

# **gulf** gourmet

THE DEFINITIVE GUIDE FOR CHEFS

[www.gulfgourmet.net](http://www.gulfgourmet.net)  
 volume 4, issue 2

## **SALON GUIDEBOOK**

Exclusive listing of all the rules, regulations and classes for Salon Culinaire in February '13

## **BATTLE OF THE MRS!**

Eyewitnesses recount what happened at the first ever Chefs wives competition in Dubai

# **Dreaming Big**

Meet Chef Amila, winner of the Best Cuisinier award at La Cuisine Du Sial 2012



## **CHIEF SPEAK**

Azar Saliba, Hotel Manager at Madinat Jumeirah, shares his dos and don'ts in F&B



## **IT'S HOOKED!**

Big Daddy reveals his love for angling and shares his thoughts on fishing hammour



## **SUPPLIER STORY**

Exclusive interview with Mat Baker, the new CEO of IFFCO Food Service in the GCC





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# president's station

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Dear Fellow Chefs, Ladies and Gentlemen,

Welcome to the December issue of Gulf Gourmet, the last issue of a very exciting 2012 from the Emirates Culinary Guild.

2012 saw the birth of our Emirates Culinary Guild Young Chefs Club and a long list of successful events. The Salon Culinaire – according to some of our regular jury members – produced the best ever in terms of quality of competitors. Jumeirah Team did exceptionally well at the Hotel Olympia in London, then there was the success of the Address Team in Singapore.

We all remember the great Performance of Daniel at the Global Chef and Benjamin at Hans Bueshens in Korea. Then was Beijing in June where our team brought home the trophy. In September the WACS Area Meeting in Mauritius, and the Burjuman Young Chefs Competition and in October the fantastic result of our team (remember 16 Gold and 1 Silver for 17 Entries) in Erfurt at the IKA Culinary Olympics.

In November the biggest La Cuisine Du Sial in Abu Dhabi and in between lots of smaller events together with our partners, the Irish Green Box, the Battle of the Kitchens, the Time Out Young Chef, the Cheese Seminar by the US Dairy Export Council, the Hands on US Poultry Workshop and the US Beef Workshop.

I am sure I have missed a few. I would like to thank all the competitors, members and partners who helped make these events a success. We are looking forward to an exciting 2013. We will attempt to break the



Guinness Record for the Biggest Gathering of Chefs in one Place at the Anniversary Date of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, more details soon.

Our International Salon Culinaire returns February 25-28, 2013. I am sure everyone is already in full training. Thank you to Nestle and Sadia for being our Main Partners, MLA – Australian Meat, US Cheese by US Dairy Export Council and Barakat are already confirmed Class Sponsors.

Some partners are expected to confirm in the next couple of days, and some Classes are still open for



new Partners, please do contact me anytime.

Do look at the Friends pages to check our supporters and make sure to support them when you can. All contact details are on the back of the magazine. Finally I would like to thank Michel Miraton and the Coral Deira Team for Hosting the November 2012 Meeting.

Culinary regards,

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



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## editor'snote

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Dear reader,

This year's La Cuisine by SIAL was an improvement on the year preceding it. We uncovered some real gems in the form of Chefs Amila, Sachithra and Rovart. These boys have proved that young age or lack of formal education need not be stumbling blocks in the quest for glory. We bring you their stories in this issue.

We also bring you thought leadership in the food service industry through an exclusive conversation with Mat Baker, the new CEO for IFFCO Food service. He talks about how change and efficiency can be swiftly instilled even in a large corporation like IFFCO. Don't miss the interview.

Another exclusive we have is the interview with the Hotel Manager at Madinat Jumeirah. Having the widest range of high-quality restaurants under his purview, we find out how he maintains momentum in a highly competitive marketplace.

On a different note we bring you details from the first Chefs' Wives competition that took place last month. The outcome has to be seen to be believed. Images exclusively compiled in this issue.

And finally, with the holiday season upon us, Chefs are busier than ever before meeting the needs and expectations of thousands of revellers while their families complain about not getting enough time with them. All we can say is, take heart in the fact that you are responsible for many a smile in your wonderful city.

Enjoy the read and keep cooking with passion!

**Aquin George**  
Editor

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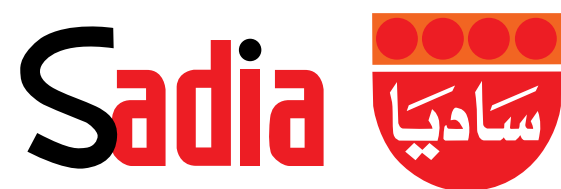
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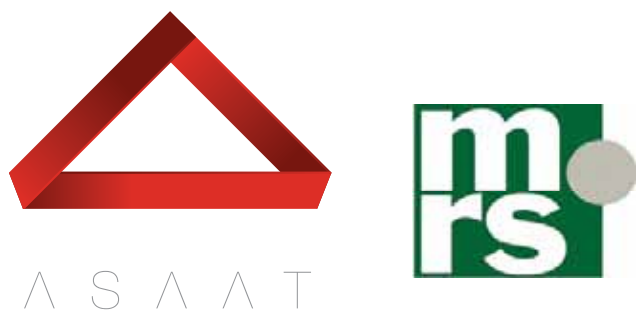
# friends of the guild



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## newsbites

### Daniel Hiltbrunner joins Novotel Abu Dhabi Gate



**Chef Daniel**

Chef Daniel Hiltbrunner from Basel, Switzerland has worked in the USA, New Zealand, Japan and Australia before he arrived in Abu Dhabi for the opening of the new Novotel and Ibis Gate Hotels as Executive Chef.

During his career he worked predominantly for Hilton before moving to the Brisbane Entertainment Centre as Executive Sous-Chef. He also worked as a cookery teacher for 3 years before joining Accor at the Novotel Brisbane and then Novotel on Collins in Melbourne prior to transferring to the UAE.

Chef Daniel was greatly involved with

the Chef Association in Australia, serving 10 years on the organizing committee and as Chief Judge for the Brisbane competition. He was also a member of the senior team at the Culinary Olympics in 2008. Daniel also held the position of National Conseiller Culinaire of Australia for the Chaine des Rotisseurs where he organized regional competitions in Brisbane and Melbourne as well as the National Competition for Australia.

In 2011 he was invited to join the Academie Culinaire de France and at the beginning of this year became a certified Master Chef with the Australian Culinary Federation.

### Nestle and Sadia to sponsor Salon Culinaire



Nestle and Sadia have both confirmed their continued support to the region's largest and most renowned culinary competition 'Salon Culinaire' for the year 2013. The competition, which will be held from February 25-28, is part of Gulfood 2013 and will be held at the Dubai World Trade Centre Exhibition halls. MLA – Australian Meat, US Cheese by US Dairy Export Council and Barakat are among those who are part of the

sponsorship team supporting the various classes in Salon Culinaire.

The annual competition is a much awaited event in the Chef community and receives thousands of Chefs from across the region as guests as well as participants. Rules and Regulations for the upcoming event are out and are printed in this magazine from pages 46-59. To know more you can email [theguild@eim.ae](mailto:theguild@eim.ae)

### ECG monthly meet

Last month's Emirates Culinary Guild meeting was hosted by Chef Michel Miraton at the Coral Deira Hotel, Dubai. Close to 50 senior Chefs and 20 corporate member organisations from across the UAE attended the meeting.

The meeting covered SIAL 2012, Salon Culinaire 2013, and IKA Olympics. Some of the corporate members displayed their latest offering while Chefs were seen networking with one another and looking at ways to assist in the upcoming events.

### Kris at Park Regis Kris Kin launches new menu



Kris, the Asian restaurant at Park Regis Kris Kin Hotel Dubai, has introduced a tempting new menu with a variety of exotic dishes.

The signature items on the menu include Live Mud Crab and Live Lobster cooked in varied styles ranging from Kris Kin Style to Classic Thai, Singaporean Chili, and Steamed with Ginger & Spring Onion and Chinese Xo. The menu also includes Tord Mun Nuea Poo, Seafood Soup, Kati Roll, Peshawari Chicken, Satay, Miso Soup, Shorba Adas to name a few. Equally enticing are the main dishes where one is bound to be spoilt for choice with more than 38 items on the list.

### Portugal wins SIAL Innovation Award 2012

SIAL Middle East, the regional edition of the world's largest food exhibition network, has revealed the winner of its prestigious SIAL Innovation Award programme for 2012. From a total of 15 nominations from seven countries, the overall winner was Nutrigreen SA of Portugal. It accepted the highly prized and high profile award for its 'Wow Every Now Unboring Fruit' fresh fruit pieces range, from Xavier Terlet, CEO of market intelligence consultancy, XTC World Innovation, and head of the judging panel.



**SIAL Middle East Innovation Award Winner Lidia Santos, board member, Nutrigreen SA**

"This is the first time we have participated at SIAL Middle East and are thrilled to receive this prestigious industry accolade. Our fresh fruit bars are a convenient solution to enjoying one of your five-a-day portions of fruit and vegetables in a simple, attractively packaged and fuss-free way," said Lidia Santos, board member, Nutrigreen SA.

### Ajman Palace opens on UAE National Day

Hospitality Management Holdings (HMH) commemorated the 41st UAE National Day with the soft launch of The Ajman Palace – one of the group's most distinctive luxury 5-star developments in the UAE.

Centrally located opposite the Ruler's Palace on a picturesque private beach overlooking the Arabian Gulf, The Ajman Palace has been inspired by Arabian architecture – blending modern design with fine Arabesque touches such as the widespread use of 'mashrabiya' (decorative fretwork), rich brocades and subtle gold touches. The grand exterior beckons with beautiful wind towers and arch-shaped entrance. Housed in the complex

are 254 rooms, suites and serviced residences with options of both sea-facing and city-facing views, king beds or twin beds, balcony or terrace.

In addition to fantastic accommodation and events facilities, The Ajman Palace boasts a plethora of restaurants and lounge options serving cuisines from around the world with two specialty restaurants 'Arabesque Gourmet' and 'Dragon's Place' as well as an all-day-dining restaurant, lobby café, sunset terrace and the rooftop deck 'Nojoom Lounge'.

The Ajman Palace is the first major deluxe 5-star hotel development in Ajman in more than a decade.



To be featured in this section, email your Chef-related news or information relevant to those working in a professional kitchen to [editor@gulfgourmet.net](mailto:editor@gulfgourmet.net)



# Radisson strikes again

Following an emphatic show at the Burjman Young Chef of the Year, three more Chefs from Radisson Blu Deira Creek Hotel won big at the recently concluded La Cuisine Du SIAL competition. They brought home the coveted Best Cuisinier, Best Pastry Chef and Best Kitchen Artist titles. We meet the three lads...

## R. J. Amila S. Rupasingha Best Cuisinier

Pronouncing Rupusingha Jayasundaralage Amila Shamika Rupasingha's full name can be quite a mouthful. But the Chef de Partie from Sri Lanka, better known among his peers as Chef Amila, is as simple as they come.

"There are no chefs in my family," says Chef Amila. "My dad is a farmer and mom is a homemaker. The reason I chose hospitality as a profession was because I am attracted to the prim and proper ways of a hotel. Everything is so neat and clean that I wanted a piece of it. I joined the National

Apprentice Board and completed a 3-year course."

So why did he choose the kitchen? "I am Buddhist by religion and on Buddha's birthday we make food and distribute it to people. The feeling after doing something for others through the medium of cooking was absolutely gratifying. That's why I thought the kitchen would be the right place for me," says Chef Amila.

Unlike the new crop of young chefs who love to jump jobs, Chef Amila has rarely ever quit his employer. He worked in Colombo Galadari Hotel for 4 years before coming to Dubai

10 years ago. He joined the Radisson Blu Dubai Deira Creek (then known as Intercon) as Commis II and stayed here for a decade.

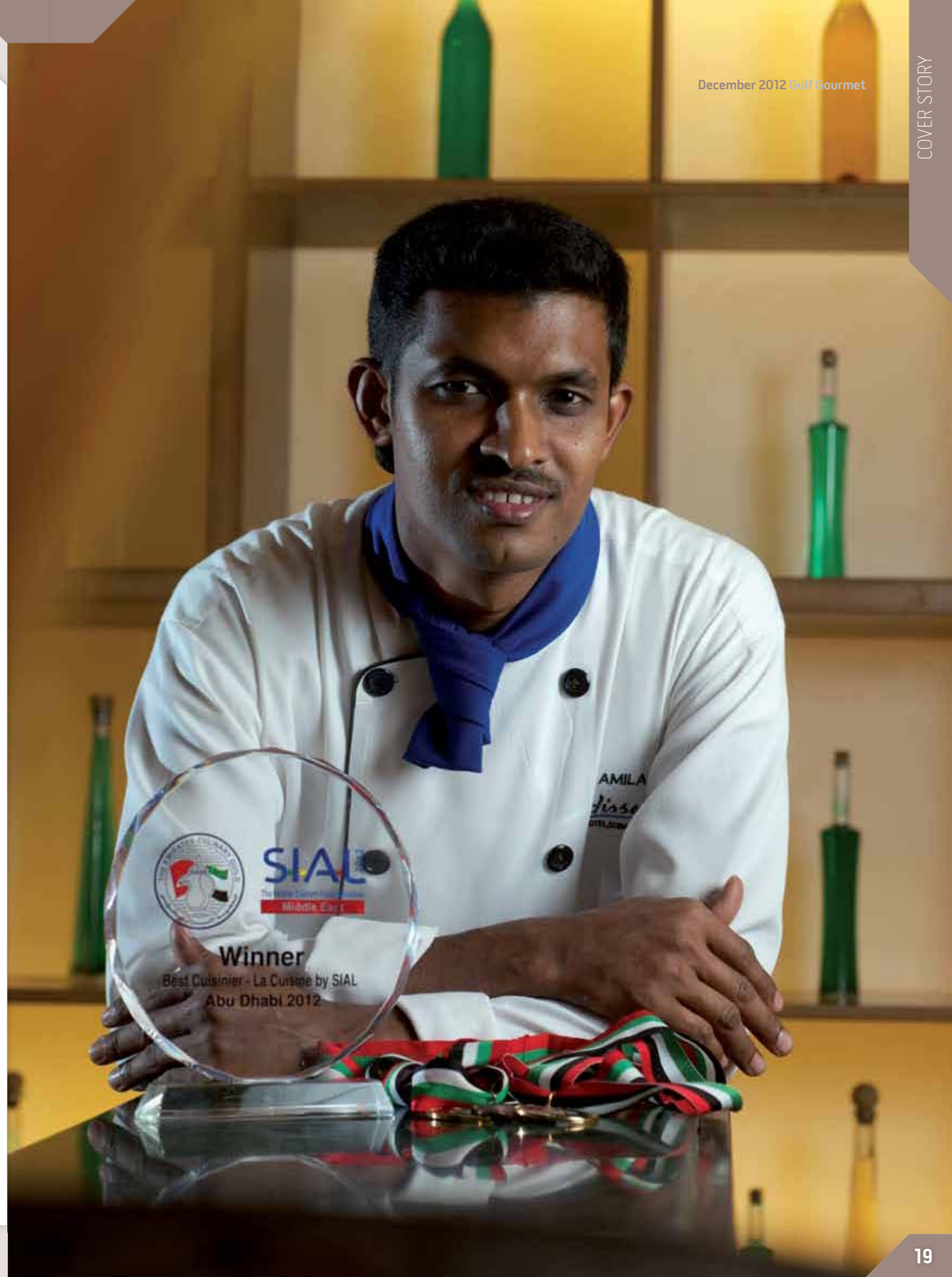
What stops him from moving to other hotels? "I don't have too many demands from life. This place is like my home. As long as I am treated right, get to work in the hot kitchen and steadily grow up the ladder I see no reason to look elsewhere," he says.

Chef Amila has been winning competitions since his stint in Sri Lanka. He has close to 40 medals to showcase his talent. However, it is winning the Best Cuisinier that has made him the happiest. He competed in two types of live cooking – fish and red meat – and on third day he plated a 5 course gourmet meal to win the competition.

The secret he says to winning competitions is listening to the feedback from the jury. More than the competition I am focused on the feedback as it helps me better myself for the next competition. He says he is extremely grateful to his family for helping him reach this stage, Chef Uwe, the Hotel management for supporting him and finally his Asst. Pastry Chef Sudath.



Chef Amila with his parents and sister





## Rovart P. Cagayat Best Kitchen Artist

Hailing from the province of Laguna in Phillipines, Rovart was destined to shine in his career. He grew up in the "carving capital of Phillipines" watching his dad bring dead wood to life through carving. "I learnt a lot there. I started out by painting. I would even practise carving on soaps and eventually started carving on ice when I was 16," says Rovart.

The interesting part about Rovart is that he does not work in the kitchen at Radisson Blu but is actually an F&B Senior Artist, working on design and graphics for the restaurants menus and promotions. He doubles up by working on kitchen carvings when needed and has won close to 30 medals for his creative art over the past seven years.

He says, "I was a freelance artist and started out by painting on canvas. I did not have any formal training but I worked in various ad agencies. In 2005 I came to Dubai and in 2006 I joined Intercon which then changed to Radisson. It was Chef Uwe who hired me after he tested me on ice carving and cake painting."

Rovart has been competing since 2006. He won his first gold in his very first competition for ice carving and a silver medal in vegetable showpiece. "Since then I have got not looked back and I have been consistently winning medals at SIAL, Salon Culinaire and Junior Chef of the Year," he says.

This year as SIAL he participated in four categories to become the Kitchen Artist of the Year. This included open showpiece, chocolate carving, ice carving and vegetable live carving. He believes his skills are refined by constant research and learning, motivation, concentration and he wishes he had the opportunity to receive a formal education to further his skills.



# 30

**Rovart P. Cagayat**  
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I took help from senior chefs for petit four as I was not strong in that. Surprisingly that's what got me the Gold



### Sachithra Danendra Best Pastry Chef

Believe it or not, but Chef Danendra is a 25-year-old Commis I who began his full-fledged hotel career less than a year ago! He managed to outshine Chefs way senior to him using his skill, education and entrepreneurial spirit. To understand what this means, read on.

For starters he comes from a family of Chefs in Colombo. His elder brother is a Sous Chef in Australia, his other brother is a Kitchen Artist in KSA and his parents run a banquet hall. Secondly, he received the right education including a Three Year Diploma in Hospitality Management followed by a National Vocational Qualification in Pastries, Cakes & Bread. He further followed this up with a Diploma in Pastry & Bakery.

"I chose pastry and bakery because I wanted to be different from my brothers," he says and smiles with all the naughtiness you expect from the pampered youngest sibling. "Since I was studying until the age of 23, I had no choice but to depend on my folks for pocket money. I absolutely disliked the fact that I had to be dependant.

"As soon as my two brothers left I used my education to start my business of baking and selling cakes to my parents' customers. I did pretty well for three years and even have a mini fan club on Facebook. I decided I needed to learn more and travel to see what others do. My goal is to be the best in what I do. I intend to eventually return to my entrepreneurial roots," he says.

In the 10 months that he has been

in Dubai, Chef Danendra has already won three competitions. For SIAL to become best Pastry Chef, he had to participate in three events. "I took help from senior chefs for petit four as I was not strong in that. Surprisingly that's what got me the Gold. Even the plating I got the highest marks. And the cake, which is my specialty, I won just a silver because I used too much gelatine in my jelly. I was travelling to Abu Dhabi and misjudged the quantity I would need. Else I would have won gold there too," says a confident Chef Danendra whose aim is to be a brand himself.

When we asked him who he would credit this win to, he says, his family, Chef Uwe, Chef Diyan, Chef Dammika, Chef Sudath and Chef Feroz deserve credit for encouraging him and giving him their fullest support.

# The man for all seasons

Mat Baker, IFFCO's new CEO for Food Services, talks to Aquin George about the company, its recent strategy to restructure its distribution model and its impact on business



### IFFCO has evolved quite a bit in the last four decades...

True. IFFCO started out as a family owned business in the 70s. Initially we were traders based out of the port in Sharjah. Over time the business evolved from 'importing and distributing' to 'processing and manufacturing' a range of commodity products. We brought in things such as wheat and palm oil, refined and process it here and then ship it out to the local UAE market or distributed it across the region. We then progressed into finished products such as biscuits, confectionery and processed meats and have then gone through a period of building some of the strongest brands in the local market.

Alongside the retail business, we have always manufactured and developed products and brands that are specifically tailored for the Foodservice market and today the business represents a third of our turnover. Whether it is with hotels, cafeterias or fast food restaurants, we use our expertise and manufacturing capabilities to try and meet the needs of a wide variety of chefs and cooks.

### What brands fall under your purview?

We have a wide portfolio of brand here in the UAE. Some of our biggest brands would be Hayat for oils, Tiffany for ketchups and biscuits, Igloo and London Dairy for ice cream, Noor for oils and mayonnaise and Al Baker for flour to name but a few. We have a



really broad spread of brands for the food service industry and we use the retail brand names where appropriate. We also produce and package food products for big operators such as McDonald's, KFC and Emirates according to their specification.

#### What kind of geographic reach does IFFCO have today?

The primary focus of the food service business that I am responsible for is the GCC, but IFFCO operates across the Middle East, North Africa and in Turkey, India and Pakistan. We have a big business here in the UAE and we are also well represented in foodservice in the other GCC countries. The UAE is where we started and it is a more matured market. There is still huge opportunity here we are also looking to replicate some of the best practices and approaches we have here in countries like KSA to help drive forward the business there.

#### Who would you classify as your competitor?

We have a lot of competitors. We are a principle, a manufacturer, a brand owner and are also in the distribution business. This and our scale make us quite unique in food services in the region. We compete on one level with other brand owners but are also in competition with the distributor. We believe this unique structure gives us a competitive advantage in serving the needs of our foodservice customers.

#### Which are the fastest/highest selling product categories at IFFCO?

Our really big categories are oil, everything from basic palm oil and shortenings to olive oils, and our flour business, which again covers basic flour through to bakery ingredients such as cake and sponge mixes. That said the opportunity to grow not only lies here but also in some of our less well developed areas such as ice cream, condiments and frozen meat.

We have big established businesses that we continue to drive forward and there are other categories where we have great breakthrough opportunities. It's quite a dynamic portfolio..



Our sales team is an interface between the customer and all the expertise we have in IFFCO

#### What have been the highs and lows for IFFCO food service in the year gone by?

At IFFCO we have recently moved from being a number of businesses with independent sales and distribution to being one organisation. In the old days our customers would have seen 4-5 different sales people, had 4-5 different deliveries and received 4-5 different invoices from IFFCO. All in all not a very efficient system for us or them!

In July this year we changed all of this and I would like to thank all our customers from helping us as we went through this transition. Now there is one sales and distribution organization that is focused on the channels and customers rather than products and our people now carry the complete portfolio of IFFCO products. We take orders and make deliveries as one joined up operation. Given the scale of our business this move has been a challenge but we have now successfully completed it and are starting to see the benefits of the new way of working both for ourselves and our customers.

**While the channel-based distribution model sounds efficient, is the sales team**

#### equipped to handle customer queries on a wider range of products?

In ensuring the right expertise is available to our customers we are working on two things. The first is getting sales team to a level where they are all comfortable with the product range. For this we are using the experts in the business who have come from different divisions to be champions of the products as well as running formal training sessions, tastings and in market visits.

The other crucial piece element, especially with the large operators in the market place, is to ensure we still bring the business unit expertise into the market. My team is not the only people dealing with customers. It is an interface between the customer and all the expertise we have in IFFCO. So if you are a high-end baker and if you have a technical issue in how you run your bakery, I may be able to help you. However, if it's beyond my knowledge then we have a whole lot of people in this business who work on product development, who are master bakers, who are technical experts on flours and oils and I can tap into all of these as well.

#### With margins shrinking how is IFFCO being affected?

Part of our USP is that we believe we can offer very good value for money due to the integrated nature of our business. We are vertically integrated into plantation, growing palms, bringing oil here, processing it and supplying it in our own vehicles. We have control over the whole value chain. We are therefore keen to be very sharp on that and offer the best possible value we can. The whole point of the business is to deliver excellent value for retailers and food service industry in the region and to do that by manufacturing and distributing locally and therefore keeping the supply chain and cost tightly controlled.

#### Could you tell us about your association with the Emirates Culinary Guild?

IFFCO's association with the Emirates Culinary Guild goes back the very beginning and the formation of the Guild itself. Our histories run alongside each other and we are a very strong supporter. As a major food business based in the UAE, this interaction has been key. We speak to key individuals in the Guild all the time and they have been involved in product development both formally and informally over many years. It's a great platform to get feedback from the market place and to be part of the community. It's interesting for me as we did a lot of work with chefs and the Craft Guild in the

UK and as such I think it's an integral part of being a leading manufacturer in supplying foodservice. You simply need to understand what is going on in the industry and what's going on in kitchens and there is no better forum for that.

#### How did the food industry find you?

My father has always worked in the food service market so I grew up in an environment where restaurant and hotels and caterers were his customers. He is a qualified chef and ran various distribution businesses in London. My brother also ran restaurants in London so it is in the blood. Early in my career I was lucky enough to get an opportunity to move into a

role selling products into the market place and I haven't looked back. I have since spent the last 15 years working in businesses in the UK, Europe, North America and now the Middle East.

#### Could you tell us about your family?

I have been married to Claire for 13 years now and I have three kids – Harvey (6), Henry (9) and Phoebe (11) – and we are all very excited to be here in Dubai. They love the diversity of things here and they love the weather, which is a big plus after the UK. I have travelled extensively on business but never had the opportunity to work abroad. This is an exciting experience for me and my family.



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# 'Innovation in any concept is critical'

**Azar Saliba**, Hotel Manager at Madinat Jumeirah talks to Gulf Gourmet about the wide range of restaurants in his hotels and his expectations vis-à-vis F&B concepts and the Kitchen team

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

Prior to my appointment as Hotel Manager of Mina A'Salam, I was Resident Manager at Jumeirah Beach Hotel. I have over 17 years of experience in the hospitality industry, and am delighted to be part of the Madinat Jumeirah team since May 2012.

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

I ensure I have a daily visit to the restaurants to check on operations and ensure we emphasise our focus on service, quality and culinary satisfaction. I talk to the managers, colleagues, and guests as much as I can and encourage them to provide us with feedback. We regularly review and follow up on comments received and guest satisfaction scores in great detail, and ensure our capacity for serving guest's demands and expectations is met on a regular basis.

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

We have an amazing variety of food and beverage outlets across Madinat Jumeirah, and in fact I can say with confidence that we have something for every pallet, every occasion, and every budget when it comes to our



restaurants and bars. Al Muna, Khaymat Al Bahar, and Arboretum serve a fantastic array of international cuisine.

Arboretum and Al Muna serve as anchors for Friday brunches spanning a total of 6 restaurants and serving over 1400 guests each weekend. The Wharf offers fantastic British fare. Zheng He's offers authentic Cantonese cuisine.

Shimmers is our beachside grill. Pier-chic is renowned for its seafood.

There there's Pai Thai which is great for authentic Thai. Al Hambra is the quaint Spanish tapas and sangria restaurant. MJ's Steakhouse cannot be beat. The Agency offers a fantastic selection by the glass and a light menu. Toscana is perfect for uncomplicated Italian cuisine. Barzar is Dubai's favourite sports bar. Jambase is the first supper club in Dubai. Bahri Bar serves classic cocktails against a backdrop of the Arabian Sea. And finally Honyaki, the newest addition is an exquisite Japanese sushi restaurant with fabulous views of the Burj Al Arab.

## Which are your future plans for your hotel's F&B?

We plan on remaining true to the principles upon which we have built our reputation in food and beverage. We will continue to strive for authenticity, quality and great value for money in all current and future endeavors.

2013 will mark a year of reinvestment and concept refinement in the food and beverage division. Not to let the cat out of the bag and spoil the surprise, that's all I can say at this time!

## Do you work closely with your Executive Chef in devising new

## concepts and promotions?

The Madinat Jumeirah Executive Chef and I work very closely on driving relevance into all our operations to ensure that the concept is clearly defined and executed at every level. It is important for the guest to know what to expect as soon as they arrive, and that this expectation is supported by every aspect of the venue DNA. Naturally, the food and beverage selection needs to be authentic and in alignment with the concept, however this philosophy must run through all aspects of the menu design, pricing, music, lighting, service style, uniforms, and interior design.

As an example, our Japanese sushi bar Honyaki demonstrates how both design and service style marry seamlessly with culinary direction and the product served.

## What is your brief to your Executive Chef?

We work on the brief together in a very collaborative and supportive manner; always turning over every stone and asking ourselves how we can do things better. The brief is something we create and execute together.

## How important is the relationship between the Hotel Manager and his/her Executive Chef?

It is vital to have an open, respectful, and innovative relationship between the two. The same can be said about an outlet manager and his chef de cuisine. Only through frank, open, and constructive conversations is there hope of great quality food and beverage product and service, each one pushing the other to strive further and raise the bar.

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

Conceptual difference, no, but in terms of how a particular concept is executed and delivered, there can be a vast difference. This primarily stems



from the manner in which ideas are generated, and eventually approved in a more structured corporate environment vis-à-vis owner operators who are far more quick and willing to invest in their vision from the start.

Hotels are often mired in a process of committee think tanks that either delay/derail a project, or water it down from the initial concept to become one that appeals to a larger audience.

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

We are always keeping our eye on the market, whether it be a concept within a hotel or freestanding. Although with over 25 restaurants and bars across Madinat Jumeirah, we have most of our bases covered.

Of course there is always an opportunity to improve on a particular concept, refresh the approach from a culinary, service, or interior design perspective. However we must be aware

of the financial implications of making these 'improvements'; change for change sake is wasteful and fruitless. We must accurately justify the true benefits of change within an outlet that will enhance the guest experience, and subsequently drive more traffic and increase revenues.

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

Novel, now that's a dangerous term! Novel means having limited appeal to a very small, niche target audience. I would be far more interested in making each of our exciting concepts the best in class rather than trying to appeal to guests by offering them something which they may try once, but not come back for. We drive the business by ever improving those aspects of our offering which are most important, most relevant, and most appealing to our guests. Of course, innovation in any concept is critical to keep it fresh, again provided it is relevant and brings in the desired returns of guest satisfaction.



# Pink

## is the colour of passion

**Gulf Gourmet** catches up with **Chef Vinod Kumar**, Corporate Chef, The Country Club Group, to find out about his favourite food item and to bring you a few of his related recipes

### What is your specialty?

My specialty is hot kitchen; I am mostly influenced by French, European and Indian cuisines.

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

I started as an apprentice at Taj Connemara Hotel in Chennai, India before being transferred as Chef de Partie to Taj Sheba Hotel in Sana'a, Yemen in 1989. I was trained by senior Chefs from different countries during my career at the Taj and I worked with the group till I became a Sous Chef. I joined The Country Club Hotel, Dubai as Executive Sous Chef in 2007 and was soon promoted to Executive Chef. I am now the Corporate Chef taking care of all F&B productions at all Country Club Hotels here.

Having been in the industry for over 23 years, I have pioneered many changes, innovations and concepts in the field. I have received a certificate from WACS (World Association of Chefs Societies) as World Certified Chef. I am the first Senior Member from Emirates Culinary Guild to be awarded the coveted certificate.

### What is your favourite cooking

### ingredient or food item?

It would be a fresh Scottish salmon

### Why do you like it so much?

I love salmon for its taste and for its tempting appearance. Salmon is different from other fish and has always caught my eye.

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

Salmon gives you obvious choice of hot and cold food, cooking salmon is big out a unique flavor and taste, which everybody likes.

### When were you introduced to it?

I first began using Salmon in Yemen at the Taj Sheba Sana'a.



I love salmon for its taste and for its tempting appearance. Salmon is different from other fish and has always caught my eye

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

When I was in Yemen we would source it from Scotland. These days Salmon is widely available here in Dubai and we source it from local suppliers. It is also easy to buy fresh from local super markets in the UAE.

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

As a chef, over the years I've discovered the incredible versatility of salmon in making hot and cold food. It can be smoked, grilled, baked, made into a mousse, used in salads, pâté, etc. It is used mostly in western cooking and I have lately seen it being use in Indian tapas as well.

### If, for some reason, you cannot get Salmon, then is there a substitute available?

There is no substitute for Salmon.

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

We use salmon a lot in our hot food and cold food. I am constantly innovating, learning new ways of working with this incredible delicacy.







### Tandoori salmon and Mango salad

#### SALAD DRESSING

25ml	Mango puree
25ml	fresh lime Juice
10gm	chopped Mint
05gm	chopped fresh ginger
50ml	vegetable salad oil
1teaspoon	cayenne pepper
to taste	Salt

#### FOR MARINADE AND SALMON

15gm	Mustards oil
1 tablespoon	paprika
1 teaspoon	ground cumin
1 teaspoon	ground coriander
4	garlic cloves, crushed
10gm	ginger paste
3/4 cup	yoghurt
1 teaspoon	finely grated lime zest
2 nos	Green chili seeded and chopped
to taste	Salt
to taste	Fresh ground pepper
2pounds	medium dice fresh salmon

#### FOR COOKING SALMON AND MAKING SALAD

2 bunches	tender watercress
1 cup	loosely fresh cilantro spring
2	red bell peppers, cored , seeded and cut into dice
2	firm ripe Mangoes, peel, pitted and cut into dice

#### MAKE THE DRESSING

- ◆ In Bowl Mix the entire ingredient together.

#### MARINATE THE SALMON

- ◆ Toast paprika, cumin, and coriander in dry small heavy skillet over moderate heat, Stirring occasionally, until fragrant and several shades darker, about 2 minutes [Watch carefully as spices burn easily] transfer to a medium bowl to cool, then Stir in remaining marinades ingredients. Add the salmon to marinade, stirring to Coat well, marinated at room temperature for 15minutes or refrigerate, covered. For one hour.

#### COOK THE SALMON AND MAKE THE SALAD

- ◆ Skewer it in thin rod and cook it in the tandoor or heat oil in non stick Moderately high heat until hot but not smokings, drain salmon, discard marinade.
- ◆ Cook salmon in batches, until golden and cooked through 3 to 4 minutes, Transfer salmon to paper towels to drain and cool slightly, gently toss salmon, Watercress, cilantro spring, bell peppers, and mangoes with dressing in al large bowl

*The dressing can be made up to one day ahead and refrigerated, covered, Bring to room temperature before using.*



### SPICY BLACKENED SALMON

#### INGREDIENTS

4 teaspoon	paprika
1 teaspoon	dried oregano
1 teaspoon	dried thyme
1/2 teaspoon	cayenne
1 teaspoon	sugar
1/4 teaspoon	freshly ground pepper
4 [8 ounce]	salmon skinned
2 large	garlic cloves thinly sliced
2 tablespoons	unsalted butter
to taste	Salt

#### METHOD

- ◆ Stir together paprika, oregano, thyme, cayenne , sugar, salt and black pepper in a small bowl. Then sprinkle spice mixture on both side of fillets, coating well.
- ◆ Heat oil in nonstick skillet cover moderately high heat hot but not smoking. Add garlic and cook , stirrings , until golden brown. About 30 seconds, with a slotted spoon, remove garlic and discard .add one tablespoon butter to skillet and heat until foam subsides add salmon fillet and cook , turning once, until cooked through .with a slotted spatula , transfer fillets to plates and keep served warm,
- ◆ Served garlic Mashed , fresh asparagus.





**SLOW –ROASTED SALMON  
WITH MUSTARD PARSLEY GLAZE**

**INGREDIENTS**

3 tablespoon	fresh bread crumbs
2 tablespoon	chopped parsley
1tablespoon	Mustard seeds
1 tablespoon	fresh lime juice
2 tablespoon	Dijon Mustard
1 tablespoon	honey
8 [5-ounce]	centers cut salmon fillet.

1/2 teaspoon	white pepper
to taste	Salt

**METHOD**

- ◆ Put a rack in middle of oven and preheat oven to 225°F. Butter a roasting pan large enough to hold salmon without crowding.
- ◆ Stir together butter, bread crumbs, parsley, mustard seeds, and honey in small bowl until well combined
- ◆ Arrange salmon skinned side down in roasting pan and sprinkle with salt and white pepper, spread mustard glaze over salmon.
- ◆ Roast fillet until fish just cooked through 20 to 25 minutes

Trained in **France**

Chef Mohamad Asham, the winner of the coveted Best Gastronomist title at the 2012 Salon Culinaire and our cover story in March this year, has just returned from an “eye-opening” training to France. The Restorfair RAK Ceramics sponsored 10-day training in the world’s food capital was part of the prize he won at the Salon Culinaire competition.

Chef Mohamad says, “This was the best education I have received. I spent 10 days working in two acclaimed restaurants under two Michelin-rated Chefs.

to understand and learn the finer nuances of French cooking that I would’ve probably never learnt having been exposed to Asian cooking techniques.

“The two-star Michelin restaurant Closdessens restaurant run by Chef Laurent Petit and the three-star Michelin restaurant Marc Veyrat run by Chef Marc Veyrat and Chef Yoann Conte helped me

The real taste of French food and the quality and flavour of farm grown organic ingredients in Annecy in France is a must experience. I am thankful to Rafel and Chef Uwe for giving me this opportunity.”





# Chef's Wife Competition

On November 24, the five finalists of the US Poultry Chefs Wife Competition had a great time cooking at the Radisson Blu Deira Creek Hotel. Here are some images and quotes from guests, jury and participants at the event. The first prize went to **Laura Blasco Revert**, wife of Executive Chef Nugi from the Banyan Tree Resort in Ras Al Khaimah



“The First Chefs Wife competition was truly a success, fun, full of laughter, good food and great company. It was a privilege for me seeing the ladies cooking in action at the kitchen. I thank you for giving me the opportunity to be part of the jury  
— **Josephine Cuthbert**

“The event was a great way of bringing people together. It was fun seeing the friendly competition among the Chefs wives cooking against each other, being cheered on by family and friends  
— **Poonsak Sumonratanakul**

“I was surprised by the number of people who attended the cooking demo from your hotel and of course very impressed by the competitors well received well dishes (cooking, presentation and tasting). It was a pleasure judging the ladies  
— **Michel Miraton**

“I really enjoyed myself. The recipes were good and the chefs really good in demonstrating it. It was so nice to taste what they cooked  
— **Theresa Dommett**





“ I had fun watching Chef's wives cooking different dishes from 6 countries. I really enjoyed how Chefs cook such good food in such short time  
— **Lili Hellenkamp**

“ The wife's competition was an interesting preview of how a Chef husband shares his passion – which is cooking. The mix of participants were diverse, it was an eclectic mix of guests and an enjoyable event  
— **Michelle Scott**

“ It was a very pleasant experience to be part of the Chef wife's competition. I want to thank you for the opportunity and the exciting day. My husband and I would like to thank all the competitors, helpers and the organisers. Looking forward to next year's competition  
— **Laura Blasco Revert**

“ Though my first competition, it was fun and I now understand how important it is to be prepared and to have discipline inside the kitchen. Thank you ECG for this opportunity  
— **Gleedy Bomediano Ahmed Aziz**

“ The competition was a great event for us Chefs' wives to meet each other and do something exciting together. We also get to experience working in an industrial kitchen - a place very dear to our husbands' heart... All in all, a great experience and fantastic time with friends (old and new!) and family! Look forward to the next...  
— **Rosantina**





# Sial

## success

We bring you the winners, masterpieces and memories captured at the recently concluded La Cuisine Du Sial 2012, held in Abu Dhabi. This year's competition saw over 300 participants compete for glory...

Gold	25
Silver	68
Bronze	95
Merit	72
Total Medal Awards	260



Awards	Hotel	Competitor	Type
Boecker Hygiene Award	Armed Forces Officer Club & Hotel	Anton Jake Gonzales	Trophy
Best Pastry Chef - La Cuisine Du Sial 2012	Radisson Blu Deira Creek	W.A.S. Danendra	Trophy
Best Kitchen Artist - La Cuisine Du Sial 2012	Radisson Blu Deira Creek	Rovart Cagayat	Trophy
Best Cuisinier - Second Runner-up La Cuisine Du Sial 2012	Grand Millennium Al Wahda	Georgiy Danilov	Trophy
Best Cuisinier - First Runner-up La Cuisine Du Sial 2012	Sheraton Abu Dhabi Hotel & Resort	Fajar Alamsyah	Trophy
Best Cuisinier - Winner La Cuisine Du Sial 2012	Radisson Blu Deira Creek	R.J. Amila Shamika Rupasingha	Trophy















**thankyou**



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## BRIEFS OF THE CLASSES FOR ENTRY THE EMIRATES SALON CULINAIRE

### Resume Of Classes for Entry Practical Pastry

#### Class No. Class Description

- 01 Cake Decoration - Practical
- 02 Wedding Cake Three-Tier
- 03 Four Plates of Dessert
- 04 Pastry Showpiece
- 05 Bread Loaves and Showpiece
- 06 Friandises Petites Four Pralines Nougatines
- 07 Chocolate Carving Showpiece
- 08 Fruit & Vegetable Carving Showpiece  
**by Barakat International**
- 09 Open Showpiece
- 10 Five-Course Gourmet Dinner Menu  
**by Australian Meat**
- 11 Four-Course Vegetarian Menu  
**US Cheese by US Dairy Export Council**
- 12 Tapas, Finger Food and Canapés  
**US Cheese by US Dairy Export Council**
- 13 N/A
- 14 An Arabian Feast
- 15 Individual Ice Carving
- 16 Ice Carving Team Event
- 17 Practical Fruit & Vegetable Carving  
**by Barakat Quality Plus**
- 18 Dressed Lamb - Practical Butchery  
**by Australian Meat**
- 19 Arabic Mezzeh - Practical Cookery
- 20 Fish & Seafood - Practical Cookery
- 21 Beef - Practical Cookery  
**by Australian Meat**
- 22 Emirati Cuisine – Practical Cookery
- 23 Young Chef of the Year Supplementary Class. Practical Butchery: Chicken and Fish.  
This class is not open to single entries.

#### Class 01: Cake Decoration - Practical

1. Decorate a pre-baked single cake base of the competitor's choice.
2. Two-and-a-half-hours duration.
3. All decorating ingredients must be edible and mixed on the spot.
4. No pre-modelled garnish permitted.
5. Chocolate and royal icing can be pre-prepared to the basic level, e.g. tempered chocolate can be brought.
6. Competitors must provide all ingredients, cake base, utensils, and small equipment required.
7. The cake base must a minimum size of 30cm X 30cm or 30cm Diameter.
8. A standard work table with a 13 amp power socket is provided for each competitor to work upon.
9. Water and refrigeration will not be available.
10. The cake will be tasted as part of judging.
11. The Judges will cut the cake.

### Pastry Displays

#### Class 02: Three-Tier Wedding Cake

1. All decorations must be edible and made entirely by hand.
2. Pillars or stands may be inedible but, unless decorated by hand, must be plain and unadorned.
3. Fine, food-quality wiring is allowed for the construction of flowers and the like, but must be properly wrapped and covered with flower tape or paste.



4. Royal icing, pastillage, pulled sugar, etc., may be used in the construction, but the finished display must not be dependent on these items.
5. The bottom layer of the cake must be edible.
6. The cake will be tasted by the judges.
7. Inedible blanks may be used for the two top layers.
8. Typewritten description and recipes are required.
9. Maximum area w60 cm x d75 cm.
10. Maximum height 75cm (including socle or platforms)

#### Class 03: Four Plates of Dessert

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

#### Class 04: Pastry Showpiece

1. 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. Maximum height 90cm (including base or socle).

#### Class 05: Baked Good and Baked Bread Showpiece

1. The entire exhibit must comprise baked goods and must include the following:
2. A baked bread showpiece.
3. Four types of bread loaves (competitor's choice) minimum of two pieces of each loaf to be displayed.
4. Four types of bread roll (competitor's choice) minimum four pieces of each roll to be displayed.
5. Four types of baked sweet breakfast items (competitor's choice) minimum four pieces of each item to be displayed.
6. Four types of baked savoury/salt breakfast items (competitor's choice) minimum four pieces of each item to be displayed.
7. Doughs prepared and breads baked at place of work and brought to the competition for judging.
8. Tasting will be part of the judging criteria
9. Typewritten recipes are required.
10. Maximum area w90 x d75cm

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

1. Present the exhibit to include a small showpiece; the showpiece is for effect only and will not be judged as part of the class.
2. Exhibit eight varieties.
3. Six pieces of each variety (48 pieces total) plus one extra piece of each variety on a separate small platter for judges' tasting.



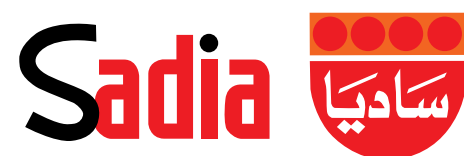
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4. Freestyle presentation.
5. Written description mentioning the theme is required.
6. Typewritten recipes are required.
7. Maximum area w90 cm x d75 cm.

## Artistic Displays

### Class 07: Chocolate Carving Showpiece

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

### 08: Fruit & Vegetable Carving Showpiece



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

### Class 09: Open Showpiece

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

## Gastronomic Creations

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



1. Present a plated five-course gourmet meal for one person
2. One of the appetisers for the meal must contain Australian Lamb as the main ingredient.
3. The meal to consist of:
  - > A cold appetiser,
  - > A soup,
  - > A hot appetiser,
  - > A main course with its garnish
  - > A dessert.
4. Hot food presented cold on appropriate plates.
5. Food coated with aspic or clear gelatin for preservation.
6. Total food weight of the 5 plates should be 600/700 gms.
7. Typewritten description and typed recipes required



8. Maximum area w90 cm x d75 cm.

### Class 11: Four-Course Vegetarian Menu



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

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



1. Produce eight varieties.
2. Six pieces of each variety (total 48 pieces)

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

### Class 13:

### Class 14: An Arabian Feast

1. Present a traditional Arabian wedding feast as it would be served at a five-star hotel in the UAE.
2. Suitable for 10 people.
3. Free-style presentation
4. The presentation to comprise the following dishes (both cold food and hot food presented cold).
5. Six cold mezzeh
6. Three hot mezzeh.
7. A whole Ouzi presented with rice and garnish
8. A chicken main course (Emirati Cuisine)
9. A fish main course (Emirati Cuisine)
10. A lamb main course
11. A vegetable dish
12. Three types of kebabs, one of chicken, one of lamb, one of beef, each with appropriate accompaniments.
13. One hot dessert (presented cold)
14. Three cold desserts.
15. Two of the above desserts (competitors choice) must be typically Emirati
16. Only the above dishes are to be presented,



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- no other dishes are to be added.
- Maximum available space for presentation is 180 cm x 75 cm.
  - Competitors must ensure their exhibit is presented neatly so as to fit the available space

## Practical Artistic

### Class 15: Individual Ice Carving

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

### Class 16: Ice Carving Team Event

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

- The use of power tools is forbidden.

### Class 17: Practical Fruit & Vegetable Carving



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

### Class 18: Dressed Lamb - Practical Butchery



- 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.
- Make a presentation of the finished cuts and off-cuts for exhibiting to the judges.
- Cuts/joints can be suitable for foodservice or suitable for a retail butchery display.
- Organisers will supply the dressed lamb for



- this class.
- Each competitor will have one banquet table (supplied by the organisers) on which to work.
  - No power tools permitted.
  - 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**
  - Time allowed: two hours
  - All tools and sundries will be inspected to ensure that they are hygienically suitable for food use.
  - Cuts required by the organisers are:
    - Neck slices or Neck boned.**
    - 1 x shoulder, boned and rolled, tied or netted ready for roasting.**
    - 3 pieces shoulder chops.**
    - Spare ribs.**
    - 1 x 8 rib Frenched rack.**
    - Mid-loin chops from a short loin**
    - 1 x Loin – eye.**
    - 1 x Tunnel-boned leg tied or netted for roasting.**
    - 1 x Seam-boned leg trimmed into its 4 primal cuts plus its bone-in shank.**

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.

- 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.
- All dishes are to be served in a style equal to today's modern presentation trends.
- Portion sizes must correspond to a three-course restaurant meal.
- Dishes must be presented on individual plates with appropriate garnish not exceeding 250g total food weight excluding sauces.
- Unless otherwise stated, competitors must supply their own plates/bowls/platters with which to present the food.
- Competitors must bring with them all necessary mise-en-place prepared according to WACS guidelines in the hot kitchen discipline ([www.wacs2000.org](http://www.wacs2000.org)).
- Competitors are to provide their own pots, pans, tools and utensils.
- All brought appliances and utensils will be checked for suitability.
- 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.**

## Notes on the Practical Cookery Classes

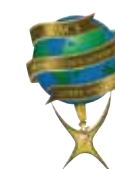
These notes pertain to all practical cookery classes.



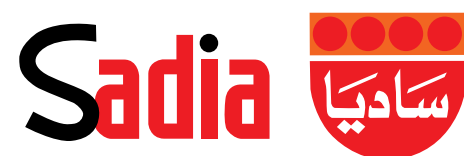
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- > Onions peeled but not cut up
  - > Basic dough can be pre-prepared.
  - > Basic stocks can be pre-prepared.
  - > Basic ingredients may be pre-weighed or measured out ready for use.
  - > Fish may be scaled and filleted and the bones cut up.
  - > Meat may be de-boned and the bones cut up.
10. No pre-cooking, poaching etc. is allowed.
  11. No ready-made products are allowed.
  12. No pork products are allowed.
  13. No alcohol is allowed.
  14. If a farce is to be used for stuffing, filling, etc., at least one of the four portions of the farce must be prepared in front of the judges to show the competitor's skill
  15. Within 10 minutes after the end of the competition, competitors must have the kitchen thoroughly cleaned and tidied and ready for the next competitor to use.
  16. Two copies of the recipes typewritten are always required.
  17. Submit one copy of the recipe/s to the clerk when registering.
  18. Submit one copy of the recipe to the duty marshal at the cooking station.

## Practical Cookery

### Class 19: Mezzeh – Practical Cookery

1. Time allowed: 60 Minutes
2. Prepare and present for four persons: Three types of hot mezzeh and three types of cold mezzeh.
3. Only one (if any) of the following types of mezzeh may be displayed: humus,

- tabouleh, babaganough, fatouche, moutabel.
4. The mezzeh can be representative of any of the following countries:
  - > Lebanon
  - > Syria
  - > Jordan
  - > Morocco
  - > Egypt
  - > Tunisia
5. Dishes must represent a variety of cooking methods and the use of ingredients as used in the Arabic restaurants of the UAE.
6. Present the mezzeh in four equal portions.
7. Two portions will be served in the public restaurant and two portions will be presented to the judges.
8. Typewritten recipes are required.

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

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

### Class 21: Beef - Practical Cookery



1. Time allowed 60 minutes
2. Prepare and present four identical main courses using Australian Beef as the main



- protein item.
3. Any cut of beef with the exception of tenderloin can be used.
4. Present the main courses on individual plates with appropriate garnish and accoutrements.
5. Typewritten recipes are required.

### Class 22: Emirati Cuisine - Practical Cookery

1. This class is designed to ensure that the tradition of Emirati Cuisine is preserved and promoted through professional chefs.
2. Prepare and present two plated portions each of three Emirati dishes according with the following criteria:
3. Prepare and present two plated portions of any one of the following dishes:
  - > Balalit
  - > Kabeesa
  - > Assedat Bobal
4. Also prepare and present two plated portions each of any two of the following dishes:
  - > Margougat Al Khudar
  - > Thareed Laham
  - > Margougat Al Dijaj
  - > Maleh Biryani
  - > Samak Mashwi
  - > Machboos Samak
5. Emirati cuisine with traditional presentation and serving as would be found in a family home of the United Arab Emirates.
6. Competitors must bring their own plates/bowls for presentation and all necessary mise-en-place for the meals
7. The judges will check appliances and utensils for suitability
8. Typewritten description and recipes are required

9. Time allowed 60 minutes to present all three recipes

## Young chef of the year 2012

### Classes for entry

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

#### Class No. 22:

- > Emirati Cuisine – Practical Cookery

#### Class No. 21:

- > Beef - Practical Cookery by Australian Meat

#### Class 23:

##### Supplementary Class:

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

Time allowed 1 hour in 30 minute sections as below:

##### Chicken:

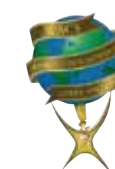
1. Time allowed 20 minutes
2. Take a whole fresh chicken and prepare from it the following:
3. One breast skinless.
4. One breast skin-on.
5. One whole leg, skin-on, and tunnel-boned, ready for making a ballotine.
6. One thigh boneless.



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7. One drumstick.
8. Two wings prepared for pan frying/grilling.
9. Carcass prepared for stock.

#### After 20 minutes:

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

#### Fish:

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

#### After 20 minutes - 10 minutes to:

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

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

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

#### PARTICIPATION:

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

#### COMPETITION ENTRY:

10. Please note that there are different forms for different types of entry; ensure that the correct form is being used.
11. Complete the entry-form according to the instructions on the form.
12. Completed photocopies of the entry-form are acceptable.

## Rules and Regulations for Culinary Competitions

#### NB:

1. Please read the following regulations



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13. Submit the completed form to the organisers along with the requisite fee.
14. Fees must be submitted along with completed entry forms.
15. Fees are payable to:
  - > AC Name: The Culinary Alliance FZ LLC
  - > Bank: Standard Chartered Bank Bur Dubai (UAE)
  - > IBAN: AE400440000001207870301
  - > SWIFT Code: SCBLAEADXXX
16. Entries are accepted strictly on a first-paid, first-accepted basis
17. No entry is accepted until the appropriate fee has been received.
18. Entry Fees are non-refundable.

#### CERTIFICATES AND LETTERS OF PARTICIPATION:

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

#### HYGIENE:

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

these two entities. Should either raise an objection to the standard of hygiene of any particular person or team, that person or team will not be allowed to compete

#### THE SECRETARIAT:

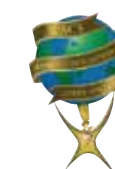
24. The Emirates Culinary Guild (ECG) is the body responsible for the creation, organisation and administration of the competition.
25. The competition is governed by and construed according to the rules of the organisers.
26. The organisers have sole authority to adjudicate on any matters pertaining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

#### COMPETITORS AND HELPERS:

29. Each competitor is allowed one helper to assist with carrying equipment. No other help is allowed to a competitor within the preparation area.
30. A helper must be junior in rank to the person he/she is helping.
31. A competitor must wear full; freshly laundered chef's uniform with appropriate



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- headgear and footwear when attending at the exhibition.
32. A competitor's helper must wear full; freshly laundered chef's uniform with appropriate headgear and footwear when attending at the exhibition.
  33. Competitors that are incorrectly dressed at a competition will not have their exhibits judged.
  34. Helpers that are incorrectly dressed will not be admitted to the exhibition.
  35. Logos, marks and identifying colours provided by the organisers must be worn by competitors throughout the competition in the position indicated to them by the organisers at the time of registration.
  36. Logos, marks and identifying colours provided by the organisers must be worn by helpers throughout the competition in the position indicated to them by the organisers at the time of registration.
  37. A competitor entered in a practical competition must register at least thirty minutes before the commencement of the competition otherwise the competition slot will be given to a waitlisted competitor.
  38. Any competitor not in place and ready to start at least five minutes before the time a competition commences, will be disqualified.
  39. Competitors and helpers are forbidden from approaching or speaking with or at a judge without the express permission of the organisers.

#### EXHIBITS:

40. Each exhibit must be the bona fide work of the entering competitor. It must be

- solely the work of the competitor and must be certified as such by his Head of Department or General Manager.
41. Each exhibit must be a completely original work, it must not have been displayed previously (in whole or in part) in any competition or exhibition whether private or public.
42. All exhibits must be of edible substance except for framing, socles and stands where they are allowed.
43. It is forbidden to use any living entity whatsoever as part of an exhibit (e.g. tropical fish).
44. It is forbidden to depict religious, nude, semi-nude or political themes in an exhibit.
45. All exhibits must be suitable for presentation as a decorative item in a restaurant or banqueting setting.
46. An exhibit must not carry any logo, label or mark of identification; however, competitors must be able to identify their exhibit if required.
47. Competitors are responsible for their exhibits and should ensure that they are available in their proper place for judging on the day and time specified.
48. No preparation or finishing of exhibits is allowed in any area except the designated preparation area at the rear of the competition area.
49. Finished exhibits must be placed in the position indicated by the organisers.
50. No interference with an exhibit is allowed once the organisers have deemed it as submitted for judging.
51. Competitors must leave the judging area as soon as their exhibits are in place or when instructed to leave by the marshals, whichever is the sooner.



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52. Exhibits may, at the discretion of the organisers, be moved to a separate enclosure, there to remain for part or for the duration of the exhibition.
53. Failure by a competitor to register or exhibit at the specified time could result in disqualification.
54. Exhibits which are removed by competitors without permission of the organisers will not qualify for any kind of award.

#### COMPETITION MARSHALS:

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

#### AWARDS:

58. Gold, silver and bronze medals and certificates and certificates of merit are awarded solely at the discretion of the judges.
59. The decision of the judges is final and each competitor is required to abide by it without comment.
60. Medals will normally be presented at 18:00 each day. This may change according to circumstance.
61. Any medal or certificate that is not accepted by the competitor or his/her helper at the presentation ceremony for that day will be forfeit, unless prior arrangements are made with the organisers.

62. A competitor or his/her helper must be correctly dressed as stipulated in the rules when collecting medals or certificates.
63. Incorrectly dressed competitors/helpers will not be allowed access to the awards area.

#### LOST AWARDS:

64. Due to the impossibility of detecting bogus lost award claims, the Guild protocol is to disregard appeals for replacement.

#### COPYRIGHT:

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

#### DISCLAIMER:

66. The organisers are entitled to cancel or postpone the Salon, or to alter the duration, timing or schedule of any event.
67. 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.
68. The organisers will not under any circumstances be held liable or responsible for the loss or damage of any exhibit, equipment, goods, persons or personal effects.

#### QUERIES:

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



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### JUDGING AND THE AWARDS SYSTEM

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

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

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

### The points scaling for awards in all classes are as follows:

#### Points

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

### Corporate and Establishment Trophies

The corporate and establishment trophies available are:

#### Best Effort by an Individual Establishment – The Emirates Salon Culinaire

This trophy is awarded to the establishment whose competitors gain the highest total combined points

from the medals won from all of their entries.

#### Best Effort by a Corporation – The Emirates Salon Culinaire

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

#### Point Value of each Medal Won:

- > Gold Medal with Distinction 08 Points
- > Gold Medal 05 Points
- > Silver Medal 03 Points
- > Bronze Medal 01 Point

## Rules & Regulations Specific to 2013

### VENUE & ENTRY FEES:

1. The Emirates Salon Culinaire will be held during the Gulf Food Hotel and Equipment Exhibition from February 25th to 28th 2013.
2. The venue is the marquee at the rear of Zabeel hall (a location map will shortly be sent to entrants).
3. The entrance fee for single entries is Dhs.100 (AED. One Hundred) per person per class, unless otherwise stated in the Rules and Regulations or The Briefs of the Classes for Entry.
4. The fees for entry to the trophy classes are as follows:
  - a) Best Cuisinier – The Emirates Salon Culinaire- Dubai 2013 AED:500/- per person
  - b) Best Pastry Chef – The Emirates Salon Culinaire- Dubai 2013 AED:400/- per person
  - c) Best Artist – The Emirates Salon



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Culinaire- Dubai 2013 AED:500/- per person

- d) Best Arab National – The Emirates Salon Culinaire- Dubai 2013 AED:300/- per person
- e) The Middle East Young Chef of the Year – The Emirates Salon Culinaire Dubai 2013 AED: 500/- per person

### TROPHY ENTRY:

Entrants to a trophy class must enter and finish in all and only those classes that pertain to the trophy for which they are entering. No other classes may be entered into by a trophy entrant.

Trophies are awarded on the highest aggregate points from all three classes.

The required trophy classes to be entered are:

### BEST CUISINIER:

- a) Class #10. Five-Course Dinner Menu by Australian Meat & Livestock
- b) Class # 20. Fish & Seafood Practical Cookery
- c) Class # 21. Beef Practical Cookery by Australian Meat & Livestock

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

### BEST PASTRY CHEF:

- a) Class # 01. Practical Cake Decoration
- b) Class # 03. Four Plates of Dessert
- c) Class # 06. Friandises, Petites Four

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

### BEST ARTIST:

- a) Class # 07. Chocolate Showpiece
- b) Class # 09. Open Showpiece
- c) Class # 15. Individual Ice Carving
- d) Class # 17. Practical Fruit & Vegetable Carving

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

### BEST ARAB NATIONAL:

- a) Class #22. Emirati Cuisine Practical Cookery
- b) Class # 14. An Arabian Feast
- c) Class # 19. Arabic Mezzeh Practical Cookery

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

### MIDDLE EAST YOUNG CHEF OF THE YEAR

- a) Class #21. Beef Practical Cookery By Australian Meat & Livestock.
- b) Class #22. Emirati Cuisine Practical Cookery.
- c) Class 23. Practical Butchery.

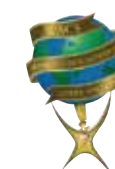
Entrants for this trophy must be aged 25 years or under on 24th February 2013, a clear scan of the entrant's passport must be forwarded along with the entry registration and fee.

### CLOSING DATE:

5. Closing date for entries is January 31st 2013. However, many classes are often fully subscribed and closed well before the closing date.



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# gulf gourmet

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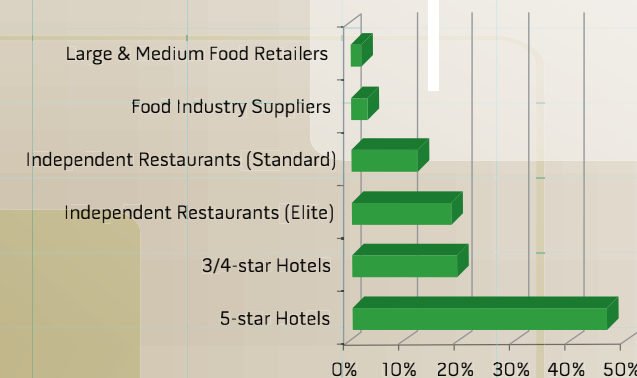
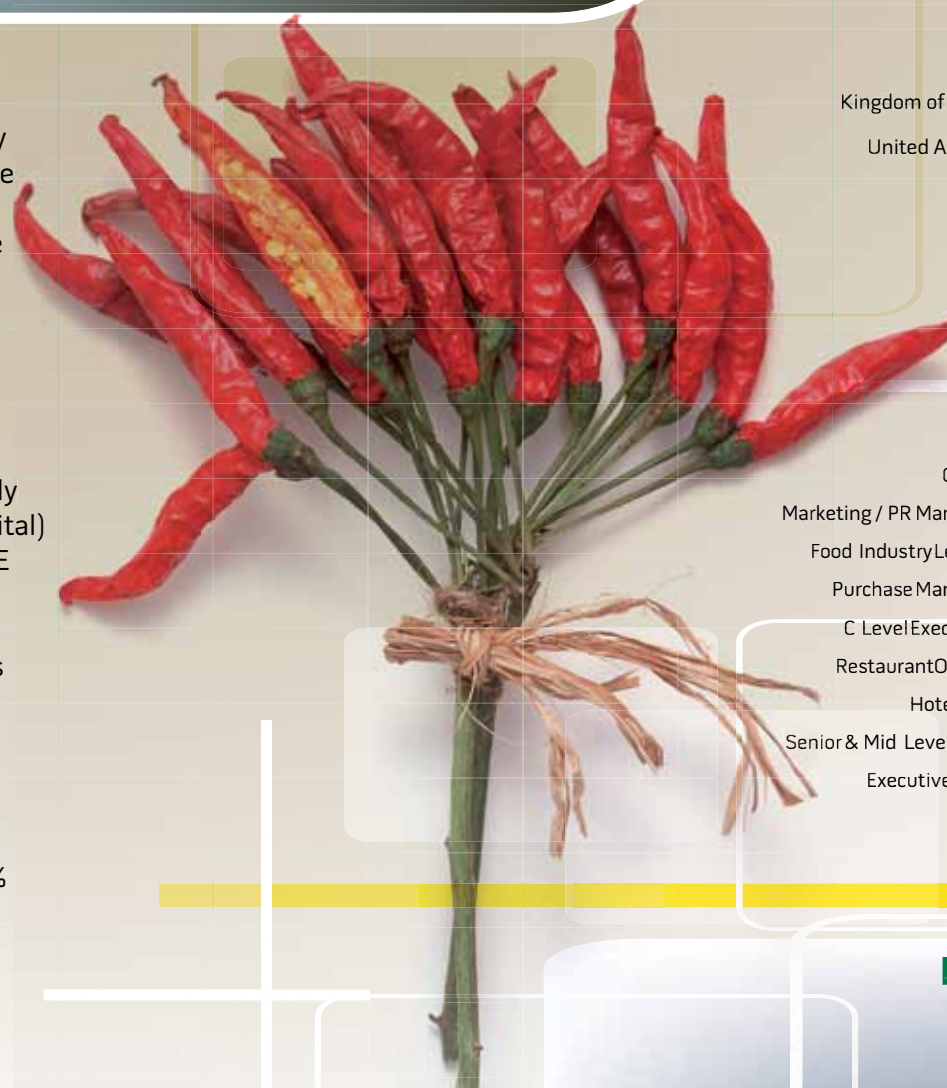
We are the official magazine of the Emirates Culinary Guild – the most powerful body of hospitality decision makers – thereby ensuring unparalleled visibility for your products/services/solutions. The Guild's vision is to improve the culinary standards of the UAE and Gulf Gourmet espouses that view. Your marketing dollars in Gulf Gourmet is therefore a direct investment into enhancing the culinary talent across seven Emirates.

## ABOUT GULF GOURMET

- ◆ Most widely read magazine by Chefs & Decision Makers in the GCC
- ◆ The official mouthpiece of the Emirates Culinary Guild
- ◆ Highest circulation in its category
  - > 6,150 copies per month
  - > 10,000 copies for SIAL
  - > 14,000 copies for Gulfood
- ◆ Readership estimates of nearly 21,276 per month (Print + Digital)
- ◆ Positively influencing the UAE food industry since 2006
- ◆ Recognised by the World Association of Chefs Societies
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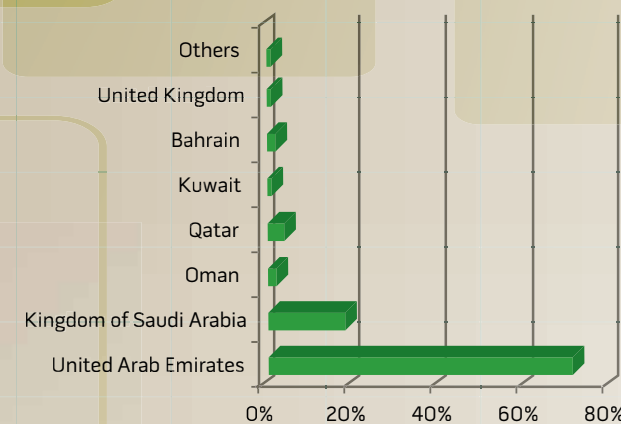
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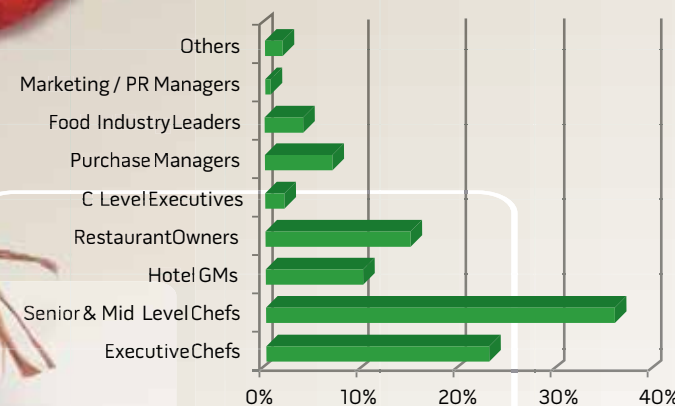
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 Bahrain 2%  
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 Others 1%



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## FOR FURTHER ENQUIRIES, CONTACT

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Date of Application: 

Family Name: (Mr./Ms./Mrs.)

First Name/s:

Nationality:

Civil Status:

Date of Birth: dd/mm/yy

Name of Employer:

Address in Home Country:

Work Address:

Tel:

Web Address:

Email:

Telephone Office:

Professional Title:

Fax Office:

Type of Membership Required: (Please tick one)

Tel. Home:

Corporate ☐ Senior Renewal ☐

Fax Home:

Senior ☐ Young Chef ☐  
(under 25 yrs below)

Email:

Declaration to be Signed by all Applicants

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

Signed:.....

Proposed By:

Sig:.....

Seconded By:

Sig:.....

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Remarks:

Payment received?

Certificate Given.

Pin Given.

Medal &amp; Collar Given

Approved

Approved

President.....

Chairman.....

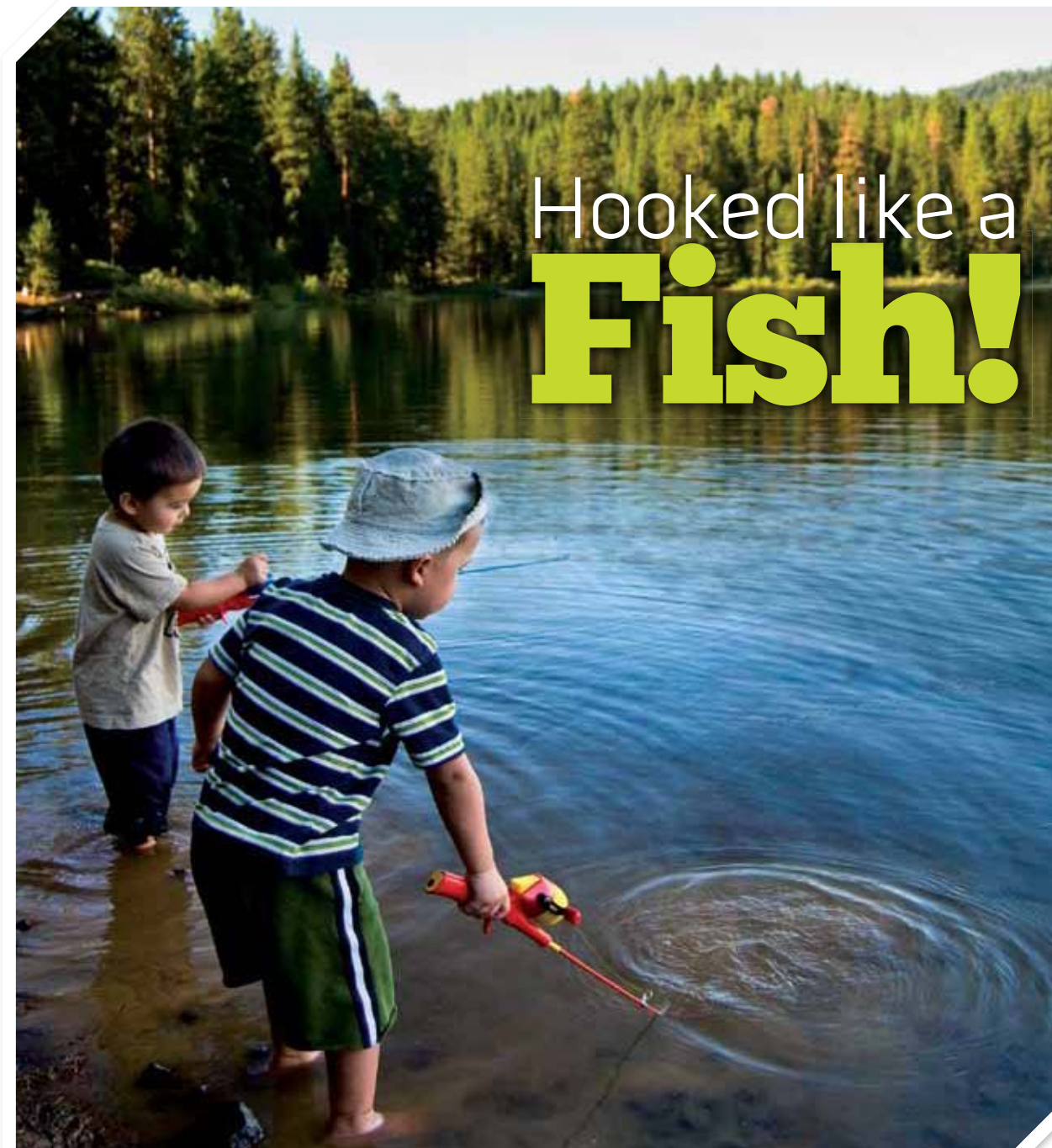
Fees:

Young Member: Junior members will receive a certificate.

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

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

Corporate Member Dhs. 20,0000 per year



My earliest memories of fishing would be when I was 5 or 6. I would go on fishing trips with my dad and be in awe of how he could cast a 12-foot net with such finesse or his knowledge of the difference between a jig and a fly. From that young age, I was hooked! I would stay up all night and play with the lures in the tackle box, make sure there are no tangles in the lines, the rods are in good condition and the reels are well greased. I

don't think my siblings really got into it as much as I did and would often rather sleep before a trip or would change their mind in the morning and go back to bed.

Not me! I was so anxious about going that I could not even think about sleep and risk not waking up. And let's not forget that somebody had to make sure that everything is in order and wake everybody up in case the three alarms I set didn't do the job.

Even at a young age, the perfectionist – some may suggest obsessive – in me had to make sure that everything was just right, or how I thought it should be. This was me at 6, and not much has changed since.

I am not sure how to explain it, you either get it or you don't... It's the anticipation for the unknown. There are absolutely no guarantees for a catch. You are completely at the mercy of nature and the outcome is





**big  
daddy's**  
kitchen



All those who know me well know that aside from food and cooking, I am quite passionate about nature. Whether I am dune bashing, spending a cold desert night around a fire or a day at the beach, I just love the outdoors. I think I am a bit more in favour of anything that includes water and consider myself a veteran angler

(continued from page 65)

truly unpredictable. There have been days that I have gone out with the best charters and latest equipment and come back with a cooler full of ice, and some days more fish than I can fit in my icebox. Either way, I always came back with a smile. For me it's the process, the fish is always a bonus, but I just really enjoy being out on the water and playing with my toys. I guess the little 6-year-old in me has never really grown up!

I am happy that I have had a chance to fish in almost every country and city I have lived or visited. In the past few years here in the UAE, I have certainly enjoyed the outdoors. The desert always offers a unique experience, but over and over it's the sea that beckons me. I used to do a lot of fishing in the Gulf before all the construction started. More recently however this has become less and less enjoyable so I have started to look east and gone out a few times to the Sea of Oman.

The drive is a little over an hour, although the smooth ride makes it feel like less than that. But it's the rich water on the eastern costs of the UAE that is the true delight. For starters, the sea is much deeper and very clean. Secondly, because you are technically fishing in the Indian Ocean, the

variety of marine life is much more diverse. The water is usually calm and flat and at around 5:30 am, and as the sun comes out with no cranes or skyscrapers blocking your view, you are truly at peace with nature and start to feel the magnitude of it all. That lasts for about an hour until the boat is far enough from the coast.

You drop in your lines and BAM. It's like a jolt of lightning! A predator has accepted your challenge and you start your tug of war with one of the oceans most magnificent creatures. The "Golden Maverick", Mahi-Mahi, Dorado...whatever you want to call him, he will not go down without a fight, so you better be prepared. I have to admit; I was not expecting this much power from such as beautiful fish. His shiny gold and green colour shimmers as he gets closer to the surface. Then he jumps out of the water, as if he is eyeing his competition as he dives deep back into the water taking with him all the line you had reeled in. Finally after about 20 minutes, one of you surrenders.

The first one I landed was about 20 pounds and fought like he was 200. After what seemed like a lifetime of pulling and tugging, we were posing for a picture together. I put him back in the water, as I had just too much respect for him, but the next one ended up on my grill a few hours later.

This brings me to my next thought; I am surprised that such a wholesome and gorgeous fish is not found on any menus here. The meat has the

gamey characteristics of swordfish or mako shark with the flakey softness of snapper. The fat content in the meat makes it a great fish for many applications, though I would prefer the recipe I share with you here:

#### MAHI-MAHI KABAB

1 kg	Fish Fillet, cut into 7 cm chunks
75 ml	Canola Oil
2 tsp	Coriander Powder
1 tsp	Saffron Powder
1 tsp	Salt
1 tsp	Garlic Powder
½ tsp	White Pepper

#### METHOD

- ♦ Marinate fish for 3-4 hours,
- ♦ Tread on skewers and grill over hot charcoal to medium
- ♦ Finish with a squeeze of lime before serving

First bite and I guarantee you will smile with satisfaction. I want to encourage my fellow chefs to think about putting this fish on their menus and give the usual Grouper (Hammour) or Sea-Bass a miss. We all know some of the fish species here have been overfished and need a break anyway. Let's start thinking about the long-term effects of our food habits on the region's ecosystem and use our positions to educate our colleagues and customers to look at the abundance of locally available alternatives.

I leave it there and leave the rest for next time.

**I am Big Daddy and this is my Bread & Butter!**



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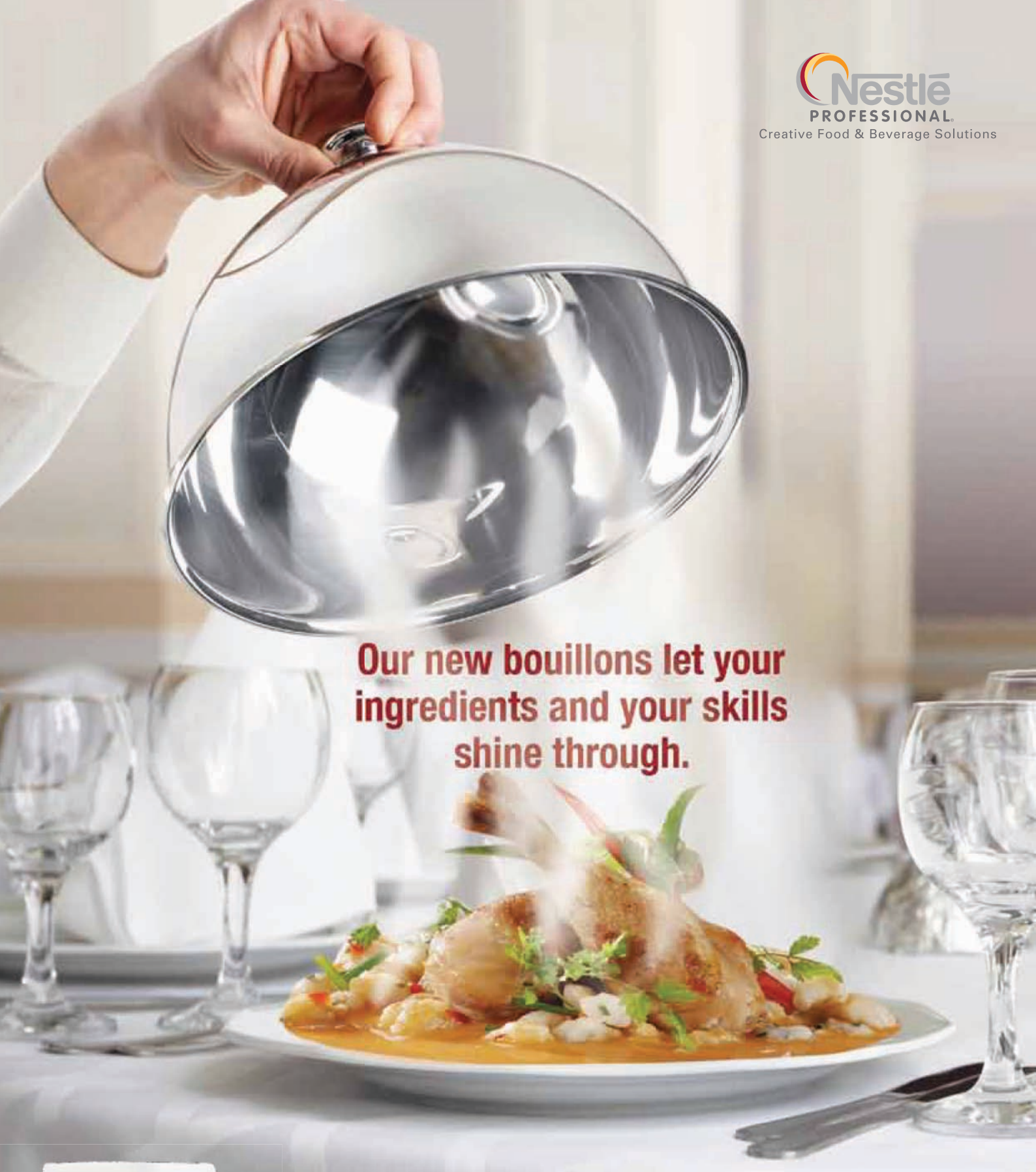
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