

Gulf Gourmet

Volume 2 | Issue 5 | February 2008

From Us...For Us...



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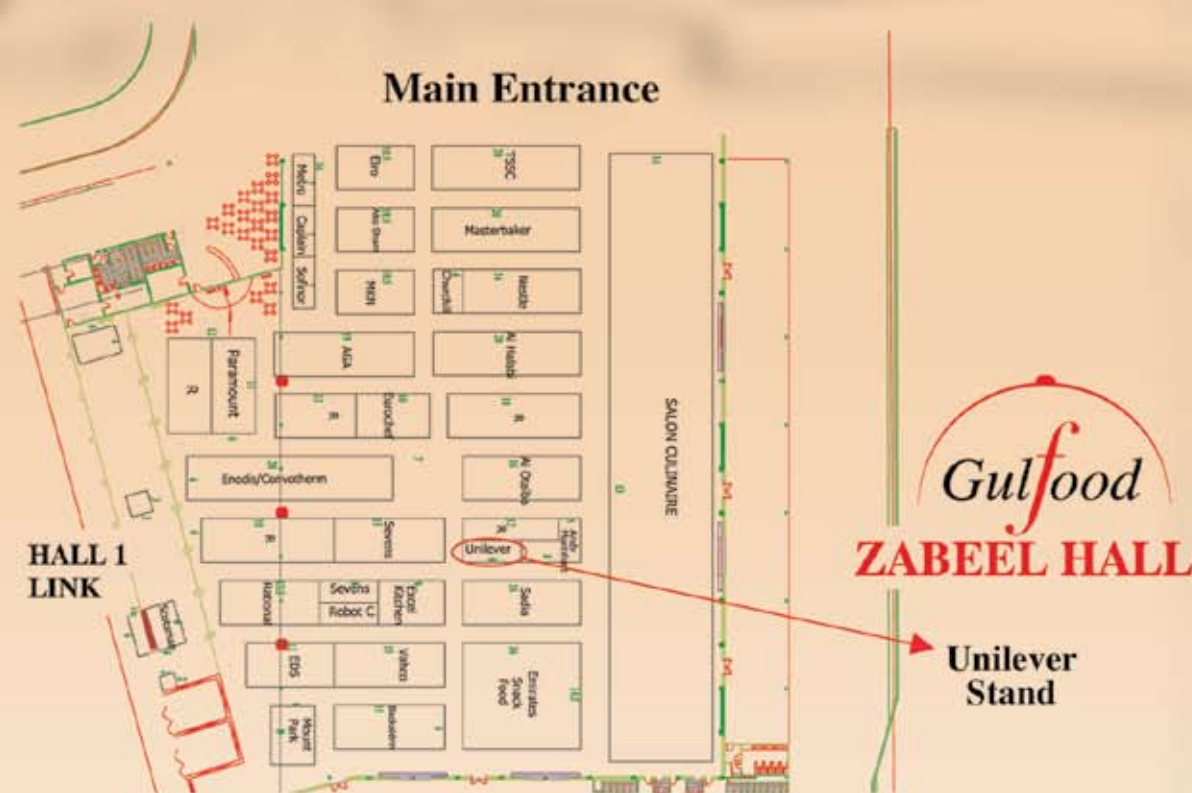
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WACS CONGRESS
DUBAI 2008 12th - 15th May



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From the President's Station



Dear Fellow Chefs, Colleagues, Ladies and Gentlemen,

Welcome to the Salon Culinare special issue for February of our Gulf Gourmet.

This year we look forward to the best and biggest Salon Culinare Dubai has seen. The success and enthusiasm with which this event has would not have been possible without the competitors. I would like to thank them all for their participation. We all know how much training and hard work goes behind it. I wish everyone all the best and hope you win lots of gold medals.

A very big thank you goes to the team of Dubai World Trade Center, Noreen Bivieta and Elly Habt and of course, Chef Harald Oberender, Sethu Menon and their team, as well as Phil Scott and his team from Eastern Exhibition Services.

Any event, big or small would not be possible without the support of our partners, corporate members, sponsors and friends. I do apologize if I do miss someone but I would like to thank you all for your support, be it financial, equipment, goods or your precious time you are all spending to support our Guild.

Our longest serving partner, Nestlé, who have been with us since the inception of the Salon Culinare, continue to give us their unconditional support even today. On behalf of the Guild and its members I would like to extend a big thank you to Mr. Rabie Issa and his team.

All these years the kitchens have been built by Mr. Wissam and the Al Otaiba team. We thank you for those kitchens as the live cooking classes continue to get popular than ever.

We would also like to thank Ms. Randa and Mr. Patricio from Sadia, as well as, Mr. Murad Tarzi and Mr. Sameer Khan of Al Ghurair Foods for the great support, not only in 2008, but for many years past. We have also received fantastic support from Churchill, Convotherm and Electrolux - thank you all for that.

Do look at the welcome page for our visiting judges, once again led by our long time friend, Otto Weibel from Singapore. I would like to thank them all for their personal time, knowledge and experience they will lend us at the Salon Culinare.

Along with the Gulfood, we also had our

third charity blood donation hosted by my team at the Radisson SAS Hotel Dubai Deira Creek. I personally believe very much in the importance of this donation drive and I would like to thank everyone who came and helped to save lives, from the bottom of my heart. We do have the next one planned before the summer break so I hope to see even more colleagues and friends then.

As you see the February issue is bigger than our regular issues. Even the printed copies are 9,000 instead of the 2,000 we have every month. The increase in pages is partly due to the tremendous support we are getting from our corporate partners. They have advertised and we hope they continue to do so in our regular issues as well.

Do also take the time to read the introductions of members - new or renewed, even if you know them. They might have talked about new products or changes in their company

We will also have a list available of all the corporates exhibiting during the Gulfood with their location, stall number, etc. Make sure to visit them all.

This brings me to an exciting part of this event. On the 26th and 27th you can pick up a questionnaire from the registration office which will have questions related to our partners. You need to fill in the answers and give it at the registration counter before 5-00 pm on the 27th. Forms with all correct answers will receive gifts from our partners. So you see, there is another good reason to visit our corporate friends at the Gulfood.

Baqer Mohebi, EMF, Food Specialities, Mitras, Emirates Snack Foods, Horeca, Sopexa, La Marquise, Federal Foods, Transmed, Dairy Products, Dofreeze, Master Baker, Truebell, Elfab, Sawhney Foods, Schönwald are some of the members to lookout for in this issue. On

behalf of the Executive committee and all our members, I would like to take this opportunity to thank you for your continuous support.

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

Last but not least, I would like to thank some of our own members - Alen Thong, Andy Cuthbert, Andy Kurfurst and Josephine Cuthbert for the tremendous job they did to make the Salon Culinare an event to remember.

A special thank you and vote of appreciation to Chef Doxis and his team at the Kempinski, Mall of the Emirates, for hosting the February meeting which was one of the biggest in terms of numbers. We had around eighty attendees which was great to see. During this meeting we had three of our corporate members present their products. Mr. Kim from Mitras brought seafood products for tasting, Mr. Hossam from Truebell did a display of olive oil along with some other products and Mr. Gareth Owen from Pal brought their Chef's Hats and other products distributed by our long time friends, Baqer Mohebi.

The next meeting will be hosted by Chef Robin Gomes and his team at the Sheraton Deira Hotel, Dubai, on 9th of March '08.

Look forward to see you all at the Salon Culinare and of course at our next meeting.

Culinary regards,

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

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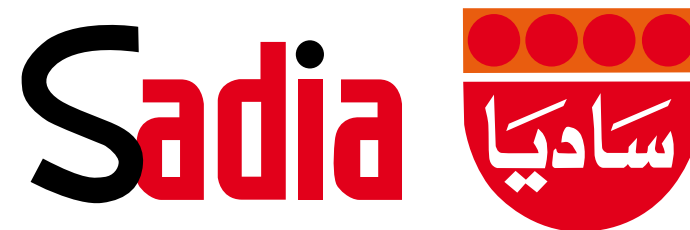


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Gulf Gourmet is thrilled to be at Chef Poul's Table. Join us for a culinary treat.

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In the midst of receiving Royalty at his hotel, Michael Henssler, General Manager and Regional Director, Kempinski Hotel, Mall of the Emirates, took time out to meet with Gulf Gourmet. We promised not to grill him



Gulf Gourmet

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Created and produced on behalf of The Emirates Culinary Guild by **Communique Global**
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Message From The Chairman of the Judging Committee



Dear Friends and Fellow Culinarians,

It is my pleasure and honour, once again, to return to Dubai to act as Chairman of the judging panel for the Emirates Salon Culinaire 2008.

In all the years for which I have had the chance to be part of this very prestigious culinary competition I have seen tremendous year – on – year improvement in the quality of both the static exhibits and the hot cooking section.

I am surprised and delighted by the way the Emirates Salon Culinaire has grown in stature and in standard. My congratulations to the organizers for their continuous hard work and dedication in bringing the Emirates Salon Culinaire to greater heights.

We are all looking forward to May 2008 when the WACS World Congress will be held in Dubai. This will be the first ever congress to be held in an Arab country.

The chefs of the world have big expectations of the 2008 convection. All eyes will be on Dubai during it's hosting of the great event. I have no doubt that the Emirates Culinary Guild – under the dynamic leadership of the President, my friend Uwe Micheel, and his team will be prepared for the challenges it will face in mounting and managing this important and influential event.

My congratulations go to all of you. Keep up with your good work. To the competitors I wish great good fortune in their endeavors to secure a gold medal. Keep trying, never give up.

With Kind Culinary Regards,

Otto Weibel

Honorary President Mentor
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Notes from the President

It is with the greatest pleasure that Gulf Gourmet presents Chef Ferdinand Metz, President/Managing Partner, Master Chefs Institution & President Emeritus, The Culinary Institute of America. We are thankful that he took time out from a busy schedule to talk about the WACS Congress to be held here in May 2008.

Chef Ferdinand started his career with a two-year apprenticeship in Munich, Germany, followed by a further three-year apprenticeship in baking and pastry from Trade College in the same city. He is credited with establishing the Chefs' Apprenticeship program, the Chefs' Certification program and the Master Chefs' Certification programs in the United States of America in the mid '70s. He spearheaded a twenty-year successful effort of leading the United States Culinary Olympic Team to three world championships.

He has served for several years as President of the American Culinary Federation. Chef Ferdinand was the first ever certified Master Chef in the United States, and also has a Masters degree in Business Administration.

As President of the Culinary Institute of

America, for twenty-two years, Chef Ferdinand saw over 30,000 students graduate, so many of whom are today leaders in the culinary field. He has many awards to his credit, including the Medal of the French Republic and the James Beard Lifetime Achievement Award.

Today, he leads his two consulting companies, Ferdinand Metz Culinary Innovations, LLC and Master Chefs' Associates. He also serves as President Emeritus of the Culinary Institute of America and as Vice Chairman of the National Restaurant Association Education Foundation.

Gulf Gourmet presents snippets of the conversation...

When did you take on the mantle of being the WACS President?

I became the President of WACS in the year 2004.

Did you have the opportunity to interact with your predecessor?

Yes, he serves on the current board, so we do get the chance to catch up.

How many World Congresses have you attended?

I have attended about 10 Congresses over the years.

Which one would you say has been the best or most memorable one for you so far?

Stavanger, Norway, was definitely one of the best.

Have you ever been to Dubai? What did you think of the city?

I was there two years ago and found it to be so very progressive, impressive and totally captivating. These feelings were again confirmed when I saw the recent interview on television here with His Highness, Sheikh Mohammad Bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai, on the show 60 Minutes.

What was your first reaction when Dubai was chosen as the venue for WACS 2008?

I was elated.

This will be the first Congress in a Middle Eastern country. What has been the general opinion regarding this within the industry?



Delegates are looking forward with great anticipation, but I also hear that they are concerned about the cost.

What are your expectations from WACS 2008?

I expect it to be the best Congress ever.

This being the first WACS Congress in the Middle East, it is a milestone of sorts for the organisation. How has it been for you when you promote the Congress around the world to encourage participation?

Chefs love to travel, visit other countries and sample their cuisines. They all expect to come away with a better understanding of your cuisine and traditions.

When do you plan to arrive in Dubai? Do you have any plans to explore the city before or after the official Congress?

Hardly. I will be busy running around with the business part of the congress, and dealing with the many anticipated issues, which will arise.

A new president will be chosen this year. Any favourites?

Silly question! You know that I have to stay neutral.

The Gourmet Art



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To Dubai with love

Michael Henssler, General Manager and Regional Director of Kempinski Hotel, Mall of the Emirates, shares his successes and aspirations with us

He comes from the good life – a place where good food and good wine are a norm. And yet, he found himself in the Caribbean, with nothing but a toothbrush in his pocket, looking for work. Today, Michael Henssler is the General Manager and Regional Director of Kempinski Hotel, Mall of the Emirates in Dubai. But we'll talk about that later.

To go back to his roots, Henssler is from Germany. "The very southwest, at the border of France and Switzerland, the place for good living," he smiles. This is probably why he knew at the age of six that he was going to be a chef. "It was a shock for my family, but considering the age at which I made my ambitions clear, they had time to get used to it," he laughs. And that was quite a task, because Henssler comes from a family of doctors and engineers.

"I was always the odd one out. You know, other children wanted to be train drivers or exciting things like that and I wanted to be a chef. But my father was quite supportive, since he believed that you must love what you do. My mother, on the other hand, always hoped I'd go back to University someday," he smiles. But it was not as bad as it sounds. "You see, where I come from, the hotel business means a lot. It has a certain style and people still believe in welcoming guests and being hospitable. At my family home, for example, meal times were very important. You could bring ten friends over for dinner, but missing a meal was a big no-no. Food was a big part of our life, and the dinner table was a place for great food and conversation," he explains.

His parents' love for good food only fuelled his desire, and he often found himself dissecting his plate at restaurants, understanding how the chef has created it. Spending his childhood working at the local bakery and going to cooking school for kids, Henssler finally started his apprenticeship at the then Ramada Renaissance Hotel in Germany in 1984.

"It was the best hotel in the area, and a very busy one at that. Chefs I had worked with in the past had advised me to learn the basics first. Which is why I joined this hotel – it gave me a broader exposure to the industry," he says.

At his first day at work, Henssler was given three five-litre buckets. "I was to chop vegetables in three different styles and fill them up," he says, eyes going wide. "But our executive chef, who was an Austrian, was a nice chap," he adds in good humour. On a serious note, he adds that they did eventually become friends.

"My work at smaller places had been different. The size of the operation demanded the tasks be cut down to smaller ones. It took me a while, but when I understood how the smaller tasks became a whole, it made the work easier. I finally realized that all the smaller tasks were going towards a common goal," he says.

But the most important lessons he took with him are those of management and leadership.



His mantra for success is very clear. There are the skills, then comes hard work, and then your leadership style. "People have to use the knowledge they acquire academically to understand what's going on around them and make decisions accordingly. They have to be able to understand things and ask themselves what am I going to do next," he says.

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For Henssler, his apprenticeship taught him the importance of hard work, in addition to one important aspect of the business. Which was how looking at tasks can make a difference. "It's all about breaking it down to smaller bits and pieces and make sure they are all coordinated, so they come together in a precise manner and have a pre-defined outcome," he says.

Henssler, a self-confessed 'traditional' guy, also emphasizes the importance of change in a leader, and the ability to deal with it. "I like the basics - keeping it simple. But I can do that at home; it does not work in a business anymore. So dealing with these changes and accepting them is very important," he says.

And change is something he is most willing to accept. Having completed his education, military service and subsequently his apprenticeship, he decided he had paid his debt to society. "Now it was about me," he says. So he took off with a small bag and a toothbrush in his pocket, and hopped from

island to island in the Caribbean, working someplace for two weeks and at another for two days. "I worked at beaches to fine dining outlets. For a couple of months, I was just taken by the wind," he smiles.

And it all served two purposes. First, it taught him he did not come from the centre of the world, and there was so much to explore. And the second? "Fun," he says plainly. For, his jobs were not limited to cooking. "This guy told me he was going out of town for a few days and asked me if I would rent out his jet skis and give the money to him when he gets back, and I said, well, why not," he laughs.

Eventually it was time to move forward. Henssler decided he wanted to get into management, so he enrolled in a hotel management school. What happened there was even more amazing. "Four of us students got together and opened a company called Rent a Chef. We'd go out at nights and weekends, cooking for parties and special functions. It was quite an experience because we cooked on yachts and planes and even for the cafeteria at the film festival," he smiles. For Henssler, it was about having fun, making money, and with those two, came a lot of friends. "We did a few naughty things," he says, without getting into details, "and had a lot of fun. It started a tradition that I think continues to this day."



Emirates Snack Foods is pleased to invite you to Café Culinaire, a real gourmet restaurant & bar specially built for Gulfood 2008 in Zabeel Hall (Z4 124), opposite the Salon Culinaire.

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“The market in Dubai is very different. You don’t have the kind of competition you have in other places, which is why there is plenty of opportunity to become complacent. A big part of my job is to ensure my team does not become thus, and constantly encourage them to do better,” he says.

As if school and work did not keep him busy enough, Henssler took time out to play soccer as well. “You have to. There has to be some way you have to unwind and get away from your daily chores. Otherwise, it’s just not healthy,” he states.

From there on, Henssler moved back to Germany for a while, running a small hotel that was being passed from father to son. “It was a good case study and a round up to my education. I really had some hands-on experience there running an operation,” he says. But he had to move on, and he went off to San Francisco, California before settling in Switzerland as management trainee with a big hotel group.

Officially making the move from chef to management, Henssler looked at it as just another way to explore the industry. “I loved being a chef, but I also thought the other side was very rewarding and interesting. And I wanted to experience that as well,” he explains. “I’m someone who is terminally driven by curiosity. I have to see what’s behind the next door,” he adds.

Once in the management arena, Henssler had to work hard, he says, to become a generalist from a specialist. “You have that many more things to take care of, and your expertise has to be wider,” he says. Like Executive Chefs, he explains, who do more management than cooking anyway. “Their job involves so much of HR – looking for the right people, training them – and management in making sure everything goes smoothly in the kitchen, tasks are delegated correctly, etc,” he says.

Henssler gets his expertise on management from the different positions he has held in his career, and the different cultures he has interacted with. “My work took me through the United States of America, Switzerland, Russia, France, the Northern Emirates, Kuwait, and finally to UAE with this hotel in Dubai,” he smiles.

Marriage happened in 1995, to Verina, who Henssler had been with since college. “She was my neighbor at college, and from Germany. But she had been brought up in USA, and

never been to Germany at the time. We hit it off, kept a sort of weekend relationship for a while, and then realized it was not working. So we got married, and it’s been happily ever after since” he smiles.

Then in 1997, Katherina was born. “From Russia with love,” winks Henssler, indicating her place of birth. The baby did not deter Henssler from forging ahead in his career, no matter how much travel it required. “My wife’s father was in the army, so she was used to it as well. It did make me more serious in the sense that I had to make sure money was coming in and security was there, but travel was never an issue,” he explains.

Elizabeth, his second daughter, was born in Germany, and Alexander in the Emirates. In that sense, he feels he has a global family. “Globalization is happening, and we feel privileged to be able to raise the kids in such an environment where they are not afraid. They are free to explore different cultures and



Friday fun food festival



The Radisson SAS Hotel, Dubai Deira Creek introduces the Friday Fun Food Festival every Friday from 12:30 pm to 4 pm for the best family brunch experience in town.

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GRILL OF THE MONTH



“My heart beats a different drum. I come from a privileged home, and I feel, as a manager, I have the opportunity to create value and give something back to the world.”



make their own value judgements,” he says.

“My oldest daughter recently celebrated her tenth birthday. And what amazed me about her party was that there were seven different nationalities there. For me, that’s a big thing. I know my children will not grow up believing stereotypes, but make their own judgements based on first-hand experience,” he says.

In 2002, Henssler moved to the Kempinski Hotel in Ajman as Executive Assistant Manager. Why the Middle East? “Because I had never been there,” he says simply. And considering the Far East is as yet unexplored as well, he says he just needs time to do it. “But seriously, when I wanted to move here, people told me I was crazy. I said, watch me, and ask me this question five years from now,” he nods. And he was proven right.

From Ajman, Henssler went to Kuwait to open a Kempinski as the General Manager, his first position thus. “It was a great experience. You see a place where nothing is there and then there is a beautiful place that comes up right in front of your eyes. It’s a fantastic place and it gives jobs to so many people,” he says.

For Henssler, a manager is someone who creates value. And that value comes in terms of an investment that is given back to the investor, a couple of hundred jobs that are created, and people who are on the beach and at restaurants and enjoying themselves. Once his “baby” was born and independent, Henssler moved to Dubai to open the Kempinski Mall of Emirates.

“The market in Dubai is very different. You don’t have the kind of competition you have in other places, which is why there is plenty of opportunity to become complacent. A big part of my job is to ensure my team does not become thus, and constantly encourage them to do better,” he says.

With Kempinski, says Henssler, the idea has always been to be either the market leader, or have a unique concept. “Here, our concept was risky to begin with. Who would think of a luxury hotel with a mall? It’s not exactly run of the mill. But we realized early on that to compete in this market, especially against certain market leaders, we’d have to have long hands digging deep into our pockets. So we decided on something different,” he smiles.

The idea has worked, apparent in the many accolades and awards the hotel boasts of. For Henssler, the future is clearly visible. “My heart beats a different drum. I come from a privileged home, and I feel, as a manager, I have the opportunity to create value and give something back to the world,” he concludes.

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No knives allowed...

...it's going to be all about kicking the ball at the upcoming football tournament organised by Unilever Foodsolutions. We caught up with three main men and got them to spill the beans on the event

The boys, Islam, Necip, Chef Max and Chef Wael are ready. Are you?



“We expect it to be a great success,” says Necip Camcigil, Assistant Brand Manager, Unilever Foodsolutions, Dubai.

“I’d have preferred if it was basketball,” sighs Chef Wael Riachy, Gulf Demonstration Chef, Unilever Foodsolutions, Dubai.

“Oh, I’m sure you will do just fine. I intend to start practicing today itself,” retorts Chef Max Venturelli, Executive Sous Chef, Jebel Ali Golf Resort and Spa, Dubai.

This was just part of the friendly banter between the three key persons organising the upcoming football tournament. We wonder what will happen on the day of the event...

It all started about four months ago, when Camcigil was in a meeting with Chef Uwe Micheel, Director of Kitchens, Radisson SAS, and President of the Emirates Culinary Guild. The meeting was to discuss Unilever’s corporate membership with the Guild. “Chef Uwe and I were talking about what we can do together and we spoke about events. The thought almost immediately came to my mind, but I decided to discuss it with my



colleagues and team before I spoke to the Chef," says Camcigil, the excitement building up in his voice.

Personally interested in football, Camcigil thought this was the ideal sport for chefs. Camcigil, who coaches the Dubai Women's League, feels no matter what your profession, sports is something few of us indulge in. "Unless you tell someone we are playing here and at this time, no one is going to take the initiative. People don't want to organise the event, but they would love to play," he explains.

So his logic went that here's a group of people, mostly male, ranging from the ages of 18 to 50, who work long hours and don't have any time to socialise or exercise. "So let's do an event for the chefs, organised by us. This will help us build a relationship with the chefs, and they will remember us as someone who did something other than sell them a product" he grins.

With this business and social perspective in mind, he approached his colleague Islam and boss Hisham, and they got to brainstorming about the event. "We sounded off Chef Uwe as well, and he was quite happy with the idea. After all, it's a win-win situation where the chefs and Unilever, both get something out of it," he smiles, yet again.

Then an email came from the ECG about its monthly meeting, with the football tournament at the top of the agenda. "I knew we were committed. I was nervous, then and am nervous now. The logistics are huge - the catering and place, the organisation, the structure, the PA system, the referee - it's a lot

of work," he says.

But once they finalised the Jebel Ali Centre of Excellence as the venue - Camcigil coaches his team there - he was more at ease. "They will also take care of the catering, so I am happy. It's exciting for me. I feel it will be a fun day," he smiles.

The initial feedback from the chefs and hotels has been very positive, and Camcigil hopes that by the upcoming Gulfood - Unilever has a special registration desk there - all slots will be full. "There will be 12 teams of eight each, six players and two substitutes. In order to ensure we get chefs on the team, we have a clause that at least four team members should be chefs. Each match will be 20 minutes, and we intend to run two to three matches simultaneously on the four pitches," he says.

Interrupts Chef Max, "I hope you are giving us enough time to train! After all, we need to give up smoking and drinking and get back in shape." The remark only served to encourage Camcigil, who is happy that the event is being taken seriously.

"We hope to have it on March 28, 2008. That will give you enough time to train," Camcigil replies, adding, "We also have a Unilever team, which will be available for warm up matches prior to the event. We hope all the places fill up so we don't have to participate, but if we fall short, then yes, Unilever will participate as well."

The objective is simple. Have a fun day out, give chefs an opportunity to socialise among themselves, indulge in some adrenaline pumping action away from the kitchen, and,

at the same time, build a rapport with the client base for the company.

"In a way, being the venue, we are the hosts as well. So I feel there will be some kind of familiarity there," says Chef Max. Eager to get onto the playing field himself, Chef Max will leave the catering for the day in the able hands of his team. "We have the latest and most fantastic equipment money can buy. And a trained team of professionals to handle such equipment. Also, the Dubai Municipality has very strict guidelines on outside catering, which we will stick to, to ensure the food is kept fresh and as variable as possible," he says.

As chefs, says Chef Max, one can predict from afar when people get hungry, so he intends to have live cooking rather than the buffet concept. This will also ensure food is served throughout the event, and is still fresh and safe. Although entry to the event is by invitation - each participant will get a few tickets - the food will be charged extra.

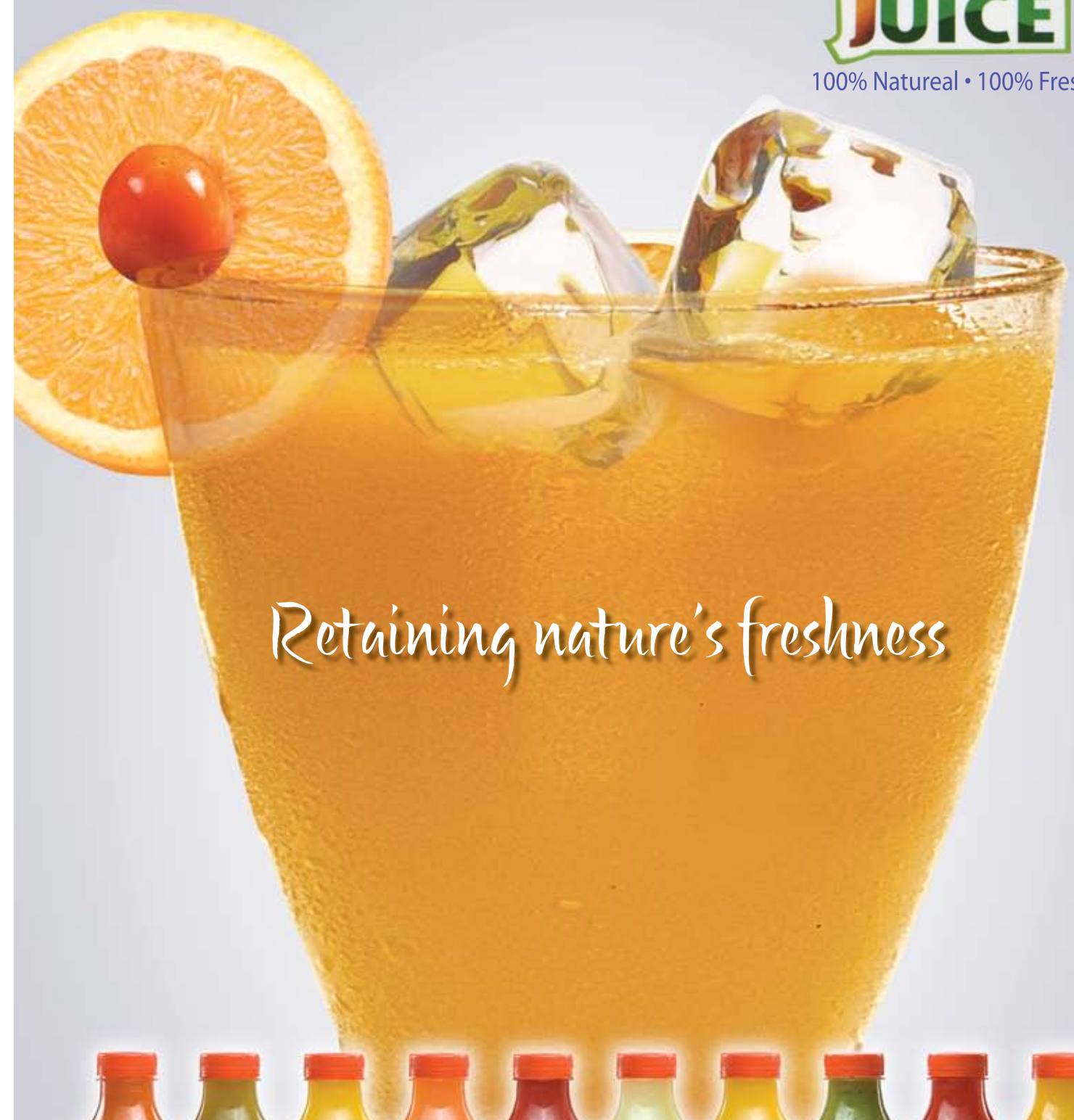
Everything else is of little consequence though, when chefs are given the opportunity to get to know their colleagues and meet and interact with them on a different platform. "I want to meet like-minded people and make friends. We meet at competitions, but not like this. And it does not matter if I don't get their business," says Chef Wael, putting it into perspective, "I want to have made some friends."

The Unilever Football Tournament for the chefs promises to be fun and camaraderie, served on a platter. Be there or forever regret.

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presents
Asparagus to Zucchini

Juicy Oranges

This month, in our A to Z (*Asparagus to Zucchini*) section,
Gulf Gourmet features recipes from junior chefs
from the Metropolitan Hotel, Dubai.





Chef Rajeevan
Metropolitan Hotel, Dubai

INGREDIENTS		METHOD
Oranges	150 Gms	Peel Orange and keep ready. Finely chop On- ion and Ginger.
Ginger	10 Gms	
Onion	10 Gms	Melt butter and sauté Onion and Ginger. Add the Oranges and sauté for a while.
Butter	20 Gms	
Flour	25 Gms	Add the flour and fry for a few minutes. Add stock and bring to a boil.
Salt	02 Gms	
White Pepper	01 Gms	Taste for seasoning and garnish with roasted Almonds and fresh Cream.



Chef Basheer
Metropolitan Hotel, Dubai

ORANGE AND PRAWN SALAD

INGREDIENTS		METHOD
Orange segment	100 Gms	Blanch Prawns and keep aside.
Prawns	80 Gms	
Palm Sugar	30 Gms	Blend together Palm sugar, Lemon juice, Garlic, Galangal, Celery, Fish sauce, Thai red chilli sauce and green Onions.
Lemon Juice	15 Gms	
Salt	02 Gms	Gently mix in the Prawns, Orange segments and sauce.
Spring Onion	10 Gms	
Beet root	20 Gms	Serve with wedges of Orange on the side.
Galangal	30	



CARMELIZED ORANGE WITH ROAST DUCK



Chef Mohammed
Metropolitan Hotel, Dubai

INGREDIENTS

Orange segments	100 gms
Dusk Breast	120 gms
Broccoli	25 gms
Sugar	20 gms
Butter	10 gms
Salt	02 gms
White Pepper	01 gms
Orange Juice	50 ml

METHOD

Caramelize Sugar and add little butter.
Sauté Orange segments and keep aside.
Season Duck breast with salt and pepper along with the Orange juice.
Roast in oven at 180c for 15 minutes.
To serve, arrange slices of the roasted Duck on a Plate.
Top with caramelized Orange, Broccoli and drizzle with jus from the Duck pan.



BASKET FILLED WITH ORANGE MOUSSE



Chef Binu
Metropolitan Hotel, Dubai

INGREDIENTS

Orange Juice	10 Gms
Orange rind	05 Gms
Egg yolk	01 pc
Sugar	30 Gms
Cream	40 Gms
Gelatine	02 Gms
Mint Leaves	02 Gms
Chocolate stick	10 Gms

METHOD

Beat Egg yolk and Sugar and cook in a double boiler.

Slowly add the Cream and beat the mixture until it is thick in consistency.

Add the Gelatine and leave the mixture to cool.

Pour into the Orange basket and garnished with Chocolate stick and Mint leaves.

CARAMEL CHOUX FILLED WITH ORANGE CREAM



Chef Sibin
Metropolitan Hotel, Dubai

INGREDIENTS

Flour	80 Gms
Sugar	20 Gms
Corn Flour	50 Gms
Orange juice	50 Gms
Sugar	50 Gms
Strawberry	30 Gms
Cream Patisserie	40 Gms
Egg	01 pc

METHOD

Mix Flour, Corn Flour, Water, Sugar, and make the Choux pastry.

Prepare Orange cream with Orange pulp and the Cream patisserie.

Fill the Choux pastry with cream and arrange in a caramel basket.

CREPES FILLED WITH ORANGE MOUSSE



Chef Siva
Metropolitan Hotel, Dubai

INGREDIENTS		METHOD
Flour	80 Gms	Mix together Flour, Corn Flour, Water and Sugar to make a pancake batter.
Sugar	40 Gms	
Corn Flour	50 Gms	Prepare Orange mousse with Orange pulp, Cream patisserie, Sugar and Eggs.
Orange Pulp	50 Gms	
Gelatin	02 Gms	Make the crepes, fill with the Orange mousse and roll.
Strawberry	30 Gms	
Cream Patisserie	40 Gms	Garnish with Strawberries and caramel sticks.
Egg	02 Pcs	

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Presents

The Chef's Table

At the Chefs Table with Chef Paul Hage,
Executive Chef, Habtoor Grand Resort and Spa, Dubai



Chef Paul Hage was “born in the kitchen”. His legacy of expertise in fine dining comes from his grandfather and father who were chefs. So naturally, cooking is a part of life from his early childhood. Moving from owning his own business to working with some major hotel chains, Chef Paul has many awards to his credit.



What does food mean to you?

It's my life.

How different are you in the kitchen and out of it?

I'm so active in the kitchen, and so very organized outside it. This is to say that for all my energy, I am quite disorganized inside the kitchen.

A special guest you have cooked for? What made it memorable?

Apart from the owner of the company I work with, one of my most memorable experiences has been cooking in India for the wedding of the son of India's former President, Mr. K. R. Narayan. We were flown down specially for the event to New Delhi, and we prepared for 25 days for a single night. It was simply magnificent.

Can you tell us about a funny kitchen disaster?

Not an event, but I can say that I find it funny, or rather, ironic, that sometimes people who know nothing about food can run successful restaurants while some great chefs can't make their own outlets work.

Who cooks at home?

I do.

Which is your wife's most favourite dish?

Pasta with creamy mushroom sauce

And yours...?

Steamed rice



Canadian Lobster, poached in natural sea water, Roe Jus and Vanilla foam

What do you do when not cooking? And your best?

Think about new dishes. But apart from food, I also like racing cars.

Truffle soup, again from a restaurant by a famous chef.

Do you eat to live or live to eat?

My profession is such that my palate is constantly trying out new things. I do enjoy life outside the kitchen, but I do live to eat.

What cuisine, apart from your own, are you partial towards?

Indian food. I love the use of spices and fresh curry leaves in the food.

What would you never eat?

It's something I've had but would never have again, and that is brain of a donkey. Also, I cannot taste vinegar. I have been allergic to it since I was a child and although I can smell it, I cannot taste it.

What's your favourite kitchen appliance and why?

My small knife - I can do anything with it.

What's been your worst experience with food?

I was invited to the opening of a restaurant in Paris by a famous chef, and I ordered for a dish that interested me, the cheese consommé. I'd never tried something like that, and it was so horrible I was shocked. I can still recall the terrible taste of the dish.

What's the one ingredient you cannot cook without?

Olive oil, and also black pepper.

What's the most overrated ingredient/dish?

My wife will not be too happy with this, but I think pasta.



Foie Gras Terrine with caramelized figs, spice bread and white Porto Gelee consommé

If you were to live on one dish for an entire month, which would it be and why?

Cheese. There are more than 300 types and with so much variety, I could never be bored.

If you could cook for a celebrity, who would you cook for?

One normal person. For me, anyone who respects and appreciates the food, for me, is a VIP, so that's who I could like to cook for.

Now let's get personal!

Your favourite cologne?

Burberrys.

Your favourite brand of suits?

Massimo.

Your favourite brand for accessories?

Rolex.

Grilled loin of Beef Wagyu with creamed Spinach served with spinach sauce and sautéed Mushrooms

Ice cream, Chocolate Cake and Chocolate Macaroon

Your favourite film?

Braveheart.

Your kind of music is.....?

Classical.

Dubai?

The Jebel Ali Club.

Your most memorable vacation.

Last year, because it was my first real holiday, and I spent a whole month with my family, which I never do.

Tell us about your chosen menu at the Chefs Table.

We will begin with a traditional Foie Gras Terrine with caramelized figs, spice bread and white Porto Gelee consommé. I love this dish because I love Foie Gras. It takes a couple of days to cook and it has some very precise steps.

This will be followed with the Canadian Lobster, poached in natural sea water, Roe Jus and Vanilla foam. People in the UAE love Lobster and I used the sea water because it adds a special touch to it.

To follow the Seafood course I have prepared another special dish for me which is the grilled loin of Beef Wagyu with creamed Spinach served with spinach sauce and sautéed Mushrooms. Wagyu beef is one of the best in the world, and it almost melts in your mouth.

And finally, I absolutely love chocolate so I am serving the Grand Chocolate Platter, which has all the favourites like Ice cream, Chocolate Cake and Chocolate Macaroon.

Around the world

Gulf Gourmet embarks on a global journey with Joseph Sorger, General Manager, Sheraton Deira Hotel

Austrian by birth, Joseph Sorger, General Manager, Sheraton Deira Hotel, is best described as a global citizen. Having travelled all over the world, he has absorbed the various cultures he has lived and worked within. "I'm privileged to have gotten the opportunities I have," he says. His humility is something that is immediately striking. Calling every opportunity a "stroke of luck" and every position a "big one to fill", Sorger is as down-to-earth as they get.

Coming from a picturesque village near Kratz, Austria, Sorger admits he loved watching television, and his favourite show was a cooking show that was on every week. "At the time, cooking shows were not that popular, and chefs were not celebrities. But I thought the idea of working with food was fascinating. I was amazed at the way the chef created new dishes and flavours," he says.

That was when he decided he was going to be a chef. "My parents were not too keen on the idea, but then, that was what I wanted and so I applied for my apprenticeship at Steirerhof hotel in Kratz," he smiles. Beating down competition from 20 other applicants, Sorger bagged one of the three coveted positions. Coveted, not only because the Steirerhof was one of the best hotels in the country, but also because of the aggressive internship programme it offered.

"The difference became even more apparent when we went out for the two-month schooling programmes. The team from our hotel was always at the top of the class. I believe it was because of the passion and commitment of the owner to train and help young people in the industry," says Sorger.

Completing the programme in 1976, Sorger went on to military service, and then back to the Steirerhof. "This time I was there only for six months. I got an opportunity to go to Switzerland, so I moved," he says. After a short stint at the Park Hotel in Ascona, Sorger moved to Zurich in 1978 as part of the Movenpick team.

"I was the king of the kitchen," he says. No, he wasn't Executive Chef yet, but for Sorger, meat and sauces are a very important part of the kitchen, and that was what he specialised in. This particular stint was especially important to him because this was when he changed his career path from kitchen to management.

"I wanted to run a hotel one day, and wanted to understand the business in all its aspects, from kitchen to finance," he explains. Also, at the time, being a chef did not have the same media attention and a glamorous aspect as it does today. "Let me explain. A friend who went to school with me was in the same profession. We did out apprenticeship at the same time, although in different hotels, and at a competition, I came first and he was second. Today, he is a very famous chef in Germany, and is doing very well. When I hear of things like this, I do think where I would have been had I carried on in the kitchen. But these are hypothetical questions that can never be answered, so why get into them," he smiles.

So he joined a hotel school in 1978 and completed his course in 1981. His first job post his education was with the Sheraton in Munich as Food and Beverage Cost Controller. "It was a financial position, but very much linked to food and beverage. You have to check the food, balance the pricing, etc. My



On a career high now, he was approached by the Hilton in Shanghai. "They said we heard about you and they wanted me there yesterday. I realised this hotel (Sheraton Towers, Melbourne) was working and it would be time for me to leave, so I took up the offer," he explains. To add to his decision, Maria too found a job in the same hotel.

practical knowledge helped me shine in my first position, as I could go into the kitchen and challenge my chef," he says.

But that is not to say that all chefs make good managers. "Although the kitchen is very important, one cannot ignore the other aspects that go into managing a hotel. It does help to have a background in the kitchen as opposed to being from management school, but it's a whole lot of other skills as well that matter," he says.

Being a manager was a change for sure. But Sorger spent a lot of time in the kitchen to make up for it, because that was his comfort zone. "I had a small office in the receiving area and I spent a lot of time at work. Quality control was very important and I had to ensure we were getting real value for our money," he says.

Nine months down the line, the Director of F&B invited Sorger to be Project Manager of a special project. An entertainment place

was being converted into a discotheque, and Sorger took on the challenge. "It was just something different, and a challenge to do," he says.

About 20 months later, once the project was done, he went back to his boss, asking to be given a more challenging position. That was when he was moved to banqueting, one of the major aspects of the hotels business. As Assistant Banqueting/Conference Manager, he did a lot of the legwork, co-ordinating events, making sure the catering was correct, the deliveries happened, etc. Eventually, Sorger developed his own clients.

In another couple of years, the Sheraton group needed F&B personnel for the Middle East. "I just wanted to see more of the world, so I raised my hand. They said Bahrain, and I said where?" he laughs.

In 1985, arriving in Bahrain, the heat hit him like a ton of bricks. The Arab culture too was something he had never experienced. "I



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Gerhard Debriacher
General Manager



“We have had a lot of people going from our hotel to bigger and better things, and I feel proud having given them this training ground,”

was very impressed. The décor of the hotel, the cuisines – it was my first experience with oriental cuisine – it was all opulent and completely fascinating,” he says. A General Manager’s conference in the hotel brought him his next job offer.

“I was Assistant F&B manager in Bahrain, and I was offered the position of F&B Manager in Sheraton Abu Dhabi. We did a lot of work there, food promotions, opened a couple of new concepts, and it was all great fun. I would not say it was all my doing, but I was lucky to be part of the team,” he says, his humility shining through.

This was also a life-changing stint for him, he says, because this is where he met his wife, Maria. “Maria is from Lebanon, and she worked at the same hotel as a PR Manager,” he smiles, his affection for her glowing in his eyes.

It was at the end of 1988, when Sorger moved to the other side of the world, to take on the position as Director F&B at the Sheraton hotel in Sydney. “At this time, Australian’s were becoming more self-confident and their cuisine was coming into its own. It was a good time,” he says. On a personal level, this meant a long separation from Maria, so eventually, he decided to go closer to where she was.

“She was at the InterContinental, Dubai, at the time, so he moved to Muscat, Oman. “I changed groups at this time and also joined the InterContinental as Executive Assistant in charge of F&B. Eight months later he got a call from the Sheraton group again. They asked him to come back to Melbourne, this time to open the Sheraton Towers.

“This was a unique hotel because every outlet was independent. They were supposed to open without an F&B Manager, but they realised they needed one for the opening and to set things in motion. So I knew going in that this was a temporary project, for a year and a half,” he says.

Maria, of course, joined him this time round. “We knew by then we wanted to move on in life together,” he says shyly. His term there is a highlight in his career, because this particular hotel was revolutionary in many ways. “We

found a job in the same hotel.

“That was a huge hotel, and did very well. That’s really where I learned the importance of doing something perfectly,” he says. Their Japanese floor, for example, was a brilliant strategy that attracted many Japanese guests, and gave tough competition to a Japanese chain of hotels. Their chefs in speciality restaurants all came from that region. “We did not have Chinese chefs cooking Japanese food, or Austrian chefs making Sichuan food. That makes all the difference because although the chef may learn the cuisine, he will never be able to cook with the same heart,” he says.

Even today, Sorger believes that anything worth doing is worth doing well. As General Manager, he does admit though that it’s not always possible that way. “But that should not stop us from trying,” he smiles.

As second in charge by now, Sorger could not accept a position any lower if he had to move. So that’s exactly what Sheraton offered him in 1996. “One phone call, and I was offered the position of General Manager. I was not sure if I should take it, but I went down for the interview anyway,” he shrugs.



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The well heeled, the well travelled Sorger family.
Andreas with parents Maria and Joseph Sorger

GRILL OF THE MONTH

Lembongan, a quaint, picturesque island, near Bali, in Indonesia, predominantly attracted tourists. The island was paradise but the hotel had some operational issues that Sorger spotted right away. "But they were keen to get me," he winks, "They made a good sales pitch by sending a stretch limo to pick me up from the airport and gave me a red carpet welcome."

Back in Shanghai, Sorger decided to make the move, and Maria, who was expecting their son, Andreas, went to Lebanon to have the baby. Sorger, in the meantime, moved to Lembongan, and started managing his first hotel as General Manager. "Getting the whole team together towards one common goal, that of serving the guest better, and driving them towards success was one of the biggest challenges. But our guest satisfaction index went up, as did our employee satisfaction," he says.

Two and a half years later, he moved to Jakarta, to a rather different set-up. "It was the airport hotel, and the clientele was quite different. But I had good luck on my side out there. The political situation had become tense in the country, and our hotel, being away from the city, became a safe alternative. In time, our occupancy went up to almost 100 per cent," he smiles.

Of course, that did not mean that Sorger in any way compromised on service. "We had to deliver what we were charging for. And

that quality had to be kept up, no matter why people were coming in," he insists. And he takes the moment to thank his staff for their support.

Two years later, he moved to Bali, to a prestigious Sheraton hotel that was known for their convention centre. "We had many conferences there, and not the small ones, but those that involved heads of state. It was quite an experience," he says. From there, Sorger got an opportunity that was another landmark, not only in his career, but in his life.

"It's not something many people can boast of. I was Director of Royal Palaces in Jordan, in charge of the catering for all the members of the royal family as well as their guests," he says proudly. Sorger quickly informs us he does not talk too much about it because of the delicate nature, but he does talk about his great respect and admiration for the King and Queen of Jordan. "The Queen was so involved in the daily workings of the palace. From her children to the people who came to meet her, she gave personal attention to all. To me, she is and will always be a real Queen," he says, the pride and admiration obvious in his words.

As happy as he was, Sorger started missing the daily buzz of the hotel, and he wanted to go back. A standing offer from the Sheraton had him encouraged, and a concrete job at the Sheraton Deira Hotel came at the right time. "When I came in, there were some

issues which needed to be addressed. But my management had great confidence in me, and I am happy to say I have ironed most of them out. Today, we are one of the most successful hotels in the Sheraton group," he says proudly.

That's not to say that the hotel is where Sorger would want it to be. "It's been almost 5 years since I came here and I have many plans for the near future, which I will implement soon. But what makes me happy is the feedback I get from people. We have had a lot of people going from our hotel to bigger and better things, and I feel proud having given them this training ground," he smiles.

His drive is infectious, pushing his team to be as active and aggressive as he is. "Take Chef Robin Gomes, our Executive Chef, for example. When you meet him, you can sense his excitement and his drive to bring the standards in the hotel up," he says.

For himself, Sorger is not the type to hang on. "When it's time for me to retire, I will. But I am sure I will still be in the industry, maybe teaching or something like that," he says. With him being originally from Austria and his wife Maria from Lebanon they have still not decided on a location for their retirement. "I expect that would be influenced by my son. Andreas is a global child. He has travelled with us all over the world. So we don't know where he's going to want to go eventually. For now, we'll leave it at Dubai," he smiles.



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The Emirates Salon Culinaire 2008

Briefs of the Classes for Entry –

Organised by the Emirates Culinary Guild (ECG), the UAE's association of professional chefs, Salon Culinaire 2008 is a four day culinary extravaganza. This four day event takes place at Gulfood 2008.

The heat in the kitchens today is being generated by more than the stove. But the ethos of the Emirates Salon Culinaire is the creation of an event dedicated to the culinary arts and the celebration of food and its accoutrements displayed in a variety of pleasing forms.

The biggest competition for Chefs this side of the world, Salon Culinaire 2008, in its 10th instalment, will see over 1,000 participants

compete for gold, silver and bronze medals in about 24 different classes, that include live cooking, meat carving, cake decoration, ice carving, etc.

For the very first time, the competition will see participants from outside the Emirates. Representing countries as far away as Sri Lanka and the Maldives to closer home Saudi Arabia and Oman, these chefs will compete with UAE's finest and brightest. Another landmark statistic is the number of hotels participating which has gone up to 70, way above the count of 20 from last year.

The icing on the cake are the much coveted trophies. Best Gastronomist, Best

Gastronomist - Second Runner-up, Best Gastronomist - Third Runner-up, Best Arabian Cuisiner, Best Pastry Chef, Best Kitchen Artist, Best Effort by an Individual Establishment, Best Effort by a Corporation and of course, the Hans Bueschgens Trophy, are all up for grabs.

Deciding on winners are some of the world's finest chefs who have been flown in specially to judge this competition. Join us as we welcome them to Dubai and to the Emirates Culinary Guild. Watch this space for some interesting tête-à-tête's with them in the next issue.

Here's a first look at the judges.



Chef Wouter Lap



Chef Werner Kemminger



Chef Tarek Mourieess



Chef Marco Bruschweiler



Chef Karl Heinz Haase



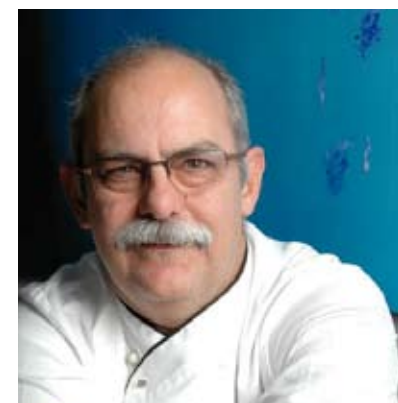
Chef Hubert Oberhollenzer



Chef Otto Weibel



Chef Gissur Gudmundson



Chef Garth Stroebel



Chef Bernd Uber



Chef Scott Webster



Chef Robert Oppeneder



Chef Raman Khanna



Chef Andrew Bennett



Chef Norbert Girth



Chef Ralph Porciani

Laila's Guest: Sameer Khan

Meet Sameer Khan, Foodservice Manager, Holland House Trading, a member of Al Ghurair Foods, as he talks about all things food over lunch with Laila.

My indulgence is: Crabs, Shrimps basically Sea Food.

Breakfast: I really don't have the time in the morning to indulge in a proper breakfast so it's always a quick service sandwich or most of the time I go without breakfast.

Begin my day with: A hot cup of tea (absolute must) this gets the entire system running.

Dinner: It has to be home made except for weekends. Different types of Dal are there most of the time along with some veggies with Chicken, Meat or Fish finding the plate once or twice a week.

Lunch: It could be anything from a pot of Noodles to Biryani depending on where I am during the lunch time.

Favourite Spice / Herb: I would love a combination of Mel B and Geri apart from that Garlic would be my Fav Spice / Coriander leaves.

Friday meals: It's usually a very laid back day with a heavy brunch (Not for the health conscious type) comprising of some Fresh Eggs sunny side up with a few toast buttered with some cheese added on usually Red cheddar.

Favourite restaurants: (World, UAE) A special mention for this small eatery off Al Wahda Sharjah called "AFADHIL RESTAURANT" they never go wrong with their Lucknowi Kababs and Chicken Tikka if you are expecting top class service this is not the place for you. Bombay at Marco Polo is also one of my Favourites.

College days: This was a place called "MANIS" near my College Ruia in Matunga Bombay people from that area might agree with me. I can never forget the Wada Sambars and the coconut Chutney till today I haven't tasted coconut chutney which is close to that.



Hate: Excess salt in the Food that is an absolute no no.



Favourite cuisines: Chinese and Moghlai.



Comfort food: A well made Khichdi (Kedgerie) with some Raita.



Best cook is... Undoubtedly my Mom.



Sweet tooth: Rasmalai, Sitafal and Tender coconut ice-cream from Naturals.

School years: Could not resist the iced flavoured lolly and the "GOLAS" (Crushed ice dumpling) sprinkled with Lime and Kala Khatta syrup readily available with the roadside "THELAS" (Vendors Cart)



Favourite dining companions: (can be anywhere in the world) My wife Sheeba for sure sounds typical but that's a fact along with the bonus my daughter Nayirah all of 2 years.

Always available in my refrigerator: Sausages / Smoked Chicken or Turkey Breasts.



Love: Any food which is cooked good maintaining a definitive flavour and which is easy on Oil.



Cannot resist buying at a supermarket: Different kinds of Juices.



Most romantic meal: My choice would be a sort of a fusion meal. The menu will include: Chicken Wonton soup, Succulent Chicken Malai Kababs with a Mint chutney dip, Butter Garlic Prawns (the kind made in Goa, India), Steamed Rice, Chocolate Brownies with a hot chocolate sauce accompanied by Vanilla ice cream.

My most cherished childhood memories: It has to be the dessert my mom used to make. It was 3 layers comprising of Jelly, Custard and whipped cream topped with some fresh fruits.



Favourite kitchen appliance: Microwave oven very handy to heat and eat small portions of left over foods from the Refrigerator.





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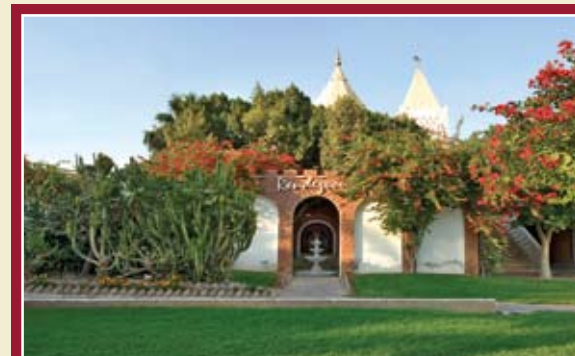


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Loads of Rhodes

Gulf Gourmet caught up with Chef Gary Rhodes on his recent visit to Dubai, and pinned him down for a short tête-à-tête

His performances leave you mesmerised. You may not be a foodie, but after one session of Gary Rhodes live, and you will find yourself rushing into the kitchen, waiting to sample those aromas, experience those flavours and begin cooking yourself. His passion for food, mixed with excitement when sharing every sizzle and spark when cooking, is infectious.

Dubai has been privy to the magic of Gary Rhodes for a while now, thanks to Rhodes on Mezzanine, at the Grosvenor House. Diners can get a taste of his innovative and delicious dishes at the restaurant, and sometimes get the chance to meet the chef himself.

"I've been coming to Dubai on and off for eight years, doing demonstrations at food festivals and hotels. Now with my restaurant at Grosvenor House, I fly in more often," he says. For Rhodes, when he opens a new restaurant, it becomes his top priority. "I have to get it right, absolutely right," he says.

So he comes down every month or so, shows the chefs what he wants to add to the menu, and then leaves it upto them to ensure the quality is maintained. "Chef Paul, who runs the restaurant here for me, has been with me for five-six years. He understands what I want and I trust him completely," says Rhodes.

It is this obsession with doing his best that has made Rhodes the brand he is today. With five Michelin stars to his credit, eight restaurants, and a plethora of television shows and live demonstrations, you can be sure Rhodes is a busy man. But never too busy to do what he does best – cook.

"It's important for me to remember that although I have all these restaurants and all these Michelin stars, I am still a cook, I am still Gary Rhodes. I started like anyone else and worked my way up. I think it's important to hold on to your originality. The public recognises that and knows when you are speaking to them or at them," he says.

This difference is delicate, and one that Rhodes well understands. "The audience has to know that you are speaking and eating with them rather than I am here to show you this. It has to be more like I am here to share this with you," he adds.

And share he does. From why he is doing things a certain way to what's happening in the pan, he takes the audience through the entire cooking process. And Rhodes has a very clear idea of how things should happen. "As a chef, I believe that simplicity is often the very best. Too many chefs try to mix too many flavours together, and they miss the main feature to the dish," he says.

"Every dish has a main feature, be it meat, fish or a vegetable, and that has to be concentrated on. Everything you add to that main feature is there purely to complement and enhance. Chefs sometimes try to add too much and lose the whole purpose of the dish and what they are trying to do with it," he explains, reiterating that from a simple idea so much more can be borne without spoiling the main feature.

Rhodes determination and passion comes from a past that was not as simple. At the tender age of 19, while at his first job in Amsterdam, he was run over, and almost lost use of some of his senses. "I was in a coma and had brain surgery where they had to open up my skull and all of that. Doctors told me to take a year off from work to recover, but I just

could not stay out of the kitchen that long," he smiles a serious smile.

In about six months, Rhodes was back in the kitchen, checking to see if he could still recognise flavours and still cook. "I was determined to get back in the kitchen. It's my love, my life, everything to me," he says.

Instead of defeating him, his trauma made him even more determined to work hard and become a better chef. "To this day I believe there was a reason for this. I was given another chance and I wanted to honour that chance and pay back to society. By doing my best, I hoped to give something back to the people," he says.

For Rhodes, the industry is all about service. "We are here to provide a service to others, to provide entertainment in the form of food, and I want to do this for the rest of my life," he smiles.

In fact, his retirement plans run thus – leave Britain, go and live in Provence in the South of France and open a small restaurant, feeding about 40-50 of the local people everyday. "I only hope the French will accept my style of cooking. Then I'd be happy, cooking and being happy in the life I have," he says.

Another aspect of his dream, a more business oriented one, is to someday have his own cooking school. "But not for professional chefs. I want to open a school for the public, where i can share my obsession for food," he smiles.

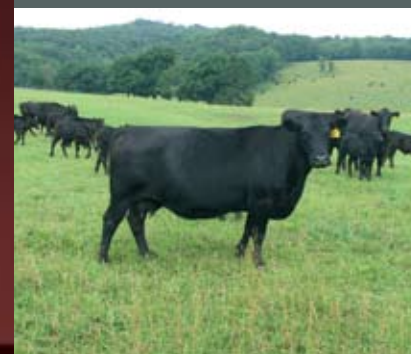
For the moment, Rhodes is putting Rhodes on Mezzanine on the top of his list. "I love Dubai – it's a warm and welcoming city, and I have seen it change over the years. Culinary wise, it is one of the best capitals in the Middle East, and people here love to eat good food – they appreciate good food. It's already on its way to becoming what New York or London or Paris are, and it's only a matter of time," he says.

And yes, if the right offer comes along, Rhodes is ready to put his expertise in another outlet in Dubai. Anyone listening?





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"Distribution and supply chain management can end up greatly shaping a (restaurant) brand once it's outside of its home country."

QSR Magazine, February 2008

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Beating Diabetes

With Jenan Diabetics' Flour, a new product formulated specially for diabetics, Al Ghurair Foods is trying to fulfil a corporate responsibility, while keeping the same great flavour and quality

Our tagline says it all, says Mughisuddin Ahmed, marketing research and services manager, Al Ghurair Foods. 'Nourishing people' is something the people at Al Ghurair Foods take very seriously. This is why they have developed new flour especially for diabetics.

A lot of people have heard of diabetes. Some of us who have seen our near and dear ones suffer from it know a little more than others.

But few among us realise the seriousness of this disease. "Diabetes is known as the silent killer because it leads to many major health problems like heart problems, blindness, kidney failure, etc," says Ahmed.

According to figures from the American Diabetes Association and the European Association for the Study of Diabetes, the global prevalence rate of diabetes is 8-10 per cent. In the UAE, it is estimated that about 40 per cent of the population suffers from the diseases.

"At one time, it was thought that only people above the age of 40 suffered from diabetes. However, doctors found incidence of this disease in younger people, and the numbers were high enough to coin a new term, MODY, which is Maturity Onset of Diabetes in the Young. Also, there is another term called pre-diabetes, which indicates a phase before the onset of full blown diabetes, where the person does not know he is suffering from it. A person may go for two or three years with pre-diabetes before realising he has it," informs Ahmed.

Jenan Diabetics' Flour has the following advantages:

- It contains 34% less calories than normal flour
- It contains 73% more protein than normal flour
- Bread from this flour contains less fat than normal white flour bread
- It contains 74% less carbohydrates than normal flour
- It contains 740% more fibre than normal flour
- Bread from this flour contains 99% less sugar than normal flour
- The flour has no added sugar

Which is why, as a responsible food marketing company, Al Ghurair Foods felt the need to develop a product that caters specifically to this segment of the market. "We have done a lot of research and spent a good two years on this product. We believe in nourishing people by offering them good and balanced food, food that is hygienic, and passed through our strict quality controls," he says.

Jenan, the flagship brand under which the Diabetics' Flour will be marketed, has been around for over two years now. "Our production facilities are all certified, specially with the Hazard Analysis Critical Control Points and various ISO certifications," states Shaikh Ajmal, Product Development & Quality Excellence Manager, Al Ghurair Foods.

The Diabetics' Flour is a multipurpose flour, a blend of various kinds of wheat. It is low in carbohydrates, low in sugar and high in fibre. The fibre helps us digest the food faster, paving the way for our system to absorb all those vital nutrients. "The fibre also helps give us a feeling of being full, ensuring we eat a

little less than normal, which is eventually beneficial," says Ajmal.

When it comes to food though, it is the taste and flavour that is of utmost importance. "Of this you can be sure that the difference is almost non-discernable. It's like a cola company that markets low-sugar versions of their popular drinks. The intention is not to alienate a market that enjoys their drinks, and hence the focus has to be of keeping the same great taste of a regular cola," explains Ahmed. "We are not adding anything that would take away from the taste of the flour, so flavour will not be compromised," assures Ajmal.

Which makes the product only more attractive for the market. "It's name should not deter people who do not suffer from diabetes to use this flour. The focus is on keeping the product healthy, and it can even help in preventing the onset of the diseases, should you be prone to it," says Ahmed.

Diabetes can be managed by attention to two important aspects - diet and exercise. "The lifestyle we lead in this country is rather sedentary. Add to that the fact that our diets are so uncontrolled and dependant on fast food joints, and we are really facing a dim future in terms of health," says Ahmed. "We hardly walk, don't indulge in sports, children sit around the television instead of running around in parks, we cannot function if we don't have our comfortable 17 degrees environment - it's just too many things," he adds.

Ajmal also assures us that the development of healthy products does not stop here. "We are working on many other products that cater to different segments of the market. We cannot divulge the details yet, but you will hear from us soon," he promises.

The Jenan Diabetics' Flour is set to be launched at the Gulf Food.

According to figures from the American Diabetes Association and the European Association for the Study of Diabetes, the global prevalence rate of diabetes is 8-10 per cent. In the UAE, it is estimated that about 40 per cent of the population suffers from the diseases.

Mughisuddin Ahmed and Sheikh Ajmal, at Al Ghurair Foods put up a convincing argument on why the Jenan Diabetic Flour is a healthy option





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

Resume Of Classes for Entry

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



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

Practical Pastry

Class 01: Practical Cake Decoration- SPONSORED BY PURATOS

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

Pastry Displays

Class 02: Three-Tier Wedding Cake - SPONSORED BY PURATOS

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

Class 03: Five Plates of Dessert - SPONSORED BY ELLE & VIRE CREAM

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

Class 04: Pastry Showpiece

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



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

Class 05: Bread Loaves and Showpiece - SPONSORED BY AL GHURAIR FOODS

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

Class 06: Friandises/Petites Four/Pralines/Nougatines, Etc - SPONSORED BY EVEN CREAM

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

Artistic Displays

Class 07: Chocolate Carving Showpiece - SPONSORED BY BELCOLADE

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

Class 08: Fruit & Vegetable Carving Showpiece - SPONSORED BY BARAKAT

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

Class 09: Open Showpiece

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



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

Gastronomic Creations

Class 10: Five-Course Gourmet Dinner Menu - SPONSORED BY BARILLA PASTA

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

Class 11: Four-Course Vegetarian Menu - SPONSORED BY FONTERRA

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

Class 12: Presentation of Tapas, Finger Food and Canapés - SPONSORED BY FRENCH DAIRY PRODUCTS

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



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

Class 13: New Arabian Cuisine

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

Practical Artistic

Class 14: Individual Ice Carving

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

Class 15: Ice Carving Team Event

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

Class 16: Practical Fruit & Vegetable Carving - SPONSORED BY BARAKAT

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



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

Class 17: Australian Dressed Lamb - Practical Butchery - SPONSORED BY MLA

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



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

Notes on the Practical Cookery Classes

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

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

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



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

Practical Cookery

Class 18: Emirati Cuisine - Practical Cookery.

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

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

Class 19: Traditional Arabic Mezzeh - Practical Cookery.

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

Class 20: Fish & Seafood - Practical Cookery - SPONSORED BY MITRA'S INTERNATIONAL

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



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

Class 21: Australian Beef - Practical Cookery - SPONSORED BY MLA

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

Class 22: Pasta - Practical Cookery - SPONSORED BY BARILLA

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

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

Class 23: Gala Dinner Table Setting and Decoration - SPONSORED BY CHURCHILL

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

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

Class 24: Hans Bueschkens Junior Chefs Challenge - SPONSORED BY CUSTOM CULINARY

Organisers

WACS 2008 Congress Committee of the Emirates Culinary Guild.

The Competition Concept

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

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

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

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

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

The entrant will submit the menu to the organisers.

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

Venue and Dates

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

Date: Wednesday, February 27th 2008.

Time: 0730

Eligibility

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

Registration

Competitors must complete registration by 31st January 2008.

Competition Rules and Regulations

Timing

The time allowed for the competition, including preparation and serving, is 3.5 hours.

The first course is to be presented 2hrs 50mins after the competitor has been started.

The main-course is to be presented 3hrs 10mins after the competitor has been started.

The dessert is to be presented 3.5 hrs after the competitor has been started.

Resources

Competitors may bring recipe-cards, books, or laptop computers to aid them in their work.

Each contestant will have a kitchen equipped with heavy equipment.

Hygiene chemicals and utensils will be provided.

Uniform plates will be supplied. The plates will be round, white in colour, of various sizes up to a maximum of 32cm in diameter.

Competitors Must Bring

All pots, pans and utensils required. Personal knives and equipment: cutters, nozzles, forms, mats, templates, etc.

Entry Fee

There is no entry fee for this competition.



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

Hygiene

Hygiene is of paramount importance throughout the whole of the salon culinaire. Bad hygiene practice by competitors will result in their disqualification. A professional food-safety company has been engaged to oversee all aspects of hygiene practice at the competition. Additionally, it is quite possible that Dubai Municipality Food Control Section will conduct its own hygiene inspections as and when it sees fit. The organisers have no control over these two entities. Should either raise an objection to the standard of hygiene of any particular person or team, that person or team will not be allowed to compete. Be careful with your production; storage; carriage and reconstitution hygiene practices.

The Secretariat:

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

Competition Entry:

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

Access to the Venue:

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

Salon Marshals

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

Competitors and Helpers:

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

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

Exhibits:

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

Awards:

- 54. Gold, silver and bronze medals and certificates and certificates of merit are awarded solely at the discretion of the judges.
- 55. The decision of the judges is final and each competitor is required to abide by it without comment.
- 56. Certificates and medals will normally be presented at 18:00 each day. This may change according to circumstance.
- 57. Any medal or certificate that is not accepted by the competitor or his/her helper at the presentation ceremony for that day will be forfeit, unless prior arrangements are made with the organisers.
- 58. A competitor or his/her helper must be correctly dressed as stipulated in the rules when collecting medals or certificates

International Buffet – Team Event

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

Table Lay-Up and Decoration Competition

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

Copyright:

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

Disclaimer:

- 60. The organisers are entitled to cancel or postpone the Salon, or to alter the duration, timing or schedule of any event.
- 61. The organisers reserve the right to cancel any classes or limit the number of entries or extend, modify or revoke any of the rules and conditions without being held liable for any claims for compensation whatsoever.
- 62. The organisers will not under any circumstances be held liable or responsible for the loss or damage of any exhibit, equipment, goods or personal effects.

Baqer Mohebi



Mr. S. Padmanabhan, Sales Manager; Mr. Radwan Mousselli, Business Development Executive and Mr. Stanley Crasto, Brand Manager Baqer Mohebi, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

Baqer Mohebi Establishment is the main arm of Zainal Mohebi Group for marketing and distribution covering UAE, Oman, Qatar and Iran. Company imports and markets over three thousand SKU's within fast moving consumer goods and institutional products inclusive of food, non-food and tobacco and is a well-respected firm since its inception in 1931.

Baqer Mohebi Est. is one of the oldest and most reputed marketing and distributing organization of premium products in UAE with honesty and integrity in every aspect of services have been it's prime concern for the respect it enjoys. The careful selection of products from respected premium brands adds up to the special positioning the company has acquired that has become the pattern for its growth and development.

Multinational brands being successfully distributed by the Company, had to go through years of strenuous efforts for appropriate positioning

in this complex and competitive market, with establishment of close partnership with the principals who solidly depend on us for realization of their brand equity and growth in UAE.

BME's Headquarter is located at Zainal Mohebi Plaza on the Trade Centre Road in Dubai with main warehousing facilities in Al Quoz near Jebel Ali port and 20 kilometers from the centre of Dubai City.

Other distribution centers are in Abu Dhabi located within the designated area of Abu Dhabi port and another in Bada Zayed, Ruwais, and Al Ain, Sharhah, Ras Al Khaimah and Fujairah which are manned and controlled by the resident teams to provide first hand services to the customers on daily basis.

To enhance our distribution network, recently we have expanded our distribution and logistics center in Sharjah with warehousing and office facilities to cover all northern Emirates more efficiently.

Dofreeze LLC



Mr. Vajid Syed, Business Manager, Dofreeze, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

Dofreeze LLC was setup in Dubai in 1999 as a small frozen dough manufacturing company .. As Dofreeze is owned and managed by world renowned experts in baking sector, the potential for cakes was soon discovered and a fully automated production facility was setup in year 2000. The company is lead by it's Managing Director Aamer Fayyaz who is an internationally known personality in the food and baking sector and has been involved in setting up and running of baked products businesses in several countries including United States, Europe and Asia. Another major shareholder of Dofreeze is Erling Eskildsen, Denmark's leading businessman and legendry figure in the global bakery sector.

Dofreeze today with three high capacity HACCP certified production lines produces more than 50,000 assorted cakes per hour thus providing large and reliable production to it's customers. It is one of the leading manufacturers of branded cakes in Asia under "Eurocake" and "Dancake" brands and sells its products to over twenty five countries across three continents. Dofreeze maintains highest quality, hygiene and food safety standards at its manufacturing facility according to international

standards, moreover with a deep commitment to innovation, the company is constantly developing trend setting products. Dofreeze also produces a wide range of frozen cakes for several hotels, airlines and instore bakeries to cater the needs of hospitality and luxury sector.

Dofreeze has now installed a state of the art fully automated frozen dough production line with a capacity to produce more than 16,000 pre-proofed frozen croissants per hour. Besides croissants this line also produces several other frozen dough products like frozen puff pastry sheets, frozen croissant and Danish pastry sheets, frozen palmiers etc. Dofreeze also represents several premium European frozen dough brands for the whole of Middle East in order to provide ultimate convenience and offer a full range of bake-off products to it's customers.

Dofreeze has aggressive expansion plans and has already acquired 550,000 square feet land at Dubai Industrial City to build a state of the art manufacturing facility with an investment of over AED 100 million. This new facility will be in production by the end of year 2007.

Elfab



Mr. M. S. Ahuja, Director, Elfab, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

Elfab was established in 1975 in Dubai, United Arab Emirates. The company has over 32 years 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 Investment Park, Dubai with a branch office in Ras Al Khaimah.

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

Presently Elfab deals 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 range 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 the UAE.

We import meats and seafood mainly from Australia, New Zealand, USA, Brazil, Paraguay, Holland, Germany, Hungary and Belgium. This is mainly done through shipments but we also do air shipments regularly to satisfy our customers' urgent needs.

Elfab has its own HACCP and ISO approved warehouse distribution facility in the Dubai Investment 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.

EMF Emirates LLC



Mr. Pierre M. Feghali, General Manager and his team at EMF Emirates LLC receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

In October 2003, EMF Emirates L.L.C opened its offices in Dubai, UAE as a sister company to EMF Trading Ltd. Lebanon, the exclusive Middle East agent for Barry Callebaut.

With numbers reaching 1,000,000 tons a year in 18 companies and with 50% of production coming out of one company, the Barry Callebaut Group is the largest producer of chocolate and cocoa related products.

EMF Emirates proudly distributes various products from worldwide

renowned brands like Callebaut (Belgium), Cacao Barry (France), Barry Callebaut (Singapore), Iujckx chocolate Masters (Holland), Bensdorp (France), Lotus (Belgium), Siebin (Germany), Agrano (Germany), Lubeca (Germany), Cap Fruit (France), Cesarin (Italy), Manudecors (France), Prefamac (Belgium) and Euromacchine (Italy).

Products including: chocolates, fillings, specialties, decorations, semi finished cocoa items, caramelized biscuits, pastry, bread mixes, bread improvers, marzipans, pastes, frozen fruits, bakery fillings and chocolate machinery and equipments.

Emirates Snack Foods



Chef Soufiane Raji from Emirates Snacks Food, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

Established in mid 1996, Emirates Snack Foods (ESF) quickly developed into a prominent player in the marketing and distribution of premium international food products in both the retail and food service markets of the UAE.

ESF is the sole representative in the UAE of a multitude of top international brands. It's most prominent food service brands are Italian Barilla, Gallo, Ferrarelle, Fabbri, Kimbo, Eraclea), Swiss (Laederach, Bombasei, Patiswiss, Familia), French (Michel Cluizel, Bonne Maman, BCS), German (Achenbach, Guenthart, effect), Belgian (Les 3 toques, Café-Tasse), U.S. (Celestial Seasonings, Otis Spunkmeyer), South African (Mrs. Ball's, Ina Paarman, Peppadew), and Austrian (Pago). In Retail, apart from Superbrand Indomie, ESF represents a range of well known confectionery and snacks products such as Schogetten, Paton's, Turrón 1880, Ovidias, Dan Cake, PEZ, Pepperidge Farm, Mulino Bianco, Jules de Strooper, Garuda and Snyder's.

ESF's direct distribution in the UAE to its approximately 4,000 retail and food service customers is supported by two large distribution centres in Dubai and Abu Dhabi, backed by regional warehouses in Al Ain, Ras Al Khaimah and Fujairah, all with temperature-controlled storage facilities and vehicles allowing the handling of temperature sensitive products from frozen to ambient. ESF's sales and distribution team consists of salesmen, merchandisers, in-store marketing and delivery personnel, operating a nation wide fleet of trucks and vans.

The food service sales team is further supported by corporate chefs, who demonstrate ESF's products and train their clients in its usage, on their own premises or in ESF's state of the art demo - kitchen. ESF will continue to enhance its range of unique and best in class products, to serve its growing group of loyal customers who, in spite of increasing competitive pressures from cheaper products, share ESF's credo: inspired by quality, driven with passion.

Federal Foods



Mr Sajid Abdullah, Product Manager; Mr Mohammad Ahmed Aboul Naja, Managing Director & Ms Irish Santiago, Business Development Manager, Federal Foods, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

Federal Foods a company with over 15 years of experience in marketing and distribution of branded food products, has achieved a leadership position in most of the categories it represents, from poultry to meat, seafood to vegetables, French fries, dairy, bakery, canned foods, edible oils, snacks and chocolate. Federal Foods has understood the importance of the hospitality industry and has setup a Food Service Division that caters to the needs of the HORECA segment.

Federal Foods provides a supply of a wide selection of high quality food products from various origins specifically sourced for the food

service industry requirements, at competitive prices, respecting the Chefs' right to choose.

Federal Foods customer service unit operates for 16 hrs/day to ensure customer satisfaction and high standard of service; a state of the art logistics support facility in five Emirates, in addition to more than 150 HACCP compliant temperature controlled freezer, chiller and dry trucks, gives Federal Foods the ability to service more than 6000 customers in Retail, Grocery, Food Service and Wholesale segments, with the main focus on ensuring the best standard of service.

Food Specialities LLC



Mr. Dashrath Dhawan from Food Specialities, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

Food Specialities LLC caters to the ever growing Food Service segment in and around UAE. We have a specialized team of personnel, covering Operations, Procurement, Sales, Marketing, Finance, HR/ administration.

Our current focus is to strengthen our associations with prestigious companies all over the world to have an excellent platform to leverage our marketing and sales expertise with quality and specialized products from the major exporters in the world. We are looking to build a long-term relationship with our suppliers and support this with commitments mutually agreed as per agreements concluded.

Our customer profile includes supplies to star Hotels, Resorts, Clubs, Retailers, Caterers, Airlines, Bakeries, Shipchandlers and other commercial institutions. Our products comprise of Groceries, Meat, Poultry, Vegetables, Fruits, a full-fledged Bakery Ingredients Division and all the Specialities to cater to the ethnic restaurants for every

palette.

Currently we have been appointed as a Middle East distributor of MAJOR INTERNATIONAL LTD from UK and their range of high quality concentrated stock bases and Mari-Base marinades, which are suited to today's busy chefs as the products are versatile and can be used to create a variety of dishes. The concentrated paste stocks are one of the lowest salt ranges available in the European foodservice market, helping chefs tackle public and Government concerns over salt levels in food.

We are also under process of HACCP and ISO accreditation.

The vision is to service this growing market with a range of high quality products, coupled with excellent service. We are confident that with our experience in the region we will be able to provide solutions to take care of your needs.

French Dairy Products



Mr. Eric Santier, Managng Director, Sopexa Dubai (French Food Marketing Board) and Ms. Morgane Danet, PR Manager, Sopexa Dubai, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

French Dairy Products, marketed by SOPEXA, the French Food and Marketing Board, partners Emirates Culinary Guild (ECG) in 2008; the partnership will enable further support the local culinary guild.

2007 saw the beginning of the union with ECG's Junior Chef's contest being sponsored by French Dairy Products. The coming year will see emphasize on how to incorporate French Dairy Products into Middle Eastern cuisine by highlighting the advantages of taste and practicality.

In 2008 local chefs will see the introduction of Salon Culinary, where chefs based in the UAE will be acknowledge for their skill. Another introduction would be training in hotels, where locally based chefs will be given the opportunity to learn about the different French Dairy Products available in the local market.

France is a country that has predominantly been associated with agriculture and dairy. It plays a leading role in the supply of dairy products to a worldwide market and remains the second largest

exporter of dairy products in the world. With a net worth in exports of more than 4 billion Euros, France can boast of over 20% of Europe's dairy production. According to the latest studies, the GCC dairy product market is growing by 9 to 10 % per year due to an increase of demand. This trend also applies to imported cheese

The French dairy sector is based on a genuine quality culture, both in gastronomic and sanitary terms. Products in the dairy sector range from milk to powdered milk, butter, cream and most famously cheese, for which France is one of the biggest and most popular producers worldwide.

France has 22 regions producing milk and cheese, and offers an assortment of over 500 cheese varieties and more than 1000 different brands. Elle & Vire, President, Boursin, Paysan Breton, Even, Isigny Sainte Mere, Bridel, Kiri are some of the more established French brands, thanks to their international development, know-how and innovative strategies.

Horeca Trade



Chef John Redding, Mr. Hisham Al Jamil, Managing Director and Ms. Soula Baroudi, Marketing Manager, Horeca Trade, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

Horeca Trade is a dedicated company providing service to the professionals of the food service channel. For the first time in the UAE, Horeca Trade offers this channel dedicated Food & Beverage service distribution, offering front and back of use products with the objective of offering the right product, at the right price, with best possible service.

In a short span of three years, Horeca Trade has made the company a reference point as a reliable supplier. The company has expertise in the food service and hospitality channel, and it ensures that the business is based on a partnership approach with our customers.

In addition to the solution products offering that we bring to the food service channel, Horeca Trade is also the sole exclusive distributor for Unilever Foodsolution represented in brands such as Knorr, Hellman's

and Flora, the sole exclusive distributor for San Pellegrino still and sparkling waters and is also the sole exclusive distributor for Kerry Group to the FoodService Channel, among many international brands.

Horeca Trade has over 40 professionals trained in management, sales, customer service and logistics. The team has contributed in creating among the best food and beverage distribution company in the UAE.

A recent milestone at Horeca Trade is represented by the strategic partnership in the international business leader. The Bidvest Group Ltd. owners of the 3663 First Foodservice, (the UK's leading foodservice wholesale distributor), plan to develop Horeca Trade to become the number one food service distribution company in the region.

La Marquise International



Mr. Ali Shafqat from La Marquise, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

La Marquise International, where you meet the experts. We are dealing in world renowned Equipments and Food brands for Food & Beverage Industry. Our practical use of world's best brands at our own coffee shops, Restaurants and Gelaterias for many years is a key to the success within our trading and catering services.

COFFEE SHOP AND RESTAURANTS SOLUTIONS:

EQUIPMENT

- **Gaggia- Italy** Coffee machines and grinders for Professional Baristas.
- **WMF-Germany** The New generation, fully automatic coffee machines.
- **Coffee Queen-Sweden** A complete professional range of coffee brewers.
- **La Cimbali- Italy** Professional line of Cappuccino and Espresso machines.
- **Manitowoc- USA** World's best selling brand of ice cube machines.
- **Cuno-USA** The world leader for fluid purification and filtration systems.
- **Macap-Italy** Leading brand for juice bar equipments.
- **Faba-Italy** Full range of equipments for front counter and juice bar.
- **GBG-Italy** World leader for Granita (Slush) machines.

FOOD & BEVERAGE BRANDS

- **Caffe Vergnano-Italy** Distinguished coffee blends since 1882.
- **Dilmah - Sri Lanka** 100% Pure Ceylon Tea Picked and Packed at source.

La Marquise International has always been determined for providing better quality and improved services to its clients and introducing eminence brands in the region. The new brands for the year 2008 include: La Cimbali, Dilmah, Pellorce & Jullien and IRINOX.

The array of these exalted brands includes:

- **1883 Philibert Routin-France** Gourmet syrups for hot and cold beverages.
- **SPA-Belgium** Natural mineral water from the heart of Europe.
- **Monbana-France** 3 generations of experience in chocolate consumer products.
- **Barnier-France** High quality candies and sweets.

GELATERIA SOLUTIONS:

- **Carpigiani-Italy** World's leading manufacturer for ice cream machines.
- **Irinnox- Italy** Professional, high tech blast chillers and shock freezer.
- **Bocchini-Italy** Complete Professional line of ice cream and pastry displays.
- **MEC3-Italy** Ingredients for Italian Gelato and pastry.

PASTRY INGREDIENTS:

- **ICAM-Italy:** Premium quality Italian chocolates for professionals since 1946.
- **Caullet-France:** Fine ingredients for pastry production.
- **Jean Decourtieux-France:** Ready to fill French Pastries.
- **Pellorce & Jullien - France:** Ready to use pure fruit purees.

Masterbaker Marketing FZCO

Masterbaker Marketing FZCO, a Free Zone company has found success by creating a focus for its activities. Masterbaker was created in 1991 to cater to the needs of the baking industry. Most of us, when asked the ingredients used by a baker can recollect the names of flour, sugar, yeast, a number one can count on the fingers of one's hand.

However, Masterbaker realised a long time back that the list of materials required by bakers, confectioners, chocolatiers and the like runs into many hundreds and that very few companies have an exclusive specialisation in the field.

Masterbaker was born out necessity of its bakery pedigree. The company belongs to the SWITZ GROUP, which boasts of industrial bakeries (Switz Bakery) in Saudi Arabia as well as Oman and retail bakeshops in Oman and now in the UAE. Whereas the bakery organisation in Saudi Arabia pioneered the concept of Fresh Bakery snacks which are machine packed and distributed through most of the Kingdom, the organisation in Oman (Modern Oman Bakery) was the first to distribute Arabic bread twice a day to most retail grocery shops in the capital. Al Bustan Bakery which has a "hot bread shop" in Muscat where one can buy many Europeans varieties of bread and other savories besides see the product being made in front of them all day long.

The raw material needs of the Group were neither being met by consistent nor fair suppliers. The knowledge base of European bakery ingredient manufacturers was not being tapped into by traditional suppliers of food products, who were then dealing with bakery ingredients. Thus Masterbaker was born with only one aim: To service the bakery industry of the UAE, Qatar, Oman and then on to Philippines and Maldives.

The facility is a state-of-the-art warehouse with three different temperature zones to meet the specific needs of different products. According to the materials manager of Masterbaker, "There is no such thing as ambient storage for bakery products".

Even products which are stored in ambient conditions elsewhere need to be stored in air conditioned temperatures in the Gulf. With this in mind, the "warmest zone" in their warehouse is a cool 17 to 18 degrees Celsius.

"Our products reach our customer in pristine condition for optimal performance" is the proud claim of this company.

A warehouse with a footprint of less than 1,000 square meters has



Mr. Ram Narayan, Chief Executive, Masterbaker, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

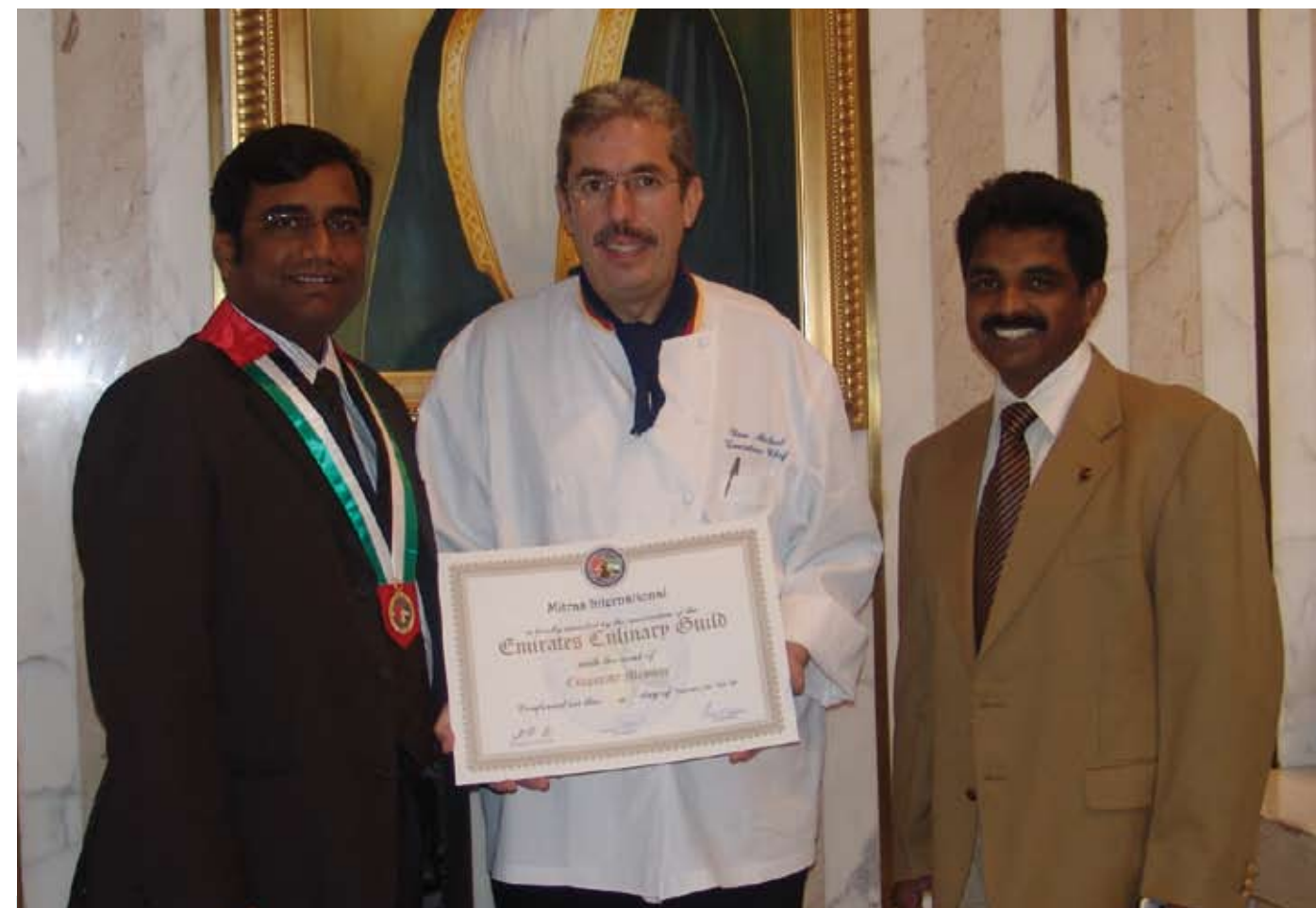
been designed to accommodate 1,200 pallet positioned. It is a tall building with racking that reached 9.5 meters and material handled by narrow aisle trucks.

Presently it represents major international players from Europe and USA, most of whom are in the top league of their industry. They are:- MEISTERMARKEN (BAKEMARK), LESSAFRE, SONNEVELD, UNIFINE, DAWN FOODS, CORMAN, STEENSMA, MAX FELCHLIN, DEMARLE, AREEJ and FRISCHLI.

Masterbaker has well trained sales executives who understand the complex product range they handle and are able to suggest the right ingredient for the job on hand. They have quite a few specialists to fall back on in the form of:-

- In-house Masterbakers and confectioners who can visit a customers' premises and solve any problem as well as help plan new products.
- Visiting consultants from their many principals who regularly visit customers in the UAE, Qatar, Oman, Maldives and Philippines to offer assistance and give new ideas.
- Finally, they also sponsor training seminars in Germany, France for their customers who get hands-on training in many bakery and confectionery products in the Training and Consultancy Centers of their principals. Every year, Masterbaker sponsors 12 to 14 customers' staff on this special visits.

Mitras International



Mr. Suhhas Muliyl, Sales Manager and Mr. Sabin Jacob, Head of Operations and Marketing, Mitra's International, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

Mitras has been synonymous in UAE with consistent performances and quality of service from people who 'care'. A family of well managed professional and skilled work force since 1993, we take pride in our work and supply top quality range of seafood from its own manufacturing facility in Dubai, Africa, Indonesia and India.

With over 14 years of experience and expertise we are well established in the GCC and international markets with branches and distribution set ups. The distribution net work is supported with cold storages and warehouses spanning over 1000 MT and fleet of temperature controlled vehicles.

For almost over 15 years Mitras has been supplying the hospitality industry with an enormous range of competitively priced products. Providing meticulous attention to customer service and quality, making Mitras a trusted name in seafood supply in the GCC and International Market.

Mitras Gourmet is an audacious project being launched in the year 2007. The new venture will be founded with the guiding principle of quality and value for money and consistent service. Main objective is to service operators with reduced food costs, headaches and maximize profits.

In all we can say 'to produce the unique with no fuss'

Sawhney Foodstuff Co. LLC



Mr. Jasdeep S. Sahni, Business Development Director (Hotel Division), Mr. Ajit Sawhney, Managing Director and Mr. Dilmeet Sahni, Director, Sawhney Foods, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

Sawhney Foodstuff Co. LLC or SAFCO as it is popularly known, is today a name to reckon with as importer, exporter and wholesaler of all kinds of foodstuffs. Within a short span of time it has earned for itself an industry wide reputation, covering restaurants, 5 star hotels, supermarkets and retail outlets, as an extremely quality conscious supplier of poultry, mutton, beef, vegetables, dairy and dry foodstuff as well as kitchen and housekeeping items.

Established in 1994, as part of well established group of companies based in Dubai. SAFCO today is recognized as one of the largest traders of its kind in the Gulf.

We service major airline companies, resorts, hotels, restaurants, ships and various naval fleets with utmost care and awareness and are well recognized for our well maintained standards of international hygiene

control regulations.

Quality: SAFCO's popularity is attributed to a couple of factors. The first among them is quality. SAFCO sources its products from producers around the world, ensuring only the best reaches you. Fletcher and Richmond lamb from Australia and New Zealand, Howaco frozen vegetables and poultry from Denmark, Chailltone chicken from France, and various kinds of Salmon from Norway, to name just a few.

Freshness: Yet another factor going for SAFCO is the freshness of the product and its hygienic packaging that ensures a longer shelf life.

Availability: With a 500 MT cold storage capacity, products are readily available anytime: we take utmost care, proper packing, and racking reduces the risk of deterioration of products.

Porzellanfabrik SCHÖNWALD



Mr. Ranjan Salis, Regional Manager, Schonwald, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

Porzellanfabrik SCHÖNWALD, founded in 1879, is one of the most highly-respected global porcelain manufacturers.

The SCHÖNWALD quality seal „True brand-name porcelain“ has become an international symbol for the quality of design and functionality of tableware, guaranteeing professionalism, the highest-quality materials and workmanship. Customers are entitled to expect a high level of service.

The production of SCHÖNWALD products is carried out in Germany, in one of the most modern manufacturing sites in the world and, at the same time, the largest porcelain manufacturing facility in Europe.

The porcelain offered is captivating on account of its extreme durability and highly robust edges. The resistant glaze ensures that the tableware is colourfast and dishwasher-proof, guaranteeing that decorations do not fade.

Design – SCHÖNWALD's trademark

SCHÖNWALD's philosophy is that hotel porcelain, firstly, must be functional and meet all of the specific quality requirements of day-to-day life in the hotel and restaurant business perfectly, and secondly, the idea of helping hoteliers and restaurateurs to leave a unique and

indelible impression on their guests, thanks to captivating design on every table.

The fact that SCHÖNWALD manages again and again to impress with cleverly devised innovations and creations is due, on the one hand, to its collaboration with outstanding designers and, on the other hand, to its sensitivity to current trends. This success is reflected in the variety of national and international design awards which SCHÖNWALD has received.

Benefits for modern gastronomy

Therefore the primary concern of the porcelain experts at SCHÖNWALD is not design just for design's sake. Rather, the specific requirements of and benefits for gastronomes are the decisive factor when it comes to developing a new collection.

This does not only count for the shape itself but also the company offers advice on logos and decors, and assist in coordinating decors and designs with the customer's ambiance or corporate design, supplying these decors and designs long after the initial sale.

If you want to know more about the services SCHÖNWALD offers just have a look at www.schoenwald.com.

Transmed Foodservice



Mr. Fadi Selwan, Food Service Manager, Transmed, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

Transmed Foodservice, is a division of Transmed Overseas Inc, a leading and reputable FMCG distributor in the UAE for over 30 years. Transmed Foodservice has been active in expanding its UAE operations and infrastructure in order to meet the growing needs of the UAE Foodservice market. This has been achieved and continues to be developed by following very clear and well defined strategies.

It all started with putting together a strong team of experienced Foodservice professionals, and followed by a continuous training in the culinary industry, who have the capability to add value to the foodservice channel. This was coupled by partnerships with leading global manufacturers who are well known for their leadership in their respective product segments and who provide the industry with top quality products.

Transmed Foodservice represents today on exclusive basis solutions

from manufactures like Siblou (frozen seafood), Mc Cain (frozen French Fries, appetizers and desserts), Bonduelle (frozen vegetables), Lactalis (President range of cheeses, cream, butter and other dairy products), ConAgra Foods (Butterball Turkey, Crystal Wesson oil and Hunt's Tomato products), Castania (roasted nuts), Walkers (Shortbread and biscuits), Malongo Coffee and many other products aimed at the Foodservice channel.

The Transmed Foodservice set up is further fortified by a high standard HACCP certified logistics services operation whose sole mission is to provide best in class customer service levels, ensuring that our products reach our customers in top quality condition at the right time.

Today Transmed Foodservice is proud to service all Foodservice segments, ranging from hotels, Coffee Shops, Independent Restaurants and Chains, Catering companies and airline business.

Truebell Marketing and Trading LLC



Mr. Bhushant J. Gandhi and Mr. Hossam Horeiky from Truebell, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

Truebell Marketing and Trading LLC embarked on its journey in 1984. Truebell initially made headway into the food industry and immediately established itself as one of the more reliable suppliers of industry. Realizing the importance of the food industry, Truebell has been accredited a HACCP certified facility by Bureau Veritas since July 2007.

FOOD SERVICES

The Route to World Flavors

With more and more nationalities converging, the importation of authentic food items and fresh ingredients from all over the world has continually increased. Competitiveness in the Hospitality industry has encouraged Truebell to diversify its product offerings namely; Bakery, Pastry, Fresh Cheese, Pasta, Sauces, Coffee, Olive Oils & Vinegars, Fine cheeses and more..

Truebell Food Services Division has built a strong network of imports from around the world. With imports from more than 25 countries, supplies are imported by air, sea and land in Dry, Chilled and Frozen varieties.

INSTITUTIONAL SALES

The Route to Hospitality

An important aspect of making people from various cultures feel at home is through the carefully prepared, well-thought out amenities and the signature flavorful preparations in the hospitality industry.

Truebell Non Food Service division distributes leading brands of chinaware, flatware, hollowware, glassware, kitchenware, buffet ware and dish wash wares, linen, guest room amenities and various other articles used in the hospitality industry.



The WACS 2008 (World Association of Chefs Societies) biennial congress sees a coming together of over 1000 of the world's leading leisure-industry professionals.

The Congress will be held at Dubai International Convention & Exhibition Centre from May 12th to 15th 2008. (www.diccc.ae). The venue will be the centre's magnificent Sheik Rashid Hall.

The main thrust of the congress will concern showcasing the prevailing exotic lifestyle of UAE residents. Arabian culture and the myriad cuisines and cultures of the diversity of nations that go to the making of our great city of Dubai will be prominently featured.

Delegates will be educated and informed in and entertained by the living traditions, customs and philosophy of societies other than their own. They will be regaled with practical illustrations of the culinary sophistication and refinement reached by nations they, in some cases, have never before encountered.

The Competitions

Three major international competitions will be held during the congress:

The Global Chef's Challenge:

This practical cookery competition is a new WACS 2008 initiative. It will be inaugurated in Dubai during the 2008 congress. Seven senior finalists - each of whom will have triumphed as the best chef of their geographical region (through a world-wide series of competitions) - will be eligible to join culinary battle and compete for the title Global Chef 2008. This event will be a permanent fixture on the WACS 2008 competition calendar. The winner of this biennial battle can truthfully boast of holding a verifiable worldclass culinary title.

The Hans Bueschkens Memorial Trophy:

Here, twenty young chefs will each represent their respective countries, vying to be adjudged as the best young cook in the world. With only six-hours in which to complete the entire test - from the composition of the menu, to the service of the meals - this competition is designed to challenge each junior to prove to the jury the evidence of his/her culinary and organisational skills. (www.wacs2000.org)

The Meat & Livestock Australia Black Box Culinary Challenge.

Twenty-five teams of juniors, each consisting of: a team manager, a team captain, two cooks and one pastry chef, will compete in the grand final of a global inter-hotel competition that has taken the teams to two years of close competition to secure a place in the final. On day one each team will be presented with a black box of mystery ingredients; once the ingredients are disclosed, teams have just one hour in which to draw up a menu and present it to the organisers. The teams then take the ingredients for preparation to their place of work. The following evening each team must serve the menu as compiled by them to twenty guests. All plating and decorating and the work on the pass is undertaken in full view of the diners! An interesting and entertaining spectacle culminating in a 500-seat gala dinner for invited guests. (www.mla.com.au)

The Kitchen Arena:

Throughout the life of the congress, there will be featured a permanent kitchen arena.

Eight fully-equipped kitchens will be constructed in an arena setting; complete with lighting, back-projection screens, cameras and sound system.

A culinary MC will provide a running commentary on the events unfolding every day throughout the day.

The kitchen arena will be open for viewing to everybody: delegates, the general public and invited VIP's.

The arena will host the Global Chef Challenge competition; The Hans Bueschkins Memorial Trophy competition and the planned culinary seminars and workshops.

The whole arena will be decorated with national flags, bunting and the colours, branding and logos of our major sponsors.

Seminars and Workshops:

In addition to the competitions, there will be a programme of workshops and seminars set at the kitchen arena, hosted by industry leaders. These will include:

Thai cuisine and food decoration as practiced at the royal Thai palaces.

• Barbados conch and crab preparation • Iranian grills and breads • Lebanese cuisine and culture • South Indian specialties • Cuisine from the maharaja's palaces • Arabic khahwa customs • Camel meat and camel milk preparations • Fugu; the deadly and delicious fish

The Dr. Bill Gallagher Junior Chefs' Forum:

Inaugurated by our Honorary-President-for-Life, Dr. Bill Gallagher, the Junior Chefs Forum will be conducted at the same time as the main congress and will offer some elements of the main congress programme to juniors. The forum is a platform for the young chefs of the world to air their views. The encouragement and development of junior chefs is an important part of the WACS 2008 philosophy.

Although there is a separate programme planned for the junior forum it will be designed so as to converge with the main congress from time-to-time so that the juniors may associate with the senior delegates as much as possible.

In addition to the culinary competition; educational programme, networking and the exchange of ideas and information it will offer workshops and visits to key sites of interest during the period. It is open to all member countries of WACS 2008 each of whom will also be able to send one junior member to participate in the Hans Bauschkins culinary challenge at no cost. Also included will be junior representatives from the ECG. Junior chefs from around the world will be encouraged to attend so as to build international goodwill, and to develop future chefs.

A special dining facility will be part of the Hans Bauschkins culinary challenge so that juniors can sample the meals produced by their colleagues at the competition.

A special thank you to the WACS Congress 2008 sponsors

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Recipe for success

Horeca and Pride served together



Pride is undoubtedly one of the favoured brands for Cheddar Cheese. It's excellent taste, quality and flexibility in packaging options, portion-control sizes and cheese varieties has notched up many loyal customers. The brand now steps into the UAE Foodservice market through Horeca Trade, a partnership that ensures high quality and superior service. **We know how great we are. It's time you found out too.**

Pride		
Code	Flavors	Packing
8541	Fancy Choice Processed Yellow Cheddar Cheese	9 x 750 gm
8544	Block Processed Yellow Cheese	6 x 1.8 kg
8545	Block Low Fat Processed White Cheese	12 x 1 kg
8542	Burger Processed Yellow Cheddar Cheese	15 x 400 gm
8543	Low Fat Processed White Cheddar Cheese	15 x 400 gm
8546	Sliced Processed Yellow Cheddar Cheese	8 x 2.275 kg
8547	Sliced Processed White Cheddar Cheese	8 x 2.275 kg

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Discover Pride



Hisham Al Jamil
Managing Director
Horeca Trade LLC



Amir Farouk
Business Development Manager
Export Market Middle East and Africa - Pride

Any respectable cheese lover knows that the quality of cheese can make or break the dish you are trying to create. The experts at Horeca understand the importance of cheese in food processing and service. This is why they have scoured the world for the best kind of cheese, both in terms of quality and variety. That’s when they found Pride. A Cheddar cheese range that offers a wide array of choices, Pride Cheddar cheese is known globally as a high-quality product that offers a unique flavour to your food.

Horeca Trade has long been a trusted partner to the biggest and most prominent names in the industry. Our strict adherence to product quality, consistency and innovation, coupled with our service oriented staff has given us the required edge to be at the top. Our experienced sales staff always put the customer’s needs first, providing great support, with a response time that our client’s have come to appreciate.

“At Horeca, we are proud of our reputation for providing the food industry with only the best in quality brands and products. We want the food industry and our customers to experience the pleasures of a really great Cheddar. We take pride in the fact that we have consistently adhered to our high standards of quality, and continue to challenge the same only to make our products better,” says Hisham Al Jamil, Managing Director; Horeca Trade.

Pride offers a wide variety of Cheddar cheese that can be cut, wrapped

and packaged to your specific requirements. The range includes various types of burger melts, fancy choice slices, low and zero fat slices, blocks of cheddar - yellow and white, with different packaging. They have multiple applications, and are excellent for lasagne, salads, sandwiches, etc. The added value of Pride is that it comes in different cuts and pack sizes. Some that are individually wrapped and some are an “Ez” pick with unwrapped slices so that chefs can use it quickly without having to open one by one.

Attention to food safety and maintaining superior qualities are top priorities at Pride. Their facilities are inspected and audited by regulatory agencies and by several independent auditors, including AIB and many others. They are HACCP certified, ensuring that hygiene standards are kept as high as the quality.

“We believe in continuous quality improvement, and strive to produce the best cheese products. Our company is committed to producing quality Cheddar cheese that the customer can trust and rely on,” assures Amir Farouk, Business Development Manager, Export Market Middle East and Africa, Pride.

Pride is sure to become your preferred source for good cheese, a name that assures the quality, flexibility and responsiveness that you deserve.



PROMOTION
Buy products worth
AED 500 from Pride and
get a **FREE** voucher
worth AED 200 for
Pride products.*

Pride		
Code	Flavors	Packing
8541	Fancy Choice Processed Yellow Cheddar Cheese	9 x 750 gm
8544	Block Processed Yellow Cheese	6 x 1.8 kg
8545	Block Low Fat Processed White Cheese	12 x 1 kg
8542	Burger Processed Yellow Cheddar Cheese	15 x 400 gm
8543	Low Fat Processed White Cheddar Cheese	15 x 400 gm
8546	Sliced Processed Yellow Cheddar Cheese	8 x 2.275 kg
8547	Sliced Processed White Cheddar Cheese	8 x 2.275 kg



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*Important information: • Offer valid till stocks last • Fresh stock with long shelf life • Terms and conditions apply.

NESCAFÉ



Nestlé



Join Us at
Stand Z6-94!

ENJOY THE SHOW



As the official sponsor of the Salon Culinaire, Nestlé Professional will be showcasing a live cooking show at the 13th Gulfood exhibition, between the 24th and the 27th of February 2008. Stop by to experience a sensational fusion!



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