

Gulf Gourmet

MAY 2012

FROM US, FOR US.

» Trade Talk

Discovering new tastes
with **Carlos Salas**, Chilean
Trade Commissioner

» Chief Speak

GM **Philippe Zuber's**
culinary direction for The
Address Downtown Dubai

» Supplier Story

Understanding tableware
and beyond with **Raphael
Saxod** of Restofair RAK

Celeb Culinaire

The road to Chef **Osama
El-Sayed's** celebrity status
uncovered

Chef's first edition.
Chef's best addition.

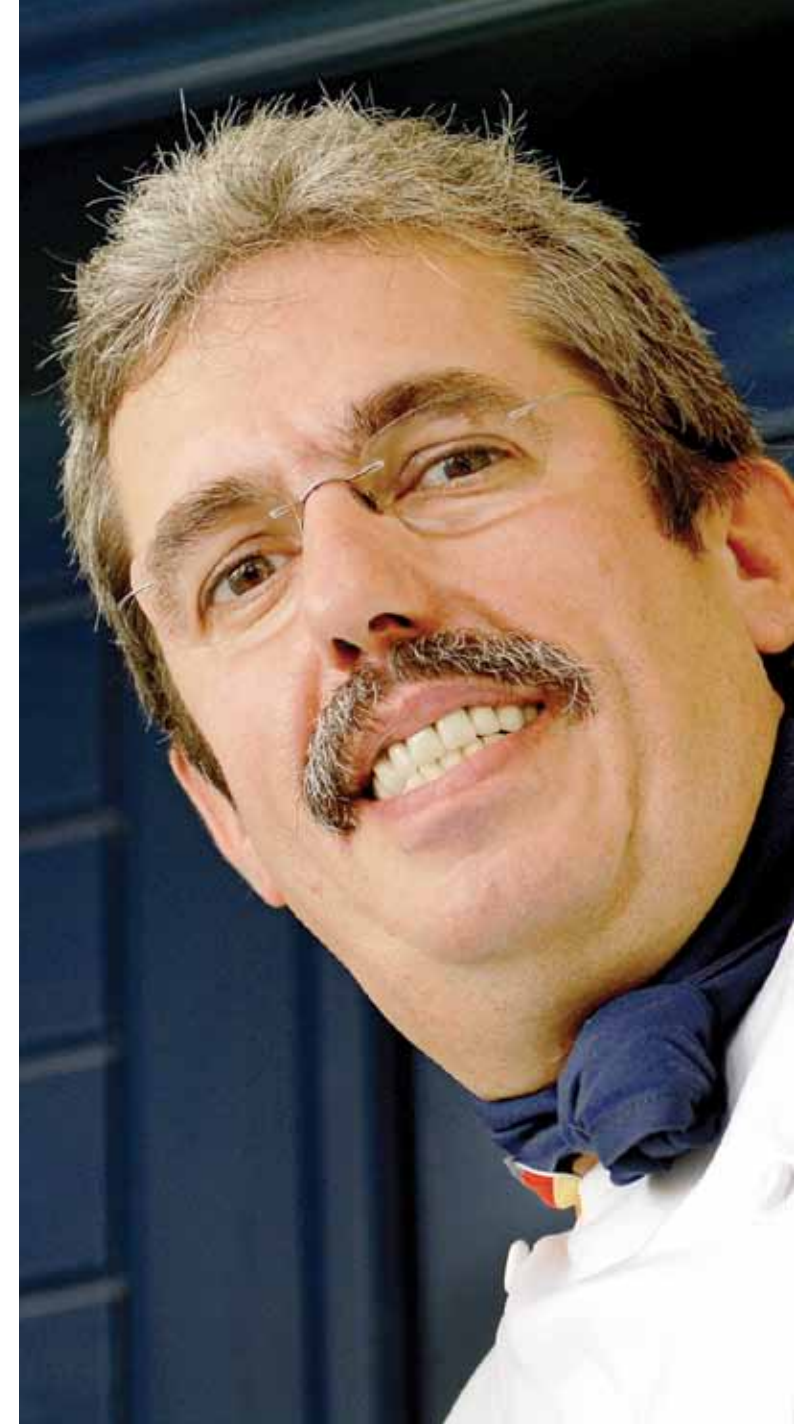


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From the *President's station*



Dear Fellow Chefs, Ladies, and Gentlemen,

Welcome to the May issue of Gulf Gourmet. First let me thank everyone who came for our charity blood donation event. We saw a great response and showed once again that the team is there when help is needed. Please do put Sunday, October 14 in your diary, the Radisson Hotel, Dubai Deira Creek and the Emirates Culinary Guild will host the next event with hopefully even more of us supporting.

I would like to thank the Texas Beef Council and the U.S. Meat Export Federation for hosting the hands-on workshop; I believe we all had a good time.

Look forward to many of you at the next workshop on May 13-14, 2012 at the Palm Grill Restaurant at the Radisson Blu Hotel, Dubai Deira Creek. After the US Beef Workshop we go Irish, the Emirates Culinary Guild is supporting the Green Box Event on May 24 at the Movenpick Ibn Batuta Gate Hotel.

A big mabrouk to Chef Cameron and the team who came back from Singapore with a Silver in the team

event and several Gold, Silver and Bronze medals in the individual classes. Great work again and well-done team!

Meanwhile our team for the IKA in Erfurt is working in full swing with the preparation. We do work on a Dubai Summer Surprise event in Bur Juman Centre on June 13-14, 2012. Mrs. Josephine will send the info soon. Chef Christian Gradnitzer is working with team on a possible participation at the competition in Beijing, China. Will keep you updated.

Please do look at the Friends pages to check out our supporters and make sure to support them when you can. All contact details are on the back of the magazine.

Finally, I would like to thank the team from the Media One Hotel and Chef Girish for hosting the April Meeting.

Culinary regards,

Uwe Micheel

President of Emirates Culinary Guild

Director of Kitchens

Radisson Blu Hotel, Dubai Deira Creek

Contents

03 From the President's Station

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

12» **Supplier Story**
Interview with **Raphael
Saxod**, Managing Director,
Restofair RAK

16» **Cover Story**
Meet Chef **Osama
El-Sayed**, the region's
most renowned
television celebrity chef

- 24» **Trade Talk**
Discovering Chilean food with
Carlos Salas, Trade Commissioner,
Embassy of Chile
- 28» **Chief Speak**
Philippe Zuber, General Manager, The
Address Downtown Dubai speaks to
Gulf Gourmet
- 32» **Tasting Texas**
A news report from the Texas Beef
Master Chef Seminars in Dubai
- 34» **Success in Singapore**
The team from The Address Downtown
Dubai return with a fine collection of
medals from the FHA challenge
- 36» **It's Gone Green!**
Images from the Green Box
announcement at the Dubai Press
conference
- 37» **Events Round-up**
We bring your moments captured at
various chef related events last month
- 45» **Salon Moments**
Images captured by our Photo Editor
at the Salon Culinaire



Gulf Gourmet

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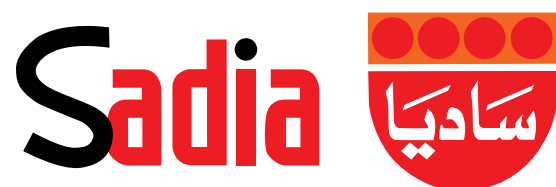
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Service is the

Key

In an exclusive interview with **Raphael Saxod**, Managing Director, Restofair RAK, we find out what it takes to be on top in a highly competitive market place

Tell us a bit about Restofair and Restofair RAK?

Restofair is a French brand that belongs to Ecotel Chomette Favor (ECF), one of the biggest hotel supplies group in Europe. It has 50 cash and carry shops in France catering to hotels and restaurants; and around 200 sales people in France, Belgium, Luxembourg, Italy and other countries.

Restofair RAK is a 50-50 joint venture between ECF France and RAK Porcelain and sells both chinaware as well as Restofair products such as cutlery, glassware, table accessories and soon full kitchen solutions, all under one roof.

How did the idea of Restofair RAK come about?

Eight years ago, a famous UAE personality named Dr. Khater Massaad had just started the RAK Porcelain factory. Soon after, he came to Restofair in France to study the market and the design possibilities. He suggested an idea whereby the two companies could collaborate and cross-sell products across Europe and the Middle East. That's how Restofair RAK was born.

How was business in the early days?

It was never easy. The factory was very young and we had just one range to offer. We took one step at a time and extended our offerings with each passing year. Now, people realise the quality of RAK porcelain is fantastic, fast and reliable. But yes, eight years ago it was much more complicated.

What is the range you had started with?

We started with a basic, simple banquets range and it remains a very successful range for us even today.

What is your biggest challenge currently?

The biggest challenge is to maintain our market leader position and to continue developing our market share. To ensure that, we are opening our first Cash & Carry

shop. It will have nearly 5,000 items spread across 1,000 square metres and will cater to hotels and restaurants. Hotels can buy locally produced chinaware, glassware, cutlery, kitchen utensils and more.

What sets Restofair RAK apart from its competitors?

Many of our competitors are just catalogue companies. They forget that the customer expects good service. If you have a fancy catalogue but deliver after 3 months, then you are not providing the right solution. Our focus is on service and that's the secret of our success.

What kind of market share do you have?

When it comes to chinaware, we have close to one third of the market and this number is growing each year.

What is your most successful range?

Five star hotels buy a lot of our fine dining range, which does amazingly well. Then we have our banquets with which we had started. This remains one of our best sellers and is very economical. We even have Rondo, which is similar to banquet but with a different design. It's a little bit more expensive but very successful as well.

What is your USP?

When I started roughly 17 years ago, I worked in the French market followed by Africa and the Caribbean. While you have 500-1,000 room hotels here in the UAE, in France you have a thousand small hotels. In Paris we delivered approximately 5000 parcels each day across France. So when I came to the UAE eight years ago, I maintained that interest in small orders and deliveries and this is our USP. Most others do not care for small orders. However, we do understand that these small orders give us high penetration into the market.

How did you enter into this business?

It's my family business. My father, a baker, started this business in 1969. He and my mother began by selling bakery supplies and later hotel and restaurant supplies. My two brothers and sister are in the same business in France.

Any plans to expand Restofair RAK operations beyond UAE?

My philosophy is making your base strong and being

“

My philosophy is making your base strong and being thoroughly organised before doing something else. We still have a lot to do in the UAE

thoroughly organised before doing something else. We still have a lot to do in the UAE. Our next step is Cash & Carry followed by kitchen solutions. That said we will expand for sure in the future.

How has the growth graph looked like?

We have never had any drop in growth. There has always been a two-figure growth except for one year during the recession. During that year we stabilised. This was possible only because we had all the small orders. Without these small orders we would have dropped like all the others in the market. Like I said, I love the small orders as much as I love the big ones.

How do you service an industry in which each hotel wants to stand out?

Some customers like to keep it simple and will choose everything from the same range.

Those that want to be different mix and match their ware from our various ranges. And then there are customers who push it a little further with their own designs and colours. For them, our design department in the factory at RAK can customise any item within a short time span.

How has the Emirates Culinary Guild helped business?

It's a very good platform to meet with a lot of great people. You can save a lot of time here, especially if you have new products to showcase and you can catch up with most of your clients in a single afternoon. You are able to build relationships with so many people in so less time. It is therefore vital for us to be close to the Guild.

Since we have a local factory and we are supported by local customers, we realise the importance of giving back to the community by supporting our local customers. For example, we sponsor the plates for the Gulfood competition.

Are Chefs really the decision makers?

More often than not, it is the Chef who decides the products and the purchasing manager simply fulfils his requirements. So you have to be close to all.

Have you tried the distributor model?

We prefer selling directly to the end user, which in our case are the hotels and restaurants.

Could you tell us about yourself and your family?

My wife and I are both French. We both come from a small city called Annecy, which is just 45 minutes from the Mont Blanc and 15 minutes from Geneva. I have a 10-year-old daughter and an eight-year-old son. I have enrolled them in an international schooling system here in the UAE as I want them to take advantage of the opportunity to mingle with kids from various nationalities.





Celeb Culinaire

Aquin George catches up with Chef Osama El-Sayed to find out about his culinary route to global success

Chef Osama El-Sayed is the most popular Arab Chef in the world. Period. He publishes cook books, produces cookery shows, runs a culinary consultancy firm, is the ambassador for many food products, is a columnist in many magazines and, of course, is the face most Arabic speaking people associate with when you mention the word 'chef'. The best part is that he manages all of the above roles simultaneously.

I meet him at the DMI television studio in Garhoud, Dubai, on a bright April morning and instantly notice he has that star-like quality. As I sip on some freshly

brewed coffee, he asks me, what is the story angle I am looking for? He's obviously referring to the multiple roles he plays in his professional life. I tell him I have none, just needed to know why he is so famous.

He smiles and tells me his story. Born and raised in Cairo, Egypt, Chef Osama graduated from the Hotel Technical Institute in Cairo. "The reason I joined the hotel institute was because I knew I could be any place in the world and have the opportunity to get a job," he says.

He then did his apprenticeship at the El-Nile Hilton International Hotel. It was here that he discovered

the nature of various hotel departments and had the opportunity to work at the front desk, reception and many other areas. "Somehow I always felt that the kitchen was most attractive. I wanted to enhance that experience, to learn more, experience more and add to my understanding on different cuisines," he says.

To accomplish that dream, he travelled to the United States and joined L'Academie de Cuisine in Maryland, which is regarded as one of the top culinary schools in the world. "The school was started by the Pastry Chef who had worked 25 years at the White House. I got to learn about food from different perspectives and gained knowledge on various styles and cuisines including French cooking, pastry, chocolates, the works," says he.

As Chef Osama was paying for his own education, it gave him the opportunity to work 25 hours each week to support himself. "I took up a lot of part time jobs at different restaurants. I even juggled 2-3 jobs a day!" says Chef Osama. He worked different places on weekdays and different places on weekends. "I learnt so much from all my jobs," he admits.

What many do not know is that Chef Osama has always juggled about 3-4 jobs since then. If there is no fourth opportunity, he will

create it by volunteering to assist travelling celebrity chefs for free. "It was not always for money, it was for knowledge," he says.

Being in and around Washington DC allowed him to work at influential restaurants with high standards. In Washington DC, he worked at the renowned Serbian Crown restaurant. "I had to live up to their expectations and therefore started to learn Russian and French cuisines," he says.

He gradually picked up enough knowledge to be able to correct others in the kitchen. At the Serbian

“
I took up a lot of part time jobs at different restaurants. I even juggled 2-3 jobs a day! I learnt so much from all my jobs



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Crown he began by assisting other chefs. When the main chef left and the replacement – an Italian chef – also left soon after, Chef Osama managed the show by himself. Having noticed his exceptional talent, the owner promoted him to Executive Chef. Chef Osama was then just 21 years old.

He then later joined a French restaurant and then a catering company Braun's Fine Caterers in Lanham, again one of the leaders in the catering business. At that time most of their clients were dignitaries in the political and diplomatic communities. During this time he also orchestrated banquet presentations for President Bill Clinton and for Vice President Al Gore.

He even worked as a corporate executive chef for one of the largest social caterers in America Martin's. "It had eight locations and we were cooking for a million people in a year!" he says.

Talking about his constant yearning for knowledge, he says, "I have always had the opportunity to work with someone of a higher rank than me. It is great when your knowledge is derived from the best in the business. If I wanted to learn about a cuisine I did not know much about, I would get the best Chefs in the cuisine and learn from them."

"Knowledge is something nobody can take away from you. In order to be respected as a chef you have to be able to replace anybody in the kitchen including a dishwasher; you should be able to do the job equally well if not better than him. As a chef you should not only be able to tell someone what to do, you should be able to push him aside and show it. Anybody can gain knowledge through reading and the internet but training others and sharing what you have learnt is the most vital role for any chef," he says.

Explaining further the difference between a cook and chef, he says, "Chef is not a fancy name for a cook. A cook is someone who does what a chef tells him to. A Chef has many cooks doing what he wants to because he cannot do all of it at once. And in order

“

As a non-American living in the US, I have been asked this question many a time. When I would interview people for a job, they would say, 'My credentials are higher than yours. How can you hire me? Aren't you scared?'

to be a chef you have to know what all the cooks do.”

Since Chef Osama reached the top spot at such a young age, how did he manage to gain and maintain the respect of his colleagues? Did he ever find himself in a situation where someone walked up to him and ask ‘how can you be a chef at such a young age’?



Says Chef Osama, “As a non-American living in the US, I have been asked this question many a time. When I would interview people for a job, they would say, ‘My credentials are higher than yours. How can you hire me? Aren’t you scared?’ And I would say ‘No. It’s going to be more challenging for me, because for me to be your boss all the time I am going to ensure that you will always come to me for guidance.’”

Till date his position at Martin’s is to be filled. “I was asked to run the largest location and I said no I want to run the whole company. In 5 months I was running the whole company,” he says.

Some years later, he felt the urge to share his knowledge with others. He created a kitchen studio at home and started a cooking show for Arabic viewers in the States.

Once the show gained popularity, he published his first Arabic cook book (now in its seventh edition) and he says, “I never did it for money and thankfully I didn’t lose money either.” Since he always had a good job to support him, he continued to invest into his media business.

After leaving the job at Martin’s he continued as a consultant for them which later turned into a full-fledged consulting firm, El Sage. His company has since helped top hospitality brands including the likes of St. Regis.

When we ask him about setbacks in his career, he says, “I never look at things as success or failures. It is just doing what you have to do. People may call it success but for me it is about doing the most I can.”

After 26 years of working in the US, Chef Osama settled down in Dubai nearly 6 years ago. “I came to Dubai to do the TV show for one season in Ramadan.”

While doing the show he felt like there was room for him to share Arabic food with the Arabs. “I wanted to set the standard for what a Chef should look like on Arabic television. I then started inviting other chefs on to the show to share their talent with me on air.”

So does he find time for leisure? To this Chef Osama says that he cooks and eats during his leisure time. “I make a living out of my hobby,” he says and smiles.

The man married with three kids, two of whom are in the States doing their Masters, says that he expects young chefs to stop asking for something in return. “I feel you just have to do what you have to and somebody will appreciate it. To do well in this business, learn for your own self. Don’t go to learn something expecting to get a raise or recognition. If you find yourself continually doing something to get returns, then you are in the wrong business.”



His advice to young chefs is, “Your knowledge is always yours and be sure you take the knowledge from the right sources and not from people who are irrelevant or not related to the business, it could be very misleading. If your boss says this is how it’s done, find out where he learnt it from and use it to try and get knowledge from the best. At the same time also learn from everybody; even from people who don’t know how to cook because they can teach you what you should not do.”

“

I never look at things as success or failures. It is just doing what you have to do. People may call it success but for me it is about doing the most I can

Natural Goodness

Carlos Salas, the Trade Commissioner at the Embassy of Chile in United Arab Emirates, tells us about Chilean food, its advantages and its growing impact in the region



Could you tell us a bit about Pro Chile and its origin, mission, achievements?

ProChile, the Chilean Trade Commission, is part of the Directorate General for International Economic Affairs of the Ministry of Foreign Affairs. It is responsible for implementing and enhancing Chile's trade policy.

ProChile strives to reinforce and project the country's trade policies under four fundamental concepts: supporting small and medium companies in their process of going international; taking advantage of the opportunities arising from the country's trade agreements; association between public and private organisations and positioning the country's brand image in other markets. For this, ProChile has a network of more than 50 offices and commercial representations, strategically located in the world's most important markets spread over more than 40 countries.

How strong is the bilateral trade between Chile and the UAE? Do you have any figures about Chilean food exports here in US\$?

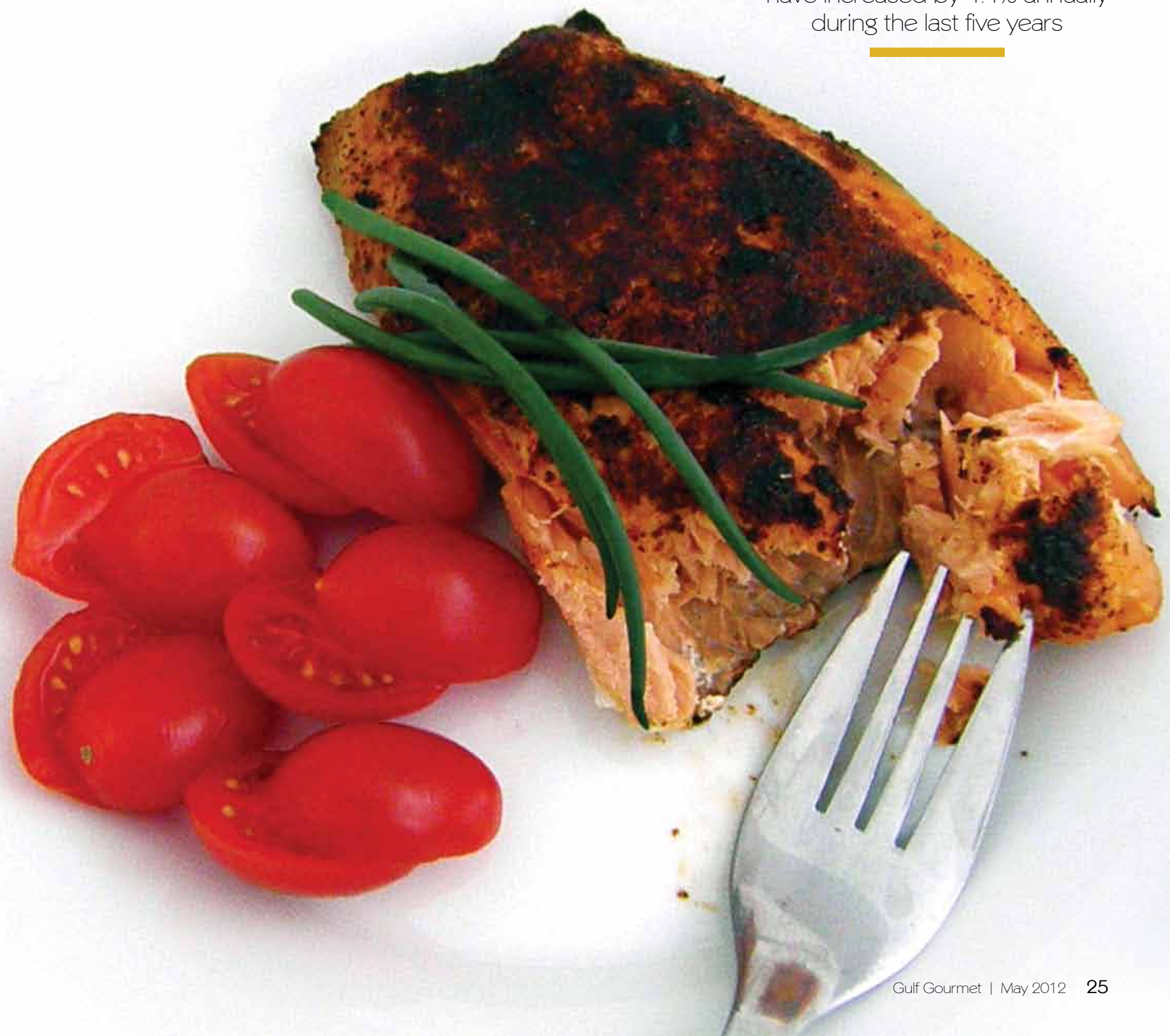
In 2011, 50% of total exports to the UAE were food products amounting to US\$59.16 million (AED215.93 million). Total Chilean exports to the UAE have increased by 4.4% annually during the last five years, while total exports to the GCC reached to US\$381 million (AED1.39 billion), representing a dramatic increase of 62% compared to 2010.

In Chile's exports to Middle East region, Turkey is highlighted with a 257% increase in prunes and a 29% in walnuts exports in 2011 compared to 2010; whereas an increase of 573% of walnuts exports to United Arab Emirates positioned it as Chile's 4th destination market after Turkey, Brazil and Italy.

Chilean walnuts exports to the UAE increased by a staggering 573% last year, amounting to US\$15 million (AED54.75 million), some of which were re-exported during Ramadan to neighbouring countries

4.4%

Total Chilean exports to the UAE have increased by 4.4% annually during the last five years





such as Saudi Arabia and North Africa. The dried fruit sector has likewise been a huge market for Chile as it posted a whopping 433% growth in 2011. Other products exported from Chile to the UAE are fresh apples, fresh grapes, kiwifruit, plums, berries, almonds, raisins and wine.

Chile's presence at the Gulfood 2012 was quite impressive. Could you tell us more about it?

This was Chile's fifth consecutive year at Gulfood, the largest annual trade show for the food and beverage industry in the region. As a demonstration of the country's growing interest to strengthen its positioning in the market and generate greater presence among industry leader of the UAE and Middle East, Chile participated as a platinum sponsor of the show.

Aiming to become a strong player in exporting food products in the region, 17 Chilean companies showcased the quality and variety of its offer during Gulfood. Along with seafood, olive oil, fruit preserves,

non-alcoholic beverages, dairy and gourmet products, nuts, almonds, prunes, raisins and hazelnuts were among the main highlights at the Chile Pavilion.

What are the biggest selling Chilean food products in the UAE?

Nuts and fresh fruit are the main sectors in UAE. Agriculture is an age-old cornerstone of the Chilean economy. In recent years, agriculture and its industrial derivatives have become the second-largest foreign currency earner, second only to mining. Food exports are worth over US\$11 billion and should grow to US\$20 billion by 2015.

Besides Gulfood, how do you promote the Chilean food industry in the UAE?

We conduct Chilean wine and food tasting events, we prepare agendas for Chilean companies visiting UAE and we invite importers to Chile. In UAE and around the world we promote our industries in a sectorial way:

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We don't have a Chilean restaurant but at Toro Toro you can try Chilean seabass, salmon, wine and pisco sour

- 9.8 million people drink a glass of Chilean wine daily
- 7.4 million people eat Chilean seafood each day
- 7.3 million people enjoy Chilean salmon a day
- 6.4 million people drink a glass of Chilean juice each day
- 4.7 million people eat Chilean canned fruit each day

How long have you been in Dubai and how is it compared to living in Chile?

I have been living in Dubai since August 2009. To live here is quite different mainly due to the weather. Nevertheless I am very glad to be here because this is a region full of opportunities for Chilean products.

Tell us a bit about your family...

I came alone to Dubai. My family lives in Chile 200 km to south of Santiago. I have just one sister. She just got married a month ago.

Do you dine out a lot here? Do you have a favourite restaurant?

I do not dine out a lot. When I do decide to go, it's usually Toro Toro at Grosvenor House. They have the best Chilean wine list and Pisco from Chile.

Could you tell us a bit about the Chilean population here?

The population of Chileans in UAE are around 180. Most of them came here for real estate and some of them are pilots.

If one wants to sample authentic Chilean food, which restaurants can people go to?

We don't have a Chilean restaurant but at Toro Toro you can try Chilean seabass, salmon, wine and pisco sour.

Chefs new to the region are spoilt for choice when it comes to variety of products from around the globe. What is your message to them regarding why they

should choose Chilean products?

They should choose Chilean products mainly because of quality. We are one of the few countries with Mediterranean weather. Our products grow under the best natural conditions and form a natural barrier that is impervious to foreign pests and disease.

Chile is sheltered by the Andes on the east and the Pacific Ocean on the west, Chile is all but impervious to foreign pests and disease. Chile borders on Peru to the north, Bolivia and Argentina to the east, the South Pole to the south and the Pacific Ocean to the west. While the north is rich in mining and marine resources, central Chile is a major agricultural and industrial hub. In the south, rich fisheries and forest resources are managed under stringent conservation and environmental protection standards.

What are the challenges for Chilean companies here in the UAE?

The challenges for companies are to create awareness about the quality of Chilean products and to be competitive in logistics.

Is there anything you would like chefs and hoteliers to know about Chile?

I would like to encourage them to try and use Chilean products such as salmon, fresh fruit, nuts, dairy, olive oil etc.



Pushing the envelope on *Innovation*

As the General Manager of The Address Downtown Dubai, **Philippe Zuber** manages some of the finest culinary talent in the region. He speaks to **Gulf Gourmet**...

Could you tell us a bit about your career before taking over your present position?

After acquiring my Masters in Finance and Management in Hospitality from The Strasbourg Graduate School of Management, I joined the industry 16 years ago, and over the years worked with several international five-star hotel chains in major cities including Seoul, Paris, Berlin, Casablanca, Los Angeles and Hong Kong, among others.

As the General Manager of your property, how involved are you with the F&B operations?

With a strong background and personal interest in F&B operations, we strive to maximise our guests' experience by researching on the latest as well as anticipated trends, focusing on ingredients, visual aesthetics, and quality.

F&B outlets must exude its individual 'soul', defined by a mix of its clientele, location, service, affordability, and of course, the food served.

At The Address Downtown Dubai we work relent-

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With a strong background and personal interest in F&B operations, we strive to maximise our guests' experience by researching on the latest as well as anticipated trends, focusing on ingredients, visual aesthetics, and quality

lessly to ensure that our restaurants pay homage to this philosophy, which is the key to success. Like in any field, the General Manager plays a crucial role highlighting and improving the operational aspects, without compromising on any key areas.

Can you tell us about the various F&B outlets in your hotel?

The Address Downtown Dubai houses an eclectic selection of global cuisine. Our award-winning line of culinary outlets comprise Hukama, offering contemporary Chinese food; The Cigar Lounge, a stylish new lounge offering delicacies from around the world; the vibrant Latin-inspired Calabar lounge; Fazaris - an all-day restaurant offering a blend of Japanese, Asian, Indian, Arabian and Mediterranean cuisine; Neos, the panoramic sky lounge, located on the 63rd floor; Ri-sala, the inviting Lobby Lounge; Zeta, the outdoor pool restaurant; and Saha Cafe, a lake-side coffee shop serving Arabic mezze and shisha.

Which among these do you like best and why?

One of my favourite outlets is The Cigar Lounge. Nowhere else in the city can you find a concept as exclusive or unique as our newest F&B offering. From tailor-made glasses, specialised cigar cutters, to the innovative selection of beverages, at The Cigar Lounge we ensure that every detail surpasses perfection and customer expectations.

Do you work closely with your Executive Chef in devising new concepts and promotions?

While it is important to constantly innovate new concepts and promotions, we believe it is equally integral to uphold authenticity. In a market as competitive as Dubai, we must strive to embrace the latest trends and





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One of my favourite outlets is The Cigar Lounge. Nowhere else in the city can you find a concept as exclusive or unique as our newest F&B offering

to maintain our position as frontrunners in the culinary industry. We always encourage our Executive Chefs to experiment and create dishes, concepts, and promotions that set us apart, and we work closely to come up with well-thought and perfectly executed concepts.

What is your brief to your Executive Chef?

That we must deliver on our commitment to providing our visitors with the ultimate dining experience. We advise our chefs to start the quality journey and commitment to excellence right from the products used; never compromise on quality, be generous with portions, maintain consistency overall, and ensure that there are no more than four flavours per plate.

How important is the relationship between the GM and his/her Executive Chef?

The relationship is crucial; Executive Chefs play an integral part in the overall performance of the restaurant and the hotel. Their passion and knowledge must be disseminated to the entire team to ensure that our outlets continue to provide world-class service and food. Between the General Manager and the Executive Chef they must be able to proactively identify trends in the culinary field to implement them effectively to stay ahead of competition and continuously offer the clients a distinctive experience.

Is there a conceptual difference between F&B outlets in city hotels and resorts?

Absolutely; the type of F&B outlets in city hotels usually lean towards a more different genre than resorts, the main reason being that restaurants in city hotels are in direct competition with other independent restaurants. In fact, this distinction is visible even when comparing a MICE hotel, for instance, against a luxury hotel.

Have you been so impressed with a concept in another hotel or resort that you would like to introduce in your present property?

One F&B trend that has really appealed to me is the organic food movement. With people becoming more and more conscious about the food they eat, the countries the ingredients come from, what methods are used to harvest them, etc, the organic food movement serves as a quintessential re-look on culinary processes, and marks the arrival of a new era.

Is there a novel F&B concept you would like to bring to your property?

We always strive to push the envelope on our innovations to ensure that we are ahead of the game at all times. At the moment we will continue to work to implement all aspects of the global fusion F&B concept, bringing all the tastes of the world under one roof.

Tasting Texas

Major turnout at Texas Beef Master Chef Seminars in Dubai

Last month, 64 chefs from across 21 hotels, restaurants and catering companies took part in the hands-on training and live beef cooking conducted at the Palm Grill Steakhouse, Radisson Blu Deira Creek Hotel. The two-day workshops were conducted under the mentorship of Chef Uwe Micheel and organised by Texas Beef Council (TBC) and the U.S. Meat Export Federation in collaboration with the Office of Agricultural Affairs – U.S. Consulate General in Dubai.

The chefs were able to interact with 18 delegates from four leading U.S. beef local importers in the UAE, namely, ARAMTEC (suppliers of American Foods Group and Rastelli beef), TRANSMED (suppliers of SYSCO Int'l), ALL Fresh Co. (suppliers of Midamar) and Midamar Corporation.

The entire event was planned and coordinated by USMEF Middle East representative Arab Marketing & Finance, Inc. (AMFI). Marketing Director, Bassam Bousaleh welcomed the participants and provided insights into the beef industry while the technical and culinary side of the workshops were handled by Chef Uwe. He passed on his experience as well as the know-how he got from Chef Jay McCarthy ever since the TBC program kicked off in the Middle East in 2002.

Chefs learned about the quality and profitability attributes of underutilised U.S. beef cuts and got to know more about the five different pieces of U.S. beef namely the Flank NAMP # 193, Top Butt Cap Peeled NAMP # 184B, Flap Meat NAMP # 185 A, Tri Tip Peeled NAMP # 185 D and Top Sirloin Butt NAMP # 184. In addition to learning about muscle profiling and diverse cooking methods applicable to every U.S. beef cut, Chef Uwe presented the Profit Planner software program which enables chefs to choose the right beef cut and calculate its cost of production per serving. In addition, participants learned about planning Texas Theme Nights.

Participating chefs were allowed three hours of ex-



perimental work with five underutilized U.S. beef cuts and turn it into creative recipes with U.S. beef as centre of plate. Chefs shared with each other and with the local trade present what they have learned and commented on the tenderness, flavour and applicability of each cut used. They discussed with the distributors about their interests, about profitability margin, ways to maintain quality and diversifying their menus.

All attendants received an information kit which enclosed a booklet of beef cuts for foodservice, a bilingual TBC booklet entitled "When Quality Meets Profit", fact sheets on underutilized U.S. beef cuts, a CD of Profit Planner program, as well as a chef apron.

Chefs were handed a Certificate of Completion as a token of appreciation to their participation and in recognition of their efforts. The Master Chef seminars served the purpose of bringing together buyers and sellers in a professional and highly technical event where practicality is given priority.

Two more Texas Beef Master Chef Seminars will be taking place this May 13 and 14, 2012 at Radisson Blu, Dubai Deira Creek. Interested chefs and foodservice buyers can contact Chef Uwe Micheel or The Guild office at theguild@eim.ae



Success in *Singapore*

In the last issue, we told you about seven of Dubai's finest Chefs being in Singapore cooking up a storm at the FHA 2012 Culinary Challenge. Well, the results are in and we are proud to inform you that our boys have come home with their hands full!

The team led by Chef Cameron Ballendine competed against 10 other teams from around the globe and won the Silver in the Gourmet Team Challenge.

That apart, in the individual categories, the members collected 12 medals (2 gold, 8 silver and 2 bronze). Dedy Supriady won the Gold for the Four Plate Dessert while Heru Purwanto won the Gold for Fish Live Cooking. Daniel Edward grabbed the Silver for the Four Plated Main Course while Asham Mohamed won the bronze for the Fish Live Cooking. The team took home silvers for Fish Live Cooking as well as Tapas while Pastry Chocolate Show Piece got them a Bronze.

Congratulations to the team for making Dubai proud.



>> CHEF CAMERON AND THE TEAM ARE BACK FROM SINGAPORE AND THEY DID GREAT

Dedy Supriady	Four Plate Dessert – Gold
Pastry Chocolate Show Piece	Bronze
Daniel Edward	Four Plated Main Course – Silver
Fish Live Cooking	Silver
Tapas	Silver
Asham Mohamed	Fish Live Cooking – Bronze
Heru Purwanto	Fish Live Cooking – Gold
Team Event Gourmet Table for us	Silver





Taste of Ireland in Dubai

Innovative contest showcases finest Irish food products in the UAE

The ingenuity and innovation of the region's top chefs will be put to the test as they go head to head in the new Taste of Ireland Green Box competition this month. The launch of this exciting initiative, which will showcase some of the finest Irish products on the market, was announced in Dubai last month under the auspices of the Irish Embassy in the UAE and the Irish Business Network.

Open to all chefs working across the region, the green box contest is being arranged with the support of The Emirates Culinary Guild. This innovative format will see entrants being supplied with a box of premium ingredients which will include a wide selection of Irish foods, ranging from beef and seafood to oils, honey and dairy products.

The competing chefs must then use these ingredients to create the most inventive and mouthwatering menu, which will then be submitted for judging. A panel of expert judges will select the top 12 submissions with the shortlisted culinary teams being invited to showcase their menus at a Gala Dinner at the Ibn Battuta Gate Hotel on May 24, 2012.

This exciting occasion is expected to be attended by a combination of Irish and UAE dignitaries, food industry opinion leaders, sponsors, members of the trade and consumer media and the general public.

Based on the performances of the 12 culinary teams,

a winner will be announced at the Gala Dinner with the champions being awarded an all-expenses-paid trip to Ireland, to meet with the sponsoring producers of the key ingredients utilised in their winning dishes.

The Taste of Ireland Green Box competition is fully supported by the Embassy of Ireland, Bord Bia (the Irish Food Board) and Enterprise Ireland (the government organisation responsible for the development and growth of Irish enterprises in world markets).

Irish Ambassador to the UAE, H.E. Ciaran Madden, pointed out the importance of food products within the Irish economy. "Ireland's agri-food industry remains a key component of our modern economy and it is very important that we promote our extensive range of food products to the UAE," he said.

Uwe Micheel, President of the Emirates Culinary Guild and Director of Kitchens at Radisson Blu Hotel, Dubai Deira Creek said "We are honored to be part of this new and exciting enterprise which will encourage our chefs to be creative with recipes that are totally unique. This competition will also give them international exposure. We the Chefs are always in search of new products in the market, and are really looking forward to some great Irish products, the aim is not to recreate traditional Irish dishes but be really creative with the given products"

Tickets for the Taste of Ireland Green Box Competition Gala Evening cost AED 500 per person.



ECG Meet

Last month, members of the Emirates Culinary Guild converged at the Media One Hotel in Dubai Media City for their monthly meet. **Chef Girish** was the host for the evening which saw a huge turnout of Chefs and members of the food supplies industry. Here are moments captured at the event.





Blood Donation Day

On the 22nd of last month, a charity blood donation day was organised at the Radisson Blu Hotel Dubai Deira Creek. This event supported by the Radisson Blu Hotel Dubai Deira Creek and the Emirates Culinary Guild is to help Thalasaemia Children at Latifa Hospital. It was great to see the good turnout of people at the drive. And for those who missed it the last time around, a similar event will be held again on October 14, 2012.



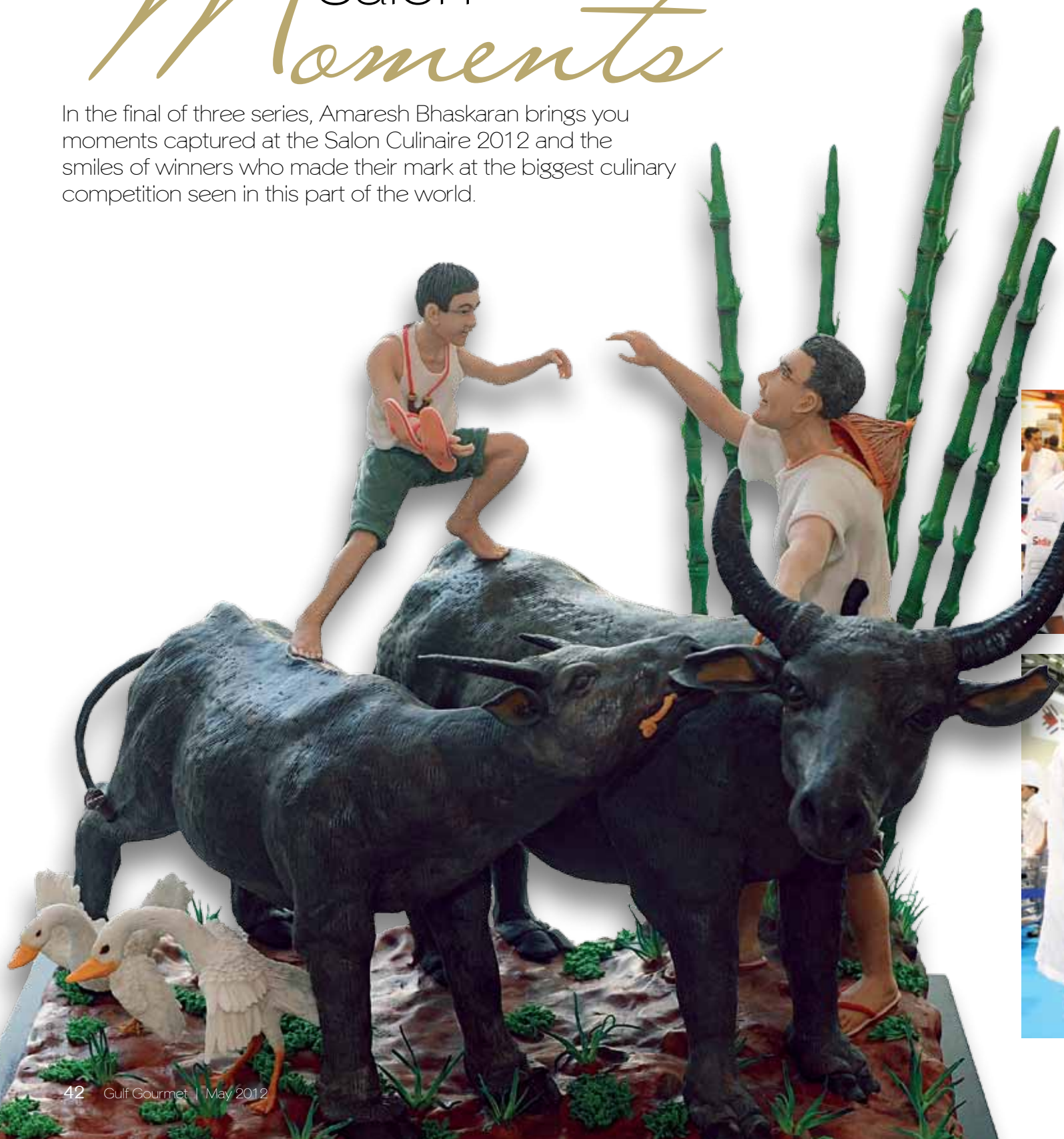
First Caterer forum

The first Caterer Middle East Conference held last March attracted nearly 180 delegates including executive chefs and F&B directors. Held at Jumeirah Beach Hotel Dubai the open forum was organised to address challenges facing the Middle East's F&B professionals and to discuss opportunity for growth. The one-day interactive event involved panel sessions as well as practical workshops. Here are some of the images from the event.



M Salon Moments

In the final of three series, Amaresh Bhaskaran brings you moments captured at the Salon Culinaire 2012 and the smiles of winners who made their mark at the biggest culinary competition seen in this part of the world.





















Feeroz Hasan, Abdullah Abudullatif and Rasheed Mohammadali receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



Vinay Gandhi with Emie Dimmeler receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



Farm fresh LLC commenced business in 1977 in the UAE and it's one of the 12 companies under the GMG Group. We are one of the major business houses in UAE specialized in the imports, exports & distribution of quality products trusted by consumers across the region.

Product range

- Frozen Meats (Beef/Veal/Lamb/Mutton)
- Chilled Meats (Beef/Veal/Lamb)
- Frozen Poultry & Parts
- Dairy products
- Fresh Table Eggs
- Frozen Vegetables
- Frozen Seafood
- Meat Processing Ingredients
- Dry Products

Farm Fresh is a HACCP certified company. We import globally to satisfy the diverse requirement of UAE's multi

faceted population and serve to neighbouring countries through our distributors. With our vast range of products, widely distributed across the region, distribution operation has extensive coverage in the UAE spanning Food Service, Hypermarkets, Supermarkets, Groceries, Government institutions, Major catering companies, Flight caterers, Shipchandlers and Wholesale trade.

We strive to provide best services to our customers by employing the most advanced technologies in our operations to offer quality products. State-of-the-art warehousing and storage facilities combined with fast, efficient distribution are the keys to the logistics operation at Farm Fresh. A cost-effective and efficient inventory management and stock replenishment system assures prompt attention for every customer and careful handling of order with utmost accuracy.

Farm Fresh new facility at DIP is one of the biggest Cold Chain Facility in the region with full capacity of 24,000 pallets or 1,000 containers with atomized racking system.

To cater to the demand of hotels, restaurants & catering we have a HACCP certified in house meat processing facility which provides customized, portioned - cuts of meat, poultry & value added products.

We thank our current partners for their continued support and trust and assure that we will continue to provide the highest degree of customer satisfaction with current and new innovative product categories.



Golden Star International (LLC) Incorporated in the month of May 1999 with a vision of serving major trade segments such as the Hyper Markets, Super Markets, Hotels and Major Caterers in the United Arab Emirates. Golden Star International has specialized in the Food Trade industry and has been involved in several other activities i.e. Food Service, Distribution, Wholesale, Exports, Ship Chandelling and Retail areas of operation which remains significant to our core business.

During this short tenure of operations in the Emirates Golden Star International ranks today as one amongst the pioneer leaders in United Arab Emirates in the

Food Trade Imports & Exports which caters to the local and global market. Our growth status over a decade is achieved on the principals of meeting our client's requirements to their utmost satisfaction.

Anything, Anywhere, Anytime.

Our Team Our professional sales team who are exceedingly dedicated and knowledgeable, having vast experience in the field of supply chain with a sturdy team of well trained merchandising and ground support teams are trained & certified to follow International Standard of Safety, Health & Hygiene.

We are equally proud of our robust team and our distinct structure which is growing steadily in the existing market, which differentiates Us from the rest of the category that we sustain today.

Assurance

Over a decade in Food trading business, our company has achieved a reputation for itself as one of the leading importers, exporters & distributors in the region.

We reassure mutual growth and better positioning...



Paulo Feyh, General Manager, Tramontina, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

TRAMONTINA

Tramontina was founded in 1911 in the Southern Brazilian state of Rio Grande do Sul, in the city of Carlos Barbosa. The Italian origins of the founder helped to erect the very first of the pillars that sustain the company for over 100 years, which is the dedication to manufacture products with outstanding quality.

The company that started as a small blacksmith's workshop has grown into a complex of 10 manufacturing plants responsible for a variety of more than 17,000 products aimed at the segments of domestic utilities, hand and agricultural tools, electric materials, garden furniture and kitchen equipment.

Present in more than 120 countries, the company

has Distribution Centers and Sales Offices strategically located in every continent. Moreover, Tramontina has a strong commitment to conscious and responsible management, not only in the quality of the products it manufactures, but through its actions for the preservation of the planet and the benefit of the future generations.

Innovation, design, technology and human resources are the other pillars of this company. To Tramontina, people are by far the most important asset and it has always valued it by investing in them and therefore paving the road that led to its success over the years. The principles of trust, partnership and respect guide all of its business, generating positive results for its partners as well as its customers and consumers.

This is Tramontina: over 100 years growing stronger every day and with a lot of energy, aiming into the future.



Chef John Esser, Nina Bakht and Angelique Hollister receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



The U.S. Dairy Export Council (USDEC) is a non-profit, independent membership organization that represents the global trade interests of U.S. dairy producers, proprietary processors and cooperatives, ingredient suppliers and export traders. The Council was founded in 1995 by Dairy Management Inc. (DMI), the farmer-funded marketing, promotion and research organization.

Its mission is through analysis and collaboration, enhance demand for U.S. dairy products and ingredients by securing access and assisting suppliers to meet market needs that facilitate sales. USDEC accomplishes these goals through market development programs that seek to:

- Build overseas demand for U.S. dairy products
- Resolve market access barriers
- Advance the industry's trade policy goals

USDEC activities are supported by staff across the United States and overseas in Mexico, South America, Asia, Middle East and Europe. USDEC is funded primarily by the dairy promotion check-off program. It also receives export activity support from the U.S. Department of Agriculture's Foreign Agricultural Service (FAS). Membership dues fund the trade policy and lobbying activities of the Council.

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THE EMIRATES CULINARY GUILD



APPLICATION FOR MEMBERSHIP

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



GSI

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Golden Star International (LLC)

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