

# Gulf Gourmet

Volume 2 | Issue 2 | Oct - Nov 2007

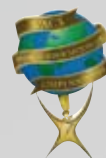
From Us...For Us...

## View from the top...

As president of the ECG, Chef Uwe Micheel is known to all. But it's his personal interactions with chefs, junior and senior, and other industry officials, that he is much respected and sought after for.



GOVERNMENT OF DUBAI  
DEPARTMENT OF TOURISM AND COMMERCE MARKETING



WACS CONGRESS  
DUBAI 2008 12<sup>th</sup> - 15<sup>th</sup> May

## WOULD YOU LIKE TO BE A STAR CHEF?



**Inviting chefs across the Middle East to participate in this unique and exciting culinary competition!**  
**60 outstanding winners will be selected as follows -**  
**15 Starters, 30 Main Courses & 15 Desserts**

**Last Date for Entries : January 10, 2008**



**DUBAI**  
Nestlé Dubai L.L.C.  
P.O. Box 52185  
3rd Interchange  
Nestlé Building, Al Quoz  
Dubai, UAE  
Tel +9714-4088102  
Fax +9714-3410159  
E-mail: [nfs.orders@ae.nestle.com](mailto:nfs.orders@ae.nestle.com)

**ABU DHABI**  
Agencies & Trading  
Nestlé Division  
P.O. Box: 243  
Abu Dhabi  
UAE  
Tel +9712-6948000  
Fax +9712-6732577  
E-mail: [nfs.ad@ae.nestle.com](mailto:nfs.ad@ae.nestle.com)

**OMAN**  
Nestlé Oman Trading L.L.C.  
P.O. Box: 548  
Al Khuwair  
PostCode 133  
Sultanate of Oman  
Tel +968-24595757  
Fax +968-24595759  
E-mail: [foodservices@om.nestle.com](mailto:foodservices@om.nestle.com)

**KUWAIT**  
Nestlé Kuwait  
General Trading Company  
P.O. Box: 29096  
Safat, 13151  
State of Kuwait  
Tel +965-4678377  
Fax +965-4678255  
E-mail: [foodservices@kw.nestle.com](mailto:foodservices@kw.nestle.com)

**K.S.A.**  
Basamh Trading Co. Ltd.  
P.O.Box 427  
Jeddah 21411  
Kingdom of Saudi Arabia  
Tel +966-800 610 6668  
E-mail: [catering@basamh.com](mailto:catering@basamh.com)

**QATAR**  
Nestlé Qatar Trading L.L.C.  
Salwa Road, Al Azizia  
roundabout, Building 51  
P.O. Box: 24603  
Doha, QATAR  
Tel +974-4587666  
Fax +974-4587600  
E-mail: [foodservices@qa.nestle.com](mailto:foodservices@qa.nestle.com)

**BAHRAIN**  
Nestlé Bahrain Trading W.L.L.  
P.O. Box: 26146  
Manama  
Mina Salman Industrial Area  
Bahrain  
Tel +973-17810910  
Fax +973-17825399  
E-mail: [foodservices@bh.nestle.com](mailto:foodservices@bh.nestle.com)

**LEBANON**  
Nestlé Lebanon  
Société pour L'Exportation  
Des Produits Nestlé S.A.  
Nestlé Building, Dbayeh - Main Road  
P.O. Box: 11-54 Beyrouth, Lebanon  
Tel +961-4541718-27  
Fax +961-4541966  
E-mail: [LBFoodServicesEmail@lb.nestle.com](mailto:LBFoodServicesEmail@lb.nestle.com)

**SYRIA**  
Nestlé Syria  
P.O. Box 617, Damascus  
Ghassan Street  
Building No. 2, Harika  
Damascus, Syria  
Tel +963-11 6831501  
Fax +963-11 6831505  
E-mail: [foodservices@sy.nestle.com](mailto:foodservices@sy.nestle.com)

**JORDAN**  
Nestlé Jordan Trading Co. Ltd.  
JO-11183, Amman  
P.O. Box 57199  
Burqa Street  
Jordan  
Tel +962-6 5931655  
Fax +962-6 5930344  
E-mail: [food.services@jo.nestle.com](mailto:food.services@jo.nestle.com)



Chef Uwe Micheel

## From the President's Station

Dear Fellow Chefs, Colleagues, Ladies and Gentlemen,

Welcome to the December edition of our Gulf Gourmet.

First of all I would like to thank everybody who was part of the National day event hosted by DTCM at the Heritage village. Hearty congratulations to the medal winners as well as the winners of the best decorated stall. A special thank you also to Chef John of Horeca Trade who supported the event on all three days and Chef Max and the Jebel Ali Golf Resort and Spa team for building the buffet on Day 2.

It is with heartfelt condolences that I would like to request all to pray for the soul of Sara Jean Kurfurst (Chef Andy's daughter) and pray that Chef Andy and his family gets strength to handle these difficult times. Let our friendship and regard for him be even more supportive and caring than it has been in the past.

Our corporate member list is expanding slowly but surely. Do take time to look at all the companies listed on the Friends Page through their logo's to see who is supporting the ECG. Also do take time to read introductions of our new corporate members for this month. They are Barakat, Boecker, Custom Culinary, MKN, New Zealand Trade, Steelite and Unilever.

We have a long list of corporates lined up for January too. These will be EMF, Elfab, IFFCO (renewed membership), Läderach, Sopexa, Seascope International, Seafood Specialities, Baqer Mohebi and the Landmark Group.

As is necessary, I would once again like to remind everyone to assist in obtaining sponsors for the WACS congress '08. Please also promote the congress for delegate participation and invite your friends and fellow chefs from around the world to register soon. Most importantly, do not forget to register yourselves as well at [www.wacs2008.com](http://www.wacs2008.com)

A big thank you to Chef Michel Miraton and his team at Coral for hosting the November meeting and to our corporate partners Dofreeze and Food Specialities for their product presentations at the meeting.

I would also like to announce that Chef Michel has joined the Executive Team as Vice President - Junior Events; we do wish him lots of success.

The next meeting will be hosted by Chef Gurpreet at the Dhow Palace on the 9th of December at 16:00 hrs sharp where Horeca Trade is expected to do a product presentation.

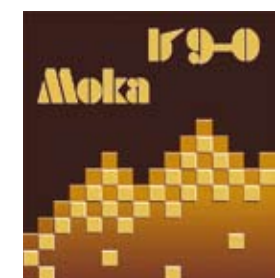
I look forward to see you all there.

Culinary regards,

**Uwe Micheel - President Emirates Culinary Guild**  
Director of Kitchens  
Radisson SAS Hotel, Dubai Deira Creek



# FRIENDS OF THE GUILD





# contents

DECEMBER 2007

32

## Laila's Guest: Anil Sawant

At Dias, the speciality Greek food restaurant in Dubai, there is beauty, charm and an exotic ambience. And of course, food prepared from the freshest of produce. Which is why the Greek are so good-looking and hence the term "Greek God" perhaps? Go to Dias, our **Piping Hot** choice this month



## A cut above

Peace, tranquillity and happiness best defines the emirate of Al Ain and which gives the Inter-continental at Al Ain it's identity. From the General Manager to the doorman, they all give new meaning to the term smiling... Al Ain is perfect for a **Weekend Getaway**

## Nestle FoodServices presents A to Z (Asparagus to Zucchini)

Its "melt in your mouth" Lamb this month in the **A to Z** section. Go on, enjoy these yummy dishes. You will keep going back for more!



36

## Creating the Perfect Cuppa...

23

You have seen him on Ready Steady Cook on BBC Food stirring up scrumptious dishes from a bag of secret ingredients. Now get to know Chef Brian's life's experiences as our special guest on **Guest Bites**



## Back to basics



**Gulf Gourmet**

Vol. 2 | Issue 2 | December 2007

Created and produced on behalf of The Emirates Culinary Guild by **Communique Global**  
P. O. Box 85415, Dubai,  
United Arab Emirates.  
Mob: +971-50-655-0899  
Tel: +971-4-263-9863  
Fax: +971-4-263-9864  
Email: yamini@communiqueglobal.com  
www.communiqueglobal.com

**The Emirates Culinary Guild**  
Uwe Micheel, President  
Tel: +971-4-340-3128  
Fax: +971-4-347-3742  
Email: theguild@emirates.net.ae

**Editor**  
Yamini Zaveri

**Art Director**  
V Lakshmi

**Photographer**  
Amaresh Bhaskaran

**Contributors**  
Umaima Tinwala  
Naqiyah Moiz  
Laila Z.

08

Its all about food! Get to know your business associates better through their food habits, likes and dislikes as they have **Lunch with Laila**. This information may just make that next meeting with them a bit more productive for you.



# Back to basics

Frankie's is less concept, more good food. And that, we think, is a place we'd like to go back to

Umaima Tinwala

It's hard to miss, especially with a sign that looks like the entrance to a British cinema hall. But the food at Frankie's, which opened its doors to the public a little over a month ago, is nothing like a cinema hall. Instead, you have the finest and most extensive Italian menu to look forward to as you enter the big glass doors.

As the black marble is offset by the crystal chandeliers, the soft and soothing lighting adds to the elegance of the decor. The ambience is intimate and cosy, perfect for an elegant evening out. The pianist only adds to the experience. The winding corridor leads to the bar area, where a friendly hostess directs us to our table.

Frankie's, Dubai, is a joint venture between Frankie Dettori, an award-winning jockey who

Canadian Lobster Risotto with fresh peas



Chefs Simon and Maurizio lead the team at Frankie's





The elegant ambience that makes a meal at Frankie's truly memorable



Don't go by the dapper suit and tie – Simon Penhaligan, corporate executive chef, Rmal Hospitality, is still very much a chef at heart...

Andreas Flückiger - A team man

rides for the Godolphin stable, and leading Chef Marco Pierre White, the youngest Briton to win three Michelin stars. This is the second restaurant in this chain managed by Rmal Hospitality, the first one being in Shanghai" explains Chef Simon Penhaligan, corporate executive chef, Rmal Hospitality. He has been involved in the opening of both outlets, and has worked on the menu himself.

Frankie and Chef Marco have lent their name and image to the outlet, but there's virtually nothing else they are involved in. Rmal Hospitality has bought the franchise rights for the Middle East and China, and have plans to develop the chain in these regions. The company already manages five restaurants in Dubai (including Wagamama and Trader Vics) and has many projects underway in the other Emirates.

The association with two popular names gives Frankie's an edge in terms of marketing. But Chef Simon is well aware people come back for the food, and that's how he intends to set this restaurant apart. "Good food, great service and consistency in both, is the only way to run a restaurant successfully. Either one without the other will never work in the long run," he reiterates.

As we settled into our seats we began chatting with Chef Simon. He hails from Cornwall in the South of England and has spent 14 years in this region, landing in Abu Dhabi, moving to Bahrain and Al Ain, before finally settling in Dubai. "Rmal Hospitality managed the Crowne Plaza, where I was Executive Chef, and they offered me this position. So I took it," he says.

"I grew up on a farm, where milk came from cows, not bottles, and eggs came from the chicken, not the fridge. The freshness of

the produce always excited me, and I was interested in cooking from a rather young age," he smiles. So at age 14, he went to work part-time in a hotel. Part-time became full-time, and after some experience in working in big hotels in England, he was offered a position in Abu Dhabi.

"I got my map out and looked for the city. I was originally going to be here for two months, but they asked me to stay back, and I did," he smiles. While that move was a shocker on one side, it was also an opportunity for Chef Simon, to learn about different people, cultures, and cuisines.

Now he's facing another big change, from "being in a hotel, working with over 800 people, to suddenly being in an office by myself," he smiles. But change he did, and presents proof in this stylish and chic eatery.

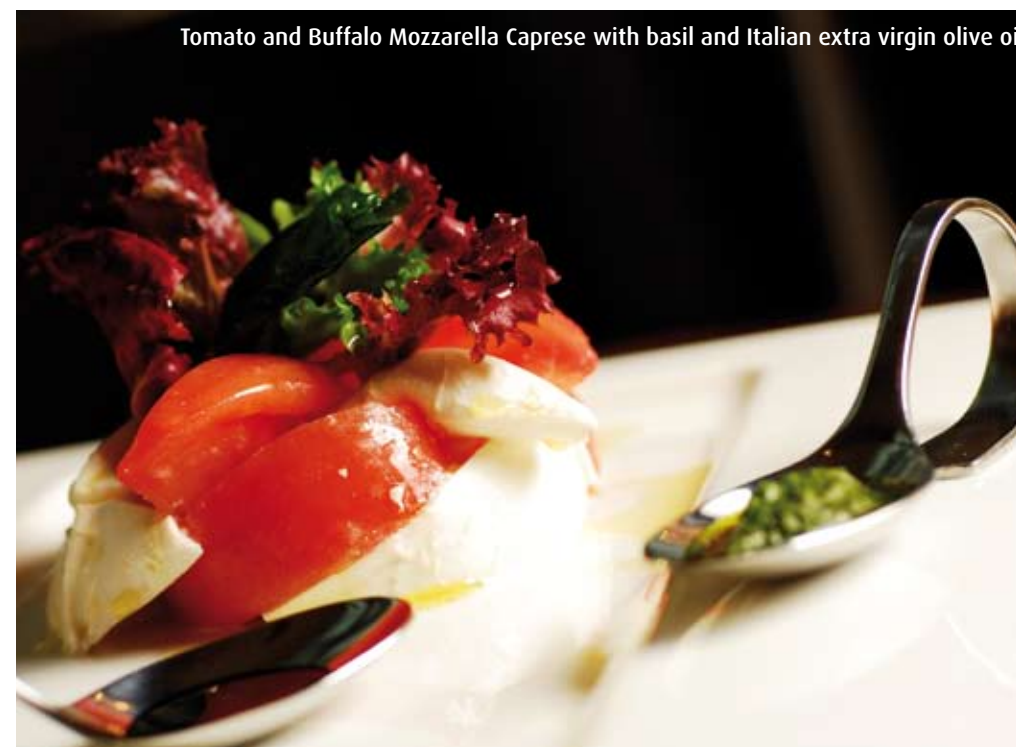
As we enjoyed the pleasant music wafting through to the dining room, we were promptly handed long menu cards that detailed the exciting dishes on offer at Frankie's. It was time for us to plunge into a world of flavours. So we decided to continue our conversation with a meal to better experience the restaurant.

To begin with we had the Mozzarella Caprese, a vegetarian starter, which is basically tomato and mozzarella with basil and olive oil. We were now joined by Chef Maurizio Bosetti, executive chef, Frankie's. His passion and knowledge of food was very apparent the minute he began chatting with us. "I try to keep my dishes simple. I am not too fond of fancy presentations and too many things on a plate." So the concentration is on flavour rather than presentation. "And they're the colours of the Italian flag," he whispers cheekily.

Chef Maurizio is also a seafood lover, which explains the extensive seafood selection on



Chef Maurizio Bosetti, executive chef, Frankie's



Tomato and Buffalo Mozzarella Caprese with basil and Italian extra virgin olive oil

"I grew up on a farm, where milk came from cows, not bottles, and eggs came from the chicken, not the fridge. The freshness of the produce always excited me, and I was interested in cooking from a rather young age,"



## PIPING HOT

the menu. "Italian's love their seafood. It's best had with a little bit of garlic, olive oil and simply grilled," he smiles. On our table, it was time now for the Pan-fried red snapper fillet, served with mashed peas and beetroot with orange oil. "I love this fish. Some people tend to think it's not elite enough, but the flavour of this dish is really good," says Chef Maurizio.

A true Italian at heart, Chef Maurizio grew up in North Italy. While he was in the army, he grew tired of the food, and decided there had to be more to Italian cuisine. So he went back to basics, culling the simple, yet dramatic cooking techniques of the locals, and using it in his profession.

He went to New York, and worked for a while at a restaurant called Remi's. "It was not a restaurant; it was a factory, with 600 covers a day. But, it was a learning experience in volume," he says.

From there, it was shuttling between the US and UK, but Chef Maurizio always found something missing. When he realised what it was, he wasted no time in going for it. "I wanted to have my own place. I took over this small eatery in Italy, and a beautiful location and superb seafood dishes made all the difference. It was not doing too well when



Tomato and Buffalo Mozzarella Caprese with basil and Italian extra virgin olive oil

I went in, and once I changed the menu, it started doing roaring business," he added proudly.

But that was not to be. "Taxes are tough in Italy. In addition, once the restaurant started

doing well, the landlord got greedy and raised the rent. I could not afford to keep it open, so even though I was losing all my savings, I had to get out," he sighs.

Chef Maurizio's first experience in the UAE was a bit disappointing. "I was supposed to join this new hotel in Dubai Festival City, but the project never took off. And then I got this wonderful opportunity to be a part of the team at Frankie's and I took it. I have not regretted it since," he smiles.

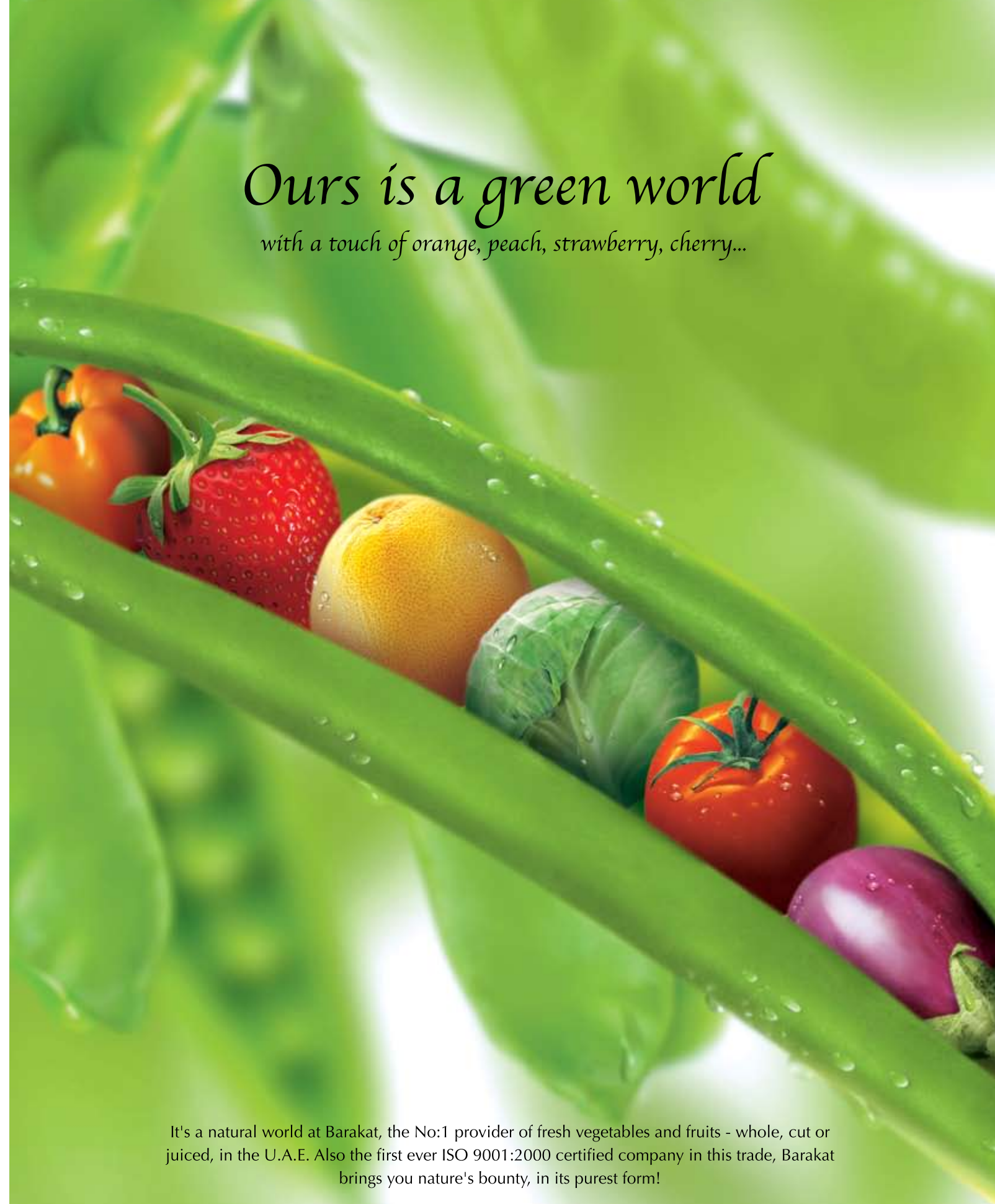
Chef Maurizio has put all his expertise with Italian cuisine into the menu. And the best part is that it is quite extensive. The sheer variety of choices leaves you confused – from seafood to vegetarian – making you want to have a go at it all. "This is a conscious thing. We did not want to offer the standard few dishes available at all Italian restaurants. We wanted to make sure every diner finds something he loves," insists Chef Maurizio.

It was time for the next course and in came the Maine lobster risotto with fresh peas. Delicately seasoned, it was quite a treat with chunks of lobster and luscious green peas bursting with flavour with every bite.

The meal was filling, but there's always room for dessert. And Chef Maurizio did not disappoint. A stunning trio of tiramisu was served with a flourish, and we could not wait to dig in. Served on a plate with three individual cups, specially made for Frankie's, the classic, amaretti and morello cherry flavoured tiramisu left us feeling we could have made place for a little more. But of course, we realised it was because it was so delicious, we could not have enough of it. We'll just have to leave that for another time.

Frankie's Tiramisu Trio: Classic, Amaretti and Morello Cherry

*Ours is a green world*  
with a touch of orange, peach, strawberry, cherry...



It's a natural world at Barakat, the No:1 provider of fresh vegetables and fruits - whole, cut or juiced, in the U.A.E. Also the first ever ISO 9001:2000 certified company in this trade, Barakat brings you nature's bounty, in its purest form!



Barakat Quality Plus,  
P.O. Box: 48989, Dubai - U.A.E.  
Tel.: +971 4 8802121,  
Fax: +971 4 8802122.  
E-mail: bqp@emirates.net.ae

Barakat Vegetables & Fruits Co.,  
P.O. Box: 11206, Dubai - U.A.E.  
Tel.: +971 4 3335666 / 3202828,  
Fax: +971 4 3335665,  
E-mail: bvfc@emirates.net.ae





# A cut above

**Knowledge, dedication and passion – the hallmarks of a good professional. And Chef Uwe Micheel - you'd be hard pressed to find a better embodiment of the term**

cousins. So food was always a big part of my life," he smiles, his eyes reflecting the joy of those memories.

His mother has passed away, but for Chef Uwe, she will always be the best cook in the world. "I know the answer sounds very typical. But think about it. When a mother cooks for the people she loves, her family, how much of her heart she must be putting into it. That's what makes the food special. I have tried so many times to make the dishes my mum used to make, but I can never get them quite the same," he nods.

This is one reason why Chef Uwe is adamant about passion in the kitchen. "If you don't love what you are doing, you are never going to do

it well enough. There are some people who are chefs but sadly for them, it's just a job. They may cook well, but they will never be great chefs," he states.

And Chef Uwe should know. He did not start out because of passion for food, but rather for travelling. "I wanted to be a cook on a ship because I wanted to travel and meet people," he smiles. So at the age of 17, he set out to fulfil his dreams. And somewhere along the way, he fell in love with cooking.

"I did my apprenticeship near my hometown. I was lucky to do it when I did, because I learned pastry from a 62-year-old chef who was just fantastic," Chef Uwe recalls. Although today not many people value the benefits of

## Umaima Tinwala

Director of Kitchens at the Radisson SAS hotel, Dubai Deira Creek, President of the Emirates Culinary Guild and arguably one of the most celebrated chefs in Dubai, Chef Uwe Micheel is quick to shift all credit for his achievements. "No one is a one-man show. I could not have done what I have done without the support of my family and the wonderful team I work with," he says.

His humility is inspiring, to say the least. But not surprising, when he admits he's really a farm boy at heart. "I grew up on a farm in Germany – there were only about 150 people in our town. I've lived among the cows and sheep, and loved every minute of it," he smiles. In fact, he remembers a particular incident when he spent his first night away from home. "On returning, instead of running into my mother's or father's arms, I went straight to the stables to see my cows and horses, and then I was ready to leave again," he laughs.

Growing up was an experience in love, giving and receiving. "We were not very rich. My parents lost everything in the war, and they had started from scratch, so we didn't have much. But family and friends were our wealth, and at any time, our dinner table had at least ten people on it. We were six kids, and there would always be a few extra – friends or

Chef Uwe judging the MLA Black Box competitions in Cairo Egypt. (please replace this pic with Pic B which I have sent earlier)



Chef Uwe Micheel, Director Kitchens, Radisson SAS, Dubai Deira Creek and President, Emirates Culinary Guild





**"I believe one has to be not just tolerant, but also understanding of another's culture. You can bang someone on the head, and they'll do what you want because they have to. But that's not a good team. To build a good team, you have to change yourself, consider and understand where they are coming from, and use this understanding in your dealings with them," he says. It is because of this understanding that his was the only name that never went up on the walls of the hotel.**

an apprenticeship, it is an imperative aspect of this career for him. "It's the basis for your life. Young people today don't want to do it because they don't want to take the long, hard way to success. But there are many chefs from Europe who go through an apprenticeship and then come in for a job. They grow quicker than others – it's really that simple," he explains.

"I even joined the army for two years, because that was a requirement in Germany at the time. I stayed a little longer than was required because I wanted to make some extra money. It was good," he says. Then came his first experience with a 5-star hotel. "I knew I needed at least a year's experience in a top hotel before I moved out of Germany. So I applied at the InterContinental, Berlin,"

But the only opening they had was that of a general cook in the staff cafeteria. He took it, and assured the manager it would be for three weeks. "I was told it had to be for at least six months, but I told him I knew I would be out of there in three weeks," says Chef Uwe. So he spent all his free time working in the kitchen of one of the restaurants. The chef there grew fond of him and insisted he join their team. That was two weeks into the job. And with a third week of notice, Chef Uwe was out of the staff kitchen and into a restaurant, just as he had determined he would.

From there, he moved to the InterContinental in London, and worked for Souffle, a French

restaurant. That's where he experienced what it was like to win a Michelin star. "Initially, our chef was not too concerned about stars. But when we won the first one, well, he started caring," laughs Chef Uwe.

So although he was scheduled to leave soon, he and his team were given small promotions and raises and asked to stay on another year to keep the Michelin star they had earned. In terms of cooking, Chef Uwe considers that particular year as the best in his life. "We knew each other well. We knew what the other was doing without even having to look up. We did some amazing stuff there – it was surely the best team I have worked with where cooking is concerned," he states.

But change is the only constant, they say. So when it was time for that, Chef Uwe started exploring other opportunities. He was offered an assignment in Bahrain, and he took it. "I had a girlfriend at the time, and we had been seeing each other for only six months before we were separated. But I could not stop thinking about her. So I called her one night and told her we needed to make a decision," he says. "To cut a long story short, I proposed, she accepted, and we have been happily married for 23 years now. My wife Anette is my pillar of strength.

After a short stint at the Bahrain Airport, Anette started working with the same hotel. "We made a great team even at work. She's



Conducting an ECG monthly general meeting. With Chef Uwe are colleagues from left; Alan Thong, Chef Patrick and Chef Michel

"It is said that behind every successful man is a woman. In my case that's the absolute truth. My wife Anette is my strength."



The Micheel Family – proud parents Annette and Uwe with sons Max (L) and Paul







a very good peoples person, and as a guest relations executive, she interacted with the guests and they told her what they wanted, and she then communicated that to me, and so at the end, we had a happy guest. It worked out well for sure!" smiles Chef Uwe.

Three and a half years later, Chef Uwe was waiting to go to Korea. "I had set my mind on being there for the Olympics. So when the chance came up, I grabbed it," he says. The sporting event, however, was the least interesting of his experiences there. "We were 20 expats and about 1,200 Koreans. One expat went for lunch, and when she came back, the staff had blocked her office and had a picket line saying, leave, we don't want you here," says Chef Uwe. And yes, she had to leave.

"I believe one has to be not just tolerant, but also understanding of another's culture. You can bang someone on the head, and they'll do what you want because they have to. But that's not a good team. To build a good team, you have to change yourself, consider and understand where they are coming from, and use this understanding in your dealings with them," he says. It is because of this understanding that his was the only name that never went up on the walls of the hotel.

From there on, it was to a place he had wanted to live in since he was seven - Japan. "I thought it was one of the most disciplined countries, from what I had seen and heard on TV. But I realised that it was not all what it appeared to be, and I was quite unhappy there. So I put my name on the transfer list," he says.

Three days later, he got a call, and Dubai happened. "I met Mike Lee, my predecessor at the ECG at a barbeque at Alen Thong's home. And when I heard he had been here for seven years, I was shocked. My first question was, how can he stay in one place for so long?" says Chef Uwe.

That was 14 years ago. Today, for Chef Uwe, Dubai is home. Although he does have his own home in Germany, his life is more or less in Dubai. With his new role as Director of Kitchens at Radisson SAS and his mounting responsibilities at the Emirates Culinary Guild, it's difficult for him to even consider leaving.

"But yes, I do want to take more time off. My General Manager, Andreas, has actually given me a different perspective on things. He's the one who made me realise my children hardly know me, and I need to spend more time at home or I will become like a stranger for them," he says.

And with his older son, Paul, going away next year for his apprenticeship in Germany, Chef Uwe realises he needs to be there for his wife as well. "He's going to be staying at

our home, and my wife's sister is in the same town, but you know how mother's are," he smiles, with just a touch of sadness.

His younger son, Max, intends to get into the hotel business. "But he's very clear that he does not want to stay a chef - maybe starting out in the kitchen to grasp the basics, but not continue there. He's seen me and my life. Or rather, he hasn't seen me much, and that's probably why he does not want to spend his life in the kitchen," he says.

A chef's life is no piece of cake. While others are partying and celebrating, they are working. So the hotel becomes home and colleagues become family. "That is why we are such a close knit community. No matter where you go, you will always find a friend, or a friend's friend," he smiles.

"We're different" is the answer to all questions about the reason for this unusual camaraderie. Competition exists. Especially in this region, there is a lot of competition for good business. "But once the business is gone, we help each other, with whatever is required at the time, and yes, sometimes even chefs if required," he says.

"In that sense," continues Chef Uwe, almost as an afterthought, "we are very much like writers, and vice versa. When you write, your words give away your passion, or lack thereof. It's the same for a chef. The quality of your food depends on your passion."

And there's a lot of that in Chef Uwe yet. Passion that he's putting to good use handling the many responsibilities on his shoulders, be it running a relatively young brand of hotels, or be a part of the team organising the mammoth WACS Congress 2008.

All this becomes possible due to the knowledge and experience he has gained over the years. "I always tell my sons to explore the world. Never stop learning. Because people can take away your money or your home, but no one can ever take what you have in that little head of yours," he says.

So as his sons prepare to step out into the world, he's still the student. But as always, he has set his sight at a time when he would like to retire. "I won't divulge when - I'm still quite young - but if health and work all goes fine, I want to reduce my workload drastically, and spend quality time at home with my wife," he smiles.

In the meantime, the phone rings, and Chef Uwe is called upon yet again to answer a query from one of his chefs. And away he goes with that toothy, endearing smile that is almost a trademark in the culinary world.

AD



# Creating the Perfect Cuppa...

Ruqya Khan

Chocolatey curls frame his cream complexioned face; he smiles from the heart and is soft with his words. At the coffee machine, his eyes light up and his face is aglow as the rich aroma of the brew make his lips curve. A barista to the core, Gautam K S has tasted close to 8,000 cups of coffee on the job – he presently works as the Associate Manager, Coffee Product Development, London Dairy, Sharjah.

The passion for coffee is something that Gautam received as an inheritance. It was his great grand father who first started a coffee roasters business under the name of 'Parimala Coffee Works' in a small town near Bangalore, India. The company is now in its 55th year and Gautam is the fourth generation to participate in its growth. "Just as I completed my graduation the Indian Coffee Board had launched a post graduate diploma course in Coffee Quality Management. My father suggested I take it up to better understand the bean. So, I went to Bangalore, India, attended the interview and got selected for the course."

"The course was very focused, with only 9 students per batch. They taught us in detail about the journey of the cuppa – right from planting the seed to serving the brew. This is where he learnt everything about coffee. From growing coffee plants at a plantation to farm processing of green coffee, it was a comprehensive study of coffee. It was interesting to see how green coffee is cured – hulling, milling and grading," he added.

The course lasted nine months, and as Gautam journeyed from the bean to the cup he found himself stirring away from the family business. He chose to pursue an interest in coffee roasting and blending. This he knew would be imperative for his desire to understand the beauty of the blend and to perfect the brew. "This is how I got into the espresso lane. This branch was not new to me theoretically, but it took me a while to master the blends and textures practically," he confessed.

Gautam attended his first Espresso training session in Kuala Lumpur, Malaysia. Though the experience was enlightening, he returned with lots of unanswered questions. Keeping that behind him, he helped his father incorporate new roasting techniques from what he had learnt in the course. Soon he was approached by three MBA students who wanted to start a café. He counselled them and together they set up the place. It was then that Gautam was able to really polish his skills as a barista.

His first real job and a challenging opportunity was with Barista Coffee India Ltd in Bangalore, India. "Though I was very keen to work on the espresso machine, the store manager didn't allow me anywhere near it. He felt I didn't have the know how to make good espresso. And so to hone my skills further, I developed a taste for espresso and started making coffee for myself. I watched videos of coffee brewing repeatedly and would try the techniques that were shown. I learnt steadily, improving with each cup."

And it was only within six months that Gautam was promoted and made Executive, Coffee Quality Assurance, for the whole of India. "My job was to take care of the coffee roasting supply for cafes across the country. Even with the new responsibilities, I continued to work in the outlet as a Barista," he added.

His work and skills have literally taken him places. When Barista opened its doors in Dubai, he came here and worked as back up staff for a month. Later he joined Grano Coffee and set up their roasting unit, developed their coffee blends, and trained their baristas. Currently, he is working with London Dairy Cafe as Associate Manager, Coffee. His job profile is to develop the product and ensure quality catering. He is part of the core team and

Gautam attended his first Espresso training session in Kuala Lumpur, Malaysia. Though the experience was enlightening, he returned with lots of unanswered questions. Keeping that behind him, he helped his father incorporate new roasting techniques from what he had learnt in the course. Soon he was approached by three MBA students who wanted to start a café. He counselled them and together they set up the place. It was then that Gautam was able to really polish his skills as a barista.



# COFFEE CONVERSATION

## The post graduate diploma course in Coffee Quality Management includes the finer techniques of:

- Cup tasting where the coffee bean quality is evaluated (like tea tasting)
- Coffee roasting (where the aroma and taste is born)
- Coffee blending (preparing a balanced blend of aroma, strength, flavour, taste and acidity)
- Coffee brewing (preparing different types of coffees like Indian Filter, French press, American Filter, Espresso, Turkish, Arabic Gahwa)
- Green coffee trading (Export & Future Trade)
- Value addition for coffee (Instant coffee manufacturing, cafes, marketing coffee)

looks after all aspects of product development and quality control. From coffee roasting and blending, developing new beverages to menu development, as well as barista training and making training manuals, all come under his purview.

Gautam has six years of experience behind him as a Barista, but he still feels there is room to learn more. “When I began working I

knew just about the bean, now I am more into the cup and the beverage at large. Coffee has a lot to offer than its perk, you can never say you’ve mastered the brew. Every origin has its characteristics – it behaves differently in the cup depending on how you roast and blend it, he explained.

Each year Specialty Coffee Association of India (SCAI) organizes the ‘India Barista

Championship’. SCAI is affiliated to the Specialty Coffee Association of America (SCAA). Last year, Gautam participated and won the India Barista Championship. This year he was part of the jury for the event. The main objective of this competition is to promote the Barista as a profession and help improve coffee quality served in the market.

In the competition, the participant has to prepare 4 cups of 3 drinks – an espresso, a cappuccino and a signature drink that has to be an original recipe and non alcoholic. The judging panel comprised of 2 technical judges for the brewing process, 4 sensory judges to taste and evaluate, plus 1 head judge to monitor all the judges. Apart from the judges, there is also a timekeeper to monitor time. In 2006, 42 participants from all over India participated where Gautam secured the first position in the championship.

He recalled, “My signature drink was Hazelnut Happyccino, made using espresso, milk, ice cream and caramelized hazelnuts. I roasted and blended my own coffee beans for the competition. I used Indian specialty coffee known as the Monsoon Malabar coffee beans, Indian washed Arabica coffee beans, Indian semi-washed Arabica coffee beans, topped with Ethiopian Ergacheffe with a hint of washed Robusta coffee beans roasted to medium to dark brown colour.”

## Popular coffee brewing types are:

1. Espresso
2. American Filter or Paper Filter
3. French Press
4. Traditional Filter / Drip filter
5. Arabic Gahwa
6. Turkish Coffee



## “Barista” is an Italian word for one who has acquired a level of expertise in the preparation of espresso based coffee drinks

Not one to rest with the Indian championship, Gautam then took off for the World Barista Championship held in Bern, Switzerland. Winners from 48 countries battled for the prestigious title of the World Barista Champion. He missed out on a top slot because he over shot his time by a mere 18 seconds. But as he says “It was an awesome experience. I had great support from my mentor, Ms. Sunalini S. Menon, undoubtedly one of Asia’s best coffee tasters.

Dubai is a melting pot of cultures and nationalities. It is a city that has a thriving café culture. “Largely, it’s a brand game. Almost all international brands are in the local market but I feel the quality of coffee served here is very bad. For example, when you drink an espresso in the local market it’s diluted with water – it’s like brown bitter water. Traditional coffee cafés are missing where coffees are roasted in the shop and brewed using freshly roasted coffee. There is also a huge void in knowledge of coffee brewing techniques. Proper training and practice ensures the perfect cuppa, moreover there must be a passion for the drink.”

“Due to the roaring competition, I am sure the café culture will improve. People at both ends of the table need to be educated, they have to develop their taste for the better things at hand – not just the bitter ones!” he hopes.

Although Gautam’s roots are from a primarily tea drinking country, coffee is a part of his existence. “It completes me. And makes me who I am. Over the last 10 years café culture has blossomed to the right blend. Espresso has made a place for itself among every part of the community. Coffee shops are no longer about businessmen making lengthy discussions at the tables. It’s now a

place to hang out over a cup of coffee. The coffee shops are now an ideal place where friends can meet, colleagues can enjoy and with the many chilled choices, there is room for kids too.

As the aroma of coffee brewing wafts through the room, Gautam sums up the conversation beautifully,. “The warmth is not just in the sip but it holds the entire process together. When I put freshly roasted coffee into the cooling tray a cloud of white freshness envelopes me. And as the thick, honey like brew trickles into the cup, it fills my soul with flavour and zest to better the barista in me. Coffee never fails to fascinate me.”

## 4 elements that make a good espresso:

**La Macchina:**

**The Espresso Machine**

**La Miscela:**

**The Espresso Blend of Coffee**

**La Macina Dosatore:**

**The Grinder/Doser**

**La Mano:**

**The Hand that makes the Espresso/Barista**





Dear Santa,

May God bless us with good health and help us understand the Lord's wisdom and how it works. May he bless us to improve our life even when we go through difficulties and troubles. Santa, please make sure we have always have the Lord's blessings bestowed upon us. Merry XMS.

Tarek Mouriess, *Executive Chef*  
Hilton Ras Al Khaimah



Dear Santa,

My Christmas wish is that everyone connected with the ECG and Gulf Gourmet has a fruitful, healthy and safe 2008 and that my daughter gets a healthy little brother or sister to love and cherish in mid 2008

John Redding, *Executive Chef*, Horeca Trade, Dubai



Dear Santa,

Please find below my wish list for Christmas, of course most of them are silly but that is what I wish to get from you...

- 1: That you leave me your sled and reindeer>s so that I go over all the traffic in Dubai
- 2: That they would put a chimney in my apartment so you can bring more presents (pretty hard through the AC vents)
- 3: That I could sit on the beach on Christmas day with a long cold drink and watch it snow
- 4: That my hotel would let the Executive Chef take a holiday over Christmas and New Years Eve so that I could find out what all the 'normal' people in the world do. The last time I was not working at Christmas was when I was at school!
- 5: That you could get a Taxi in Dubai when you want one, that it would go where you want it too, and that when you got there he could change Dhs100
- 6: And of course all the best for a great 2008 to all my friends and colleagues in the trade here and around the world

Alan Pedge, *Executive Chef*, Ramada, Dubai

Dear Santa,

There are many things which a person wants or secretly desires. I will be open to you in this front, I just need two things; one – Contentment and the second Bliss. I believe if I am happy and all charged up, it would mean I am satisfied and that would lead me to achieve many more things next year. So Santa, my friend ... be kind to your old pal and fulfill this wish.

Sanket Shah, *Sales Executive*,  
Masterbaker Marketing, Dubai

Dear Santa,

My wish for this year is dedicated to my colleagues & families. When I look back & think about my own career development I realize that it's the fact that I always loved people who worked with me. Please identify every potential colleague working with me & work on his development and promote him when he deserves it. You have to take care of the people in order to be loved by them. I wish to be patient, be genuine & just "be there" when they need me. We are one family even if we work for different companies. I wish to "Be there" in person to support them in difficult times.....that's the true color of friendship & family values, the one that is portrayed in real life.....

Shankar Kotian, *Executive Chef*, Intercontinental, Al Ain

Dear Santa,

I wish to be an ambassador of healthy living practices and lifestyle cuisine and be able to educate the next generation.

Chandrasena Sudusinghe,  
*Executive Chef*,  
Traders Hotel, Dubai





Dear Santa,

I want an all paid up holiday with my family and friends. Seems like you have done this already... After 25years of being a hard core chef, I am going on holiday this year! My hay days have begun. What I would also really like is to have all junior chefs to have a great Christmas party. We always make way for making the biggest cake or things where we can our names in the Guinness Book of World Records, but what about getting all our junior chefs who would love to be home with the family for Christmas a ticket home? And yes Santa, please give lots and lots of gifts to our junior staff if you are unable to send them home.

Regards  
Ines Soares e Lobo

Dear Santa,

My Christmas wish is that the Lord above sends us this through you: I wish for a big sack full of health and happiness for mine and the whole ECG family.

Uwe Micheel,  
*President, ECG; Director Kitchens, Radisson SAS, Dubai Deira Creek*

Dear Santa,

My wish is very simple... I want a Mont Blanc blue Pen. And if you will not get me one I will make my fiancé get it for me. I think I am getting it \_ - May God him and everyone too.

Soula Baroudi, *Marketing Manager*  
**Horeca Trade L.L.C**

Dear Santa,

Terror strikes at short notice & destroys innocent lives. Lets make a prayer & wish this Christmas, for good sense to prevail and that such inhuman acts are stopped forthwith.

With an earnest request for grant of the wish

Ram Narayan, *CEO, Masterbaker, Dubai*

Dear Santa,

I have always, from my teen years, had ONE wish that has not been given to me as yet... I hope this year since this is wish is coming to you through the Gulf Gourmet, it shall be granted.

So, my wish has always been to have a HUUUUUUUGGGGGGEEEEEEEE pool, filled with melted chocolate in body temperature, so that I could jump in to and then someone from outside will throw me fresh strawberries on top. What better, sweeter and simpler can you ask for Christmas from you Santa?????

Best Regards  
Doxis, *Executive Chef, Kempinski MOE, Dubai*

Dear Santa,

This year, I would like to wish for a small restaurant with a table for 12 seats only where as a chef I can enjoy creating new dishes and express my vision of food for my friends and they just need to give me some cash that can cover for next day's dishes. I wish my dream comes true

Patrick Lannes, *Chef Director,*  
**Le Royal Meridien Beach Resort & Spa**

Dear Santa,

My Christmas wish is that you enable each and everyone of us with this wisdom to give: To your enemy: forgiveness. To an opponent: tolerance. To a friend: your heart. To a customer: service. To all: charity. To every child: a good example. To yourself: respect.

Josephine Cuthbert, *Assistant Coordinator*  
**Emirates Culinary Guild**

Dear Santa,

I want you to bestow me with your powers, so that like you I am able to spread bonhomie and good cheer to people around me.

Rakesh Puri, *CEO,*  
**Express Print Publishers L.L.C.**



# True Artistry

Elevate your menu with the true taste of Custom Culinary™ Gold Label Bases and Master's Touch® Sauce Concentrates.



For more than half a century, we've focused on a single mission at Custom Culinary™ – to create the finest quality, most authentic culinary flavor systems for our customers. Developed by our chefs to deliver made-from-scratch taste and inspired results in just minutes, our products bring exceptional aroma, flavor and consistency to all your signature dishes.

## True Taste Begins With Custom Culinary™



Represented in the UAE by:



P.O. Box 54066 Al Quoz Dubai U.A.E. • e-mail: [sales@federalfoods.com](mailto:sales@federalfoods.com)  
Tel No. 04-3390005 • Fax No. 04-3393876 • Toll Free: 8004331



authentic

culinary

flavor

systems

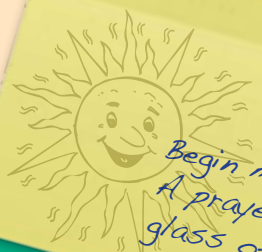


# Laila's Guest: Anil Sawant

Anil Sawant, who has been in Dubai for the last 13 years is for the past 8 of them with Tiffany Foods as General Manager, Marketing for their frozen food company responsible for marketing of ice creams, butter, and paratha's in over 17 countries.



Favourite cuisines: Chinese



Begin my day with:  
A prayer and half a glass of water

He has also been the Country Head for total operations of Baskin Robbins for 5 1/2 years. Sawant is a seasoned veteran in the food services and FMCG industry. His repertoire spanning 27 years includes sales and marketing for a diverse range of products from household products, OTC, personal care, to beverages, chocolates and confectionery, etc.



Dessert is usually a couple of slices of a pear and some strawberries



My preference for lunch is simple but nutritious food that keeps me going all day. It usually is 2 whole wheat roti's, vegetables and some yoghurt. I end the meal with 2 pcs of green apple and a slice of peach



My indulgence is: Music. And with some lovely food served the pleasure is amazing



Breakfast: I love Kellogg's Bran Flakes so that's a must for mornings. I also have a slice of brown bread with a bit of margarine and top it off with a refreshing cup of tea without sugar



Favourite kitchen appliance: Tea kettle



Favourite Spice / Herb: Ginger




Dinner: Simple home cooked food being my preference during the week, dinner is usually one whole wheat roti with a piece of chicken steak, some veggies, a small portion of rice with dal, yoghurt to compliment the meal along with some fresh salad.


To change a bit from the work week I normally indulge in my other favourite cuisine that is Chinese. On the menu would normally be a hot & sour chicken soup, vegetable hakka noodles, chicken fried rice and some chicken with garlic sauce



 Hate: Karela (Bitter Gourd)


 Comfort food: The simple dal and roti from India

 Best cook is... No hesitation here... it's my wife Kanchan

 Love: Barbequed Chicken. Anytime. Anywhere.

My most cherished childhood memories: Flaring rotis with a steaming hot cup of tea. This is also, for me, comfort food at its best


School years: The one vivid memory I have is of indulging in Aloo Tikki (similar to hash browns but with Indian spices) with bread


 Favourite dining companions: My wife Kanchan. She shares my passion for food along with being my strength and life partner

Sweet tooth: I have to say Gulab Jamun is my cure for a sweet tooth

Favourite restaurants: China Valley - Bur Dubai, Gazebo and Yoko Sizzlers - Karama

Most romantic meal: My menu would include my favourite cuisine Chinese. On the menu would be Chicken sizzlers with garlic sauce and some robust Red wine

 Cannot resist buying at a supermarket: Fish and prawns

 Always available in my refrigerator: Fruit juices, sausages, chicken tikka



Along with deciding a career path food was of great importance too. I fondly remember "hanging out" at this little restaurant known for being a hide out with my friends. The Rava (semolina) Masala Dosa (pancake) was to die for. I can also still taste the delicious Potato Wada (potato balls) with bread. This was and still remains one of the most popular "street foods" in Mumbai, India. And all this whilst we had to worry about the chemistry practical class





presents  
*Asparagus to Zucchini*

# Melt in your mouth Mushroom

This month, in our A to Z (*Asparagus to Zucchini*) section, *Gulf Gourmet* lauds the efforts of junior chefs of the ECG who continue to impart their wonderful recipes. In this issue we feast on the exotic and delicious mushroom made to perfection in different ways by chefs at the Jebel Ali Golf Resort and Spa, Dubai

## Mushroom

**M**ushrooms complement almost any everyday meal. They are easy to sauté and add savory flavor, texture, appetite appeal and nutrients to just about anything. From appetizers and salads to main dishes and sides, mushrooms can be enjoyed in so many ways. Some of the mushroom varieties popular around the world are:

**White Buttons** that represent about 90 percent of mushrooms consumed around the world. They have a fairly mild taste and blend well with almost anything. Their flavor intensifies when cooked.

Also known as baby bellas or browns, **Criminis** are similar in appearance to whites, but have a light-tan to rich-brown cap and a firmer texture. These mushrooms have a deeper, earthier flavor than whites. They can be sautéed, broiled or cooked almost any way. Their hearty, full-bodied taste makes them an excellent addition to beef, wild game and vegetable dishes.

A larger relative of Criminis, **Portabellas** have tan or brown caps and measure up to 6 inches in diameter. They have a deep, meat-like texture and flavor.

**Shiitake's** are tan to dark brown and have broad, umbrella-shaped caps, wide open veils, tan gills and curved stems that should be removed. They have a meaty texture and are rich and woodsy when cooked.

The **Enoki** mushroom has a tiny, button-shaped cap and long, spindly stems. They are mild tasting and crunchy to the bite. These are great eaten raw in salads and sandwiches. Equally good would be with soups.

**Oysters** can be gray, pale yellow or even blue, with a velvety texture. These mushrooms have a very delicate flavor.







PORTOBELLO MUSHROOM TERRINE



Chef Hussam Kessem  
Jebel Ali Golf Resort and Spa, Dubai

INGREDIENTS		METHOD	
Portobello Mushroom	30 gms	Heat the oil in a pan and add chopped onions, garlic, rosemary and celery and cook for three minutes	Remove from the heat and place the mixture in a preferred mould/container. Allow the temperature to decrease for at least 45 minutes
Champignon Button Mushroom	100 gms		
White Onions	10 gms		
Garlic	20 gms		
Rosemary (Fresh)	05 gms		
Celery (Finely Chopped)	10gms	Add the sliced mushroom and let them cook for 10 more minutes. At this point, add the cream, reduce the liquid by one third and season with salt and pepper	Combine the mascarpone, the chopped fresh thyme and the truffle essence
Extra Virgin Olive Oil	10 ml		
Fresh Cream	20 ml		
Black Pepper (Freshly Crushed)	To taste		Season to taste
Salt (Freshly Crushed)	To taste		
Mascarpone Cheese	40 gms		
Thyme (Fresh)	05 gms		
Truffle Oil	05 ml		



BLACK TRUFFLE FLAVORED MUSHROOM TARTAR DRIZZLED WITH LEMON & TARRAGON DRESSING



presents  
**Asparagus  
to Zucchini**

#### INGREDIENTS

Button Mushroom	160 gms
Chanterelle Mushroom	60 gms
Porcini Mushroom	60 gms
Artichoke Bottom	80 gms
Sun Dried Tomato	40 gms
White Onions	50 gms
Fresh Herbs (Thyme, Tarragon, Parsley)	15 gms
Black Truffle	15 gms
Extra Virgin Olive Oil	05 ml
Lemon Juice	05 ml
Black Pepper (Freshly Crushed)	To taste
Salt (Freshly Crushed)	To taste



**Chef Chaminda Prasath**  
Jebel Ali Golf Resort and Spa, Dubai

#### METHOD

Chop all vegetables and herbs

Heat the oil in a sautéing pan, add the chopped onion and stir for a couple of minutes. Add the mushroom and sweat them until soft; at this point add the chopped garlic. Stir for a minute longer and then season to taste and remove from heat

Once at room temperature, mix the mushrooms with herbs, artichokes and sun dried tomatoes in a deep bowl. Cover the bowl and leave in the refrigerator over night

For the dressing, use a kitchen blender to combine tarragon leaves, lemon juice, oil, salt and pepper

To plate your cold tartar use a stainless steel mould, drizzle the dish with the lemon & tarragon dressing and finish it off with truffle slices and a garlic-toasted slice of brown bread





STUFFED MUSHROOM WITH  
COUSCOUS AND ROASTED GARLIC SAUCE



INGREDIENTS

Portobello Mushroom	200 gms
Couscous	100 gms
Garlic	100 gms
Unsalted Butter	50 gms
White Onion	50 gms
Sun dried Tomato	50 gms
Almond Flakes	50 gms
Green Capsicum	50 gms
Mint	30 gms
Extra Virgin Olive Oil	200 ml
Lemon	100 gms
Bay leaves	03 gms
Salt	To taste
White Pepper	To taste



Chef Firas Saleh  
Jebel Ali Golf Resort and Spa, Dubai

METHOD

Set the mushrooms in a cooking tray and season them with salt and pepper. Top with butter and set in the oven to roast for 15 minutes at 180 degrees centigrade

Melt some butter and add seasoning into boiling water and then pour it on the couscous to cover up to 1 cm above. After 5 minutes, once the water has been absorbed

thoroughly, mix the couscous with chopped onion, chopped sun dried tomato and diced green capsicum

Stuff the portobello mushroom with the couscous and keep warm

Drizzle olive oil on the whole garlic and season it. Add some fresh rosemary on it.

Roast in the oven for 15 minutes at 180 degrees centigrade. Once out of the oven, peel the garlic and chop it coarsely. Add some melted butter in a pan and sauté the chopped garlic. Add one bay leaf and cream. Reduce the sauce by one third and then add lemon juice

Garnish the dish with fried basil leaves





**Chef Samuel Joseph**  
Jebel Ali Golf Resort and Spa, Dubai

**TENDERLOIN OF VEAL COMPLIMENTED BY RAGOUT OF FOREST MUSHROOM**

INGREDIENTS			
Forest Mushroom	60 gms	Snow Peas	40 gms
Veal Tenderloin	170 gms	Extra Virgin Olive oil	20 ml
Rosemary (Fresh)	10 gms	Vegetable Stock	20 ml
White Onions	40 gms	Garlic	02 cloves
Unsalted Butter	20 gms	Salt	To Taste
Fresh Cream	60 gms	Black Pepper	To Taste
Carrots	60 gms		

METHOD		
Marinate the veal with fresh rosemary, salt and crushed black pepper. Rub with olive oil. Cover it and place in the refrigerator for a couple of hours minimum	After few minutes add the vegetable stock and bring to simmer. Add the fresh cream and reduce the sauce by half. Season with salt and pepper and keep warm	Blanch the carrots (cut the shape you fancy) and snow peas in salted water for a few minutes. Transfer them from the boiling water to a pan with melted butter to glaze
Heat a sautéing pan and melt some butter in it. Sauté the chopped onion and garlic until translucent, then add the mushroom		Grill or pan fry the veal fillet and plate with the vegetables and sauce





**MEDITERRANEAN TERRINE MILLE FEUILLE OF 5 MUSHROOMS MARINATED IN MADEIRA WINE AND SCENTED WITH TRUFFLE-WALNUT JUICE**



**INGREDIENTS**

Black Mushroom	100 gms
Enoki Mushroom	100 gms
Button Mushroom	100 gms
Portobello Mushroom	100 gms
Oyster Mushroom	100 gms
Madeira Wine	100 ml
Walnut Oil	200 ml
Chicken Stock	200 ml
Black Truffle	10 gms
Chopped Garlic	10 gms
Rosemary (Fresh)	20 gms
Chives (Fresh)	30 gms
Lemon Juice	50 ml
Mustard	10 gms
Gelatin Leaves	07 pcs
Salt	To Taste
White Pepper	To Taste



**Chef Omal Klein**  
**Jebel Ali Golf Resort and Spa, Dubai**

**METHOD**

Prepare the marinade with the wine, garlic, fresh herbs, lemon juice, salt and pepper

Add the mushrooms in the marinade and keep for 2 hours in a chilled environment

Heat the chicken stock and melt the gelatin leaves in it, then season with salt and pepper

Arrange the mushrooms in a mould and pour the flavored gelatin and refrigerate to set

For the dressing, chop the truffle and mix with lemon juice, walnut oil, mustard, salt and pepper

Blend all together and pour it on the terrine





CRISPY ENOKI MUSHROOM WITH “MACCHIATO CALDO” OF PORCINI SOUP



INGREDIENTS

Shitake Mushroom	80 gms
Button Mushroom	80 gms
Enoki Mushroom	30 gms
Spring Onions	60 gms
White Onions	60 gms
Full Fat Milk	50 gms
Unsalted Butter	30 gms
Multi Purpose Flour	15 gms
Shiso Leaf	01 pc
Tempura Sauce	20 ml
Chicken Stock	300 ml
Fresh Cream	100 ml

Tempura Batter:

Tempura Flour	100 gms
Egg	01 pc
Water	60 ml
Hondashi	05 gms
Salt	02 gms



Chef Allan Alcantara  
Jebel Ali Golf Resort and Spa, Dubai

METHOD

Melt the butter in a sauce pan. Add the spring onions and white onions and soften

Add the shitake and button mushrooms and let them get tender. Add some flour and the chicken stock. Increase the heat and reduce the soup to half. Remove from heat and blend the soup until smooth

Put the soup in a sauce pan and add milk, cream and boil it once again. Season with salt and pepper

Make a tempura batter using very cold water (if not icy) whisking thoroughly. Dip the enoki mushrooms in the batter and deep fry at 175 degrees until crispy (about 3 minutes). Do the same for the Shiso leaf

Compliment the dish with some tempura sauce





MUSHROOM AND SPINACH LASAGNA



INGREDIENTS

Button Mushroom	60 gms
Portobello Mushroom	01 pc
Spinach	50 gms
Mozzarella (Grated)	10 gms
Parmesan (Grated)	10 gms
Extra Virgin Olive Oil	10 ml
Unsalted Butter	10 gms
White Onions	10 gms
Garlic	05 gms
Lasagna Pasta Sheet	40 gms
Béchamel Sauce	100 ml



Chef Anthony Ambrose  
Jebel Ali Golf Resort and Spa, Dubai

METHOD

Sauté the mushrooms with melted butter, olive oil, chopped onion and garlic and set aside	On a baking dish put a thin layer of béchamel, then put another pasta sheet and put some sautéed mushrooms, mozzarella and Parmesan Cheese on it	Top it with a pasta sheet and cover with the mozzarella and parmesan cheese
Sauté the fresh spinach leaves and set aside		Place the dish in the oven at 160 degrees for 25 minutes
Boil the pasta sheet in salted water and set aside	Place another sheet of pasta on top and put the spinach	



The Emirates

Salon Culinaire 2008

Briefs of the Classes for Entry –

Resume Of Classes for Entry

Class No.	Class Description
01	Practical Cake Decoration
02	Three-Tier Wedding Cake.
03	Fonterra New Zealand - Five Plates of Dessert
04	Pastry Showpiece
05	Al Ghurair Company - Bread Loaves and Showpiece
06	Friandises /Petites Four/Pralines/Nougatines/Etc
07	Chocolate Carving Showpiece
08	Barakat Company - Fruit & Vegetable Carving Showpiece
09	Open Showpiece
10	Five-Course Gourmet Dinner Menu
11	Fonterra New Zealand - Four-Course Vegetarian Menu
12	Presentation of Tapas, Finger Food and Canapés
13	New Arabian Cuisine
14	Individual Ice Carving
15	Ice Carving Team Event
16	Barakat Company – Practical Fruit & Vegetable Carving
17	MLA Australian Dressed Lamb - Practical Butchery
18	Emirati Cuisine - Practical Cookery.
19	Traditional Arabic Mezzeh - Practical Cookery -
20	Fish & Seafood - Practical Cookery.
21	MLA Australian Beef - Practical Cookery.
22	Jenan Brand Pasta - Practical Cookery.
23	Gala Dinner Table Decoration and Presentation
24	Hans Bueschkens Junior Chefs Challenge



A Member of the World Association of Chef's Societies



The Emirates

Salon Culinaire 2008

Briefs of the Classes for Entry –

Practical Pastry

Class 01: Practical Cake Decoration

1. To decorate a single finished cake of the competitor's choice.
2. Two-and-a-half-hours duration.
3. All decorating ingredients must be edible and mixed on the spot.
4. No pre-modelled garnish permitted.
5. Chocolate and royal icing can be pre-prepared to the basic level, e.g.. tempered chocolate can be brought.
6. Competitors must provide all ingredients including cake base, utensils, and small equipment required.
7. A standard buffet table, shared sink and shared fridge shall be provided for each competitor.
8. All cakes will be displayed until the end of the Salon and will be disposed of by the organizer.
9. Cake shall be tasted as part of judging. Judges will cut the cake.

Pastry Displays

Class 02: Three-Tier Wedding Cake

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

Class 03: Fonterra New Zealand - Five Plates of Dessert

1. Five different desserts, each for one person.
2. Each dessert presented singly on an appropriated plate.
3. Presentation to include a minimum of one hot dessert (presented cold).
4. Written description and typed recipes required.
5. Tasting will be part of the judging process if deemed necessary to determine quality and authenticity.
6. Maximum area w90 cm x d75 cm.

Class 04: Pastry Showpiece

1. Freestyle display.
2. Edible media, marzipan, pastillage, sugar, pulled-sugar, croquant, etc., may be used, singly or in mixed media.
3. Written description required.
4. Maximum area w90 x d75cm.
5. Exhibit can be no more than 90cm. in height including base or socle where used.



A Member of the World Association of Chef's Societies





# The Emirates Salon Culinaire 2008

Briefs of the Classes for Entry –

## Class 05: Al Ghurair Company - Bread Loaves and Showpiece

1. Prepare and present: four types of breads (competitor's choice) and four types of breakfast pastry.
2. Bread is to be displayed with a bread showpiece. The showpiece will be included in the judging criteria.
3. Each individual to prepare his dough and bake his breads at his place of work and bring them to the competition for judging.
4. There will be an oven available for re-heating bread.
5. Types recipes required
6. Maximum area w90 x d75cm

## Class 06: Friandises/Petites Four/Pralines/Nougatines/Etc

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

## Artistic Displays

### Class 07: Chocolate Carving Showpiece

1. Free-style presentation.
2. No frames or supports.
3. Natural colouring allowed.
4. Minimal glazing is allowed.
5. No moulded work.
6. Maximum area: w80 cm x d75 cm.
7. Exhibit can be no more than 75cm in height including base or socle where used.

### Class 08: Barakat Company - Fruit & Vegetable Carving Showpiece

1. Freestyle presentation.
2. Light framing is allowed, so long as the construction of the piece does not depend upon it.
3. Maximum area w60 cm x d75 cm.
4. Exhibit can be no more than 55 cm in height including base or socle where used.

### Class 09: Open Showpiece

1. Freestyle presentation (but see Rules and Regulations for themes to avoid).
2. Only showpieces made of edible food material will be accepted for adjudication.
3. Maximum area w90 cm x d75 cm.
4. Exhibit can be no more than 75 cm. in height including base or socle where used.



A Member of the World Association of Chef's Societies



# The Emirates Salon Culinaire 2008

Briefs of the Classes for Entry –

## Gastronomic Creations

### Class 10: Five-Course Gourmet Dinner Menu - Static Display

1. Present a plated five-course gourmet meal for one person
2. The meal to consist of:
  - A cold appetiser,
  - A soup,
  - A hot appetiser,
  - A main course with its garnish
  - A dessert.
3. Hot food presented cold on appropriate plates.
4. Food coated with aspic or clear gelatine for preservation.
5. Total food weight of the 5 plates should be 600/700 gms.
6. Typewritten description and typed recipes required
7. Maximum area w90 cm x d75 cm.

### Class 11: Fonterra New Zealand - Four-Course Vegetarian Menu

1. Present a plated four-course vegetarian meal for one person.
2. Suitable for dinner service
3. The meal consist of:
  - An appetizer
  - A soup
  - A main course
  - A dessert
4. To be prepared in advance and displayed cold on appropriate plates.
5. No meat, chicken, seafood or fish to be used, (meat-based gelatine glaze to enhance presentation is accepted).
6. Eggs and dairy products are allowed.
7. One of the courses must feature New Zealand cheese/s as its main ingredient. Such cheese/s is/are available from the organisers.
8. Total food weight of the four plates should be 600/700 gms.
9. Typewritten descriptions and recipes required.
10. Maximum area w75cm x d75cm.

### Class 12: Presentation of Tapas, Finger Food and Canapés

1. Produce eight varieties.
2. Eight pieces of each variety (total 64 pieces)
3. Four hot varieties
4. Four cold varieties
5. Hot food presented cold
6. Food coated with aspic or clear gelatine for preservation
7. Presentation on suitable plate/s or platter/s or receptacles.
8. Eight pieces should correspond to one portion.
9. Name and ingredient list (typed) of each variety required.
10. Maximum area 60cm x 80 cm.



A Member of the World Association of Chef's Societies





# The Emirates Salon Culinaire 2008

Briefs of the Classes for Entry –

## Class 13: New Arabian Cuisine

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

## Practical Artistic

### Class 14: Individual Ice Carving

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

### Class 15: Ice Carving Team Event

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

### Class 16: Barakat Company – Practical Fruit & Vegetable Carving

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



*A Member of the World Association of Chef's Societies*



# The Emirates Salon Culinaire 2008

Briefs of the Classes for Entry –

## Class 17: MLA Australian Dressed Lamb - Practical Butchery.

1. Prepare a whole, fresh, dressed lamb carcass into various ready-to-cook joints and pieces, some as required by the organisers, the others to competitor's choice.
2. Make a presentation of the finished cuts and off-cuts for exhibiting to the judges.
3. Cuts/joints can be suitable for foodservice or suitable for a retail butchery display.
4. Meat and Livestock Australia will supply the dressed lamb for this class.
5. Each competitor will have one banquet table (supplied by the organisers) on which to work.
6. No power tools permitted.
7. Competitors to supply their own:
  - Tools and knives
  - Twine or netting
  - RED cutting boards (this is a municipality requirement and will be strictly enforced)
  - Garnishing
  - Display trays
  - Sundries
8. Time allowed: two hours
9. All tools and sundries will be inspected to ensure that they are hygienically suitable for food use.
10. Cuts required by the organisers are:
  - a) Neck slices or Neck boned.
  - b) 1 x shoulder, boned and rolled, tied or netted ready for roasting.
  - c) 3 pieces shoulder chops.
  - d) Spare ribs.
  - e) 1 x 8 rib Frenched rack.
  - f) Mid-loin chops from a short loin
  - g) 1 x Loin – eye.
  - h) 1 x Tunnel-boned leg tied or netted for roasting.
  - i) 1 x Seam-boned leg trimmed into its 4 primal cuts plus its bone-in shank.



*A Member of the World Association of Chef's Societies*





# The Emirates Salon Culinaire 2008

Briefs of the Classes for Entry –

## Notes on the Practical Cookery Classes

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

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

1. All food items must be brought to the Salon in hygienic, chilled containers: Thermo boxes or equivalent. Failure to bring food items chilled will result in disqualification.
2. All dishes are to be served in a style equal to today's modern presentation trends.
3. Portion sizes must correspond to a three-course restaurant meal.
4. Dishes must be presented on individual plates with appropriate garnish not exceeding 250g total food weight excluding sauces.
5. In some cases, the organisers will supply the plates (which must be used) in other cases competitors are required to bring their own bowls/plates. For clarification, see the brief of the class entered.
6. Competitors must bring with them all necessary mise-en-place prepared according to WACS guidelines in the hot kitchen discipline.
7. Competitors are to provide their own pots, pans, tools and utensils.
8. The judges will check appliances and utensils for suitability.
9. The following types of pre-preparation can be made for the practical classes:
  - Vegetables/fungi/fruits; washed & peeled – but not cut up or shaped.
  - Potatoes washed and peeled – but not cut up or shaped.
  - Onions peeled out but not cut up
  - Basic dough can be pre-prepared.
  - Basic stocks can be pre-prepared.
  - Basic ingredients may be pre-weighed or measured out ready for use.
  - Fish may be scaled and filleted and the bones cut up.
  - Meat may be de-boned and the bones cut up.
10. No pre-cooking, poaching etc. is allowed.
11. If a farce is to be used for stuffing, filling, etc., at least one of the four portions must be prepared in front of the judges to show the skill.
12. Within 10 minutes after the end of the competition, competitors must have the kitchen thoroughly cleaned and tidied and ready for the next competitor to use.
13. Typewritten description and recipes are always required. Sometimes, two copies of the recipe is required.



A Member of the World Association of Chef's Societies



# The Emirates Salon Culinaire 2008

Briefs of the Classes for Entry –

## Practical Cookery

### Class 18: Emirati Cuisine - Practical Cookery.

This class is designed to highlight the indigenous cuisine of the United Arab Emirates. The aim is to have it recognised as a cuisine in its own right, the presentation of which can be adapted and updated to reflect the changes and modernisation fast taking place in the country. The food presented must use authentic flavours and ingredients traditionally used in Emirati cuisine; however dishes are to be presented in a style to suit a modern restaurant service.

1. Prepare and present, within one hour, four identical individually plated main courses, using fish, chicken, beef or lamb as the main protein item.
2. Present the main courses within 60 minutes of the competition starting.
3. The organisers will provide white plates with a diameter of 31cm for presenting the main courses. These are the only plates that are allowed to be used.
4. Typewritten description and recipes are required.

### Class 19: Traditional Arabic Mezzeh - Practical Cookery.

1. Prepare and present, within one hour, three varieties of hot mezzeh and three varieties of cold mezzeh.
2. Total mezzeh to be sufficient for 4 persons.
3. No more than one of the following four varieties is allowed to be presented Hommous, Moutabel, Tabouleh, Fatouche.
4. The style of each variety of mezzeh can be that of any of the following countries:
  - Lebanon
  - Syria
  - Jordan
  - Morocco
  - Egypt
  - Tunisia
5. Dishes must represent a variety of cooking methods.
6. Two Portions of the mezzeh will be served in the public restaurant; the other two portions will go for judging.
7. No ready made products are allowed.
8. Sauces must be assembled and finished at the competition.
9. Competitors are to provide their own mezzeh bowls.
10. Extra points will be awarded for new style/innovative and creativities in the mezzeh without losing the authentic flavour of the dish.
11. Typewritten description and recipes are required mentioning the country of origin of each dish.

### Class 20: Fish & Seafood - Practical Cookery -

1. Prepare and present, within one hour, four identical individually plated main courses, using fish and/or seafood as the main protein item.
2. Present the main courses within 60 minutes of the competition starting.
3. Dishes must be presented on individual plates with appropriate garnish not exceeding 200g total food weight excluding sauces.
4. The organisers will provide white plated with a diameter of 31cm. for presenting the main-course. These are the only plates that are allowed to be used.



A Member of the World Association of Chef's Societies





## The Emirates Salon Culinaire 2008 Briefs of the Classes for Entry –

### Class 21: MLA Australian Beef - Practical Cookery.

1. Prepare and present, within one hour, four identical individually plated main courses, using Australian beef as the main protein item.
2. Present the main courses within 60 minutes of the competition starting.
3. The organisers will provide white plates with a diameter of 31cm. for presenting the main-course These are the only plates that are allowed to be used.
4. Typewritten description and recipes are required.

### Class 22: Jenan Brand Pasta - Practical Cookery.

This is a new class for 2008. Chefs are challenged to be as creative and innovative as possible. The judges will be looking for imaginative recipes and use of ingredients. Most importantly, they will be looking for great taste. The judging process will be in line with WACS guidelines. Special plates will be provided for presentation of this class so as to add to the visual flair of the dishes created by the competitors.

1. Prepare and present, within one hour, 2 plates each of three different pasta main-courses, using Pasta products as supplied by the organizers.
2. The 1st main course to be presented 20 minutes from the start of the competition, the 2nd main course to be presented 40 minutes from the start of the competition and the final 3rd main course to be presented 60 minutes from the start of the competition.
3. Dishes must be presented on individual plates with appropriate garnish not exceeding 250g total food weight excluding sauces.
4. The organisers will provide white plates with a maximum diameter of 31cm. for presenting the pasta dishes. These are the only plates that are allowed to be used.
5. Typewritten description and two copies of each recipe is required.

### Class 23: Gala Dinner Table Setting and Decoration

1. Each service team to comprise three persons.
2. To prepare and present a table laid for ten people.
3. To lay the table – for a four-course meal with appropriate flatware, chinaware, glassware, linen, etc.
4. Table to include a freestyle centrepiece that must be assembled at the competition.
5. Competitors to provide all necessary equipment: including tables and chairs.
6. The tables will remain in the main concourse for the duration of the Salon Culinaire.
7. After judging, competitors may feature the logo of their hotel as part of the table decoration.
8. Entry fee for this class is Dhs.200 per team.

## The Emirates Salon Culinaire 2008 Briefs of the Classes for Entry –

### Class 24: Hans Bueschkens Junior Chefs Challenge

#### Organisers

WACS 2008 Congress Committee of the Emirates Culinary Guild.

#### Contact

The Emirates Culinary Guild  
PO Box 71963, Dubai, UAE.  
Tel: +971 4 3403128. Fax: +971 4 3473742. Email: theguild@eim.ae

#### The Competition Concept

This is a practical cookery competition for entry by a single individual.

Each entrant is to produce a three-course meal for six people.

The day before the competition starts, a basket of ingredients will be displayed to the entrants.

There will then be a short seminar itemising and explaining the ingredients.

After the seminar, the entrants will have one hour in which to write-out a menu to consist of: a starter, a main course (with appropriate sauces, starch and minimum two vegetables) and a dessert.

The entrant will submit the menu to the organisers.

On the day of his/her competition slot, the entrant will produce the food for the menu submitted.

#### Venue and Dates

The competition will be held at the kitchens of the Emirates Salon Culinaire at the Dubai International Convention and Exhibition Centre.

Date: Wednesday, February 27th 2008.

Time: 0730

#### Eligibility

Any junior chef whose application is endorsed by his Executive Chef is eligible to participate.

#### Registration

Competitors must complete registration by 31st January 2008.



*A Member of the World Association of Chef's Societies*



*A Member of the World Association of Chef's Societies*





**Note:** Please read the following regulations carefully. The instructions contained herein are mandatory. Non-compliance with any of the points mentioned could lead loss of marks or complete disqualifications.

Hygiene

Hygiene is of paramount importance throughout the whole of the salon culinaire. Bad hygiene practice by competitors will result in their disqualification. A professional food-safety company has been engaged to oversee all aspects of hygiene practice at the competition. Additionally, it is quite possible that Dubai Municipality Food Control Section will conduct its own hygiene inspections as and when it sees fit. 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. Be careful with your production; storage; carriage and reconstitution hygiene practices.

The Secretariat:

- 1. The Emirates Culinary Guild (ECG) is the body responsible for the creation, organisation and administration of the Emirates Salon Culinaire 2008 (ESC 2008).
- 2. ESC2008 is governed by and construed according to the rules of the organisers. The organisers have sole authority to adjudicate on any matters pertaining to ESC2008.
- 3. An entrant’s acceptance of participation in ESC2008 shall be construed as confirmation of his/her undertaking to submit unconditionally to the jurisdiction of the organisers in regard to all aspects of ESC2008.
- 4. The address of the ECG for all correspondence, payments and inquiries referencing The Emirates Salon Culinaire 2008 is: The Emirates Culinary Guild, PO Box 71963 Dubai, United Arab Emirates. Tel: + (9714) 3403128. Fax:+(9714) 3473742. Email: theguild@emirates.net.ae

Competition Entry:

- 5. The Emirates Salon Culinaire will run from February 24th to 27th , 2008.
- 6. Participation in ESC2008 is open to (any one) professionally employed in the preparation of food.
- 7. Unless the organisers specifically mention a class as being a team event, all classes at (ESC2008) are for entry by a single competitor.
- 8. A competitor may enter as many classes as he/she wishes, but is restricted to one entry per class.
- 9. The entrance fee is Dhs.100 (AED. One Hundred) per person per class, unless otherwise stated in the Rules and Regulations or the Class Briefs.
- 10. Fees must be submitted along with completed entry forms: by way of cash, cheque or banker’s draft made payable to The Emirates Culinary Guild.
- 11. A completed entry-form should accompany the entrance fee. Completed photocopies of the form or details on a company letterhead are acceptable as an entry.
- 12. Completed entry-forms or letterheads must be endorsed by the Head of Department or General Manager of the establishment concerned.
- 13. Due to lack of space in live cooking, entry will be restricted to 5 entries per class per hotel on a first come first paid basis.
- 14. No entry will be confirmed unless the appropriate fee has been paid. Entries will be accepted strictly on a first-paid-first-confirmed basis.
- 15. The Closing date for receipt of completed entry forms and fees is 30th December 2007.

Access to the Venue:

- 16. The venue for ESC2008 is hall no. 8 at the Dubai World Trade Centre Exhibition Centre.
- 17. The entrance to the salon is at the rear of hall no. 8.
- 18. Competitors and helpers must access the salon through the goods entrance at the rear of exhibition hall no. 8. The gate will be signed ESC2008 Competitors.
- 19. Access to the preparation area begins at 0700 each day.
- 20. Registration of exhibits commences at 0700 each day.
- 21. On the first day (24th Feb) the morning entry might be delayed due to security checks by Dubai Police. Allowances will be made to competitors to make up for any time delays suffered.

Salon Marshals

- 22. A Marshal-at-arms will be recognisable by a badge displaying the logo of the Emirates Culinary Guild and the legend ESC2008 Marshal.
- 23. Marshals are charge with ensuring that the rules and regulations of ESC2008 are observed by all concerned.
- 24. Competitors, helpers and visitors are all obliged, without question to cooperate with the marshals at all times.

Competitors and Helpers:

- 25. Each contestant is allowed one helper to assist him/her with carrying equipment. No other help is allowed to a competitor within the preparation area.
- 26. A competitor must wear full; freshly laundered chef’s uniform with appropriate headgear and footwear when attending at the exhibition.
- 27. A competitor’s helper must wear full; freshly laundered chef’s uniform with appropriate headgear and footwear when attending at the exhibition.

- 28. If a competitor is incorrectly dressed whilst at ESC2008, his/her exhibit will not be judged.
- 29. If a helper is incorrectly dressed he/she will not be admitted to the exhibition.
- 30. Competitors must not wear any logo, mark or identifying colour, except those supplied by the organisers.
- 31. Helpers must not wear any logo, mark or identifying colour, except those supplied by the organisers.
- 32. Logos, marks and identifying colours provided by the organisers must be worn by the competitor in the position indicated to him/her by the organisers at the time of registration.
- 33. Logos, marks and identifying colours provided by the organisers must be worn by a helper in the position indicated to him/her by the organisers at the time of registration.
- 34. Competitors and helpers must enter with exhibits through gate no. 8 at the rear of the exhibition halls and attend at the organisers’ registration booth to complete registration formalities.
- 35. A competitor entered in a practical competition must register at least 15 minutes before the commencement of the competition.
- 36. Any competitor not in place and ready to start at least five minutes before the time a competition commences, will be disqualified.

Exhibits:

- 37. 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.
- 38. 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.
- 39. All exhibits must be of edible substance except for framing, socles and stands where they are allowed.
- 40. It is forbidden to use any living entity whatsoever as part of an exhibit (e.g. tropical fish).
- 41. It is forbidden to depict religious, nude or political themes in an exhibit.
- 42. All exhibits must be suitable for presentation as a decorative item in a family restaurant setting.
- 43. An exhibit must not carry any logo, label or mark of identification. However, a competitor or his/her helper must be able to identify his/her exhibit if required.
- 44. Each competitor is responsible for his/her own exhibit and should ensure that it is available in its proper place for judging on the day and time specified.
- 45. Exhibits to be judged must be registered and in place by 09:00 hrs.
- 46. No preparation or finishing of exhibits is allowed in any area except the designated preparation area at the rear of the salon area.
- 47. Finished exhibits must be placed in the position indicated by the organisers.
- 48. No interference with an exhibit is allowed once the organisers have deemed it as submitted for judging.
- 49. A competitor must leave the judging area as soon as his/her exhibit is in place or when instructed by the organisers, whichever is the sooner.
- 50. No competitor or anyone from his/her establishment is allowed to approach or speak with or at a judge without the express permission of the organisers.
- 51. Unless otherwise instructed by the organisers, competitors must remove their exhibits at 19:00 hrs.
- 52. An exhibitor may, at the discretion of the organisers, be requested to move his/her exhibit to a separate enclosure to remain for part, or for the duration, of the exhibition.
- 53. Failure by a competitor to register or exhibit at the specified time could result in disqualification.

Awards:

- 54. Gold, silver and bronze medals and certificates and certificates of merit are awarded solely at the discretion of the judges.
- 55. The decision of the judges is final and each competitor is required to abide by it without comment.
- 56. Certificates and medals will normally be presented at 18:00 each day. This may change according to circumstance.
- 57. 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.
- 58. A competitor or his/her helper must be correctly dressed as stipulated in the rules when collecting medals or certificates

International Buffet – Team Event

- Entry to this class is by invitation only.
- Invitees are provided with a copy of the class brief.

Table Lay-Up and Decoration Competition

- There is a competition designed to challenge service teams in the presentation and decoration of a gala dinner table.
- Each service team should comprise three individuals of any age or rank.
- Set up of the tables can be done from 0700 to 1200 each day.
- A type sheet (three copies) detailing the theme of the table must be available to the judges.
- Each team is to have its tables ready for judging at 1200, failure to do so may result in their tables not being judged.

Copyright:

- 59. All exhibitors and competitors at ESC2008 assign all rights concerning videos, photographs, menus, recipes, exhibits, sound recordings etc. to the Emirates Culinary Guild.

Disclaimer:

- 60. The organisers are entitled to cancel or postpone the Salon, or to alter the duration, timing or schedule of any event.
- 61. 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.
- 62. 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.



# Barakat

Barakat, the legendary name of "Prosperity" was founded in 1976 in Dubai and Abu Dhabi. After years of hard work and dedication to the 'Customer Satisfaction' motto, the company today has spread widely in the UAE. As an autonomous corporate company with an international network system, Barakat has been founded on a host of principles importantly that of professionalism and quality. Through these dedicated efforts towards establishment of quality standards at our organization, we guarantee exemplary services and full co-operation to our clients.

The major focus of our group historically has been the distribution of fresh fruits and vegetables to the 5 star hotels, 'A' grade super markets, major airline catering companies, the Rulers palace, etc. Barakat has a longstanding relationship with most of the hospitality companies and the retail market in the UAE. The company is well-connected with all the required resources with 4 branches in the UAE, which are in Abu Dhabi, Al Ain, Sharjah and Dubai (Head Office), and one each in the neighboring countries, Qatar and Beirut.

Barakat imports foodstuff, fruits and vegetables from all around the globe. Imports from USA, Holland, Australia, Far East, Africa, and other parts of the world by air, range to a volume of over 140 tons per week. In addition to the air shipments, we also import fresh fruits & vegetables by sea. In addition, Barakat has big 40ft reefer trucks, which imports all the major products from Lebanon, Jordan, etc. 31 years after its origin in the UAE, Barakat is a force to reckon with, world-wide. The company is a pioneer of sorts in European and exotic fresh-fruit imports. The gardens of USA, Australia, Holland, South Africa, Kenya and Thailand, amongst others, are the ripe picking grounds for Barakat's Fresh Vegetables and Fruits.

Barakat also has its own value addition processing plant "Barakat Quality Plus" in Jebel Ali, the first of its kind in the entire Gulf with total area of 100,000 sq. ft. By setting this new standard in the market, the company has become a market leader in sanitized and freshly pressed juices (without additives) and vacuum packed fresh cut vegetables and fruit products. Specialists trained in HACCP standards manage this factory.

In order to increase capacity in line with the growth of hotels, flight catering and retail business and also to meet the increasing demand for our products from existing customers, we are currently in the process of setting up an extension of the first factory, which will be known as BARAKAT QUALITY PLUS - PHASE - II. This facility is intended for production of fresh fruit & vegetable salads, fresh cut vegetables and fruits. Phase - II will be ready for operations from the year 2008.



Mr. Jeyaram S, Chief Executive, Barakat group of companies (L.L.C.) receives the membership certificate to the ECG from its president, Chef Uwe Micheel



# Boecker Public Health LLC



Mr. Michael Bayoud, President & Chief Executive, Boecker Public Health Group, receives the membership certificate from Chef Uwe Micheel, President, ECG, on behalf of his company

There is no doubt that Hygiene, Pest Control, Germ awareness and Public Health have become the priority of any successful business. With more emphasis on quality standards and differentiation in a highly competitive market, your business needs a reliable Public Health partner.

Boecker Public Health, the region's largest Pest Control, Food Safety and Professional Disinfecting services provides World Class services for the most demanding commercial, food service and residential sectors.

Boecker is based in Dubai, UAE and operates in 6 GCC and Middle Eastern countries. Boecker's team is one of the region's finest including top notch Food Safety Consultants and Trainers, Specialized Entomologists and business experts with a team of professional certified technicians.

Boecker provides world standard Pest Control Services, Food Hygiene Training, HACCP consulting and professional disinfecting services.

Boecker services are ISO9001:2000 certified, and all of its used products are EPA approved and licensed by Dubai Municipality.

Boecker provides a Satisfaction Guarantee policy for all its clients and takes pride of being a Corporate Member of the Royal Institute of Public Health, UK just one of 52 privileged corporate members of this Royal Institute. Boecker is also member of the National Pest Management Association, USA and the British Pest Control Association, UK as well as being selected as one of Lebanon's Top500 companies.

Call Boecker Today for a Free of Charge estimate and to discover its Special Offers for this month, we guarantee you will be impressed, and don't forget to visit Boecker's Award Winning Websites: [www.boecker.com](http://www.boecker.com) and [www.eat-safe.com](http://www.eat-safe.com)

Call Now on : 04. 333 0 315 or our Toll Free Number: 800 EATSAFE or 800 NO PEST





# Custom Culinary

Custom Culinary™, one of the Griffith Laboratories family of companies, represented in the UAE by Federal Foods, provides True Taste that defines your menu and sets your recipes apart. We've focused on a single mission for more than half century: to create the finest-quality, most authentic food bases, sauces, seasonings and coatings.

## Gold Label Bases

Custom Culinary™ Gold Label Bases provide truly authentic flavor in almost no time at all. Our culinary team uses only the finest hand-selected ingredients to craft each blend with quality and care. Our full line of products include an array of vegetable, poultry and meat food bases with no MSG added.

## Master's Touch® Sauce Concentrates

Our Master's Touch® Sauce Concentrates set the standard with premium ingredients and exceptional quality. Chefs can rely on Master's Touch® Sauces for uncompromising consistency and authentic flavor enhancement. This line includes key "mother sauces" used in most kitchens: Hollandaise, Alfredo, and Demi-Glace Sauce Concentrates.

## Chef's Own™ Coatings and Seasonings

Our Chef's Own™ line of premium coating systems provide superior taste, texture and appearance and can be applied to meat, poultry, seafood and vegetables. Our choice seasoning blends will enhance any dish by adding true authentic flavor. This line includes a range of breadcrumbs, batter systems, seasoning blends and glazes.

## True Taste Promise

Prepared exclusively for foodservice, Custom Culinary™ products are authentic in every sense of the word using exceptional ingredients, uncompromising detail and taste that is always true.

## Versatility

Enhance an entrée, make a side more savory, embellish an appetizer.



Mr. Khaled Hamza, Director Business Development – Middle East, Griffith Laboratories Worldwide Inc. receiving the certificate of membership from ECG president Chef Uwe Micheel

Our Culinary Flavor Systems spark your creativity and provide endless possibilities.

## Consistency and Convenience

Developed to deliver made-from-scratch taste and inspired results in just minutes, our products bring exceptional aroma, flavor and consistency to all your signature dishes.

## Menu Enhancing

Our expert culinary team develops on-trend flavors that take your menu and signature dishes to the next level.

## Flavor Infusion

Our food bases, sauces and seasoning blends are the most authentic and robust in the industry, developed by chefs to meet exacting foodservice professional standards.

True taste begins with Custom Culinary™. For more information, contact Federal Foods at 04-3390005 or email [sales@federalfoods.com](mailto:sales@federalfoods.com).



# MKN



Mr. Stephan Kammel, Area Sales Manager, MKN, Maschinenfabrik Kurt Neubauer GmbH & Company with ECG president Chef Uwe Micheel receiving his membership certificate

as well as operators of football stadiums utilise the reliable, long-life appliances which have received many product and design awards.

The fundamental principles of MKN construction and sales have always been placed on functionality, economic efficiency, hygiene with products being manufactured from high-quality materials and components.

In the Middle East MKN is represented by Mr. Stephan Kammel, the responsible Area Sales Manager for this territory. He travels frequently the Gulf region to support the distributors as well as being available permanently for the customership.

## Product Categories

1. Tailor-made hand built high-class cooking solutions called KüchenMeister
2. Innovative combi steamers in gas and electric the HansDampf range from Junior to Maxi
3. Full range of modular cooking appliances in gas and electric for hotels / restaurants and the institutional segment / catering.

## Future, Trends, Needs

Future kitchen solutions need to combine appearance, hygiene, energy efficiency, innovative technology and customer focussed functionality. Future equipment design requires compact, flexible and multi-purpose solutions. MKN always offers the latest technology and this is influenced by the MKN chef-team and the requirements and inspirations of our users. This practical use and strong market focus combined with the MKN high quality philosophy are the ingredients for future cooking solutions.



## Business and History

MKN is the German specialist for the development and production of thermal professional cooking technology. The family owned company, founded in 1946, has specialised in modern thermal professional cooking technology and stands as a testament for premium-quality, innovation, performance and competence „made in Germany“. Over the years, the medium-sized company emerged as one of the biggest independent European manufacturer of cooking appliances and as the market leader in Germany in the thermal range. MKN has around 350 employees and manufactures on a factory area of about 45.000 m<sup>2</sup> in Wolfenbüttel - Northern Germany. Half of all finished appliances are exported throughout the world. Customers and operators know the MKN product around the whole world: Installations such as the Grand Hyatt in Dubai, Claridges and the luxury liner Queen Mary II. Numerous celebrity chefs, owners of hotels and restaurant caterers but also cooks from Public Sector catering in hospitals and canteens



# New Zealand

## Trade and Enterprise

"Crystal clear water, rich green land - you know things are pure."

New Zealand is recognized worldwide for the freshness and wonderful flavours of its produce – tender lamb and beef, full flavoured cheeses, superb fresh fish, shellfish and salmon, rich ripe fruit and vegetables and a myriad of other foods.

To create such premium foods New Zealand takes the best of its natural resources and combines them with the latest technology and typical Kiwi inventiveness. New products, flavours, textures, disease-fighting foods, and even a unique fusion cuisine highlight New Zealand's reputation as a world leader in food and beverage innovation.

New Zealand adheres to the highest levels of food safety and methods of tracing food back to its sources and it is committed to protecting its sea and land resources, while minimising the carbon footprint of its products.

As well New Zealand's food and beverage industry understands and exceeds customer's expectations with new product development that meet every need – from health and wellbeing to convenience and pure indulgence.

New Zealand's sophisticated meat industry prides itself on being fast paced and innovative. The industry develops technologies and systems to produce, process and package the very best pasture-fed, naturally raised meat in the world – tender, flavoursome and healthy.

The dairy industry is New Zealand's top export earner and, encompassing the world's top ten dairy companies, the sector is responsible for more than 30% of the international dairy trade. Along with first-class milk and ice-cream products, New Zealand also has a thriving cheese industry.

As well as producing the more popular varieties such as cheddar, edam, camembert, brie, blue and gouda, a growing number of boutique cheese makers concentrate on producing speciality cheese and niche products from sheep and goat's milk.

Seafood is one of the New Zealand's most important export industries. Its international reputation for excellence is based on the quality of its products, its high food safety standards, and a world-leading fisheries management programme. This programme includes eco-safeguards and a effective quota management system.

More than 90 percent of New Zealand's annual seafood catch is sold internationally - fresh chilled and frozen. Products are exported to all corners of the globe, the most popular varieties being farmed



Ms. Ronel Stembull, Market Development Manager – Dubai, New Zealand Trade and Enterprise, New Zealand Consulate General, Dubai, is seen here receiving the membership certificate from the Guild president, Chef Uwe Micheel

Greenshell™ mussels, hoki, rock lobster, squid and orange roughy. Farmed King Salmon is also a rising international star.

New Zealand has more than 2000 speciality food producers creating a wide range of products such as honey, luxury ice-cream, oils, organic sea salt, artisan cheeses, bakery items, gourmet chocolates, free-range/organic eggs, chutneys, sweet jams and sauces.

The proportion of specialist food and beverage companies in New Zealand that are certified to International Organization for Standardization standards is amongst the highest in the world.

New Zealand wines are attracting international acclaim for their unique character. The country's diverse range of terrain and climate, combined with local winemaker expertise and innovation, create a range of premium quality wines with distinctive robust profiles. While

it was sauvignon blanc from Marlborough that first captured the world's attention, the impressive quality of numerous other varieties are enhancing New Zealand's wine reputation, including pinot noir, chardonnay, riesling, cabernet sauvignon and merlot blends. The food friendly nature of New Zealand wines makes them a favourite with top chefs and discerning consumers. New Zealand cuisine draws inspiration from the traditional kitchens of France and Italy, as well as the exotic dishes of Asia and the Pacific Rim, and wine styles have evolved to complement this extensive menu.

New Zealand wineries are leading the way in sustainable practice. The industry aims to have all New Zealand grapes and wine produced under independently-audited sustainability schemes by vintage 2012. Grove Mill Winery has won international recognition for becoming the world's first carbon-neutral winery.

Some of New Zealand's top winemakers are also leading the move towards screwcaps, motivated by the desire to improve quality.

New Zealand Trade and Enterprise can help you connect with creative, innovative and technologically advanced New Zealand food and beverage businesses that flourish in one of the most open economies in the world.

It is the New Zealand government's national economic development agency, and through its network of 48 offices worldwide it aims to grow New Zealand's economy by building the capability of businesses and facilitating their participation in profitable overseas markets.

# Unilever

## Food Solutions



Mr. Gavin Dodd on the left and Mr. David Tabernor from Steelite International with Chef Uwe Micheel, President, ECG receiving the membership certificate

Unilever Foodsolutions (UFS) is the Foodservice division of the Multinational firm Unilever. Unilever owns everyday household brands such as Knorr, Lipton, Hellmann's, Bertolli, Carte D'or, as well as a whole range of Home & personal care brands. Unilever Foodsolutions operates in over 65 countries and has been operating in the Gulf region for the past 4 years. Their portfolio includes Bouillon's, Seasonings, Soups, Dressings, Sauces, Toppings, and Desserts and most of their products can be categorised as 'convenient'. GCC Sales manager Ramez Helou says "I don't want our customers to look at us as another supplier. Having been exposed to chefs in markets such as UK, Spain, South Africa, USA, Mexico, Singapore, China, and Turkey among others, I can tell you that I've seen our company bring real solutions to chefs in various types of outlets. What we offer can be the chef's secret weapon against sudden demands, limited staff skill, and catering to large groups. At the same time, our products can help in reduction of waste and overhead

cost, thus improving our operators overall profitability."

Chef Faissal Abdel Khalleck, newly appointed Regional Executive Chef for Chains: Asia, Africa and Middle East, also gives his opinion on how UFS products can add value in the kitchen from a chef's perspective:

"The beauty of our products is that they usually eliminate the effort of the most difficult stage of cooking but still allow the chef the freedom to add his own touches and flavour giving him a great deal of flexibility in the final taste of a dish. The products can be used as a base, or as a finished product, and our customers are always welcome to approach us for new recipe ideas or applications for our products."

UFS has a clear focus on supporting chef's in their everyday kitchen challenges by being the 'best solution provider'™ which they define as understanding food operators' needs and matching relevant products to resolve them. They utilise their Jebel Ali kitchen as a breeding ground for developing tasty new ideas and innovations for all types of outlets such as regional Café's, Fast food chains, and Restaurants. Chef Wael Riachy and Chef Faissal Abdel Khalleck work together locally, supported by over 200 chefs globally that can create any concepts an operator can imagine!

UFS can be contacted on:

GCC Unilever Foodsolutions Head Office (Dubai): +9714 8815552

UAE Distributor (HORECA Trade): +9714 3403330

Unilever Bahrain: +9731 7253252

Unilever Kuwait: +965 4925629

UFS.Arabia@unilever.com



# Steelite International

Founded in 1983, Steelite International is a leading manufacturer of innovative and inspirational tableware for the hospitality industry. The company is world renowned for its classic and contemporary designs, which provide the complete tabletop solution.

Steelite's core product portfolio comprises Distinction and Performance ranges. The Distinction collection provides style and elegance with hidden strength for lasting durability. Steelite's Performance range combines presentation with practicality, providing smart, functional and affordable tableware in a range of designs that are built to last and easily able to withstand the trials of daily use.

In addition to its core portfolio tableware products, Steelite has two stunning ranges of porcelain – Rene Ozorio, specially designed by Rene Ozorio, and Montgatina. Completing the range is Steelite's Creations contemporary glassware, which is available in a vast range of shapes, designs and colours and provides a stunning centrepiece or service presentation for any tabletop.

Steelite is currently also adding the finishing touches to a wealth of innovative new products, set for launch at Gulf Food 2008, to bring fresh inspiration to the region's tables.

In the last two years, Steelite has transformed itself from a purely manufacturing operation to a worldwide marketing company offering complete tabletop solutions for the hospitality industry. Global sales during this period have increased by 25 per cent and export now accounts for 70 per cent of Steelite's total revenue.

Steelite International's strategic partner in the Gulf and Middle East is hotel and catering supplier A Ronai LLC. Together, Steelite and Ronai have established a new warehouse facility at Dubai Investment Park to service the companies' growing UAE and GCC customer base.



Seen in the picture are from L-R Mr. Necip Camcigil, Marketing officer, Mr. Hisham El Taraboulsy, Brand Manager and Mr. Abed Alhafiz Al Atassi, Account Executive, Unilever Food Solutions, with the membership certificate being handed over by the Guild president, Chef Uwe Micheel



## 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:

Fax Home:

Email:

Corporate ☐ Senior ☐ Junior ☐

Declaration to be Signed by all Applicants

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

Signed:.....

Proposed By:

Sig:.....

Seconded By:

Sig:.....

FOR OFICIAL USE ONLY

Remarks:

Payment received?

Certificate Given.

Pin Given.

Medal & Collar Given

Approved

Approved

President.....

Chairman.....

Fees:

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.

Junior Members:

Chef de partie or below Dhs: 50/= membership valid for duration of member's stay in UAE.

Includes member-pin and certificate.







Your Professional  
FOOD & BEVERAGE Partner

Nestlé Dubai LLC / FoodServices PO Box 52185 AlQuoz Dubai UAE  
Tel: (+971) 4 4088107 Fax: (+971) 4 3410159 E mail: [nfs.orders@ae.nestle.com](mailto:nfs.orders@ae.nestle.com)