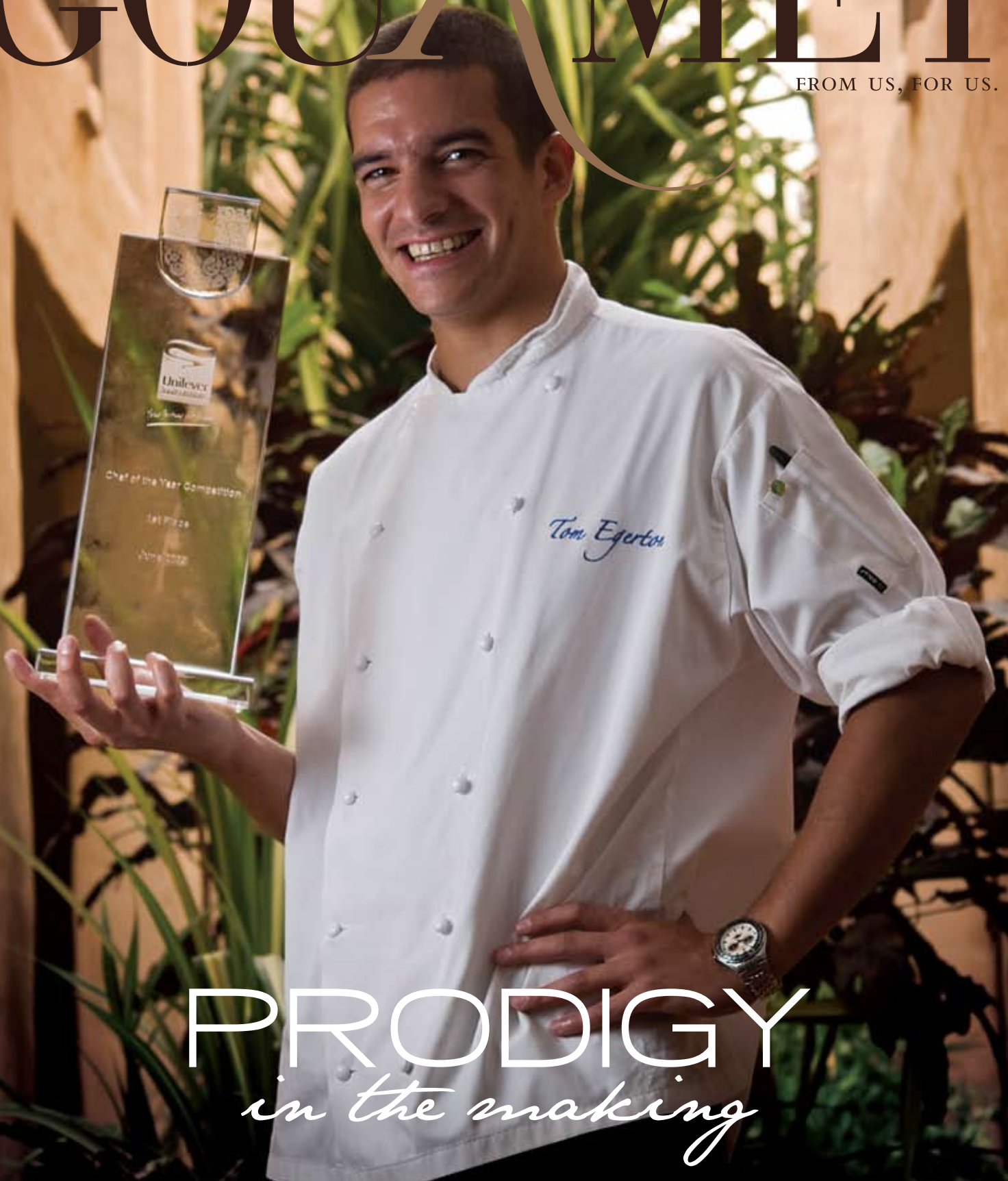


JULY 2009

GULF GOURMET

FROM US, FOR US.



PRODIGY
in the making

Now *in* Market



Salad Dressings



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FROM THE *President's* *station*

Dear Fellow Chefs, Colleagues, Ladies and Gentlemen,
Welcome to the July issue of our Gulf Gourmet.

We are all looking forward to the very exciting JCY 2009. Despite the difficult market situation, we will have one of our biggest JCY competitions ever. I would like to thank all the competitors in advance for the training, hard work and effort they have put into this year's competition. I would also like to thank the members of the jury who take the time off their busy schedules to support us - we are really grateful for that. A big thank you also goes out to all the supporters, beginning with the DSS committee, to Bryan and his team from Impresario, and our sponsors - Al Otaiba for the kitchen, our class sponsors - DAAWAT rice through Federal Foods, IFFCO, The US Beef Export Federation through Amfi, Ecolab, and Effect Energy Drink through ESF. And last, but not the least, thank you to the hotels who are hosting the judges - Le Meridien Minaseyahi, Radisson Blu Hotel, City Season, Moevenpick, Crowne Plaza DFC, and Intercontinental Festival City. Of course, the event would not be the same without Josephine, Alen, and all the marshals and helpers.

I would like to congratulate Chef Tom who won the Unilever Chef of the Year semi - final, and we all wish him luck and all the best at the final in Johannesburg, South Africa.

After great competitions in Oman and Jeddah in May, another noteworthy event was organised by the Egyptian Chef's Association, who hosted the National Salon Culinaire in Cairo City Star - mabrouk to Chef Markus and the team.

Most of you know that one of our big supporters, Federal Foods, have lost part of their premises due to a fire, but the team worked very hard, and they are already back in action, and the distribution is running smoothly again.

Our Junior Training in June was conducted by Chef Bobby Kapoor of Custom Culinary - thank you to everyone involved, especially to our host Jiji Mathews and the Federal Foods team.

Please also take a moment to look at the Friends of the Guild pages, and see all the corporate members who are supporting the Guild, in addition to the profiles of our corporate members in this issue - Unilever Foodsolutions, Winterhalter, IFFCO, Lambweston and Emirates Snack Foods.

Thank you Chef James Griffith of Emirates Flight Catering and his team for hosting the June meeting. Hope to see many of you at the US Honey Workshop on July 4th and 5th, and for our July meeting on July 5th at Dubai Marine Beach Hotel.

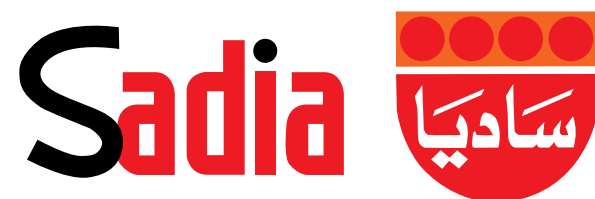
Culinary regards,

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

friends of the guild



دائرة السياحة والتسويق التجاري
Department of Tourism and Commerce Marketing



friends of the guild

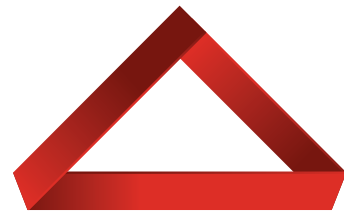


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GULF GOURMET

FROM US, FOR US.

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GULF GOURMET
FROM US, FOR US.

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UNITED WE STAND

As the participants hustled around, the judges sat in heated debate about who deserved to represent the country in the Unilever Chef of the Year competition, to be held in South Africa. Gulf Gourmet brings you the lowdown on the chefs, the food, the winner, and, most importantly, the camaraderie.

Sabina Giado



A long time and dedicated supporter of the culinary industry, Unilever Foodsolutions organised the semi-finals of the Unilever Chef of the Year competition in Dubai last month. The winner will be sent by Unilever Foodsolutions to Johannesburg, South Africa, to compete in the finals, to be held on September 11, 2009.

The excitement and tension in the air was palpable as chefs hustled and bustled in and out of the kitchen, plating their creations in a bid to win the Dubai leg of the Unilever Chef of the Year competition.

Seven judges, luminaries from the local culinary scene, cast a critical eye on the participants' creations and noted their observations. The seven master chefs discussed the relative merits of the participants for a tense hour as the contestants cleaned up.

Chef from won third place, while Chef Mohammad from this hotel won second runner-up. Ultimately, Chef Tom Egerton, Sous Chef at Rhodes Mezzanine, emerged victorious.

Chef Uwe Micheel, President of the Culinary Guild and the Director of Kitchens at Radisson Blu, stressed on the winner's significance, not simply as the winner of the Dubai leg of the competition, but as a culinary ambassador from the UAE. As such, he asked everyone present to help and support him by opening their kitchens and their expertise to him.

Ramez Helou from Unilever Foodsolutions closed the event with a tribute to the spirit of competition, and an assurance of UFS's commitment to the culinary arts in the region. He stated that the competition is one of the many Unilever-organised events to support young talent in the region.

As Chef Tom enjoys his shining trophy, his colleagues and seniors are gearing up to support and train him, to ensure he comes home with an even bigger one from South Africa. Our fingers are crossed!



JUDGES

Chef Patrick Lannes, *Chef Director, Grosvenor House and Le Royal Meriden*

Chef Uwe Micheel, *Director of Kitchens, Radisson Blu*

Chef Marcus Gregs, *Executive Chef, Movenpick Hotel*

Chef Michael Kitts, *Executive Chef/Senior Lecturer at the Emirates Academy of Hospitality Management*

Chef Christian Biesbrouck, *Executive Chef, Courtyard by Marriott & Marriott Executive Apartments*

Chef Eudoxios Bekris, *Executive Chef, Address Hotel - Dubai Mall*

Chef John Redding, *Corporate Executive Chef, HORECA Trade*

PARTICIPANTS

Grosvenor House Hotel / Chef Tom Egerton

Le Royal Meridian Hotel / Chef Micelli Alessandro

Hilton Dubai Creek / Chef Grant Parry

Radisson Blu Deira / Chef Antonio Domingis

DIFC Intercontinental Hotel / Chef Muhannad Tariq Al- teem

Shangri-la Hotel / Chef Clinton Cooper





A TASTE OF HUMBLE PIE

This day of all days, Chef Tom Egerton cannot get rid of his self-conscious grin. He steps forward unsurely, shock writ large on his face as his name is called, and accepts his prize. From the very start, Chef Tom shows that he is not one to rest on his laurels - on requesting an interview, he asks for some time to gather feedback from the judges first.

Chef Tom won the coveted first place at the semi-final of the Unilever Chef of the Year competition held in Dubai. He will represent the region in the finals, to be held in Johannesburg, South Africa, in September this year. The self-deprecation continues when we ask how the competition was for him: "It was tough! I was very nervous. I hadn't had much sleep the night before. There were parts of the dishes that I felt weren't quite right. I thought I would have done it differently if I had done it again," he says.

Nevertheless, Chef Tom proved his culinary mettle, and is going to represent Dubai in the Unilever Chef of the Year Competition

in South Africa.

Chef Tom, Sous Chef under Chef Paul Lupton at Rhodes Mezzanine in Grosvenor House, tells us of his abiding passion for food. "When I was younger, I always had to cook at home. Between me, my brother and sister, we had to cook one meal each week," he reminisces. He would always cook very simple food, even frozen pizzas. But even then, he was innovating, adding things, "giving the dishes my own personal touch".

Chef Tom's first brush with the culinary arts came quite unexpectedly during a gap year spent in Australia. He had a place to study mechanical engineering in Coventry University, so before he began his course, he decided to spend a little while in Sydney. He worked part-time as a lunchtime waiter and a pot-washer in the evenings, but gradually became more and more involved in the inner workings of the kitchen.

"The buzz on a Friday night - when you're absolutely hammered,

everyone's running around and knows what they're doing, and at the end of the night, you've had a good service... that adrenaline rush is what initially drew me to this career," he explains.

A phone call to his parents later, his stint at Coventry was scrapped and he launched himself completely into cooking. He spent six months doing similar work in Melbourne before returning to London to study the culinary arts at Westminster Kingsway College.

During those few years, he gained as much experience as possible, working at a catering company, different restaurants and even a few private homes. Upon graduating, he began work at Rhodes 24, celebrity chef Gary Rhodes Michelin-starred restaurant on the 24th floor of the tallest building in the City of London. He cites Chef Adam Gray, his head chef at Rhodes 24, as one of his greatest culinary influences.

But life was going to change for him once again, taking him towards Dubai and Grosvenor House. After his fiancée decided to move to Dubai, he followed. He handed in his notice at Rhodes 24, only to be told that Gary Rhodes would be opening a new restaurant in Dubai, where he would be needed, along with his new head Chef Paul, to train the kitchen staff.

His many years of association with Gary Rhodes has led Chef Tom to adopt a similar culinary philosophy: "I like fresh simple ingredients. If you've got good quality products, you don't need to do too much to it. I quite like having simple, well-cooked and well-executed dishes. It can be a simple steak-and-kidney pie - a very humble dish - but if it's done well, with good ingredients, and executed well, I would prefer that to a really intricate dish with lots of different flavors," he explains.

Here in Dubai, it sometimes becomes a challenge to find the fresh simple ingredients he so craves. Most goods have to be imported. This not only ups the price, but also affects the quality and freshness of the final product, he says.

On the bright side, the well-equipped new kitchens here in Dubai are easier to use than the more worn kitchens in some London restaurants, plus the culinary scene has suddenly taken off in the past year with a lot of exciting new restaurants. Rather than feeling threatened, Chef Tom views Rhodes Mezzanine's competition as incentive for the Michelin-starred restaurant to reach even greater heights.

So what's in the future for this talent? "I'll definitely be in Dubai for another couple of years. I enjoy training and teaching, and showing other people the skills I have. So maybe there's an opportunity there to go into teaching. I also enjoy talking about what I do, and generally people enjoy listening," he smiles.

But for now, Chef Tom is preparing for the big finish in South Africa this September. He seems pragmatic as always, calling it a challenge, "like most things in life". He ends on a characteristically modest note, saying, "I hope to get some help from some of the guys who were here in the competition. Hopefully, I can go and speak to them and see what they're doing with their menus and their food. There are lots of dishes that I looked at today and thought were brilliant, a lot better than mine." 🍴



MORE THAN A PROFESSIONAL

As Rabie Issa's completes 13 years at Nestle Professional, he gets ready to begin a new chapter in his life – moving to Kenya to spearhead Nestle Professional in East Africa. He talks about the secret to his success and his most memorable moments with Gulf Gourmet.

Tasneem Abdur-Rashid

Rabie Issa is a confident man. It's not just his ability to carry off a pink shirt that speaks volumes about his character - everything in his demeanour, from the twinkle in his eye to his smooth voice, oozes charm and confidence. No surprise then that he excels in the sales industry. His love for interacting with people, ability to speak about any subject, and his devotion to his brand make him a successful salesman, and even today, as regional business manager, he believes that his sales skills are an integral part of his role.

Humble Beginnings

Issa is obviously an avid Nestle supporter (in fact, you will never find a competing brand in his kitchen cupboards), and it's surprising to know that in 1996, when he was made redundant during the Canadian recession, he 'fell' into his role at Nestle. Newly married and soon to be a father, he took on the job as Sales Executive despite it being a step down for him, knowing that he could potentially have a long and prosperous career with the world's foremost nutrition, health and wellness company.

His instincts proved to be correct. He quickly climbed up the ranks, from Sales Executive to Sales Supervisor, to Sales Manager, National Manager, Food Services Manager, Business Manager and now Regional Business Manager. "Nestle is a company that takes care of its staff," Issa explains, "When you work for an organisation that has its staff interests placed alongside its business interest, brand loyalty and devotion naturally increase. In turn, you find yourself giving more to the company, and with Nestle, the more you give, the more you get back."

Growing Up

Issa's social skills can be attributed to his nomadic childhood. His father's career at Middle East Airlines meant extensive travel. He was born in Lebanon, spent many years in Europe, did his bachelor's in Economics at Albany College, New York, and then settled in Canada, where he completed his MA in Hotel and Catering.

His father had joined Middle East Airlines at 17, and worked there his entire life until he retired as Assistant Vice President of Traffic Control. Issa inherited both his interest in hospitality as well as his brand loyalty from his father, who taught him that there is no limit to growth within a company you not only love, but one that loves you back.

Issa was offered a position in Dubai almost immediately after joining Nestle, and he jumped at the chance.

Moving forward

"The challenges of working in Dubai are different from other parts of the world. One, because it's a cosmopolitan city with people from across the globe residing and working in it. But the bigger challenge is the turnover of people. When you work in sales, you rely on a contact base that you build up, and the relationship you have with those contacts. In Dubai, people are coming and going constantly, and the key contact that enabled you to secure a sale may no longer be in the country, and you have to almost start from scratch," he explains.

Lucky for Issa, he thrives on challenges. When he arrived in Dubai, the city was a little more than wide expanses of desert and minimal construction, and he was expected to assist with establishing the brand in what was not much more than a ghost town. "I remember looking out the window from Al Moosa tower and being able to see as far as the Hard Rock Cafe – with no interruptions. Also, coming from the Canadian winters to Dubai summers was shocking," he smiles.

Since Issa joined the company, he has been one of the main pillars in establishing Nestle Professional in the Middle East, which contributes towards at least 50 per cent of the company's turnover. Taking a very 'hands-on' approach to his job, Issa spends most of his time in the field, meeting wholesalers, purchase managers, and so on. He is rarely found behind a desk and is usually found with his sleeves rolled up rather than wearing a tie. In fact, his only routine vice is his morning cuppa. "The only absolute routine in my life is my morning cup of Nescafe Gold Blend," he confesses with a sheepish smile.

His sense of adventure is shared by his family – his wife and his two sons, aged 12 and 10, and every evening is a lesson in East Africa at his home. "My new position will involve setting up Nestle Professional from scratch, and I'm very much looking forward to the challenge of doing so. I don't know how long I'll stay there – until the job is



done, however long that takes, but I definitely don't see the end of my career as Country Business Manager," he states.

His positive attitude comes from his varied experiences, the most memorable of which was securing Emirates Airlines as a client. He admits, "I have learnt that everything I have done in my career, from when I first came to Dubai and walked around the city pitching to restaurants and coffee shops, has meant something. Back in 1997, I met a local guy in a coffee shop and we got talking. Years later, it was he who I pitched Nestle to, and he helped me secure Emirates Airlines. I'm still friends with him today."

Issa does not underestimate the value of a good relationship, and he makes sure he puts in the time and effort to nurture all of his relationships. All his clients have visited him in his home, their wives are friends with his wife, and they enjoy a social relationship. His networking abilities, Issa believes, is one of his key attributes today.

The Emirates Culinary Guild

The relationship between the ECG and Nestle Professional has been a solid one since 1996, when Issa first met Chef Uwe Micheel and Chef Alan Pedge, knocking on Chef Uwe's door and being welcomed with open arms.

"We have a professional relationship that benefits both sides," Issa explains, "When I first heard of the guild in 1996, I knew immediately that sponsoring them would foster a prosperous, beneficial relationship for life. I was

looking to explore opportunities that would strengthen Nestle's position in the food industry and the ECG is the industry. Since the day we first started working together, there has never been an occasion when I have knocked on the Guild's door and they haven't answered."

Their relationship has been further celebrated in the ECG's decision to award Issa with lifelong honorary membership of the Guild. As ECG membership is restricted to culinary professionals who are directly involved with food preparation, this honour is a great one, and bears testimony to the firm partnership between Nestle and the ECG.



Looking Back

"I feel as though I am leaving behind a tree that I planted," confesses Issa, "Emotionally, it is going to be difficult, especially leaving all the friends that we have made over the years behind. Kenya is going to be such a different experience from Dubai, and as excited as we all are, it is going to be hard to let go of the life we have carved for ourselves here."

However, Issa's positive attitude and experience with exploring new markets will help make the transition easier. Confident without being arrogant, friendly without being overbearing, he certainly has the qualities it takes to settle in a new land and make new friends. His successful career path demonstrates that he has what it takes to launch Nestle Professional in East Africa, and make it as prominent as it is in the Middle East. Although his presence here will be sorely missed, we look forward to Issa pushing Nestle Professional to the next level. 📍



Looking Forward

In its third session, the Junior Chef Training event was conducted by Chef Bobby Kapoor from Custom Culinary. Gulf Gourmet brings you some moments.

The Emirates Culinary Guild and Federal Foods Junior Training event, in its third session, saw bigger crowds and more keen chefs, looking forward to learning skills that will help them be better professionals.

Chef Bobby Kapoor from Custom Culinary addressed an eager-to-learn and enthusiastic audience as he took the floor. The chefs mingled and discussed their concerns in an informal setting, leading to an event that was both entertaining and educational. 🍳





presents

THE *Chef's* TABLE



Charbel Khachan,
Group Executive Chef,
Shakespeare and Co, *discusses*
love and food with Gulf Gourmet.

What does food mean to you?

I believe that good food is a mix of the body and soul.

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

In the kitchen, I immerse myself in food, using my creativity, going crazy with fine-tuning every dish, keep myself well organised, concentrated, serious, and full of energy.

Out of the kitchen I'm good listener, imaginer, sharing ideas and a funny person.

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

The Australian prime minister, the President John Howard, Canberra Act Australia. I remembered what his favourite dish was one year after I has served him.

Also, when I was an apprentice in France, I had the opportunity to cook for French president Jacque Chirac, and he enjoyed his food so much, he sent his warm compliments to the chef.

Can you tell us about a funny kitchen disaster?

There was a time when we ran out of gas and electricity during peak hours.

Who cooks at home?

It depends on the invitees, whether they are friends, family, or VIPs.

What do you do when not cooking?

I generally think about new recipes, and explore fine dining restaurants in the city. I also enjoy reading design magazines, working out, shopping, and going out and having a good time.

Do you eat to live or live to eat?

I eat to live, and I treat food as a positive side of my lifestyle.

What is your favourite dish?

Mix Mediterranean barbecue, with grilled vegetables and dips.

What would you never eat?

I consider myself a gourmet with a high curiosity for food, so I eat any approachable-looking dishes. But yes, I do avoid fast food, deep fried, junk and preservative food.

What's been your worst experience with food?

Well, one was at the world cuisine contest 'Bocuse D'or', when the gas and the water went out of reach in the middle of the competition.

And another time was then a supplier presented an excellent

sample, and delivered something entirely different the next day.

And your best?

When I anticipate my guests expectation, and when s/he never stops talking about what s/he has eaten.

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

A fresh, healthy cuisine with all the ingredient from my organic restaurant's garden.

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

As I'm athletic person, and I always look for a balanced meal, I would opt for Paella because it contains:

- Fish, seafood, chicken and lamb for protein, energy, vitamin a iu, phosphorus p, potassium k, sodium na, etc
- Vegetables for phosphorus p, potassium k, calcium ca, vitamin c, vitamin a, rae, vitamin a iu, etc
- Rice for carbohydrates, potassium, phosphorus, etc
- Saffron and olive oil for iron

What's your favourite kitchen appliance and why?

I believe in that saying: skilled chefs want professional tools, and one of those is simple - the plastic scraper. For me, an outstanding chef is one who is both partner and patron to



Prawn Marinated Lemon Grass,
Sea bass Seared on Braised Red Cabbage
and Caramelized Leeks, Sole Ballotine
in Croustillant Tuiles, Coconut Passion
Fruits Dressing



Degustation of Golden Pearls Antipasti
Salmon Gravlax on Couscous Tabouleh,
Broccoli- Asparagus Dom and parmesan
chips, potato vegetable bourse.





What's the most overrated ingredient/dish?
I would say saffron and the truffle.

Your favourite brand for accessories?
S.T. Dupont and Mont blanc.

Your favourite bar/nightclub in Dubai?
Teatro at Rotana Hotel Tower.

Your favourite cologne?
Giorgio Armani, Dolce & Gabbana and Habit Rouge from Guerlain.

Your favourite film?
The name of the rose and The Mission.

Your most memorable vacation.
In the old legendary Cartier of Paris city and in Moscow, the city that never sleeps!

Your favourite brand of suits?
NINO Cerutti and Gucci.

Your kind of music is...
Medium- Slow, such as Brian Adams, Chris DeBurgh, Elton John & Whitney Houston.

If you could cook for a celebrity, who would you cook for?
Nelson Mandela.



Chocolate Red Fruits Dom on Sable Vanilla, Red Fruits Compote and Vanilla Cremeux in Chocolate Cup, accompanied with Wild Fresh Red Fruits

the establishment. His loyalty comes forth not only in the beautiful dishes he makes, but also in reducing waste, which one can do best with this small plastic scraper.

What's the one ingredient you cannot cook without?
For fantastic dishes, it's important to combine multiple flavours like cheese and grapes. The French believe that cheese with grapes are more delicious and sweet than lovers kisses.

But if I have to choose one, I would go for salt.

Starter

Degustation of Golden Pearls Antipasti
Salmon Gravlox on Couscous Tabouleh,
Broccoli- Asparagus Dom and parmesan chips, potato vegetable bourse.

Fish Course

Prawn Marinated Lemon Grass,
Sea bass Seared on Brazed Red Cabbage and Caramelized Leeks, Sole Ballotine in Croustillant Tuiles, Coconut Passion Fruits Dressing

Meat Course

Lamb Rack Breaded Pistachio-Parsley, Vegetable Tian in Crispy sesame-Almond Fillo, Ratatouille on Bitter Almond Biscuit, Veal Rosemary jus

Dessert

Chocolate Red Fruits Dom on Sable Vanilla, Red Fruits Compote and Vanilla Cremeux in Chocolate Cup, accompanied with Wild Fresh Red Fruits





ASSIA *Aspiration*

Chef Iqbal Nurul, Brand Chef Manager at Assia In Wok, talks about his Asian roots and vision for the future.

Born on the remote island of Somatra, Indonesia, Chef Iqbal is extremely humble with simple beginnings. His love for cooking, he says, was inspired by his love for travel - his uncle, a head pastry chef for an American cruise liner, showed him the path to fulfilling his dreams. "During one of our conversations, he said to me that if I wanted to travel and see the world, becoming a chef was the right job for me. So I pursued that path, and here I am today," he smiles.

Early in his career, Chef Iqbal was snapped up by the Accor Group, where, over a period of two years in Jakarta, he worked up through the ranks. The travel bug hit him in 2002, and he moved to Dubai to join the opening team of the Fairmont. "I loved the excitement of working with a new hotel in one of the fastest growing cities in the world, and I wanted to bring the flavours of 'home' to this wonderful place," he explains.

More recently, Chef Iqbal delighted guests at a Chinese restaurant chain in Oman, and now joins a new chain of restaurants, Assia In wok. Realising early on in his career that the best chefs in the business were those who specialised in the cuisine that they grew up with, Chef Iqbal knew that Asian influenced food was his calling. "I love my country and the food that we create, and I wanted to share this with the world," he states.

Describing himself as a straight talker and somewhat moody, Chef Iqbal's favourite vacation spot is a far cry from the hustle and bustle of kitchens and consumers. He pictures himself unwinding in a tranquil setting, where he is surrounded by forests and mountains, and is indulging in his favourite pastimes, photography and writing.

For the moment though, he is happy being where he is, excited by the future of the Assia In Wok operation. "The best part of my job is being able to help the other kitchen staff to grow. Being Brand Chef Manager, you need to be outside the kitchen, looking for better



sourcing, developing new menu ideas, and generally making your kitchen operations the absolute best. To do this, you need highly skilled staff with a good understanding of operations and your customers - this is my focus. I always ask my staff to abide my one motto, 'Achieving your goals requires work and dedication'," he says.

And what does the future hold for one of Dubai's brightest talents? Says he, "My dream is to open my own restaurant back in Indonesia. I haven't thought of the name yet, but it will definitely be a fusion of Asian and International cuisine, bringing together my heritage and my experiences here in Dubai."

We look forward to that one.

DUCK HOISIN

Ingredients

For the duck breast

- 2.2 kg duck
- 1 kg carrot
- 1 kg leek
- 100 gms garlic
- 100 gms five seasoning
- 100 gms rock salt
- 20 gms anis star

For the dish

- 200 gms duck breast
- 50 gms pak choy
- 30 gms Shitake mushrooms
- 20 gms carrots
- 15 ml sunflower oil
- 80 ml hoisin sauce (mix 50 ml hoisin sauce with 30 ml oyster sauce)
- 300 ml Vinegar

Method

For the duck breast

Chop the vegetables and keep all the ingredients ready. Mix all the vegetables and spices. Stuff the mixture in the duck.

Boil water and add vinegar. Baste the duck for about 5 minutes. Then roast in the oven at 160 degrees Celcius for 25 minutes.

For the dish

Slice the duck and arrange on a hot plate. Chop the vegetables and sauté them. Place around the duck slices on the plate. Add some water and hoisin sauce. Pour onto the duck. Serve hot.





presents

dessert in the desert

*Chef Pascal Dupuis,
executive pastry chef at
Shakespeare & Co, brings a
French twist to the Dubai
patisserie scene.*

Flor B. Pamintuan



He has prepared special desserts for two of France's longest serving presidents, Francois Mitterand and Jacques Chirac. One of his creations also landed at the Vatican, on the table of Pope John Paul II during his 77th birthday. When he was working in Lebanon, he also prepared and served desserts for the country's different presidents.

Prestigious feats, and yet, Chef Pascal Dupuis is not one to brag.

As he ponders on these memories, he could only smile and jest, "it's all part of the job, but yes, those were the good times in my life. I really enjoyed it. It's very interesting. It's a rare opportunity, and I am glad I was able to create and serve special desserts to these special people."

So what brought him to Dubai? "The owner of Shakespeare & Co. knows the owner of our company in Lebanon where I used to work. They then asked me to work as their consultant for three years. I would come to Dubai twice a year, helping them out in running the business, but when the war broke out in Lebanon in July 2006, I decided to join them full time," he explains.

As executive pastry chef at Shakespeare & Co., Chef Pascal oversees the production and preparation of the café restaurants' pastry and dessert – from the in-house ice cream, truffles, and tart to personalised and special order cakes.

He reveals, "I was introduced to a pastry chef when I was young, and it was interesting. I started to bake cakes, and it started off as just a hobby. But today, it has become a passion for me."

Born and raised in a small village in France called

St. Thibault des Vignes, Chef Pascal started his professional career at the early age of 16. After finishing school, he stayed in Paris for five years, and at the age of 25, he decided to work abroad. He travelled and worked in different countries in Europe, like Switzerland, Spain and Belgium.

Chef Pascal wanted to go to New York, and was waiting for a call about a job opening in a pastry shop, when fate intervened. A friend invited him to visit Lebanon to assist in the opening of his patisserie. "I was supposed to be there for six months for the opening, but I ended up staying for 14 years," he laughs.

Chef Pascal applied all his acquired knowledge, technique and experience in satisfying the discerning tastes of his guests. "Everywhere you go you will find different guests. Some guests are very choosy; others are really nice and will appreciate your food, while others complain," he says.

But that does not mean he dismisses complaints. "I tried to find out the reason(s) behind it. Some complaints are not justified. It might just be a misunderstanding between a guest and a staff who was taking the order. It's never easy to have guests complaining, but you need to resolve it," he explains calmly.

"It doesn't happen all the time, but some people try to make a big story out of small things. But there are those who are very nice, even with small details. They would come up to you and appreciate what you have made for them. People are different everywhere. If you serve the same plate, let's say to a hundred people, fifty percent would say they like it, and the other half would say no, so it's always hard to satisfy everyone. The challenge is to satisfy the guest, because when they complain, it is a problem, and we have to reduce the number





of guests complaining,” Chef Pascal adds.

Chef Pascal feels that it is also important to study the palate of his guests, especially in Dubai, because people here come from different cultures and have different preferences. “If you go to a different country and you only serve what you know, it will not work well, so I need to make adjustments. When I came here, I adjusted the recipe, I adjusted the flavour, because Arabic people don’t like too much sweet, unlike the in France. If you are in France, cakes are much sweeter, but not here, so you have to play with the recipe and adjust it to the customer’s demands,” he clarifies.

And his success comes forth in the fact that his chocolate mousse and hazel nut cream cake is a big hit, and the choice of most diners at Shakespeare & Co. And yet, he does not classify it as his signature creation. We will have to wait for that, but Chef Pascal assures us it will include three ingredients - red fruit, chocolate and vanilla.

Chef Pascal specialises in customised cakes, and considers this to be his forte. “I can produce many or just one or two cakes in a day - it depends. If it’s a wedding cake for two to three hundred people, I will spend one day for the whole cake so we have our daily production and our special production. I have a team with me and I oversee both,” he says.

The future is something Chef Pascal is looking forward to. “I will move to a country that is not as hot as the UAE - pastries don’t like hot temperature. It’s always complicated,” he smiles. At the moment, he is comfortable shuttling between Dubai and Lebanon – his family, wife Pauline, son Michel and daughter Sophie have stayed back.

“Running a pastry shop is a 24/7 job. This is why I think it’s better that my family stays in Lebanon.

When I was working there, it was like that, and even if my home is in the same country, it’s hard to spend time with my kids. So it’s much harder here in Dubai,” he says.

Professionally, Chef Pascal tries to go to France once a year to update himself on pastry making, and hopes to soon join the Relais Desserts International, a professional association composed of the biggest names in the pastry world with a common desire – to promote high pastry. “There is where you find the best pastry chefs in the world. It allows members to meet, exchange ideas or recipes, working methods and techniques,” he says.

Meanwhile, he is keeping up the good work of creating unique offerings for a versatile customer base, keeping them coming back for more. 🍪

Quick bites

Dark or white chocolate – Dark chocolate.

Strawberry or blueberry – Good strawberries. Not the basic ones.

Cheesecake or Chocolate Pudding - Cheesecake.

This is one cake I discovered since I worked in Dubai because I never made cheesecake like I make it now.

Whipped icing or Sugar icing – Sugar icing.

Fondant or marzipan – Marzipan, because there is more flavour in marzipan. Fondant is only sugar and you won’t find any taste with fondant.

Sponge cake or fruit cake – Fruit cake.

Sliced or nibble size – Sliced.

Wedding cake or birthday cake – Both.



presents

THE ITALIAN KITCHEN

ALESSIO RUFFONI, *General Manager, Frankie's*,
chats with Gulf Gourmet about his love for cooking and the people that come with it.

Umaina Tinwala



As you walk into the very Italian Frankie's restaurant at The Walk, JBR, a friendly man behind the bar greets you with a smile. Odd, we thought, that a bartender would have a suit for a uniform. As he passes on the glasses he has just filled to the waitress, he moves out and introduces himself, "I'm Alessio Ruffoni, the General Manager here."

And this is just one of the things that this good-looking young man brings to this restaurant.

"I believe that if you want to be in this line of work, you have to love working with people. If you don't like meeting new people, you have no business being here," he asserts, as if to explain his stint behind the bar and his ease of interaction with his staff.

But this was not always Ruffoni's passion. His first choice was, in fact, to be a chef. Hailing from a small town outside of Milano, Ruffoni developed a love for cooking early on, when his father used to experiment in the kitchen. "He was not a chef, but he loved to cook, and I cooked with him since I was 8 years old," he reminisces.

Deciding this was his calling in life, Ruffoni enrolled in a hotel management school. "During the course, we have to work in different departments within the hotel. I soon realised that if I became a chef, I would be one among many, but if I opted for front office jobs, I would have better prospects," he says. And wanting to

be the best at whatever he does, he chose to change his preference at this time.

Of course, his friendly nature and fondness for people helped. After finishing his course in 1999, he worked in a few hotels around Italy gaining experience and knowledge. "But I knew if I wanted to grow from my position as a waiter, I would need to speak better English. So I applied and got a job at the Radisson hotel group and moved to Dublin," he says.

As a native Italian speaker, who knew and understood very little English, it was tough for Ruffoni in the beginning. "I could barely understand what anyone was saying. I could take orders and give people direction – tell them whether to go left or right – but nothing more!" he laughs.

He developed a plan for himself, and gave it six months – he would master the English language and be back in Italy in six months time. "We Italians love to travel, but we also like to stay home. And I wanted to go back to Italy," he says. But fate had other plans for him. He fell in love, and ended up staying at the hotel and the in the city for three years.

During this time, he flourished in his job, and grew from the position of a waiter to Asst Manager. But he soon tired of the city, and wanted to explore other options. "But I was also happy with the brand and wanted to stay with them. So I approached them, and they offered me the position of Brasserie Manager in Manchester, so I took it," he says.

In just under a year, Ruffoni was promoted, and was now handling three F&B outlets, sort of like an Asst F&B Manager would. "That's the great thing about Radisson. They give you the opportunity to learn and grow within the company, and they always support you," he smiles. However, as happy as he was with the company, it was time to do something different.

So in July 2006, on a friend's recommendation, Ruffoni sent an online application for a job in Dubai. "I knew nothing about the city, and was not looking to come here in particular. It was the job that interested me

As a native Italian speaker, who knew and understood very little English, it was tough for Ruffoni in the beginning. "I could barely understand what anyone was saying. I could take orders and give people direction – tell them whether to go left or right – but nothing more!" he laughs.



really. I was curious about the place though, so even though the position – Restaurant Manager at Le Meridien – was step down for me, I took it up,” he says. Always up for a new challenge in a new environment, he packed his bags and moved to Dubai.

In a year, he was promoted to Asst F&B Manager, and was handling the 14 F&B outlets. “It was a huge operation, and one that I will never forget. This job really gave me a lot of exposure and experience. It was here that I learnt the importance of attention to detail, of going that extra mile for the guest, and working closely with people,” he explains.

Ruffoni, who was used to working mainly with Polish, Indian, French or Bulgarian people, suddenly found himself in a multi-cultural environment like none other. “I think I was happiest about that. I had the opportunity to work with Sri Lankans, Filipinos, etc, which was great because I learned so much about their cultures,” he smiles.

His people skills came in handy with guests as well, as he converted visitors into regulars, and established a relationship with them that kept them coming back for more of the same friendly service with a smile.

In 2008, Ruffoni came across an opportunity to join Frankie’s, and after much thought, he decided to go for it. “There were many reasons behind my choice,” he says, “To begin with, I have always worked in hotels, and this was an opportunity to do something different. Also, I had met Frankie when I was working at Le Meridien, and he is a really down-to-earth person who I thought I would enjoy working with. And most importantly, I would get the chance to run this restaurant as my very own.”

In a hotel, one is always reporting to somebody else. All ideas have to go through a process before they can be tried, and even that meets with some resistance. “Here, I can implement my ideas and see them unravel before my eyes, I do sit with my boss and we discuss the direction in which we need to take the brand forward, but on a daily basis, I am in charge of running the place. So in one sense, it is really like my own restaurant,” he

explains.

Also, he shares a good relationship with the chef, which allows him to make suggestions on the menu as well. “We sit together and discuss things, and when I feel something is missing or something should be added, I can speak my mind freely. And trust me, chefs can be very tough about these things. I have worked with many chefs in the past and have even had some pots and pans hit me on my back,” he laughs.

At Frankie’s, feels Ruffoni, you would ever guess you

are in Dubai. “The atmosphere is very international, and you feel like you are in Europe. And yet, it is a casual, informal, family restaurant – we have a lot of bookings for tables of four – that serves great food with great service,” he says.

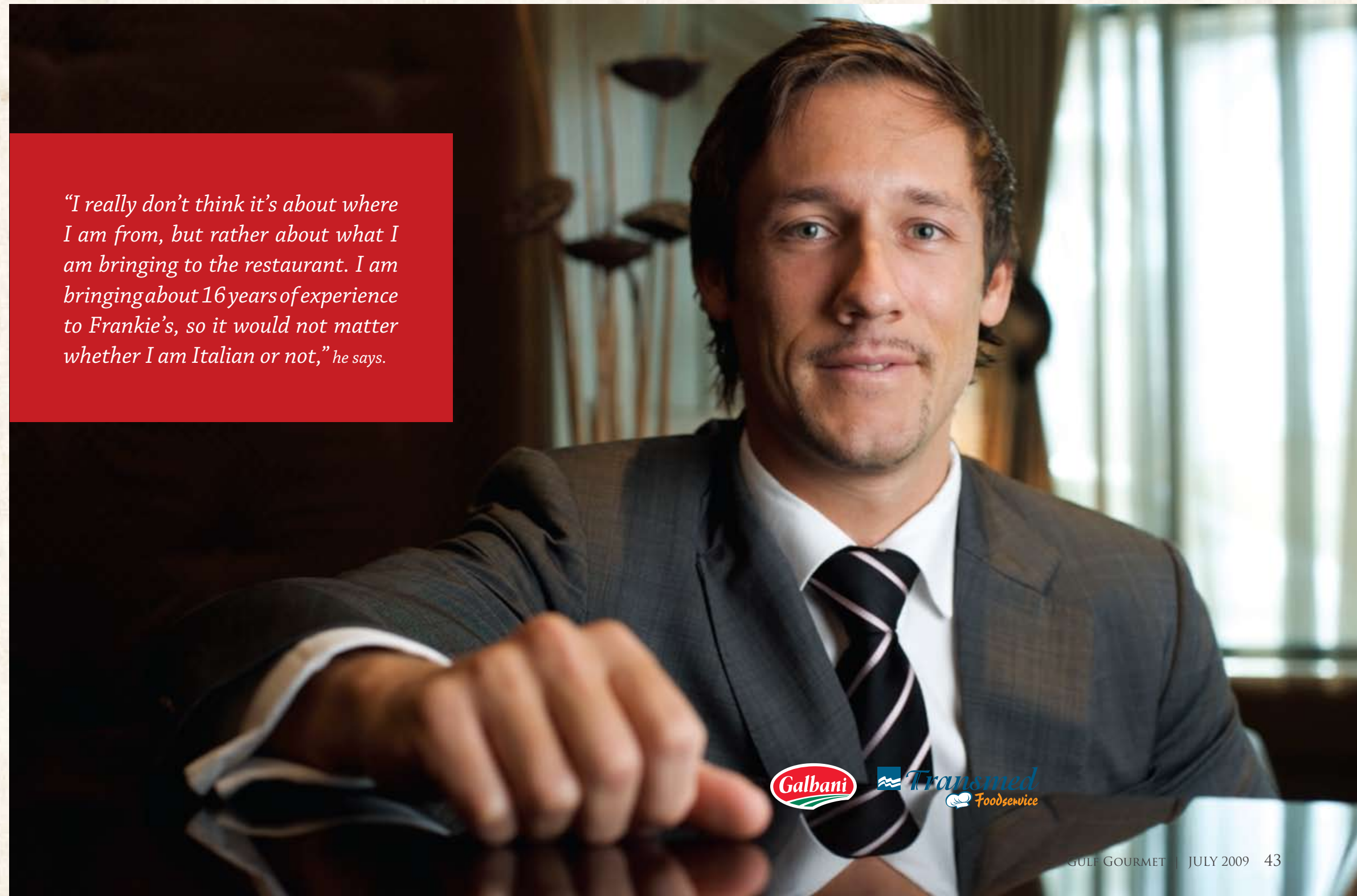
Even here, it is Ruffoni’s aim to create a longer list of regular clients, and he feels it is that extra touch that can make the difference. “I really don’t think it’s about where I am from, but rather about what I am bringing to the restaurant. I am bringing about 16 years of experience to Frankie’s, so it would not matter whether

I am Italian or not,” he says.

But the Italian in Ruffoni is very much there, and he intends to go back to his home country some day. “I may look at opening a small inn or sorts with a small restaurant offering fresh food. Guests can come and request for what they want so that gives me the chance to do much more,” he says.

So will he be donning the chef’s hat soon? “Only in my house,” he laughs, “Where I am the chef and the boss all in one!” 🇮🇹

“I really don’t think it’s about where I am from, but rather about what I am bringing to the restaurant. I am bringing about 16 years of experience to Frankie’s, so it would not matter whether I am Italian or not,” he says.





Your Partner for Success

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FROM
prep
TO
PLATE



Chef Robin GOMES

Corporate Executive Chef,
City Seasons Group

BASKET OF AVOCADO INFUSED WITH GRILLED AND BOILED PRAWNS WITH AVOCADO AND SALAD

Ingredients

2 pc Avocado
200 gms prawns (half grilled/half boiled)
Carrots
Cucumbers
Tomatoes (skin only)
Frisee Salad
Ice Berg lettuce
Salt and Pepper
Hellmann's Caesar Dressing
Hellmann's Thousand Island Dressing
Hellmann's Ranch Dressing
Parsley for garnish

Method

Cut avocado in half. Scoop with a spoon, but keep in its shell. Arrange the prawns on the avocado, the grilled prawns on one half and boiled prawns on the other.

Cut another avocado like a fan. Put sliced tomatoes on the avocado fan. Brush with Hellmann's Caesar Dressing.

Arrange everything on a plate, placing the fan in the middle. Spread Hellmann's Thousand Island Dressing and Hellmann's Ranch Dressing on the side. Garnish with parsley.





TIMBLE OF POTATO SALAD TOPPED WITH SMOKED SALMON AND GREENS

Ingredients

150 gms salmon, cooked
2 pcs boiled potato
Carrots
Cucumber
Assorted green salad
Frieze Salad
Lolo Rosso
4 tbsp Hellmann's Caesar Dressing
Salt and Pepper to taste
1 tsp chopped onions
1 tsp mustard

Method

In a mixing bowl, combine potato, onion, pepper and salt. In a small bowl, mix with dressing. Put in a glass container or small bowl to make a timble. Potato should be diced

Cut the salmon to look like a rose. For the greens, julienne all the vegetables. Roll some of them in a thin and long cucumber slice. Add mango and

tomatoes to the remaining vegetables and toss with Hellmann's Caesar Dressing. Put in a basket of bread. Serve with Hellmann's Thousand Island Dressing and Hellmann's Ranch Dressing.



Chef Hadi EL AWAR

Regional Corporate Chef,
Food & Beverage Department,
Azadea Group LLC

Hadi El Awar
Executive Chef



SHRIMPS SALAD

Ingredients

50 gms mixed salad leaves
40 gms asparagus
50 gms shrimps, cooked
40 ml Hellmann's Thousand Island Dressing
25 gms cherry tomatoes

Method

Clean the lettuce and cut into small pieces. Steam asparagus and chop into small pieces.

Grill shrimps, and coat with Hellmann's Thousand Island Dressing. Place on plate as shown, and serve.





SMOKED SALMON SALAD

Ingredients

40 gms asparagus
60 gms smoked salmon
30 gms lemon
8 gms capers
40 ml lemon dressing
40 ml Hellmann's Caesar Dressing

Method

Steam asparagus. Cut the smoked salmon into slices. Add capers. Cut lemon into wedges. Chop greens into small pieces.

Coat everything with Hellmann's Caesar Dressing and serve.





Chef Matthew COONEY

Executive Chef,
Rydges Plaza



CRAB AND TOMATO SALAD IN CAESAR DRESSING WITH 'RANCH' CHIPS

Ingredients

200 gms potato steamed
100 gms plain flour
50 ml Hellmann's Ranch Dressing
60 gms Blue swimmer crab meat
5 gm garlic
10 gms diced tomato
10 gms Hellmann's Caesar Dressing
10 gms mixed lettuce
20 gm avocado purée
10 gms basil pesto

Method

Boil potato, freeze, thaw and squeeze out the liquid to make a dry purée. Mix flour, potato and Hellmann's Ranch Dressing to make a dough. Roll out onto baking tray and cook to golden brown. Let cool.

Saute crab meat in garlic and olive oil. Add diced tomato. Let cool, and combine with Hellmann's Caesar Dressing.

Place the avocado purée in the centre of the plate. Place a ranch style chip on top of the avocado, and layer with crab mix. Repeat with subsequent layers.

Toss mixed lettuce in Hellmann's Caesar Dressing and place on top of tower. Garnish with pesto.





RED SNAPPER CURED IN BASIL & THYME WITH ASPARAGUS SALAD WITH 'THOUSAND ISLAND' DRESSING

Ingredients

200 gms Red Snapper fillet
30 gms Knorr Basil & Thyme
60 gms asparagus, peeled
20 gms leek, sliced
20 gms radish, sliced
30 ml Hellmann's Thousand Island Dressing

Method

Rub snapper fillet in Knorr Basil & Thyme and leave for an hour. Finely slice the fish.

Peel and blanch asparagus. Finely slice leek and radish. Toss vegetables in Hellmann's Thousand Island Dressing.

Layer sliced snapper on plate. Place dressed salad on the side. Serve.





Ramez Helou and Chef Wael Riachy, Unilever Foodsolutions, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.



Soufiane Raji, Corporate Chef/Manager, Food Service, Nikolina Tomova, Account Manager, Beverages and Anusha Prabhakar, Account Manager, Food Service, Emirates Snack Foods, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.

Unilever Foodsolutions is the name for the foodservice business of Unilever. Foodsolutions indicates our vision to develop solutions fulfilling the needs of our customers and making their business more successful.



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trusted part of people's lives.

Great taste

With chefs and food experts around the world and the heritage of brands such as Knorr, Hellmann's and Amora, we have knowledge of the taste and flavours that make our brands a passport to the enjoyment and excitement of good food.

Foodservice industry

The global food-service industry is worth over €350 bn and is growing rapidly as people around the world eat out more than ever before. In the US, more than half of food expenditure now happens outside the home. In Europe, this figure is as high as one third and, in Hong Kong, 2.5 meals out of every three are eaten away from home.

Global presence

Unilever Foodsolutions operates in 65 countries worldwide. We directly employ 5,400 people, including 2,600 salespeople and 150 chefs.

Our brands

The Unilever Foodsolutions umbrella is home to global Unilever Foods brands like Knorr, Hellmann's, Lipton, Carte D'or, Heart, Slim-Fast, Becel and Flora.

Food you can trust to help you enjoy life

Our passion for understanding what people want and need from their food - and what they love about it - makes our brands a



Emirates Snack Foods LLC

Inspired by quality, driven with passion

Emirates Snack Foods (ESF) is a medium-sized food distribution company, representing several international food brands on an exclusive basis in the UAE, and head quartered in Dubai. Covering over 4,000 clients directly, and operating in both Retail and Food Service, ESF imports, warehouses, markets, sells and distributes the products of its partners entirely with in-house resources, controlling therefore the full value chain.

ESF's partners are mostly producers of premium brand food products, and typically category or segment leaders or otherwise unique niche products.

ESF's Retail Teams service everything from small groceries to large hypermarkets, as well as a wide range of OOH outlets.

The Food Service sector is handled by several teams who are supported by specialists such as Chefs, Baristas, Barmen, etc., and they count on their own, fully-equipped demo kitchen for demonstrations to clients as well as training and product testing.

ESF is a loyal Guild supporter and a frequent participant in culinary activities and demonstrations organized by the Guild and other organizations, with Cafe Culinaire at Gulfod the

yearly highlight (www.cafeculinaire.com).

ESF believes that its people are its main assets, and is always looking to strengthen its teams with enthusiastic individuals who can translate their passion for food and hospitality into sales results. Email info@esf-uae.com if you're interested in working with brands like:

Barilla, Voiello, Riso Gallo, Mutti, Pietro Coricelli, Indomie, Bonne Maman, Familia, Wasa, Ferrarelle, effect, Monbana, Kimbo, Dilmah, Fabbri, Pidy, Patiswiss, Gunthart, Michel Cluizel, Pepperidge Farm, Jules Destrooper, Midor, St. Michel, Mulino Bianco, Snyder's of Hannover, Achenbach, Ina Paarman, Mrs. Balls, Peppadew, redespreso, Schogetten, Caffarel and many more.....



Vistasp Contractor, Syed Najam Kazim, and Sudhaker Gupta, IFFCO, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.



Frank A. Boering, Sajju Balan and Kawa A Jaff, Lambweston, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.

IFFCO is a United Arab Emirates-based business house, which manufactures and markets a well integrated range of mass-market consumer products. Since its inception in 1975, IFFCO's history has been one of consistent and successful growth. IFFCO brands now enjoy the confidence and preference of consumers in over 80 country markets all over the world.



IFFCO's quest for quality extends to its dealings with business associates, suppliers and consumers. Prompt and courteous response to queries, strict and adherence to commitments and formal grievance settlements programmes form the core of our value based quality package. Quality programmes at our principal manufacturing locations conform to the HACCP program, ISO 9000 code along with BRC certification and have adopted detailed TQM practices.

Our dedicated and extensive R&D carries out fundamental R&D into products, raw materials and production processes. All the manufacturing companies within IFFCO Group have the resources to carry out research and development for their individual export market. The combination of dedicated and competent staff, global presence, strong companies with extensive knowledge and expertise which is continuously updated by investing heavily into R&D is the guarantee of IFFCO group

remaining at the forefront of in all targeted business segments across the globe.

Our Food Services division is focused on delivering superior value to Food Operators, in the Hospitality, QSR and Catering Segments by partnering in New Product Development, Innovation and Service Levels Commitments.

Understanding our customer's requirement for healthy cooking options without compromising on taste and appearance of prepared dishes, we have recently introduced our range of TFA free cooking and frying oils.

In addition, we have also introduced our range of Egg Free and Sugar Free Cake Mixes which are simple to use and provide a superior end product.

If you are looking for a dynamic food service partner who understands your needs and goes an extra mile in satisfying customer requirements, then IFFCO would stand out as a partner of choice.

IFFCO Group has operations in Malaysia, Egypt, Pakistan, Tunisia, China and Australia. For more information: visit our website – www.iffco.com



Lambweston is an independent operating company of ConAgra, Inc.- a \$14 billion diversified food company with processing facilities in 34 countries around the world. With over a dozen factories now processing over 2 million tons of finished products annually, over 6,100 employees, sales offices on six continents, and customers in over 90 countries, Lamb Weston can truly be called a global company and the number one frozen potato supplier worldwide!

PRODUCT RANGE

Potato products are the most profitable food items on modern menus. No other product is so well-liked or versatile, or available in so many different sorts, forms and flavours.

At Lamb Weston / Meijer we know that more is required than just putting potato products on the menu in order to generate profit.

Lamb Weston / Meijer offers one of the widest product ranges on the market. This includes french fries in all cut sizes, seasoned and shaped products like Twisters®, Crisscuts®, Wedges, etc, and the ultra Lamb Weston Stealth® Fry has all the strengths

you could wish for from your frozen potato supplier. We have the expertise, technology and capacity required to deliver high quality innovative products to meet the needs of you and your customers.

These days, customers seem to want more and more variation in their menus. Therefore we are trying to anticipate on these needs by offering a very broad and diversified product range.

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Saju Abraham and Joachim Dandja, Winterhalter, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.

winterhalter

Winterhalter is the leading supplier of warewashing machines. The company is a complete system solution provider for glass and dishwashing machines, detergent products, water treatment and accessories.

The German, family-owned, company's prime objective has always been customer-oriented ware-washing solutions for restaurants, hotels, bakeries, and butcheries. Winterhalter's philosophy is to provide customers with reliable, efficient machines that also save time and money.

Winterhalter offers complete range to meet all commercial needs: the machine itself, comprehensive pre-sales advice, as well as design and installation of the customer's scheme, water treatment, training, service and maintenance.

Founded in 2006 Winterhalter Middle East BFC in United Arab Emirates supports these services with our own technical support staff.

TRULY HOSPITABLE

A big thank you goes out to each and every hotel mentioned below for their unending and unflinching support to the Emirates Culinary Guild. Offering to host the judges for the Junior Chef of the Year Competition 2009, the hotels have proven once again that hospitality professionals in Dubai are one community.

Even in these difficult economic times, they have graciously offered rooms for the judges, and we would like to acknowledge this gesture with gratitude.

The hotels are:



A WARM WELCOME

A beautiful city like Dubai is an attractive spot to holiday at any time. However, the intense summer heat tells a different story, and it takes true dedication and a commitment to the industry to travel to this part of the world for what some may see as work.

And yet, year after year, culinary masters from the world over pack their bags and fly into Dubai to lend their experience and expertise to the Junior Chef of the Year competition, organised by the Emirates Culinary Guild as part of the Dubai Summer Surprises.

Over seven days, these judges will be on their feet and moving from one category to another, sampling one creation after another. Their expert palates will catch every flavour and every error, bestowing well-deserved medals and providing much-needed advice.

A big thank you goes out to the respected seniors of the industry who have taken time out to be with us this year.

Our sincere thanks goes out to:

- Chef Gavin Duthie
- Chef Thomas Gugler
- Chef Werner Kimmeringer
- Chef Tarek Mouriess
- Chef Raman Khanna
- Chef Peter Hallmann
- Chef Gerard Mendis
- Chef Marco P. Brüsweiler
- Chef Noel Ramos

SUPPORT ALL THE WAY

As the Junior Chef of the Year begins, we bring attention to the fact that an event of this calibre would not be possible without the support of the corporates who are a part of the industry and the Emirates Culinary Guild. We take this moment then to thank all the companies that have shown their commitment to the industry and the chefs time and again by providing equipment and ingredients for our events.

This year is no different, and as we ready ourselves for a seven-day culinary extravaganza, we would like to say thank you to all the sponsors for their cooperation and encouragement.

The sponsors for JCY 09 are:

SPONSOR	CATEGORY
FEDERAL FOODS	
– Daawat Basmati Rice	Five course gourmet dinner menu
US Meat Federation	US Beef class 21
Ecolab	Ice Carving
IFFCO	Practical Cake Decoration
Jashanmal	Kenwood Prize for the winners and judges
Ronai	Chef’s jackets
Emirates Snack Foods	Mocktail competition
FEDERAL FOODS	
– Daawat Basmati Rice	New Arabian Cuisine



THE MIDDLE EAST JUNIOR CHEF OF THE YEAR

RESUME OF CLASSES FOR ENTRY

CLASS NO.	CLASS DESCRIPTION
1.	IFFCO Practical Cake Decoration
2.	Three Tier Wedding Cake
3.	Friandises, Petits Four, Pralines, Nougatines, etc.
4.	Four Plates of Dessert
5.	Pastry Showpiece
6.	Bread Loaves and Showpiece
7.	Chocolate Carving Showpiece
8.	Fruit and Vegetable Carving Showpiece
9.	Open Showpiece
10.	Federal Foods Five-Course Gourmet Dinner Menu
11.	Four Plated Appetisers
12.	Emirati Cuisine Four Different Desserts
13.	Federal Foods New Arabian Cuisine
14.	Ecolab Individual Ice Carving
15.	Ice-Carving Team Event
16.	Practical Fruit and Vegetable Carving
17.	Practical Cookery Fish - Emirati Cuisine
18.	Practical Cookery Meat - Emirati Cuisine
19.	Practical Cookery - Arabic Mezzeh
20.	Practical Cookery - Local Fish
21.	US Meat Federation Practical Cookery – Beef or Lamb
22.	Soup, Salad and Sandwich Creation

The Emirates Culinary Guild, PO Box 71963, Dubai, UAE
Tel: +971 4 340 3128 Fax: +971 347 3742 E-mail: theguild@eim.ae
A Member of the World Association of Chef's Societies

PRACTICAL PASTRY

CLASS 01: PRACTICAL CAKE DECORATION - IFFCO

- Decorate a single-tier cooked sponge cake.
- Two-and-a-half-hours duration.
- All decorating ingredients must be edible.
- No pre-modeled garnishes are permitted.
- All decorations and fillings must be made or mixed in real time.
- Chocolate and royal icing can be pre-prepared to the basic level, e.g. tempered chocolate.
- Competitors are to provide their own sponge base of 30cm diameter; or 30cm square.
- Competitors must choose only one shape cake with which to work.
- Competitors must provide all ingredients, utensils, and small equipment required.
- A standard buffet table will be provided to each competitor.
- All cakes will be displayed until the end of the competition day and will be disposed of by the organizer if not collected by the competitor.

PASTRY DISPLAYS

CLASS 02: THREE-TIER WEDDING CAKE

- All decorations must be edible and made entirely by hand.
- Pillars or stands, maybe inedible but, unless decorated by hand, must be plain and unadorned.
- 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.
- Royal icing, pastillage, pulled sugar, etc., may be used in the construction, but the finished display must not be dependent on these items.
- The bottom layer of the cake must be edible.
- Inedible blanks may be used for the two top layers.
- A portion of the bottom layer is to be pre-cut and placed next to the exhibit for tasting.
- A typewritten description and a recipe is required.
- Maximum area w60 cm x d75 cm.
- Maximum allowable total height (including socle or platforms) is 75cm.

CLASS 03: FRIANDISES/PETITS FOUR/PRALINES/NOUGATINES

- Eight varieties.
- Six pieces of each variety (48 pieces total).
- Freestyle presentation with small showpiece.
- Showpiece will not be judged.
- Written description mentioning the theme is required.
- Typed recipes are required
- Maximum area w90 cm x d75 cm.



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CLASS 04: FOUR PLATES OF DESSERT

1. Four 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 05: PASTRY SHOWPIECE

1. Freestyle display.
2. Edible media, marzipan, pastillage, sugar, pulled-sugar, croquant, etc., may be used, singly or in mixed media.
3. Written description required.
4. Maximum area w90 x d75cm.
5. Maximum allowable total height (including socle or platforms) is 90 cm.

CLASS 06: BREAD LOAVES AND SHOWPIECE

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

ARTISTIC DISPLAYS

CLASS 07: CHOCOLATE CARVING SHOWPIECE

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

CLASS 08: FRUIT & VEGETABLE CARVING SHOWPIECE

1. Freestyle presentation.
2. Using fruit and/or vegetables

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3. Light framing is allowed, so long as the construction of the piece does not depend upon it.
4. Maximum area w60 cm x d75 cm.
5. Maximum allowable total height (including socle or platforms) is 55cm.

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. Maximum allowable total height (including socle or platforms) is 75cm.

GASTRONOMIC CREATIONS

CLASS 10: FIVE-COURSE GOURMET DINNER MENU - STATIC DISPLAY - FEDERAL FOODS

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 not to exceed 450g excluding sauces.
6. Typewritten description and typed recipes required
7. Maximum area w90 cm x d75 cm.
8. Entry of this class is mandatory for those entering for the Middle East Junior

CLASS 11: FOUR PLATED APPETISERS

1. Prepare four different appetisers; two hot and two cold.
2. To be prepared in advance and displayed cold on appropriate plates.
3. Each plate should be complete with its own garnish.
4. Written description and typed recipes required.
5. Maximum area w80 cm x d75 cm.

CLASS 12: EMIRATI CUISINE FOUR DESSERTS

1. Four different desserts
2. Cold food or hot food displayed cold on appropriate plates.
3. Each plate should be complete with its own garnish.
4. Emirati cuisine with modern presentation
5. Written description and typed recipes required.
6. Maximum area w80 cm x d75 cm.



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CLASS 13: NEW ARABIAN CUISINE - FEDERAL FOODS

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 of:
 - A cold appetiser
 - A soup
 - A hot appetiser
 - A main-course with appropriate garnish
 - A dessert.
8. Total food weight for the entire menu not to exceed 450g excluding sauces and breads.
9. Typewritten description and recipes are required.
10. Maximum area 90w cm x 75d cm

PRACTICAL ARTISTIC

CLASS 14: ECOLAB INDIVIDUAL ICE CARVING

1. Freestyle.
2. One-and-a-half hours 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 a 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.

CLASS 15: ICE CARVING TEAM EVENT

1. Freestyle.
2. Two persons per team
3. Two and half hours 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 a 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 tools is forbidden.

CLASS 16: FRUIT AND/OR VEGETABLE CARVING

1. Freestyle.
2. 90 minutes duration.
3. Hand carved work from competitor's own fruit\vegetables.

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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.

PRACTICAL COOKERY CLASSES

These notes pertain to all practical cookery classes including the Arabic and Emirati Cuisines. 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 competition area 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. Re farces, garnishes, accoutrements: at least 20% of any and all of these must be prepared in front of the judges to demonstrate the competitor's 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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CLASS 17: PRACTICAL COOKERY - EMIRATI CUISINE FISH DISH

1. Prepare and present, within one hour, four identical individually plated main courses, using fish and/or seafood as the main protein item.
2. Emirati cuisine with modern presentation
3. Present the main courses within 60 minutes of the competition starting.
4. Competitors must bring with them plates/bowls for presentation and all necessary mise-en-place for the meals.
5. Competitors are to provide their own pots, pans, tools and utensils. The judges will check appliances and utensils for suitability.
6. Typewritten description and recipes are required.

CLASS 18: PRACTICAL COOKERY - EMIRATI CUISINE MEAT DISH

1. Prepare and present, within one hour, four identical individually-plated main -courses using chicken, lamb or beef as the main protein item.
2. Emirati cuisine with modern presentation
3. Present the main courses within 60 minutes of the competition starting.
4. Competitors must bring with them plates/bowls for presentation and all necessary mise-en-place for the meals.
5. Competitors are to provide their own pots, pans, tools and utensils. The judges will check appliances and utensils for suitability.
6. 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.
7. 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 • Jordan • Egypt
 - Syria • Morocco • 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 read- 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 dishes.
11. Typewritten description and recipes are required mentioning the country of origin of each dish.
12. Typed recipes are required mentioning the country of origin of each dish.

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CLASS 20: PRACTICAL COOKERY – APPETISER AND LOCAL FISH

1. Prepare and present, within one hour, one appetiser and one main course for two persons, using a local fish as the main protein ingredient of the main course.
2. The appetiser does not necessarily need to contain fish.
3. Present the appetiser after 45 minutes of the start of the competition.
4. Present the main course after 60 minutes of the start of the competition.
5. All dishes are to be served in a western style presentation.
6. Dishes must be presented on individual plates with appropriate garnish.
7. Competitors must bring with them plates/bowls for presentation and all necessary mise-en-place for the meals.
8. Typed recipes are required.
9. Entry of this class is mandatory for those entering for the Middle East Junior Chef of the Year Trophy.

CLASS 21: PRACTICAL COOKERY – APPETISER AND BEEF OR LAMB MAIN COURSE - US MEAT FEDERATION

1. Prepare and present, within one hour, one appetiser and one main course for two persons.
2. Using beef or lamb as the main protein item in the main course.
3. The appetiser ingredients can be to the competitor's choice.
4. Dishes prepared may be suitable for lunch or dinner (competitor's choice).
5. Present the appetiser after 45 minutes of the competition.
6. Present the main course after 60 minutes of the competition.
7. All dishes are to be served in a western style presentation.
8. Competitors must bring with them plates/bowls for presentation and all necessary mise-en-place for the meals.
9. Competitors must bring all utensils and equipments i.e. pots, pans etc. The judges will check appliances and utensils for suitability.
10. Typed recipes are required.
11. Entry of this class is mandatory for those entering for the Middle East Junior Chef of the Year Trophy.

CLASS 22: PRACTICAL COOKERY – SOUP, SALAD & SANDWICH CREATION

1. Prepare a soup, a salad and a sandwich. The whole balanced as a light lunch.
2. Prepare two portions of each; one portion for judging and the other for photography.
3. The salad must consist of a minimum of five components.
4. The salad dressing is counted as one component.
5. Everything must be prepared on site.
6. Items may be brought washed and peeled, but not cut up.
7. Basic dough and stock may be brought.
8. Present the salad after 40 minutes of the competition starting.
9. Present the soup after 50 minutes of the competition starting.
10. Present the sandwich after 60 minutes of the competition starting.
11. Competitors must supply suitable bowls/plates on/ in which to present the finished dishes.
12. Competitors will be supplied with one standard buffet table on which to work.
13. Recipes are required.



THE MIDDLE EAST JUNIOR CHEF OF THE YEAR

RULES AND REGULATIONS FOR CULINARY COMPETITIONS

NB:

1. Please read the following regulations carefully. The instructions contained herein are mandatory. Non-compliance with any of the points mentioned could lead to loss of marks or complete disqualification.
2. The Briefs of the Classes for Entry document also forms part of these Rules and Regulations and must be read in conjunction with this document.

CERTIFICATES AND LETTERS OF PARTICIPATION:

3. Ensure that your name (clearly written in block capitals) appears on your entry-form exactly as you would wish it to appear on any certificate, letter of participation or posting of results.
4. Any applications for amendments to letters or certificates must be made within fourteen days of the end of a competition.
5. A pre-paid fee of Dhs: 80/- (AED: Eighty) is required for amendment of certificates.

COMPETITION ENTRY:

6. Complete the appropriate entry-form according to the instructions on the form.
7. Completed photocopies of the entry-form are acceptable.
8. Submit the completed form to the organisers along with the requisite fee (if a fee is applicable).
9. Fees must be submitted along with completed entry forms: by way of cash, cheque or banker's draft made payable to: JHF (DSC), Acc. # 020 072054 004, HSBC, Dubai.
10. No entry will be confirmed unless the appropriate fee has been paid.

PARTICIPATION:

11. Participation at competition is open to anyone professionally employed in the preparation of food.
12. Persons entering for individual trophies in the Junior Chef of the Year competitions must be at or below the rank of chef de partie; the entrant's rank must be ratified by the signature of the entrant's executive chef on the entry form.
13. Unless the organisers specifically mention a class as being a team event, all classes are for entry by a single competitor.
14. Competitors may enter as many classes as they wish, but are restricted to one entry per class.

ENTRY FEES:

15. The entry fee to the Emirates Salon Culinaire is Dhs.100 (AED. One Hundred) per person per class, unless otherwise stated in the Rules and Regulations or the Class Briefs.
16. Entrance to The Middle East Junior Chef of the Year is free, except that: entrants in the trophy or practical classes must pay a fee of AED: 50/- per person per class. This fee is refundable upon the entrant having taken part in the competition as registered.
17. A completed entry-form should accompany the entrance fee (if applicable).
18. Completed photocopies of the form or details on a company letterhead are acceptable as an entry.
19. Completed entry-forms or letterheads must be endorsed by the Head of Department or General Manager of the establishment concerned.

HYGIENE:

20. Bad hygiene practice by competitors will result in their disqualification.
21. A professional food-safety company has been engaged to oversee all aspects of hygiene practice at the competition.
22. It is quite possible that Dubai Municipality Food Control Section will conduct its own hygiene inspections as and when it sees fit.
23. The organisers have no control over these two entities. Should either raise an objection to the standard of hygiene of any particular person or team, that person or team will not be allowed to compete

THE SECRETARIAT:

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

COMPETITORS AND HELPERS:

29. Competitors are each allowed one helper to assist them with carrying equipment. No other help is allowed to a competitor within the preparation area.

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30. A competitor must wear full; freshly laundered chef's uniform with appropriate headgear and footwear when attending at the exhibition.
31. A competitor's helper must wear full; freshly laundered chef's uniform with appropriate headgear and footwear when attending at the exhibition.
32. Competitors that are incorrectly dressed at a competition will not have their exhibits judged.
33. Helpers that are incorrectly dressed will not be admitted to the exhibition.
34. Competitors must not wear any logo, mark or identifying colour, except those supplied by the organisers.
35. Helpers must not wear any logo, mark or identifying colour, except those supplied by the organisers.
36. Logos, marks and identifying colours provided by the organisers must be worn by competitor in the position indicated to them by the organisers at the time of registration.
37. Logos, marks and identifying colours provided by the organisers must be worn by helpers in the position indicated to them by the organisers at the time of registration.
38. A competitor entered in a practical competition must register at least thirty minutes before the commencement of the competition otherwise the competition slot will be given to a waitlisted competitor.
39. Any competitor not in place and ready to start at least five minutes before the time a competition commences, will be disqualified.

EXHIBITS:

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

COMPETITION MARSHALS:

55. A Marshal-at-arms will be recognisable by a badge displaying the logo of the Emirates Culinary Guild and the legend 'ECG Marshal'.
56. Marshals are charged with ensuring that the rules and regulations of the competition are observed by all concerned.

AWARDS:

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

COPYRIGHT:

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

DISCLAIMER:

64. The organisers are entitled to cancel or postpone the Salon, or to alter the duration, timing or schedule of any event.
65. 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.
66. 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.



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Date of Application:

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

First Name/s:

Nationality:

Civil Status:

Date of Birth: dd/mm/yy

Name of Employer:

Address in Home Country:

Work Address:

Tel:

Web Address:

Email:

Telephone Office:

Professional Title:

Fax Office:

Tel. Home:

Type of Membership Required: (Please tick one)

Fax Home:

Email:

Corporate ☐

Senior ☐

Junior ☐

Declaration to be Signed by all Applicants

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

Signed:.....

Proposed By:

Sig:.....

Seconded By:

Sig:.....

FOR OFFICIAL USE ONLY

Remarks:

Payment received?

Certificate Given.

Pin Given.

Medal & Collar Given

Approved

Approved

President.....

Chairman.....

Fees:

Senior Members: Above the rank of chef de partie (or senior chef de partie on executive chef's recommendation).

Dhs: 350/= joining Includes certificate; member-pin, member medal and ECG ceremonial collar.

Dhs: 150/= per year thereafter.

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

Includes member-pin and certificate.



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Excellent whipping
rate : 2.5



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Hot :
consistent,
good reductive qualities



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Send your entry to sidhu.zain@ae.nestle.com

The logo features a stylized 'N' in a circular shape, followed by the word 'Nestlé' in a bold, sans-serif font, and 'PROFESSIONAL' in a smaller, all-caps, sans-serif font below it.

Creative Food & Beverage Solutions