

Gulf Gourmet

JANUARY 2012

FROM US, FOR US.

Chief Speak

Interview with the
Regional Vice President
for Jumeirah in Dubai

Celebrity Chat

Chef Devagi Sanmugam,
talks about her unusual
path to culinary success

Supplier Story

Industry insights from
Hans Boettcher of
Fritsch & Frost

Master Trainer

Chef **Michael Kitts** of The
Emirates Academy talks
food and training



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FROM THE *President's* *station*

Dear Fellow Chefs, Ladies and Gentlemen,

Welcome to the January issue of Gulf Gourmet, the first in a hopefully great 2012.

I would like to thank everyone who was involved and supported the Emirates Culinary Guild's activities last year. We had many successful events, which could have only happened with the help of all junior, senior and corporate members. A very big thank you for that and I hope we can count on everyone for 2012.

Most of us had a challenging year and if forecasts are to be believed the coming year will not get much easier, perhaps tougher for some of us. But with lots of passion, a big heart, hard work, a little help from the top and the support of family and friends, I am sure we will all have a great 2012.

Happy New Year

We are very close to our biggest event of the year, the Salon Culinaire 2012. I am sure most of the competitors started training long ago, and to those who have not yet started, I would say it is time to do so. A word of advice to everyone – please make sure that you read the Rules and Regulations very carefully before beginning, and follow the instructions if there are any special ingredients to be used, especially for the sponsored classes. It would

be a shame to lose points for such a simple thing.

On behalf of the Executive Committee and the full Organizing Committee, I would like to wish you all the best of luck for the Salon 2012.

If you have not yet applied to compete in the Emirates Salon Culinaire in Dubai for 2012, please do so as soon as possible as most of the live cooking classes are already booked. Also, do not forget that entry is only confirmed once the payment of the entry fee is received.

To all our corporate members, I would like to let you know that we still have some classes open for naming rights. Please do contact myself or the Emirates Culinary Guild office for more information.

Also please take a moment to look at the Friends of the Guild pages, and see all the corporate members who support the Guild. Also, please take a look at the profiles of the corporate members in the issue.

And a big thank you to both the Transmed and MKN Teams for hosting the December meeting.

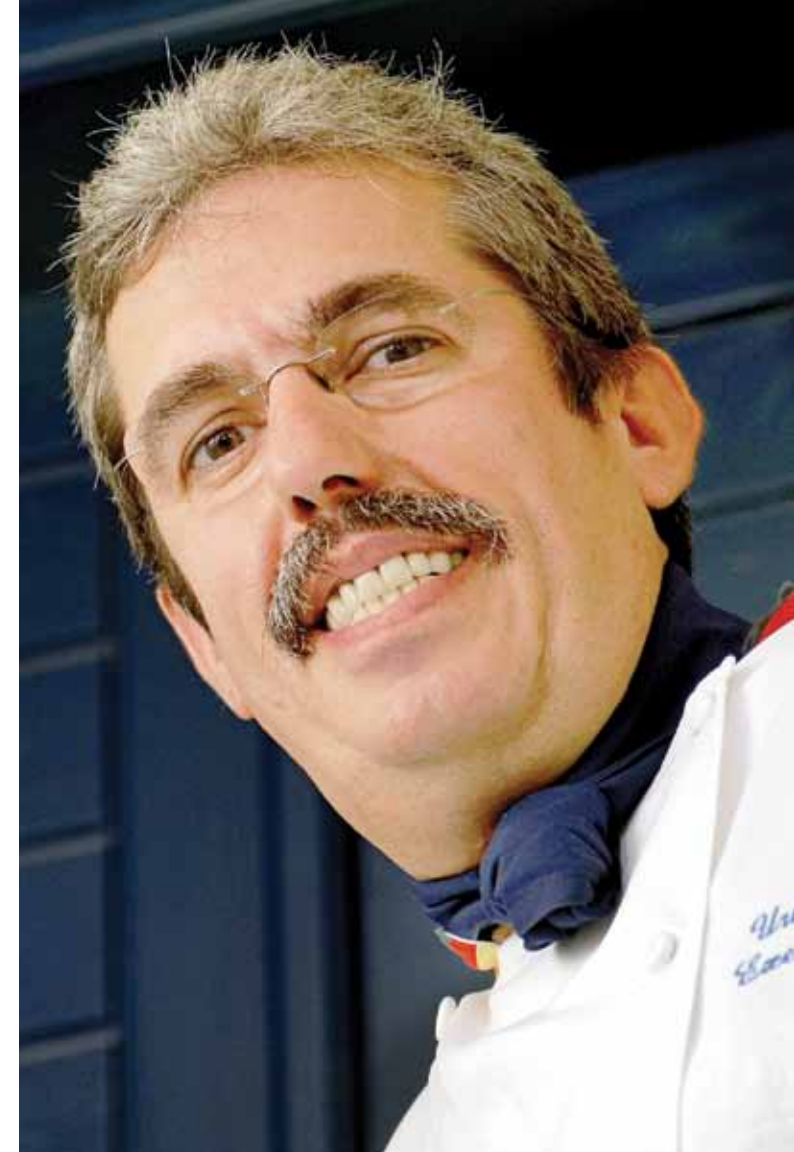
Culinary regards,

Uwe Micheel

President of Emirates Culinary Guild

Director of Kitchens

Radisson Blu Hotel, Dubai Deira Creek



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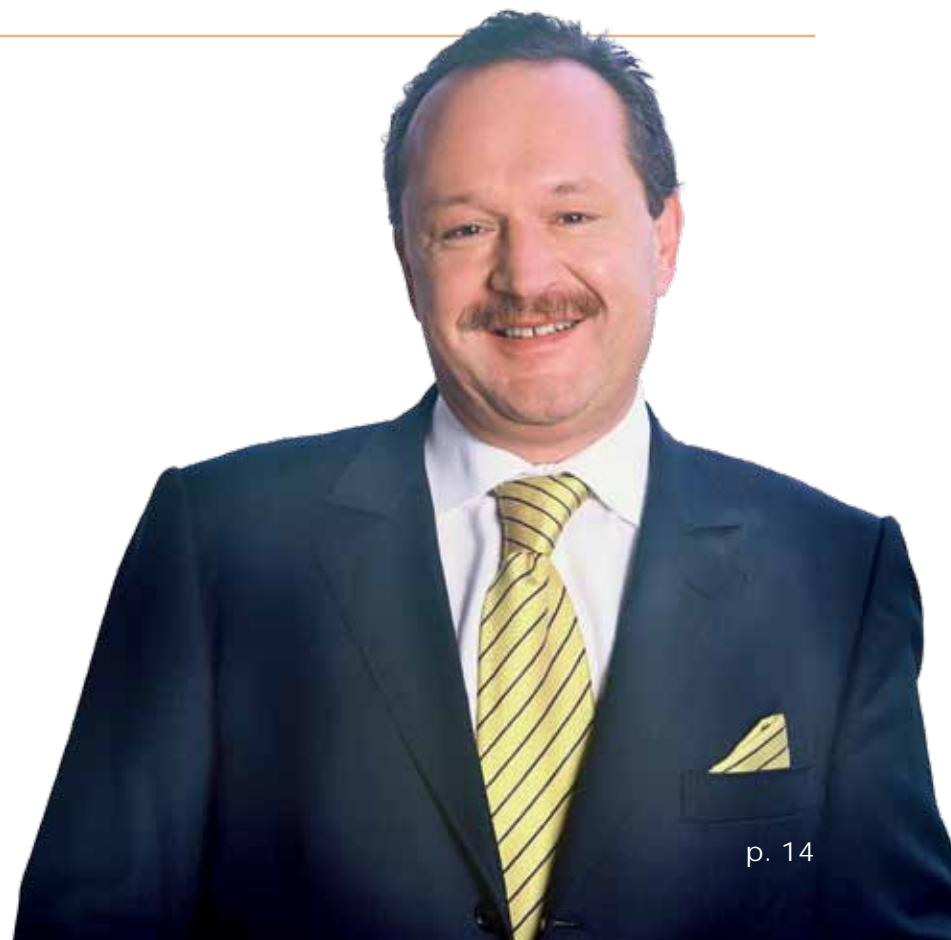
A pictorial view of the Guild meeting last month

64 New Members

Meet new and renewed supporters of the Guild



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Gulf Gourmet

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MAKING DUBAI

Travel

Robert Kunkler, Regional Vice President for Jumeirah hotels in Dubai, tells **Aquin George** why it is important to provide creative individuals with the right environment to express themselves

Why did you choose hospitality as a profession?

I once heard my father ask a lawyer what he would recommend for a young person to do for the next 30-40 years. The lawyer said, people in the hotel industry are always travelling the world, they drink, eat and enjoy and they have a fantastic life. That conversation stuck with me. So when the time came to decide, I joined the hospitality business.

How did you reach this stage in your career?

I joined a hotel school in Germany that gave me 360 degree training covering everything from cooking to service and from finance to sales and marketing.

I began my career as a Chef with the Columbia Hotel, which is still the number one hotel in the area. I then moved to the Intercontinental Group in Berlin, then London. Moved to Westin in South Africa and then worked in Asia and I finally came here 27 years ago.

There was no Burj Al Arab or Jumerah Group.

There were only 4 five-star hotels and I worked in one of them. I joined Jumeirah in 1999 as part of the opening team for Burj Al Arab. Then joined the opening team of Emirates Towers and stayed there for four years as General Man-

ager. I then moved to Jumeirah Beach Hotel, then Madinat Jumeirah and I am now the Regional Vice President for operations for our hotels in Dubai.

What is your focus at Jumeirah?

Our focus is to continue working with DTCM, Emirates Airlines and Government entities to make Dubai successful. We just opened Jumeirah Zabeel Saray, which will be known as one of great hotels of the world. We have some of the right hotels in right locations giving the right experience to our customers. We are expanding and we want to maintain our market share in Dubai. We want our hotels, lounges to be a meeting point for people. There are so many local, European and Indian weddings happening at our hotels.



We recently decided it's time again to look into the mirror and see how competitive we are on a global stage.

So we decided we will go with our team to London Hotelympia 2012 and we will measure ourselves with the very best in this world. I have told our Executive Chef that every gold medal winner will be rewarded generously.

Another focus area is the percentage of repeat customers in our restaurants. How do we deal with them, attract them again? How do we communicate with them? Our advertising model is shifting from newspapers and magazines to online social networking platforms.

With so many restaurants around you, do you have a favourite?

For me, my favourite restaurant would be any place where food is perfect and where service is warm and generous.



What is your brief to your Executive Chefs and F&B heads?

My brief to them is to hire the right people, give them training and responsibility and ensure they get the space needed for their creative side to flourish. Give them the right environment to express themselves.

Whatever you charge, the customer should see value for money. Be honest in what you offer to the customer. If you say you cook Chinese, it better be Chinese. If you say you are offering Malaysian food, you better have a Malaysian chef in the kitchen.

Dubai to me is as competitive as Singapore and Hong Kong. There are nearly 10,000 bars, lounges, cafes and eateries in Dubai. These are 10,000 competitors, which is always good for quality.

How easy is it to attract and retain talent?

At Jumeirah, one thing we do very well is internal promotions. As soon as there is a position available at any of our hotels, be it in Shanghai, Frankfurt, London or Maldives, the first option always is to choose someone already working with the Group. It is one way to keep talent in the company.

Another way is to keep them excited, give freedom to work through education tools, marketing tools. I have told the Executive Chef to take your hotel manager or GM on a culinary tour. Go to the best places where you can encounter new restaurant concepts, new ideas, new perspectives and apply them in your restaurants.

What is your advice to Chefs who want to get into other aspects of the hotel industry?

There are two kinds of chefs. One, who are so passionate of their culinary skills they would never want to do anything else. That is a good thing.

There are so many successful chefs who have become entrepreneurs.

Chefs by nature, majority of them are very passionate and creative, which helps them to become something more. Like F&B manager or director. They can build on their creative model to keep the hotel more competitive and improve the service. Once you become successful in F&B, you would want to look at sales and marketing.

Jumeirah offers 186 courses in the hospitality industry. You choose what you want to do for your future. We will do the training.

Do you still cook?

Yes I do. But only on special request from my wife or children. Whenever they twist my arm and ask me to cook, I cook. Cleaning, however, is not my part.

What do you think of Dubai as a culinary destination?

186

Jumeirah offers 186 courses in the hospitality industry. You choose what you want to do for your future. We will do the training

Dubai's fame over the last few decades has a lot to do with the hospitality industry, Emirates airlines and DTCM. The quality of hotels in Jumeirah's portfolio has contributed to the growth and success of Dubai

Dubai does not have to be under the shadow of other culinary destinations like Singapore and Hong Kong. Even the malls have so many fine restaurants. This shows how the city has matured.

Finally, what makes Jumeirah's F&B stand apart?

I would say it is consistency; consistency in excellence and service delivery.



TRUE TO

tradition

No other individual can claim to have trained as many Chefs in this country as **Chef Michael Kitts**, the Director of Culinary Arts at The Emirates Academy of Hospitality Management. He talks to **Aquin George**...



There is no other profession that gives you the satisfaction of teaching and imparting knowledge

Chef Michael is among that rare breed of professionals, who believes in being true to tradition when it comes to culinary excellence. He has been nurturing young chefs, year after year, to make this city a culinary destination on par with the best in the world.

Not content with doing just that, the Director of Culinary Arts at The Emirates Academy of Hospitality Management is currently doubling up as the Team Advisor for the Jumeirah Culinary Team, which is raring to compete at the Hotelympia this year.

We meet him at his Academy, to try and find out more about the man.

THE FIRST STEPS

"I was one of the fortunate ones," says Chef Michael, when we ask him about his foray into the industry. "I knew from an early age what I wanted to do. I was inspired by my mum like I suppose a lot of chefs are."

At the time, domestic science was not one of the subjects offered at his school for boys. "You had to do metal work or woodwork and I did both." However, his passion for cooking saw him successfully applying to one of the premier technical colleges in UK. "It was the 70s. Gary Rhodes, David Nichols and Steve Whitney were also in the same college," he says.

Soon after his studies, he tried his best to get work under Peter Kromberg, who at that time was with the Intercontinental in London. "I'd seen

him and liked the way he worked and his style of food." However, this was not to be. Yet. His first break came with Claridge's and it was the last 2 or 3 years of what one would call classical French kitchen. "There were around 120-130 chefs and I was in the pastry section. The first 6 weeks all I did was peel oranges."

He stuck it out there and worked his way up. "It was a time when Chef de Parties were 35 years old," he says. Just five years and a couple of properties later, an opportunity came up to teach at the technical college he had graduated from. "I was too young I thought," he says. The college, however, convinced him that he was perfect for the role.

He took it up for 5 years and by the third year he was teaching final year students. "I thoroughly enjoyed the experience," he says.

He then joined the Ritz in London as Sous Chef and during his 3 years there, participated in many competitions. "We had a team that travelled everywhere. We competed in Frankfurt and won the world regional championships," he says.

IN THE BIG LEAGUE

His work by then had caught the attention of top chefs in the city. Before he knew it, his idol Chef Peter Kromberg approached him and offered him the position of Executive Sous Chef in his hotel. "It was great working with Peter as he's probably one of the greatest Chefs at the time in London," he says.

However, just two years down the line, an opportunity came up with a Hotel in Bristol for the position of Executive Chef, which he accepted against the advice of Chef Peter. He was in for a shock. "We were promised 35 chefs but ended up with just 17. We did hours like you'd never believe."

The Chef stayed put for 5 years and saw many GMs come and go. "I did my bit to put it on the map. Did a TV show there for 6 weeks which was good fun."

Done with Bristol, he headed back to London to work as Executive Chef with Les Ambassadors. And following that, he joined a Chefs training facility in London that helped youngsters from deprived backgrounds. "I accepted the job because



I had competed in culinary competitions the world over, I never actually worked abroad. So I set myself a 5 year plan to work in Dubai, and here I am 10 years later still enjoying it

I'd done teaching before and I really do enjoy the satisfaction it gives."

In the final part of the jigsaw, The Emirates Academy of Hospitality Management in Dubai approached him in 2001 to become their Chef lecturer. "Although I had competed in culinary competitions the world over, I never actually worked abroad. So I set myself a 5 year plan to work in Dubai, and here I am 10 years later still enjoying it," he says.

DUBAI & THE ACADEMY

With the Emirates Academy growing from strength to strength over the past decade, Chef Michael admits that his move to Dubai was a smart career choice.

"I love being in the kitchen. Earlier as an Executive Chef I was too preoccupied in meetings, guests, venues, etc. It is after all a management role. However, teaching gives me a nice balance. I get to work in the kitchen. I get to teach. And obviously, the work hours are not like that of hotel kitchens," he says.

"One of the things I like about working at the Academy is the opportunity to always stay current with the industry here in Dubai. Many new restaurants use our kitchen during our 'down time' to test recipes and to train chefs during the pre-opening phase of a new restaurant before they

get access to their own premises. In the past we have opened our doors to, for example, Frankies, The Ivy, Galleries Lafayette and, currently, Robertos - a modern Italian restaurant that will soon open in DIFC," he says.

A lot of celebrity chefs, when they are in Dubai, make it a point to visit the Academy to give presentations and have a chat with the students. The place has good links with the industry, allowing top chefs to come and train students.

"We try to get people from the industry that can give something back to us and the students love it. It's not just me rambling on. We try to get people to give their perspective. For example, Gary Rhodes once gave a presentation on Brand Rhodes. It is invaluable inputs such as these that give our students the edge."

BEING TRADITIONAL

"I'm a bit of a traditionalist," admits Chef Michael. However that does not stop him from trying new things and stay abreast of new trends. He believes that, just like the fashion industry, nothing is really new. "It all goes around in circles," he says.

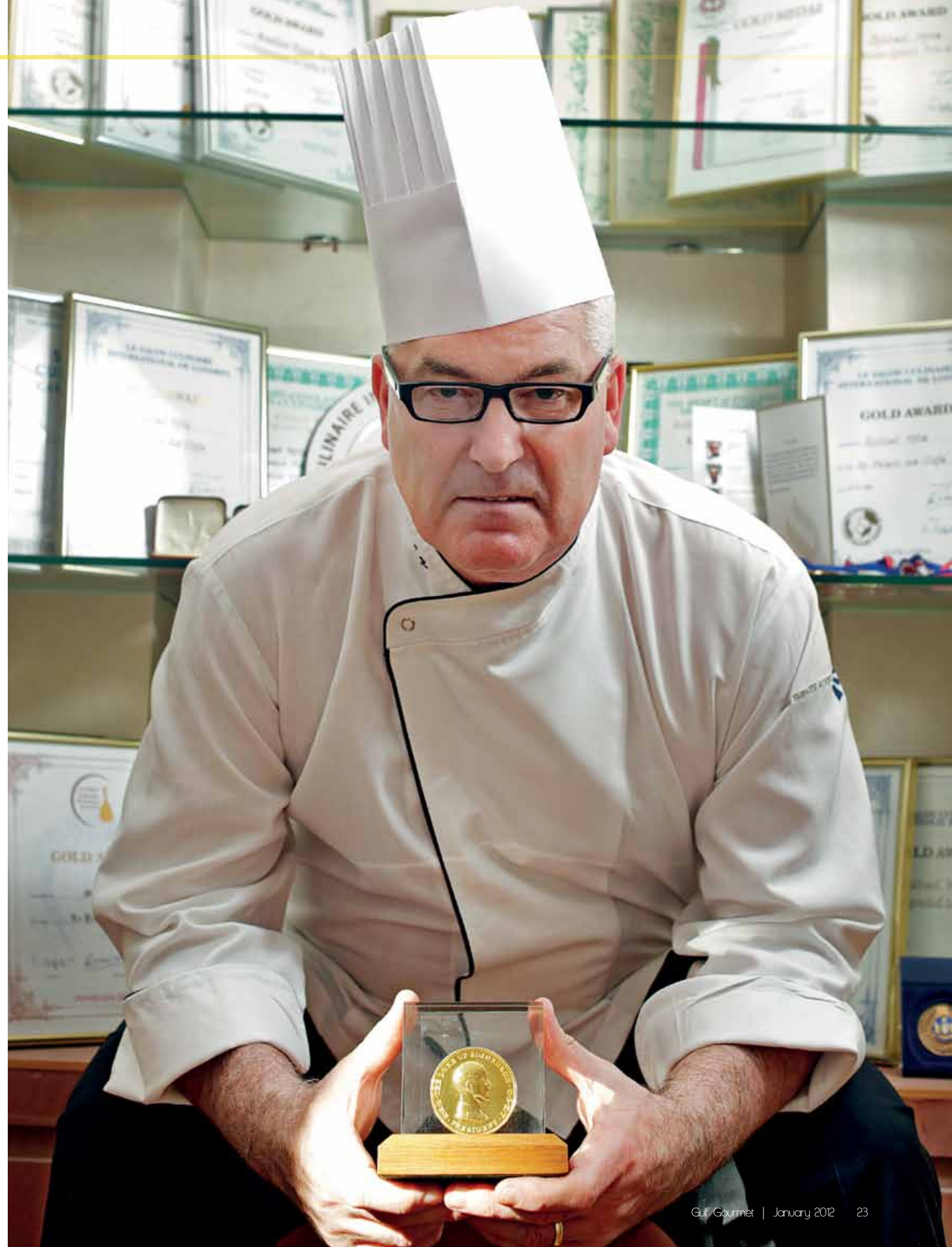
Learning the trade inside out is critical, is his advice. "You may eat with your eyes, but at the end of the day a meal is about what you eat, what you taste and what's gone into it. Some combinations make you think, what was that? Even at the Salon Culinaire, seven times out of 10, participants have not tasted what they plated. The one thing I would say to young chefs is, if there's a job to be done then do it properly. You cannot cut corners."

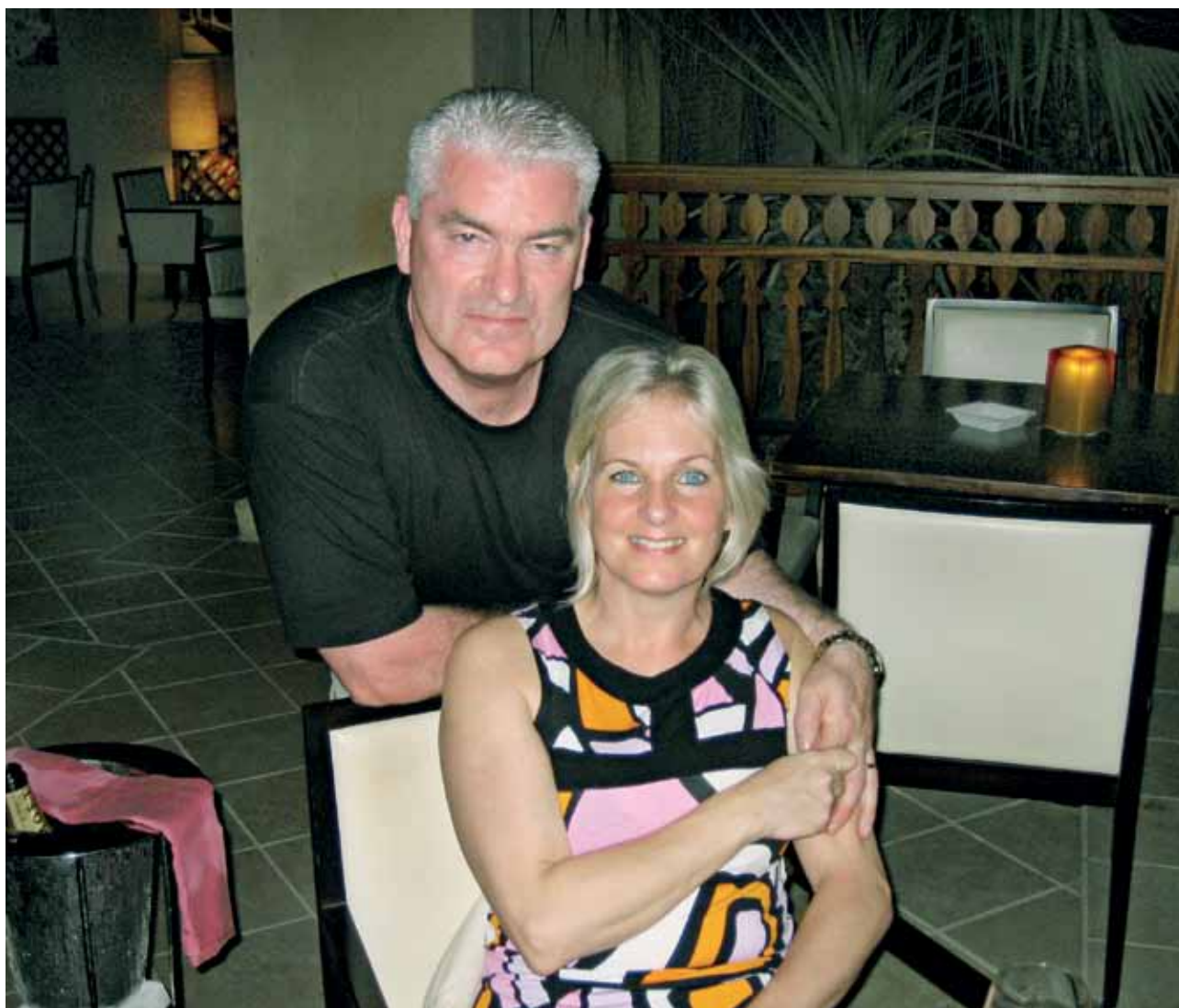
Chef Michael spends a lot of his time judging culinary competitions. Next month, he is heading to London as team advisor to Jumeirah. "I'll also be doing some judging over there," he says.

PALATE TEMPTATIONS

When asked about his favourite food, he says, "I always say if the world is going to end tomorrow I'd have a King Prawn Jalfrezi with rice, bhindi and Indian bread. However, I do like all kinds of robust cooking," he says.

One of the things he wants to see is true Emirati cuisine on the buffets. "It would be quite nice if tourists here saw more local buffets."





FAMILY AND BEYOND

Chef Michael has 2 daughters aged 22 and 18 in the UK both of whom are not in the business. One is into child care while other is in drama school. "I get back once a year to the UK," he says. He has two other children on his other side allowing him to raise 4 kids together.

He admits being an absolute foodie and says that his favourite time out is either socialising or skiing.

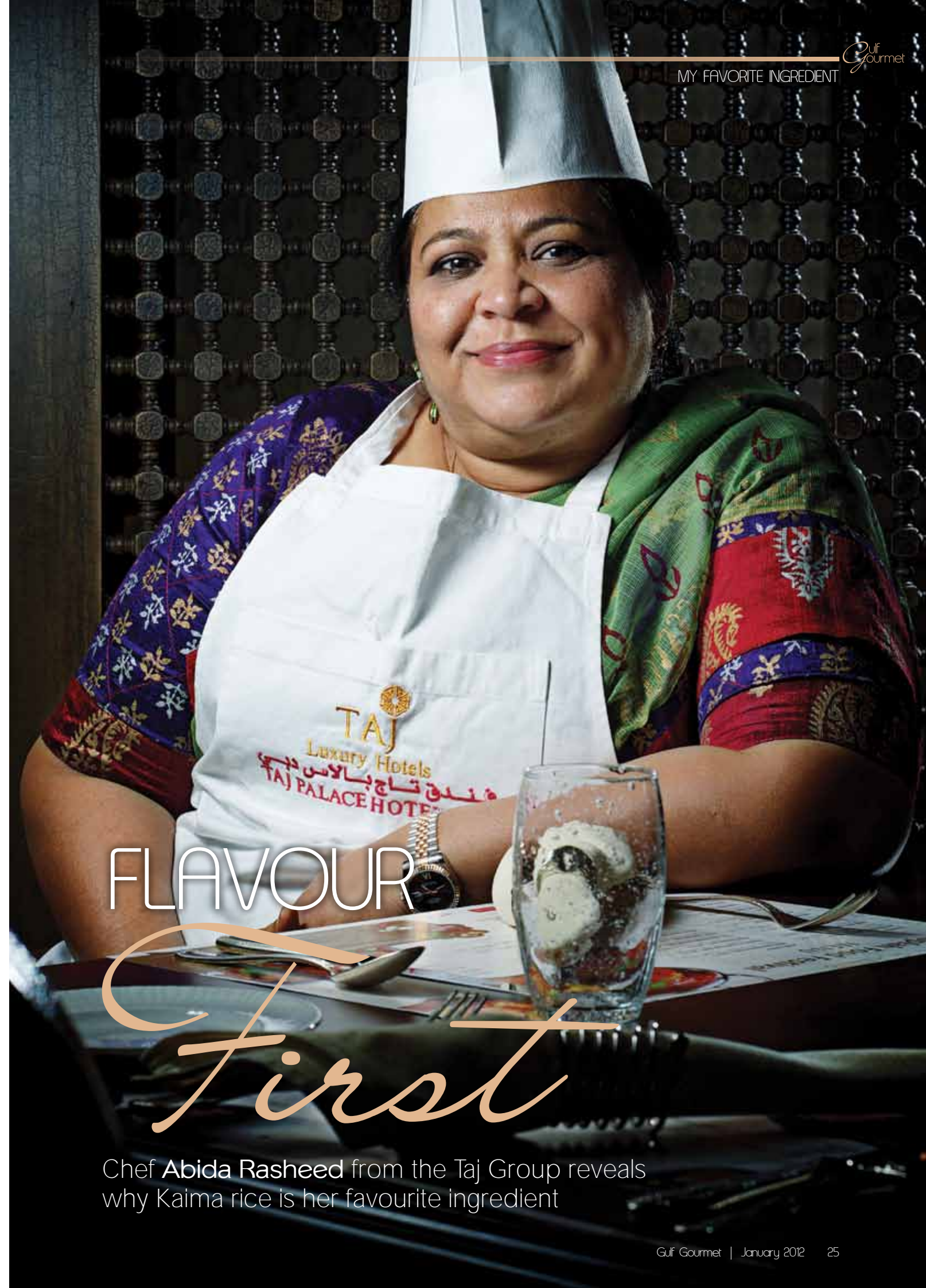
One of his most cherished possessions is the medal awarded to him by Prince Philip in 1996 for accomplishments through city and guilds for the furtherance of vocational and technical training. "I was the first and probably the only Chef to get this award," he says while explaining his enjoyable evening at the Buckingham palace.

Chef Michael's biggest strength other than his teaching prowess is his ferocious fighting spirit at competitions. So is it important to be actively involved in competitions to rise in your career?

"Some people say it's a good thing while others disagree. For me it's a place where you get new ideas. I think live competitions are good fun. I got a lot out of it as I travelled the world and saw things I otherwise would never have seen. It's something you either love or hate and I don't think there's any in between," he says.



I always say if the world is going to end tomorrow I'd have a King Prawn Jalferzi with rice, bhindi and Indian bread



FLAVOUR

First

Chef **Abida Rasheed** from the Taj Group reveals why Kaima rice is her favourite ingredient

What is your specialty?

I specialise in the cuisine of northern Kerala in India. Also known as Malabar cuisine, it spans the area between the cities of Cannanore and Calicut. I love cooking fish because we get a lot of fresh fish in our region.

Could you tell us a bit about your previous experience?

I've always loved cooking. However, I have been running my textile business for years and never imagined I'd be travelling and advising chefs on the finer aspects of traditional north Kerala cuisine. My big breakthrough came when I was featured by popular food magazine called Upper Crust. One thing led to another and soon people from around the world were knocking on my door for culinary advice.

People came in from the UK, Sweden and Japan for specific advice on traditional cooking methods. I was happy to help. Soon I was organising food festivals with large hotel chains in India. Word spread and, one fine day, I was invited to meet the Taj executives in Calicut. I was instantly absorbed into the Taj family after that meeting and I now travel to different Taj properties as an advisory chef and to organise food festivals as Taj is keen on promoting this cuisine. I've been with Taj for three years.

While cooking, what is your favorite ingredient?

My favourite ingredient is Kaima rice.

Why do you like this ingredient so much?

Kaima rice is a very small grain rice that's grown in valleys under certain conditions. This gives it a unique look and a particular flavour that I cannot get from any other rice. It also suits my style of cooking.

How does this ingredient enhance the dishes you create in terms of flavour, colour and taste?

My food is flavour oriented. I don't like to overwhelm the flavours of my dishes with spices or by taking any shortcuts with food preparation. Kaima rice sits perfectly in combination with other foods and enhances their natural flavours while at the same time imparting its own subtle flavour to the food.

How were you first introduced to this ingredient?

My ancestors have used Kaima rice for generations. I grew up in a large joint family and I've eaten this rice prepared by my mother and grandmother since I was young.

From where do you get the best quality product?

It's not available in the UAE. You might find rice that's branded as Kaima rice here but it does not taste the same as the original. It is grown in small quantities in northern Kerala but the bulk of it comes from West Bengal. All the Kaima rice grown there is exported to Kerala.

How versatile is Kaima rice and in how many kinds of dishes and cuisines can these be used?

I can do about 25 dishes off the top of my head! I use it in my biryanis and it's very versatile – it can be used to make pancakes, puttu, dosas among other things. It's used only in north Kerala cuisine and I've never seen it being used anywhere else.

If, for some reason, you cannot get this ingredient, then is there a substitute available?

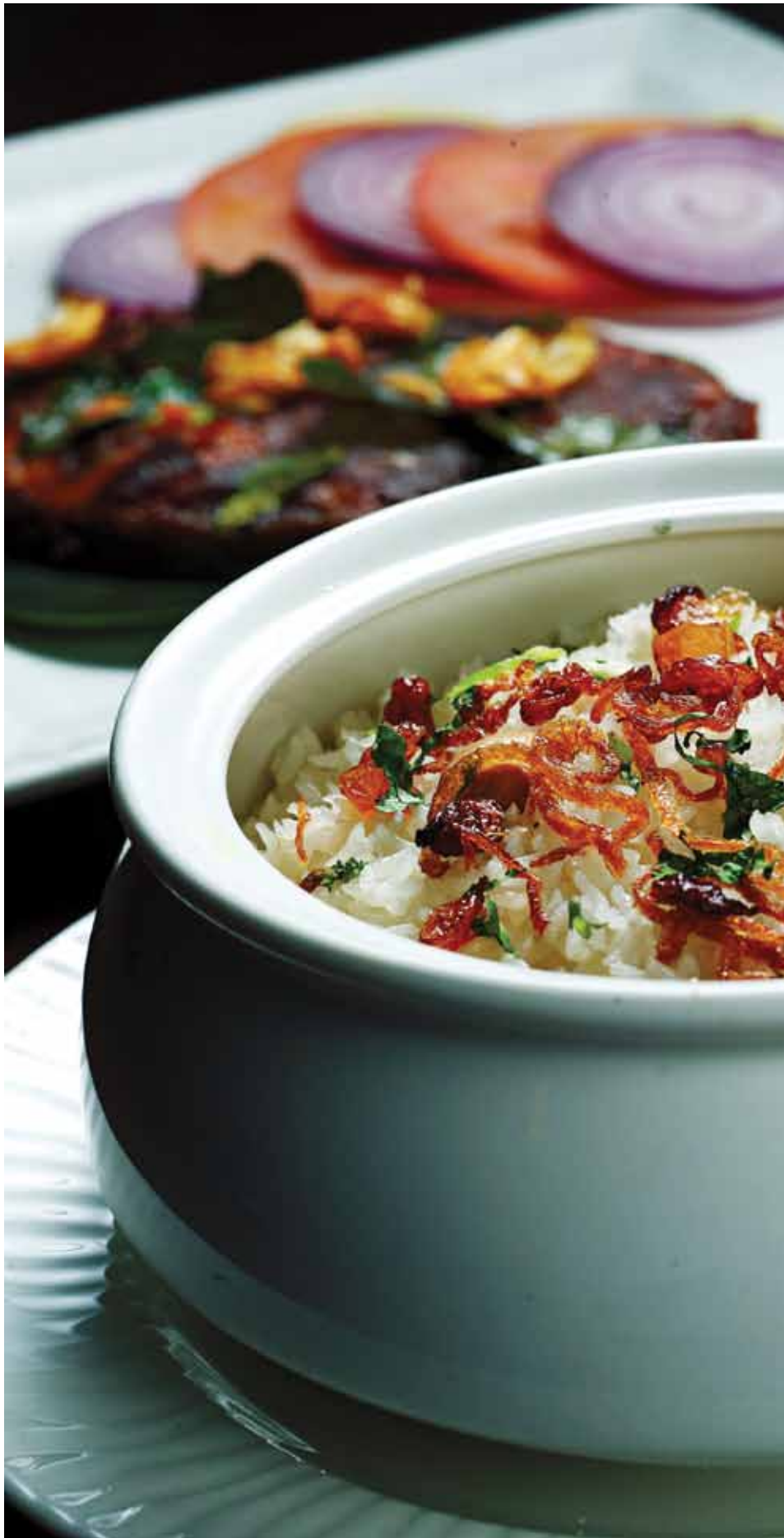
For me, there's no alternative to it.

How important or indispensable is Kaima rice in your culinary scheme of things?

My most popular dish is my Biryani and I cannot make it with any other rice other than Kaima rice. It also features prominently in my other dishes. It's absolutely indispensable.



My most popular dish is my Biryani and I cannot make it with any other rice other than Kaima rice. It also features prominently in my other dishes. It's absolutely indispensable



Meen Porichatu (Fish Fry)

Ingredients

3 pcs of	cut King Fish
3 tsp	chili powder
½ tsp	turmeric powder
	Salt
3 tbsp	coconut oil
15 cloves of	garlic
15 pcs of	curry leaves
1 tbsp	coconut oil with chili powder

Method

- Rub turmeric powder and salt on fish and keep aside for 1 hr
- In a non-stick frying pan over a low flame, add 1 tbsp coconut oil.
- Fry marinated fish one at a time. Fish must be golden brown and crispy on both sides.
- Once done, add curry leaves, freshly crushed garlic and remove from the oil.

Naichor (Ghee rice)

Ingredients

	Small grain rice
2 c	Indian Biryani rice(Khaima rice)
4 c	hot water
1 tbsp	Ghee
3 tbsp	cooking oil
½	onion sliced
1	cardamom
3 cloves of	garlic
1 pc	cinnamon
	Salt to taste

Method

- Wash rice (Do not soak)
- Heat Ghee and oil, then add onion and Garam Masala
- Add washed rice and sauté until crispy.
- Add salt and hot water.
- Cover and cook on a high flame for five minutes
- Keep covered until the rice is cooked in the steam.
- Serve hot.



Cherupayar Curry

Ingredients	
2 c of	whole green gram
4	green chilli
1	small sliced onion
½ c	coconut oil
1 tsp	mustard seeds
10	curry leaves
1 tbsp	coconut oil

- Method**
- Cook green gram, onion and green chilli with enough water.
 - When cooked add salt, coconut milk and temper with coconut oil, mustard seeds and curry leaves.

Puttu

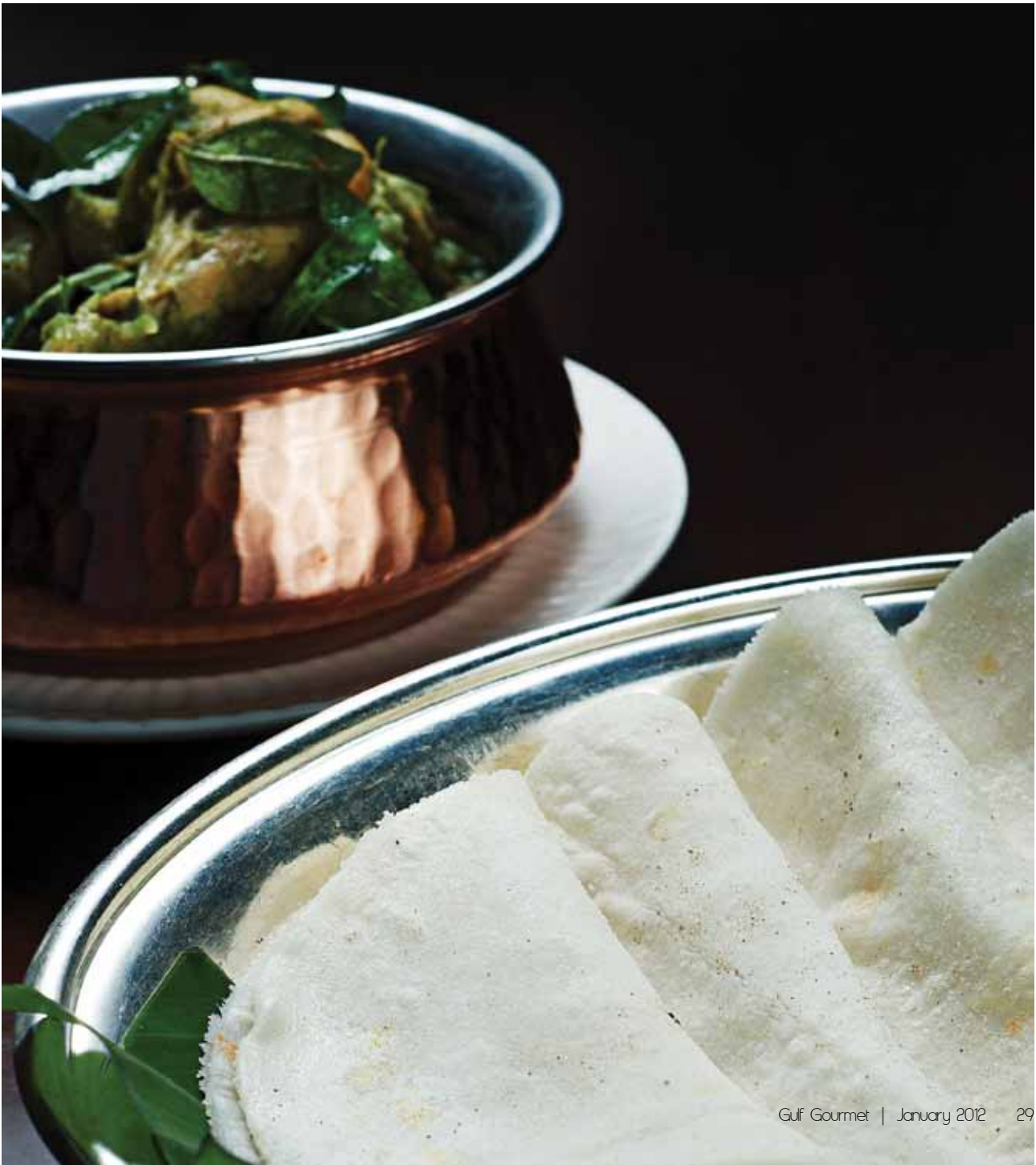
Ingredients	
	Rice powder
	Water
	Salt
	Grated coconut

- Method**
- Sprinkle salt with water on the rice powder, just enough to dampen the rice powder
 - Place in steamer with enough water
 - Layer rice with coconut scrapped and steam in a Puttu maker until steam appears.

Pathri

Ingredients	
3c	rice powder
½ c	water
	Salt to taste

- Method**
- Heat water with salt and add rice powder.
 - Stir well over a low flame until the rice powder forms lumps.
 - Keep covered for 3 minutes
 - Knead dough using normal water to make soft dough.
 - Roll small lime sized piece of dough with enough rice powder to make very thin pathris.
 - Cook on hot tawa until it puffs up turning both sides.



MEET SINGAPORE'S *Spice Queen*

We caught up with celebrity chef, renowned author and culinary consultant **Devagi Sanmugam** in Dubai recently. She tells us about her unexpected journey to success

If you've got passion, nothing else matters. How else can you explain Chef Devagi Sanmugam's star status? She has never worked in a hotel. Yet, she is consultant to some of the most prestigious hotel chains in the world such as the Shangri-La and the Four Seasons. She has never formally learned cooking. Yet, she helps executive chefs from Dubai to Singapore to create and enhance their menus. Her only full time job as an employee has been that of a school clerk. Yet, she is the author of 19 cook books and is a popular food columnist.

And we haven't even reached the part where she teaches teachers about food, helps businesses improve their sales and how she builds the foundation for start-up companies.

So is there anything she has not done? "I have never created the menu for an airline. I would love to have that opportunity," she says with her charming signature smile.

I met up with Chef Devagi at the Taste of Singa-

pore event, which she had helped organise for the Park Regis Hotel in Dubai. I soon realise that she has the zealotry of a child as opposed to the snobbishness of a celebrity. Despite the fact that she has been featured extensively over the years by various publications, the 55-year-old narrates her life's story with much fervour.

Born in Singapore, she was raised by parents of Indian-origin. One of seven siblings, her desire to become a chef began at the age of 12. "The Asian Depression of 1965 left my dad jobless for three years. Since we were a large family and were very poor, we received help from the United Nations. They gave spaghetti, soya bean, whole wheat, milk powder, and other such strength giving foods. Many of these items were alien to us. My mom did not know how to use spaghetti or corn. So the entire family would brain storm over how to use these food items," she says.

"We used spaghetti as Chinese noodles or to make semiya payasam. We had no clue





I would wave my magic wand at those images hoping the dishes would appear on the table

about Italian cooking. We used corn powder to make chappatis while being oblivious to the fact that we were eating Mexican tortillas. We were so poor, but we would indulge in gulab jamuns (laughs). This experience made me creative.”

As a child, Chef Devagi would borrow a popular fortnightly magazine from her neighbours to admire the beautiful food images. “I would wave my magic wand at those images hoping the dishes would appear on the table,” she says and laughs. Eventually the magic wand disappeared and a desire was born to become either a chef or a journalist. Both of which were turned down by her dad.

“This was 35 years ago and he didn’t want me to work in an industry where women were the exception and he did not even want me to travel. So I settled for the job of a school clerk.”

During her days as a clerk, her colleagues tasted her cooking and her experimental cuisine. “Before I knew it, I was earning extra money catering for small family functions,” she says.

At the age of 21, she married a teacher who urged her to resign her job and follow her passion. She had turned 28 by the time she took his advice and decided to start Indian cooking classes. “Even at the age of 28, I was just 42 kilos. People would not believe I could cook. Those who read my advertisement and came to the class would ask for my mother.”

The business was slow at first. However, four months later, a popular women’s magazine featured an article about cookery classes in the city.

The article was based on an undercover reporter’s experience attending many of the cookery classes around town. And the final verdict went in favour of Chef Devagi. “That’s when the phone calls started coming,” she says.

The magazine approached her to write a food column for four months. The response from the magazine’s readers was so overwhelming that her column in the magazine became a prominent fixture for 10 years. Advertisers began noticing her popularity and soon began approaching her to promote their products.

“I never saved any of that money,” she says and adds, “I spent it all on eating something new and recreating the recipe at home. If I couldn’t get it right I would go to the library and read till I found a way to get it right.”

She soon reached a point where reading turned to writing and she ended up fulfilling her second dream of being a journalist. “At first, it was tough to find a publisher. I was told that the market was flooded with Indian cook books,” she says. As luck would have it, her first book ‘Banana Leaf Temptations’ became so popular, the same publishers who showed her the door came back knocking on her door. Last August she published her 19th book while her first book continues to sell.

Chef Devagi has tasted failure as well. Her spice trade business folded within a few years. “I then started a restaurant. I financed it by selling the house that my husband and I had built with so much passion. I messed it up,” she says.

While the restaurant itself never went into a loss, she began losing herself. “As a restaurant owner I took it upon myself to do everything from PR to marketing to guest relations and of course cooking. When the four-year lease was about to expire, my husband asked me to quit as it was affecting my health. We had not gone on a holiday in 3 years.”

That night she searched for venture capitalists online, sent out some mails and by the time she woke up, she had 16 replies. She soon sold the business and was made consultant. “I didn’t read the fine print. I ended up working really hard for

2,000

After the 2004 tsunami she went to Sri Lanka with \$18,000 she had collected from friends and family and cooked food for over 2,000 people for 10 days

the next one year without a single penny.”

During her rise to culinary prominence in Singapore, the press dubbed her spice queen. Why was that? “There was a time when everyone talked about wine appreciation. That’s when I thought, why not have a spice appreciation workshop? And before I knew it, I was the spice queen in Singapore.”

What does she think of south Indian cooking?

“Indian cooking is quite intricate. Unfortunately, nobody ever made it grand. I keep telling Indian culinary artists to wake up.”

“Let me give you an example. A Chinese guy will come to his stall at 10.30 am. He will boil water, throw in some monosodium glutamate and call it stock and by 12 noon he is ready for business. When people come, he will dip company delivered noodles in hot water take it out and serve it with commercially made sauces. He will mix it, put two pieces of vegetable and place a prawn beautifully and sell it for \$2.50.”

“The Indian guy will spend over 12 hours beginning with soaking the dal and rice overnight to grinding it, fermenting it and then make the dosas.



He will also create two or three chutneys from scratch using coconut and tomato. He then goes and sells it for \$1.”

“I find it ridiculous. Pricing by south Indians is wrong. They started it all wrong. At least north Indians will make their naan and sell it for \$2 and make you pay separately for curry. The south Indian guy will make the dosas and give you all the chutneys and sambar within that \$1.”

“You can position south Indian food so well, but no one wants to do it. I need an investor to change this,” she says.

Chef Devagi is a people’s person. She is a trained drug counsellor and is always looking for ways to help people. After the 2004 tsunami she went to Sri Lanka with \$18,000 she had collected from friends and family and cooked food for over 2,000 people for 10 days. “It was a very fulfilling experience,” she says.

These days, when she is not writing cook books or teaching teachers, she is focussed on her consultancy firm called Epicurean World. The company does consulting work for hotels and suppliers alike.

“I am creating the 2012 Valentine’s Day menu for a Shangri-La property. It will be called inter-courses,” she says.

She is also a regular traveller to the UAE these days to help a young team of entrepreneurs’ set-up a deli and bakery. Called Fresh Mix Deli and Bakery, Chef Devagi is setting-up the hot kitchen, bakery and confectionary menus; she is managing the kitchen plan and display of products and merchandise and she is also training all the chefs.

To get in touch with Chef Devagi, log on to www.epicureanworld.com.sg

PUSHING FOR

Quality

Hans Bottcher, Managing Director for Frisch & Frost in Germany, Switzerland, Benelux and the United Arab Emirates, speaks to **Gulf Gourmet** about business, family and food

Tell us about Frisch & Frost

Frisch & Frost is a mid-sized company headquartered in Austria with an annual turnover exceeding 70 million euros. We have two brands Toni Kaiser and Bauernland. Toni Kaiser is all about premium desserts from apple strudel to dumplings; typical Austrian specialities. Bauernland is our savoury brand comprising organic products. Our vision is to bring people back to the concept of quality food and healthy eating.

What brings Frisch & Frost to the UAE?

There is demand for what we sell in this part of the world. I believe, in Dubai, we are the leading company in terms of premium quality products.

Is it easy to penetrate this market?

It's pretty tough. We have been here five years but we could improve our impact.

What is your biggest challenge as a supplier?

Our biggest challenge is the international competition. Some compete on taste while some compete on quality. However, most compete on price. This is unfortunate as quality is paramount for the customer. Chefs in Dubai are particular about the quality of the supplies they procure yet at the same time they are extremely conscious about price. The balance must ideally tilt in the favour of quality.

What is your hottest selling product here?

It will have to be Toni Kaiser's Filo pastry, which we have been making in Vienna for over 30 years. The pastry is ideal for sweet and savoury dishes and contains just 4% fat. Chefs find it easy to use and you can create a broad variety of delicacies with it. You can be rest assured you will be serving great taste with low fat.

What is Fritsch & Frost's USP?

Taste and quality meets industry and customer demands.

What other advantages do you bring to the table?

Everyone is concerned about costs. You can save money if your team of chefs are focused purely on the creative aspect of their job. For example, if an apple strudel is created on a premium quality base that is manufactured, then your pastry department will have more time on hand for creating some other pastry products that require a lot more time and creativity. Fritsch & Frost's high quality offerings give Chefs that choice.

How did you enter the business of food?

I have been in the food industry for 25 years. I started out as an international strategy purchase guy in retail where I learnt a lot about fresh and frozen food.

So food has always been a passion?

Yes. After my graduation in business administration, I joined the United Nations in New York and travelled throughout the US and UK. In the US, I was exposed to powerful food marketing strategies that were impressive and years ahead of Europe.

So I decided to move to retail as mentioned earlier. Following that I joined the airline industry. I was responsible for catering strategies within Austrian airlines.

Nearly nine years ago I joined Fritsch & Frost (for Toni Kaiser). During this time, I happened to travel through Dubai and I was asked why there were not enough Austrian products here. I subsequently met Chef Uwe and my first big event was the WACS Congress in Dubai. It was the first big platform for Austrian products here in Dubai. Seeing the response, I decided to support the Hans Bueschkins challenge and sponsored a German chef from Berlin to compete here on the international level.

Since then I'm working hard on strategies to increase turnover.

What is the percentage of sales to UAE?

We sell our products internationally; therefore the figures here cannot be too big. That said I would like to touch 5% because we are delivering to a lot of hotels and airlines here.

How has growth been year-on-year?

After a slight dip during the recession we are back on the growth track and are performing slightly better than the market growth rate. However, I believe there is room for improvement.

In the coming years, are you planning to bring in more products to push sales?

I just want to focus on two or three quality products that are well distributed and fit the needs of Chefs and more importantly the needs of the customer. I take in all the comments from Chefs with regards to creativity, ingredients, Arabic and Asian cuisine, etc. to make my product the best product for the customer.

How has the Emirates Culinary Guild helped you?

First of all you need a trustful platform. The Guild gives you that platform. I've had an amazing experience being with the Chefs, starting from scratch. Having the chance to talk directly to them about the quality of your products is invaluable. It is a lot easier to gain access to Chefs. I cannot even imagine trying to meet so many chefs and understanding market dynamics from the outside.

How are the people you have dealt with here?

There are very professional people here and the competition is tough. You have to be faster and better and this is challenging especially if you are not based in the country.

Are your products sold through distributors?

Yes, we have just signed a contract to distribute our products through a local distributor.

What kind of growth do you plan to achieve now?

We are focusing on a clear strategy and clear distribution plan. We are joining Gulf Food 2012

180

The number of days he travels on the job each year across Europe and the Middle East

as a sponsor. We are expecting more than 10% increase.

Tell us a bit about yourself.

I am married with two daughters aged 10 and 12. I'm a very traditional guy, which is why my family is the most important thing for me. I try to involve them in what I'm doing. As my company is focused on school catering they become my most demanding experts.

If I am launching a new product, I ask them to taste it first. If I can pass their stringent tests, then I know it's ready for the market (laughs). We stay in Dusseldorf. However, as my job requires me to travel 180 days a year, I'm always elated to go back home to my family.

Finally, any trends that you see related to your industry?

As a father, I feel sorry to see the way young people consume food. They don't care about what they eat. I want parents, decision makers to educate kids and raise awareness about the negative impact of junk food.

As a father, I feel sorry to see the way young people consume food. They don't care about what they eat



US Poultry

CHEF'S WORKSHOPS



USAPEEC conducted a four day workshop in Dubai last November at the Radisson Blu Hotel, Deira Creek. The U.S. Poultry Chef Workshops were held to inform and instruct junior and senior chefs from all over the UAE, about U.S. poultry utilization in cuisine dishes. Over 120 chefs attended the workshop.





THE *Guild Meet*

Members of the Emirates Culinary Guild, including Chefs and food suppliers converged at the Transmed office in Al Quoz for the last monthly meeting of 2011. Corporate members took the opportunity to talk about their latest products while chefs used the opportunity to network with industry peers. Here are some of the moments captured at the event.





GASTRONOMY *Delight*

Senior students from the Emirates Academy, who opted for the gastronomy 203 elective, were in for a special treat. An awards dinner was held at the Rhodes Mezzanine with Gary Rhodes himself creating the evening's dinner. He even gave them signed copies of his books.



THE EMIRATES SALON CULINAIRE

Briefs of the Classes for Entry Page: 1/11

Resume Of Classes for Entry

No. Description

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

Practical Pastry

Class 01: Cake Decoration - Practical

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



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

Pastry Displays

Class 02: Three-Tier Wedding Cake

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

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

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

Class 04: Pastry Showpiece

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



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Class 05: Bread Loaves and Showpiece

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

Class 06: Friandises Petites Four Pralines Nougatines

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

Artistic Displays

Class 07: Chocolate Carving Showpiece

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

Class 08: Fruit & Vegetable Carving Showpiece

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

Class 09: Open Showpiece

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



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Gastronomic Creations

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

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

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

Class 11: Four-Course Vegetarian Menu

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

Class 12: Presentation of Tapas, Finger Food and Canapés

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



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

Class 13: New Arabian Cuisine

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

14. An Arabian Feast

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



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

Practical Artistic

Class 15: Individual Ice Carving

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

Class 16: Ice Carving Team Event

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

Class 17: Practical Fruit & Vegetable Carving

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

Class 18: Dressed Lamb - Practical Butchery by Australian Meat

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



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

Notes on the Practical Cookery Classes

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

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

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



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

Practical Cookery

Class 19. Mezzeh – Practical Cookery

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



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

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

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

Class 21: Lamb - Practical Cookery by Australian Meat

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

YOUNG CHEF OF THE YEAR 2012 CLASSES FOR ENTRY

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

Class No. 10:

Five-course Gastronomic menu by Australian Meat

Class No. 21:

Lamb - Practical cookery by Australian Meat

Class 22:

Supplementary Class:

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

Time allowed 1 hour in 30 minute sections as below:

Chicken:

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



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

After 20 minutes:

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

Fish:

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

After 20 minutes - 10 minutes to:

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

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

Rules and Regulations for Culinary Competitions

Organised by the Emirates Culinary Guild

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

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NB:

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

PARTICIPATION:

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



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food.

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

COMPETITION ENTRY:

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

CERTIFICATES AND LETTERS OF PARTICIPATION:

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

HYGIENE:

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



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

THE SECRETARIAT:

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

COMPETITORS AND HELPERS:

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



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EXHIBITS:

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

COMPETITION MARSHALS:

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



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AWARDS:

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

COPYRIGHT:

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

DISCLAIMER:

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

QUERIES:

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

ADDENDUM – The Emirates Salon Culinaire 2012

VENUE & ENTRY FEES:

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



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

CLOSING DATE:

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

TROPHY ENTRY:

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

The required classes are:

BEST CUISINIER:

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

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

BEST PASTRY CHEF:

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

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

BEST ARTIST:

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

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

BEST ARAB NATIONAL:

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



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

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

The Emirates Salon Culinaire 2012

JUDGING AND THE AWARDS SYSTEM

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

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

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

The scaling for awards in all classes is as follows:

Points

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

Corporate and Establishment Trophies

The corporate and establishment trophies available are:

Best Effort by an Individual Establishment – The Emirates Salon Culinaire

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

Best Effort by a Corporation – The Emirates Salon Culinaire

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

Point Value of each Medal Won:

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



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Gulf Gourmet



ECG Corporate
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Bassam Bousaleh, AMFI, Daya De Silva Sales Manager – Food Service Aramtec and Badrik Melikian Managing Director Aramtec receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



Aramtec is importer and distributor of food and allied non-food products throughout the U.A.E, supplying the finest hotels, restaurants, institutions and retail markets with highest quality food products and service and operates from the following premises:

DUBAI – Aramtec currently operates from Al Quoz storage facilities in Dubai and has recently completed the construction of its wholly owned modern, state of the art, secure warehouse complex comprising of 110,000 sq.ft of covered area with dry, chilled and frozen storage facilities.

ABU DHABI - A sales office as well as a wholly

owned, secure warehouse complex comprising of 25,000 sq.ft covered area with dry, chilled and frozen storage facilities.

Aramtec is the pioneer in introducing highest quality U.S. Beef and Poultry as well as fast food restaurant concept in U.A.E.

It represents leading international brands including Pillsbury, Green Giant, Old Al Paso, Hungry Jack, Hunts, ACT11 Microwave Popcorn, Orville Popcorn, Lutos, Pureland Angus Beef, US Prime Beef, Margerat River Wagyu Meat, Western Australia Meat Packers, Dutch Veal, Beef & Lamb, Butterball Turkey, Maple leaf, Storck Confectionary, Toffeefee, Merci, Werthers Original, The Jelly bean, Brown N Healy, Pomi, Cool Blue, Hug AG, Dobra, Martin Braun, Rich's Dairy & Cookies, Shredded Variety Cheese, Biery Cheese and Kafe quality products.

It is an organization, with a wealth of experience accumulated over three decades where distribution strengths and marketing skills translate into rapid growth of products and brands.



Lorena - Ocean Fair International and Marina - Piper Foods receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



Ocean Fair International is a relatively young company managed by experienced personnel who have been in the food service business for the last 20 years.

The group has three distinct sectors for the food and the food related products.

- Ship and offshore supplies, including cruise ships and naval ships of various countries.
- Food Service supplies to Hospitality Industry and In-flight Catering Companies
- Exports by Sea and Air to Afghanistan, Central Asian Republics, East Africa and Indian Ocean Countries.

Our mission is to be the best at identifying, qualifying and delivering products and services that enhance our customer's bottom line.

Our commitment to customer satisfaction has been a part of Ocean Fair's mission since day one. Ocean Fair International is committed to maintaining customer satisfaction, trust and integrity by delivering quality products and services conforming to industry best practices, total transparency and continuous process improvements.

We at Ocean Fair International follow a simple mantra; a satisfied customer is our primary goal

Our collaboration with Piper Food has enhanced our portfolio of Gourmet foods, by providing exclusive luxury deli items and dry good of Spanish origin.

Piper Food has 3 core streams of business

- Fresh Fruits & Vegetables from Spain
- Piper drink- a non- alcoholic chill out drink
- The DELITERRANEO Brand, highly regarded artisan luxury items and have a wide distribution among hotels and delis throughout Spain and Brazil. Award winning products from this exclusive range include Aztai-Gatza Idiazabel Cheese, Salt of Anana, Organic Caviar, Euro Caviar – Salmon Shikaran among others.



THE EMIRATES CULINARY GUILD



APPLICATION FOR 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:

Tel. Home:

Type of Membership Required: (Please tick one)

Fax Home:

Email:

Corporate ☐

Senior ☐

Junior ☐

Declaration to be Signed by all Applicants

I wish to join the Emirates Culinary Guild. I have read the ECG Constitution and By-laws. I agree to be bound by the requirements of the constitution. If elected, I promise to support the Guild and its endeavors, to the best of my abilities.

Signed:.....

Proposed By:

Sig:.....

Seconded By:

Sig:.....

FOR OFFICIAL USE ONLY

Remarks:

Payment received?

Certificate Given.

Pin Given.

Medal & Collar Given

Approved

Approved

President.....

Chairman.....

Fees:

Junior Member: No fees (provided that they have joined two competitions within a year). Or AED 50 joining fee. Junior members will receive a certificate.

Senior Members: Above the rank of chef de partie (or senior chef de partie on executive chef's recommendation). AED 350 joining. Includes certificate; member-pin, member medal and ECG ceremonial collar. AED 150 per year thereafter.

Affiliate Member: AED 350 for the first year. AED 300 per year thereafter.

Corporate Member: AED 20,000 per year



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Pear Bureau Northwest
4382 SE International Way, Suite A
Milwaukie, Or 97222
Tel: 1-503-652-9720
Email: jcorrea@usapears.com



www.usapears.org





Creative Food & Beverage Solutions

**Wishing everyone
a healthy and happy new year!**



Your growth partner
to innovate and delight consumers.

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