judge can be a WACS certified judge or a judge who has experience in judging international standard culinary competitions. Judges Airfare and Accommodation shall be borne by the organizers and judge's shall receive separate information.
- > Each team member must send 3 months prior to the competition, passport copies, basic food hygiene or HACCP or related food handler documents that are used in their countries.

#### THE AWARDS:

- > Gold or silver or bronze medals; or certificates of merit will be awarded to each team. The award made will be commensurate with the adjudge standard reached.
- > The top three teams of the competition will be presented with a trophy specially commissioned..
- > Gold or silver or bronze medals shall be awarded for culinary art and pastry art from the buffet section and hot kitchen of the class.

#### THE BUFFET

##### Young chefs Team:

- > Each team must prepare a cold edible buffet and a dessert buffet for forty persons.
- > No raw protein food is allowed.
- > The cold buffet must include the following:
  - a. *Four salads, modern freestyle, can be in a bowl, or a platter*
  - b. *Two fish and/or seafood platters*
  - c. *Two meat and/or poultry platters*

d. *Six different kinds of cold tapas, 10 pieces of each 10-20grams each piece with a total of 60 pieces on platters*

e. *One cold soup*

f. *Three cold appetizers can be individually plated or on a communal/shared platter*

g. *2 types of freshly baked bread with butter and condiments*

- > The Dessert buffet must include the following:

h. *Four gateaux, modern freestyle*

i. *One hot desert to be produce a la minute at the live cooking station. The pastry chef must be at the station cooking a simple hot dessert to the teams choice. 2 induction burners shall be provided.*

j. *Three types of individual desserts modern freestyle 20 pieces of each can be individually plated or on a communal/shared platter*

- > The teams will be given only 48 hours to prepare the cold and dessert buffet items in the hotel kitchen.
- > The menu must include appropriate dressings, sauces and condiments.
- > NO aspic to be used.
- > NO alcohol to be used.
- > NO pork products to be used.
- > All food items must be prepared in the team's respective Abu Dhabi – based establishment as close to the serving time as possible.
- > The teams should treat the buffet class as an outside catering operation as they would from their hotel.
- > The buffet food set-up CANNOT begin before 11.00 and the food set-up must be finished by 12.00.
- > Set-up time is restricted so as to maintain the highest

standard of hygiene and food freshness for guests' consumption.

- > Competitors have freedom of choice of serving methods either all portions in one large receptacle, or set out in a number of smaller receptacles as per the crockery provided
- > All buffet items for the stipulated forty persons are to be set on the table at one time, as a complete buffet.
- > No replenishment of the buffet is allowed.
- > An additional 4 portions of each of the buffet items are to be kept refrigerated for the tasting by judges
- > A copy of the buffet menu must be placed on the table this will be provided by the organizers.
- > The buffet menu placement is mandatory, but the menu itself is not judged.
- > Ticket-holders for the lunch are allowed to consume any item from any team competing on that day from the buffets; but they will be restricted to choosing the hot main course from one team only.
- > The organisers will provide service staff to manage the buffets and serve guests at the dining tables.
- > The Team manager must be present during the guest service time to explain the food to the guests.

#### THE HOT MAIN COURSE

- > Each team must prepare (using the venue kitchen only) and serve forty-four plates of an individually plated main course as would be served in a modern high-end international restaurant environment.
- > Preparation of the main course is 5 hours and cannot begin before 8am
- > All mise en place is to be made



in the competition kitchen for the main course as per Worldchefs hot kitchen rules.

- > Forty plates will be served in the restaurant, four plates will go for judging and photographs
- > Main-course, the main protein must be USA Chicken leg quarters and this will be supplied by the organisers to the teams prior to the competition, no other chicken can be used in the main course, and accompaniments are to competitors choice.
- > Main-course must compliment the cold and dessert buffets.
- > Worldchefs hot kitchen guidelines are to be followed for preparation of mise-en-place.
- > Main courses will be served in an a-la-carte style to the dining room.
- > Guests will be limited to only one main course from one country and these will be pre-sold and ordered.

#### THE BUFFET SET UP:

- > The organisers will provide one 3m x 4m table covered with plain white cloth; height approx. 79.2 cm. Table is to be used for the cold buffet and for the dessert buffet.
- > A 30 CM round chaffing dish for the dessert with heat fuel and two induction units will be provided by the organizers. Teams are to request the insert from the organizers for hot dessert
- > The tables will be dressed and risers and the country flag will be provided by the organizers.
- > No tables other than those provided are allowed to be used.
- > No other cloths or buffet

equipment may be used and no replacement is allowed

- > Access to the venue is from 0700 each day (although access time on day one can be problematic due to the need for Abu Dhabi police to make a full security check-up before the official opening). All timings are subject to change, please check with organisers.
- > Dressing of buffet table may begin at 0700 for buffet risers placement etc.
- > All food for the buffet must to be transported to the venue in refrigerated vehicles.
- > An area in the back of house will be allocated per team to finish off plating their buffet items as needed; this will be a restricted space with maximum 4 Nos 180cmx75cm banquet tables and limited refrigeration.

#### THE SERVICE ELEMENT (Provided by the organisers)

- > Waiters to wear appropriate uniform
- > Waiters to welcome and seat guests as they would in their hotel
- > All linen, and operating equipment for both table and buffet service, this is to include but not limited to cutlery, chinaware and glasses and any other service utensil shall be supplied.
- > The overall service, although not judged, will play an important part of the operation.
- > Waiters are allowed to assist the culinary team with buffet set up also if required.

#### THE BACK OF HOUSE ELEMENT (Provided by the organisers)

- > the utility sinks of the

competition kitchens need to be utilised for washing pots.

- > A stewarding manager and team leaders will be on site to assist and ensure cleanliness of BOH at all times
- > A team of professional stewards will be on hand
- > All chemicals will be provided
- > A receiving area shall be made available for the arrival of the teams on their competition day, truck drivers will know this location

#### COMPETITION SCHEDULE: (example of timings)

- > Table Decoration Set-up: 0700 to 1200
- > Press/Media Access : 0700 to 1230
- > Hot main-course preparation: 0800 to 1300
- > Food buffet Set-up: 1100 to 1200
- > Judge's Food Tasting: 12.00 onward
- > Guests Service: 12.30 to 1500
- > Hot Kitchen service: 13.00 to 15.00





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# newmembers



Joseph Ghosn, Chief Operating Officer, NRTC Dubai receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

Based in UAE, our journey commenced in the year 1973, with a vision to bring in the freshness of premium quality fruits and vegetables to the blooming market of Dubai. Today, our group **Nassar Al Refaee Trading Company (NRTC)**, successfully caters to the demands of the both local and international markets. Strategic partnering with our international producers and customers has lead us to be one of the most relied on supplier of fresh fruits & Vegetables in the region.

Our primary target is Customer Satisfaction, and our operations are crafted and designed following strict compliance to the International ISO 22000-2005 standards and HACCP principles.

We have an advanced cold storage facility equipped with the latest refrigeration and food storage



technology, must for the products to breath and stay fresh for a longer period of time, ultimately increasing the shelf life of the product.

Our pride is our excellent supply chain and perfectly working systems and processes that ensures the produce are delivered in fresh condition and good packaging to our, customers at a reasonable price. Adopting Traceability System has led to control the coordination of the whole supply chain from production to distribution of the fresh products.

This has allowed us to reach the ultimate level of service, quality and build a strong relationship with all our customers. We are proud to have worked with some of the best high end clients catering to various sectors right from HORECA business to Hypermarkets.

The backbone of NRTC group is our strong team of dedicated and committed workforce. Over the years our company has grown on a rapid pace and today we stand at a strength of over 1,000 employees. Our team's efforts have helped us to reach a stage, wherein we are not only known for our high quality products but are also appreciated for our finest customer service.

With a goal to keep growing, we recently ventured into Retail sector and soon will be launching our own E-store [nrtfresh.com](http://nrtfresh.com)





## 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

# JIGRA

## The Lies & Myths About EXECUTIVE PRESENCE

*"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel" — Maya Angelou*

I grew up in a Punjabi family of nine. Believe me, it was not easy to make your presence felt. At best, I received attention for being the cutest. Gaining eight levels of approval in a conservative and traditional family took up a lot of my energy.

In my younger years, I struggled with influencing and persuading them. It impacted how I interacted with people on the outside. Throughout my growing years, I was unsure of how to make my voice heard.

One of the first people to help me in this aspect was my father-in-law. His perspective on life was, well, different. He used his own traumatic experience (he lost his father, in the pandemonium crossing the border during the violent India-Pakistan partition, never to hear from him again) to uplift himself from a refugee kid into a respected member of society.

He taught me executive presence. Not the fancy phrase, but the essence of what it is. He called it 'jigra', a Punjabi term that loosely translates to 'braveheart':

He says, you first need to lead and influence yourself with great zeal. Energetically use your inner strength to get things done. Allow yourself to connect with your true feelings. And be decisive especially in tough situations. You simply cannot have a better definition of executive presence. This is it and it can

### MORE THAN A CHEF

## ROHIT BASSI



apply to you regardless of whether you are a Director of Kitchens or a Commis III.

Here are six lies and myths about Executive Presence you must know:

### 1. Executive Presence is for Senior Management

Not true. It will help anyone regardless of age, position and gender.

### 2. Always Be Vocal and Loud

False. Expressing your opinions and feelings is important. But that does not mean being loud. It is being assertive by understanding the situation early. Not letting it fester leading up to an emotional outburst.

### 3. It Is All About Gravitas

Untrue. Executive presence is not only about strength. While Gravitas (natural authority) is certainly important, you also need Levitas (quality that can lighten the mood) and decisiveness. Being calm under pressure is also a sign of executive presence.

### 4. How You Look Matters Most

Not at all. Your executive presence begins from the inside. Appearance comes last. Words Come second to last. What comes first, is maintaining

a compassionate mindset. Second is having clarity on what you need. These two influences your communication. Last is how you dress.

### 5. Be Emotionless

Sadly, this is being taught to future leaders. Apparently, showing your emotions makes one weak. Imagine if Nelson Mandela and Dr Martin Luther King Jr did not show their emotions. If you address issues at the outset and not get into an emotional outburst, then showing positive emotion actually helps.

### 6. "Don't come to me with problems, come with solutions"

As a leader, your job is to help the person find solutions. Not dump responsibility on them. If you can steer the person to finding a solution rather than being dismissive, you have your executive presence.

JIGRA, that executive presence, does not magically appears out of thin air. Some are aware of it from a young age, as they are in the company of those, who condition them in such a way.

The good news is, it's never too late to learn and improve yourself.

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*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](mailto:rohit@in-learning.com)*



# **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



PURE  
LEAF

PURE  
LEAF

EARL GREY  
THE EARL GREY  
LOOSE LONG LEAF TEA  
LONGUES FEUILLES DE THÉ EN VRAC

*An exceptional tea experience  
starts with the leaf.*

*And ends with  
the perfect serve.*



**PURE LEAF | EXCEPTIONAL LEAF | EXCEPTIONAL FLAVOUR**