

DECEMBER 2008

GULF GOURMET

FROM US, FOR US.



UAE's
Olympic
heroes



Your Partner for Success

*As another year comes to an end,
Most of us seem to treat every working day like a weekend,
But there are some, for whom it is the busiest time of the year,
Listen close, and you may just hear,
The relentless chopping that goes on in the rear,
While everywhere the festive mood flows,
We want to honour those,
Who watch the party from their kitchen windows.*

*Wishing the Chef community
a Merry Christmas & Happy New Year!*

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FROM THE *President's station*

Now I ask you to take your time and read the introduction pages of our new or renewed corporate members; these are the members who have joined the family in the past few months. Join me in welcoming them as well as thanking them for the continued support – US Beef Export Federation, US Dairy Federation, Aramtec, Dudson Group, LG Electronics, Ecolab, ASAAT, JM Foods, Faisal Al Nusif, Multivac, JohnsonDiversy and Elfab.

I am pleased to let you know that we are preparing the next introduction for the January issue which will include – HORECA Trade, Unilever Food Solution, MKN, Seascope International General Trading, Sawney Foods Co., Mitras International Trading LLC and Confiseur Läderach AG Chocolatier Suisse, as of now.

Last but not least I would like to thank Chef Andy Kurfurst, the Renaissance management and the team for hosting the November meeting and the corporate members for the display and presentation – Jashanmal, HORECA, Mitras Gourmet and Denny's Uniform with the great fashion show.

My final request to all the chefs is to please send your wives – partners e-mail address to Josephine in the Guild office if they would like to join the Chef's Wives Club. I hope you all liked their introduction in the previous issue of our *Gulf Gourmet* magazine because I surely enjoyed it! We also enjoyed the bowling evening that was held by them in November, where the ladies challenged their husbands. We shall not talk about the result except that everyone had fun. Watch out for the event pics soon in this magazine.

Look forward to see you all at the next meeting on 14th December which will be hosted by Chef Sudu at the Traders hotel.

Culinary regards,

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

Dear Fellow Chefs, Colleagues, Ladies and Gentlemen,
Welcome to the December issue of our *Gulf Gourmet*. This is the last issue of what I believe was a great year for the Emirates Culinary Guild. This wonderful year was only possible because of our partners who gave us all the support through the year from the Salon Culinare '08, that was the biggest till date, the WACS Congress in May which lots of colleagues from all over the world wrote to us was one of the best congress ever, the MLA Black Box World Final and our own Junior Chef of the Year during the DSS 08, again the biggest till today. Not to forget all the other events organized by our corporate member – from the SUSTA challenge to US Beef Seminar, the LG challenge and the US Dairy Seminar and the Multivac Seminar at the Emirates Academy.

We also supported two charity blood donations, one in February and another one in June. The third blood donation was held on the 23rd of December at the Radisson SAS Hotel, Dubai Deira Creek. The donation goes for the children in Al Wasl hospital. I ask you all to come and support this endeavor as it's only two hours of our time. What better way to start the festive season then by helping others in need. Hope to welcome many of your members, colleagues, friends and corporate members as well – “Together We Can Make A Difference – We Can Save Lives”

We are also getting ready for the first four events of the New Year – the first on January 6th is the US Rice competition final, then the first Friday of a very busy February with the Biryani Event in the Global Village. Then the Friday after that the New World Record attempt where we will try to do 2009 different desserts from all over the world. Then of course our Salon Culinare which is yet again expected to be the biggest cooking competition the Middle East / Africa region has seen.

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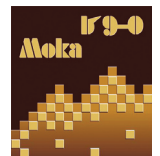
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GULF GOURMET

DECEMBER 2008

FROM US, FOR US.

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The Emirates Culinary Guild
Uwe Micheel, President
T: +971-4-340-3128
F: +971-4-347-3742
E: theguild@emirates.net.ae

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

Editor
Yamini Zaveri
Design
ide+az
Photographers
Amaresh Bhaskaran
M. Khan
Contributors
Ruqya Khan
Sameera Arshad

Flying **HIGH...**

The only thing constant in our lives is change. Join me as we bid a warm farewell to Chef Heinz and his family as they embark on a new journey - this time, to go back home to the UK. **Chef Heinz** has always been a supporter and avid reader of our magazine and it is only befitting that this column, started with his story in the launch issue, ends this year with that same story. The only things added to it are the wonderful memories.



A native of Austria, Chef Heinz did his apprenticeship in Germany. “We stayed in Ehrwald, close to the Austria-Germany border and after graduating from school I spent three years as a pastry chef and two years in cooking at the Garmisch-Partenkirchen, Bavaria. Then at the age of 23, I left Austria and worked in Scotland, England, the Channel Islands, Ghana and Qatar, before coming to Dubai in 1982,” he recounts.



Now he has spent more years in hot and humid Dubai sands than he did in Austria, where he spent his young years enjoying his mother’s cooking. “She was an excellent cook and I remember being in the kitchen, passionately wanting to be involved,” recalls Chef Heinz. Stove was out of bounds but he was allowed chores such as peeling potatoes. “I was also allowed to help with washing up, though I wasn’t very eager to do that,” he smiles in memory.

Did his parents object to him becoming a chef?

“On the contrary, they encouraged me – my mother worked in the hotel industry and knew the advantages – you could be sure of good accommodation and food wherever you worked.”

Any special memories of the places he has worked in?

“Before going to Ghana, I was somewhat uneasy because of all the negative reports and friendly warnings. But I went nonetheless. I am glad I did – the locals were most affable and I enjoyed my two years there,” recalls Heinz.

During his stay in Dubai, he went to London for a two-year stint to set up Abela’s brand new facilities at Heathrow. “We began with one customer and I returned when the number had gone up to twelve,” he reminisces.

And even though he no longer has a home in Austria, he goes back to his roots every year for a few days to meet his three brothers and aunts.



Ullam, quam ea faccum vullum do dolobore dolobor hsetis djsksoe

"My parents encouraged me to become a chef – my mother worked in the hotel industry."

Chef Heinz, here's wishing you the very best in life. Until we meet again – somewhere, sometime, soon.

YAMINI ZAVERI



Ullam, quam ea faccum vullum do dolobore dolor

How is managing airline catering different from working for hotel or restaurants?

Most of Chef Heinz's experience has been with the airline industry. "One must remember that restaurant food is 'cook-and-serve' while airline food is 'cook-chill-dish-dispatch,' resulting in cold meals that are heated later. An average restaurant may serve 20 covers in an evening; Last year the company delivered in excess of 18 million airline meals, an average daily production of just under 51,000, with each and every meal being individually prepared to the high quality standards for which Emirates is renowned," explains Heinz with pride.

"Restaurant food is 'cook-and-serve' while airline food is 'cook-chill-dish-dispatch.'"

Would he advise his children to take up this profession?

"Yes," asserts Chef Heinz. His daughter trained as a pastry chef and worked in Munich for a while. Now, married, with a small baby, she is not working. "This profession is not an easy one – you work long hours – 14-15 hours a day, 6-7 days a week, no weekends, no holidays – for they are your busiest days," he adds. "Fortunately, airline catering is a 24-hour activity so we have the advantage of working in shifts," he concurs.

What is his advice to young professionals?

"When I interview young people, I tend to give them a very bleak picture of the job; you might say I almost try



to put them off. If they still want to do it, then they are right for the job, ready for the hard work involved. It is impressive that even with more than 28 nationalities at Emirates Catering there is no clash due to people from different work cultures.

On achievements:

When we inquire about awards and professional gratification, Chef Heinz gives us a list of a dozen or so trophies won since he joined the organization and the impressive record says it all: KLM Area Asia & Australia Catering Award 1982/83; Word wide Catering Award 1983/84; Cathay Pacific Most Consistent Caterer 1991; Best Caterer in the years 1993, 1995 and 2001; Caterers Performance Recognition Program 'Hygiene Award 2004'; Lufthansa Winner of Quality Cube 1998; Special Award for Outstanding Menu Design 1998; British Airways Gold Award 1991, 1992, 2000 and 2001; Air France, sixth edition of Wave (World Wide Annual Vendor Evaluation) First Place for 2004/2005.

On cooking:

We asked the chef an inevitable question, 'does he cook at home?' "No, that is my wife's terrain. I wouldn't venture there," he pretends to be horrified at the idea, but later admits to cooking while on vacation. "I have a library of more than 400 cookbooks," he discloses. There are classic books that are indispensable as also ones for more exotic fares from around the world. "Some of the fancy books give minimal information. Being in the profession, one can figure out the technique – but such books sometimes trigger good ideas," admits Chef Heinz.



Ullam quam ea faccum vullum do dolobore dolobor

On eating out:

Chef Heinz considers French cuisine too fattening though he concedes, “Foie Gras is ‘heaven.’” “I am flexible and like Italian, Mexican and Indian foods. Emirates Towers and Madinat Jumeirah have some very good restaurants,” he says.

‘Verre’ is another favourite if Gordon Ramsay is in town. He admires the showmanship, the selling style and wit of the famed chef. “When I asked him to sign a copy of his book, after learning that my name is Heinz, he addressed his inscription to ‘Ketch,’ Heinz smiles at the memory.

On being a chef:

“Some people navigate to F&B, but I do not want to become a glorified waiter. I always wanted to be a chef and I am fortunate that I wake up happy to go to work. My motto is to do my best and enjoy myself in the process.”

On recreation:

Away from workplace, Chef Heinz likes listening to works of his compatriot Franz Peter Schubert or watching movies. “We have recently started going to the movies every week. My choice is wide-ranging but generally I like action movies,” he confides.

On fitness:

“Physical fitness is difficult to maintain in this profession but I go for walks, play a little golf and even go skiing in Ski Dubai,” he reveals. Coming from Austria’s Tyrol region in the foothills of the Alps, what does he think of the local facility? “The snow is not as white,” he smiles, but adds that it is wonderful, given the desert terrain.

And that ladies and gentlemen, is Chef Heinz Zucchelli: unassuming, conscientious and appreciative of excellence.



U.S. Cheeses

Creating the World’s Tastiest Dishes

U.S. cheeses are known worldwide for their superior characteristics in terms of flavor, performance and versatility. They have become a key component of thousands of delicious and successful dishes in different cuisines around the world. No matter what the application — from snacks to pastas, casseroles to desserts — there is a U.S. cheese that can make the dish tastier and more appealing.

The U.S. cheese industry presents hundreds of varieties and a wide range of flavors suitable for restaurants, hotels and other foodservice operations. Whatever the cuisine style, there is a U.S. cheese to match specific flavor and performance preferences.

U.S. cheeses improve the essential texture of foods and are designed to adapt to specific culinary requirements, such as quick heating-and-eating, melting, browning, and thickening. Soft cheeses, such as mascarpone, can form the basis for dips and soups, blending well with herbs and seasonings, while hard cheeses like parmesan, form a savory crust on baked appetizers and pizza toppings. High moisture cheeses such as ricotta lend themselves to sweet applications, whereas U.S. cream cheese particularly creates a higher gourmet image when used in desserts. U.S. cheeses are also perfect ingredients for vegetable-based side dishes, melt-sandwiches and healthy salads. Depending on the performance objectives, specific cheese varieties and forms are selected to best deliver the desired product benefits.

Beyond what U.S. cheeses actually contribute to the food itself in terms of flavor and functionality, another benefit of U.S. cheeses used as ingredients is the positive impact on a product’s appeal. In upscale or gourmet products, the right U.S. cheese delivers consistent flavor and texture.



Improve the quality, value and appeal of your final products; choose U.S. cheese!



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www.usdec.org/middleeast



Indian food~ International perspective

And they met in Dubai...

London based celebrated chef and restaurateur **Atul Kochhar** was in Dubai recently to celebrate the first anniversary of the Raffles Hotel.

Gulf Gourmet was a guest at a luncheon hosted and prepared by Chef Atul. We came out unsure whether the food was better or the person.



To TERM FOOD IN INDIA as “Indian” food is as misleading as saying “European” food. Diversity is, undoubtedly, a defining feature of India's geography, culture and food. Indian cuisine varies from region to region, reflecting cultures and traditions of the ethnically diverse country. Despite this diversity, some unifying threads emerge in the art of Indian cuisine. Regional Indian cuisines are characterized by their sophisticated and subtle use of spices and herbs. Arguably considered to be the world's most diverse cuisine, each family of this cuisine is characterized by a wide assortment of dishes and cooking techniques.

Chef Atul Kochhar epitomizes this cultural diversity. He is truly a master chef, who has managed to capture the diverse flavors of Indian cuisine and present it in a contemporary form, whilst preserving its unique Indian essence. Chef de Patron of Benares, one of Britain's highly acclaimed Indian restaurants and a recipient of the much coveted Michelin star, Chef Atul is also author, television personality and entrepreneur.

After spending fifteen years in the United Kingdom, Chef Atul admits that he is heavily inspired by the country of his birth – India. “I take my inspiration from the

country I was lucky enough to be born and grow up in.” Even the name of his restaurant is derived from the ancient holy city which plays a very important part of an Indian's life right from the cradle to the grave. “Benaras truly

A recipient of the much coveted Michelin star, Chef Atul is also author, television personality and entrepreneur.

represents India and that is why I chose it as a name for my restaurant” he smiles.

Born in Jamshedpur in Eastern India, Chef Atul's father ran a catering business but wanted his son to be a doctor. “I did medicine for a year and then realized that this was something I didn't want to do so I defied the family tradition of becoming a doctor or an engineer and enrolled in a hotel management course”. Chef Atul's father was clearly not very happy with his son's decision and thought that he would not amount to anything much in his life, he did advise him to choose a college in the West or South of

India just so that he would learn something about other regions and culture.

For the chef this piece of advice proved to be the most valuable. He chose to study in Chennai and during his student days learned a lot about regional cuisine. “I would self invite myself to meals at my friend's homes and that turned out to be a great learning ground for me”. During vacations the aspiring chef visited other parts of the country and learned more about regional food.

“This period opened my eyes to what country I was born in” the chef remembers fondly. It provided him with an invaluable education in exploring the vast regional cuisines and tastes that the country had to offer. After graduating from his course he was offered a place with the Oberoi Group in Delhi. “It was at Oberoi's that I met my mentor Arun Agarwal who changed my whole perspective on food and being a chef. He advised us young, novice chefs to clear our mind and learn about preparing all kinds of foods. As the chef continued his eyes had the unmistakable sheen, a grateful demeanor. “He told us to forget about being tandoori chefs, French chefs, Japanese chefs and instead focus on being great chefs” Following his mentor's advice Chef Atul honed his skills on various cuisines. Styles, textures, flavors, they were a magical world just waiting to be discovered. And discover he did – by the time he left India he was looking after a French kitchen.

By 1994 Chef Atul had garnered a reputation commendable enough to be offered a position in a newly

" I promised myself I will run a restaurant for the love of good food and not for getting accolades."

opened Indian restaurant in London called Tamarind. He remembers his tenure there with pleasure. “I had a great time working at Tamarind. Though it did take a little time to get started the acclaims started coming in almost immediately.” It was at Tamarind that he was awarded the Michelin Star in 2001 and countless other accolades including the “Restaurant personality of the year award”.

Ambition has always been one of Chef Atul's admirable qualities and it surfaced when he asked for a small share in Tamarind's profits. When he was refused a cut in the restaurants burgeoning trade the chef decided to leave and start his own restaurant.

Benares opened its doors nine months later in 2003. “It was here that I began one of the biggest struggles in my life which was to transform myself from chef to entrepreneur. The realization that I had to take on a totally different role took about a year to sink in. I promised myself I will run a restaurant for the love of good food not for getting accolades. I wanted to get the business right and make the restaurant survive. It was a cruise through choppy waters,

Regional Indian cuisines are characterized by their sophisticated and subtle use of spices and herbs.



the tech bubble had just burst and things were not going well with the economy”.

Yet the young restaurant managed to make its mark on the London restaurant scene. In 2003, it was acclaimed the “Best Designed Restaurant” by the FX magazine and soon garnered a reputation of being both a popular and celebrated Indian cuisine restaurant in London.

So what was so unique about the cuisine at Benares? The answer is undoubtedly its perspective. “When I left Tamarind and opened Benares I decided to take inspiration from India in my cuisine and alter its presentation in a manner that is more adaptable to the British palate.” Though the presentation changed in Chef Atul’s menu the essential flavor of Indian cooking remained the same. “I did let Indian cuisine drive me but modernized its presentation and made it look more ‘swish’ the way the British liked it” he explained. This was the defining factor of the huge success that his maiden restaurant in London enjoys.

“There are 64 million Britons in the UK as compared to a mere one million Indians in the country and they account for the majority of the customers that make their way to Benares. My menu may read like an English menu but the flavors are classically Indian, derived from various parts India”.

Chef Atul agrees there are certain parts of Indian cuisine that are created in a traditional manner and are not open to experimentation, for example the Tandoori Chicken or Rogan Ghosh. Yet he points out other parts that can

be experimented and presented in a different and unique manner. “There is a huge section of dishes in my menu that are derived from experimentation”. This is true especially of fish. “Most of the Indian restaurants in the UK shy away from fish” he says. “Even the communities who are famous for their fish cuisine don’t seem to get it right.” As a chef he realized that there was a huge variety of fish available in Great Britain and that he should experiment with it. “We steamed fish, pan fried it, grilled it, served it with different sauces and created new representations

of regional tastes”. The result was a fantastic range of Indian fish dishes that were unique in their taste and perspective and needless to add a roaring success.

“Two factors have always been important to me” he admits seasonality and local

food. I have known and realized the importance of these two factors through out my upbringing in India. When I came to London I researched on the local produce – what does one get here and when. I tried to understand the agricultural cycle in England. I soon realized that in some cases it was a complete reversal of what we have in India. For instance, in India, carrots and peas are a winter specialty, whereas in England you get them in summer. I had to re-educate myself if you will, to understand the palate better. Experimenting with local and seasonal ingredients has been an old practice and it has now become my forte.”

We had to ask him the inevitable question. How does he balance the chef /entrepreneur equation? Without hesitation pat comes the response: “The chef comes first

“I did let Indian cuisine
drive me but modernized its
presentation and made it look
more 'swish'”



Some of *Chef Atul's awards* include:

05 ‘OUTSTANDING CONTRIBUTION
TO THE CURRY INDUSTRY’ at the
2005 British Curry Awards

03 ‘BEST INDIAN RESTAURANT’,
Hotel and Restaurant Magazine
Awards, nomination, 2003

03 ‘BEST DESIGNED RESTAURANT’,
FX magazine, 2003

01 ‘THE RESTAURANT PERSONALITY OF
THE YEAR 2001’ for Atul Kochhar
by BIBA Real Curry Guide

His television appearances include:

Market Kitchen, **UKTV Food TX TBC**

Saturday Kitchen, **BBC1**

Saturday Cooks, **ITV1**

Food Uncut, **UKTV Food**

Great British Menu, **BBC2**

Masterchef Goes Large, **BBC2**

World's Greatest Dishes,
Sky One



and then the entrepreneur. I have to see what the customer likes as a chef and then price it as an entrepreneur. Sometimes there is a struggle between these two facets but common sense prevails” he laughs.

So are you a task master? “I am tough where I have to be, like where standards and systems are concerned.” As an employer, Chef Atul believes in giving his chefs a certain amount of autonomy in managing the restaurants. “In my restaurants I have made it to a point of giving the head chefs a share in the business. I believe that’s a key motivational factor. It certainly drove me to work better and harder!”

From humble beginnings to where he is now, Chef Atul’s persona and his humility showcase a character built on values, sheer hard work and perseverance. Along with Benares, Chef Atul has successfully launched two more restaurants, Vatika and Ananda, which have taken the culinary world in London, and the UK, by storm. When he is not busy managing his restaurants, the chef spends


**Chef Atul is all praises
for Dubai. “The chefs
here are of a very high
caliber!”**



time writing books on food and making appearances on TV. He is often invited to shows on the BBC Food network.

His pride and joy may be his restaurants, but when it comes to his family Chef Atul’s face lights up as he tells us about them. “I enjoy fatherhood and being a husband. But most of all I enjoy being a son. I would like to think that I made my parents proud”.

In Dubai on his first professional visit, Chef Atul is all praises for the city. Can we expect him to open a restaurant in Dubai in the future? He is quite optimistic. “The chefs here are of a very high caliber. If I were to open a restaurant here it would be very easy indeed to find chefs because of the huge talent pool available!”

As we said goodbye to the chef we were still not sure whether we liked the food better or the person. We’ll just have to meet him again to get the answers. 



UAE's Olympic heroes

The UAE culinary stars are shining bright. Golden and silver in fact!

Beijing showed the world how the Olympic Games should be hosted. Dubai showed the world how a small team of chefs can put the UAE on the world culinary map winning several medals at the Culinary Olympics in Erfurt, Germany. The *Gulf Gourmet* is happy to present here our chefs who did us proud!



Ad tat illutpat, sequam ea consed tetue verci blaorer

Popularly dubbed the Culinary Olympics,

the 22nd International Exhibition of Culinary Art took place in Erfurt, Germany recently. This event was launched in 1896, by a group of German chefs. They aimed to share German cuisine with the world while learning about other cooking cultures. The first competition was held in 1900, 108 years ago, with just four nations participating! This year, it was the biggest culinary exhibition in the world with 54 nations and 1600 chefs participating. Like the Olympic Games, the Culinary Olympics are held every four years, a flaming torch is lit at the opening ceremony and medals are awarded to the victors. However, unlike the Olympic Games, Germany is always the host nation.

This year, two teams of chefs from Dubai did us proud by clinching six medals achieving a virtual medal haul for a country which is a relatively a new entrant in the international event. Compared to all the huge international teams they were competing against, the chefs from the UAE were not represented by a 'national team'. Instead they represented their respective hotels.

In the Culinary Olympics our UAE chefs were up against not only chefs from other nationalities but entire national teams. These national teams comprise of various chefs in a particular country working together at least one year prior to the competition to determine the best solution to bring home the honors. Not only that, these invest huge amounts of money in preparation and are sponsored by either the government or corporate. Our boys on the other hand only had their training and their talent.

Ladies and Gentlemen, please join us in applauding the teams from The Edge and the Jebel Ali Golf Resort & Spa for their achievements.

UAE chefs were up against not only chefs from other nationalities but entire national teams.

Here are excerpts from our chat with the chefs from The Edge:

“We were very pleasantly surprised when we won three medals at the Culinary Olympics” smiles Chef Juraj Kalna, Executive Chef, The Edge. “Chef Shivji Sasidharan my assistant got a gold medal and I got two silvers. We got medals for all three of our entries which was really unexpected because we just went there to try. It was a good opportunity to represent what we do here at the Edge on an international level”.

Similar to other culinary competitions, this event too has classes of various expertise. Chef Juraj competed in two classes and Chef Shivji in one. In one class where the requirement was to produce a platter for two, a three course menu and four individual main courses they were actually competing against one another and they both won! Chef Shivji won gold and Chef Juraj silver.

Chef Juraj points out that “Unlike the Salon Culinaire where the judges actually go around and tell you what they think of your plate of food, at the culinary Olympics because it is such a big busy competition there is no chance of interaction with the judges. It is quite sad because you never know what they look for but it is nice to see different

That is where the Edge actually stands out: in the quality of both its presentation and of its food.

countries and nationalities compete”. The teams had to carry their own chinaware and prepare the entrées in a private house and only bring the ready dish to the exhibition. “We were preparing all night and bringing ready plates to the exhibition. That was definitely a tiring process”, admit both the chefs.

“When we enter competitions we don’t invent anything new but simply showcase our high standards already prevalent in our restaurant” says Chef Juraj. The chef admits that the chinaware used at The Edge was probably unique at the competition because the crystal and china used is all custom made and unique in its design and style.

That is where the Edge actually stands out: in the quality of both its presentation and the quality of its food.



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“I have my own ideas and together with my team we put together things that actually work. We use all high quality and the best products to prepare our food” says Chef Juraj, “and it shows both in our style of presentation and in our menu. The people who patronize our restaurant appreciate and understand quality and style. Our cooking is about preserving the purity of the product. For example, if you know that you have the best foie gras from the best region than it should also taste like that. If it doesn’t come up to that standard than somebody has failed somewhere” explains the chef.

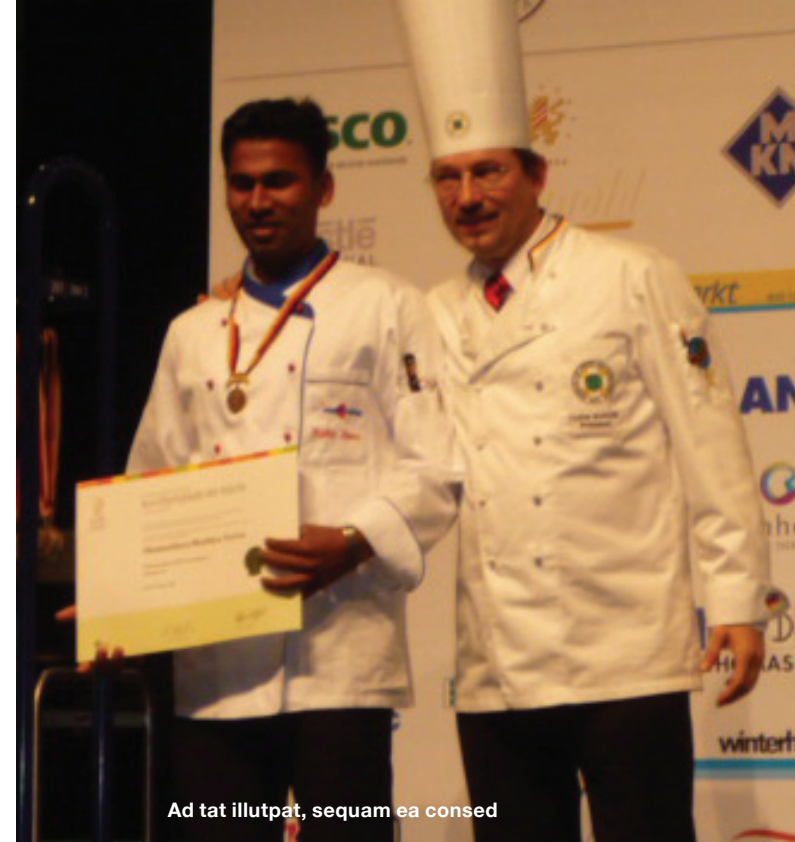
Chef Juraj has won several accolades during his career. He was chosen the Gastronomist of the Year at the Salon Culinaire 2008. Amongst his other success are several more medals and honors. Both Chef Juraj and Chef Shivji plan to enter in as many competitions as possible. “The only big competition on the agenda right now is the Salon Culinaire in February 2009. 2010 will be a good year for competitions but in 2009 there are not many” avers Chef Juraj.

And now let’s meet the young winners from the Jebel Ali Golf Resort & Spa.

The team from the Jebel Ali Golf Resort & Spa, represented by Chef Bathiya Perara and Chef Shaji Chacko shone bright as they showcased their skills and perseverance. As you will read later in the story some of the hardships they had to endure is what makes this win even bigger. Their expertise earned them two gold medals and a bronze at the Culinary Olympics.

Chef Bathiya’s artistic showpieces made from salt dough and icing sugar were quite a hit with the judges and won the talented artist a gold. Chef Shaji’s festive platter for

Chef Bathiya Perara and Chef Shaji Chacko shone bright as they showcased their skills and perseverance.



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eight inclusive of appetizers won the hard working chef a bronze.

The two young chefs were ably guided by Chef Massimiliano Venturelli (Max) the Executive Sous Chef at the resort. “I believe that there is a lot of difference between having a competition here in Dubai and participating in the Culinary Olympics in Germany” explains Chef Max. “We are used to competitions here in the UAE.

We have been participating at least twice a year in both the Salon Culinaire and the Junior Chef of the Year. At least 10 to 15 of our chefs participate and bring home medals each year. What was different about the Culinary Olympics was our chefs had

to change their mind set and realize that they were up against the big boys from around the world”.

With a smile that tried very hard to be humble about the wins, Chefs Bathiya and Shaji acknowledged the help and assistance they got from Chef Max. “He had mentally prepared us saying that this was a life time chance as the Olympics games come along once every four years and there is a huge amount of prestige involved in participating and competing alongside world renowned chefs and national teams. So we were stimulated enough to go there

and participate and compete against the big boys”. Chef Max jumps in and adds that “We are very proud that our two chefs not only competed but came back with two gold and one bronze medal despite being pitted against serious competition and various other odds” smiles Chef Max.

“After the competition was over” he continues “I understood that the four main groups that participated from

the UAE altogether collected more medals than the entire national team from Hong Kong for instance. So obviously when I talked to Chef Uwe Micheel, our President at the Guild I told him that if we had known before that we would do so well in the

competition we wouldn’t have said no to the idea of forming a Olympic team from the UAE. In fact I would have been more than happy to organize it. If this is the result individually speaking, imagine the outcome if we had gone as an organized national team”.

It is important to note here that some of the professionals that the UAE chefs were competing against have been doing it almost as a profession and are actually coaches of national teams!

The trip to the culinary Olympics was by no means

“We are very proud that our two chefs came back with two golds and a bronze medal competing against the big boys.”



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Ad tat illutpat, sequam ea consed
Right: Im quam sequamet atis

The time is right for the formation of a formal UAE National Team for participation in the next culinary Olympics as well as other international level competitions.



uneventful for the Jebel Ali Golf Resort & Spa team. “We had to carry our platters, knives, cutlery everything and prepare our entrees not in another kitchen but in another continent altogether where the environment is totally different, the language is totally unknown to us” explains Chef Chacko.

Chef Bathiya who had packed his delicately crafted showpieces made of salted dough and sugar intricately in boxes and had cautioned the cargo authorities to handle it with care, was heartbroken when he arrived in Germany and discovered that his sculptures, representing weeks of hard work, had broken into several pieces and couldn't be

Chef Bathiya did not sleep for four nights and worked continuously for 136 hours

presented in the exhibition. “The poor guy was close to tears” says Chef Max. “Every single piece was broken.

That is when Chef Bathiya had to gather his energy and focus on recreating his sculptures. So he decided he wouldn't sleep till it was done. He did not sleep for four nights and worked nonstop to create in three days what he had taken three months to create in Dubai. “I worked continuously for 136 hours” smiles Chef Bathiya. “Since we were so close to the competition I didn't want to miss it. We had passed a lot of hurdles to get to the competition and this was the last one. I gave it my best shot. “He had to work on what was broken and wrap it up in a way that was perfectly put together. Its like putting bolts together and finish off all the smoothness of the surfaces” explains Chef Max. “He had to get icing sugar from the market and there was a big language barrier as they understood only German and they had their own name for it” chirps Chef Chacko, the joy for his colleague and team mate clearly evident.

The chef's had a small kitchen in a house to do their preparation. The kitchen was not like a professional kitchen of a hotel and not at all what the chefs were used to working in here in Dubai. As compared to that, the teams from other countries were well experienced and came well prepared. “The national team from Ireland was staying in our hotel and they came with big chiller trucks, big buses for transportation and a big trolley type kitchen that had a

small working table, chiller and small burners”.

“It was like a box on wheels. You go to the exhibition hall, open it up, plug it in and you have a kitchen with a chiller on the base. The international teams comprised of 25 to 30 people, including chefs, doctors, engineers, media and senior chefs with experience to help and advise them. With our limitations and Chef Max's support we have actually managed to achieve something unique” says Chef Chacko. He also says that what made his entrée stand out was the Asian flavor he added to his presentations. “I had a Quail breast which was tandoor marinated and I guess these influences were what the judges found interesting”.



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Having spoken with all the winners the one common thought that caught our attention was that with the exemplary performance in this major event the time is right for the formation of a formal UAE National Team for participation in the next culinary Olympics as well as other international level competitions.

If anyone can do it we know the Emirates Culinary Guild can. We hosted the WACS Congress earlier this year which is today spoken as a benchmark for future congresses.

This then is the journey of four exceptionally talented, brave and young chefs who against all odds not only decided to take on the seasoned boys but beat them to it and returned with gold and silver medals.

Chefs Juraj, Shivji, Bathiya and Shaji, take a bow. You have done us proud! 🏆

Nestlé
PROFESSIONAL
presents

A TO Z

Asparagus to Zucchini



This month in A to Z
(Asparagus to Zucchini),
Gulf Gourmet features creations
of the talented young chefs
at the Novotel & Ibis World
Trade Centre, Dubai.



Chef Timothy Kairu
Executive Chef
 NOVOTEL & IBIS WORLD TRADE
 CENTRE, DUBAI



HERB-CRUSTED BAKED VENISON LOIN ON ROASTED SWEET POTATO WITH PAN FRIED FRUITY POLENTA SERVED WITH HOT CRANBERRY SAUCE

INGREDIENTS

500 gm venison loin
Crust:
 50 gm mixed herbs
 100 gm white bread crumbs
 25 gm butter
 1 tbsp olive oil
 Salt & pepper to taste
 1 egg white
Polenta:
 120 gm polenta
 100 ml milk
 100 ml chicken stock
 50 gm dry fruits
 50 ml cream
 50 gm parmesan
 Salt & pepper to taste
 1 clove garlic

120 gm sweet potato
 120 gm parsnip
 1 tbsp olive oil
 Salt & pepper to taste
 1 sprig thyme
 200 ml cranberry jus reduction
 50 ml demi glaze

METHOD

Venison: Sear the venison on a grill, place herb crust on top and bake in the oven.

Crust: Mix all the ingredients together for the crust and make thin sheets using a rolling pin.

Polenta: Boil milk and chicken stock with garlic and thyme. Then add the polenta. Once it's done mix with dry fruits. Place in to the mould and set aside. After it cools down slice and pan fry. Take the potatoes and parsnip, season well, add olive oil and roast in the oven. Boil the demi glaze, add cranberry jus and reduce it. Serve accordingly with appropriate garnish



Chef Meththa N. Ekanayake
Executive Sous Chef
NOVOTEL & IBIS WORLD TRADE
CENTRE, DUBAI

SMOKEY FLAVORED SPICY VENISON TARTAR WITH QUAIL EGGS AND POTATO CHIPS SERVED WITH GRAIN MUSTARD DRESSING

INGREDIENTS

1 Smoker
2 tbsp juniper berries, chopped
3 tbsp mixed herbs, chopped

Tartar:

300 gm venison tenderloin
20 gm Capers, chopped
20 gms gherkins, chopped
20 gms shallots, chopped
1 tbsp tabasco
1 tbsp mayonnaise
8 quail eggs
100 gm potato, peeled
lettuce to garnish

Dressing:

1 tbsp honey
1 tbsp grain mustard
50 ml olive oil
Salt & pepper to taste
2 tbsp balsamic reduction

METHOD

Heat up the smoker and place the herbs and juniper berries.

Once it starts to smoke place the venison and keep for 2 minutes to get flavor.

Chop the venison in to small pieces then mix with all the ingredients together.

Boil the eggs for 3 minutes and keep aside. Slice the potato and deep fry until crispy.

Warm up the honey and add mustard. Allow it to cool and slowly combine with olive oil & balsamic reduction.

Plate as shown.





Chef Amal El Arabi

Chef De Partie
NOVOTEL & IBIS WORLD TRADE
CENTRE, DUBAI

CONSOMMÉ OF WAGYU BEEF AND CARPACCIO WITH BRIOCHE

INGREDIENTS

Carpaccio:

500 gm wagyu beef fillet

Marination:

20 ml red wine vinegar

20 ml olive oil

50 gm mirepoix

1 tsp black pepper

Consommé:

500 gm bouillon

25 gm wagyu beef bones

25 gm celery, carrots, onions

25 gm garlic

80 gm Chanterelle mushrooms

4 sprigs Chervil leaves

8 brioche, toasted

25 gm thyme

25 gms red wine vinegar

50 ml olive oil

Clarification:

200 gm wagyu beef

40 gm leeks

40 gm carrots

2 leaves sage

1 tsp black pepper

2 egg whites

METHOD

Carpaccio marination: Mix the ingredients, place the Wagyu beef in a suitable lidded plastic container and cover with the marination for 1 day. The next day take the beef from the marinade and dry with absorbent paper. Season with salt and pepper. Slice into thin slices and arrange on a plate.

Consommé: Mix all the ingredients together and keep over night. Remove from baking dish and brown in the oven, turning every 20 minutes to ensure even cooking. Add more oil if necessary. Add 2 liters of water and simmer it at just below 90c for 24hrs. Strain through a fine sieve and refrigerate. Carefully remove the fat from the surface, season it and place in suitable pot.

Clarification: Mix everything together, add to the cold bouillon and bring to the boil stirring from time to time. Simmer for an hour and strain the mixture through muslin cloth. Sauté mushrooms and allow the mixture to cool. Toast the brioche bread and keep aside.

Plate as shown.



Chef Dominic Gomes
Chef De Partie
NOVOTEL & IBIS WORLD TRADE
CENTRE, DUBAI

FESTIVE X-MAS PUDDING WITH VANILLA SAUCE

INGREDIENTS

Pudding:

225 gm sultanas
175 gm raisins
100 gm black currents
100 gm cherries, chopped
100 gm mixed peel
100 gm apricots, chopped
75 gm almond powder
100 gm almonds, chopped
150 gm bread crumbs
100 gm raisin flour
225 gm brown sugar
2 tbsp golden syrup
100 gm butter
½ tbsp lemon jus
½ tbsp orange jus
2 large whole egg

½ tsp nutmeg powder

½ tsp cinnamon powder

150 ml pale ale

Sauce:

500 gm milk

8 egg yolks

100 gm sugar

1 vanilla bean

METHOD

Pudding: Mix all the dry fruits with the orange jus, lemon jus and golden syrup and marinate for a month. Remove the marinated mixture and stir well. Put in to the mould. Cook it for approximately 45-60 minutes in a steamer.

Sauce: Split vanilla beans in to two and boil with milk. Add sugar and remove it from the fire.

Add egg yolk and stir well. Serve the pudding with the vanilla sauce and garnish as desired.





Chef Lalith Nishantha

Chef De Partie
NOVOTEL & IBIS WORLD TRADE
CENTRE, DUBAI

YAM AND WILD MUSHROOMS TERRINE WITH VEGETABLE CONSOMMÉ, TOMATO AND CHIVE RELISH

INGREDIENTS

Terrine:

200 gm yam
200 gm sweet potato
200 gm mushrooms
50 ml cream
Salt & pepper to taste

Consommé:

50 gm carrot
50 gm celery
50 gm onions
50 gm garlic
50 gm leeks
1 bay leaf
3 egg whites

Relish:

80 gm tomato, de-seed, diced
1 tbsp chives
20 ml olive oil
1 tbsp lemon jus
Salt & pepper to taste

Garnish:

4 mix leaves bouquet

METHOD

Peel the yam and bake in the oven till cooked, and then mash it up.

Peel the sweet potato and slice half the quantity and grill it. Cook the balance in the oven and mash when ready. Mix this to the yam mash.

Boil the cream and add to the mash. Mix all together and season well with salt and pepper.

Sauté the mushrooms and drain out the water by using a muslin cloth.

Set in the mold layer by layer and wrap with the grilled sweet potato slices.

Take half of the vegetables and brown in the oven. Chop the rest.

Add 2 liters of water and cook for 2 hours and then simmer at 90c for 1 more hour. Strain this through a fine sieve and refrigerate.

Mix all together, add to the cold bouillon, and bring to the boil stirring from time to time. Then simmer for an hour before straining through a muslin cloth. Allow the mixture to cool down.

For the relish mix all the ingredients together.

Garnish and serve as shown.



Chef Taposh Gomes

Chef De Partie

NOVOTEL & IBIS WORLD TRADE
CENTRE, DUBAI

YELLOW AND GREEN ZUCCHINI WITH MUSHROOMS AND EMENTHAL GRATIN WITH POMEGRANATE CREAM SAUCE

INGREDIENTS

1 kg yellow zucchini
1 kg green zucchini
400 gm mushrooms, sliced
200 ml cream
100 ml milk
200 gm emmenthal cheese
Salt & pepper to taste

Sauce:

500 ml pomegranate jus
50 ml cream

Garnish:

100 gm parmesan cheese
100 gm cherry tomatos
1 tbsp parsley, chopped

METHOD

Take some of the zucchini and slice length wise. Season with salt and pepper and char grill it. Cut rest of the zucchini in round slices.

Sauté the mushrooms in butter.

Boil the cream and milk together and season with salt and pepper. Add the zucchini to it. Cook it in the liquid till half done.

Grill the rest of the zucchini and arrange in the mould. Then place

the gratin mixer in the centre with mushrooms layer by layer, add parmesan on top and bake it in the oven for 10 minutes.

Reduce the pomegranate jus by half then add cream and boil. Season well.

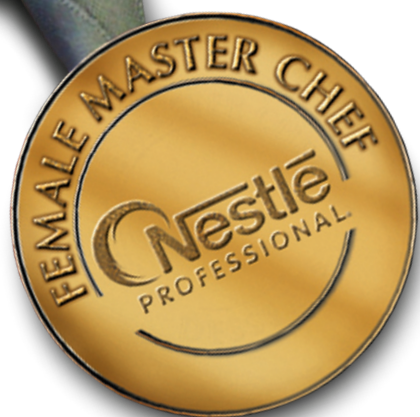
Warm up the Parmesan cheese under the salamander to make the tulip.

Plate as shown.




Creative Food & Beverage Solutions

female CHEF of the year




IT IS WITH GREAT PRIDE and pleasure that we present the first ever “Female Chef of the Year”. At Nestlé Professional we are fully dedicated and committed to responding to the unique needs of the professionals in the out-of-home industry. While collaborating closely with our valued customers and partners, we created the first ever “Female Chef Of The Year” as a culinary platform to encourage the young industry professionals to demonstrate their talents, apply their knowledge and expertise and create new exciting recipes.

The reactions to this have been truly amazing. Across the two categories, that were Main Course and Dessert, we received very creative and inspiring

recipes. It has been very motivating to see the strong passion and great interest of the participating junior chefs. This response proves the great value of organising “Female Chef of the Year”. The creations reveal variety, original presentations as well as the use of new preparation methods, the ongoing advancement of the dynamic Middle East foodservice industry.

We therefore would like to thank and congratulate each and every single chef who participated.

We also like to express our appreciation to the Executive Chefs of the hotels and restaurants for their continued support and encouragement to all their participating junior chefs as well as to the judges for completing the challenging task in selecting the winners.

Finally, as a global leader, at Nestlé Professional it is our vision to be an inspiring growth partner that delivers creative branded food and beverage solutions, enabling operators to innovate and delight their consumers. As a nutrition, health and wellness company with a strong commitment to science and research, we will continue our support to the industry professionals by offering renowned, reliable brands and high quality, convenient, added value products and solutions suited to the specific channels in out-of-home. With the increase in out-of-home consumption, the operator’s needs for innovations and partnerships, as Nestlé Professional we very much look forward to work closely with our customers and professional partners in the region to help them grow their business and to continue to service and delight the out-of-home consumers in the Middle East. 

“It is our vision to be an inspiring growth partner that delivers creative branded food and beverage solutions, enabling operators to innovate and delight their consumers.”

“While collaborating closely with our valued customers and partners, we created first ever Female Chef Of The Year, 2008 as a culinary platform to encourage the young industry professionals to demonstrate their talents, apply their knowledge and expertise and create new exciting recipes.”

WINNERS 08

GOLD

Chef Julia Eckerstorfer

DEMI CHEF,

Madinat Jumeirah Al Qasr, Dubai

SILVER

Chef Parnprapa Nimlamai

DEMI CHEF,

Kempinski Hotel Mall of the Emirates, Dubai

BRONZE

Chef Fera Indriany

DEMI CHEF,

Shangri-La, Dubai





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For 29 years Aramtec has been setting the standards of culinary excellence in UAE.

The company was formed back in year 1979, as one of the pioneer food distributors in the country.

From day one our dedication to the highest quality produce and services has made us the preferred food supplier by so many chefs in UAE.

Our product range is very diversified... from our mouthwatering American angus chilled meat program to wagyu beef from the succulent margert river region to top quality grass-fed beef and lamb from western Australia, french fries, frozen vegetables, appetizers, US Game products and our line of pastry ingredients.



With over 120 employees, 50% of which in sales and marketing related activities added to our expertise in sourcing top brands from all over the world, we offer our customers a one stop solution

for their requirements.

We are always up for the challenge of the rapidly growing UAE, with a fleet of 31 temperature controlled delivery trucks we are capable of serving our customers very efficiently.

Aramtec has witnessed many stages of expansions, but the past six years marked its peak growth so far, tripled in both size and sales revenues.

AlSharq Al Aqssa (ASAAT) commenced business in the UAE in 1969, founded by the late Mr. Balkrishna Depala, as the FMCG Trading and Distribution arm of a diversified Group of Companies with interests in Agriculture, Pharmaceuticals, Industrial Lighting & Equipments, Pipes & Fittings, Food & Beverage Production, Retail and International Property Development and is now an important part of Depala International.

“The Emirates Culinary Guild is an exceptional organization made up of consummate professionals who form the backbone of the UAE’s extraordinary and often-times trail-blazing hospitality and catering industry. We at ASAAT consider it both an honor and a privilege to be recognized as a member and look forward to the long and successful journey we share ahead.” Pritesh Depala – Executive Director, ASAAT

Food Service, by name and nature, is a service-oriented business and one that ASAAT is proud to take very seriously, providing an innovative, high quality and unique



portfolio of foodservice solutions, each of which is designed with you, our customers, in mind.

The resulting offering is based on an analysis of your individual requirements, changing industrial trends and equipments, market dynamics and any improvements to or revisions of

ASAAT’s own distribution portfolio and capability.

We encourage you, our food service customers to capitalize on our infrastructural strength and industry experience, offering both the level of service and the product solutions you require to fulfill your corporate promise and satisfy our burgeoning region’s increasingly discerning customer base.

Our state-of-the-art network of office and warehouse complexes situated across all of the Emirates, combined with our decades old regional distribution and trade partnerships, offers ASAAT one of the premier distribution capabilities in the GCC – and one that we will be honored to serve to you, on a platter.

ASAAT Foodservice Your Ideal kitchen...our quest!



Dudson is one of the world's leading specialists in the manufacture of ceramic tableware for the hospitality industry and remains a privately owned family business, the oldest in the UK tableware industry.

Demonstrating the continued dedication and commitment to quality of product and service, Dudson continues to manufacture all ceramic products at their two factories in Stoke-on-Trent, England and exports more than 70% of production to over 100 countries worldwide.

The integration of traditional skills with new automated manufacturing processes has enabled the company to further increase its flexibility and creativity resulting in the manufacture of many new and innovative product designs and shapes whilst maintaining the quality and durability required for catering use.

Building on their industry expertise of over 110 years

Dudson are proud to be associated with two well respected brands who also share the same passion for product quality and innovation.

With the addition of Dartington Crystal and Sola Switzerland, Dudson now offer to the hospitality industry high quality crystal glassware and premium manufactured cutlery in cutting edge designs.

Combining their industry knowledge and design skills with the specialist manufacturing expertise of Dartington Crystal and Sola Switzerland, Dudson are able to bring a professional, coordinated performance product to any tabletop.

By continually setting the standards in design, product performance and manufacturing technology and combining this with the company's innovative strategies, Dudson continue to plan for the future.



Elfab Company was established in 1975 in Dubai, United Arab emirates. The company has over 3 decades of experience in the Middle East region in the sales of Chilled, Frozen Meat and Seafood products. Elfab Co LLC has its head office in the Dubai Investments Park, Dubai, U.A.E and also branch office in Ras Al Khaimah

Over years of hard work and dedication specially to the customer satisfaction and confidence through the supply of quality food products and service through out UAE. As an Independent company Elfab has grown from modest beginnings to become a leading proactive marketer in the Middle East region, with no compromise on principles on quality and service.

Presently Elfab Company is dealing with leading international meat suppliers from all over the world. Our range

of products cover quality frozen & chilled meats, poultry, frozen vegetables and frozen sea food. These diverse ranges of products

are widely distributed across the country to 5 star hotels, Hypermarkets, Grade A Supermarkets, Airline catering companies, various government institutions and grade A restaurants in UAE.

We imports Meats and seafood mainly from Australia, New Zealand, USA, Brazil, Paraguay, Holland, Germany, Hungary and Belgium. Mainly through Sea shipments as well as air shipments regularly.

Elfab has its own HACCP and ISO Approved ware house distribution facility in Dubai Investments Park. We have over 1250 MT capacity of cold storage and over 20 Refrigerated trucks to have smooth delivery system which covers all the emirates every single day.



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FAISAL AL- NUSIF TRADING CO.L.L.C

(Importers, Exporters, Distributors of Frozen & Dry Food Products)

Faisal Al Nusif Trading Co. L. L. C, (FANTCO) was incorporated in 1996 in Dubai, with an objective to Import Export & Distribution of food and non food products. The Managing Director H.E. Faisal Abdul Latif Al Nusif, a Kuwaiti National, is the Vice Chariman of Kuwait Sheraton Hotel and an Ex-director of Ras Bank, UAE. The Local Sponsor, Lt. Col. Saeed Mohamed Saeed Al Jarwan, is in Dubai Government Service.

The company is engaged in the distribution of Food Products, mainly meat and poultry Products from USA, Australia, South Africa, Brazil and India. FANTCO is the official distributor in UAE for "Certified Angus Beef" from USA The company has the major share of the market in American Beef products with the continued support of almost all the leading Hotels in this region. The company is also engaged in the distribution of quality Cheese products from Europe, Chicken & Vegetable products from Europe and South America.

FANTCO exports beef products and other restaurant supplies to other GCC and Asian countries. The company is also engaged in the supply of specialised restaurant products for the leading American Fast Food chains viz., M/s. Chilli's, Fuddruckers, On The Border, Apple Bees, Cinnabons, Seattle Best Coffee and Fatburger for their complete range of products from USA.

FANTCO is a HACCP certified company having own storage facility for Frozen, Chilled and Dry products. The Company has got its own transport system and experienced staff to cater to the requirements of its customers with "service around the clock" as our motto.

Our facility is located in Al Quoz area behind Volks Wagon show room, near 3rd Interchange on the Sheikh Zayed Road, Dubai.

Our contact details:

Faisal Al Nusif Trading Co.L.L.C.

P. O. Box 28718, Dubai, U.A.E.

Phone: +971 4 3391149 • Fax: +971 4 3390919

E mail: fantco@emirates.net.ae • www.fantco.net

J.M. FOODS L.L.C., privately owned company establish in 1996 by the Managing Director



J.M. Foods L.L.C.

Mr. Rajan J.S. whose primary focus is to import and supply the premium brand and all your choice of quality foods for hotels, restaurant and retail market in UAE, Oman and other GCC countries.

The office and warehouse J.M. FOODS is located in Dubai U.A.E. with an entirely temperature controlled warehouse facility that consists of separate storage for ambient goods, chilled and frozen products. JMF logistics team is well equipped to cater to the challenging individual requirements from time to time. All dispatches are transported in temperature controlled vehicles to all over the UAE and Oman. J.M. FOODS exports are handled by the in-house team.

J.M. FOODS operates three divisions covering the Fish and Seafood, Meat and Poultry and Grocery products. Mr. Robert Mitchell, the General Manager whose expertise is in European and Far Eastern Fish & Seafood products. The

Product Develop team is headed by Executive Chef Marko Lietsa who has 20 years experience

in a 5 star hotels mostly opening properties. For the last 15 years he has worked around GCC countries.

J.M. FOODS work very closely with the Executive Chef with the vision and commitment of quality and service. J.M. FOODS also cater the chefs with their perishable needs through weekly consolidate imports by Air on a regular basis from high regarded suppliers based in UK, France, Holland, Norway, Scotland, and Germany.

J.M. FOODS are dedicated in the procurement and supply of the highest quality products with a commitment towards the needs of our prestigious clients. J.M. FOODS always strive to enhance procurements of new products and to provide the benefactors with the best service.

J.M. FOODS holds a wide range of inventory from USA, Europe, and Far East Asia. For further information please visit: www.jmfoodgulf.com



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Our vision—Best Solutions
and Service for you Every
Day, Everywhere

JohnsonDiversey
Clean is just the beginning



Processing Units, Dairy
and Poultry Farms,
Processing Areas and

Our Mission – To become the pre-eminent provider of total cleaning and sanitation solutions to a core group of customer sectors where we will have a unique, sustainable competitive position every day, everywhere.

JohnsonDiversey is a multinational company having over 70 years of experience in professional markets, with responsibility for hygiene across the total food chain. We understand that every company and every situation is unique; therefore, we work closely with our customers to carefully define their individual needs, identify the best solutions, and add to your internal resources and capabilities.

To better manage customer needs we have specialized segments to cover all the different areas and their respective hygiene and cleaning requirements.

Institutional – Laundry, Food & Beverage, Housekeeping, Building Care, Health Care, Commercial Laundries, Personal Care and Contract Catering.

Food – Beverage Industries, Food Manufacturing/

Hatcheries, Meat Processing plants.

Consulting and Training – International Food & Beverage Product Safety Consulting, Hospitality Industry Food Manufacturing, Retail & Distribution; Hygienomics; Training and Auditing.

Our team of experts have in-depth experience and knowledge of cleaning, hygiene and food safety management systems. Their competencies and skills are complemented by an excellent Distributor network, throughout the GCC. This truly unique combination of professional capabilities and expertise helps JohnsonDiversey deliver a complete mix of solutions, for all your needs.

JohnsonDiversey has its GCC Regional Office and its purpose built Distributor Support & Hygiene Training Centre in the Jebel Ali Free Zone, Dubai. Please do not hesitate to contact us directly, should you require any further information. We look forward to being of service to you and assisting you to meet your aspirations.



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LG Electronics, Inc., (KSE: 06657.KS) is the leader in consumer electronics and mobile communications. The company has more than 72,000 employees working in 77 subsidiaries and marketing units around the world. LG Electronics is the world's largest producer of CDMA handsets, residential air conditioners, optical storage devices and home theater system. With total revenue of more than USD 35 billion (consolidated USD 45 billion), LG Electronics is comprised



LG
Life's Good

of four business units: Mobile Communications, Digital Appliance, Digital Display and Digital Media.

In Middle East & Africa,

LG Electronics is the largest consumer electronics brand. LG's regional sales turnover in 2005 was US \$ 2.27 billion. Regional LG is the leading brand in TV, AC, Monitor and Optical Storage Devices. For more information please visit www.lge.com.



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MULTIVAC
BETTER PACKAGING

When it comes to food, there is nothing more important than freshness and perfectly hygienic packaging.

Multivac stands for safety, reliability, service and an uncompromising commitment to our customers. We are present in every world market and understand the various demands and requirements faced by our customers. This includes not only the wishes of food manufacturers, but also those of retailers and end consumers.

For sous vide, portion control and product preservation in the professional kitchen, Multivac sets the standard for precision, reliability and hygiene.

Available to Professional Chefs for almost four decades, Multivac chamber machines are easy to handle, flexible in their application and quick and reliable in everyday use. They package everything that fits into a pouch; whether with a vacuum, protective gas, or as shrink bag packages.

Our chamber machine range includes compact tabletop models as well as efficient double-chamber machines, fully automated conveyor belt systems and even fully integrated shrink packaging lines.

Multivac Middle East is situated in Dubai Airport Freezone and features Sales, Technical Support and Spare Part departments; to ensure outstanding service for any given situation.

The importance of outstanding service is often something not discovered until you really need it. When the machine isn't running, perhaps, because a spare part is

missing, or when staff members need instructions, it quickly becomes apparent that the machine itself is only one half of an ideal packaging solution. That's why Multivac offers more – before and after the sale.

Before the sale, we will advise you with comprehensive, individualised insights. Our competent and highly specialised better packaging experts have the long-term experience that has taught them to develop a better and more successful packaging solution with you according to your wishes and goals.

Every machine undergoes a test run before it is delivered. When the machine is activated, your operating and maintenance staff will be thoroughly trained and introduced to the use of the machine.

Subsequently, our after-sales service will be glad to assist you anytime, whether that is for maintenance, repairs, or expansions and additions to the performance spectrum. We guarantee the lasting performance and operational safety, with original replacement parts and through technicians that are there for you when you need them.

Additionally, our Dubai facility features a permanent showroom, giving us the ability to demonstrate our equipment at all times of the year and conduct trials locally and so we urge you to get in touch with us to discuss any of your packaging needs. *Dan Perry* – ASM, Multivac Middle East.



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The U.S. Dairy Export Council (USDEC) is a non-profit independent membership organization that represents the interests of U.S. milk producers, dairy cooperatives, export



**U.S. Dairy
Export Council®**

traders, processors, and industry suppliers. The Export Council is a comprehensive resource for U.S. dairy exporters and is uniquely positioned in that its membership includes both processors and producers. It is committed to helping the dairy industry in the export arena by providing services that directly increase companies' export sales or decrease their costs of doing business. USDEC members produce and export more than 85% of the \$1 billion U.S. dairy exports that ship annually.

USDEC CaMP (Cheese and Manufactured Products) has recently become a member of the Emirates Culinary Guild (ECG). In coordination with the ECG, the Export Council will conduct a variety of activities to promote

U.S. cheeses. These will include carrying out U.S. cheese workshops with senior and junior chefs in Dubai led by Chef Uwe Micheel, President of the Guild.

USDEC has representative offices marketing and promoting cheeses worldwide. USDEC Middle East provides a first point of contact for interested parties and acts as a springboard from which market promotion activities are launched to reach trade, foodservice, and consumer groups.

Check out the USDEC website at www.usdec.org and get more informed about its members, producers, processors, customers, international trade policies, and market access affairs. For more information on USDEC activities and news about the Middle East, visit the Pan Arab website at: www.usdec.org/middleeast.



Na corper iriure dolorem
at lum vero conum velit



The U.S. Meat Export Federation (USMEF) is a non-profit trade association, working to create opportunities and develop international markets for U.S. red meat products. With its headquarters in Denver, Colorado-USA, USMEF has a network of offices and representatives around the world including the Middle East.

This worldwide presence has forged a series of partnerships which has ensured that USMEF, U.S. companies and U.S. beef products have become integral parts of international red meat markets. USMEF shares its local intelligence and two decades of experience with U.S. exporters, traders and buyers alike as well as end users, foodservice operators and processors in each market.

USMEF mission works to increase the value and profitability of the U.S. beef, pork and lamb industries by enhancing demand for its products in targeted export

markets through a dynamic partnership of all stakeholders.

A set of strategic priorities are undertaken by USMEF with main focus on: Total Carcass Utilization to maximize export demand for value-added products and "Underutilized" cuts, providing trade support, educating buyers and building their loyalty to U.S. beef products, increasing market presence in the HRI and retail sectors, establishing positive images with consumers and securing sustained access to existing and potential export markets.

USMEF also provides trade services to help its members better identify and reach new market opportunities. Such services include breaking news about the industry, updated lists of trade leads, U.S. suppliers and members, participation in regional and international trade shows as well as conducting market research and seminars on technical issues.



THE EMIRATES CULINARY GUILD

APPLICATION FOR MEMBERSHIP

Date of Application:

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

First Name/s:

Nationality:

Civil Status:

Date of Birth: dd/mm/yy

Name of Employer:

Address in Home Country:

Work Address:

Tel:

Web Address:

Email:

Telephone Office:

Professional Title:

Fax Office:

Type of Membership Required: (Please tick one)

Tel. Home:

Corporate ☐

Senior ☐

Junior ☐

Fax Home:

Email:

Declaration to be Signed by all Applicants

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

Signed:.....

Proposed By:

Sig:.....

Seconded By:

Sig:.....

FOR 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.



FEMALE CHEF OF THE YEAR



We would like to thank all participants for making the first ever
"Female Chef Of The Year" a great success.

While collaborating with our valued customers and partners, we organized in November the first ever Female Chef Of The Year competition in the Middle East as a culinary platform to encourage the young industry professionals to demonstrate their talents, apply their knowledge and expertise and create new exciting recipes.



Creative Food & Beverage Solutions

