

JUNE 2009

GULF GOURMET

FROM US, FOR US.

Girl Talk

Nestlé Professional gets the real story from two female chefs

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FROM THE

President's station

Dear Fellow Chefs, Colleagues, Ladies and Gentlemen,

Welcome to the June issue of Gulf Gourmet. Last month, I had invited all of you for our charity blood donation campaign. A special thank you to the teams of Chocoa and Radisson Blu Marina who joined us. We were 90 donors – our goal is to break into the 100s at the next one, which will be held after Ramadan.

We also had our second junior training, which was very successful, with around 60 attendees. A big thank you to all the juniors who attended. Please share your experiences with your colleagues, and hope to see you all again at the next session. Thank you to Jiji Mathews and the Federal Foods team for the support, and for offering the premises, and, of course, to Philippe Blindenbacher of Läderach for his great chocolate workshop. The next training will be conducted by Chef Bobby Kapoor of Custom Culinary. All the details will be communicated through our newsletter, and by Josephine from the ECG office.

By now, I hope you have all registered for this year's Junior Chef of the Year competition, which will be from July 8th to 14th. We all look forward to a great JCY – one that is even better than last year. I am sure everyone is in full swing with their training, and I wish you all the best. Please check this issue for details on rules and regulations.

Our colleagues from Oman and Saudi Arabia hosted their competitions in May. Look out for more information from them in following issues.

Please take a moment to look at the Friends of the Guild pages, and see all the companies who are supporting the ECG. Please look at the profile of the members in this issue - HORECA, Mitras and Royal Culimer.

Thank you to my team of the Radisson Blu Hotel, Dubai Deira Creek, for the support at our very successful May meeting. And thank you to Mr Ramez Helou of Unilever for his motivational speech, and all our corporate members who made their presentations at the meeting.

I look forward to see you ALL at our next meeting, which will be hosted by Chef James Griffith at the Emirates Flight Catering.

Culinary regards,

Uwe Micheel

President Emirates Culinary Guild

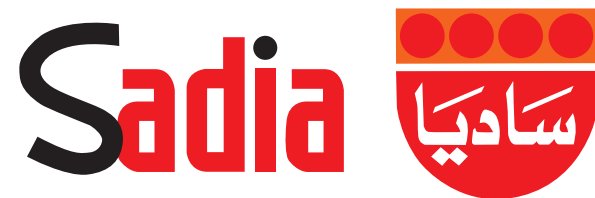
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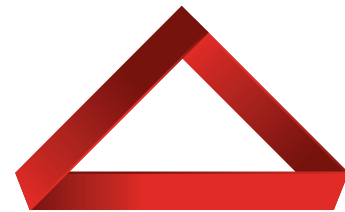
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GULF GOURMET

FROM US, FOR US.

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GULF GOURMET

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One for the Girls

For centuries, women have been the head of the kitchen in households across the world. Their flair for flavours and creative combinations are dominating the culinary industry, and, in recent years, they have started to receive the recognition they deserve in the professional foodservice industry. We spoke to two leading chefs about life, love, and their passion for food.

*Text courtesy:
Nestlé Professionals*





Chef Ines

Name: Ines Lobo
Currently working at: Latifa School for Girls
First job: The Taj Beach Resort and Spa in India
First mentor: Chef Prem Kumar (The Culinary Institute of America)
Favourite food: Vegetarian Cuisine
Described as: Loving, caring, always up and about.
Personal philosophy: “Always practice patience.”

Chef Ines, Executive Chef at Latifa School for Girls, acquired a taste for all things culinary after a sudden decision to pursue a career in catering instead of medicine. And many of her clients today are grateful for her change of heart. With years of experience as a chef in India at the famous Taj Beach Resort and Spa, and then in Dubai, Chef Ines has a world of knowledge under her hat. She talks about life as a female chef, and how she balances her roles as a chef and as a devoted mother to a baby girl and a young son.

What inspired you to become a chef?

I wanted to do medicine, but then I didn't qualify. One of my friends actually went into catering, so I said, “Ok, let me try it too”. So that's how I became a chef. I never had any inclination to be a chef. In our time, we never knew what it meant to be a chef. It was not a popular choice for women to be chefs, especially in our family, since we're all engineers and doctors. It took my father a few years to understand what it really meant to be a chef, and how prestigious it could be. Before that, he wouldn't tell anyone I was a chef [laughs].

And your career started with...?

I worked with all the major hotels in India. Everywhere I did about a 4 or 5 year stint. Nad al Sheba Country Club in Dubai was the last place I worked at before coming to Latifa School for Girls - that was the only place I worked at for 11 years. Otherwise, 5 years, and I move on.

And the reason you moved to Dubai?

My ex-boss was my first boss in India. He came out to Dubai. The first year he came here, he asked me to come over and I thought “How does he want me to come to Dubai?” Because besides working as a chef, I had my private business also, so I was making a lot of money in India. But he kept on hassling me, so I said, “Ok, let me come,” and that's how I came here.

Who inspires you on a daily basis?

My first chef, Prem Kumar - he passed away recently. Whatever I did was what he taught me. He was the head instructor at The Culinary Institute of America, and he was actually the first Asian chef to be there. He was my inspiration and my mentor. He taught me everything I know, from cutting an onion to being a chef - he's the one who taught me to be good at what I do.

Any quotes or sayings that he had that you look back at today?

The first thing Chef Prem said to me was, “I'll give you a long rope. Either climb the rope or hang yourself with it [laughs].” Always make a success of each of your chances, it is one thing he thought me, and I tell my staff the same thing. Back then, I was the only girl in his team. He started with teaching us how to peel, cut and chop an onion, and till today I can only cut an onion the way he taught me to - I never do it differently [laughs].

What was the biggest challenge you had as the only woman in a huge group of men?

You know how men are, in India especially, it was quite bad. You couldn't do anything right for them. And before my time, you can imagine how bad it must have been. But then, you have to know how to spin them around. You just have to know how to deal with them, that's the one thing you have to learn from day one. And remember, what they can do, you can do it ten times better. I've always believed that. Men do it because it's their job, but for women, it's passion, it comes from inside, it comes naturally.

Being a female chef in Dubai, is there a big difference?

I don't think so... ok, they are always nicer to you. The men, they are always more courteous, they always mind their language when I'm there, they are always careful of what they say. Anything I ask for, they're always so helpful, there is never a time I want something and it's not given to me.

What do you think is the one weakness that women have?

Generally, I think it is family - the fact that family relies on you. I didn't have that problem, my son knew from a young age not to bother me. If I'm free, I'll call. So it made my family very independent. But I look at my daughter now, and think how she has more time with me than he did growing up. I was in the house in the morning, and I would see him in his cot at night. In between, I never saw him.

What is your favourite dish to eat?

I am very fussy about eating, very fussy. I will not eat at a buffet, I don't enjoy buffets. I like to eat at a table, I like to be served. Everyone knows I cannot get up to get anything [laughs]. I don't like chicken, I don't eat beef anymore... I am more into vegetarian dishes.

What is your impression of the female chef industry in the world?

They've always been around, but they never had recognition, no one ever noticed them. Now, you hear more about it. Today, there is a lot of hype in the media, creating awareness about them, which is good.

Besides your two kids, what other social activities do you enjoy doing?

I have no time, and being a chef, you have no social life. I don't know what it means to be social. If anyone comes over and we have a party, I'm usually busy in the kitchen. I do not know how to sit and just relax, I cannot do that.

Any plans to write a cookbook?

I don't think so. I don't think I have the time. I would love to do it. I would love the travel the world, to travel to India, to get all these authentic recipes from all over India. You have many good cooks in India who cook without any real recipes, and the food

always turns out to be amazing, so I would love to document these different recipes.

Your favourite cuisine to eat would be?

I like Chinese food, and I like Indian food, anything with an Asian influence, and, of course, vegetarian.

If your children had to describe you when you're at home?

I am always up and about, I will not just sit down and relax. I still don't know how to do that. I'm very energetic. I was never at home for many years. Now, after 23 years, all of a sudden, I'm home more, so I'm always looking for things to do. I go to the park with my kids, which I've never done before, I go to all my son's soccer matches now, which I never had time to do.

And finally, what do you think is the most important ingredient?

Patience. Being a good cook has nothing to do with a specific ingredient, it is patience. Now, cooking trends are going back to slow cooking because it's much more delicious, it's the food you ate at your parents house as a kid.



To participants of the 2009 Female Chef of the Year:



“Don't think as a woman, think as a chef. You are not a female chef, you are a chef. Gender does not matter at all. Be focused. The lifespan in the industry for chefs is generally short, so make the most of the time you have now while you're still in the early stages of your career.”

- *Chef Ines*



“Have fun and be creative. Think about your flavours, make sure that they do work together, and also think about the presentation. It doesn't need to be out of this world. It needs to be simple but eye-catching and tasty.”

- *Chef Pamela*



Chef Pamela

Name: Pamela Gould
Currently working at: Barasti Bar, Mina Seyahi
Training: Aylesbury College, England
First mentor: Chef Anton Elderman (The Savoy, England)
Favourite food: Something fishy!
Described as: Energetic, fun and passionate.
Personal philosophy: “Practice what you preach.”

Chef Pamela Gould, Chef de Cuisine, Barasti Bar, developed a love for cooking at a very young age. Her decision to turn her passion into a profession was largely influenced by her mother, a working woman who always found the time to cook for her family, and included Chef Pamela in the process.

What made you decide to become a professional chef?
When I was growing up, I had two choices - I could be a nurse or a chef. My mom and my aunt are nurses, and my mom loves to cook. She cooked all the time, and I was there, helping her in the kitchen. I liked cooking more and working with my mom in the kitchen was a pleasure. You still had to study and do a lot of training, but I liked cooking. When my mom was at work, I'd start meals before she came home. My mom is from Jamaica, and my dad is from West Indies, so she cooked all kinds of traditional food.

Are there any female chefs that inspired you?
No, not really. I'm afraid there are only male chefs that really inspired me. When I was training, there weren't that many strong female chefs around. In my first job, I had worked under Chef McKellar from Scotland - he was a very good teacher. He always comes up with little phrases, and I still use one of his phrases, which is 'Waste not, want not'. I always use it in the kitchen. We try to save money, and especially now with the financial crisis, we try to utilise what we have.

Also, I worked for Anton Elderman - that was my second job from college - who was the head chef at the Savoy. The Savoy was a big eye opener: the kitchen was massive, it was broken down into like 10 different sections, so you really learn your art. But the person who really inspired me is my mom. Seeing her cooking for the family, she had a job, and had to work in the day, sometimes nightshifts, and the way she balanced it all, it really inspired me.

Do you find that it is difficult to be a female chef?
I think no, it depends on you. When I first started, there weren't many female chefs, but nowadays you can see more coming out. You just have to adapt to the environment, adapt to the male counterparts that you work with, and you have to be as strong as they are, even stronger. If you act like a 'woman', then you'll get treated like a woman. But if you act like a woman with a little bit of oomph and gut, then they'll treat you like a chef. I think in any industry that you work, male or female, you need to show that you can give 110%, and you can do the job better than the rest to earn respect.

What are some qualities you think a chef should have to be successful?
Motivation, creativity and dedication. There are long hours, you're serving a lot of people, you've got quite a lot of pressure, you can't please 100 % of them, but you try to please as many as possible, and you need to be very passionate. You've got to work with your staff, sometimes there's tension in the kitchen, there's a lot of shouting, so you've got to have passion, dedication and motivation.

What, according to you, is the current culinary trend?
Now that it's summer, people want light food. Quite a lot of people like Asian food, it's a big trend and is now quite popular. It can be light, it can be heavy, it can be spicy and not spicy, it's very versatile in fact.

What's the number one thing you love about your job?
I like coming into work because every day is going to be different. You still have the same menu, but you come in, you do specials, and you know every day is still different. You will always have new clientele, it's dynamic.

And the things you hate about your job?
Not being able to travel as much and paperwork. When you get to the position of Chef de Cuisine, you have to spend more time looking in, and you've got to do the paperwork, the menus, to plan, plan, plan, and to monitor your staff. I like to be in the kitchen - I cannot sit on the computer for a long time, and I don't enjoy the paperwork.

What about your social life?
My philosophy is 'work hard, play hard'. I've been here 6 years, and I work till quite late most times. I go out afterwards, to meet friends and to unwind. As I get older, I seem to get more energy [laughs]. I work hard to maintain the balance - I always try to find the time to enjoy a night out with friends.

What kinds of things do you do when you go out?
I just go out, sometimes I go eat in different restaurants, but usually I love to go out dancing with friends, I love music, I'm into R&B and funky house, anything that's good. I also go to the beach. Well, my friends like to go so I like to join them [laughs]. I think going to the beach, especially with my job, is quite relaxing, and you can forget about the kitchen for a few hours.

What's your favourite dish here in Barasti?
I have to say, it's really simple, but I did a twist on the burger called the Jamaican burger, and it's quite popular here. It's like a traditional burger, but with a Jamaican twist, with jerk spice, Edam cheese, mango, palm hearts, cucumber, and mustard dressing. It's quite refreshing, and you get the Jamaican feel. It's simple, and people love the twist ... but there's many more for me, it's hard to choose just one.

And what about a guest in your kitchen or restaurant, somebody you'll never forget?
I always remember the guests that send compliments to the kitchen team and ask to see the chef to say how much they enjoyed their meal. Also, when I was working in different restaurants in London, you would get different celebrities coming in, which gave us all a buzz in the kitchen, and we could all go home to

our friends and family and say we cooked for such and such a person today!

Naomi Campbell came for dinner once. She came very late with a group, but I was quite impressed because I like Naomi Campbell, I like what she stands for, being the first black supermodel, and all the time she gives for charity and to raise money for people less fortunate than ourselves. And then there was Princess Haya. She liked one of my dishes, and she used to come for that specific vegetarian dish.

What is the next country you would like to work in?
America, Australia, and maybe an Asian country like Singapore or China.

What is your favourite ingredient to cook with?
I like fish, because I think you can do so much with it. And I like to eat it as well, so I think that's why.

What music do you like playing while cooking?
There's no music in my kitchen, but I'm planning to have some soon. When I was working in my old place, we had the radio on in the kitchen, and it really does help to motivate the chefs. I always have radio on wherever I am - in the car, in my house - so I'm planning to get a radio into the kitchen.

What is one general philosophy you live by?
I always say 'practice what you preach'. If you expect the chefs that you work with to take from what you are trying to give them, then you should follow that maxim. Don't expect them to follow standards if you don't follow standards at all times. And try to listen, learn to listen. You have to learn how to adapt to your staff. If you always shout and never listen, you can't get away with it all the time. It doesn't benefit you or the chefs. The chefs will lose their inspiration and concentration, so you need to learn how to listen, how to be patient and how to deal with each situation differently. 📖



Nestlé Professional has always been at the forefront of initiatives that support Chefs in the Middle East. Female Chef of the Year, due to take place on August 4th, 2009, is a dedicated annual contest between female chefs in the Middle East. This competition is the first of its kind in the region, an initiative created by Nestlé Professional to provide a culinary platform for female chefs to practice and prepare themselves for bigger competitions such as Menus of the Masters and Salon Culinnaire. Female Chef of the Year has received recognition and regional acclaim for the opportunities it provides every year, and many chefs agree that this contest is instrumental in bringing all the up and coming talents to the forefront.

This year's competition will be held at ICCA Satwa, Dubai. Interested participants should send their contact details to Nestlé Professional Advisory Chef Zain Sidhu at zain.sidhu@ae.nestle.com.



presents

THE *Chef's* TABLE



Chef Michel Miraton,
Corporate Executive Chef, Coral
International Hotels and Resorts,
*gets candid with Gulf Gourmet about his
culinary masterpieces, and his partiality
towards Thai*



What does food mean to you?

The pleasure of the taste and the pleasure of sharing with friends.

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

In the kitchen, I'm the leader. Out of the kitchen, I am more like a normal person.

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

The late Sheikh Zayed al Nahyan (Abu Dhabi). His simplicity and kindness are memorable.

Can you tell us about a funny kitchen disaster?

I was making soufflé and, well, it failed. I could not serve it like that so I had to change the dessert selection at the last minute.

Who cooks at home?

Both me and my wife.

What do you do when not cooking?

I watch TV and read books.

Do you eat to live or live to eat?

I eat to live.

What is your favourite dish?

Cassoulet (traditional dish from Toulouse).

Starter

Asparagus Charlotte with Sesame Shrimps

Fish Course

Steamed Roll Fresh Salmon, Mushrooms with Saffron Sauce

Meat Course

*Dijon Marinated Lamb Rack
Thai Ratatouille, Coriander Tapenade*

Dessert

Pan Fried Pineapple Pistachio Mousse, Red Fruits Coulis



What would you never eat?

Hamburger and deep fried food.

What's been your worst experience with food?

When my team and I forgot about a big function we had been booked for.

And your best?

A gala dinner for Mr Jacques Chirac (French president) and Mr Mr Hosni Mubarak (Egyptian president).

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

Thai cuisine.



Asparagus Charlotte with Sesame Shrimps





*Steamed Roll Fresh Salmon,
Mushrooms with Saffron Sauce*



*Dijon Marinated Lamb Rack
Thai Ratatouille, Coriander
Tapenade*

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

Vegetable soup - because it contains all the vitamins and minerals we need.

What's your favourite kitchen appliance and why?

Robot coupe – it is useful for so many things.

What's the one ingredient you cannot cook without?

Salt, pepper and spices.

What's the most overrated ingredient/dish?

French fries and rice.

Your favourite cologne?

Jean Paul Gaultier.

Your favourite brand of suits?

Boss.

Your favourite brand for accessories?

Calvin Klein.

Your favourite film?

Gladiator and Spartacus.

Your kind of music is...

Buddha bar.

Your favourite bar/nightclub in Dubai?

At the Marriot Hotel.

Your most memorable vacation?

Thailand.

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

Robert De Niro.

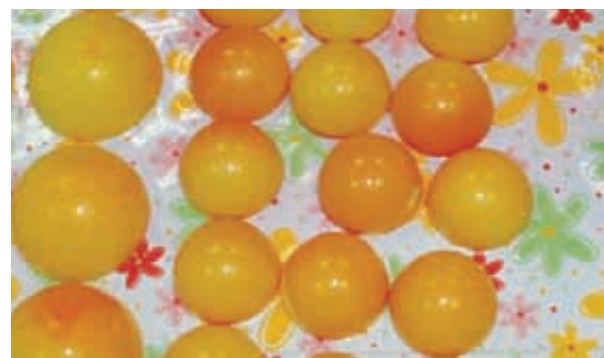


*Pan Fried Pineapple Pistachio Mousse,
Red Fruits Coulis*





Chocolate Temptations



In the second instalment, the Junior Chef Training got a tremendous response as the room was packed to capacity. Gulf Gourmet brings you some moments.

It makes everyone's mouth water, and can be a culinary delight for most chefs. Chocolate is an all-time favourite, whether popped in the mouth as a snack or used to create a sweet masterpiece.

So it was no surprise when last month, at the second Emirates Culinary Guild and Federal Foods Junior Training, when the Federal Foods training room was almost packed, with about 60 junior chefs in attendance. Philippe Blindenbacher from Läderach conducted an interesting and informative chocolate workshop, detailing the positive aspects of this great ingredient, and demonstrating the different ways it can be used to make food more interesting.





presents

dessert in the desert



As you find yourself drawn to the irresistible chocolate mousse, fruit tarts or gateauxs in the display, be sure of one thing -

Chef Christophe Sapy,

Executive Pastry Chef, Le Meridian Hotel,

Airport, likes to keep it simple. He shares his

tips and tricks with Gulf Gourmet.

By Natasha Shrimanker



“I was always fascinated when I played with dough. I loved getting the end result of my creations immediately,” shares Chef Christophe Sapy, Executive Pastry Chef, Le Meridian Hotel, Airport. “My passion for cooking grew with time, and I realized by the age of 14 that I wanted to be a chef,” he adds.

Chef Christophe is the first in his family to take on this profession. “But my family had been very supportive of my decision, and that encouraged me to do better,” he smiles. Initially, he started baking cakes for family and friends on occasions, which was hugely appreciated. Graduating from France’s renowned hotel management school, Le Renouveau, Chef Christophe has built a strong foundation through his professional and educational experience. He specialised in Plated Dessert at the Valrhona Formation, later acquiring a diploma for Advanced HACCP Management.

He loves travelling to different parts of the world to work. After spending two years in USA working for the Michelin group, he learnt to cook for different cultures. “America is a giant melting pot, where people around the world meet. I learnt about different tastes there, and was introduced to a variety of ingredients,”

he states.

When asked about his signature dish, he find sit hard to hide his passion for soufflés. “Be it any flavour, I love creating them, especially chocolate, as it’s my favourite. I love making this because it is simple and tasty, and loved by all generations!” he says gleefully.

But Chef Christophe also believes in the adage that ‘lesser is better’, and feels that when you use more ingredients and décor for one pastry, you end up losing the actual essence of the dish.

This maxim is using less also applies to the fat content in his creations. For, sweet does not necessarily have to be calorific. So Chef Christophe tackles that problem by using more fruits in his pastries, as they contain natural sugars that are not harmful to the body. And that explains the variety of fruit cakes, tarts and soufflés on the menu at Le Meridien.

Chef Christophe does not have an easy job. In charge of a team of 30, and catering to 21 restaurants, he is constantly on his feet. “I love working as a team player, allowing all my team members to voice their ideas,





which we implement right away. We rely heavily on customer feedback, to understand our strengths and weaknesses better," he explains.

But his work is never a problem, as his experience helps him tackle the most trying situations. One such experience was when he was in France. "We had to prepare a luncheon for a football event, catering to 600 guests. We were busy boiling two huge pots of water; one was to be used for onion soup, and the other for tea. By mistake, I put in salt in the pot that was to be used for tea. Nobody realised it until at least 100 guests were served sour tea. We all had a good laugh after the damage was controlled. This is something I shall never forget," he laughs.

Incidents like these, believes Chef Christophe, give you a strong foundation, which is the first step towards becoming a great chef. "My inspiration has always been Chef Pierre Hermes and Chef Christopher Gasper, who have taught me everything I know today. They are veterans in creating exotic, finger-licking pastries. They would pick fresh ingredients on their own, spending hours on developing a novelty into perfection. I was taught the relevance of simplicity, and was highly influenced by their passion for food. If I have to cook for anyone, it would be for them. If I am able to impress

them with my delicacy, then I know I have done justice to their hard work and training," he states.

When not cooking, Chef Christophe likes to travel. "I have always wanted to visit Australia and different parts of Asia. I want to learn their cultures and ingredients. This would be a challenge which I might take up when the opportunity arises," he says.

And these travels may just culminate into a book. "I am still very young - only 27. I have a long way to go and learn. But yes, I would like to combine my travels with work, and develop a book on desserts and travel. But it's all still an idea, nothing in the pipeline currently," he clarifies.

At this time, Chef Christophe is happy creating deliciously decadent desserts for his consumers, and spending time with his wife Rose and daughter Maylis, who have always been there to support and encourage him.

"As a chef, it's important to realise your passions, and put them to good use in the right direction," he concludes, putting all of his into the bowl of chocolate he is whipping up. 📸





presents

THE ITALIAN KITCHEN

CHEF MASSIMO VENTURELLI, *Executive Chef, Jebel Ali Golf Resort & Spa*,
talks about his rich Italian heritage, cooking school, and all that makes him uniquely Italian.





A fan of all things Italian, from art to fashion to food, Chef Max believes he always had an artistic bent. “But as I was never good in painting, and not too much of a designer, I opted for the greatest of my passions: cooking,” he smiles.



Chef Massimo, or Max, as he is better known, is thankful to his motherland. “In welcoming me into the colourful and easy going community of artists, travellers and singers, ‘Mamma Italy’ has been generous in many ways,” he states in true Italian style.

A fan of all things Italian, from art to fashion to food, Chef Max believes he always had an artistic bent. “But as I was never good in painting, and not too much of a designer, I opted for the greatest of my passions: cooking,” he smiles.

He feels fortunate to have been brought up in Italy, since “being Italian means you actually grow up in a cooking school - every single meal you experience during your life is the result of a cooking lesson”. Starting to cook when he was just 8-years-old, Chef Max remembers family meals at home, and how each one was a lesson in itself. “Parents and relatives are the greatest cooks, full of innovative additions and, at the same time, full of respect for the traditional flavours. I used to follow the recipes learnt from my mother, and every time there was a party in the family or friends, you could find me in the kitchen,” he laughs.

After high school, Chef Max decided that his passion had to become his profession. So, after getting himself a diploma, he left his home town of Pordenone - near Venice - and started working in Bologna, city of students, universities, gorgeous women, and, of course, wonderful food. What more could a 20-year-old want?

Satisfied with what he had, he specialised in one of the best known Italian dishes, pizza. After exciting and tiring years of work within private Osterias and Trattorias, he moved to more sophisticated restaurants, and there he gained a different perspective about food presentation and cooking trends.

“My ‘ordinary’ life changed when one Sunday in 1996, I received a call from the General Manager of Sheraton Abdoun in Amman - Jordan. He got my number from a common acquaintance, my cousin, Chef Andrea. It was early in the morning, and he was speaking in English (at that point, I could only count from 1 to 10 in this

language!). After great difficulty, I understood that he was actually offering me a position in the opening team of that property,” he says.

The traveller’s spirit inside him awakened, and he jumped at the chance. In three days, he got his passport ready, kissed his family, friends and girlfriend goodbye and moved to Jordan. Within the year, he found himself in love with the Middle East and all things Arabic.

“I then received a request from the Sheraton headquarters to go and help one sister company in Ethiopia, The Sheraton Addis - Luxury Collection. Those were most likely the most adventurous four years of my life. The country was just full of contradictions, and full of wonders - smiling and polite people, great history and nature, and unforgettable food specialties,” he reminisces.

However, it did not start out that fun. Italy had, for a short time, ruled over Abissinia, so he faced some negativity when he got there. But through his positive attitude and good natured way way of doing things, he





conquered their hearts. “I was so proud of being part of such a great team, hosting great numbers of dignitaries (Madeline Allbright, Yasser Arafat, Kofi Annan, to name just a few), and also glamorous characters (Oliver Stone, Ziggy Marley, etc). Well, the greatest feeling though, was not meeting these celebs, but transferring my experience and knowledge to my team of Ethiopian chefs, who enjoyed learning new dishes from me,” he says.

His greatest satisfaction is in the fact that today, some of his juniors have their own restaurants, while others have their own cooking schools.

But time was up, and the excitement was coming to an end. So Chef Max transferred to the Sheraton Bahrain, where he had the chance to rub shoulders with royalty,

and, at the same time, spread the knowledge that Italian food is not only Bolognese and Lasagna.

Italian cuisine is a daily creation, following the creativity of the individual, and still faithful to the tradition of its origins. Chef Max promoted this ideology through his food. At the Sheraton Bahrain, he also had the opportunity to cater for large weddings and thousands of , which taught him a lot about organisation and attention to details, which, he says, is something that is not common in Italians.

In 2002, he decided to move to the UAE, which he thought was one of the greatest destinations for chefs who wanted to be an active part of the global culinary scene. So he worked with the Sheraton Abu Dhabi for 4 years, familiarising himself with the local market, and

becoming a more well-rounded chef while at it.

“I spent 11 years with Starwood family, and I must thank them sincerely for the freedom they gave me, not just to grow professionally, but also to express my personal, Italian way of doing things. Lots of passion, a different way of approaching situations, and sometimes even singing for my customers” he smiles.

But it was time to move on, and so he did, to the Jebel Ali Golf Resort & Spa. The solid reputation of the property attracted him, as he was now looking to be involved in something big, with a great history, and a bright vision for the future.

“I have been treated like a member of the family since day one, and recently, I have been given the honour

to be the leader of the culinary team of the property – I have been promoted to Executive Chef. Thanks to chefs like Chef Didier Gusching, I have been able to add to my wealth of experiences, which have brought me to this point,” he says humbly.

Now leading a team of over 100 chefs, Chef Max is eagerly looking forward to bringing new ideas and perspectives to the table. “It is with great pride that I carry my Italian identity, but I will not forget that so many nationalities have contributed to me being who I am today,” he states.

“Since I left my country I have always brought along with me a sort of personal mission: being, in my small area of influence, a sort of Italian ambassador. I am a proud citizen of the world, and I need every person I meet to know and understand that Italy is not only mafia and spaghetti, it is not only Ferrari and Valentino Rossi, and it is definitely much more than Versace and Dolce & Gabbana,” he says.

“Italy is the people that go to work each morning, and are determined to be important for their own family and the community. Italy is the solidarity shown during the Earthquake in Abruzzo. Italy is the slow food culture of enjoying what you eat, not only feeding yourself. But Italy is mainly the people who believe in living with pride. It is not important how long you live, it is how intensely you have lived,” he concludes. 🇮🇹





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FROM *prep* TO *PLATE*



Chef Uwe MICHEEL

*Director of Kitchens,
Radisson Blu*

BRAISED LAMB TOURNEDO WITH CHIMICHURRI



INGREDIENTS
1 portion Lamb tournedo
2 pcs potato confit
50 gms roasted garlic flan
25 ml Chimichurri
10 gms lamb jus
5 ml virgin olive oil
5 gms baby greens
2 gms Maldon salt
For the Lamb Tournedo
2 kg lamb leg, boneless
3 pcs bay leaves
20 gms salt
10 gms Knorr Rosemary Primerba
10 gms thyme
5 gms white pepper
20 ml olive oil
50 ml Knorr Demi Glace Sauce
For the potato confit
1 kg potatoes
3 pcs bay leaves
20 gms salt
10 gms Knorr Rosemary Primerba
10 gms thyme
5 gms white pepper
500 ml olive oil
50 ml sherry vinegar

For the roasted garlic flan
100 gms roasted garlic
50 gms egg yolk
100 gms cream
200 gms Knorr Rosemary Primerba
200 gms thyme
200 gms salt
For the Chimichurri
50 gms garlic, minced
100 gms chopped parsley
50 gms chopped coriander
30 gms dried oregano
30 gms Knorr Basil Primerba
Knorr Pesto Primerba
30 gms dried thyme
30 gms Knorr Rosemary Primerba
2 pcs bay leaves
15 gms black pepper
15 gms paprika
30 gms chopped green chilli
25 gms Knorr Demi Glace Sauce
15 gms salt
200 ml olive oil
50 ml sherry vinegar
For the lamb jus
5 kg lamb bones
2 kg onions
200 gms garlic
25 gms dry rosemary

25 gms dry thyme
5 gms white pepper
15 gms salt
80 gms Knorr Demi Glace Sauce
50 gms corn starch
4 lt water
For the caramelized pearl onions
1 kg pearl onions
50 gms Knorr Rosemary Primerba
50 gms Thyme
50 gms brown sugar
15 gms Knorr Demi Glace Sauce
15 gms salt
5 gms black pepper
5 ml olive oil

METHOD
For the Lamb Tournedo
Season the lamb. Roll with string, lengthwise. Pan fry with olive oil until golden brown. Vacuum pack all ingredients and cook at 70 degrees C. Reserve the liquid for lamb juice. Cut into tounedos.
For the potato confit
Cut potatoes into medallions of 5 cm diameter and 2 cm thickness. Mix all ingredients and deep fry the potatoes.

For the roasted garlic flan
Roast garlic with all ingredients and blend. Cook at 100 degrees C bain marie for 2 hrs (water should not boil) in a flexipan mould.
For the Chimichurri
Mince all the herbs and spices. Add olive oil, liquids and vinegar. Season and keep.
For the lamb jus
Roast onion, garlic, green pepper and bones in the oven until golden. Mix all the ingredients, except the corn starch, in big pot. Simmer until you obtain 1 litre of liquid. Strain through a cloth to obtain jus without black spots. Use corn starch to thicken.
For the caramelized pearl onions
Season onions with salt, pepper, thyme and rosemary. Keep aside. In a big pan, sauté the onions with olive oil and brown sugar until golden brown. In the same pan, add demi glace and simmer for 10-15 minutes.

To serve
Assemble as in the photo.

TUNA LOIN WITH BABY PACKCHOI

INGREDIENTS

1 portion marinated tuna loin
1 pc braised packchoi
50 gms Ratatouielle
25 ml ginger froth
10 gms Saffron allioli
5 ml virgin olive oil
5 gms baby greens
2 gms Maldon salt
For the marinated tuna loin
1 kg tuna loin
500 ml Mediterranean ponzu
For the braised packchoi
1 kg packchoi
25 gms chopped ginger
25 gms chopped garlic
200 ml chicken stock
100 gms butter, cut into cubes
15 gms salt
5 gms white pepper
20 gms chopped coriander
For the Ratatouielle
200 gms red onion cubed
25 gms garlic, chopped
200 gms red pepper cubed
200 gms green pepper, cubed
200 gms yellow pepper, cubed
200 gms zucchini, cubed
50 gms tomato confit, cubed
200 gms eggplant, cubed
100 ml olive oil
15 gms salt
5 gms white pepper
20 gms Knorr Rosemary Primerba
20 gms chopped thyme
For the dill froth
100 gms Knorr Dill Primerba
150 gms white onion
500 ml cream
500 ml soy milk
50 ml lime juice
500 ml chicken stock
15 gms salt
5 gms white pepper
8 gms Soya lecitini
For the Mediterranean Ponzu
50 ml Knorr Red Pesto Primerba

90 ml olive oil
20 gms Knorr Basil Primerba
30 gms Knorr Teriyaki Sauce
40 gms lemon juice
20 gms lemon zest

METHOD

For the marinated tuna loin
Cut tuna in rectangles of 200 gr, 10 x 4 cm. Marinate 20 minutes on each side.

For the braised packchoi
Blanch the packchoi and keep. Saute ginger and garlic in butter. Add packchoi, chicken stock and seasoning, and simmer on a slow fire for 20 minutes. Keep adding butter cubes as the liquid evaporates. Top with coriander.

For the Ratatouielle
Saute all the vegetables separately and keep aside. Mix all the vegetables and season with the rest of the

ingredients. Keep some herbs aside to garnish before serving.

For the dill froth
Saute onion and ginger. Add lime juice, salt and white pepper. Add cream and chicken stock. Infuse all ingredients on a slow fire for 2 hours, strain. Add the soya lecitini, and mix in a blender to foam before serving.
For the Mediterranean Ponzu
Mix all the ingredients together and keep aside.

To serve
In a rectangle mould, shape the trinxat. Place the meat slices in cubes, place the caramelised porcini mushrooms around them. Make quenelles with the smoked eggplant, and place on top of the meat with olive oil and salt. Draw a line with tomato confit paste.



Chef Christian KNERR

*Executive Sous Chef,
InterContinental, Dubai Festival City*





TERIYAKI WAGYU SKEWER WITH CARROT GINGERAGARAGAR, DEMI GLACE FLAVOURED BRITANIE OYSTER WITH DRY NORI

INGREDIENTS

500 gms kobe beef
120 gms Knorr Teriyaki Sauce
100 gms Knorr Demi Glace Sauce
400 gms carrot juice
8 gms agar agar
200 gms baby turnip
200 gms baby carrot
40 gms honey
4 pcs oysters
2 sheets nori seaweed
20 gms butter

METHOD:

Cut the beef into 3 cm cubes. Place onto skewer and deglaze with Knorr Teriyaki Sauce. Bring the carrot juice to the boil, and remove the foam from the top,. Add the agar and simmer for 2 minutes. Pass through a chinois.

Pour carrot juice into a terrine mould lined with plastic 1.5 cm high, allow to set in the fridge. Bring 150 ml water to the boil, and add butter and honey. Then glaze the carrot and turnip until cooked.

Cut the nori seaweed with the scissors and keep in dry place until needed. Warm the Knorr Demi Glace Sauce. Remove from the heat and add the oysters for 1 minute. In a hot pan/grill cook the skewers turning on each side.

In a flat plate, place the agar on the left side, lay the skewer on top, the baby vegetables on the right, oyster in the centre, and sprinkle dry seaweed around the plate.

FRESH SCALLOP SLOWLY POACHED IN BASIL PUREE WITH FINE RATATOUILLE ON RED PEPPER BREAD, CHERRY TOMATO AND GREEN PESTO

INGREDIENTS

4 pcs scallops
250 gms tomato roma
250 gms red peppers
250 gms courgettes
250 gms eggplants
200 gms onions
50 gms garlic
10 gms thyme
300 gms cherry tomatoes
1000 gms Knorr Basil Primerba
150 gms Knorr Red Pesto Primerba
100 gms Knorr Pesto Primerba
50 ml olive oil
5 gms salt
25 ml Balsamic vinegar
10 gms sugar

METHOD

Cut the pepper, courgette, eggplant, onion, and roma tomato into 1 cm dices. Chop the garlic finely. In a heavy based pot, sweat the onions, garlic and the red peppers until soft. Then add the roma tomatoes. Slowly one by one, add the other vegetables. Add the thyme, cover the pot with baking paper, and place in the oven at 150 deg for 20 minutes.

Make a caramel with the sugar. Add the tomatoes, and when soft, add the balsamic vinegar. Finally, add the Knorr Pesto Primerba.

Gently heat the Knorr Basil Primerba and Knorr Red Pesto Primerba, taking care not to boil. Slowly warm the scallops, remove from heat.

Place the scallops in the centre of the bowl, place the red bread on the top with a little of the ratatouille, place the tomatoes around the outside, mix a little of the basil puree with the balsamic caramel for the sauce. Serve.



Chef Christophe PRUDHOMME

*Executive Chef,
Al Bustan Rotana Hotel*





BRIOCHE CRUSTED CANADIAN AAA BEEF FILLET, VEAL BACON ROSTI, FRESH GARDEN VEGETABLE RED PESTO GLAZE

INGREDIENTS

1 200 gms Canadian Fillet AAA
60 gms Brioche crumbs
50 gms butter
20 gms veal bacon
80 gms potatoes
1 tsp shallots, chopped
60 ml Knorr Demi Glace Sauce
20 ml Knorr Red Pesto Primerba
10 gms carrots
10 gms babycorn
10 gms asparagus
10 gms (1 pc) Brussel sprouts
10 gms green apple, fine julienne
5 gms red radish, sliced thinly
1 pc cherry tomato, cut into quarters
1 tsp chopped parsley
Salt and pepper to taste
10 gms zucchini

METHOD

For the Crust: Crumb the brioche in a blender and mix with parsley, red pesto and 15 gms of butter. Season.

For the Rosti: Boil the potato till it is cooked $\frac{3}{4}$, peel and grate. Sauté shallots and mix in potatoes, along with bacon bites. Season. Shape into round disque - 8 cm diameter. Sear them in a hot pan till golden.

For red pesto jus glace: Reduce veal stock by $\frac{3}{4}$, and mix with red pesto and add seasoning. Add butter to soften.

For vegetables: Cut the vegetables into strips, then slit the edges. Blanch in salted water, then sauté in butter and season.

Marinate the beef fillet with salt and pepper, grill all sides. Top with the crust, cook it in the oven as per your preference, and rest it. For the garnish, toss slice radish with julienne of apple and parsley, season. Assemble as in photo.

TERIYAKI MARINATED SOLE WITH RUBAN VEGETABLES, PUMPKIN RISOTTO AND MICRO HERBS

INGREDIENTS

180 gms sole fillet
70 ml Knorr Teriyaki Sauce
10 gms carrots
15 gms zucchini
80 gms risotto, cooked
15 gms pumpkin, diced and cooked
15 gms Rucula and micro herbs
Seasoning to taste
5 ml lemon juice
25 gms butter

METHOD

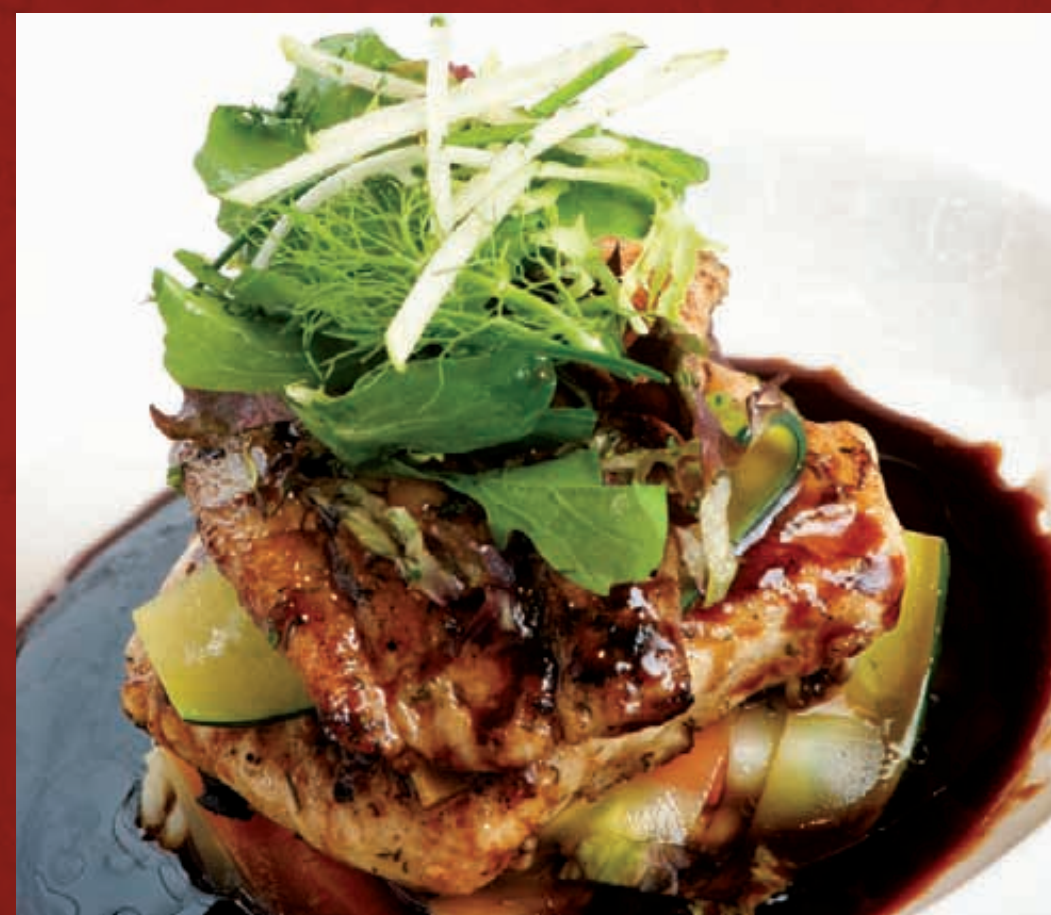
Marinate the fillet with lemon juice, salt, pepper and Knorr Teriyaki Sauce. Pan fry the fillet with butter and oil until cooked and rest.

Cut the vegetables in fine slices like ribbons. Then sauté with butter on a slow fire. Add seasoning.

Mix risotto with pumpkin and seasoning. Add parmesan and butter.

Reduce the teriyaki sauce, and soften with butter to get smooth texture. If the consistency is too thick, please add a little fish stock.

Assemble on a plate, and garnish with rucula salad and micro herbs.



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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.	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

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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: 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.

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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.
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.



THE MIDDLE EAST JUNIOR CHEF OF THE YEAR

- 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'.

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- 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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Mr Jeroen Tollenaar, General Manager of Royal Culimer FZE, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.



Mr. Jadish Menon from Mitras International Trading LLC, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.

Royal Culimer FZE is a Jebel Ali based, Dutch company specialized in the import and export, manufacturing and handling of high value and high quality deep frozen seafood. Royal Culimer FZE is part of Ibro Mar Holding B.V. in The Netherlands. We combine more than 50 years of experience in the Sea Food Industry with an innovative and flexible attitude, without forgetting our responsibility towards future generations. By carefully selecting our partners worldwide, investing in our own manufacturing sites, product development, quality control and IT infrastructure, we aim to meet the demand for high quality seafood at the best possible price.



Products

If you are looking for product varieties for different international cuisines, e.g. the Japanese, Chinese, Italian or French, our portion controlled, easy-to-use and permanent available range of product can take away your headaches. We stock your items 365 days a year at Dubai Investment park.

Our production process has a very high level of efficiency of which you can benefit. We reduce your preparation time, waste and work load. Because different demand from different places around the world, we use almost all parts of the fish. Operating

our own facilities in combination with a well organized Q&A/R&D department, we control the supply chain and offer full traceability. Obviously we process according to the highest food safety standards (HACCP, BRC, FDA) On top of that we are in partnership of the World Wildlife Fund (WWF) We believe in sustainable production methods and reducing the carbon foot print. To achieve this we for example provide our long line fishermen with circle hooks to avoid by catch (dolphin & marine turtle)

Our wide range of seafood includes: Tuna, Swordfish, Marlin (loins, steaks, carpaccio, saku's), Butterfish, Mahi Mahi, Red Snapper, Pangasius, White shrimps (Gamba's), Black Tiger Shrimps, King Crab, Kabayaki, smoked varieties of tuna and Super frozen (-60C) etc.

For more information: www.culimer.com

Mitras International has been synonymous in UAE and in Middle East food segment with consistent performances and quality of service. A family of well managed professional and skilled work force since 1993, we take pride in our work and provide top quality food products from its own various manufacturing facilities in Dubai, Africa, Indonesia, and India, and also from carefully chosen approved suppliers.

With years of experience and expertise, we are well established in the GCC and international markets with branches and distribution set ups.

For almost over 15 years, Mitras has been servicing the food industry with an enormous range of competitively priced products and providing meticulous attention to customer service and quality, making Mitras a trusted name in the food segment in the GCC and International Markets.

Mitras Gourmet is an audacious project launched in 2007. The new venture was founded with the guiding principle of quality, value for money and consistent service. It's main objective is to service operators with reduced food costs, and provide SIMPLE SOLUTIONS from the people who 'care'.



MITRAS
INTERNATIONAL TRADING L.L.C

Mitras Gourmet – New ranges
With in the short span of time we could grab in the best of the products available in the international market to this part of the world. The gourmet

range includes Oriental Dim sums, Oriental sauces, Canadian Bison, Concentrated Chicken Broths and Soya Sauces.

We have also introduced many new initiatives to strengthen their position in the market. These include:

Delsea retail: The retail segment, Delsea has a current range of 20 products, including premium cooked tail on shrimps, Stir fry prawns, and Premium fish fillets, and is in the process of introducing a seafood Meal with rice and Noodle accompaniment.

New Product Development: This is the essence of the development process of all modern companies, and Mitras has the luxury of having people with abundant experience. We have a team of internationally experienced Chefs, who are supported by various trained food technologists ensure a good combination of culinary and technical knowledge. Current Facilities and Production: As a part of ongoing development and expansion plan, Magenta Foods, the manufacturing company under Mitras, is coming out with a state of the art new factory in Dubai Investment Park.



Mr. Hisham Al Jamil and Mr Samer Abou Daher (far left) from Horeca Trade, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.

A company of *Bidvest Group*, **HORECA Trade** is a dedicated service distribution company to the foodservice channel of the UAE.

HORECA Trade offers front and back of house brands and products with the ultimate objective of offering the right product, at the right price, with the best possible service.

Our distinctive competency is defined by our focused attention to the Foodservice channel and the Solution Selling approach. We provide our customers with total supply solution addressing the daily challenges that accompany their aspiration of delivering a successful dining experience to their guests ensuring a healthy profitable growth to their business.

Like all successful companies, our unique asset lies within our team. More than 80 of very well educated and professional employees run the show. Sales, telesales, marketing, logistics, IT, finance and administration compose all the departments who are in turn the reason of creating the best food & beverages distribution company in the UAE.

Change for the better is a common practice at HORECA Trade. We are continuously improving our product range, logistics and customer service to ensure we are in line with the growing Foodservice channel and continue to exceed our customer's



expectations. HORECA Trade is a corporate member of the Emirates Culinary Guild and is HACCP and ISO certified and recently has implemented the Digitrak temperature monitoring system.

Horeca's vision is to become the first choice and reference partner to the Foodservice channel and the mission is to provide the Foodservice Channel with a dynamic added value contribution where outstanding service, efficiency, and convenience define the way products sourcing are managed.

For more information, kindly contact us at 04 340 3330 or toll free 800 3210, www.horecatrade.com

Something is cooking at Horeca...

Horecarewards, another first from Horeca Trade, is a new loyalty programme designed especially to reward our customers in the foodservice industry.

By simply spending with us you'll not only receive the best service and products but we will reward you with some fantastic gift options!

registration is simple...

Download the registration form and check out the range of rewards from www.horecatrade.com, call toll free 800 3210 or email at marketing@horecatrade.ae to register, then just start spending with Horeca Trade to collect your reward points!

Register today and receive **50 free horecareward points** so you can start shopping immediately!

membership

horecarewards membership gives you access to a world of exclusive benefits and privileges, to make your purchasing more rewarding and beneficial. Choose from a variety of gifts from kitchen tools, office stationery to electronics or even adventurous activities!

First for foodservice, first for added-value.



horecarewards

loyalty programme





Sizzle & Shine! Win the title of Female Chef of the Year.

Join the region's best in a contest of culinary excellence that will test your skills like never before. With just a box of ingredients, each chef will have to demonstrate exceptional skills and creativity, in an attempt to win the ultimate title of Female Chef of the Year. Set the standard at this year's contest by outcooking the competition to a delicious victory.

Date: 4 August, 2009

Venue: ICCA Satwa Dubai

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



Creative Food & Beverage Solutions