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OCTOBER 2022

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volume 17, issue 8

LADY IN WHITE

Meet Chef **Fay Abreo**, the newly appointed President of the Emirates Culinary Guild's Young Chefs Club

INDIAN DELIGHT

Chef Vivek on his journey running his new RAK restaurant, 'Jalfrezi' by Chef **Vivek Huria**



THE BIG TROPHY

Chef **Mohamed Sheik Imran** on how he won the 'Best Cuisinier' award at Salon Culinaire 2022



SWEET RUSH

Conversation with **Subash Gurung**, Pastry Chef at Sheraton Sharjah Beach Resort and Spa





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VIBRANT AND CREAMY WITH A HINT OF SPICE,
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INGREDIENTS

- 5 large tomatoes
- 2 cloves garlic
- 2 onions
- 250g mixed cherry tomatoes
- 1 tsp chili powder
- 2 tsp curry powder
- 20 g fresh basil
- 250g grilled peppers (from a jar)
- 400g vegan & gluten-free spaghetti
- 250ml Alpro Cooking Soya OR
- 250g Alpro plant based alternative to yoghurt plain No Sugars

Prep time: 15 min

Cook time: 35 mins

Serves: 4-5 persons

PREPARATION

1 Start by preheating your oven to 160°C, line a baking tray with parchment paper and bring a large pot of salted water to boil. **2** Cut the large tomatoes and one of the cloves of garlic in two, and coarsely chop one of the onions. Pile them into your lined tray, drizzle with olive oil and season with salt and pepper. Roast in the oven for 40 minutes. **3** Finely dice the rest of the onion and garlic, warm olive oil in a large skillet and sauté them over a medium heat until soft. Halve the cherry tomatoes. Season the onions and garlic with salt, pepper, chili powder and curry powder, then toss in the cherry tomatoes, turn down the heat and sauté for 5 more minutes. **4** Meanwhile, put the roasted tomatoes, half the fresh basil and the grilled peppers in a blender and whizz until you have a smooth sauce. Season to taste with salt and pepper. **5** Cook the pasta according to the instructions on the pack. **6** Grab your skillet of veggies, and stir in the pepper sauce and the Alpro Cooking Soy OR Alpro plant based alternative for yoghurt plain No Sugars. Let it all simmer for six more minutes. **7** Finally, drain the cooked pasta, add to the skillet and stir to coat every strand with the sauce. Scatter with the rest of the chopped basil and serve straight away.



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**WORLD CHEFS
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Dear fellow chefs, ladies and gentlemen,

Welcome to the October issue of our Gulf Gourmet. I am happy to introduce Fay to you this month (of course many of you know her). Fay has taken over the leadership for the Young Chefs from Sana. Sana has relocated to Copenhagen in Denmark. On this stage I would like to thank Sana again for the work she has done for young chefs all these years, and wish her and her family the very best in Europe.

Same time I wish Fay and the Team of young chefs all the best, we can see that the Team is very active with events. Thank you to the entire Young Chef Team for that.

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

Our Team of Artists and Pastry Chefs are getting ready for the Culinary World Cup in Luxembourg. Chairman, Andy is busy to get the paperwork done for 20 plus guys. As in the past our Airline Partner is Lufthansa. We are supported in Luxembourg by Alan Hostert and the team from École d'Hôtellerie et de Tourisme du Luxembourg - EHTL in Diekirch

Also watch this space for details of our new Culinary Competition at the Races. Our UAE chefs will go to Meydan to compete during the Horse Race

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

In addition to the Exhibition, International Salon Culinaire and Education Area we will have 2 more big events. First of all we are hosting



the Middle East Africa Global Chefs Final, Senior Chefs, Junior Chefs, Pastry Chefs and the first time the Best Vegan Chef. The winner of each category will represent our region at the Worldchefs Congress in Singapore 2024. Our Continental Director and very own Chairman Andy Cuthbert is just finalizing all the details.

I am also pleased to confirm that we will host Alen Thong Trophy for Young Chefs National Teams. Mr. Rajan from J.M. Foods our longtime supporter has confirmed his support for the same. Thank you to Rajan and the J.M. Foods Team. Watch this space for more news and update.

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

A big Thank You to everyone who helped us to make the Worldchefs Congress 2022 in Abu Dhabi a big success. The Team from Worldchefs, our Emirates Culinary Guild Team, Joanne Cook of Purple Kitchen Team, Sunjeh Raja and the ICCA Crew.

All our Sponsors. Our food and Beverage Partners from ADNEC and Erth Hotel. We had lots of Partners and Friends who supported us.

THANK YOU ALL

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

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

Thank you to Chef Diyan Manjula De Silva and his Team at Radisson Blu Hotel Dubai Deira Creek who hosted our September Meeting.

Culinary Regards,

Uwe Mischeel
President, Emirates Culinary Guild

ggcontents

- 07 » **Editor's Note**
Our Editor's take on all things F&B in the region
- 08 » **Friends of the Guild**
See the brands that support professional chefs
- 12 » **Best Cuisinier**
Meet Chef **Mohamed Sheik Imran**, winner of the 'Best Cuisinier' award at this year's Emirates Salon Culinaire 2022
- 20 » **Chef of the Month**
Exclusive interview with Chef **Vivek Huria**, Chef Owner of Jalfrezi by Vivek Huria
- 22 » **Pastry Mastery**
Subash Gurung, pastry chef at Sheraton Sharjah Beach Resort and Spa, shares a recipe for the pros
- 26 » **ChefID Young Chef Championship** (CYCC)
Representing Raffles Dubai at the ChefID Young Chefs Competition are chefs **Samson Tom** and **Gautam Kumar Chaudhry**
- 30 » **Cover Story**
Chef **Fay Abreo**, the new president of the Emirates Culinary Guild's Young Chefs Club
- 38 » **Events**
Images of culinary events; this month's issue covers the Guild meeting images from the Salon Culinaire that took place in Abu Dhabi
- 60 » **Members Directory**
A listing of all the leading food, beverage and equipment suppliers in the region





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editor'snote

email editor@gulfgourmet.net

Last month's power-packed issue was well-received by all. It features all the award-winning dishes from the Global Chefs Challenge, the Global Pastry Chefs Challenge and the Global Young Chefs Challenge too!

If you missed that issue, please get in touch with the Guild to get your copy.

This month, we feature winners of the Emirates International Salon Culinare. It took place under the same roof. While it surely may have been overshadowed by the global competitions, the winners did not disappoint with their dishes.

Check out the list of winners and their photographs in this edition. Due to space constraints, we will feature many of the medal winners, the Arabian Cup coverage, and the amazing dishes from these two events in the upcoming issues of this magazine.

The winner of the competition under the Best Cuisinier category is Chef Mohamed Sheik Imran and we have a full-length feature story on him in this issue. The junior sous chef from At.Mosphere Burj Khalifa took part in the competition three times in a row to get to this level of excellence. Read about his perseverance that led him to the win.

Our cover story features Fay, who has



taken up the leadership position for the Emirates Culinary Guild Young Chefs Club. Hers is an interesting read for a young person who shows determination and grit with a passion to help other young chefs succeed.

After succeeding as a leader in multiple roles – from Executive Chef positions to Corporate Chef – our very own Chef Vivek Huria now has a restaurant bearing his signature. Jalfrezi by Chef Vivek Huria is a reasonably priced, high-quality Indian cuisine restaurant

tantalizing the tastebuds of residents and tourists in Ras al Khaimah.

We caught up with him to find out more and bring you excerpts from that interview.

This month's Arla Pro pastry mastery features the dynamic Chef Subash Gurung from Sheraton Sharjah Beach Resort and Spa. Check out his recipe for 'Kueh Lapis cheesecake' in this issue.

Talking of recipes, we have young chefs Samson Tom and Gautam Kumar Chaudhry from Raffles Dubai competing with their recipes for the ChefID Young Chefs Championship.

All this and more in this power-packed issue you are holding in your hands.

Our region has finally come alive after a catastrophic pandemic and the work structures for chefs have been clearly changed ever since.

Like they say, change is the only constant. So keep at it and shine bright with healthy and delicious dishes that are either innovative or rooted in tradition. And success shall surely come your way.

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

Aquin George
Editor

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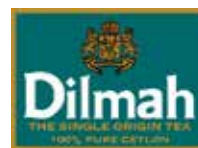


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A chef, Mohamed Sheik Imran, is shown from the waist up, wearing a white chef's jacket. He is looking slightly to his left with a thoughtful expression. His hands are resting on a dark, reflective surface, likely a kitchen counter. In the foreground, a clear glass of water is visible, slightly out of focus. The background is a bright, modern kitchen with large windows and wooden paneling.

WINNER OF DINNERS

The winner takes all. But not before he gives all. Chef **Mohamed Sheik Imran** internalised this lesson early on in life. The winner of the 'Best Cuisinier' award at this year's Emirates Salon Culinaire is a man who never gives up – on his values, on hard work and on excellence. And the results are for all to see...



I won gold medals in beef and chicken live cooking and a silver in the five-course meal category. All in all, it was a very satisfying return to competitions for me after six long years

When life gave him lemons, he made lemonade – that too, the best lemonade that have touched your lips. Chef Mohamed Sheik Imran is nothing if not persistent. And therein lies his success story.

The junior sous chef from At.Mosphere Burj Khalifa won the 'Best Cuisinier' award at Emirates Salon Culinaire this year. The fact that this was just his third culinary competition – he won golds in both his first and second contests – says a lot about not just his flair for cooking but also his penchant for hard work. "I couldn't have done it without the support of my team," says the 30-year-old chef humbly. "I won gold medals in beef and chicken live cooking and a silver in the five-course meal category. All in all, it was a very satisfying return to competitions for me after six long years."

What must have also been satisfying, is breaking the news to his mother – someone who had been sceptical of her son's choice of a career until recently. In most parts of his native country India, being a professional chef is still seen as something of a menial occupation rather than a high-profile career. "It's been a long journey to get to this point. And I am excited about what will come next," says the chef.

Where did he come from and where does he want to go next? Read on to find out...

SLOW START

Kanyakumari is a charming coastal town at the southern tip of the Indian subcontinent. Flanked on three sides by Laccadive Sea, it is located at the confluence of the Western Coastal Plains and Eastern Coastal Plains in the state of Tamil Nadu. The town is a popular tourist destination, known for its sunrise and sunset views as well as its deliciously spiced coastal cuisine and friendly inhabitants.

It is in this atmosphere than Chef Mohamed was born. "My father worked



It's been a long journey to get to this point. And I am excited about what will come next

in facilities management in Dubai for nearly a decade and a half. So most of the times, it was just me, my mom and my younger brother living in Kanyakumari." With no sister to help around the house, the two boys often filled in as mommy's little helpers. It was a role Chef Mohamed enjoyed very much. "Especially the kitchen part. Be it grating the coconut for chutney or chopping onions, I was always ready to help in cooking. I learnt a lot from her about food. She is an excellent cook." Slowly and steadily, his interest in cooking built. "In school, when the teachers would ask us what we wanted to be when we grew up, my classmates would say doctor or engineer. My reply would be 'chef'. I saw food as a way of making people happy and that gave me joy."

The idea of chasing a formal education in cooking, however, was nixed

immediately by his parents when Chef Mohamed finished school. "My parents were not happy about the idea. They did not want me to be in catering or chef business. In India, this industry is not so well developed and it is not considered a professional job for educated people."

Repeated discussions with his mom did not yield much result. "I told her she was a chef too and she cooked for us. She said it was not the same because she was doing it to feed us - her family. She just refused to budge and insisted that I study computer science."

Giving in to her, Chef Mohamed took up computer science in high school for two years. If anything, that made it clearer to him that an office job was not his thing. "I would do part-time jobs in hospitality and I also started spending a lot of time with one of my family members who is a chef." The owner of a catering business, his uncle was hesitant about encouraging the young boy against the wishes of his parents. But impressed with his determination, he allowed some small assignments. Meanwhile, his father also started softening his tough stance against a culinary career. "My father told me that if this is what makes me happy, then I should go ahead and do it." Through the catering business, Chef Mohamed learnt the nitty-gritty of the industry in a hands-on manner. "We



I saw food as a way of
making people happy
and that gave me joy





did weddings and other events, catering for some 500-1,000 people. I also joined a course at the Hanifa Institute, a hospitality institute affiliated with the Annamalai University."

Ever the enterprising learner, he started a small catering business while in college. Even as he learnt everything from F&B to housekeeping at the institute, he put his learnings to practical use by preparing meals in batches for big events in collaboration with his uncle. "Although the principal of the institute was very keen on placing me with a good hotel, opportunities were limited for me as big, well-known institutes were sending large number of passouts into the market." After a few initial disappointments, Chef Muhammed got a placement at a four-star hotel in Bangalore, one of the IT hubs of India. "I got a six-month internship. The hotel was called Mark Boulevard. I was excited because this was the first time that I got a chance to live and work outside my state."

MISSION KITCHEN

A part of a group of five interns, Chef Mohamed was placed in service. Still eyeing a kitchen assignment, he chatted



My mother visited me here in 2016. We were dining at the steakhouse on the 68th floor. She had tears of joy in her eyes. She finally agreed that my career path was the right one. She is very proud of me now

up the head chef and convinced him to conduct a test of his skills. "He gave me an hour to show him what I could do. My task: slice a sack of onions. I had done this kind of stuff during my catering business days. So I went through the entire sack in an hour and he was impressed. He gave me a chance to intern in the kitchen."

That was the budding chef's first taste of the professional kitchen.

After the internship, Chef Mohamed got a job at an Italian restaurant called Toscana in Chennai. He worked there for a year. However, dissatisfaction at not getting to work with a big brand lingered and he eventually asked his Dubai-based father for help. "I came to Dubai for a visit in 2012. My father was in Sharjah at the time. I stayed with him and circulated my CV at the hotels."

After some gruelling days of doing the rounds of hotels, he was hired at the Jumeirah Emirates Towers. "I joined as commis chef under a German head chef in March 2012. I stayed there for a couple of years and then joined the Big Chefs restaurant, which was also under the Jumeirah group."

Within a year, he got another lucky break. A friend who worked at the JW Marriott Marquis Hotel asked him if he wanted to join the Prime 68 steakhouse. "The answer was yes. I wanted to learn how to do steaks. I worked in all sections and even handled the grill. At the time, it was quite an experience working at the tallest hotel. I was exposed to chefs who were participating in competitions and that inspired me to do it too."

A huge property, JW Marriott had

13 outlets with 200-300 chefs. To stand out and represent the hotel in a competition, you had to do a lot more than just express an interest. "I had to make presentations and do plating in front of senior chefs and compete with some 50-70 chefs to get a chance to participate in a competition. My first competition was in 2016, when I went to Miramar Fujairah." Participating in the live beef cooking event, he won a gold at his very first attempt.

The win opened the door to another competition – the SIAL Abu Dhabi. "I did fish live cooking because I wanted to try something new. I won a gold again. My chefs were keen on me going for more competitions but my work schedules were hectic and it became difficult to juggle everything."

Taking a break from competitions, he focused on finding an opportunity that better supported his learnings. That place turned out to be Burj Al Arab Al-Muntaha, where he learnt the fine nuances of French gastronomy. Handling the meat, fish and sauces sections for the fine-dining operations, Chef Mohamed honed his skills for two years before moving to the Emerald Palace Kempinski Hotel at Palm Jumeirah for the pre-opening of Michelin-star chef Alain Ducasse's restaurant there. "Unfortunately, it shut down in less than a year and I decided to take some time off and go home for a sabbatical."

Chef Mohamed returned to India and got married around the time. After spending two-three months there, he called up an American chef he knew and asked for a job. The chef worked at the Intercontinental Group. "He hired me as chef de partie at the Dubai Marina. I worked there for two years and then the Covid pandemic hit. Luckily for us, they did not lay off any staff and we still had our jobs. This year, I joined At.Mosphere as junior sous chef."

FLYING HIGH

After this long journey, Chef Mohamed



I wanted to learn how to do steaks. I worked in all sections and even handled the grill

is at the top of the world – literally! At.Mosphere is the highest restaurant in the world and has several VIP patrons. The Indian-born chef specialises in French cuisine and is a part of a team of 21 chefs.

Encouraged by a senior chef at the restaurant, he also decided to return to the competitions space with the SIAL stint. "A lot of things had changed in the time that I was away from contests. So it was a rather different landscape. I was hesitant at first because I was rusty but after the first day, I started gaining confidence. Comments from the judges were also very encouraging, which gave me a boost."

Even before this win vindicated his position, Chef Mohamed had managed to convince his mother his decision

was a good one. "My mother visited me here in 2016. We were dining at the steakhouse on the 68th floor. She had tears of joy in her eyes. She finally agreed that my career path was the right one. She is very proud of me now."

His younger brother has also joined him in Dubai but not in the hospitality industry. "He is an engineer here. My father has retired and he has returned to India." Between gardening and enjoying the sunsets in Kanyakumari, his father takes care of Chef Mohamed's two-year-old kid. "I plan to bring my family over once the situation stabilises a bit after the pandemic."

Looking ahead, he dreams of becoming an executive chef in the next four-five years, "either in the UAE or elsewhere in the Middle East". An outdoor catering service back home in the distant future is also an idea knocking about in his head. "The Indian food scene has changed quite a lot. I would like to promote South Indian cuisine, which is a rare find outside India."

As rare a find as a chef who turns everything he touches to gold...and sometimes silver.

THE NEXT EPISODE

To know him is to love him. Chef **Vivek Huria** is the quintessential friendly, affable executive chef that any professional kitchen loves to have. And now, he is bringing his culinary talent to the masses with the successful launch of his North Indian cuisine restaurant, Jalfrezi by Chef Vivek Huria....

Good things come to those who wait. And to those who send out good into the world. If you are too cynical to believe that, get to know Chef Vivek Huria. He's a nice guy who defies the popular and often misconceived belief that good guys come last.

A commanding yet calming presence, Chef Vivek has made it through sheer dint of perseverance and without any of the chicanery that usually characterises a super-successful career. The vice president of the Ras Al Khaimah chapter of the Emirates Culinary Guild, he has spent a number of years running the show at big hotels and marquee kitchens. Life has now come a full circle. For the past six months, he has been revelling in the success of his newly-launched restaurant, Jalfrezi by Vivek Huria.

"I have to thank my family, my partner Anil Gupta and my friends for motivating me to open this restaurant," says the former executive chef of Al Hamra Hotel by Hilton. "They supported me and dispelled my fears and doubts every step of the way."

The doubts are a surprise, as well as a vindication of how humble Chef Vivek actually is. With more three decades of experience across top hotels including the Oberoi, Hyatt Regency, Radisson, Le Royal Meridien and Intercontinental, you would think he would assume success is a given. But anyone who knows the Indian-born chef knows that he is not that kind of a person. 'An approachable, wonderful



I began the concept of this restaurant by writing the menu first. And I wrote and tore up several menus before finalising the one we have now

mentor' is how one of his colleagues describes him on his LinkedIn profile.

A NORTH INDIAN AFFAIR

Jalfrezi offers up mouthwatering North Indian cuisine to the spice lovers of Ras Al Khaimah. Chef Vivek makes it a point to visit every table and engage with the guests, all the while mentally making a note of their feedback to implement in the evolution of the restaurant. "I began the concept of this restaurant by writing the menu first. And I wrote and tore up several menus before finalising the one we have now." The menu underwent several changes to factor in the kind of prices guests would be willing to pay in these times of post-Covid disruptions and inflation as well as the requirements of their international palates. "For me, that was the hardest part of starting this business," Chef Vivek admits.

As a hotel management graduate of the Indian Institute of Business

Management, he is well-versed with the nuances of running a business. "We have nine people working in the restaurant at the moment. Three are in service and two are cleaners. I flew in the chefs from Kolkata. The food scene in Kolkata is one of the best in India and these chefs were recommended by my friend."

Remarkably quick learners, the chefs are Jalfrezi's pride and joy. The cuisine is a homage to the first kind of food Chef Vivek learnt when he began his culinary journey.

The rave reviews and warm compliments of the guests has given the shy chef a lot of confidence. "Our guests come back for the quality of the food and service, for the five-star experience that is rare in standalone restaurants."

A FAMILY BUSINESS

Although the restaurant sports his name, Chef Vivek makes it clear that is the fruit of the efforts of the entire Huria clan. His wife, Savita Huria, is a doctor who gave up her medical practice to support the family business. "I wanted to be involved full-time in this new venture. My presence in the restaurant also makes a difference to my husband in terms of moral support. I admit I don't know much about cooking and the operations of a professional kitchen but the staff is always happy to have someone give them smiles of encouragement."

That doesn't mean there are no visible signs of her contributions at Jalfrezi. The paintings are hers and she put



Our guests come back for the quality of the food and service, for the five-star experience that is rare in standalone restaurants



October 2022 **Gulf Gourmet**

together the décor and the plants at the restaurant. "One of the things I would like to see here going forward is tasty food suited for people with health conditions like diabetes, hypertension etc. We also hope to incorporate Ayurvedic dishes and more vegetarian foods into our menus."

Clearly, that's the doctor in Savita Huria speaking. She points out to the times when humankind did not have the luxury of doctors and depended on foods and herbs to find cures for common ailments. "Maybe someday, we will go back to those more sustainable ways of staying healthy," she says.

Last but definitely not the least, the couple's daughters – Ananya and Lavanya – act as their social media managers. "They are in Canada. Our younger daughter updates our handles on social media daily with photographs of the kitchen."

Dr Savita is convinced that the Ras Al Khaimah restaurant is just one of many to come in the future. "I have a firm belief that we will continue to grow and there will be many branches going forward," she smiles.

A SEASONED LEADER

Back to Chef Vivek, he has been in the industry for three and a half decades.



"Since my childhood, I had a fascination with food because I saw my mother experimenting with all kinds of ingredients and serving us delicious dishes. It is the same love and warmth that we impart to our guests through our dishes at Jalfrezi."

After obtaining a formal degree in hotel management, Chef Vivek started his career in 1986 at the prestigious Oberoi Tower in Mumbai. After four years, he moved to the Hyatt in Delhi to be closer to his parents. "While I was assigned to the Indian cuisine, I always reached out to senior chefs to learn other cuisines too. That's how I picked up the nuances of French, Italian and other continental cooking."

Over his decade at the Hyatt Delhi, Chef Vivek learnt a lot, even going to Japan and

Australia to represent the hotel and to train in international techniques.

Thereafter, Chef Vivek returned to Mumbai to join the Le Royal Meridien as executive sous chef. Within a couple of years, he left to join the Grand Intercontinental Hotel. The stint was short, as an opportunity came by to join the Hilton's Al Hamra Fort Hotel and Beach Resort in Ras Al Khaimah as executive chef.

In 2005, Chef Vivek made the big move to the UAE and he has been around since. "I became a part of the Emirates Culinary Guild the year I came to the UAE. Then in 2008, I became the vice president of the Ras Al Khaimah chapter."

The learnings have been immense – both as a chef and as a guild member. "I learnt how to organise gatherings, communicate our purpose, foster a sense of healthy competition. I also marshalled at competitions and I became a judge in 2012."

Looking back, Chef Vivek admits that it has been an eventful life – one he wouldn't trade for any other. "It has been a long journey and now I am starting on my next journey as a restaurant owner."

Given his charming personality and his strong work ethic, this journey promises to be as successful, or maybe even more successful, than the one so far.





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Social media can teach you techniques but at the end of the day, you have to tap your own creativity to be unique. And that requires the investment of time and energy



SWEET AND SUNSHINY

How do you begin your career at a hotel? You build the hotel from scratch and then join it. Sounds crazy? That's exactly how Chef **Subash Gurung** started his career! Today, the 'accidental pastry chef' is one of the sweetest things around, making some of the sweetest things around...

Always be yourself...unless you can be a pastry chef.

Floating on the world wide web is this piece of good advice. One that Chef Subash Gurung decided to take even before he read it.

The pastry chef at Sheraton Sharjah Beach Resort and Spa stumbled upon the profession by chance. But everything he did thereafter has been a slow, deliberate plan to build his talent, his skills and his techniques over more than a decade. "I love creating pastry and being paid to do it daily," laughs the 36-year-old chef.

Chef Subash contributes to the pastry operations of five restaurants as well as in-room dining at the Sheraton Sharjah. "All the restaurants offer different kinds of cuisines. So there is a lot of room for creativity."

Creative is just one aspect of Chef Subash. Hardworking, friendly and perseverant are others. Never one to let a frown mar his face, he goes about his hectic day with a cheer we can only envy.

If you love your job, it's not a job, is his motto.

Born in Nepal, Chef Subash had a thing for baking and pastry right from childhood. Unfortunately, he could



I have often taken on more responsibility than defined in my job description. It's a good way to grow, as a professional and as an individual

not get a formal education in pastry. Although he started his career with hotels, it was far from the kitchen. "I moved to Maldives when I was 18 years old and worked in the construction of a hotel." When the hotel opened after two years of construction, he decided to stay on and joined it as a kitchen steward. Talk about building your workplace from scratch!

The hotel was Waldorf Astoria by Hilton. Over the next couple of years, the sights and aromas of baking attracted Chef Subash to the pastry kitchen. He started training and soon proved that he belonged in that kitchen.

The young chef worked at the hotel

in Maldives for five years. Then in the beginning of 2011, he made his debut in Dubai when an opportunity came by to join the Park Hyatt Dubai. "It was a whole new world for me. The operations were a lot more international and there was so much to learn about the high end of hospitality." With over 220 rooms and seven outlets including banquets, the hotel had a team of about 15 chefs running the pastry and bakery operations. Chef Subash worked at the Park Hyatt for seven years. In this time, he was promoted to chef de partie.

Around the end of 2017, he moved to the Hyatt Regency Dubai, a marquee hotel with more than 420 hotel rooms, over 400 apartments, studios and penthouses, and four outlets. The chef further consolidated his position at the Hyatt Regency. When he left the hotel at the beginning of 2022, Chef Subash was assistant pastry chef. "I joined Sheraton Sharjah as pastry chef in April this year."

Used to learning without mentors, the Nepalese chef believes in going above and beyond the call of duty whenever possible. "I don't have any major career goals. But whatever I do, I want to do it in the best possible way. I have often taken on more responsibility than defined in my job description. It's a good way to grow, as a professional and as an individual." Don't mistake the absence of a specific goal for a lack of ambition. Chef

Subash's ambition is more about making the best pastry for his guests and his passion for it shows in his creations.

He rues the fact that young chefs nowadays are more focused on climbing the career ladder rapidly than on mastering their skills. "These days, chefs want promotions in one or two years of being in the job. They want to grow very fast. Social media can teach you techniques but at the end of the day, you have to tap your own creativity to be unique. And that requires the investment of time and energy." Chef Subash works with a staff of around 17 chefs. He makes sure they understand the value of getting your basics right.

Being a hands-off manager, he is flexible with his team. "While I give them freedom, I am always there to help them if they need any guidance. I don't believe in micromanagement."

As a pastry chef, one of his signature desserts is an Indonesian cheese cake called Kueh Lapis. He serves the dessert with mascarpone cream, yuzu foam, mango gel and Lotus biscuit crumble, with a berry wafer on top. "The Lotus biscuit crumble is something that people here like very much. So I added it as a tribute to my favourite city." Chef Subash uses Arla butter and cream cheese in the dessert. "I am always looking for inspiration in my

environment. I guess that is how my pastry chef's mind works."

Inspiration also comes from his family. A father of a boy and a girl, he goes home a couple of times a year to spend quality time with them. "Given my hectic schedules, it is better that they live with my big family back in Nepal. I cannot give them the time they deserve if they were here. But when I go over for vacations, then all my time is theirs." Besides his own little family, Chef Subash has two sisters and two brothers.

Life as a chef is rarely easy. But with the right attitude, it sure can be a sweet deal.

Chef Subash shows us how.

Kueh lapis cheesecake

Thousand-layer cheese cake with berry wafer, rose Granny smith conserve, mascarpone cream and hint of yuzu foam

CHILLED CHEESE CAKE

Arla Pro Cream cheese 34%	250gm
Greek yoghurt	250gm
Sugar	100gm
Arla Pro High Stability dairy Cream 35%	200gm
Fresh milk	50gm
Gelatin	5pcs
Lemon juice	5ml
Lemon zest	1no
White chocolate	200gm

Method

- ♦ Add the cream cheese, Greek yoghurt and sugar to the bowl of your stand mixer and cream together until well combined.
- ♦ Soak the gelatin.
- ♦ Melt chocolate.
- ♦ Warm fresh cream, fresh milk, lemon juice. Then mix gelatin & chocolate in it. Pour the mixture into stand mixer.

LAPIS LEGIT CAKE

Margarine / Ghee	300gm
Arla Pro Butter	200gm
Condensed milk	3tbs

Gingerbread spice / mixes spices	1tbs
Cake flour	100gm
Sugar	350gm
Egg yolk	620gm
Vanilla essence	10gm

Method

- ♦ Beat butter & margarine until smooth,
- ♦ Mix egg yolk and sugar until foam.
- ♦ Combine both mixtures.
- ♦ Strain cake flour and mixes spices fold into mixture.
- ♦ Brush cake mould, line up with baking paper and pour the mixture
- ♦ Bake layer by layer with top heat until golden brown color.

BERRY WAFER

Blueberry puree	100gm
Raspberry puree	45gm
Castor sugar	100gm
Liquid glucose	66gm
Butter	83gm
Plain flour	83gm

Method

- ♦ Soften the butter with the sugar.
- ♦ Add slightly warmed Puree & liquid glucose, fold in sifted flour and combine.
- ♦ Spread out onto a silpat mat.
- ♦ Bake @ 150°C for around 8 minutes.
- ♦ Take out of oven and pull into desired shape.
- ♦ Store in an airtight container with moisture beads.

YUZU FOAM

Sugar	115gm
Water	135ml
Gelatin	5pcs
Yuzu puree	250ml
Lime Zest	1no

Method

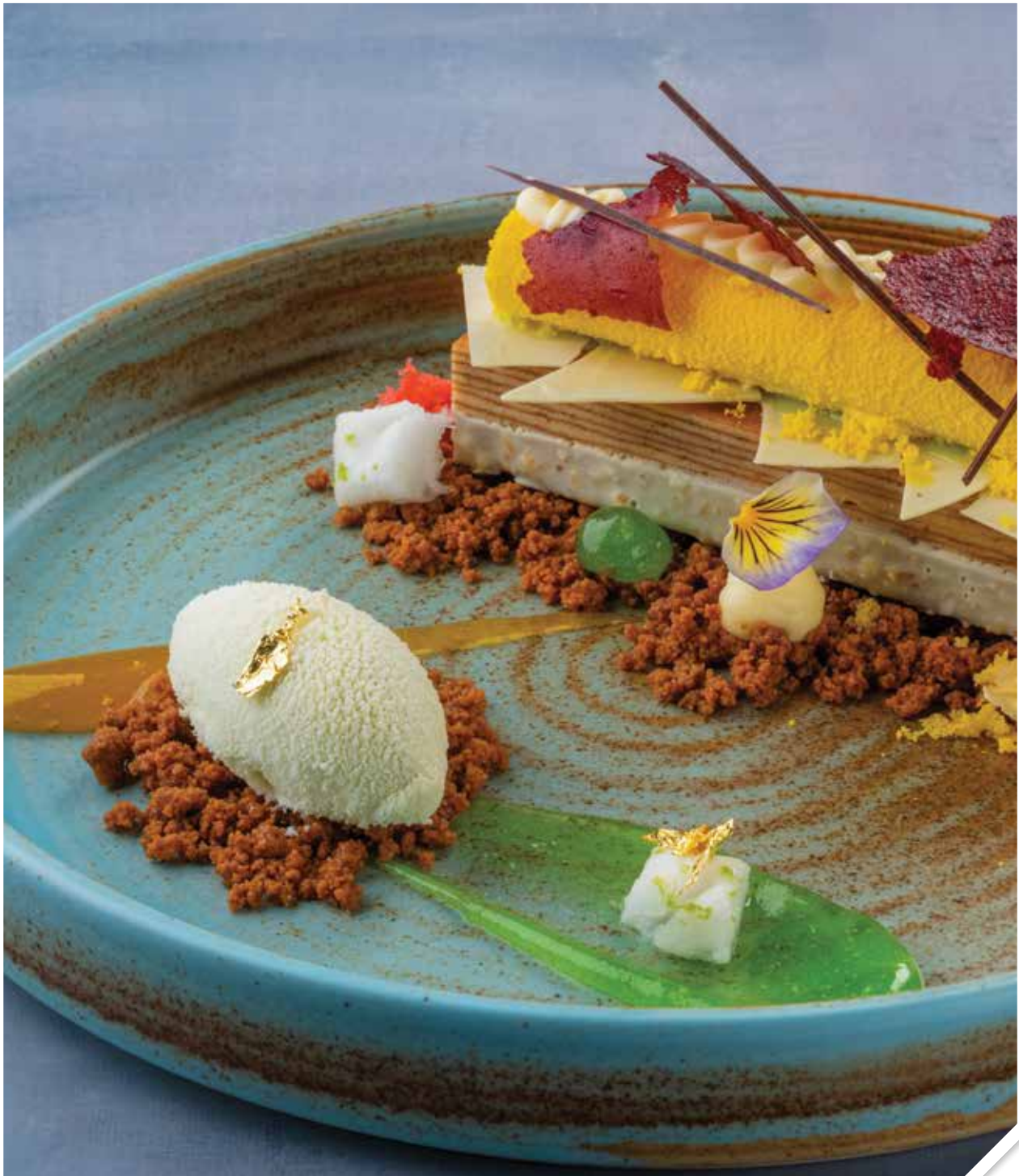
- ♦ Boil the sugar, water & yuzu puree
- ♦ Add the soaked gelatin & chill
- ♦ Whip the mixture like a meringue & chill until set
- ♦ Cut into cubes & cover with grated lime zest

GREEN APPLE GEL WITH ROSE WATER

Water	125gm
Sugar	75gm
Lemon juice	7.5ml
Green Apple pulp	125gm
Agar Agar	2gm
Rose water	10ml

Method

- ♦ Puree, lemon juice, water, and half the sugar are warmed.
- ♦ Half the sugar is mixed with the agar agar.
- ♦ The warm mixture is then added to the saucepan and brought to a boil. Then add rose water.
- ♦ Placed it in the chiller overnight to chill.
- ♦ Blend the ingredients and use.

**MANGO SAFFRON GEL**

Mango puree	300gm
Icing sugar	50gm
Mirror glaze	50gm
Saffron	2gm

Method

- ◆ Boil mango puree, Icing sugar and saffron.
- ◆ Let it cool down.
- ◆ Mix with mirror glaze

**MAFFLE MASCARPONE
CHANTILLY CREAM**

Mascarpone	250gm
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Maple syrup	25ml
Sugar	75gm
Fresh cream	100ml
Vanilla pod	1no.

Method

- ◆ Boil maple syrup, fresh cream, vanilla pod & sugar.
- ◆ Combine mascarpone well with a whisk.
- ◆ Cover the bowl with cling film & refrigerate overnight.
- ◆ Beat on high speed for a few minutes... until you obtain the desired consistency. The Chantilly cream is now ready to use!

LOTUS CRUMBLE

Lotus Biscoff	300gm
Lotus spread	50gm

Method

- ◆ Crushed Biscoff.
- ◆ Add the spread.
- ◆ Mix well.

chef ID
YOUNG CHEF CHAMPIONSHIP

TWO OF A KIND

They're young, they're restless and they're raring to go. Representing Raffles Dubai at the ChefID Young Chefs Competition are chefs **Samson Tom** and **Gautam Kumar Chaudhry**. What do the fellow Indians have up their white sleeves for us?

GAUTAM KUMAR CHAUDHRY

India is a country of many cuisines. One of the lesser known Indian cuisines is that of Bihar, a state in the eastern part of the country. Chef Gautam Kumar Chaudhry hopes to change that someday.

The talented chef de partie is part of the team representing Raffles Dubai at the Chef ID Young Chefs competition. He is making the main course, a beef dish served with barbecue sauce, shiitake mushrooms and creamy mashed potatoes. "It's a tribute to my learnings at the first restaurant I worked in – Indigo

restaurant in Delhi," smiles the young chef when asked about the inspiration behind his offering to the judges.

Hailing from Bhagalpur in Bihar, Chef Gautam lived in Delhi with his uncle and aunt for a long time as a child. That is where his love for cooking developed. He would pamper his family members with some basic recipes. "The first dish I ever made was this tomato and onion gravy with spices. And there was no stopping me after that," he laughs.

When he returned to his parents for high school, he had made up his mind

to study hospitality. "My parents were not enthusiastic about the idea at all. My father even told me that is not a career. But I was adamant." Chef Gautam enrolled at the prestigious Institute of Hotel Management in Hajipur and studied food production. "I passed in 2014 and then went for a six-month training at the JW Marriott in Bhopal."

Chef Gautam's true career began at the well-known Indigo restaurant in Delhi. At the continental restaurant, he was assigned to the butchery department. "My head chef there would also let me learn in the various functions. I learnt



**GAUTAM KUMAR CHAUDHRY**

grilling, saucemaking and the finer nuances of the continental kitchen. It was a great environment and very supportive of learning."

Two years later, he moved on to Fairmont Jaipur, where Chef Gautam was assigned to the Zoya restaurant. "This fine-dining restaurant was where I picked up Asian and Indian cooking."

When a vacancy was advertised for Raffles Dubai, the chef decided it was time to test his wings overseas. He applied for the job and got it, joining Raffles Dubai in 2019. Unfortunately, the Covid pandemic slowed things overall the following year but Chef Gautam used the time to learn as much as he could. "I had a personal tragedy too in the period. My father passed away but my team and my superiors were really supportive and they helped me get through that tough period." At Raffles, Chef Gautam works for the a-la carte and banquet services and is also involved in room dining and pool bar operations.

In the future, he hopes to start a business that celebrates the cuisine of Bihar. That could take a while but with

Chef Gautam's determination, it's hardly an unachievable dream. "Never look back. Keep your eye on the future and keep moving forward. That is my motto." Now that's what we call a winning attitude!

SAMSON TOM

The biblical figure of Samson was a warrior who derived tremendous strength from his hair. Chef Samson Tom derives his strength from culinary creativity.

The 23-year-old commis chef from Raffles Dubai will follow up Chef Gautam's beef dish with a lemon tart dessert.

If he wasn't a pastry chef, Chef Samson would have been an armyman. In fact, he was all set to join the army when a well-meaning family member directed him to a profession that he loves today. "I was fascinated when I watched my mother cooking. So when my cousin's husband suggested I consider this career instead of an army job, I embraced the idea," he says.

Born and raised in Kerala in India, Chef Samson got a one-year diploma in pastry from the Chavira Institute of Management before embarking on a hospitality career. Unfortunately, his first

**SAMSON TOM**

job ended up being a front-office job at the NM Royal County, a four-star hotel in Ernakulum, as promises of being moved to the kitchen were not kept. "I worked there for seven months in front office but then got a job in pastry and bakery at another hotel."

At the time, his cousin's husband was working as a chef in Dubai. "He helped me get to Dubai. I came here and searched for jobs. Finally, I got a position at the Address Boulevard hotel." It was a whole new world for the shy chef. He had to learn to do everything from scratch in an international environment. And learn he did for the next two years.

In the beginning of 2022, he joined Raffles Dubai, where he works in pastry production and even does the display at the cake shop.

For the ChefID Young Chefs competition, Chef Samson is making a lemon tart, inspired by a French recipe. "I saw this idea in an Instagram video and I put my own spin on it. It is a nice creamy tart and I hope the judges like it."

Judging from how tasty it looks, that shouldn't be too hard.



Wagyu Beef Striploin and Braised beef Loin with Potato Tuile farced with Truffle Mash and Brocollini, Chargrilled fresh Shitake and Creamy Thyme Jus (Serves 4)

Ingredients

Wagyu Beef Striploin	400 gm
Wagyu Beef Brisket	400 gm
Carrot	30gm
Red Onion	30gm
Tomato	30gm
Celery stick	50 gm
Garlic	25 gm
Thyme	100 gm
Potato	300 gm
Truffle Oil	12 ml
Brocollini	80 gm
Shitake mushroom	Approximately 100 gm
Butter	60 gm

Cream	40 ml
Beef Bones	5 kg
Salt	35 gm
Black pepper	25 gm

Method

- ♦ For making the jus which is a very time taking process, roast the bones with the more-poix (carrot, tomato, onion, celery, and garlic) for 160 degree celsius for 1 hour. collect the fat dripping and keep it aside.
- ♦ Take the roasted mixture and put the brisket in it and put it for slow simmering for 8 hours with thyme, which would make the jus and braise the topside for fine shredding as well and season it with salt and pepper!
- ♦ For the potato tuile, peel the potato and make the potato spaghetti and the left over put it on a gentle simmer for making the mash potatoes and flavor it with truffle and season it with salt and pepper.
- ♦ For making the protein: slice the wagyu

striploin with a sharp blade weighing 100 grams each for 4 plates.

- ♦ Season it well with salt and pepper and make a roulade like tenderloin, stuffed with braised beef brisket.
- ♦ Put it on a hot grill with perfect grill marks and put it in the oven for 120 degree celsius for 20 mins and keep glazing it with the fat collected from the dripping tray flavored with thyme.
- ♦ For the tuile roll the potato spaghetti on the round mold and deep fry it for 5 mins @135 degree celsius
- ♦ Finish the jus by fine straining the liquid from the braised brisket and bones and flavor it with thyme by adding thyme.
- ♦ Butter toss the chopped shitake mushrooms and brocollini and season them to be kept ready for plating. stuff the truffle mash in the potato tuile and plate the food ensuring the food is hot and well-seasoned.



Samson's Lemon Baked Meringue Tart with edible fondant honey bees (Serves 4)

Ingredients

Lemon Zest	14 gm
Lemon Juice	172 gm
Butter	391 gm
Sugar	286 gm
Whole Egg	236 gm
Gelatin	6 gm
Flour T45	250 gm
Icing Sugar	95 gm
Almond Powder	3 gm
Salt	1 gm

Fresh Egg white	100gm
Lime Green	2 no.
Fondant	50 gm
Dark chocolate	100gm
Almond flakes	20 gm
Edible Yellow liquid	2 ml

Method

- ◆ For the cream, put the lemon juice, whole egg, sugar and gently cook it, until all the sugar granules are mixed and thick and add gelatin and give sometimes rest. When temperature getting low. Add butter and blend it nicely. Then keep rest for 30 to 60 minutes in chiller.
- ◆ For the tart shell, First put the icing

sugar and butter together with pedal mix it slowly, add whole egg gradually. Then add flour t45, almond powder, salt, All together mix it nicely and keep rest in chiller for 30 minutes. Then make tart with ring, Bake it 160 to 170 temperature for 10 minutes

- ◆ For the Meringue, egg white whip with whisk. Then add sugar slowly. When it ready put in to the tart ring. And bake at 200 temperature for 2 to 3 minutes.
- ◆ For the Honeybees, Add the edible yellow liquid to the fondant and shape it up like a honeybee and give it the wings of Almond Flakes and Garnish on the meringue as wished.

October 2022 **Gulf Gourmet**

LADY IN WHITE

All the money in the world couldn't keep her away from hospitality. And we are only slightly exaggerating. From finance to food, Chef **Fay Abreo** made an unlikely career switch in her mid-20s. Today, the Indian-born chef has zero regrets. In fact, she is busy spreading the message of love through food. As president of the Emirates Culinary Guild's Young Chefs Club, the chef de partie of Papillon restaurant is building a strong community of culinaires...





India's financial capital Mumbai, better known the world over as the land of Bollywood, is a foodie's delight. On every corner and street

of this energetic, bustling city, you will find vibrant culinary offerings not just from other parts of the country but also from other countries. If that is not enough for the gastronome in you, you will also encounter local 'inventions' – delicious creations that are an effortless mix of ingredients and influences from completely opposite cuisines.

This overload of good food is hard to ignore when you are born right in the middle of it.

Chef Fay Abreo didn't even try.

The chef de partie of Papillon restaurant at Westin Dubai Mina Seyahi Beach Resort is a card-carrying gastronome. Why else would she have left a lucrative career in finance to embrace the scents and sounds of the professional kitchen? Isn't that unlikely switch?

For her, the gamble has paid off. Besides being well on her way to becoming a chef par excellence, she has also proved herself to be leadership material. Less than a decade into the industry, she is already the President of the Emirates Culinary Guild's (ECG) Young Chefs Club. What's more, that barely scratches the surface of her successes over the years...

FINANCE TO FOOD

An only child, Chef Fay admits to having enjoyed a wonderful childhood while growing up in Mumbai. Summer vacations were spent in Goa, a beach destination known for its friendliness, food and good vibes. "My parents hail from Goa, so we have family members there," says the 34-year-old chef. "For me, Goa was the place to climb trees, run on the beach, go cycling and binge on coastal food while Mumbai was all about different kinds of cuisines."

Food was an integral part of her upbringing as both her mother and



For me, Goa was the place to climb trees, run on the beach, go cycling and binge on coastal food while Mumbai was all about different kinds of cuisines

grandmother were excellent cooks. "My mom loved to try new recipes and I was her official taster. So I tend to associate cooking with love."

Still, the thought of becoming a professional chef never crossed her mind in her early years. Post-high school, she enrolled for Bachelor of Management Studies and upon graduation, secured a job at the Standard Chartered Bank in Mumbai. "I had a good start into my professional life. I joined as the relationship manager for branch banking and then got into an audit role. I was just 23-24 years old when I became assistant manager having the entire portfolio of customer escalation management for all of India."

Chef Fay admits she enjoyed the job, but deep down, the excitement she craved from her vocation was missing. "You know that feeling when you wake up and look forward to the rest of the day. It was just not there and that got me thinking." In fact, every time she watched a cooking show, she felt some kind of inexplicable excitement stirring inside her. She asked herself if finance was something she could see herself doing for the next 40-50 years. "The answer was a hard 'no'. I had always wanted my own restaurant, where I could put food out for people and see them enjoy it. Eventually, I decided that I was meant to be a chef."

FAST TRACK

Once her mind was made, Chef Fay moved quickly.

She meticulously researched her options, looking for something that did not require her to go back completely to school and spend another three-four years in a classroom. "Given the demanding nature of the kitchen, timing is everything. If you lose out on too many years, you may not have the stamina to work the rigorous hours required. So I was looking for a course that would train me well in the basics but in a solid, practical way."

After a thorough 'audit', she zoomed in on International Centre for Culinary Arts (ICCA) Dubai. Having relatives in the city made it easier to make the decision, as did the fact that Dubai is known for its vibrant hospitality scene. "The course lasted almost five months. I realised along the way that I wasn't made for pastry and the hot kitchen attracted me more."

ICCA has a strong placement programme. Once she finished the course, Chef Fay interviewed at several places and eventually secured a job at the Hyatt Regency Dubai Creek Height as a commis chef. Her move from being a finance professional to a chef was remarkably quick and smooth. "I worked at the Hyatt for almost four years. At the Hyatt Regency Dubai, I was in the team of chefs working for an all-day dining restaurant at Sufra. Then within two years, I was promoted and transferred to Park Hyatt as the demi chef de partie at Noépe and Brasserie Du Park."

The learnings at the Hyatt were immense. From cooking to setting up operations to hygiene standards, a whole new world had opened up for Chef Fay and she absorbed everything like a sponge. When she left Hyatt at the beginning of 2020, it was for a job at a cruise ship company in Germany.

Unfortunately, that was not meant to be.



Given the demanding nature of the kitchen, timing is everything. If you lose out on too many years, you may not have the stamina to work the rigorous hours required



The pandemic hit with full force and all plans were cancelled, leaving Chef Fay stuck in Dubai without a job. She used this time to further sharpen her skills and then around the end of the year, got a chef de partie position at the Top Golf Dubai for a pre-opening.

However, even before a year had passed, she was presented an opportunity to join a cloud kitchen. "In April 2021, I joined Sweetheart Kitchen as sous chef and then became head chef. I love the concept of cloud kitchen, there's minimal wastage in such kitchens." She would love to see more kitchens in hospitality operate as sustainably as cloud kitchens do. Taking care of the central production, Chef Fay realised that though she enjoyed the work, her own learnings were limited as the head chef. "I took a hard decision to demote myself and join SLS Hotels and Residence as chef de partie. There is a time to be at the top and a time to work your way up. I felt I still had many rungs to work up before I entered a managerial role."



I love the concept of cloud kitchen, there's minimal wastage in such kitchens

She believes that getting kitchen basics right is the solid foundation on which good executive chefs are built. "If you don't know the basics of the kitchen, how will you lead people and earn their respect? I am a bit of a perfectionist. So I need to ensure that my own fundamentals are strong before I even think of being in a position where I tell people what to do."

Unfortunately, Chef Fay had a bit of bad luck at SLS Hotels. An accident in the kitchen tore a ligament and she had to undergo surgery, which put her out of action for several months. This meant

moving on from SLS until she recovered fully from the accident.

Once she was back on her feet, she joined Westin Dubai Mina Seyahi Beach Resort as chef de partie at Papillon. "I take care of the cold kitchen. The service runs four days a week and on the rest of the days, we support other kitchens. It's not a very busy kitchen. It offers French-Mediterranean cuisine. We do a bit of Italian, we do traditional French food with a hint of Japanese ingredients. It's exciting!"

BUILDING A COMMUNITY

A not-so-busy kitchen does not fit too well with Chef Fay's personality. You see, she is a very active person. This is evident in the fact that she juggles her day job with the role of the president of the ECG Young Chefs Club.

Her association with the prestigious guild began slowly, when she was studying at the ICCA. Curious about the guild, she would often ask some senior chefs about it. Chef Daniel Hiltbrunner coached Chef Fay for her first competition and introduced her to the ECG.

"I joined the Young Chefs Club in 2016. At first, I was just a member, attending all the sessions. Then I became a part of the core committee, organising events. Slowly, I took over the club's communications, including social media platforms, and I was eventually appointed the president. We are training a team to take care of all communications."

The club's management is working on a couple of ideas to mobilise the young chefs community in the UAE. "As a young chef, I think it's very important to be exposed to different things early on, so you can learn a lot. We would love to be that platform for young chefs to learn and grow their skills and careers. We actively urge senior chefs to convince their young chefs to attend our events, such as demos by experts on how to use certain appliances and equipment or trainings in specific techniques.





I am a bit of a perfectionist. So I need to ensure that my own fundamentals are strong before I even think of being in a position where I tell people what to do





There is so much in this world to love and appreciate and I would like to experience as much as I can



Even these small things make a huge difference to the skill set of a young chef."

As a people person, Chef Fay enjoys these interactions very much. Her dream is to build a strong community where budding chefs can not only exchange ideas and opinions but also have a sense of belonging.

FUTURE PERFECT

Another personal dream is to have her own restaurant someday. Chef Fay hasn't given up on her long-held idea. If anything, being in the industry has strengthened her resolve to launch her own place – a place where people can enjoy some good food and good mood over friendly company. "My husband is also a chef and he is my partner in that dream now."

Although Chef Fay prefers to keep her private life away from the public eye, she does share the story of how the couple met. "We met at a culinary competition in 2020. Then the pandemic happened and we became best friends. I have much to thank the hospitality industry for."

An outdoorsy person, Chef Fay likes to indulge in sporty activities when she is not working. "I have always liked sports very much. I used to play football in college. I also enjoy travelling and getting to know new cultures. There is so much in this world to love and appreciate and I would like to experience as much as I can."

That's the kind of positivity that makes a winner. You have to look no further than Chef Fay to find that out.



As a young chef, I think it's very important to be exposed to different things early on, so you can learn a lot



October 2022 **Gulf Gourmet**

SALON CULINAIRE @ THE CONGRESS



The Emirates Salon Culianire took place under the same roof as the Worldchefs Congress in Abu Dhabi this year. It showcased delicious plates in all its glory. Here are the winners...





WINNERS AT EXPOCULINAIRE SALON CULINAIRE 2022

Description	Hotel Name	Name	Trophy
Winner - Best Cuisinier Expoculinaire Salon Culinaire 2022	At.Mosphere Burj Khalifa	Mohamed Sheik Imran	
1st Runner - up - Best Cuisinier Expoculinaire Salon Culinaire 2022	At.Mosphere Burj Khalifa	Diah Ayu Ratnaningrum	
2nd Runner - up - Best Cuisinier Expoculinaire Salon Culinaire 2022	W Dubai The Palm	Tharaka Vimukthi	
Winner - Best Kitchen Artist Expoculinaire Salon Culinaire 2022	Private	K.H.P. Madushanka	
Winner - Best Pastry Chef Expoculinaire Salon Culinaire 2022	Shangri-la Hotel Abu Dhabi	Manoj Lasantha De Soysa	
Winner - Best Effort by an Individual Establishment Expoculinaire Salon Culinaire 2022	Beach Palace Abu Dhabi	c/o Chef Jagoda	
Winner - Best Effort by a Corporation Expoculinaire Salon Culinaire 2022	EKFC GROUP		
Best Hygiene Award Expoculinaire Salon Culinaire 2022	EKFC Production	Piyush Manish	Ecolab Trophy





October 2022 **Gulf Gourmet**









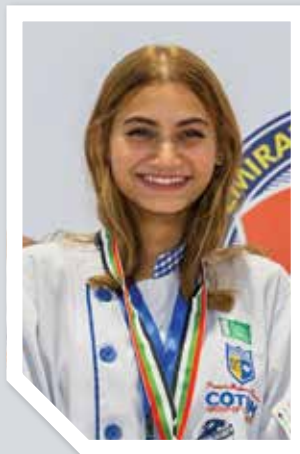
October 2022 **Gulf Gourmet**













October 2022 **Gulf Gourmet**

The Guild Meet

Last month's Guild meeting was held at Radisson Blu Hotel Dubai Deira Creek and hosted by Chef Diyan Manjula de Silva and his team. Senior chefs and corporate supporters of the Guild came together to discuss all aspects of the foodservice and culinary industries. Here are images from the evening.



October 2022 **Gulf Gourmet**

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newmembers



Reinier Weerman, General Manager, Upfield Middle East & North Africa, receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

Violife Professional is the foodservice brand of Upfield. With more than 30 years of vegan products development and production experience, Violife is the world leader with a global footprint, backed by the world's largest plant based consumer product company, Upfield.

Established in 1871, Upfield has been the leading authority in the spreads category for over 150 years. Upfield is the number one producer of plant-based spreads globally, with iconic brands including Rama, Flora, Blue Band, Proactiv, Becel, Mazola, and Country Crock.

ICONIC BRANDS LOVED BY GENERATIONS AROUND THE WORLD
Our brands in the UAE and the GCC include:

VIOLIFE

Amazing tasting, 100% plant-



based cheeses, in formats suited for performance in the professional kitchen. A favorite brand for vegans, vegetarians and flexitarians around the world. Dairy free, lactose free, gluten free, nut free, soy free, preservative free and cholesterol free.

RAMA

Rama is one of Germany's trusted brand since 1924. Rama was developed into an innovative umbrella brand with products made from high-quality vegetable oils for cold and warm kitchens. It's the reliable and trusted support in

professional kitchens and at the table. Rama offers a wide range of products from plant-based spreads to spreadable butter to cream alternatives, combining the best of both worlds – Rama plant oils with selected dairy ingredients for best taste and performance in the kitchen.

FLORA

Flora believes plants are the future. Flora blends nutritious seed oils to offer a range of spreads that give you and your family all the benefits of plant goodness with the taste people love.

BLUE BAND

Blue Band spread has been carefully made for the growth and development of children and can be an important part of a balanced diet and healthy lifestyle.



Joel C. Peñañiel, Trade Marketing Manager and Sony John, National Sales Manager, LG FMCG TRADING LLC receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

LG FMCG TRADING LLC is a one basket food service distributor in HORECA & Retail channel all over UAE & MENA region. We are present in Bahrain, Maldives, Seychelles & Mauritius

Established in 1988, The Distribution Division (Food) of Lals Group it's a one-stop-shop for food items from around



البحرين مافاداه سبيجي للتجارة شيددهم
LG FMCG
TRADING LLC

the world. The business activities of the Food Division include: Food Imports, Exclusive representation of leading international names in the food trade,

Wholesale & Retail Distribution across the Middle East, Supplies to leading Hotels, Restaurants, Hospitals, Ship chandling units and Catering Institutes across the GCC, Re-Export – to leading Holiday Resorts, Embassies and Institutions.

US\$ 3 billion

what's your GCC market share?

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

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

Now you do the maths.

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

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

Take advantage of our platform.
Positively impact your market share!
Contact us now
advertise@gulfgourmet.net

REACH

ENGAGE

INFLUENCE

ABOUT GULF GOURMET

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

WHO READS IT?

▶ Executive Chefs	23%
▶ Senior & Mid-Level Chefs	36%
▶ Hotel GMs	10%
▶ Restaurant Owners	15%
▶ C-Level Executives	2%
▶ Purchase Managers	7%
▶ Food Industry Leaders	4%
▶ Marketing / PR Managers	1%
▶ Others	2%

REACH BY COUNTRY

▶ United Arab Emirates	71%
▶ Kingdom of Saudi Arabia	18%
▶ Oman	2%
▶ Qatar	4%
▶ Kuwait	1%
▶ Bahrain	2%
▶ United Kingdom	1%
▶ Others	1%

MARKET SEGMENTATION

▶ 5-star Hotels	46%
▶ 3/4-star Hotels	19%
▶ Independent Restaurants (Elite)	18%
▶ Independent Restaurants (Standard)	12%
▶ Food Industry Suppliers	3%
▶ Large & Medium Food Retailers	2%



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Application Membership

Date of Application:

Family Name: (Mr./Ms./Mrs.)		
First Name/s:		
Nationality:	Civil Status:	Date of Birth: dd/mm/yy
Name of Employer:	Address in Home Country:	
Work Address:	Tel:	
Web Address:	Email:	
Telephone Office:	Professional Title:	
Fax Office:	Type of Membership Required: (Please tick one)	
Tel. Home:	Corporate <input type="checkbox"/> Senior Renewal <input type="checkbox"/>	
Fax Home:	Senior <input type="checkbox"/> Junior <input type="checkbox"/>	
Email:		

Declaration to be Signed by all Applicants

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

Signed:.....

Proposed By:

Sig:.....

Seconded By:

Sig:.....

FOR OFFICIAL USE ONLY

Remarks:

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

Fees:

Young Member: Junior members will receive a certificate.

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

Affiliate Member: Dhs.350.00 for the first year. Dhs.300 per year thereafter.

Corporate Member Dhs. 20,000 per year

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