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volume 17, issue 10



THE CREATIVE MIDFIELDER

Turning curiosity into passion is what has led Chef John Redding on a fascinating journey to success

CULINARY REVOLUTIONARY

Conversation with Chef **Christian Biesbrouck**, Senior Culinary Instructor at Dubai College of Tourism



A CUT ABOVE

Executive Sous Chef **Chamika Perera** tells us why experience matters more than age in the culinary world



THALIAVA OF TASTEBUDS

Exclusive interview with Thirumalai Murugan, Executive Chef at Movenpick JLT & Riva The Palm



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**WORLD CHEFS
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30 MAY-2 JUN 2022**

Dear fellow chefs, ladies and gentlemen,

Welcome to the December issue of our Gulf Gourmet, the last issue of 2022. We almost finish a very exciting 2022 with lots of big events in our country – Expo 2020, Horseracing World Cup, Formula 1 and many other big exhibitions and events. The UAE is back in full swing.

Coming out of the Covid years many of us had and still have to get used to the new normal. Many companies, hotels and restaurants have cut the workforce. We have also started to feel that the world is getting short of qualified employees for our industry. Many countries are opening up to get qualified chefs, which is a great chance for many of our colleagues but at the same time a challenge for our market here.

After Food Sustainability we have now another serious challenge on hand: to make our Industry's Workforce sustainable.

We all need to get together to make our Industry an interesting workplace for the Young Generation.

We just returned from the Culinary World Cup in Luxembourg, where our Team did a fantastic job. Read about the result in this issue. We plan more pictures of the great showpieces from our team in the January issue.

I would like to congratulate the whole Team again and thank all our support team Hilary Joseph, Norbert Girth, Karl Heinz Ney, Karl Heinz Haase, Majed Al Sabagh, Rabeh Amer, Annette Micheel, Josephine Cuthbert and Amna al Daheri for the support. Guys without you, we could not have done it.

We have started a great Online Competition "The Dates Connection" last month, brought to us by HOST Milano and TUTTOFOOD, the 2 main events of Fiera Milano Hospitality – Food and Agriculture. The winner for each country will go to Milan for the finals. Contact your Emirates Culinary Guild office for details at emiratesculinaryguild@gmail.com



Our first event in 2023 will be our Live Cooking Competition in Meydan at the Races. This event is open for 30 entries only, we will open the registration before the end of the year.

I would like to take this opportunity to wish all of you and your family a blessed Xmas Season and Fantastic, Healthy and Successful 2023.

**15th – 17th May, 2023
Expo Culinaire and Salon Culinaire – United Arab Emirates.**

In addition to the Exhibition, International Salon Culinaire and Education Area we will have two more big events. We are hosting the Middle East Africa Global Chefs Final, Senior Chefs, Junior Chefs, Pastry Chefs and for the first time, the Best Vegan Chef. The winner of each category will represent our region at the World Chefs Congress in Singapore 2024. Our Continental Director and very own Chairman Andy Cuthbert is just finalizing all the details.

I am also pleased to confirm that we will host Alen Thong Trophy for Young Chefs National Teams. Mr. Rajan from J.M. Foods our longtime supporter has confirmed his

support for the same. Thank you to Rajan and the J.M. Foods Team. Watch this space for more news and update.

If you have any questions for any of our events please do contact myself or Mrs. Josephine Cuthbert in the Guild Office at emiratesculinaryguild@gmail.com

THANK YOU ALL

Please visit gulfgourmet.net to browse through previous issue of this magazine. Visit emiratesculinaryguild.net to see latest happenings on the events calendar. And visit www.facebook.com/wacsyoungchefs for young chefs to be in contact with over 4000 chefs across the globe.

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

Thank you to Chef Ismail Mohammad and the Hatta Guest House Team, who hosted our November meeting.

Culinary Regards,

Uwe Micheel
President, Emirates Culinary Guild

ggcontents

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

08 » **Friends of the Guild**
Brands that support professional chefs

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

16 » **Pastry Mastery**
Executive Chef **Thirumalai Murugan** shares what makes his pastry recipe sweeter-little risk and radiance

22 » **Cover Story**
Over three decades in the industry, Executive Chef **John Redding** is still the champ both on field and in the kitchen

30 » **Chef of the Month**
Chamika Perera, the executive sous chef of Crowne Plaza Dubai Jumeirah, in an exclusive tête-à-tête

36 » **Feature Story**
Meet Chef **Christian Biesbrouck**, Senior Lecturer Chef Culinary Arts at Dubai College of Tourism

44 » **ChefID Young Chef Championship** (CYCC)
Chef **Paskalia Onsare** and Chef **Shehan Nanayakkara** representing Fairmont Dubai at ChefID Young Chefs Competition

48 » **Events**
Exclusive images from the Emirates Culinary Guild meeting and more

60 » **Members Directory**
A listing of all the leading food, beverage and equipment suppliers in the region





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Pomì بومي



The tomato revolution
from Italy

A trademark, a territory and its people: how a pride of Italy is born.

It all began in 1982, when a company in the province of Parma who had specialized in processing tomatoes since the beginning of the century, and whose presence in the market dates back to the first half of the nineteenth century, applied for the first time ever, new production technologies for the packaging of Pomì tomato sauce.

◆ Pomì Passata: increasingly a classic

Fresh, creamy and dense, the first tomato sauce is never forgotten. The original taste of a classic always ready to use. Ideal for preparing sauces and dishes with a genuine taste and balanced nutritional values.

◆ Pomì Organic: Naturally different

We offer a product in harmony with nature, with the farmer's tradition and with our engagement for environment and sustainability.

◆ Pomito Chopped Tomatoes: Heavenly fresh

Combines the advantages and smoothness of the passata with chunks of fresh-peeled Italian tomatoes. This is 100% authentic Italian masterpiece ideal for pizza.



editor'snote

email editor@gulfgourmet.net

The Emirates Culinary Guild has done it again. A team of 27 UAE-based chefs, made their way to Luxembourg last month.

They went there at the invitation of the Culinary World Cup to compete with the world's best chefs. And they have returned with 61 medals! 43 of these are Gold (including two Golds with distinction).

Over the years, our culinary community of professional chefs have made an everlasting impression on the global scene by showcasing their talent and their epicurean prowess to be on par with the best in the world. Our showpieces in particular – be it with ice or salt dough – have been outstanding.

What is truly heartening is the fact that our seniors have been passing on their knowledge to younger chefs and ensuring that the legacy continues.

Here's a fun fact about how good the UAE is at building globally competent chefs. At Luxembourg we bumped into Chef Rahil Rathod, who was there representing Canada as their team captain and Chef Rohita Kumara, who is representing a Scandinavian country's culinary team.

As Chef Uwe Micheel says in his President's Station this month, our finest chefs are now being lured by the



West. It is great news and we should not stop now. We need to ensure that going forward we continue to invest in our young chefs here so that the world thinks of UAE as a culinary capital.

The first Michelin stars awarded to restaurants in Dubai and Abu Dhabi

this year have shown that the hardwork of all relevant stakeholders over the past three decades are bearing fruit. And we have another few decades to keep the momentum going if we are to become the best culinary destination in the world.

We have what it takes to compete with New York, London and Singapore. All we need is to focus on our chefs.

This issue of Gulf Gourmet is packed with amazing stories that includes a culinary instructor, a corporate chef, a pastry chef, two young chefs, a young executive chef, the list goes on. These are not just articles of interest but a repository of motivation.

If you are a young chef who is a bit disillusioned with the comeback post the pandemic, don't worry. Focus on what matters. Your trade skillset. No one can take that away from you and the world is hungry for the best in class.

This issue is an example of how hard working young chefs have found success. Hope there is something in here to help you continue on the track to success.

Until next time, enjoy the read and keep cooking with passion.

Aquin George
Editor

CREDITS



EMIRATES CULINARY GUILD

Uwe Micheel
President
+971 4 340 3128, theguild@eim.ae

EDITORIAL

Aquin George
Managing Editor & Publisher
Amaresh Bhaskaran
Associate Publisher & Photo Editor
Vahiju PC
Art Director

CONTRIBUTORS

Shreya Asopa
Kirti Pandey
Atim Suyatim

REGISTERED OFFICE

Vattacan Inc
1085 - 10 Four Seasons PI, Toronto.
www.vattacan.com

MIDDLE EAST SALES PARTNER

Smartcast Group LLC
PO Box 34891,
United Arab Emirates
www.groupsmartcast.com

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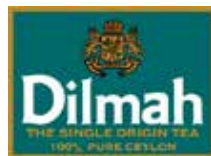
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December 2022 **Gulf Gourmet**



This is Bob (yes, he's real)

Bob has a lot of passions:



He makes a
lot of wholesome
foods at his mill
in Milwaukie,
Oregon.



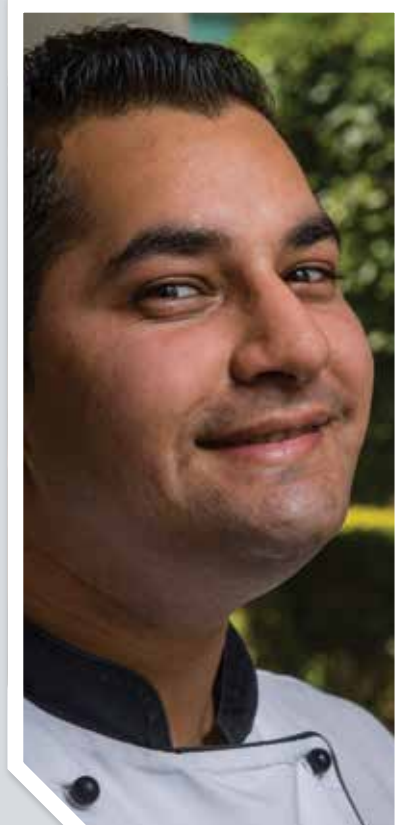
newsbites

Former ECG Young Chef Club President Ashish leaves after six years

The president of the ECG Young Chefs Club, Ashish Thapliyal, has stepped down after being part of the club since 2016. "When I joined the Guild in April 2016, I recall well that the Chefs Guild was reforming; we rebuilt the community and took a long road after that," says chef Ashish.

Chef Asish was the Ambassador for Worldchefs: Young Chefs of the MENA Region when he left the Emirates Culinary Guild.

After spending nine years and a month in the UAE, the chef has temporarily settled in Mumbai, India, to give some time to his family and get married to his fiancée, who works as a content creator and digital marketer.



Born in the yoga capital of the world, Rishikesh, located in northern India, Chef Ashish has trained under Chef Alessandro Persico and Michelin-starred chef Maximiliano Cotilli.

Sharing his suggestion for the upcoming new team that would helm the esteemed position, chef Asish says, "The new team should work hard and stay connected with the senior members like ECG, so they always get support when needed. Chef Uwe and the members have always helped us. So it is a must to be in touch with them and communicate effectively."

He also counsels young chefs to work on their basic skills and take every opportunity to gain knowledge. "Budding young chefs in the UAE should join ECG to exchange ideas while learning through competitions, events, online classes and industrial visits. And if they are good at work, they might even get the chance to visit the Worldchefs Congress, where they can connect and expand their networks, giving them a boost in their careers."

Chef Ashish also told Gulf Gourmet that even though he has left, he has only heartfelt thanks and appreciation for the Guild. "I thank ECG from the bottom of my heart. Whatever I have become and grown into, it is because of them. I have had the chance to visit three Worldchefs Congress in Greece, Malaysia, and the recent one in Abu Dhabi. It was their support. If someday in the distant future, I return to the UAE, surely I will need their support again."

Having over 13 years of experience working across the Middle East and India, the vision-driven chef plans to move to Norway for work next year.



25hours Dubai promotes Executive Pastry Chef Trisha to Culinary Director

25 hours Dubai has promoted its executive pastry chef, Trisha Singh Henault to the culinary director. As per reports, Chef Trisha will now lead Tandoor Tina restaurant as well as all pastry functions around the hotel.

The Indian-origin chef will be a driving factor in the restaurant's transition from British-Indian to exclusively modern Indian fare. Before joining 25hours, she has been with the Ennismore property and brings years of experience to the table.

She began her career with the Oberoi Group before going on to competitor Leela Palace and has also worked at St. Regis in the Al Habtoor Complex and the ultra-exclusive Bulgari Hotel in Dubai.

Croq'Michel set to debut in Dubai

Two-Michelin star Chef Michel Sarran is set to launch Croq'Michel in Dubai Hills early next year.

French bistronomy was an instant success in Paris and Toulouse, France. Before the store opens, the brand will make its debut with a traveling Food Truck, which will tour the UAE in December.

"When first envisioning Croq'Michel, our idea was to create a 'fast-good' Croque monsieur brand, elevating the French traditional hot-toasted sandwich with bold and surprising recipes, whilst keeping the offering warm, familiar, and crispy. I am joined in this journey by my two daughters, with the ambition to create a community-based space where people can be assured of the same experience every time, whether they get together and enjoy a meal at the restaurant or grab a sandwich to go. We are excited to share our light-hearted brand with Dubai, a new food capital for the world, and the natural first step for our international brand expansion," Chef Michel Sarran said in a statement.

The menu at Croq' Michel will be an ode to the destinations that inspired Chef Sarran, such as Helsinki, Ibiza, Tulum, and, most recently, Dubai.

Croq Paris, a classic Croque monsieur version made with veal ham, emmental cheese, sun-dried tomatoes, and bechamel sauce, or Croq Dubai (chicken shawarma meat, hummus, Philadelphia cheese, zaatar, cucumber, kashkaval cheese, and a dash of garlic sauce), Croq Mumbai, made with tandoori chicken, yoghurt and coconut cream, spicy masala, coriander, cucumber, lemon, and paneer cheese, are some sandwiches featuring on the menu.

Jumeirah Group appoints Aaron Kaupp as Regional Vice President

Aaron Kaupp has been appointed as the Regional Vice President of Jumeirah Group and General Manager of Jumeirah Marsa Al Arab.

Kaupp will be in charge of all aspects of the new lifestyle resort. His position builds on his extensive expertise in premium hospitality, including three years as Regional Vice President of Northern Europe and General Manager of The Carlton Tower Jumeirah within the Group.

Aaron Kaupp's past senior leadership roles include positions at leading luxury hotels around Europe, joining The Carlton Tower Jumeirah from Le Royal Monceau, Raffles Paris, where he served as General Manager since 2016.

Prior to that, he was General Manager at Belmond Villa San Michele in Florence and worked closely with Giorgio Armani to successfully open and manage the Armani Hotel Milano.

"I am delighted to lead the team at Jumeirah Marsa Al Arab and feel privileged to be part of such a significant new chapter for the Group. The iconic destination will not only mark a new era for Jumeirah Hotels and Resorts but will



further establish the brand across the globe. I look forward to embarking on this exciting journey and to delivering truly unforgettable guest experiences," Aaron Kaupp said in a statement.

Jumeirah Marsa Al Arab, located near Jumeirah Beach Hotel, is the most recent iconic attraction of the group that will complete the Group's oceanic hotel trilogy, which includes the wave-shaped Jumeirah Beach Hotel and sailboat-inspired Burj Al Arab Jumeirah. The new resort, Jumeirah Marsa Al Arab, includes a hotel inspired by a futuristic superyacht.

Raffles The Palm Dubai appoints Timothy Groeneweg as the Director of Food and Beverage

Raffles The Palm Dubai has got Timothy Groeneweg on board as its new Director of Food & Beverage.

Timothy has over 17 years of experience in the hospitality industry. Before joining Raffles, he was the Food & Beverage Director at the Hotel Indigo Downtown Dubai.

In the past, he has also held the position of Chef De Rang and Restaurant Manager and worked his way through the ranks to build a strong career in Food and Beverage.

His professional journey includes leading reputed hospitality brands and



working closely with renowned chains like the IHG Group, W Doha, Marriott, Atlantis resorts, and more.



Three Abu Dhabi restaurants awarded Michelin stars

The inaugural Michelin Guide Abu Dhabi awarded Michelin stars to three restaurants in the city.

With 42 listings encompassing 16 cuisine types, Abu Dhabi's restaurants made their Michelin Guide debut.

One Michelin Star was awarded to Talea by Antonio Guida, for pleasing dinners with its "Cucina di Famiglia" or

family-style Italian cuisine; Hakkasan, a restaurant celebrating traditional Cantonese flavors; and contemporary Japanese restaurant 99 Sushi Bar.

"The wonderful diversity of the cuisine proposed by these 3 restaurants perfectly illustrate the curiosity of local gourmets, as well as how Abu Dhabi welcomes international cultures to make them shine at their best level",

said Gwendal Poullennec, International Director of the MICHELIN Guide.

Almayass, Beirut Sur Mer, Otoro, and Tazal were the four restaurants that received a Bib Gourmand. The Young Chef Award went to Luigi Stinga of Restaurant Talea by Antonio Guida, and the Best Service Award went to Rawad Hamdan and the team of Restaurant Li Beirut.

I have always been impressed with Dubai: Chef Pierre Gagnaire on his recent visit to InterContinental Dubai Festival City

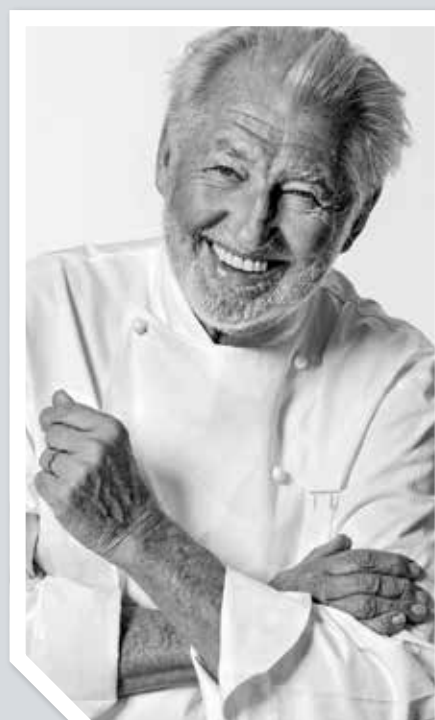
Three Michelin-starred chefs Pierre Gagnaire recently visited the InterContinental Dubai Festival City to bring new dishes with his signature style to his restaurant, Pierre's TT.

"It was a pleasure to host Chef Pierre at InterContinental Dubai Festival City. As one of the most acclaimed chefs in the world, he is an exemplary model of perfection, excellence, and humbleness," Thomas Schmelter, Area General Manager, IHG Hotels at Dubai Festival City, said in a statement.

Starting his career at St. Etienne, where he earned three Michelin stars,

Chef Pierre upended traditional French culinary norms by introducing startling contrasts of flavors, tastes, textures, and ingredients.

On his visit, the culinary trendsetter chef Pierre said, "The UAE is a melting pot of cultures, and the food scene here is fast developing. I have always been impressed with Dubai and its culinary landscape, but this visit put me in awe to see the remarkable achievements that the country has achieved in developing the food craft so exquisitely. There can be no inspiring location than Dubai for a restaurant, and I am so glad to be a part of this dynamic city."



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CULINARY THALAIVA

Exclusive interview with **Thirumalai Murugan**, Executive Chef at Movenpick Hotel Jumeirah Lakes Towers & Riva Beach Club, The Palm

Great leaders are needed not just when things go smoothly; but also when setbacks emerge.

Certainly, Chef Thirumalai Murugan is a great leader; one who has the courage to take risks, make decisions, and remain empathetic to others no matter what the circumstances may be.

Possessing righteousness and a distinct perspective comes effortlessly to him. For over three years, the executive chef of the Movenpick Hotel Jumeirah Lakes Towers and Riva Beach Club, The Palm, has been overseeing the outlets, training the team, and sorting out all the roadblocks hindering the process.

Multitasking across two properties, collaborating with a team of 25 chefs at the Movenpick and 10 chefs at Riva Beach Club, and mentoring the trainees, the 47-year-old chef ensures he stays on top of all things with ease. His secret is to be consistent, whether it is in his hectic schedule or cuisine.

"As much as we care for our employees, we also put our consumers first and work to make them happy." And as we know, serving quality food is one way to keep customers happy. "As an executive chef, I make certain that we maintain the product quality. A consistent standard of quality is essential in the cuisine," says the chef.

When we consider food quality, we also consider how to procure food at a fair price. With this fascinating notion in



As much as we care for our employees, we also put our consumers first and work to make them happy

mind, we questioned the chef about a potential solution when market costs for food procurement increase but one cannot simply raise pricing for customers.

"Analyze the market and control wastage. For example, if we have 250 people for breakfast, we have a team meeting and accordingly order what items are needed. Administer the production, serve fresh food to the guests and minimize wastage."

Another suggestion he gives is that one can look into the market for alternate suppliers that give a good price without undermining quality. "At the Emirates Culinary Guild, we have monthly meetings. A lot of suppliers attend the meeting and demonstrate their products. Every month, we get to know suppliers, learn about different high-quality products at better prices."

Born in Kanyakumari, Chef Thirumalai traveled from the southern tip of India to one of the most spellbinding cities

in the world. "I was assisting one of my cousins in his restaurant business. One by one, he succeeded in opening three restaurants. Being a part of this development, I believed this was the way I wanted to develop myself in the bigger picture."

His journey to becoming a professional chef started in the city of mouth-watering street food, Calcutta. Just after finishing his diploma in catering and hotel management from the Oxford College of Education, he joined the Ambassador Pallava hotel as a commis de cuisine. "It was during the late nineties when there were few marquee properties in Chennai that one could count on fingers and Ambassador was one of them."

The move to Dubai was fuelled by the drive to advance his career and gastronomic explorations. "The head chef from Emirates Tower Hotel came to Chennai for the interview. I got selected, and then Dubai it was!

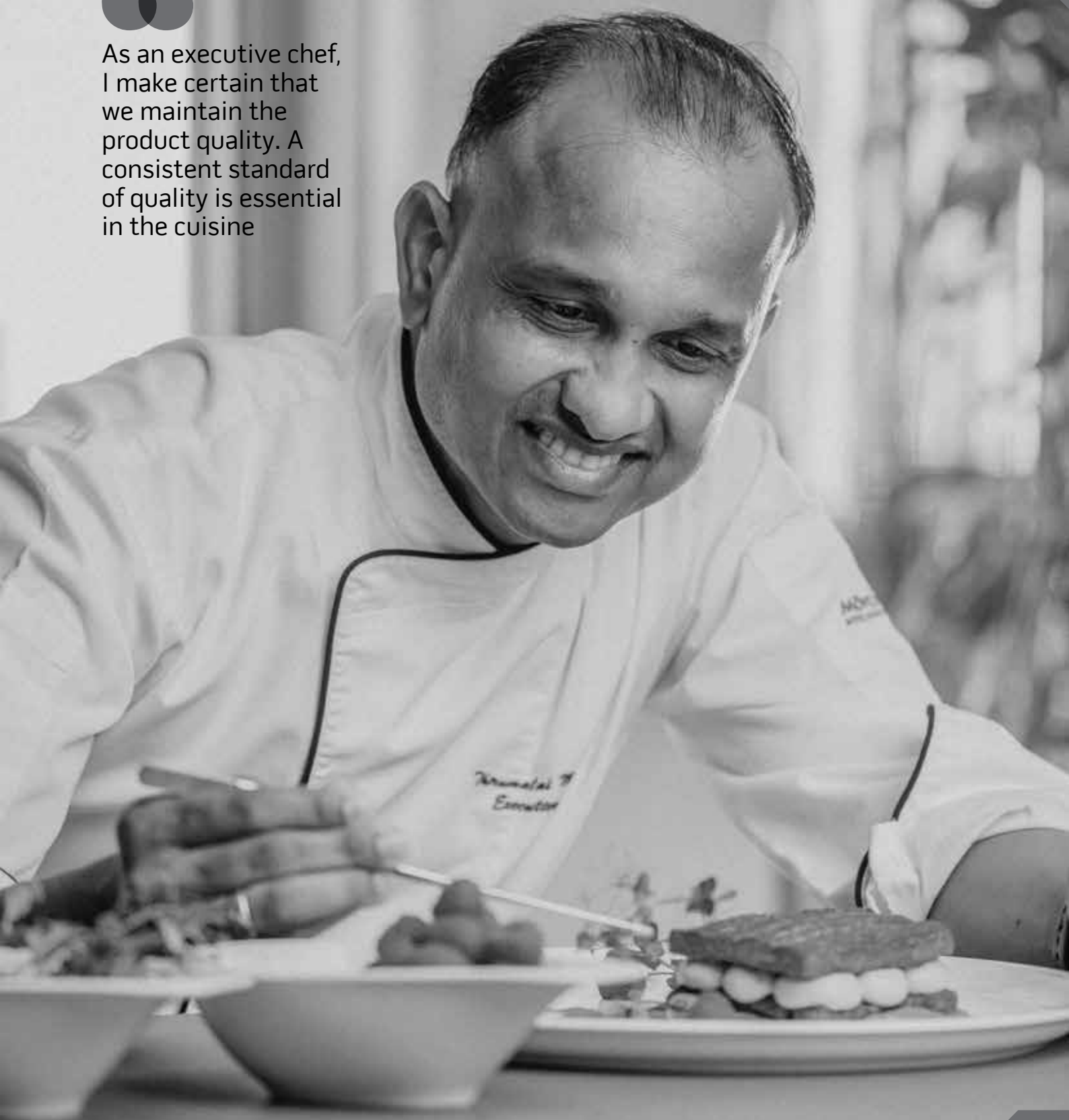
"When I came to Dubai, I thought maybe I would work for two years and then go back and settle, and those two years are now nearly 23 years," chuckles the chef.

He worked with the pre-opening team of the Emirates Tower Hotel for two years, before receiving a call from Hilton, beginning a long-standing relationship with the hotel that even the chef at that time had no idea would last for 17 years!

When Chef Thirumalai joined the Hilton Kuwait Resort in 2002, he was



As an executive chef,
I make certain that
we maintain the
product quality. A
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of quality is essential
in the cuisine



a commis. He became the Chef de Partie after putting in a lot of effort and staying the course.

"This was one of the life-changing experiences for me." Working at the property, there were a lot of challenges that tested him from time to time, especially the second Gulf War.

"There were military bases, and anytime a missile was headed in that direction, drills and sirens would sound. Once everything was clear, we would return from the underground to resume our duties."

What used to be a team of 41 chefs boiled down to 17, as many went back considering it not safe. Chef Thirumalai nonetheless stayed behind with the team. "I was a demi chef de partie at that time and even represented the staff, so I understood the scenario and what was required. I decided to stand against all the odds and work as a team in that situation."

The manager appreciated his diligence as he continued to deliver. He was also named "Employee of the Month" for July 2005 at the Hilton Kuwait Resort for outstanding performance, initiative, hard work, and a sense of responsibility towards the success of providing quality service.

He returned to Dubai in 2006 to work as a junior sous chef at the Hilton Jumeirah. "I handled the Jazz Festival, where we catered for 15,000 people." He vividly remembers that it was the one and only jazz festival held during that time by the property, and that he was in charge of preparing a la carte for over 15,000 to 19,000 attendees.

"As soon as the people gave the coupon, the dish was quickly served to them. People found it hard to believe that the service was fast, but it was possible because of the way we designed the menu," he says.

Throughout the five-year stint he spent



I take challenges very positively. If there is no challenge, then we don't think outside the box

overseeing seven outlets, he gained a lot of knowledge. He had advanced to the rank of senior sous chef when he was offered the role of executive chef for the Hilton Fujairah Resort.

Moving to a senior management position was a courageous move. Seeing his remarkable work in F&B, upper management asked him to support other departments too. "I believed that being a chef, one cannot just hide behind the kitchen doors, I used this opportunity as a great chance to explore and learn more about other departments."

Chef Thirumalai was soon besieged with the pre-opening work of the new DoubleTree by Hilton Hotel & Residences Dubai — Al Barsha property. "I worked there for around four years." Apart from pre-opening, he also carried out the lead role as 4DX Coach for the hotel's Guest Satisfaction Improvement Process for 2017, 2018 and 2019.

The hard work behind the pre-opening did not go unnoticed, and in 2019, he was hired by the Movenpick Hotel Jumeirah Lakes Towers to head their culinary operations.

Since joining, Chef Thirumalai and his

team have turned the freestanding outlet into one of the most coveted destinations for events in the cutthroat hotel industry. "We have been flexible and always embraced new trends."

When we asked him to elaborate, he explained, "Say, we have Urban Bar & Kitchen (UBK), where we can cater to different requirements of the guests, be it serving snacks, beverages, or a three-course meal. Last night, we had a successful FIFA event where 500 guests came to watch the match and enjoy the meal. "We try to accommodate all customers' needs."

His team shares his enthusiasm for the industry, who go above and beyond to provide top-notch service. Keeping guests happy and being creative are the challenges all chefs have to enjoy. "I take challenges very positively. If there is no challenge, then we don't think outside the box."

On the personal front, Chef Thirumalai's family always stays by his side, even in the bio-bubble when he was structuring the catering for an Indian Premier League (IPL) team during their stay at Th8 Palm in Dubai. "My wife, 17-year old daughter, and 11 year old son are here with me in Dubai."

The journey to this point has been long yet fruitful. Chef Thirumalai has no major plans right now for the future. The goal is to focus on growth while living in the moment "Hilton treated me well and Accor too. In a few years, working at large properties may be the future."

This is unquestionably a sweet lesson on mindfulness by a true leader.



Churros layered Lavender Cheesecake with Dulce de Leche & Fried Cream Cheese Dates Ball

Serves 10

COLD CHEESECAKE

Arla Pro cream cheese SOFT 25% fat	250 g
Egg yolk pasteurized	5
Sugar	150 g
Gelatin leaves	23 g
Arla Pro high stability cream 35% fat	500 ml
Lavender flower	10 g

Method

- ◆ Whisk cream cheese until soft; make a sabayon consistency with egg yolk and sugar.
- ◆ Add whipped cream, cream cheese, and gelatin; keep refrigerated

CHURROS

Water	500 ml
Sugar	50 g
Lurpak butter	185 g
Salt	2 g
Flour	300 g
Eggs	300 g
Cinnamon powder	20 g

Method

- ◆ Boil water and then add butter. Add flour, mix well and transfer it to a mixer. Add eggs one by one and pipe them in the butter paper. Freeze, then fry at 165°C.

DULCE DE LECHE

Condensed milk tin	1
--------------------	---

Method

- ◆ Boil the tin for 6 hours. Remove, open and dilute it to sauce consistency.

CREAM CHEESE DATES BALL

Arla Pro cream cheese 34% fat	200 g
-------------------------------	-------

Fresh Majdool dates	200 g
Egg	1
Flour	50 g
Panko bread crumb	100 g
Vegetable oil	to fry

Method

- ◆ Mix finely chopped dates with Arla cream cheese, crumbed and deep-fried.

Garnish

Fresh Raspberries	
Fresh sorrel leaves, affila cress	

Plating

- ◆ Fry churros, prepare the cheese cake infused with lavender flavor, make a layer. Dulce de leche on the plate, churros, cheesecake, fried warm cream cheese dates ball, garnish it with raspberries and serve



UAE team wins 61 medals at Culinary World Cup

The Emirates Culinary Guild has done it again in Luxembourg. The culinary team selected to represent the United Arab Emirates has returned successful with 61 medals, of which 43 are Gold medals (including two with Distinction)!

Pathum Priyankara Walpola Liyanage of Zabeel Hospitality won the 2 Gold medals with Distinction for his outstanding salt dough showpieces. The team also won 14 Silver medals, 4 Bronze medals and 4 Diplomas during the five-day event.

Held from November 26-30, 2022 at the EXPOGAST 2022 Villeroy & Boch, the Culinary World Cup is one of the most prestigious in the world. The ability for teams to compete is by invitation only.

Uwe Micheel, President of the Guild 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



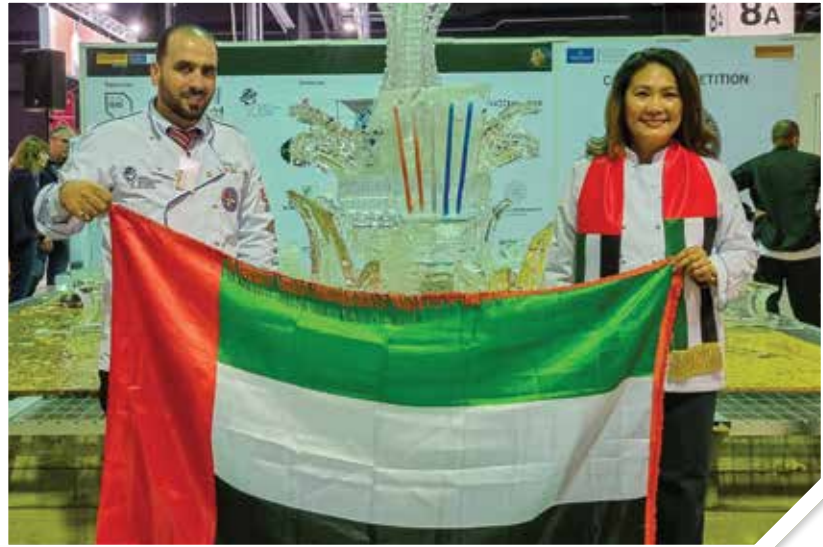
recognized as an international force in culinary competitions."

Andy Cuthbert, the Guild Chairman and 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, who came and helped, we would not have been as successful as we were. The Guild thanks, Norbert Girth, Karl Heinz Ney, Karl Heinz Hasse, Majed Housain Al Sabagh, Rabeh Amar, Mrs. Annette Micheel, Mrs. Josephine Cuthbert and Ms. Amna Al Dhaheeri and the support of Al Dafra TV."

The UAE sent a team of 27 chefs including the support team from across the Emirates to make up the team of pastry chefs and pastry artists from restaurants, hotels in Sharjah, Dubai and Abu Dhabi & Royal palaces were part of the team.

There were countries competing from all over the globe in Luxembourg. These are the top teams in the world chosen to compete and having the UAE represented was a great honor for the chefs.

The team of artists and pastry chefs competed in several artistic categories and also participated in an Ice carving



demonstration, which was led by Chef Jagoda. He wowed the crowds every day with the team's masterpieces.

Pastry chefs and Artists were represented by:

- ♦ Don Nalin Krishantha Jagoda
- ♦ M.L. Aravinda Leelarathna
- ♦ D. Manoj Lasantha De Soysa
- ♦ Dilip Kumara Nanidiri Dewage
- ♦ Pathum Priyankara Walpola Liyanage
- ♦ Ajith Kumara Jayasekera
- ♦ Dilip Kumara Rajapaksha
- ♦ Dilana Rita Fernando
- ♦ Pathma Madushanka Kuma Hennedige
- ♦ Kavinda Isurumal Amarasinghe
- ♦ Arachchilage
- ♦ Kameel Rasyid Eril
- ♦ Dammika Herath Mudiyanse
- ♦ Hillary Quentus Anthony Joseph
- ♦ Thusitha Kumara Wijerathna Siya Mudiyanse
- ♦ Achala Sanjeeva Weerasinghe
- ♦ Don Nalin Krishantha Jagoda
- ♦ Sri Mohan Mandalawatta

The Emirates Culinary Guild thanks

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
- ♦ Jumeirah Beach Hotel
- ♦ Jumeirah Creekside Hotel
- ♦ Atlantis The Palm
- ♦ FIVE Hotel The Palm
- ♦ Al Jawaher Reception and convention Centre
- ♦ Swissotel Al Marooj
- ♦ Shangri-La Abu Dhabi
- ♦ Royal Palace Abu Dhabi
- ♦ Zabeel Hospitality
- ♦ Nad Al Sheeba Private Club
- ♦ Pullman Dubai Creek City Centre
- ♦ Mister Baker Dubai Deira
- ♦ Royal Palace Al Ain
- ♦ Radisson Blu Yas island Abu Dhabi
- ♦ Prymrose Cakes & more bakery & restaurant
- ♦ Sharjah Ladies Club
- ♦ Abu Dhabi Musaffah Keita Catering LLC

The next big event for the Chefs is the Culinary Olympics in 2024 in Germany.



The Creative Midfielder

What began as a curiosity, watching his grandmothers doing their simple culinary magic grew into passion. This passion is what has led Corporate Executive Chef **John Redding** to success

You would be partially correct if you assumed that this article was going to be about Cristiano Ronaldo's brilliant penalty against Ghana or Saudi Arabia's riveting victory over Argentina in the 2022 FIFA World Cup.

Well, this is the tale of a professional football player, but also of a chef whose unwavering drive to overcome all adversities and resolute belief in himself has catapulted him to the pinnacle of the game that he loves called "culinary."

Over the course of his 40-year career in the hospitality industry, Chef John Redding has developed a strong international culinary network all around Europe, the Middle East, and Asia. A humble chef who knows how to provide smashing hits on the field and in the kitchen.

Early Doors

Born and brought up in Falkirk, Scotland, Chef John envisioned like most boys playing professional football for a career, but realised this was not something that was truly meant for him. His destiny took him in another direction though, and he's now a part of the culinary world.

"I was fortunate enough to play four internationals matches for Scotland as a schoolboy, without losing a game. I



I was fortunate enough to play four internationals matches for Scotland as a schoolboy, without losing a game. I was asked to sign forms with Swansea City, but chose to finish my schooling in Scotland

was asked to sign forms with Swansea City, but chose to finish my schooling in Scotland. However, I was also inspired by my two grandmothers, one an exceptional cook the other a fantastic baker. And spending time in the kitchen eventually rallied into something bigger."

Still at school and 14 years of age, Chef John began cooking in a local 5-star hotel on a part-time basis. A young lad with an enthusiastic spirit, his school teacher recognized his potential and affinity for cooking, thus helping him get in touch with the hotel. "I went from

sitting home economic exams where I was the only boy in the class of 20, to learning to be a butcher and saucier on a Saturday and Sunday."

The beginning was arduous. He gained 2 year's hands on knowledge as a beginner and after taking permission to finish school a month early he put in a month of unpaid labor to comply with the schools leaving policy. The hotel then hired him on a full-time basis and "With my first paycheck, I was able to purchase a bicycle for myself, which I used to travel 10 miles to and from the hotel. Obviously, doing this kept me in shape," the chef grins.

At 19 years of age, he left Scotland to join the Royal Horseguards Hotel in London. Working under chef Lawrence Healey, he got the chance to learn all aspects of the kitchen, finish his training, and collaborate with the team to cater for the Royal Family, Prime Ministers, and the acting elite as well as events, whilst striving to give himself the finest possible start in his chosen career.

A teenage chef John quickly learned the ropes to shape his career trajectory. Soon after, he got a chance to polish his sauce skills under the tutelage of the first British chef who was awarded three Michelin stars, Chef Marco Pierre White.

“

I was also inspired by my two grandmothers, one an exceptional cook the other a fantastic baker. And spending time in the kitchen eventually rallied into something bigger



"It was a mind-blowing experience for me watching Chef Marco run the business, the way he looked after his chefs."

Working for the Michelin-starred chef, he too had his fair share of adventures that shaped his career. "Chef Marco used to place orders for the inventory at the end of the service. And he would send it to the market in Paris. Then, one morning at 8 o'clock, he arrived and requested that I get the truffle that was included in the box. However, when I sorted the inventory, I didn't notice any truffles. Even the bill was given to me. So I went

back to check the styrofoam box which had been crushed and discarded and there was a stain in the corner of it, and there I could see—the truffles! I still remember it like it was yesterday."

The takeaway? It made him realize that someone else was relying on him to complete the task, and he didn't do it properly. These lessons have left a lasting impression on Chef John, making him who he is today.

Later he went on to do a one-year secondment at Le Grey Hotel in Paris,

where he not just skimmed over the pages of French cooking but also savored the unlikely recipes.

"Speaking just a little French, yet being able to comprehend and prepare French cuisine, was incredible. I gave it my all while working there. If you live in France, you probably want to eat the traditional food, but I used all of the knowledge I'd gained from other chefs to create dishes that everyone would like.

He returned to the UK to work for Commercial Catering Group. Going from fine dining to catering large numbers gave him a viewpoint on budget, quality and teams. The ferocious appetite to learn and deliver did not go unnoticed, as he was hired by a very special lady and the catering groups area manager Jan Smeaton who introduced him to the CEO of Wrangler USA to manage his factory kitchen and provide restaurant-quality meals to the valued employees.

"It was a role I relished. The factory was in my hometown and being the only male in a kitchen of 12 females, the ladies treated me like a young boy. It was like having 12 mothers and we worked as a team to serve 500 meals - breakfast, lunch and dinner."

Little did he realize that what he believed was a lot was just the beginning. After spending 18 months with them, he



With my first paycheck, I was able to purchase a bicycle for myself, which I used to travel 10 miles to and from the hotel. Obviously, doing this kept me in shape

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was approached to take on the role of Executive Chef at Newcastle United Football Club and support the culinary team at the nearby Byker Bus Depot. "Yes, I replied. I would love it. But working for a football club and on the other hand catering for bus drivers, the experience was like two edges of the culinary scale."

The canteen at Byker Bus Depot served as a central location for all bus arrivals and shift changes, ensuring that the shift ran efficiently throughout the day."

"It was completely different. For Newcastle United, the catering was not only for the team, but the match day Corporate stadium boxes and the fans catering as well, whereas working at the canteen at Byker Depot was so hardcore. The guys there would let you know if a dish was a little overdone or underdone. The 55-year-old chef beams and says, "They were like a Michelin crew."

After that stint, he worked at BP. Back home in the central belt of Scotland. The organization was building a new state of the art hydrocracker plant and required five executive chefs for their respective five canteens spread over on the basis of 20 kilometers. "I worked in Canteen 1, which had another 40 chefs. We prepared 22 and a half thousand meals a day—seven and a half in the morning, seven and a half for lunch and seven and a half for dinner. It was an unbelievable experience."

As he successfully completed his role there, he was asked to oversee the next new plant at Barrow in Furness in the northwest of England. "None of the five executive chefs wanted to go. It looked cold, dark and grey with no pub for 12 miles. So there and then they made us redundant on the spot; we had no job." He explains

Game of Two Halves

If the first half of chef John's culinary game has left you in awe, then behold, the second half of his life couldn't get more interesting.

At the beginning of 1994, he joined the



Working for a football club and on the other hand catering for bus drivers, the experience was like two edges of the culinary scale

frozen division of Pullman Foods, presently known as Bidfood. Pullman Foods was acquired by Booker Foodservice. In 1999, South African firm Bidvest plc bought Booker Foodservice and rebranded it BFS Group Ltd, doing trade as 3663 First for Foodservice (the number 3663 spelled food on a vintage mobile phone).

"I worked as a development chef and national accounts manager to ensure the market penetration of 3663 innovation products." In this role, he also managed clients and liaised with the development teams of several leading brand manufacturers. "I spent 16 years with the company and even won two 3663 Oscars for Chef of the Year in 2004 and 2005."

Towards the end of 2005, he received a phone call to fly to Dubai to play a culinary role in the set up of 3663's joint venture Horeca Trade Dubai. Within the first two years, Chef John, who joined as an innovation and product development manager, helped introduce and implement six new brands, including Lamb Wesson as a brand ambassador whilst working alongside a fantastic team of hospitality professionals at Horeca Trade.

His comprehensive culinary knowledge, sales, business and product development caught the attention of a further afield managerial team and he went to Malaysia to handle the R&D kitchen for the brand Pacific West Malaysia, expanding its portfolio over four continents.

"Penang was a food haven. It was a big change coming from sunshine to setting your watch by the rainfall. My family and I didn't understand why so many people were sporting flip-flops. When water dropped in six inches rather than one or two, we understood why." He stayed there for two years before returning to Dubai to work for Chef Middle East LLC in 2011.

Four years down the gastronomic lane, he then had a roller coaster ride with a series of higher-ranking roles, such as director of culinary and Development as well as International Brand Development Chef in two different organizations.

Chef John joined IFFCO as the Corporate Executive Chef, research and development in January 2020. "The business is pretty special. Every department has experts. We have got research and development teams that extrapolate the information, and we take it to create products, and we launch these products in markets in over 100 countries around the world."

His extensive experience across formats positioned Chef John well. Currently, he is the lead creative visionary behind new product development at IFFCO, which includes cooking and presenting visionary dishes to the stakeholders.

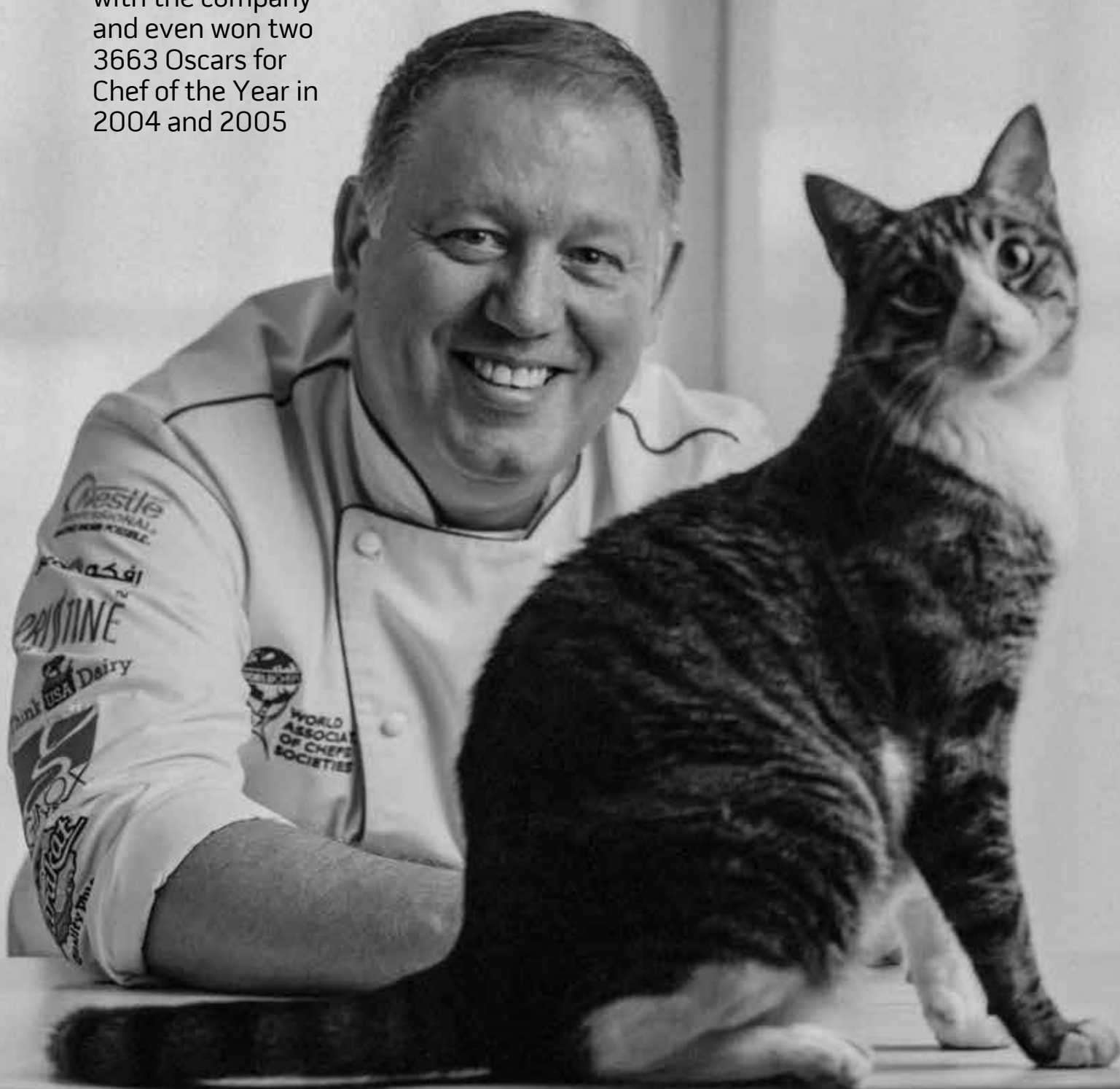
Meanwhile, the company, IFFCO, is a multinational group with leading FMCG brands and a portfolio of industry solutions and services delighting millions of consumers and customers globally. "It is big and sprawling. We do a lot of things. But it is all about making sure what we produce and sell is properly developed, gives value for money, and is of the highest quality."

End Zone

Sometimes even the most seasoned player can have second thoughts on the field. While many would have you believe that nothing beats confidence, a little self-doubt may allow you to forgo a quick outcome in favor of a more measured goal, which can pave the way for success.



I spent 16 years
with the company
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Chef of the Year in
2004 and 2005



In between switching jobs and rapid changes in the industry there was a time when chef John took the time to contemplate if he was right for the industry.

"I am incredibly fortunate to have Andy Cuthbert and Uwe Micheel, and there were friends like Alen Thong and Chef Gary Rhodes who always said that this market was the right place for me. They always supported me."

Chef John has been working in this field for 42 years, experiencing many

highs and lows as well as fascinating encounters and unforgettable recollections that should probably go in a book. "I am lucky enough to have travelled to many countries and worked in some fantastic kitchens."

On the family front too, life is sweet. In the midst of flavorful dishes and managing kitchens, one can overlook the fact that chefs also have families. Nonetheless, Chef John assures to be there for his beautiful wife Alaina and their girls, Alyssa, Jenson and Kendal when they need him or his taxi service,

even during his packed schedule.

"I have been married to my wife Alaina for the past 24 years. We met when we both worked together at Pullman Foods. Alaina although a fantastic cook in her own right works at one of the primary schools in Sharjah as a teacher's assistant, looking after the younger children teaching them life values and skills." The couple has three beautiful daughters. "We are a tight-knit family. Our eldest daughter Alyssa recently left Dubai and is currently studying at Stirling University in Scotland, while our other two girls, Jenson and Kendal aged 14 and 13, are studying here in Dubai."

A chef who has done fine dining, contract catering, industrial catering, managed portfolios and brands, and worked as a development chef, his present is one that many people aspire to.

So, what are Chef John's long-term plans?

"At the end of the day, I would still like to work in the UAE. Giving back to the industry, and helping people shape their careers."

And that's what we call a clinical finisher.



We do a lot of things. But it is all about making sure what we produce and sell is properly developed, gives value for money, and is of the highest quality



At the end of the day, I would still like to work in the UAE. Giving back to the industry, and helping people shape their careers



A CUT ABOVE

Beginning his professional journey at the Mount Lavinia Hotel in Colombo, Sri Lanka, Chef **Chamika Perera** has a wealth of expertise in food curation. He came down to Dubai to leave his imprint on the city's vivid culinary scene and prove that it is not one's age but the miles of experience that brings great culinary knowledge

Age is no concern when you invest all your efforts to achieve what you are aiming for. Chamika Perera has attested to this by becoming an Executive Sous Chef at The Crowne Plaza Jumeirah, an IHG Hotel at the age of 30. His accomplishments are not solely the result of a stroke of luck but have happened due to his tenacious attitude and diligence.

While he might not be officially an Executive Sous Chef on paper at the moment, he handles all the responsibilities of one, including taking care of the complete operations of the hotel's three outlets and banquets, along with constantly planning new menus to provide quality choices at the restaurants.

The operations are not that big like the previous places he has worked, but he says it is a very unique and nice place to work. "It's a big chance for me to channel all of my 10-year experience in one place. I have a nice team that supports my action plans."

Despite having the plethora of responsibilities to oversee the entire management of the restaurant kitchen, including the supervising activities of supervisors, cooks, and utility, the relatively new chef at the hotel, never caves under pressure and has a pleasant, friendly attitude towards his staff.



It's a big chance for me to channel all of my 10-year experience in one place. I have a nice team that supports my action plans

"Before I plan my agenda and menu, I want to feel the wind and learn about their special talents and expertise. If a chef knows sushi and works in the main kitchen then why don't we give them a chance to do sushi plus Japanese dishes out for my whole day dining? So this is what I am trying to figure out."

A ROLLER-COASTER RIDE

Growing up on the seaside of Colombo, his aunt guided him into the hospitality industry that he never intended to become a part of. As with many Sri Lankan chefs, the culinary inspiration came from home. In his case, it was both of his parents who produced the most simple yet flavorful dishes. "My mom and dad are really good cooks, even my wife acknowledges it."

At the outset, chef Chamika, a sports enthusiast, did not want to have a monotonous 9–5 job. "When I was 16 or 17, my aunt told me about Dubai's expanding employment opportunities and fantastic hospitality sector." Believing it as a rare chance to learn something practically rather than spending the rest of his life at a desk in front of the computer, he picked the best hotel school in Sri Lanka.

And what he believed was true. "After my one year hotel course from Ceylon Hotel School, I asked my aunt to take me to Dubai so that I can explore and get a taste of the culinary industry."

Without any plans to work, the 18-year-old chef Chamika packed his bags, arranged his educational certificates, and arrived in Dubai. "There was no hope to find a job and start my career. All I wanted to do was observe what cooks do and how everything comes together. So I got in touch with one of the chefs from Radisson Blu Dubai and called them asking if there is a chance to do a trial."

The man on the phone was chef Sudat, who explained that if he does his trial well, then there might be a shot. "As soon as I entered the kitchen, I saw the big pans, deep fryers, and thousands of pieces of equipment in the main kitchen."



After my one year hotel course from Ceylon Hotel School, I asked my aunt to take me to Dubai so that I can explore and get a taste of the culinary industry



It was overwhelming. I guess, at that time, they were running the kitchen for around 1000 guests."

Eventually Chef Chamika succeeded in passing his interviews and got the job trial despite there being no available positions at the hotel. "I thank Chef Uwe Micheel for giving me a chance and seeing my potential. That day onwards, the day he gave me his support I have never let him down, he is like my second father."

During his stint at the Radisson Blu Hotel, he worked for all of its 12 restaurants, and also did indoor and outdoor catering for events like the Air Show, Emirate Hills, and Taste of Dubai. "The head chefs supported me, and the learnings molded me into a better professional."

These valuable lessons subsequently helped him win the 2016 Middle East Young Chef of the Year award and earn an educational trip to Germany.



I build teams to demonstrate to them how we should function and collaborate. I have worked this way, through hard work and collaborating with teams to achieve my goals

He parted ways with the Radisson Blu Hotel after five years in 2018 and started working as a chef de partie at the Movenpick Hotel Jumeirah Beach. "I was

promoted to sous chef at the steakhouse within six months of working there." Chef Chamika, who was 26 years old at the time, not only got a promotion but also managed to form a team of 15 chefs who won the first two gold medals from the salon culinaire under his leadership.

A year later, he got a job as sous chef at Millennium Atria Business Bay and gradually was promoted to the position of assistant Executive Sous Chef, handling the pre-opening and ensuring food quality.

"Later, I joined Sheraton Jumeirah Beach Resort as a sous chef." Within a few months, he was elevated to Chef de Cuisine, with 50 to 60 cooks working under him, overseeing 12 to 13 locations, designing new menus, managing catering for the main kitchen, and all-day dining.

MOTIVATED BY COMPETITIONS

Talking about his triumphs in the culinary industry and the milestones that he has achieved, chef Chamika reveals that he won 4th place out of 25 countries that participated in the 2017 World Finals Black Box Competition held by Chaine des Rotisseurs in Germany.

Additionally, he took home the gold medal in the 2017 Golden Chef Competition by Nestle as well as for the Four Plated Aspic US Beef Competition. The competitive spirit strives to this day. This time, though, he does it by sharing what he has learned through contests, mentoring aspiring cooks, and assembling chef teams whenever he gets a chance.

"I build teams to demonstrate to them how we should function and collaborate. I have worked this way, through hard work and collaborating with teams to achieve my goals. There is no magic in it."

According to Chef Chamika, participating in contests is about more than simply earning rewards; it's also about showcasing your creative talent, pushing yourself, honing your abilities, and sharing ideas.





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"If one doesn't work hard, or does not participate in competitions, then nobody will be aware of their talents. Maybe you will be a hidden hero, but who knows? This is one of the benefits of competitions. It's for your own confidence; you shouldn't be scared of them. Win or lose, it makes you stronger. Keep on running the race without thinking if your chances are bleak or not, just give your best."

IN THE KITCHEN AND BEYOND

Chef Chamika's kitchen philosophy is that anyone can cook, but becoming a chef is altogether a different path. "We have to focus on technique, provenance, garnishing, and how uniquely you plate the dish. Everyone can add salt, pepper, and seasoning, but where is your output? It's not just about cooking and dumping on the plate."

Whilst the knowledge of the fundamentals of sugar, salt, and pepper



Everyone can add salt, pepper, and seasoning, but where is your output? It's not just about cooking and dumping on the plate

is crucial, the other ingredient that the young chef thinks is important to make the gears turn efficiently in the kitchen is 'communication'. "You have to communicate in the kitchen, stay active and don't saunter, but run, and do the job with all your heart."

When asked if he notices the same

qualities in a young chef when they approach him for a job, he adds that, apart from the soft skills, he takes a different strategy in contrast to the usual cooking trial way. "I would like them to work with the team together for three to four hours to get a better understanding in both ways. The person may come to actual cooking after a year of training, but still investing those three hours could show that they can share inputs and assist the chefs."

Although the culinary division, comprising the chefs, supervisors, cooks, and utility, falls within his domain, he considers that monitoring the development of strategies that keep in accordance with market demand is an equally important element of his role. "My main focus is to train a team that reflects revenues while also maintaining team spirit and culinary standards."

Chef Chamika got hitched to his soulmate this year. He knew his wife, Venu Shikha, since they were in school together. "I asked her out in 2012 when I moved from Colombo to Dubai, and she waited for me for ten years!"

During those years, his wife completed her MBA and the first level of CIMA, The Certificate in Business Accounting. "It's been 8 months with her, here in Dubai," points out the chef. Surely this gives a happy ending to their long-distance relationship and a fresh start to their married life.

Besides his own little family, the chef has two brothers, two sisters and his parents. Still a young culinarian, Chef Chamika can take a lot of paths from here.

"In the future, I might be an executive chef. I would also like to run my own business related to restaurants in the distant future. There is no rush to reach that level because I would want to maintain the Executive Sous Chef title properly and support the company in bringing them business."





My main focus is to train a team that reflects revenues while also maintaining team spirit and culinary standards



December 2022 **Gulf Gourmet**



LEARNING CURVE

A young lad from Holland making his way to a metropolis, earning money, finding the girl of his dreams, becoming a teacher, and inspiring the next generation... this may all seem like the plot of a hit novel. It is not often that a fable becomes someone's reality, but that is what exactly transpired with Chef **Christian Biesbrouck**

There is a famous Japanese saying: It is better than a thousand days of diligent study to spend one day with a great teacher. If you do not think that is possible, you have not met Chef Christian Biesbrouck.

A single culinary arts class with the senior lecturer at the Dubai College of Tourism (DCT) can encourage one to explore the culinary profession and spark the imagination to prepare creative dishes.

With a long history of working in the kitchens of established hotels throughout the UAE, Kuwait, and Saudi Arabia, he has achieved this successful career by being an outlier in the hospitality industry in many aspects. All the umpteen hustle and bustle stories have now led him toward something big. For the past four years, he has embarked on the journey of passing on his knowledge to future culinary talent.

"This semi-government college was created to make sure we become a feeding station for the industry," says senior lecturer. The college started with two faculties and grew up to five faculties consisting of culinary, events, retail, tourism and hospitality.

The UAE Ministry of Education and the KSA both recognize DCT certifications, allowing students to transfer their credits and continue further studies at another university as well.

"The lecturers at the university come from within the industry, and ensure that they keep up with current trends and systems to make the course better," he says. Leading the culinary department with his colleagues, Chef Christian makes sure he never cuts corners on the quality of teaching.

"We set the performance bar high for students, to make sure that once they join the industry, they hit the ground running."

So where does this strong curriculum



We set the performance bar high for students, to make sure that once they join the industry, they hit the ground running

idea come from that prepares culinary aspirants ready for the industry?

In his mid-teens, Chef Christian finished a four-year diploma program that was the ideal blend of vocational and theoretical training that helped him transition from being an apprentice to becoming a real chef. This culinary program held him in good stead, and today, he has devised a course that helps students translate into an impressive career path.

Aspiring students can opt for a one-year Certificate in Culinary Arts program and choose to progress to the Advanced Diploma in Culinary Arts. "It becomes a 3-year course," and that is quite a few hours. "We spend about 700 hours a year teaching the students," explains the chef.

The intensive course has received a good response from the market and the industry. "From the fundamentals to learning in specialized units of seafood, meat, and dessert preparation, food safety and sanitation, appetizers, and restaurant operations, they do a bit of everything."

With that solid technical background and foundation, it goes without saying that the students pass with flying colors and even develop connections with potential employers. "We have chefs doing their internships with the Marriott group, some with Ritz Carlton, and then Hilton, Sheraton, Shangri-La, Jumeirah, and Emirates Flight Catering to name but a few."

For a teacher with vast industry experience, his measure of success is rather simple. "Instead of looking at whether they leave with a diploma, I measure success by whether they are effective and successful in their jobs, and whether they are growing every day. Our contact with our alumni makes a real difference."

Discovering Foundational Roots

Born and raised in Holland, becoming a chef was not on the menu for Chef Christian. He was an engineering student, weighing his options before considering the culinary world. "I started as a mechanical engineer. I didn't like that, so I moved on to electrical engineering, and then I became a bit of a chef," he says. This was 30 years ago.

Technically, he first entered the kitchen at the age of 15 as a dishwasher at a Michelin-starred restaurant. To gain more exposure to cooking, he grasped the chance to assist chefs with their preparations, such as cleaning the ingredients, chopping carrots, and slicing onions.

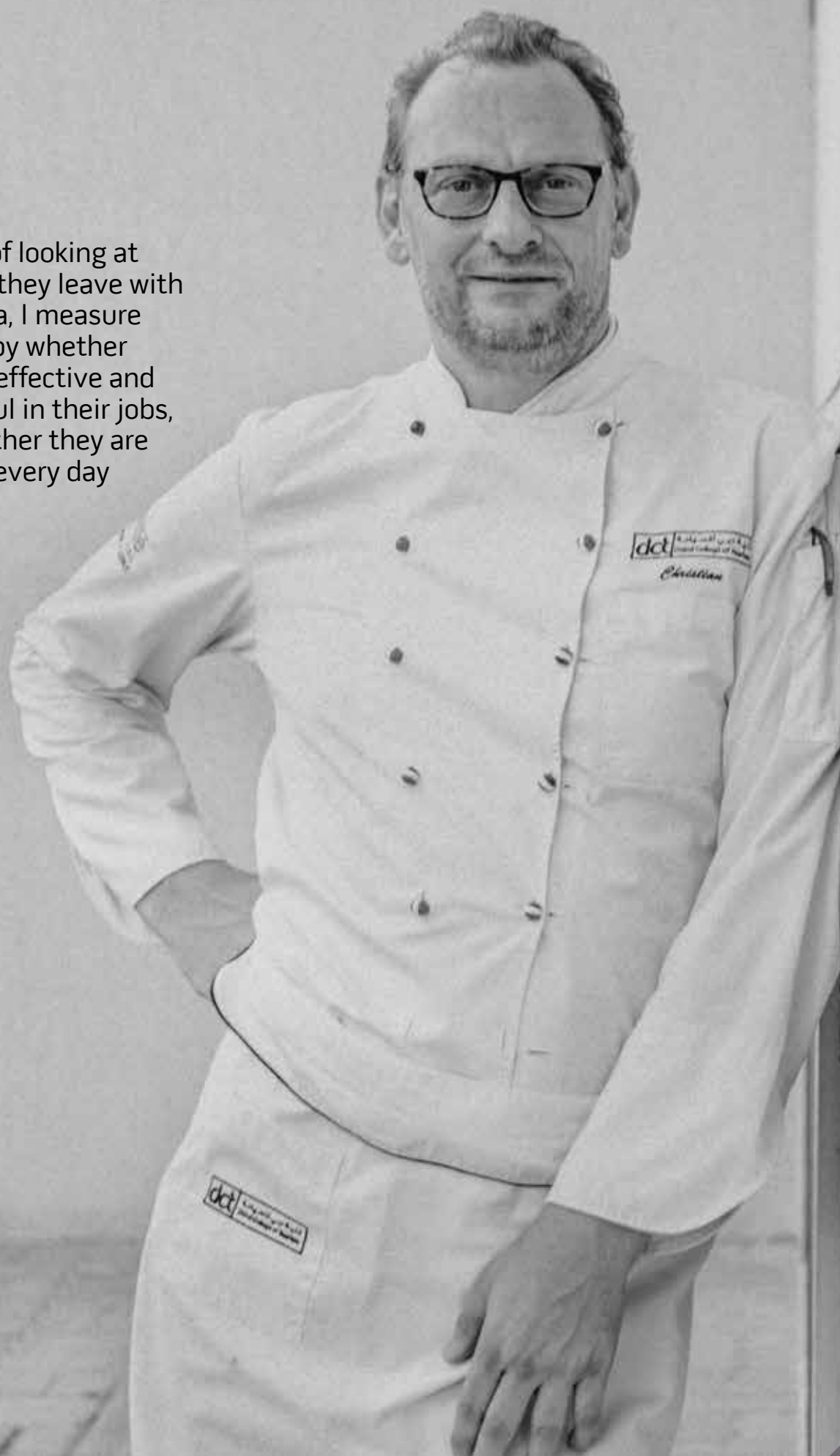
"For the first time, I came across the hectic pace behind the doors of the kitchen. The golden adage inside was, 'If you fail to prepare, then you prepare to fail'. It was an overwhelming experience for me to see such a big kitchen where 80 per cent of the work involved preparation and 20 per cent involved execution."

A Michelin-starred restaurant encounter served as a test of his mettle and prepared him to carry these lessons with him. Even though he was learning in a challenging situation, the favorable attitudes of guests showed that they valued the chef's art and encouraged him to pursue this career.

His first big responsibility came in 1990 when he joined the Marriott Group as a Chef Tournant. Chef Christian was the Garde Manger in the cold kitchen of the Marriott hotel in Amsterdam. There he worked through all sections, helping the



Instead of looking at whether they leave with a diploma, I measure success by whether they are effective and successful in their jobs, and whether they are growing every day



head chef and performing a variety of culinary duties.

Over seven years, the young chef learned all about running a restaurant and even completed his teaching course, SVH Leermeester. The assiduity did not go unnoticed as when he approached the HR department to allow him to broaden his culinary horizons and learn more about cultural differences, he received a straight 'yes'.

"I asked the HR that I wanted to explore either Asia, the Middle East or South America, no matter where, as long as it was one of the three. And they came up with an opening for Jeddah."

The initial plan to spend three months in the Middle East is still continuing 26 years later.

In between this new chapter with the Marriott Group, he did some pre-openings for the Renaissance Hotel in Tunisia and as executive chef task force for the opening of the first Marriott property in North Africa. A major turn of events happened after the 9/11 attacks. However, despite the chaos, Chef Christian kept his calm and worked on setting up the new hotel with a total brigade of 60.

"It was a tough period for several hotel chains. So, I returned to Saudi Arabia to work as a catering and event manager for Marriott." In this role, he took care of setting-up the Event Management Center, which was a new format from Marriott, and involved a team converting leads into actual events to generate higher revenue and guest satisfaction.

He also worked as an Executive Sous Chef bringing in new concepts at the property and developing a focus on outside catering.

After four months, he got an offer in a rather unique way. A gentleman came to him and offered a job at the Riyadh Marriott to join as the Executive Chef



Once the war was over, a wave of postponed weddings and festivities happened all at once. We were on our toes, executing all the events

Taskforce. Initially reluctant, the chef was trying to find ways to say no. But the gentleman inquired straight away as to his desired income.

"I was like, 'Oh, Uh!' and then I thought about it, and I gave him a number and said that's what I would like to be compensated. Much to my surprise, he said, 'For that talent, I'll give you more.' He accepted the position and joined the luxury hotel to help it expand substantially and increase its F&B revenue.

He then transferred to Kuwait to support the conversion of Le Méridien Kuwait to JW Marriott. This was a huge challenge. Not one to be deterred by a hurdle or two, Chef Christian accepted the role.

His hands-on method combined with his enthusiasm for food impressed the chefs, so he was given the assignment to set up the brand-new Courtyard by Marriott. There, he worked to hire all culinary staff and set up operations for Kuwait's largest ballroom, the Arraya Ballroom.

Trial By Fire

A composed, yet commanding person, chef Christian maintained his positive demeanor even during the trying times of the Iraq War. Throughout the challenges, he led the team and paved the way to run significant operations.

"Once the war was over, a wave of postponed weddings and festivities

happened all at once. We were on our toes, executing all the events. The secret was keeping the team motivated. It was like a dream," he says.

At the start of 2004, he left Kuwait to join Courtyard by Marriott Dubai, Green Community. This enhanced his profile as he managed the day-to-day operations of both Marriott Executive Apartments and Courtyard by Marriott.

Throughout the course of his 26 years at Marriott, he guided chefs to improve their savoir-faire, knowledge and presented many chefs to the Salon Culinaire for various competitions, picking up medals for pastry, cold kitchen, five-course plating and for wedding cakes.

The long-standing relationship with the Marriott Group came to an end when Chef Christian changed his course of action and stepped into a more strategic position. He became the Project Development Manager for the Lootah Group in 2016.

A year later, he ran into his old colleague, Jeff Strachan, who was then working for Dubai Tourism. "They were setting up a College of Tourism and one cannot have a tourism school without culinary. So, I decided to help them set it up and joined the College."

Passion Check

"My biggest advice to young chefs is to check yourself to see if you have the passion. We can teach you anything, but you need to have a heart for it," says the chef.

As someone who has trained long and hard to achieve his goals, Chef Christian counsels young aspirants to be receptive to new ideas and have an open mind to positive criticism.

He says, "If anything I have learned being a chef, it is that you will never know everything. Every once a week, I learn about something that I have never heard of — a technique or a product.



My biggest advice to young chefs is to check yourself to see if you have the passion. We can teach you anything, but you need to have a heart for it



Hence, there should be a constant exchange of ideas and knowledge."

Amidst the bizarre food trends, automation is making its way to the kitchen. Many contend that automation can eliminate jobs, but surprisingly, Chef Christian rather has a unique perspective on it. "I see automation as a positive thing. We don't have to spend extra time working on all the nasty jobs

like cleaning the garlic cloves, or onions. We have several pieces of equipment that are helping in developing your art."

He continues to explain that automation has improved production through time management in addition to making it simpler to maintain kitchen hygiene. "Everything comes prepared and packaged in the hotel. That sure gives you more time for creativity, and you can

concentrate on your skills than on the time-consuming jobs."

A lot has changed since he started his career. Be it cultural inclusiveness or shift timings. "When I was young, we used to work 13–14 hours a day. If you went home after eight hours, they would say, 'Eh! Is it a half day today?' Chefs and cooks are known for working long hours, often during weekends or special events,



but the norm is changing with the newer generation," believes Chef Christian.

"The norm is to work like a normal job for a maximum of nine to 10 hours a day. You can spend two hours extra doing events or working on your skills. And that is good because, as a chef, we are always burning the candle on both ends."

Understandably, Chef Christian has a busy

schedule that keeps him on the go. What keeps him anchored is his family and the constant support from his wife. "My wife is my rock. Even if I come at 10 or 11 at night, we will still have dinner together."

Although he is delighted with the pace of his life, sometime in the next 5 years, he plans to expand his teaching horizons. He is taking classes to turn his vision into reality." There is a freedom of creativity at

DCT. I would love to expand on this and teach here. Sometimes, I have to go back to school again to understand academics, verify backgrounds, and more about teaching. I myself am doing a course on teaching. There's a lot of scope to always learn and better yourself."

Looking at his empowering culinary success, his students undoubtedly are lucky to learn from him!

chefID
YOUNG CHEF CHAMPIONSHIP

Promising YOUNG TALENT

Chefs **Paskalia Nyanchama Onsare** and **Shehan Nanayakkara**, colleagues from Fairmont Dubai, are ready to offer some stern competition to others at the ChefID Young Chef Challenge

Chef Paskalia Nyanchama Onsare

Chef Paskalia Nyanchama Onsare from Kenya works as a demi-chef de partie and has been with the Fairmont Hotel Dubai for six years.

The 31-year-old is a tough cookie who

is bound to do well. A strong-willed person, once she decides on something, she devotes all her efforts to achieve it, be it choosing her career or making a dish with the right texture.

Hailing from Mombasa, she knew culinary was something she wanted to

pursue for the rest of her life. However, her father was hesitant about her choice of career, believing that the profession was mostly for men.

"My dad asked if I was certain to become a chef when I chose to enroll in culinary school. He even took me for an induction program so that I see what goes on around the kitchen before I join."

The attempts to sway her interests were fruitless as she never detoured from her goal and completed a two-year diploma course in culinary arts from the International Hotel and Tourism Institute of Nairobi.

After a one-year internship at the Hilton Hotel in Kenya, her first job was that of a commis chef at Weston Hotel. "The practical experience was different. Preparing mise-en-place and cooking food according to the company recipe and standards. You have to keep learning and growing." A year later, she got her current break.

Every day, she starts her duty at 6 in the morning, overseeing both the cold and hot kitchens at Fairmont Dubai.

"We normally have specials that keep changing every day. So we work on that, and I also prepare all types of sushi, including maki, nigiri and sashimi, at the Café."



**Paskalia Nyanchama Onsare**

When she joined the hotel six years ago, she started as a Commis 3 working in a banquet kitchen and rose through the ranks to become a Demi-Chef de Partie.

One of the reasons for her positive growth also came from her willingness to experiment and create new dishes. This is reflected in the dish that she has created. "The dish is called Surf and Turf. I went out of my way to make this dish."

According to Chef Paskalia, the key to making great surf and turf is accumulating all the flavors from cooking the steak and shrimp in the same pan with flavored butter. The ingredients in her recipe might be simple, but the flavors are memorable.

When it comes to her personal files, the young chef has two sisters and a brother. Her parents are back in Mombasa. Meanwhile, her brother and one of her sisters are presently in Dubai. "It's like I never left Kenya," smiles the chef.

Chef Shehan Nanayakkara

Having spent his childhood in the modest beach town of Negombo, whilst also picking up the nuances of rich Sri Lankan flavors and exotic seafood, Chef Shehan Nanayakkara always felt he had some connection with culinary at a very young age.

**Shehan Nanayakkara**

Besides always inclining towards cooking, his major inspiration came from his uncle. "One of my inspirations was my uncle. When I was young, he used to work at the Le Méridien Hotel in Dubai. Watching him as I grew up, he also inspired me."

After finishing his Culinary Arts and Patisserie Program at the National Youth Academy Sri Lanka, and working for around two years as a Commis in Sri Lanka, the 26-year-old moved to Dubai.

"When I was 18, my uncle invited me to work as a steward at Le Méridien Dubai Hotel and Conference Center. Already familiar with the culinary scene in the Middle East, Chef Shehan had no doubts when he was offered a role in Dubai.

After completing a year at Le Méridien, he went on to do training along with his work in the kitchen. "I was doing a 12-hour job and taking 12-hour training to refine my knowledge." The perseverance paid off, as he got promoted to join the kitchen as a commis.

In 2018, he joined the 101 Seafood Restaurant of the One & Only The Palm Hotel Dubai. "There, I prepared the food with a Josper grill oven, and also worked in the salad and cold section." After two years, he joined Sofitel Dubai The Palm as a demi-chef.

The experience proved useful when he moved to Fairmont Dubai as a chef de partie. "It's been almost a year for Chef Shehan at the Fairmont Dubai. At the moment, I work in a cold kitchen and hot kitchen; I handle a cold buffet, guide the commis, and prepare the menu during VIP events and functions."

There were highs and lows in his career, and Chef Shehan still remembers them as they taught him to do things the right way. "I was in the kitchen working with the team and a Michelin-starred chef was also working with us that time, and one of the team members asked me to get prawns. Instead of using a tray, I carried it with my hands. Because there is a chance that the ingredient can fall, so a tray needs to be placed and I learned a lesson from that," recalls the chef. As a novice, he has burned his hands and forgotten little things. But the learnings are still embedded in him.

Shehan Nanayakkara has advanced far in his career—from steward to chef—but the humble chef still has the drive and will to go further. "At the end of the day, I want to be an executive chef and handle the operations of the hotel. Maybe in Dubai, or somewhere in Europe, or Sri Lanka."



Surf and Turf

The key to making great surf and turf is all of the accumulated flavors from cooking the steak and shrimp in the same pan with flavored butter. The ingredients here are simple, but the flavors are memorable

Ingredients

Filet Mignon (even thickness)	1 ½ thick
Large Shrimp	23
Salt and Pepper	for seasoning
Extra Light Olive Oil	½ tbsp
Unsalted Butter (cut into pieces)	3 tbsp
Garlic (peeled and cut into quarters)	2 large cloves
Rosemary	1 sprig

Method

- ◆ **Prep Steaks and Shrimp** – pat dry with paper towels and season with fine sea salt and freshly ground black pepper.
- ◆ **Heat the pan** – place a heavy skillet or cast iron pan over medium/high heat and once it's starting to smoke, swirl in the oil. Use any vegetable oil if you don't have extra light olive oil.
- ◆ **Sear steaks** – Four minutes on one side and three minutes on the other. Sear each edge for 30-60 seconds. Remove from heat 10 degrees before desired temp. Transfer to a plate and tent with foil. The temperature will rise as it rests.
- ◆ **Flavored Butter** – reduce skillet to

medium heat and melt butter with quartered garlic cloves and a rosemary sprig.

- ◆ **Sautee shrimp** – Add shrimp and saute in a single layer for 1 minute. Flip and cook for another minute until opaque and pink, then remove from heat.
- ◆ Return steaks to the pan along with any accumulated juices. Turn the steaks to coat and spoon more flavored butter over them. Serve and enjoy.



Molten Chocolate Cakes

Ingredients

Unsalted butter	1 stick (4 ounces)
Bittersweet Chocolate	6 ounces
Eggs	2
Egg yolks	2
Sugar	1/4 cup
Pinch of salt	
All-purpose flour	2 tbsp

Method

- ◆ Preheat the oven to 450°F. Butter and

lightly flour four 6-ounce ramekins. Tap out the excess flour. Set the ramekins on a baking sheet.

- ◆ In a double boiler, over simmering water, melt the butter with the chocolate.
- ◆ In a medium bowl, beat the eggs with the egg yolks, sugar and salt at high speed until thickened and pale. Whisk the chocolate until smooth. Quickly fold it into the egg mixture along with the flour.
- ◆ Spoon the batter into the prepared

ramekins and bake for 12 minutes, or until the sides of the cakes are firm but the centers are soft. Let the cakes cool in the ramekins for 1 minute, then cover each with an inverted dessert plate.

- ◆ Carefully turn each one over, let it stand for 10 seconds and then unmold. Serve immediately. While these cakes easily stand alone, they're over-the-top when served with whipped cream or vanilla ice cream.

December 2022 **Gulf Gourmet**

The Guild Meet

Last month's Guild meeting was hosted by Chef Ismail Mohammad and the Hatta Guest House Team. A bus full of chefs travelled from Dubai and beyond to enjoy a whole new way of meeting. The fun moments captured then are here for you to savour.



December 2022 **Gulf Gourmet**

December 2022 **Gulf Gourmet**

newmembers



Abdulrahman Bava, CEO and Sulemana Abubakari Sadik, Head of Sales, Golden Dunes General Trading, receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Mischeel

Golden Dunes is an Organization Structured to have the flexibility and versatility to keep ahead of local competition while keeping pace with the ever-evolving global business scenario. It is strategically positioned in the commercial hub of the Middle East, Dubai, UAE.

Golden Dunes started off as a Seafood Company delivering fresh and frozen seafood products under the brand name of Sea Fresh. Today it has come a long way to be recognized as one of the leading importers, exporters and distributors of chilled and frozen food products. During this very short span of time it has put up their own meat processing plant under the name of Al Dana Meats Supply Factory in Sharjah.



Which has advanced facilities, food safety and quality management system that ensures production of hygiene and good quality products in compliance with food safety specifications such as HACCP, aside from its regular training of its staff. It also has its own chemical & microbiological laboratory to ensure that the products meet the basic requirements to meet international standards.

Golden Dunes Food Service is food importer; processor and distribution companies that can help you make a difference where it counts - with your customers. With our extensive catalog of products and food service marketing services, we can help your business stand out when it matters most.



Ramy Mickhail, Director of Sales of Greenhouse, receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

The company's growth has been driven by excellence, expertise, and quality products in tandem with a dominant market share for both Foodservice and Retail channels supporting the global chain and meeting the customers need for tailored foodservice solutions so they can curate successful food operations and experiences.

Greenhouse Foodstuff Trading offers hotels, fine dining outlets, casual dining restaurants, caterers, airlines, independent operators, leisure sector and institutional customers the finest products, operational knowledge, tailored support and an unwavering commitment to help partners succeed with value added services. It cultivates a diverse, equitable and inclusive culture inhouse and is committed to making a positive impact across communities it serves. The company dedicates its success to talented and passionate brand managers, sales



teams, customer service officers and the solid logistics crew who are truly committed to the management's vision to offer exceptional service and the vision to expand operations beyond the UAE market to Saudi Arabia, Qatar and Oman via modern and traditional trade.

As industry innovators, Greenhouse Foodstuff Trading's main strength lies in streamlined logistics complemented by state-of-the-art storage facilities and infrastructure to support warehousing and distribution capabilities. The advanced temperature-controlled vehicles and storage facility, full-service stock management and modern distribution ability using AI and digital transformation is designed to meet

the growing demands of the local and regional Food & Beverage industry. At Greenhouse Foodstuff Trading, the warehouses operate on WMS and are graded A+ by Dubai municipality. The company is growing responsibly being accredited by HACCP, ISO 22,000, ISO 14,001, ISO 18,001 and ICV.

Focusing on quality products, timely deliveries, and competitive pricing, Greenhouse Foodstuff Trading has a reputation built on the highest ethical standards of business, complemented by industry-leading staff, quality products and the latest F&B solutions.

Greenhouse Innovation Centre, Committed to providing the local and regional F&B industry access to a world class culinary platform, the Greenhouse Innovation Centre is dedicated to professionals in the foodservice industry seeking to learn new innovations, techniques and recipes.

newmembers



Soheil Majd, MD - Chairman representative GCC, Solico Management Services DMCC, Brian Morrison, Operations Director, Sofood FZCO and Maged Fakhry, Vice president, AMEA region, Solico Group Food Industries, receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

MEH GCC FZCO; Is a leading International General Trading Company with 45 years of experience in the Food Industry with focuses on Ingredients and Consumer Products, as for

Fresh Dairy products, Natural and Processed Cheese, Yoghurt, Yoghurt Drinks, Dairy Dessert, Milk Powders, Butter, Ice Creams, Fresh cream, Processed Meat (cold cuts and sausages), Frozen Meals, Drinks & Beverages, Frozen fruits and vegetable, Sauces, Chocolate. (Almost 1,800 sku's)

Our resources financial and human; are fully dedicated in attaining High Quality, Healthy and Affordable Range of Products for Consumers across the Globe.

Our Food Service Division provides HORECA - Hotels, Restaurants, Coffee



Shops, and Catering Companies; their major food requirements with intuitive punctual mode. Our Research and Development team scan the HORECA market to Maintain and Amiloriate the Quality in accordance to the Standard Norms of the Market and The Consumer Requirements.

Our Reputable and Professional Head Chefs, call for all products to pass the "Panel Test."

They monitor with scrutiny and

determine the eligibility of the products for Receiving

"The Head Chef Validation".

Our logistic teams; equipped with modern Logistic Systems warrant "Punctual Timing of Supplies" from Warehouses to the End Consumers. A 24/7 Service for the Region is provided

Keeping Conditions are the safeguards to ensure the Standard Norms of the Quality. Thus "Cold Chain" has to be monitored with severity which our Company attains it through Temperature Controlled Warehouses, Vans, Trucks and a fully dedicated Professional Logistic Team.

Our objective is solely on "Quality Products and Consumer Satisfaction".



Sagar Surti, CEO, Masterbaker Marketing FZCO, receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

Masterbaker was born out necessity of its bakery pedigree. The company belongs to the SWITZ GROUP, which boast Industrial bakeries in Kingdom of Saudi Arabia as well as Oman and retail bakeshops in Oman, Sri Lanka and India and present in 9 countries.

Started operations in Jebel Ali in the year 1992 as a 100% foreign owned branch of Masterbaker Marketing Ltd BVI. The purpose was to Import, Stock and Distribute and service the Bakery Industry. We were the first and only company to specialise in bakery ingredients only. The focus still continues.

Masterbaker has its own affiliates in the form of LLC companies in Dubai, Abu Dhabi, Doha, Oman, Bahrain and now KSA.

Our first dedicated temperature controlled and refrigerated warehouse was built in 1994 had capacity of 2700 pallets.



And now we have new home in National industries park (Technopark) with 13,000 temperature-controlled pallet capacity.

Our quest has been to de-commoditise different bakery products and bring value to our customers. We did this successfully with several major lines like margarine and croissant butter. We were the first to bring function specific, margarine and butter to the Arabian Gulf.

Our next focus was on the largest bakery ingredient (besides flour and sugar) which is egg.

Egg Station was built and commenced operations in April, 2003, to produce

pasteurised egg products including separates and supplies first class E.U standard products to 10 countries. Our egg station facilities are in UAE and now in KSA. www.eggstation.com

MASTERBAKER REPRESENTS THE BEST INGREDIENTS' COMPANIES IN THE WORLD. Some of them are:

C.S.M (erstwhile, Meistermarken/Ulmer Spatz) Germany
Lesaffre, France
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Dawn Europe previously know as Unifine, Belgium
Felchlin, Switzerland
Candia, France (part of Sodial group)
Schapfen Muehle, Germany
Sonneveld, Holland (part of Orkla Food Ingredients)
Royal Steensma, Holland

newmembers



Elias Rached, Export Department, Regional Vice President, Middle East and Africa, MKN and Martin Ubl, Vice President Intl. Sales & Marketing, receiving Emirates Culinary Guild Membership certificate from Andy Cuthbert, Chairman Emirates Culinary Guild, Worldchefs Congress Chairman, Continental Director Africa Middle East Worldchefs

The entire world of professional cooking technology

Cooking is an everyday challenge making extensive demands on professional kitchens all over the world. Intelligent professional cooking technology designed for more efficiency and improved performance are required to meet the challenge and this is exactly what the name **MKN** stands for! In their permanent pursuit of the highest quality standards of innovations, multifunctional solutions and perfectly designed products, MKN specialists always focus the whole kitchen process and the perfect interaction of all components involved. Competence, knowhow and passion impel them to find individual solutions producing results, which inspire and impress.

MKN values long-term business partnerships and attaches great importance to relationships characterized by trust, fairness and reliability. MKN appliances not only



stand for quality, but customer satisfaction and a lifetime partnership ranging from the supply of spare parts to individual service packages and a lifetime warranty on certain components. The sound organizational structure of a medium-sized company facilitates sustainable thinking with innovative capacity, respect for resources and closeness to the relevant market.

Large investments in new manufacturing technology, machinery and buildings combined with continuous staff training have transformed MKN from a factory into a state-of-the-art industrial company over the years. The

focus on export expansion has been a considerable driving force behind this development. The company always focuses all its actions on sustainability, taking responsibility towards customers, society and the environment. What characterises MKN technology is long durability and products that consume increasingly less water and energy. This protects resources and reduces CO2 emissions. This mindset also comprises cooperation with partners and suppliers as well as social aspects and is reflected in our support of social and regional projects among others.

By automating and digitizing numerous processes, MKN continuously promotes lean and efficient production. This minimizes the use of resources and prevents waste. For example, our production facility accommodates highly efficient laser and robot technology, an energy efficient laser-cutting centre and small parts warehouse, just to name a few.



Harry Bhalla, General Manager, Royal Foodstuff LLC, receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

Royal Foodstuff LLC established in the U.A.E. in 1986, and has made a major presence in the field of Import, Distribution and Re-export of Frozen Foodstuff. The success of the Company can be traced back to the vision, leadership, dynamism and rich experience of Mr. Gurdeep Singh Bhalla, founder and Managing Director.

Our philosophy is to exceed our customer's expectations by providing the highest in quality, value and service at the fairest prices.

A large ever-expanding network of Dealers, Retailers and Loyal Customers developed over the years ensures



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ROYAL FOODSTUFF L.L.C

availability of our products anywhere in the U.A.E. and provides a strong platform for future expansion.

The purchase function sources Meat, Poultry, Seafood, Vegetables, Dairy and Dry Products from all over the world such as Australia, Brazil, Denmark, India, New

Zealand, South Africa, U.S.A and so on. The long trusted relationship with our suppliers helps to maintain prompt and regular supplies at favourable terms.

The Distribution and Purchase activities are closely coordinated to meet the changing needs of our customers and to maintain optimum stock level for each season ensuring price advantage for the end customer.

The integrated operations are controlled and supported by highly professional staff and systems enabling the Company to achieve an excellent performance year after year.

newmembers



James Russell, Market Development Specialist, receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

Founded in 1990 in Padua, with a turnover of 182 million euros in 2021 and constantly growing, **UNOX** designs, manufactures and markets professional ovens for the catering, retail, pastry, and bakery sectors. UNOX creates smart technology applied to the professional cooking processes to support people and businesses who face the challenge of building their own success every day. Over the years the company, based in Cadoneghe (PD), where production plants and Headquarters are located, has become the leading manufacturer of professional ovens in terms of number of pieces sold in the world. They are active abroad with their own offices and commercial branches in 37 countries around the world with products distributed in more than 110



countries. The UNOX Team is made up of more than 650 people, with over 200 based abroad. Over 50 professionals, physicists, mechanical, chemical and aerospace engineers, are engaged in research and development with the goal of developing intelligence and technology applicable to the most diverse cooking processes.

The UAE regional office contains a demo kitchen, equipped with the latest professional ovens and is ideal for cooking tests and demonstrations.

UNOX allows potential customers the opportunity to try the ovens within their business and support users with suggestions and advice to help them take full advantage of the investment made. The future looks positive for UNOX as the company forges on from strength to strength, drawing from the vast experience of the R & D team in Italy, with many revolutionary innovations brought to the market. Real time data capture and analysis, reductions in energy and water usage, and the use of alternative materials all enhance the customer experience and reduce the carbon footprint which is a major focus for UNOX globally.



Amy Foor, Vice President, Global Foodservice Programs, USA Cheese Guild, receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

The **USA Cheese Guild** represents American dairy farmers and the entire U.S. cheese community to build global awareness of the excellent cheeses from the USA. Through education and promotions, the Guild aims to inform chefs, importers, and consumers about the craftsmanship, quality, innovation, variety, and versatility of USA cheeses.

Managed by the U.S. Dairy Export Council, the USA Cheese Guild is headquartered in Arlington, Virginia and has offices across Latin America, the Middle East, and Asia.

With culinary traditions inherited from centuries of immigration, the United



States today boasts a robust dairy community that has gained international attention from professionals and foodies alike. With more cheese produced than France, Germany and Italy combined, the United States is the largest cheesemaking and cheese exporting country in the world. Like the UAE's vibrant food scene, the U.S. cheese industry is dynamic, diverse, and open to the world. USA Cheeses are diverse,

flavorful, and accessible. They have won most international accolades cheeses can get – including the World's Best Cheese at the 2019-2020 World Cheese Awards.

Created in 2019, the USA Cheese Guild® is a customer-facing brand identity and entity that raises awareness of the quality, and innovation of Cheeses from the USA around the globe, through running a variety of marketing programs in nine international markets.

Cheeses from the USA will astound you with unique variety, rich flavor, and incredible value. Follow us on Facebook and Instagram @USACheeseGuildME and LinkedIn @USACheeseGuild.

US\$ 3 billion

what's your GCC market share?

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

There are over 7,000 independent restaurants in the UAE.
Each restaurant has a Head Chef.
Each Head Chef has an annual budget.
It ranges from AED 100,000 - US\$ 1 million.

Now you do the maths.

The largest body that speaks for this group of Chefs is The Emirates Culinary Guild (ECG).
ECG organises Salon Culinaire at Gulfood Dubai, La Cuisine by SIAL in Abu Dhabi and world-record breaking food events in the city.

Gulf Gourmet is the only magazine endorsed by the ECG.
It also influences non-ECG Chefs across the GCC and is distributed at World Association of Chefs Societies events around the globe.

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REACH

ENGAGE

INFLUENCE

ABOUT GULF GOURMET

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

WHO READS IT?

▶ Executive Chefs	23%
▶ Senior & Mid-Level Chefs	36%
▶ Hotel GMs	10%
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▶ Food Industry Leaders	4%
▶ Marketing / PR Managers	1%
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REACH BY COUNTRY

▶ United Arab Emirates	71%
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MARKET SEGMENTATION

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



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ECG Corporate Member directory

Abu Dhabi Farmers' Services Centre

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

Advanced Baking Concept LLC (Probake)

Rami El Khour, Director of sales,
Tel: +971 4 885 3788, rami@abcbaking.com,
www.abcbaking.com

Agthia Consumer Business Division

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

Al Halal Meat Factory LLC

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

Al Maya Hospitality

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

Alto Shaam, Inc

Gabriel Estrella Talenti, Director of Sales,
Tel: +971 4 321 9712, Mob: +971 50 8531 707
gabriele@alto-shaam.com, www.alto-shaam.com

Anchor Food Professionals

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

Arab Marketing and Finance, Inc. (AMFI)

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

Arabian American Technology (ARAMTEC)

Edgard Chalhoub, General Manager,
Tel: +971 4 380 8444, Mobile: +971 50 597 9516,
edgard@aramtec.com, www.aramtec.com

Arla Foods

Rea Abarintos, Key Accounts Manager -
Foodservice,
Mob: +971 56 4189883,
Off: +971 6 5346767 Ext. 248
rea.abarintos@arlafoods.com, www.ArlaPro.com

Bakemart FZ LLC

Syed Masood, Director of Sales
Mob: +971 55 609 7526, Tel: +971 4 56708
masood@bakemart.ae, www.bakemart.ae

Barakat Group of Company

Kenneth D'Costa, Managing Director
Neil Ranasinghe, Head Culinary Innovation
Tel: +971 4 8802121

Barilla Middle East FZE

Duygu Ozpaksoy, Food Services Sales Manager,
Tel: +971 4 882 0488, Mob: +971 56 933 0909
duygu.ozpaksoy@barilla.com,
www.barillagroup.com

Benchmark Foods Trading LLC

Nicholas Campos,
Director Business Development
Mob: 056 9955814, Off: 04 2573838
nicholas@benchmarkfoods.ae
www.benchmarkfoods.ae

Blenders

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

Ceylon Tea Services Pvt. Ltd

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

Chocopaz LLC

Aisulu Usubakunova, Production Head
Tel: +971 4 268 9530, Mob: +971 50 716 2300,
info@chocopaz.com
www.chocopaz.com, www.slitti.com

Danube Hospitality Solutions

Joe Thomas, Business Head (OS&E)
Twhitehead@cuisinesolutions.ae,
www.cuisinesolutions.ae

Del Monte Foods (U.A.E) FZE

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

Diamond Meat Processing Co.L.L.C

Kamparath Suresh, Assistant General Manager
Business Development, Mob: +971 50 655 4768
wnedal@siniorafood.com, www.almasadubai.com

Dilmah Tea

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

dmg events

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

Ecolab

Sadi Amawi, Tel: 04 8014 444, www.ecolab.com

Emirates Snack Foods

Marwan Hussein / Feda Saimua,
Horeca Division Head / General Manager
Tel: +971 4 285 5645, Mob: +971 56 526 7181
marwan.hussein@esf-uae.com
www.esf-uae.com

Essity Hygiene and Health AB

Lara Haddad, Customer Marketing
Manager - MEIA, Mob: +971 5 276 3887
tork.meia@essity.com, www.torkmeia.com

Faisal Al Nusif Trading Co. L.L.C

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

Farm Fresh

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

FILFOOD ASIA GULF

Jovy Tuano, CEO,
Unit 24 The Market, Al Mushrif Mall, Abu Dhabi
Tel : +971 2 444 6482, Mob: +971 50 443 2656
director@filfoodtrade.com, www.filfoodtrade.com

Greenhouse Foodstuff Trading

Edgard Abounader, UAE Sales Manager – HORECA,
Tel: +971 4 8170000, Mob: +971 56 442 4608,
Edgard.Abounader@greenhouseuae.com,
www.greenhouseuae.com

Golden Dunes General Trading LLC

Sulemana, Head Of Sales,
Mob: +971 50 125 01 376,
sulemana@golden-dunes.com,
www.golden-dunes.com

Hamid and Kumar Enterprises LLC

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

HK Enterprises LLC

Andjelka Pavlovic, Trade Marketing Manager,
Tel: +971 4 2486 000, Mob: +971 50 8347 662
andjelka@hkfoodgroup.com,
www.hkfoodgroup.com

HMNY DMCC

Shigeru Tachiki, Managing Director,
Mob: +971 568 747 60, shigeru.tachiki@gmail.com

HUG AG

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

IFFCO

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

JM FOODS LLC

Rajan J.S. / Maikel Cooke / Grace Renomeron
Management, Tel : +971 04 883 823,
Tel: +971 50 551 6564, sales@jmfoodgulf.com,
www.jmfoodgulf.com

Johnson Diversey Gulf

Marc Robitzkat
Mob: 050 459 4031, Off: 04 8819470
marc.robitzkat@johnsondiversey.com

Kerry

Leanne Hart, Commercial Support
Tel: +971 4 3635 900
leanne.hart@kerry.com, www.kerry.com

KRBL DMCC

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

Koppert Cress

Paul Da-Costa-Greaves, GCC Counties, Middle East and United Kingdom
Mob: 447956976413, Tel: 31174242819
paul@koppertcress.com, www.koppertcress.com

LG FMCG TRADING LLC

Joel C. Peñafiel, Trade Marketing Manager
Tel: +971 56 993 5175, joel.cortez@lalsgroup.com,
https://www.lalsgroup.com/brand/81/fmccg

Lowe Refrigeration LLC

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

MEH GCC FZCO

SOHEIL MAJD, MD
Tel: +971 4 8876626, +971 4 8876636
s.majd@mehgcc.ae, www.mehgcc.ae

Masterbaker Marketing FZCO

Sanket Shah, Sales Manager
Tel: +971 4 8239 800, Mob: +971 50 4516 459
info@uaw.switzgroup.com,
www.masterbakermc.com

Meat Livestock Australia (MLA)

Sam Gill, Business Development Manager,
Tel: +971 4 433 1355, sgill@mla.com.au,
www.mla.com.au

MEIKO Middle East FZE

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

MH ENTERPRISES L.L.C

Rajan V V, Business head
Tel: +971 4 315 1999, Mob: +971 50 458 5952
rajan@Mhdubai.com, www.mhdubai.com

MHP Food Trading LLC

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

MKN Maschinenfabrik Kurt Neubauer GmbH & Co.KG

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

Modern General Trading LLC

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

Nestlé Professional Middle East

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

NRTC Group

Iyad Nouneh, Marketing Operations and
E-commerce Manager, Tel: +971 4 320 8889,
marketingmanager@nrtcgroupp.com
www.nrtcgroupp.com

One Foods

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

Peachtree Foods ME

Cindy Storm, GM of Ops,
(TEL) +971 58 587 6877, +971 4 517 7275
meadmind@popcakesa.co.za,
www.popcakesa.co.za

Pear Bureau Northwest

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

Potatoes USA

Victoria Hassani, Managing Director,
Mob: +971 50 1013 541
potatoesusa@gmadubai.com,
www.usapotatoes.com

Prokids Trading F.Z.C - Flavoi

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

RAK Porcelain

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

Restofair RAK LLC

Raphael Saxod, Managing Director
Tel: +971 50 487 1371, +971 4 333 5474,
rsaxod@ecf.fr, www.restofair.ae

Robot Coupe

chandranth pathi, Area Manager-UAE
Tel: +971 54 4894896,
pathi@robot-coupe.com
www.robot-coupe.com

Royal Foodstuff LLC

Harry Bhalla, General Manager
Tel: +971 55 554 6661, +971 4 420 3686
mail@royalfoodstuff.com,
www.royalfoodstuff.com

SHARIF HASSAN ALI TRADING LLC. (SHALI)

Lanie S. Paguyo, Manager,
Mob: +971 52 136 0210, +971 54 791 7293
lanie@shalidubai.com, www.shalidubai.com

Shoppex Trading Est.

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

Skinny Genie

Lucy Mwangi, Sales Executive
Mob: +971 56 411 8287, +971 56 411 8287
lucy@skinny-genie.com, www.skinny-genie.com

SKYTOWER GENERAL TRADING LLC

Sai Ravikanth, Manager - Sales
Tel: +971 4 885 7000, Mob: +971 55 513 862,
sm@skytowerme.com, www.thecandh.com

TECHNICAL SUPPLIES & SERVICES CO. LLC (TSSC Dubai)

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

United Foods Company

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

UNOX Middle East DMCC

Matthew Roberts, Managing Director
Tel: +971 4 5542146, Mob: +971 52 304332,
info.uae@unox.com, www.unox.com

Upfield Middle East Limited FZCO

Melanny Lopez, Marketing Lead MENA - Foodservice,
Tel: +971 4 2674 430, +971 56 6812 914
melanny.lopez@upfield.com
https://www.upfieldprofessional.com/en-ae

USA CHEESE GUILD

Angelique Hollister, Executive Director,
Tel: 7035283049
ahollister@usdec.org, www.uscheeseguild.org

US Meat Export Federation

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

USAPEEC (USA Poultry & Egg Export Council)

Sana Makkani,
Tel: +1-770-413-0006, Mob: +1-770-413-0007
mail: usapec@usapec.org, www.usapec.org

US Poultry

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

Waterfront Market LLC

Mohammad Al Madani, Center Manager,
Tel: +971 4 707 1580, Mob: +971 52 607 9595
Mohammad.Almadani@Waterfrontmarket.ae
waterfrontmarket.ae

Welbilt

Rakesh Tiwari,
Mob: +971 56 406 1628, rakesh.tiwari@welbilt.com

Winterhalter Middle East BFC

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

Winterhalter ME

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



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:.....

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Remarks:

Payment received?		
Certificate Given.	Pin Given.	Medal & Collar Given
Approved	Approved	
President.....	Chairman.....	

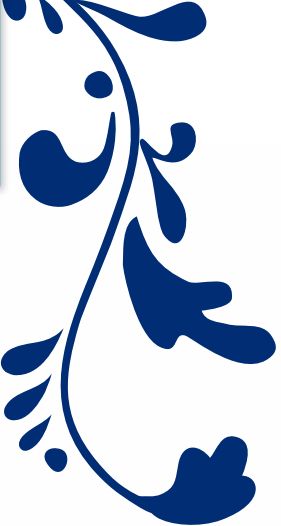
Fees:

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



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