

# Gulf Gourmet

NOVEMBER 2011

THE  
*Good Guy*

Meet Chef **Vivek Huria**,  
the face of the Guild in  
Ras Al Khaimah



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FROM THE

*President's  
station*

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*Dear Fellow Chefs, Ladies and Gentlemen,*

Welcome to the November issue of Gulf Gourmet. Alan, Josephine and the Abu Dhabi team are very busy organising La Cuisine Du Sial 2011.

We welcome our colleagues and friends from across the Middle East and Africa, who are competing to represent our region at the WACS Congress in Korea in May 2012. Chefs Daniel Edward and Benjamin Koidl will fly the UAE flags at the Global Chefs semi final and the Hans Bueschkens semi final respectively. Try to get to La Cuisine Du Sial between 21 ñ 23 November 2011 and support the team.

I wish everyone in Abu Dhabi good luck and may the best Chefs win. Just remember, while winning a medal is nice, it is not the most important thing in life. Every participant is a winner because you learn through practice before the event, learn from colleagues during the competition and hopefully make new friends. Once again, best of luck to all.

Do not forget to book your place at this month's hands-on US Poultry workshop (US Turkey and US Duck). It is a half day event (including lunch) at the Radisson Blu Hotel, Dubai Deira Creek and is organized by Mr. Bassam Bousaleh, Marketing Director of AMFI. The new dates are 19th & 20th and 26th & 27th November 2011. Please pick your day

and register (senior and junior) by sending an email to [theguild@eim.ae](mailto:theguild@eim.ae) or [uwe.micheel@radissonblu.com](mailto:uwe.micheel@radissonblu.com).

Hotels have started registering for 2nd December, the UAE National Day. Our friends from the Department of Tourism and Commerce Marketing are organising a Loqamat event with 40 different hotels; the aim is to produce 40,000 pieces of the Emirati sweet on the evening of the 40th National Day. Please join the team by registering with Stanley Dsouza [sdouza@dubaitourism.ae](mailto:sdouza@dubaitourism.ae) and Uwe Micheel [uwe.micheel@radissonblu.com](mailto:uwe.micheel@radissonblu.com). The IFFCO team will once again be our partner by supplying the products.

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

And a big thank you to Chef Poonsak and the Park Regis team for hosting the October meeting.

*Culinary regards,*

**Uwe Micheel**

*President of Emirates Culinary Guild*

*Director of Kitchens*

*Radisson Blu Hotel, Dubai Deira Creek*

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## Gulf Gourmet

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# friends of the guild



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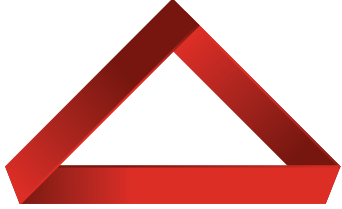
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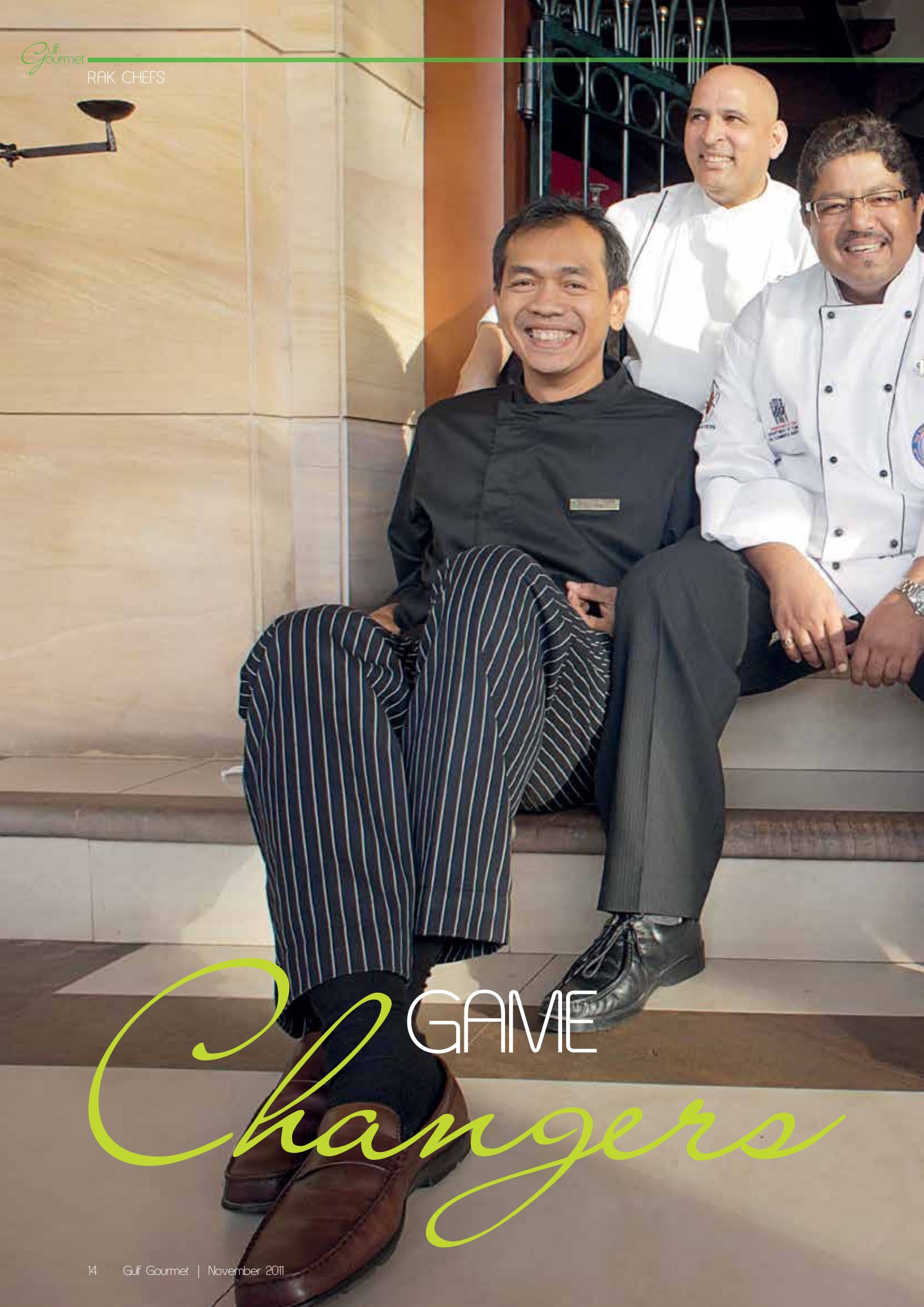


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GAME  
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Gulf Gourmet met up with five of the most prominent chefs in Ras Al Khaimah, who along with their teams are working hard to enhance the tourism appeal of the emirate



## Nugraha Adi Wardhana

*Executive Chef*

*Banyan Tree Desert Resort and  
Banyan Tree Beach Club*

**T**okyo, Brunei, Singapore, Bali, Jakarta, Dubai, Ras Al Khaimah, Nairobi and Manama. This is a sample list of cities where Chef Nugraha (or Chef Nugri as he is popularly known) has left his culinary mark.

Chef Nugri found his calling as a 7-year-old who loved to cook his own rice. The Indonesian graduated from Bandung Tourism College (formerly managed by Swiss Montreux) and worked as an apprentice at a 5-star Hotel in Jakarta for a few months. He moved to the Gatwick Hilton at Gatwick airport for a couple of years only to come

back to Jakarta as part of the opening team for the Grand Hyatt.

Grand Hyatt aside, Chef Nugri has been a part of four major hotel openings including Westin Surabaya, Century Hotel and Club, and Hard Rock Cafe in Bali, the first Hard Rock outside Las Vegas. "Openings have that extra personal touch because the place feels like your own. It is a new beginning for the entire team and everyone goes on to become family," he says.

Some of the more memorable moments for Chef Nugri include his stint in Tokyo. "Those were



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## I want to go backpacking around Indonesia and write a cook book

the cleanest kitchens I have ever seen. You just can't compete with them. It's in their nature I guess," he says.

Another recollection is the food supply challenge at the Intercontinental Nairobi, Kenya. "Sometimes we had to stock half a tonne of chicken in a big freezer to ensure we didn't run out of supplies," he says.

Does Ras Al Khaimah also have supply issues? He says, "Not really. However, when I had just joined, suppliers were still new to us. One day I had guests that included the global head of one of the world's biggest banks and a very senior US Government official. Such guests come with special requests. Luckily I was in Dubai. We went at night, suppliers opened their warehouses for us and all of this was possible due to our relationships. Chef Vivek and Chef Uwe helped a lot."

Chef Nugli first arrived in the Gulf to be a part of Gulf Hotel in Bahrain. Here he opened the first Asian Fusion cuisine restaurant. "They still use my recipes," he says. He then joined Chef Uwe at the Radisson Blu in Deira as Executive Sous Chef. "That was a very big operation," he admits. He got promoted to Executive Chef at Radisson Media City and then ran a restaurant chain for Al Ghurair Group before returning to the hospitality industry with Banyan Tree.

Chef Nugli lives in Dubai with his wife and 11-year-old son and drives to RAK daily except on certain long weekends. His advice to upcoming chefs is to "adapt, make use of your resources and be patient".

His future plan is to go backpacking around the many islands in his country and to make an Indonesian cookbook that is inspired by the 120 different tribes that live away from the tourist hot spots.



## Surya Joshi

*Executive Chef  
Acacia Hotel*

**C**hef Joshi grew up in the picturesque valley of Dehradun located on the foothills of the Himalayas and nestled between the mighty Ganges and Yamuna rivers. “I never knew I had it in me to be a successful chef,” he says. His childhood dream was to be an army officer like his dad, which never quite materialised.

He began looking around for inspiration and found friends who were doing pretty well for themselves in the hospitality industry. He decided to follow their footsteps only to realise that he excelled in his new found career. “My dad initially disapproved of my decision to become a chef. Thankfully, after watching me, many youngsters from my family are now in this profession.”



## I want to introduce a unique fine-dining concept in Dehradun

Chef Joshi began his career by working as an apprentice for The Oberoi Hotel in Delhi. He spent three years training rigorously under some of the most renowned chefs in the country. He later moved to the Taj Hotel and worked there as Commis II for 2 years before coming to the Gulf.

"I arrived in this region the first time as part of the opening team for the Oberoi Trident Hotel in Jeddah in 1992," he says. This was the first of many openings for Chef Joshi.

He says, "I went back to India and helped with the opening of the Parkwell Intercontinental in Delhi. Two years later helped with the opening of the Le Meridien in Pune. And finally, went on to help with the opening of the Le Meridien Hotel in Mumbai in 2000 before returning to the Gulf."

He was part of the opening team for Al Hamra Fort Hotel and stayed here for five years before taking up the role of Executive Chef at Acacia Hotel.

He is the only chef to have worked at a senior position in two prominent hotels in Ras Al Khaimah. When quizzed about supplier issues, he says, "We have no issues with stocks. There are rare occasions when we need something and suppliers will not come immediately. However, they do try and help most of the time."

His advice to young chefs is, "Job rotation is important. You have to know the different sections of the kitchen, various types of cooking, presentation of meals and buffet, etc."

The chef, who lives here with his wife and who loves herbs-infused Asian cooking, says, "Someday I would like to have my own unique fine dining restaurant concept in Dehradun."





## Chef Chadi Salloum

*Executive Chef*

*The Cove Rotana Resort*

**C**hef Chadi got into the profession by chance. “My uncle, who was a Chef in the Gulf, advised me to study hotel management. And I did,” he says.

The Syrian national began his career with Le Méridien Lattakia in his home country and then

went on to work with two local hotels before moving to the UAE.

As luck would have it, he joined Al Ain Rotana in 1999 instead of Royal Mirage. He started out as banqueting in-charge and has been with the group ever since.



## I love cooking trendy fusion food over bulky cuisines

"I have gained all my experience from Rotana so it is only fair that I share it with them," he says.

Chef Chadi always aimed to be an Executive Chef but chose a different route from his peers. "I like to be stable and not jump from one hotel to another. I like to study," he says.

The move definitely paid off. Eleven hotels and four countries later, Chef Chadi is one of Rotana's senior chefs and has been Executive Chef for a while. He has managed Rotana kitchens in Egypt, UAE, Lebanon and even in his hometown of Syria.

Four months ago, he took up the role of Executive Chef with the Cove Rotana in Ras Al Khaimah and says he enjoys the additional responsibility that comes with growth. "I love cooking but there are other things like revenue forecast, developing staff, improving kitchen and so on," he says.

Talking about business in Ras Al Khaimah, he says, "Business here is completely different from Abu Dhabi and Dubai. We see 70-80 percent occupancy on weekdays and 100 percent on weekends. We see a lot of guests from Dubai and Abu Dhabi during the weekends. They do compare the service with the hotels there and therefore the challenge is to satisfy everybody even during full occupancy."

When it comes to supplier challenges, he says candidly, "We have no challenges with any supplier. As a group we have enough suppliers and if one refuses we can call another."

Chef Chadi has been married for eight years and lives in Ras Al Khaimah with his wife and four-year-old triplets. He loves to cook trendy fusion food over bulky cuisines. His future plan would be to start his own business and his advice to young chefs is, "Be passionate about the job, be more patient and cook with love."



## Jameel W. Dib

*Executive Sous Chef  
Casa Hotels and Resorts*

**C**hef Jameel found his calling at a very young age. From the age of 12, he started spending all three months of his school summer vacation at his grandparents' restaurant in Syria. "It was a seasonal restaurant that ran only during the summer months. My uncle was the chef and I loved helping him in his work," he says.

Those were the formative years that inspired him to become a professional chef. After finishing

school, he opted for a higher diploma that taught him all aspects of the hospitality industry including F&B service, Production, Accounting and even House-keeping. In his second year of studies, he decided to specialise as a Chef.

"When it comes to the kitchen, the older you get, the more experience you gain and the more you are wanted; unlike some other departments where you have an advantage when you are young," he says.





I like to cook regardless of how busy I am. It's in my blood

After graduating in 1999, he came to Dubai and joined the Crowne Plaza hotel, where he worked for seven years. He then moved to Intercontinental Al Ain as Oriental Chef and worked there for over 5 years.

"This was a great experience for me because I would work in the absence of the Sous Chef and the Executive Sous Chef. Seeing my work, my Chef helped me get a job here at the first Casa Hotels and Resorts property in the UAE," he says.

Having joined 3 months ago, Chef Jameel is enjoying the challenges with the new role. He says, "I manage the palace, which are the residences, as well as the village. I have to work in three different locations as the main kitchen is under renovation and my team works in two separate kitchens. Luckily, all are within walking distance and when it gets hot I use the club car."

Chef Jameel describes himself as a completely hands-on chef. "I love helping the younger chefs, guiding them with new dishes. While I like the administrative side of things, I like to cook regardless of how busy I am. It's in my blood," he says.

Regarding supplies, Chef Jameel says he has no problem. "It is only 86 kms from Dubai which is way better than Al Ain. If I need something I just pick up the car, drive down to Dubai and pick-up the stuff I need."

Chef Jameel married Cheryl, a Filipino national, six years ago and has two little daughters whom he likes to call angels.

His advice to upcoming chefs is, "Don't doubt your boss. You never know when and where he might help you."



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**ALMASA**

# THE Good Guy

**Vivek K Huria**, Executive Chef at the Al Hamra Fort Hotel and Beach Resort in Ras Al Khaimah, tells **Aquin George** about his journey as a chef and the exciting developments unfolding at his hotel

If you think good guys come last, think again. Chef Vivek K Huria is the perfect example of how a jovial and altruistic individual can rise to the top through sheer hard work and passion for his trade. Today, he is not only an Executive Chef but also represents all the Chefs in Ras Al Khaimah as Vice President of the Emirates Culinary Guild.

Anyone who knows Chef Vivek will tell you he's a good guy. "Not a shred of inflated self esteem," is how one chef described him. In just a few minutes of meeting him you realise this is true. You also realise that his signature style is his whole-hearted laughter. It is not loud or brash; just warm and inimitable.

## TRYST WITH COOKING

He begins by narrating his tryst with cooking. He says candidly, "I did not know much about the hospitality industry. As someone who was born and raised in a middle-class Indian family, we never dined out or stayed at five-star hotels. I just knew that I loved food and that there was a hotel school in the city. So I thought, why not go for it?"

Chef Vivek took up hotel management at the Indian Institute of







Business Management (IIBM) in the Indian city of Patna. “The subjects taught here were better than the boring science and history subjects I had to endure in school,” he says.

During the course of his studies, Chef Vivek received hands-on training at various hotels, which gave him his first insight into the hospitality industry. “At IIBM, I studied seriously and got very good grades. My entire focus was on gaining as much knowledge as I could. Not once did I worry about which hotel job I would take up after graduating.”

### CHEF CAREER

Getting a job was not an issue for Chef Vivek. During the campus interviews, his charming persona and good grades helped him secure a job at the world-renowned Oberoi Tower in Mumbai. This was 1986 and Chef Vivek was just 19 when he made his first trip to India’s financial capital.

“I felt lucky to be one of two students selected from my college. Having come from a small city, I was excited to be a part of India’s biggest five-star hotel with 700 rooms,” he says.

It is here that Chef Vivek learnt the tricks of the trade. While deputed to work in the Indian kitchen, he consciously took time out to learn French cuisine. “I spoke to my seniors who advised me that learning more cuisines would help me further my career,” he says.

During this period, his father had retired from the Indian Railways and his parents had moved to Delhi. “It had been four years at the Oberoi Tower and I was thinking of moving to Delhi when I got yet another good break with the Hyatt as Commis I. The Hyatt is the biggest hotel in Delhi with 535 rooms,” he says.

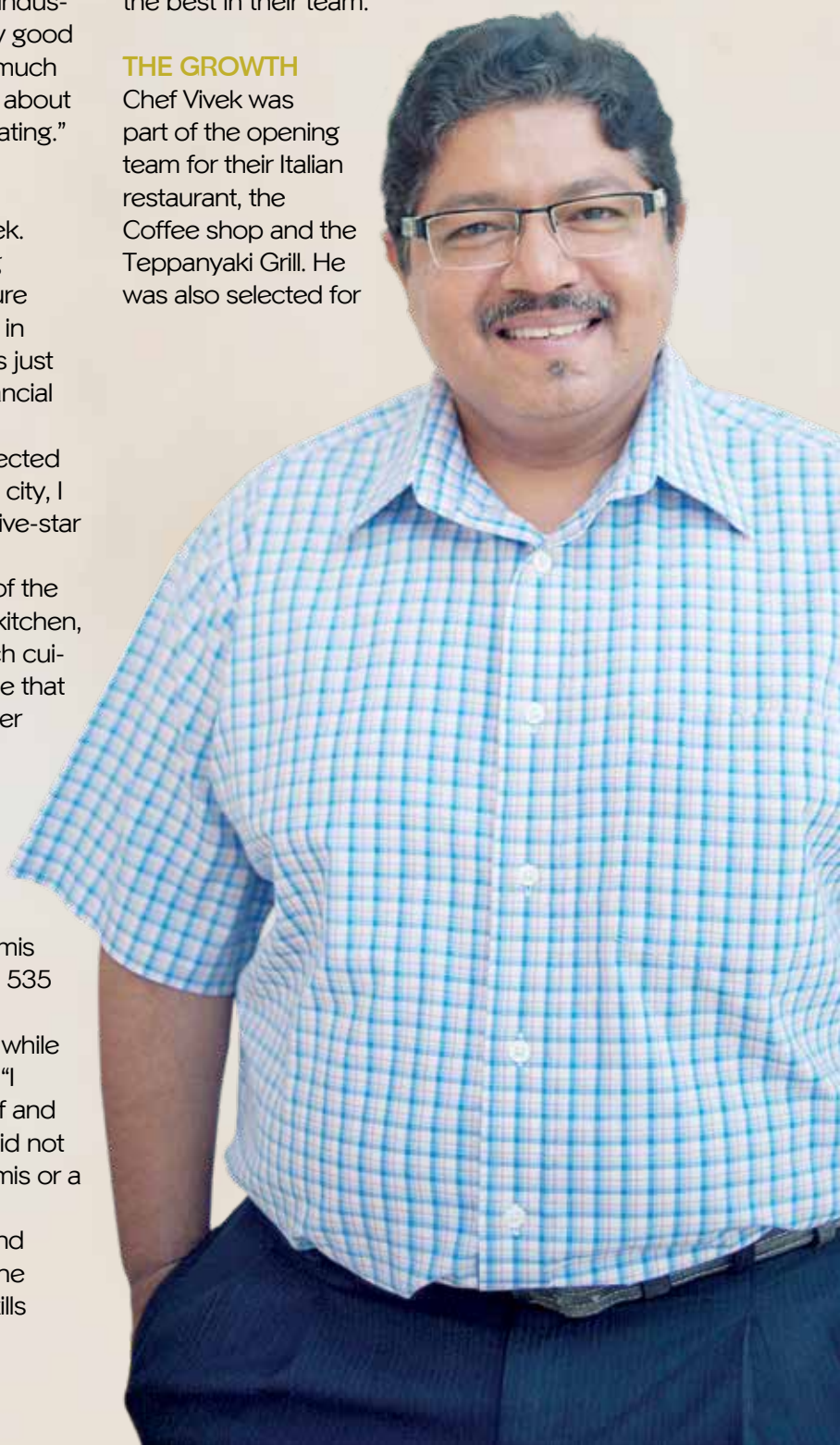
Here too he worked in the Indian kitchen while constantly yearning to learn other cuisines. “I remember walking up to my Executive Chef and telling him that I needed his guidance as I did not want to spend the rest of my life as a Commis or a Chef de partie.”

He was sent to the Continental Kitchen and eventually worked in most kitchens inside the hotel. His culinary skills as well as his soft skills

caught the attention of his seniors. “The hotel went through major refurbishment and whenever a new restaurant was due to open, the chef there would want to keep me in his team. I guess it was because they thought that I was the most experienced person in the team or because I could do the best in their team.”

### THE GROWTH

Chef Vivek was part of the opening team for their Italian restaurant, the Coffee shop and the Teppanyaki Grill. He was also selected for







a lot of training programmes. “I was the youngest chef to complete all training programmes in Hyatt and was also the youngest to become Chef de cuisine there,” he says.

During the 10 years that Chef Vivek spent at the Hyatt in Delhi, he was sent to Japan to learn Japanese cuisine and to Australia to promote Indian cuisine.

He is extremely thankful for the decade that he spent working at the Hyatt. He says, “Hyatt is the leader in F&B in India and it is Hyatt that really helped build my career. The Hyatt culture is the reason I am an Executive Chef today.”

He quit Hyatt to join the opening team of Le Royal Meridien in Mumbai as Execu-

tive Sous Chef. He worked there for 20 months before being hired as Executive Sous Chef for the pre-opening team of the Grand Intercontinental Hotel, also in Mumbai. It was just 18 months at the Intercontinental when he was headhunted for the role of Executive Chef at Ras al Khaimah’s first five-star resort.

“Before taking up the role at Al Hamra Fort Hotel and Beach Resort, my only question was, ‘Will this be an international chain?’ I had only worked with five-star international chains until then. They said they would make their own chain,” he says.

#### **MOVE TO RAK**

Chef Vivek took up the offer and moved with his family to Ras Al Khaimah in 2005. Joining a hotel with just 266 rooms and four restaurants came as a culture shock to Chef Vivek, who until then had





been managing the kitchens of some of India's busiest and most reputed five-star chains. "After joining Al Hamra, I opened 5 more restaurants and 219 additional rooms."

"My career never stagnated at Al Hamra. I was always doing something new. The hotel changed quite a bit over the past six years with so many openings and expansions happening internally. And now, the owners have handed the property over to Hilton for better management."

"Hilton has retained me as their Executive Chef for the hotel and will be further refurbishing the place before reopening it as Hilton Hamra Beach Resort and Spa in 2013. Therefore, the future looks extremely interesting and I am looking forward to exciting times ahead. I am already planning new concepts for a powerful launch."

#### FAMILY LIFE

Chef Vivek was still a 25-year-old Commis living with his parents in Delhi when he married a doctor. "Imagine a Commis marrying a doctor," he says. The two had met five years earlier at a family function and had kept in touch ever since.

Being in two different cities – he working in Mumbai and she studying in Lucknow – they wrote letters to each other as there were no emails back then. Their families decided to get the two married and they went on to have two beautiful daughters. The family now lives in a garden villa in Ras Al Khaimah, with the elder kid studying in the US.

Life, however, was not always this easy. "Money was an issue and there were times when we didn't have money at all," he says. However, what startles you about his answer is his care-free tone. He does not equate lack of money with troubled times. He says, "I have never run behind money. Whenever I have wanted something I would get it."

So what are tough times according to him? "The tough times were when my daughters and I had to live away from my wife. She took up a job with the Indian Army as Captain. She was the sole female medical officer moving with the unit to the border area during war times and she lived in a tent for a



A machine can also cook, however a chef cooks from the heart. It is still an art and that must never be forgotten

year. We kept in touch over the phone and were always worried when we heard about bombings. It was the hardest time for me.”

“Also, my mom still says I am in the wrong profession as I am never home early,” he says and laughs.

#### LIFE AT THE TOP

Talking about the difference between Executive Chef and Executive Sous Chef, he says, “There

is little doubt that an Executive Sous Chef has to manage the entire hotel while all credit goes to the Executive Chef. When I was the Executive Sous Chef, I thought I was doing everything and the Executive Chef just sat on the chair. Today, when I have the chair, I realise what an Executive Chef has to go through (laughs). It is really not as easy as it looks,” he says.

Talking about the basics that every Executive Chef must get right, he says, “You have to keep your staff, your management and your guests happy. Not to forget your family too. If your staff is performing well, if you have good relations with them, and if they are happy with you, you will be successful. You are not always there when the food is cooked and presented to guests, so you have to trust them. A machine can also cook, however a chef cooks from the heart. It is still an art and that must never be forgotten.”

“In my own personal life there is one additional thing I have learnt and that is not to take your commanding attitude home. Leave your authority in the kitchen as your family will not tolerate you bossing around,” he says and laughs.









As Area Vice President  
ñ Middle East for The  
Rezidor Hotel Group,  
**Marko Hytonen** looks  
after the operations of  
29 hotels in the MENA  
region including nine  
in the UAE. In an  
interview he tells  
**Aquin George** why  
he believes F&B  
brings soul to a  
property

## SOULFUL

### Could you tell us a bit about your career prior to your current role?

I joined Rezidor in 1992 and have since held General Manager's positions in Russia, Oman and Cape Town. In 2004, I was appointed General Manager of the Radisson SAS Royal Hotel in St. Petersburg and Area Vice President for Russia, Baltic's and Turkey.

In June 2006, I made a move to the Corporate Office in Brussels and took over the responsibility for Future Openings and Corporate Food & Beverage as Corporate Vice President. As the company continued to grow, the Future Openings and Food & Beverage department split into two separate

departments of which I continued the leadership and focus on the Food & Beverage area.

I then moved to the Middle East to take up my current role in which I'm responsible for the management and development of the group's revenue streams throughout the region, its future hotel openings, staff recruitment and retention and the quality and performance of all properties across the company's brands.

### How important is Food and Beverage at the board level?

The F&B represents a significant amount of our annual revenue. It's definitely not something we

can ignore or would choose to. In the Middle East in particular, the food and beverage outlets in each hotel form the entertainment hubs, they are what brings the soul to the property.

#### **How involved are you with F&B today?**

Taking into consideration my overall responsibility of the Middle East region, F&B is certainly a major focus area for me. We're currently looking into adding new restaurant and bar concepts throughout the region as well as building on the successful concepts we already have.

We're also evaluating the right outsourcing options; we're always open to concepts that will add value to our established F&B venues.

#### **Could you tell us more about the dining outlets across the chain of hotels under you?**

We have several of our own concept restaurants around the region, Filini our Italian restaurant and RBG bar and grill have presence throughout the Middle East. In addition we have various cutting edge venues around the region covering a range of cuisines from Asian to Mexican.

This year we have introduced Cucina, authentic Italian at Hotel Missoni Kuwait and several outlets at the Radisson Royal Hotel in Dubai, in particular a Japanese restaurant called Icho.

In the UAE we have some very popular F&B options that have become firm favourites. This includes Certo at Radisson Blu Hotel in Dubai Media City, a fantastic Mexican concept called Amerigos at Park Inn by Radisson on Yas Island, Abu Dhabi and of course, at Radisson Blu Hotel, Dubai Deira Creek we have 16 incredible and varied F&B options.

#### **Do you interact with your Executive Chefs?**

With our own concept restaurants, various activities take place on a regular basis. The Chefs are invited to participate in 'cook off's' and are very instrumental in deciding on new menus, new recipes and ideas.

In addition, as one of the fastest growing hotel chains many of our Chefs have the opportunity to participate in some of our 'Grand Openings', a chance for them to really showcase their skills.



The UAE in particular is very competitive; most of the top brands are represented in Dubai, dramatically changing the F&B landscape in the city

#### **Tell us more about your chefs who win big at culinary competitions.**

We are lucky enough to have Chef Uwe at our Radisson Blu Hotel, Dubai Deira Creek, who has won many awards over the years. In addition he's coached and nurtured the next generation of young Chefs not just within his hotel but also in the wider chef community.

He recently shared his recipes for success in an award winning book. In addition many of our Chefs take part in culinary competitions as well as annual events like Taste of Dubai.

#### **Has the F&B business model changed in any way over the past few years?**

As in Europe, we have seen more and more Chef driven concepts and branded outlets enter the Middle East market. The UAE in particular is very competitive; most of the top brands are represented in Dubai, dramatically changing the F&B landscape in the city.

#### **Is there an F&B concept in the UAE you love and would like to replicate?**

There are so many fantastic F&B concepts in the UAE as it stands; it would be hard to introduce something truly original to the market. However, there are many new branded concepts today that would sit very well in our hotels. That said the commercial T&C's need to be feasible.







# Meet MR. RELIABLE

Executive Chef **Edgar Razon** from Coral Beach Resort Sharjah has selected **Babul Gomes**, his Executive Sous Chef, as the rising star in his team. He tells us why...





*Chef Edgar Razon (left) and his rising star Chef Babul Gomes*



### Why did you choose Chef Gomes for this coveted title?

Chef Gomes is someone you can rely on to get the job done. He is extremely flexible in the way he performs his tasks. He is very hard working and possesses a lot of patience. These are two important qualities needed to rise to the top.

He excels under pressure and is always motivating my chefs. I have seen him give his full support to his subordinates. He is also good at doing administrative jobs. All of these attributes count a lot. This is why he is the rising star in my team.

### What makes him stand out from the rest?

I like the fact that he is always punctual. If he says he's going to be there at a given time, he will be there. If something needs to be prepared or delivered at a certain time you can be rest assured that Chef Gomes will do it as per plan.

Another thing that sets him apart is his ability to take charge and organise the kitchen operations in my absence. I place a lot of trust in him and his ability to keep things going smoothly whenever I am required to be away.

### What are his strong points and which are the fields he still needs to master?

Chef Gomes, as I have mentioned earlier, has a lot of strong attributes. First and foremost are his leadership skills. His ability to lead a team of chefs will help him a lot in his future. His supportive nature is another great quality that accentuates his leadership skills. He is able to provide team members with the necessary guidance when required.

When it comes to cooking, I would say that his strengths lie in international cuisine. He knows this area extremely well. If there is something I think he needs to master, it would be his food presentation.

### Ten years from now, where do you see him going?

I have little doubt that he will become an Executive Chef in the near future. He is groomed to take on the top position in the time to come.



*Chef Edgar Razon*

### Being an Executive Chef, what are the qualities you look for before including anyone on your team?

When I take someone on board, I make sure the person has a strong personality. I am always on the lookout for people who have the confidence to complete the task on hand. To be on my team, a chef needs to be a smart organiser and must have the patience required to do the job well.

The person must be punctual and have the strength to work well under pressure. Not someone who crumbles when the going gets tough. However, the most important quality that I look for in a chef is the right attitude. A positive attitude comes first before everything else.

## Chat with Babul Gomes

### How do you feel being chosen by your





*Chef Babul Gomes*

### **Executive Chef for this coveted title?**

I feel extremely proud and am also a bit humbled. It gives me a lot of happiness when I see my hard work and my experience being appreciated by my Executive Chef. He is someone I look up to.

### **Why did you decide to become a chef?**

Well, I guess it was inevitable considering my father was an Executive Chef. During my growing years, I would always see my father prepare a wide variety of cuisines and had the opportunity to experience diverse tastes.

During his days off, he would cook something special for the entire family. It was thoroughly enjoyable. He was an absolute inspiration. After I finished my schooling, I joined him without ever thinking twice. I joined to learn and unravel the mystery of good food. It is his teachings that have helped me grow in my career.

### **What kind of cuisine do you specialize in?**

I am specialising in Mediterranean Cuisine. I am absolutely in love with it.

### **What, according to you, are your strengths and weaknesses as a chef?**

One of my biggest strengths is that I can work long hours without feeling the heat. It comes naturally to me. I guess it is born out of my passion for cooking. There is also something about being able to create new dishes or create variations within existing recipes that keeps me going.

My ability to help fellow chefs is also my strength. My team, of course, is helpful as well. I like to face challenges and am confident of overcoming any challenge inside my kitchen.

My biggest weakness, I believe, is this small fear of receiving a complaint from a guest. To counter this fear, I always try to reach expectations and ensure complete guest satisfaction.

### **How are you trying to better your skills?**

The best way to accentuate one's skill set is through learning and through experience. I am always on the quest to acquire more knowledge and to enhance the level of experience I have gained.

### **What kind of food do you love?**

My favourite would be Indian food.

### **What, according to you, is essential to be a successful chef?**

The four pillars to becoming a successful chef are experience, knowledge, patience and respect. According to me, these qualities are extremely essential for any individual to succeed as a chef.

### **Your Executive Chef has placed a lot of trust in you and has high expectations from you, how will you endeavour to fulfil these?**

I have always had the utmost respect for him and that is something that will never change. I will strive to do the things that will make him proud of me. And most importantly, maintain the trust he has always placed in me.



Sameh Youssef, the Executive Sous Chef at Holiday Inn Al Barsha, shares his love for Mediterranean and Continental cooking with three delicious recipes from his collection

## THREE TO

# Tango

**C**hef Sameh, who hails from a family of doctors and engineers, took the bold decision of becoming a chef when he was just 15. His family certainly wasn't amused. They hoped he too would follow tradition. That, however, was not to be.

He convinced his family, particularly his father, to allow him to join a five star hotel for training in Cairo, Egypt during his school summer holidays. He worked there as a kitchen helper, learning the basics and gaining an insight into how things worked at the "back of the house".

While studying in college, Chef Sameh joined

the Sofitel in Cairo as Commis II. He worked in the main kitchen indulging in "heavy cooking" and prepared food for banqueting as well as preparing sauces. Two years later, he joined a local hotel chain in Cairo as Commis I and then moved to Ramada in Cairo where he was promoted to Demi Chef de partie.

He moved out of the hospitality industry to spend three years as Kitchen In-charge for BAS petroleum, a company that supplied fuel to the Air Force. A challenging job, Chef Sameh often spent 18-20 days on a barge with his team of 10 chefs. Cooking aside, he had to ensure sufficient food



supplies were on board, as there were no second chances once the barge was in the open waters.

Chef Sameh got his next break at the Army Officers Club in Abu Dhabi, as Chef de partie. He then moved to Sheraton Abu Dhabi Corniche where he worked at an outlet called Flavours as an Assistant Specialty Chef. Here, he learned a lot about Asian and International cuisine.

He moved to Dubai after being offered a job with Coral International Group. He started off as senior Chef de partie at the Coral Boutique Hotel and Coral Villas and was promoted to Sous Chef and soon after was promoted again to the position of Executive Sous Chef. Chef Sameh moved to Holiday Inn as Executive Sous Chef in April 2008.

## Slow-roast tomatoes with beef pastrami & artichoke

"A very simple dish that is a marriage of three wonderful flavours and tastes"

### Ingredients

100 g	Sea salt flakes
4-6	Plum tomatoes, halved
8	sliced beef pastrami or ham
	Grilled artichoke
	Black olives ,Spanish or kalamata
	Flat n leaf parsley
	Olive oil to serve

### Method

- Heat the oven to 140c. Make a thick layer of salt on a baking tray, top with tomatoes, cut side up, then slowly roast for 3 hrs until they are semi dried. remove from the salt and keep for longer than a day ,store in a sterilised jar completely submerged in olive oil .
- To serve, arrange two slices of pastrami on a serving plate, toss the tomatoes, artichoke, olive and parsley in a little oil, then arrange in the centre and serve with some breadsticks.





## Basil & white chocolate cream with sticky balsamic strawberries

"An unusual combination that has a sweet and sour taste with a underlying taste of Basil"

### Ingredients

284ml Cream  
1 large bunch Basil leaves, plus extra leaves to serve

300g White chocolate ,chopped  
50g Golden caster sugar  
2tbsp Balsamic vinegar  
250g Strawberries , hulled and halved

### Method

- Pour the cream into a sauce pan, and then add the basil leaves and stalks, bring to a simmer over medium heat, then remove from the heat and leave to infuse for 5 minutes. Discard the basil and reheat the cream to a simmer.
- Remove the cream from the heat and immediately tip the chocolate, leave for a few minutes to melt, and then stir until smooth, pour the mixture into 4 serving glasses and chill for a least 1 hour.
- In a small sauce pan, mix the caster sugar and balsamic vinegar with 2 tbsp of water and cook over a medium heat, stirring continuously, until the sugar has dissolved and the mixture has reduced by half to sticky syrup, (about 5 minutes) cool before pouring over the strawberries and allow soaking for at least 1 hour.
- Spoon the balsamic strawberries over the cream and decorate with basil.



# Cod Provencal

"I chose Cod because it is soft and tasty but it is easily replaceable with any other fish. Be careful not to overcook the vegetable"

## Ingredients

About 175g	Cod fillets
1 tsp	coarse salt flakes
2	red peppers
1	garlic clove
2	fennel bulbs
6	tbsp olive oil
350g	very ripe cherry tomatoes, halved
1 tbsp	balsamic vinegar
Handful	Pitted black olives
1 tbsp	capers in brine, drained
	Small handful each lemon of thyme, oregano and basil leaves
10	marinated anchovy fillets, chopped

## Method

- Lay the fish fillet in a shallow dish and sprinkle both sides of the fillet with salt and some freshly ground black pepper, set aside or chill overnight.
- Finely slice the peppers, then grate garlic
- and lemon zest over the peppers, slice the fennel with a sharp knife, then tip half the fennel into a bowl of iced water and set aside.
- Brush the salt off the fish. Heat 2 tbsp of olive oil in a large non stick pan, cook the fish for 4 minutes until browned, and then remove from the pan.
- Add one more 1 tbsp of oil in the pan, Fry the fennel and the marinated pepper together for 5 minutes until soft and starting to brown, throw in the tomatoes and the balsamic vinegar, then continue to cook for 3 minutes until they soften and release their juices, then add the olives, capers and herbs then toss everything together.
- Put the fish fillets, among the vegetables, and then lower the heat and simmer uncovered for 5 minutes, until the fish is cooked. Lift the fish from the pan and give the sauce a final simmer and stir, then turn off the heat.
- Drain the reserved fennel and pat dry with kitchen towel, toss with juice from half the gated lemon, olive oil and the anchovies, to serve.
- This dish is better served warm rather than hot.







# US POULTRY Engagement

The USA Poultry and Egg Export Council organised a 'US Poultry Workshop' in Dubai last month from October 15-18, 2011. The hands-on workshop was broken down into four half day sessions including lunch to accommodate both senior and junior chefs that had expressed interest in participating in the event. We bring you some of the moments captured at the four-day workshop.











# TRYST WITH Turkey



**S**ix chefs from the UAE were selected to go to Turkey last September to attend an Ireks seminar. The trip was organised by Safco International, the authorised distributor for Ireks bakery and pastry ingredients in the UAE. The seminar and training was held at Ireks' factory and training facilities in Cerkezkoj, an hour's drive from Istanbul. The chefs spent the first two days learning about bread and other baking products and the remaining time learning more about pastry products. Here are some images they brought back from the journey.







# THE GUILD *Meet*

Last month's Guild meeting was hosted by Park Regis Hotel, Dubai, its Executive Chef Poonsak Sumonratanakul and his team. Members of the Emirates Culinary Guild, both senior and junior, turned up to find out about activities taking place in the region and to understand what initiatives were planned for the coming months. Corporate members of the Guild talked about new products that were available to professional chefs and brought samples to taste. The meeting was chaired by Chef Micheel Uwe, President of The Guild and Chef Prasad, the Vice President of The Guild for the East Coast. We bring you images from the meeting.







# WITH CONVOTHERM IN *Germany*

**A** UAE-team of chefs made a trip to Germany last month as part of a programme put together by the Convotherm Team in Egelfing. The chefs learnt about the production of the equipment, the closed system and the overnight cooking capabilities of Convotherm products. The learning sessions was held during the first half of each day while the second half was used to explore neighbouring areas and popular tourist spots. Here are some of the memories that the team brought back.











# Basil

## FOR ALL SEASONS

For Chef Antonio De Dominicis, Executive Chef at Frankies, basil is not just his favourite ingredient, it is in his DNA



### What is your specialty?

My cooking has been most influenced by south Italy, where I was born. It's mainly Mediterranean style food with the freshest ingredients. It's in my DNA. That said, I love experimenting with Italian food, pushing its boundaries. I place special emphasis not only on matching flavour but also on presentation, especially the colour of my dishes.

### Could you tell us a bit about your previous experience?

I started by following my brother's footsteps and joined a hotel school in Italy when I was young. I landed my first job as an unpaid kitchenhand in the first year of school, a very stressful job but one where I felt the satisfaction of working in a kitchen.

I then moved to London for three years where I worked for a couple of restaurants. I tend to get bored quickly and I gladly took up an opportunity to work with the Inghosso family that owns some of the best restaurants in Stockholm, Sweden for a while. I then had a couple of small stints in Turkey and Morocco before moving back to Italy where I worked for four years.

Bored again and looking for new challenges, I got a job in Dubai after a long and tough selection process with the Emporio Armani Café. It was an amazing experience. I worked there for a year and a half when one day a diner at the café asked to see the chef. I walked up to the gentleman who complimented my food and offered me a job.

The man was Chef Uwe Micheel, president of the ECG and the job was at the Radisson SAS, Deira. I could not say no.

I worked there for three and a half years, the most amazing years of my career where I learnt how to create new menus, plan catering for large events and manage public relations amongst other things. I am now the Executive Chef at Frankies and have been here for seven months. I'm very happy with my present job and the challenges that come with it.

### While cooking, what is your favorite ingredient?

My favorite ingredient is Basil. That's the first thing

that comes to mind. I also love tomatoes in equal measure.

### Why do you like this ingredient so much?

Basil brings me memories of my childhood, of summer, of happiness. My mother used to grow basil in the balcony and everything she cooked had a touch of basil. How can I not love it?

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

Basil lends a fresh flavour and a touch of colour to my food. It's fantastic on any summer dish. As it's almost always summer or spring in Dubai, I see no limitations using it here all year round!

### What are your earliest memories of this ingredient?

I remember, as a child, all members of our family would come together in the summer, to prepare tomato sauce for winter. It was prepared in large quantities and everyone was given a particular job. Mine was to put a basil leaf in every bottle before it was sealed.

### From where do you get the best quality product?

I buy all my basil from a local supplier. The best quality basil comes from a region in Italy called Pra.

### How versatile is basil and in how many kinds of dishes and cuisines can it be used?

I can prepare everything from starters and main courses to sorbets and desserts using basil. It is a magic ingredient because of its versatility. It's used all over the world. But I know for a fact that Italians use it the most.

### If, for some reason, you cannot find this ingredient, is there a substitute available?

No. For instance, I cannot see an Italian tomato sauce as complete without basil. But if I just don't have a choice, I would use fresh oregano.

### How important or indispensable is basil in your culinary scheme of things?

As a pure Italian, absolutely essential (smiles).





## Tuna salad with Basil bavaroise and Buffalo mozzarella

For 1 portion

### Basil bavaroise

#### Ingredients

1 bunch	fresh basil
cl	fish stock
1 pinch	oregano
1 pinch	of salt
2 gm	agar agar

### For the tuna

#### Ingredients

160 gm	yellow fin tuna filet
4 gm	mix sesame seeds
4 ml	sesame oil
Salt and pepper as taste	
1 shooter glass	sherry vinegar
1 gm	garlic
20 gm	buffalo mozzarella

10 gm	taggiasca olives
4	red cherry tomatoes

#### Method

- Blend in a mixer the basil leaves, oregano, salt and pepper. Strain and squeeze to obtain a light green juice.
- Warm up the fish stock and mix into it the agar agar, and right after the green basil chlorophyll.
- Place in a 2 cm deep flat tray.
- Keep it in the fridge until solid.
- Marinate the tuna with sherry vinegar, sesame oil, salt, pepper and garlic for 30 min.
- Remove from the marination and coat it with sesame seeds, sear for 2 min per side in a non stick pan.
- Place on the plate a strip of the basil bavaroise. Cut the tuna into 4 and place it on the top of the bavaroise. Alternate the mozzarella, olives and tomato creating a colourful contrast.
- Garnish with some dried onion and zucchini.
- Drizzle with some fruity olive oil and some Maldon salt.

## Black cod filet served with basil fish vellute

### For 1 portion

#### Ingredients

160 gm	skinless black cod filet
2 slices	smoked beef bacon
1 gm	garlic
1 cl	olive oil
2 gm	mix chopped fresh herbs
15 gm	carnaroli risotto
10 gm	mix chopped seafood
1 pinch	saffron
3	baby carrots
1 cl	fish velloute
15 gm	fresh basil leaves
1	small beetroot
1 cl	water
1 gm	soy lecithina
20 gm	parmesan grated

#### Method

- Blanche the basil leaves and shock in icing water before blending. Reduce into paste and strain it.
- Add the paste to the fish velloute and keep aside.
- SautÉ the carrots with oil and garlic.
- Put the parmesan, water and the small pieces of beetroot in small pot and let it cook slowly at 50 c for 30 min.
- Strain it and add the soy lecithine. Wash it until foamy and fluffy.
- Separately cook the risotto with some saffron and the chopped seafood and in the meanwhile marinate the cod with the mix herbs, garlic, salt and pepper. Sear it for 3 min per side and wrap into the bacon.
- Complete the cooking in the oven at 160 degrees for 5 more minutes.
- Assemble the plate placing the risotto in a ring, pour on it the basil velloute and top the rice with the carrots and the crispy bacon coated fish.
- Garnish with the pink parmesan foam and some dried cattle fish ink.
- Serve it hot.







## Kunafa prawns with basil burrata quenelles

### For 1 portion

#### Ingredients

2 king	prawns
30 gm	kunafa dough
2 gm	chopped Garlic
Salt and pepper as taste	
Olive oil	
100 gm	burrata cheese
20 gm	fresh basil
Oregano	
2	asparagus
3	carrots
1 cl	cream
50 gm	parmesan

#### Method

- Marinate the prawns with oil, salt, pepper and part of the chopped garlic. Sear it for 3 min per side in a pan.
- Wait until cold and wrap with kunafa dough, keep to set in the fridge.
- Separately bring to boil in the cream the julienne carrots until mashed. Blend it with some parmesan and chopped garlic until creamy.
- Chop the burrata cheese and melt it in a pan at low fire reducing the water excess. Once melted, keep to set in the fridge for 10 min.
- Once cooled add it to the food processor with basil, parmesan, oregano salt and pepper to taste, and reduce into a cream.
- SautÉ the blanched asparagus and sautÉ in a pan.
- Deep fry the prawns until golden colour, place on the plate the burrata and basil cream, topped with the asparagus.
- Arrange the prawns on it and garnish with some carrots quenelle and some sakura leaves.
- Serve it warm.

# LA CUISINE DU SIAL

## Briefs of the Classes for Entry

### RULES AND REGULATIONS FOR CULINARY COMPETITIONS

#### **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 disqualifications.
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 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. 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: BBMEAEAD
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.



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## 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. Bad hygiene practice will result in disqualification.
22. A professional food-safety company has been engaged to oversee all aspects of hygiene practice at the competition.
23. It is quite possible that the Municipality Food Control Section will conduct its own hygiene inspections as and when it sees fit.
24. The organisers have no control over these two entities. Should either raise an objection to the standard of hygiene of any particular person or team, that person or team will not be allowed to compete

## THE SECRETARIAT:

25. The Emirates Culinary Guild (ECG) is the body responsible for the creation, organisation and administration of the competition.
26. The competition is governed by and construed according to the rules of the organisers.
27. The organisers have sole authority to adjudicate on any matters pertaining to the competition.
28. 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 La Cuisine Du SIAL.
29. 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@emirates.net.ae

## COMPETITORS AND HELPERS

30. Each competitor is allowed one helper to assist with carrying equipment. No other help is allowed to a competitor within the preparation area.
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.



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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 competitors throughout the competition in the position indicated to them by the organisers at the time of registration.
36. 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.
37. Any competitor not in place and ready to start at least five minutes before the time a competition commences, will be disqualified.
38. Competitors and helpers are forbidden from approaching or speaking with or at a judge without the express permission of the organisers.

## **EXHIBITS**

39. 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.
40. 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.
41. All exhibits must be of edible substance except for framing, socles and stands where they are allowed.
42. It is forbidden to use any living entity whatsoever as part of an exhibit (e.g. tropical fish).
43. It is forbidden to depict religious, nude, semi-nude or political themes in an exhibit.
44. All exhibits must be suitable for presentation as a decorative item in a restaurant or banqueting setting.
45. An exhibit must not carry any logo, label or mark of identification; however, competitors must be able to identify their exhibit if required.
46. 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.
47. No preparation or finishing of exhibits is allowed in any area except the designated preparation area at the rear of the competition area.
48. Finished exhibits must be placed in the position indicated by the organisers.
49. No interference with an exhibit is allowed once the organisers have deemed it as submitted for judging.
50. 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.
51. 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.
52. Failure by a competitor to register or exhibit at the specified time could result in disqualification.
53. Exhibits which are removed by competitors without permission of the organisers will not qualify for any kind of award.



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## COMPETITION MARSHALS

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

## AWARDS

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

## COPYRIGHT:

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

## DISCLAIMER

64. The organisers are entitled to cancel or postpone the Salon, or to alter the duration, timing or schedule of any event.
65. 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.
66. 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

67. All queries must be submitted by email to: [theguild@eim.ae](mailto:theguild@eim.ae). The question and answer to each query will be broadcast to all entrants.

## VENUE & ENTRY FEES

1. La Cuisine Du SIAL will be held during the SIAL Middle East Food Exhibition



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2. The venue will be the Abu Dhabi National Exhibition Centre,
3. It will run 21st – 23rd November 2011.
4. 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.
5. The fee for entry to the trophy classes is as follows:
  - i. Best Cuisinier – La Cuisine Du SIAL- Abu Dhabi 2010 AED:500/- per person
  - ii. Best Pastry Chef – La Cuisine Du SIAL- Abu Dhabi 2010 AED:400/- per person
  - iii. Best Artist – La Cuisine Du SIAL- Abu Dhabi 2010 AED:500/- per person
  - iv. Best Arab National – La Cuisine Du SIAL- Abu Dhabi 2010 AED:300/- per person

## **CLOSING DATE**

6. Closing date for entries is Monday October 15th 2011. However, practical cookery classes are normally fully subscribed and closed well before the official 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. The required classes are:

### **BEST CUISINIER**

- i. Class # 10. Five-Course Gourmet Dinner Menu
  - ii. Class # 18. Practical Cookery – Sustainable Fish
  - iii. Class # 19. Practical Cookery – Beef
- *In order to qualify for inclusion in the points tally for Best Cuisinier Trophy a competitor must win three medals, at least one of which must be a gold medal.*

### **BEST PASTRY CHEF**

- i. Class # 01. Practical Cake Decoration
  - ii. Class # 03. Dessert – Four Platters
  - iii. Class # 06. 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.*

### **BEST ARTIST**

- i. Class: #02. Wedding Cake
  - ii. Class # 07. Chocolate Showpiece
  - iii. Class # 09. Open Showpiece
  - iv. 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.*



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**BEST ARAB NATIONAL**

- i. Class #12. New Arabian Cuisine
- ii. Class # 13. An Arabian Feast
- iii. Class # 17. Arabic Mezzah
- *In order to qualify for inclusion in the points tally for Best Arab National Trophy a competitor must win at least one medal.*

**JUDGING AND THE AWARDS SYSTEM**

The team of Judges will adjudicate at all classes of the competition using WACS-approved methods, criteria and documents [www.worldchefs.org](http://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

***Trophy Winners***

Trophy Winners will be decided by the highest aggregate points awarded for all classes entered.

In the event of a tie, the award will be made on the highest points scored from the medals won. Thus:

- Gold Medal with Distinction    7 Points
- Gold Medal                            5 Points
- Silver Medal                           3 Points
- Bronze Medal                         1 Point



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*Mr. Ronnie Khajotia, CEO, Masterbaker receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.*



**Masterbaker** was born out of necessity due to its parent company's bakery pedigree. The company belongs to the Switz Group, which boasts of industrial bakeries (Switz Bakery) in Saudi Arabia and Oman as well as retail bakeshops in Oman and now, in the UAE.

The company began its operations in Jebel Ali in 1992 as a 100% foreign owned branch of Masterbaker Marketing Ltd BVI. The purpose was to import, stock, distribute and service the Bakery industry. It is the first and only company to specialise purely on bakery ingredients. The focus still continues.

Masterbaker has its own affiliates in the form of LLC companies in Dubai, Abu Dhabi, Doha, Oman and now Bahrain. Its first dedicated refrigerated warehouse was built in 1994 and it has today built up a capacity of 2200 pallets or 1600 tons of goods.

The company's quest has been to de-commoditise different bakery products and bring value to customers. This has been successfully achieved through several major lines including margarine and croissant butter. Masterbaker was the first to bring function specific, margarine and butter to the Arabian Gulf.

This was followed by a focus on the largest bakery ingredient after flour and sugar, which is egg. Egg Station was built and commenced operations in April, 2003, to produce pasteurised egg products including separates. This is now being expanded to 6500 tons per year and will supply first class EU standard products to 10 countries.

Masterbaker represents the following companies that provide the world's best ingredients:

- C.S.M (erstwhile, Meistermarken/Ulmer Spatz) Germany
- Lesaffre, France
- Dawn Foods, USA
- Unifine, Belgium
- Felchlin, Switzerland
- Corman, Belgium

The company has now brought the first solution from Lesaffre to make first class European breads with any local flour with the addition of just flour and water. Viva Le Pain.





*Mr. Bassam Yamout, Director, JM Metal Trading LLC receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.*



## JM Metal Trading LLC

**JM Metal Trading LLC** was established in January, 2004 in Dubai. It is one of the main traders and suppliers of Aluminium and Copper products in the region. The operation is spread across 27 countries in Asia, Middle East and Europe with two sister companies in China and Malaysia.

In 2010, JM decided to enter the retail sector of the aluminium foils business in the UAE with specialty products. With its wide experience in metals (aluminium in particular), JM

can provide the right quality to the specific end user.

JM understands the aluminium as a metal much better than the rest of the market. Moreover, JM Professional Aluminium Foil is probably the only foil with the correct length! It is not found in any grocery or supermarket, but offered directly to professional catering companies and restaurants.

In the near future, the retail division of JM will be developed to offer total packaging solutions to the professional food industry. Currently, the available range of products is as follows:

- JM Professional Aluminium Foils for the catering and restaurants
- JM Shisha Aluminium Foils for coffee shops and private users
- JM Hair Aluminium Foils for nail and salon spas



*Bassam Bousaleh receiving the membership certificate for Pear Bureau Northwest from Chef Uwe Micheel, President, Emirates Culinary Guild.*



**The Pear Bureau Northwest** was established in 1931 as a non-profit marketing organisation which promotes, advertises and develops markets for fresh pears grown in the two Northwest states, Oregon and Washington. Pears coming from these two states are known and sold under the “USA Pears” identification.

The United States is the second largest pear producing country in the world, and more than 55

countries look to the U.S. for sweet and juicy fresh pears.

USA Pears are a fresh, delicious and popular fruit choice among consumers of all ages. Ten principal varieties of pears are grown in Oregon and Washington, each with its own color, flavor and texture. These well-known, individually hand - picked, USA Pears are: the Red and Green Anjous, Green and Red Bartletts, Bosc, Comice, Forelle, Seckel, Concorde and Starkrimson.

USA Pears are very versatile. In addition to being served raw with almost anything, pears bake, poach, sauté, roast and grill very nicely. They can be used as an ingredient in baked goods, and can be made into preserves, jams and chutneys. USA Pears are a PEARfection in many culinary applications!

If all this talk about fresh USA Pears has your taste buds excited, Pear Up and check out this healthy choice at your nearest distributor.





# 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:	Type of Membership Required: (Please tick one)	
Tel. Home:	Corporate <input type="checkbox"/> Senior <input type="checkbox"/> Junior <input type="checkbox"/>	
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:.....

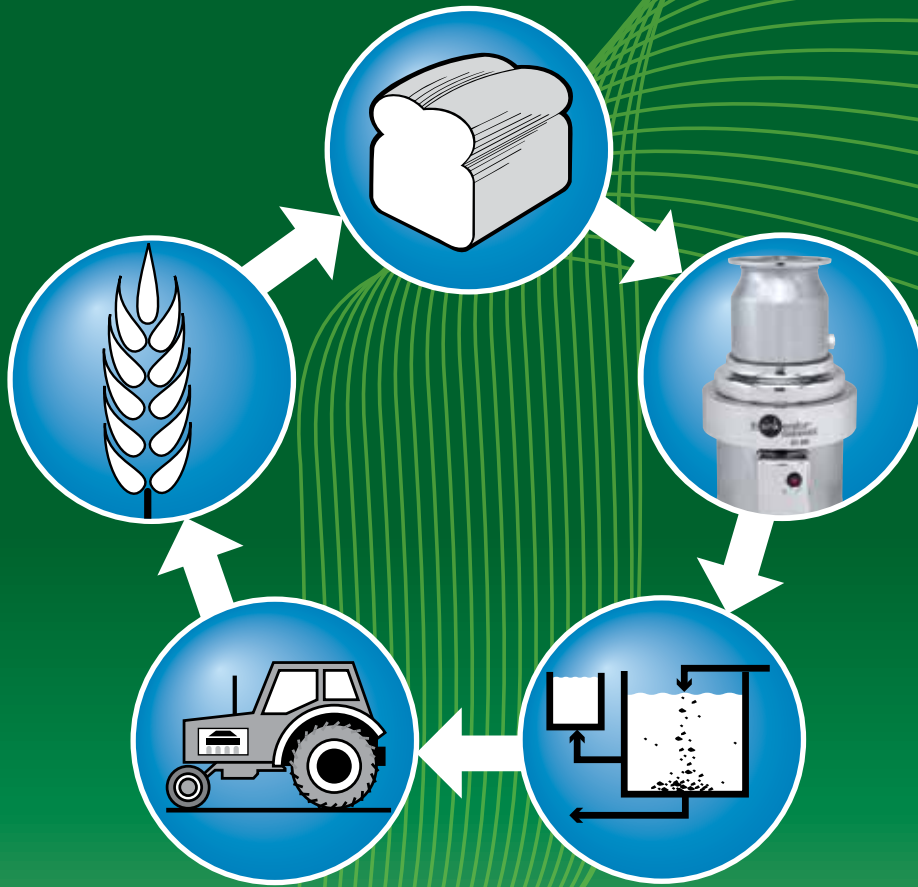
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Remarks:

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



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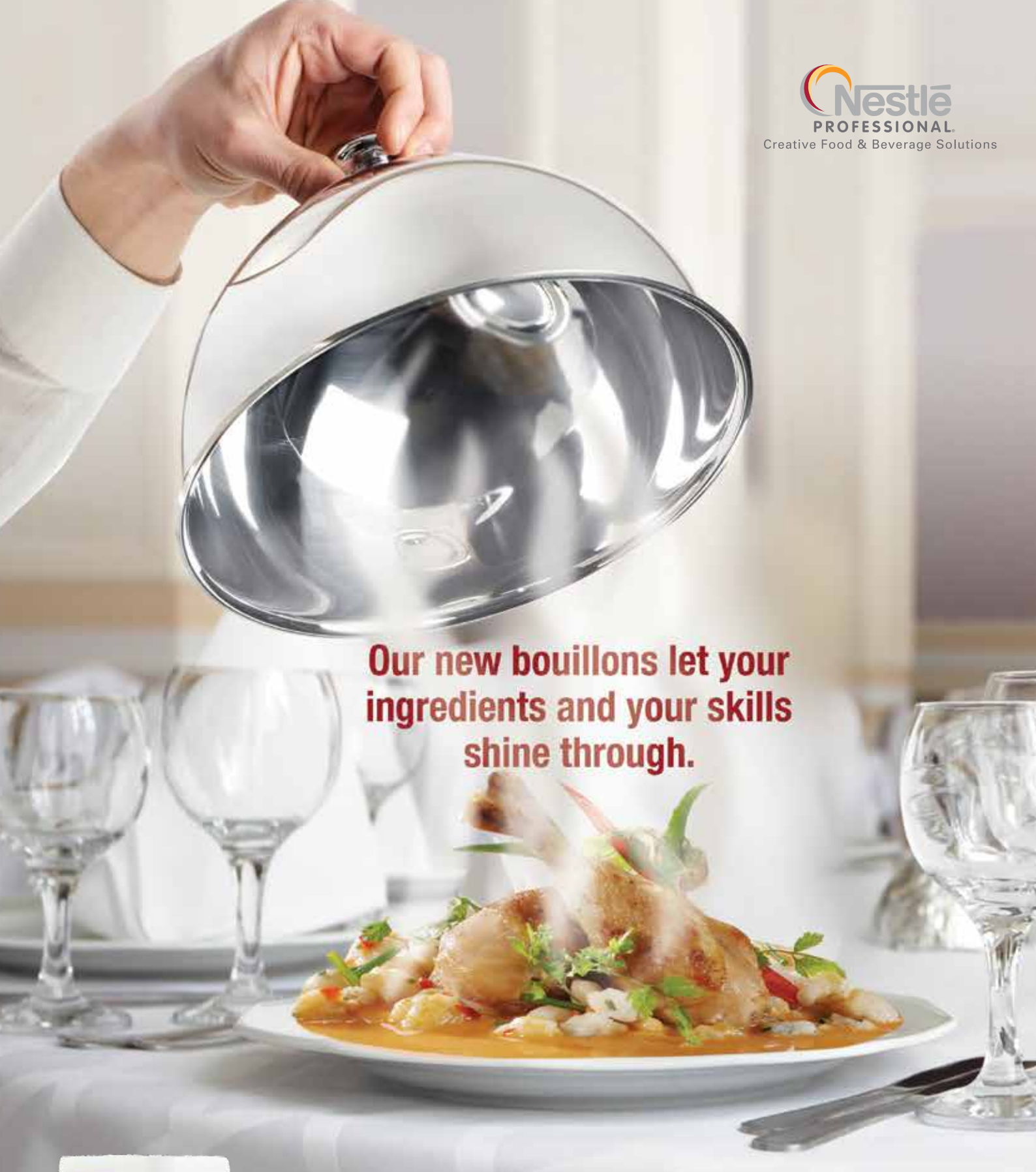
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