

gulf Gourmet

Volume 2 | Issue 6 | March 2008

From Us...For Us...

Dream team

Meet the dedicated and talented men that make Nestlé Professional



GOVERNMENT OF DUBAI
DEPARTMENT OF TOURISM AND COMMERCE MARKETING



WACS CONGRESS
DUBAI 2008 12th - 15th May

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Dear Fellow Chefs, Colleagues, Ladies and Gentlemen,

Welcome to the March issue of our Gulf Gourmet.

We just finished with what I believe was our best Salon Culinaire ever. At this stage, I would like to congratulate all the winners again, and also extend my best wishes and applause to our colleagues who didn't win this time for their efforts. We all know the time and work involved to be part of an event of this calibre. Thank you to all the committee and all the supervisors and helpers for the support you have lent.

A very big thank you goes to the team of Dubai World Trade Center, Noreen Bivieta and Elly Habt, and of course, Chef Harald Oberender, Sethu Menon and their team, as well as Phil Scott and his team from Eastern Exhibition Services. Any event, big or small, would not be possible without the support of our partners, corporate members, sponsors and friends. I do apologize if I leave someone out, but I would like to thank you all for your support, be it financial, equipment, goods or the precious time you are all spending to support our Guild.

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

All these years, the kitchens have been built by Mr. Wissam and the Al Otaiba team. We thank you for those kitchens as the live cooking classes are becoming more and more popular. We would also like to thank Ms. Randa and Mr. Patricio from Sadia, as well as, Mr. Murad Tarzi and Mr. Sameer Khan of Al Ghurair Foods for their great support, not only in 2008, but for many years past. We have also received fantastic support from Churchill, Convotherm and Electrolux – thank you all for that.

Thank you to Otto Weibel and his team of judges for the time,

experience and knowledge you have lent to us.

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

We have again a big list of new corporate members – Dick Knives, Pacojet, Denny's / Dream Uniforms, Heidi Chef's Solutions, Ghassan Ahmed Al Suleiman Trading, the importer of Teekanne, Sambonet Paderno, Bahraja Trading, US Meat Export Federation and our friends from Mocca Trading, who have renewed their membership for another year.

On behalf of the Executive Committee and all our Members, I would like to take this opportunity to thank you for your continuous support. As is necessary, I would once again like to remind everyone to assist in obtaining sponsors for the WACS Congress 2008. Please also promote the congress for delegate participation and invite your friends and fellow chefs from around the world to register soon. Most importantly, do not forget to register yourselves as well at www.wacs2008.com

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

A special thank you to Chef Robin Gomes and his General Manager Joseph Sorjer from the Sheraton Deira Creek for hosting the last meeting, which was attended in large numbers. The next meeting on 13th April, 08 will be hosted by Chef Michel Miraton at the Coral Deira.

Culinary regards,

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

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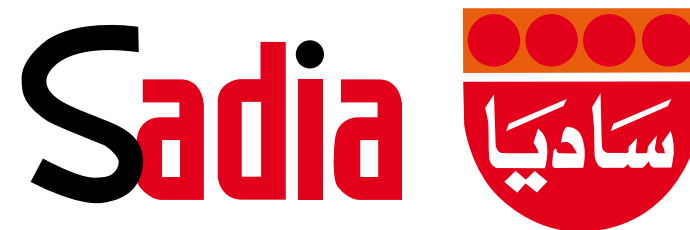


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Salon Culinaire 2008 16

Meet the judges, the winners, the sponsors and also the helpers who made *Salon Culinaire 2008* a roaring success. We look at the various moments that made this four-day extravaganza so special.

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Chef Patrick Lannes believes in the good life, with good food and good company, as we found out at the *chef's table*.

Marketplace 16

We took a seat at Cafe Culinaire and were served up a unique and innovative concept. The food was just a side



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A unique offer

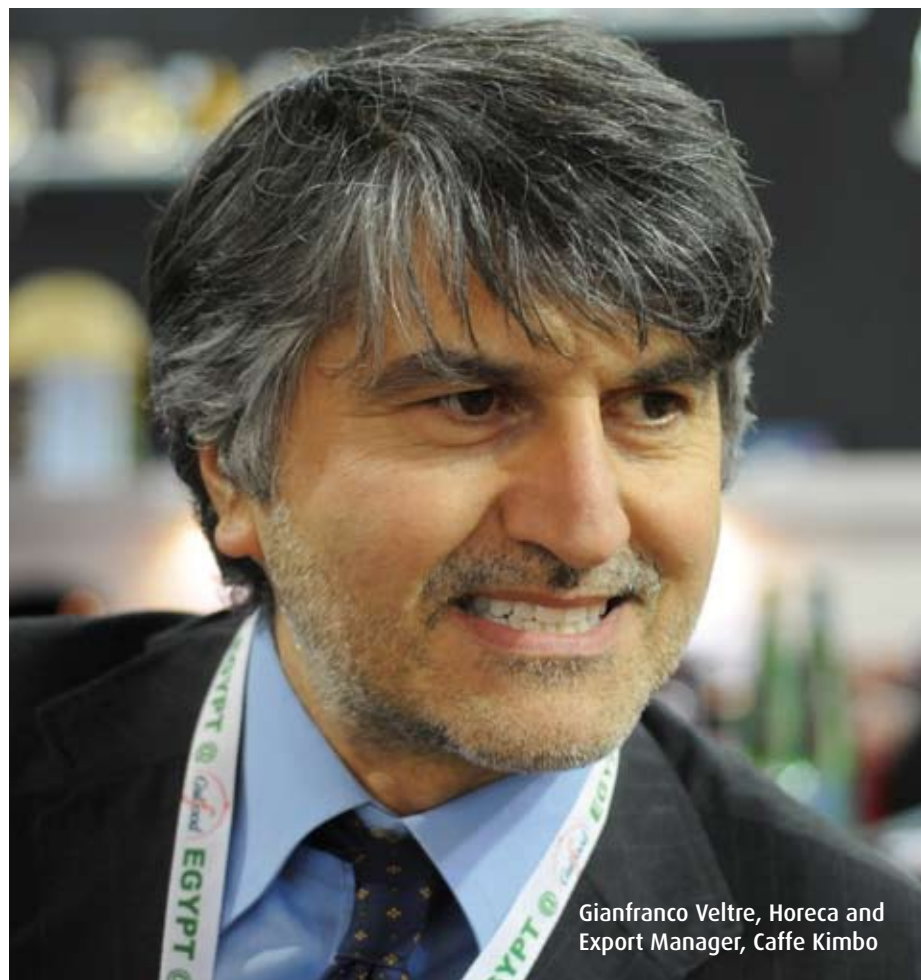
A stand, a showcase, a restaurant or a concept. Cafe Culinaire, which made its debut at Gulf Food 2008, has certainly managed to arouse our curiosity

The day started at 7.00 am, and chefs participating in the Salon Culinaire 2008 sleepily made their way to Cafe Culinaire for breakfast. They were served hot and fresh treats and steaming cups of Kimbo Espresso di Napoli that energised them for the day ahead.

No, this was not a restaurant at the World Trade Centre, but an initiative by Emirates Snack Foods called Cafe Culinaire. "We took a big risk," says Ron Daniel Pilnik, managing director, Emirates Snack Foods. The idea started taking shape about a year ago, when Ron realised he did not want to do what most other distributors were doing. "Which was basically becoming a landlord, whereby you get a plot of land from the DWTC, you ask your partners how much they want in terms of square feet, and everyone has their cubicles, some bigger some smaller, where they do their own thing," he nods.

Fed up with the same old routine, he realised it was time to do something different. It was time to add value to what they were offering to their principals. "We have more and more people joining us and there was just too much chaos," he says.

Ron Pilnik, managing director,
Emirates Snack Foods



Gianfranco Veltre, Horeca and Export Manager, Caffè Kimbo

So Chef Soufiane Raji, corporate chef and area sales manager, Emirates Snack Foods, came up with the idea of showcasing all the products together as a whole by way of presenting them in dishes. A lot of brainstorming sessions later Cafe Culinaire emerged. "After all, we are solution providers. All our products do play together, like a restaurant. So that's what we did. We opened a restaurant," smiles Ron.

The menu was conceptualised and Chef Soufiane dug into his treasure trove of recipes for the perfect ones. "The food had to be fast and still make maximum use of our products. I use these recipes during my demonstrations anyway, so it was fast because it was just a matter of actually putting them down on paper," he smiles.

The menu and design was all done in-house, and Cafe Culinaire was up and running. "We are quite happy with the result because we can see our products in action. We don't just present three bottles and tell you what it is. We show you. It's all good to make nice bottles, but the question is, does it work? This is proof that it does," explains Ron.

For Ron, it's not just about showcasing the food. It's also about making contacts, maintaining ongoing business relationships and strengthening others. Which is important in today's increasingly competitive market.



Cafe Culinaire lives on!

What some of ESF's principals had to say about Cafe Culinaire

The exhibition may be over, but the same does not hold true for Cafe Culinaire. Emirates Snack Foods has created a dedicated website to keep Cafe Culinaire open in cyberspace (<http://www.cafeculinaire.com/index.htm>). That is, until a refurbished Cafe Culinaire opens its doors once more during Gulfood 2009.

In the meantime, the website will serve as a comprehensive "documentary" of everything in and around Cafe Culinaire, with several features like:

- Cafe Culinaire partners' profiles and links
- The Cafe Culinaire menu, which can be downloaded
- A series of press articles about the Gulfood in general
- An exclusive news section, which informs about product launches and other happenings.
- A complete section about the Barilla sponsored competitions at Salon Culinaire
- An extensive photo gallery, which shows Cafe Culinaire and many of its visitors.

All sections, including the menu, will be regularly updated, so don't forget to go back for more!



Xavier Haudebourg, Export Manager, Chocolaterie Michel Cluizel

"At Emirates Snack Foods, we believe in maintaining a unique, sustainable, competitive advantage. A competitive advantage is when you have something others don't, but that's not always long lasting. So it has to be sustainable, which means that what you have is long term and not dependant on price or some other short term gimmick. It has to be something that lasts over time as long as you work on it and invest in it," he says.

Ron moved to Dubai in 1997 with the company because he believed that they had an excellent distribution system, and if they added more products, the company would grow. And that's exactly what he has done since he has been with them. "Our focus is very simple. We don't make anything or have our own brands. We just take what others are making and we try to market it in this country," he shrugs.

The company, which started as a retail snack food company, today covers various products and has also forayed into the food service industry. For Ron, an idea like Cafe Culinaire



Pier Luigi Pavesi, Export Manager Middle East, Barilla

is all about keeping up with the industry. “Business has become more complex. With inflation and complicated infrastructure – even things like traffic affect us a lot because things have to be delivered on time – business gets tougher. But along with it comes an increase in professionalism, which is good,” he says.

Add to that the attractive image that Dubai is creating for itself in the world, and everybody wants to come here. “A while ago, not many people knew what the UAE was. Few people knew Dubai. Today, when I go to a fair and tell them I am from Dubai, it’s like I am a rock star!” he says. The very few barriers for entry, ease of import, and efficiency of the services means more competition and one has to be a sharp player to survive and grow.

And Cafe Culinaire hits the nail on the head. “It started out with the objective of having

Principals

What some of ESF’s principals had to say about Cafe Culinaire

Pier Luigi Pavesi, Export Manager Middle East, Barilla

“It’s an innovative idea and I think chefs and other clients would find it quite interesting. It’s too early to say right now, but I think the response is quite good and I am quite happy with it. I am curious to see where this will go next.”

Riccardo Preve, CEO, Riso Gallo

“It’s a very good idea as it showcases all the products and services that ESF can offer to the chefs, restaurants and consumers. One sees very few examples of such innovation in other food expos. This is really the best way for chefs to try the product in an informal setting. It’s about more than just selling the product – it’s about hospitality.”

Xavier Haudebourg, Export Manager, Chocolaterie Michel Cluizel

“We are fairly new in the market at only about a year old, and feel this is the best way to showcase our products. The concept is great because it allows people to try an entire range of products and see what they can do with it. It’s unique really. Most other stands keep a large focus on display, but here, it’s all about the taste, which is most important anyway.”

Gianfranco Veltre, Horeca and Export Manager, Caffè Kimbo

“As a company that offers 12 different blends of coffee, the opportunity to taste becomes very important. We have our barista here with us and he can actually demonstrate his skills and serve people. That is a brilliant idea and we are very happy with the response.”



Chef Soufiane Raji, corporate chef and area sales manager, ESF



Riccardo Preve, CEO, Riso Gallo

a restaurant to show the product in action. Now, it’s starting to get a life of its own,” smiles Ron, and goes on to divulge the reason behind his smile. “If you think about it, you have someone who is or wants to get into the restaurant business and is looking for a concept, well, here it is,” he says.

In fact, Ron assures that if you have the right space and are an individual they trust to be successful with a restaurant, they can have it rolling in no time. “We have our own design team, we can make the menu for you, in the budget range you want, and provide all the ingredients as well. We don’t deal in machines, but our talented chefs can certainly make recommendations. And you will have your restaurant ready,” he says.

As if one needed more incentive, he adds that subtle showcasing of their brands in the restaurant would further sweeten the deal, as their principals would be happy to offer better pricing in return for this marketing activity. With support and assurance all in place, they only need takers. Anyone listening?

And the winners are...

As months of preparation culminated in four days of intense action, the winners emerged through laughter and tears. We present some candid moments...



Hans Bueschkens Trophy - Johnson Diversey Best Hygiene Award

Grovesnor House Hotel

Ajok Zacharias

Practical Butchery - Australian Lamb - Best Butchery

Al Hamra Fort RAK

Suresh Lama

Emirates Salon Culinaire - Award For Best Hygiene Practice 2nd Runner - up

DWTC

Mohammad Abadi

Emirates Salon Culinaire - Award For Best Hygiene Practice 1st Runner - up

Ramada Hotel

Sanjay Ghildyal

Emirates Salon Culinaire - Award For Best Hygiene Practice

Grovesnor House Hotel

Faizoor Rahman

Best Effort by a Corporation - Emirates Salon Culinaire 2008

Jumeirah Group

174 Dhow Large

Best Effort by an Individual Establishment - Emirates Salon Culinaire 2008

Dubai World Trade Center

89 Dhow Large

Best Kitchen Artist - Emirates Salon Culinaire 2008

Fairmont Hotel Dubai

Chamila Jayasinghe

Best Pastry Chef - Emirates Salon Culinaire 2008

Al Bustan Rotana Hotel

Kapila Amaratunga

Best Arabian Cuisinier - Emirates Salon Culinaire 2008

Mina A' Salam Madinat Jumeirah

Michael Elias

Best Gastronomist - Third Runner-up Emirates Salon Culinaire 2008

Mina A' Salam Madinat Jumeirah

Chew Thean Yau

Best Gastronomist - Second Runner-up Emirates Salon Culinaire 2008

THEEDGE

Yerson Behi

Best Gastronomist - Emirates Salon Culinaire 2008

THE EDGE

Juraj Kalna



SALON CULINAIRE '08



SALON CULINAIRE '08



Decision makers...

CHEF OTTO WEIBEL

One thing in your kitchen you cannot cook without...
Ginger.

Your favourite kitchen appliance...
My blender. It's so fast, you can actually freeze things in it.

If you had your own restaurant, what kind of cuisine would you serve?

I would serve Mediterranean food. I specialise more in French cuisine, but I've been in Asia for a long time, so I would serve Mediterranean food with an Asian twist.

Your favourite restaurant in Dubai...
I like Buddha Bar.

Where do you plan to retire and how?
Singapore is home, but it could also be an island like Phuket or Bali.

CHEF ANDREW BENNETT

Your breakfast this morning...
The 24 fish dishes I've been tasting for the last five hours!

Who cooks at home?
I do. My wife can't cook an egg. Sunday is

cooking day and I cook for the whole week so my wife is free to run our three boys around.

Do you see your kids follow in your footsteps one day?

No, they're mostly tennis players. They see the hard work, the long hours - I'm always travelling, hence never at home. They want to do something less stressful.

What does Dubai mean to you?

Food and beverage concepts, great inventions, everything is bigger with no expense spared. You can think of an idea and go make it happen. There's creativity, lots of chefs and great opportunity. And the speed and great wealth to make things happen - it epitomises the opportunities in hospitality because it is all here.

Your favorite hotel...
The Emirates Towers - it's sharp.

CHEF BERND-MICHAEL UBER

Your favourite cuisine...
Anything with a kick.

What do you think makes a good restaurant?

I had restaurants of my own and they didn't last. Customers are no longer loyal, we had good food, good ambience, and good prices along with friendly staff, but another place opens up 100 metres down the street and they move to the new place just to be seen at the new hip and happening spot.



Would you go to a restaurant again if their service was poor but their food was good?

It's all a package deal, the entire combination has to come together or it won't work.

What does Dubai mean to you?

It's exciting. I love it, it's wild. It is ever changing and never at standstill. I find it fascinating.

Who cooks at home?

My wife. I assist when we do Italian, but on a domestic scale, I'm very traditional and I think a woman does it in a much nicer way. I really enjoy it, because it is comfort food passed down from generations, and at most times, better than the expensive restaurants I've eaten at.

CHEF GARTH STROEBEL

What does Dubai mean to you?

It means this kind of a food show. Not the kind of place to come on a holiday, but to come for food shows, good times, good food, and to see how the chefs and the Guild have grown.

Your favorite restaurant...

I don't have one. Each time I go to a new restaurant, I find it's even better than the last one.

Who cooks at home?

My wife can't cook, but don't tell her that! My son likes my wife's cooking - but he's a teenager so he likes to eat rubbish!

One thing in your kitchen you cannot cook without...

Garlic.

Where do you plan to retire and how?

A place with warm climate, by the sea, with good food, and where they grow grapes because I like grape juice. Somewhere in the south of France, for example, Provence, Nice or St Tropez maybe.

CHEF GISSUR GUDMUNDSSON

This morning in Dubai...

I set the alarm wrong and woke up late, rushing to get here on time. I took a taxi and it was the cabby's first day at work so that was interesting.

Your favorite restaurant in Dubai...

Somebody took me to the Sky View restaurant at the seven-star hotel, Burj Al Arab.

I thought it was fantastic! I felt like a king.

What does Dubai mean to you?

Hot weather! The building designs are amazing, takes guts to build. It is the future.

Where and how do you plan to retire?

I would like to lie on the beach with a glass of beer in one hand and my woman in another - I'll die a happy man. Somewhere hot, maybe in southern Europe, because it's closest to Iceland, my home.

Whose cooking do your kids like better, yours or your wife's?

Mine. My wife cooks all week and I cook on special occasions.

CHEF HUBERT OBERHOLLENZER

Your favorite type of cuisine to cook...

Italian. I like spaghetti.

What makes a good restaurant?

Service is important, as well as good food and ambience.

One thing in your kitchen you cannot cook without...

Pepperoni.

Whose cooking do your kids like better, yours or your wife's?

My wife, since she does the cooking at home.

Where and how would you retire?

In Dubai, if I could afford it.

CHEF KARLHEINZ HAASE

Your favorite type of cuisine to cook...

I like German, both traditional and international kitchen.

One thing in your kitchen you cannot cook without...

Vinegar - different types of vinegar.

Your favorite kitchen appliance...

I am very traditional. I do most things manually. I have some pots and pans and lots of knives. I still have knives from back in my apprenticeship days, and I still use them. I bought my favorite knife 15 years ago in Hong Kong.

If you had your own restaurant what kind of food would you serve?

I would make different tables and put a different menu for each one. For example,

a table menu for India, Germany, Asia, and France. If you are sitting at the French table, you can only order French cuisine.

What does Dubai mean to you?

It was nothing and now it is everything. How fast it has grown, working day and night putting up huge buildings.

CHEF MARCO P. BRUSCHWEILER

Who's cooking do your kids like better, yours or your wife's?

I have one daughter and she likes my wife's cooking. She makes lovely Thai food.

What do you think makes a good restaurant?

Good food and ambience, it all has to work together. You need good staff that knows you and greets you when you keep going back.

Would you go to a restaurant again if their service was poor but their food was good?

Probably not, but if the food was average and the service was great I would go back.

One thing in your kitchen you cannot cook without...

Garlic.

Your favourite kitchen appliance...

A blender to make all my Asian pastes for my Thai cooking.

CHEF NORBERT GIRNTH

What do you think makes a good restaurant?

Good food, friendly service and value for money.

Would you go to a restaurant again if their service was poor but their food was good?

Maybe, but I would tell them what I was served and how. You have to let them know if you are not happy, and if they still don't change, then I won't go there again.

Taste or presentation...

A balance between both. Food should be appetising. If it pleases the eye, you will try it.

What does Dubai mean to you?

I love the architecture, beautiful buildings and hotels and lots of money as well.

Your favourite hotel in Dubai...

I love them all, as long as they are clean and convenient. But you pay big for convenience.

CHEF RALPH PORCIANI

Your favorite type of cuisine to cook...

I love to cook with scallops. I cook different types of fish with vegetables because they go very well together.

Your favorite type of cuisine to eat...

Italian, fresh pasta and gnocchi.

Whose cooking do your kids like better, yours or your wife's?

My wife is a really good cook. She cooks British food; the kids get a really well-balanced meal with meat or fish and vegetables and a great British pudding at the end. We also participate and cook together; it's a great bonding experience.

Do you see your kids following in your footsteps one day?

I've got a 13-year-old and he's got his own set of knives. He has shown interest in cooking, before golf stole him recently, so maybe one day.

Where do you plan to retire and how?

I'm 45, and I would stop tomorrow if I could. I started working very young so I feel I've already put in my share and I am of retirement age today. I spent all that time away from my kids and today, looking back, I would swap all that for more time with them.

CHEF RAMAN KHANNA

What do you think makes a good restaurant?

Location, serving food people like to eat and not what the chef wants them to eat, and the service. People want to be acknowledged, not neglected, so give them good service.

Would you go to a restaurant again if their service was poor but their food was good?

Sure. Depends how bad the service was.

Who's cooking do your kids like better, yours or your wife's?

Mine. There are certain things that my wife cooks better. We have one teenage daughter who used to like my cooking better when she was younger.

Do you see your daughter following in your footsteps one day?

She loves to bake and does a lot of baking. I'm not going to stop her; but this is a very hard profession. If she has the aptitude and the attitude, I will guide her.

Where do you plan to retire and how?

It would be between India, the US and the UAE. I would semi-retire - have a 20-seat

restaurant in 10 years so I could do five days and one service, just for fun.

CHEF ROBERT OPPENEDER

Your favourite type of cuisine to eat..

Thai and Italian.

What do you think makes a good kitchen?

Service, kitchen and the atmosphere.

Would you go to a restaurant again if their service was poor, but their food was good?

Yes, but I will warn them to change if they want to keep me as a customer.

What makes a meal complete?

Presentation and flavour.

One thing in the kitchen you cannot cook without...

Austrian rum.

CHEF SCOTT WEBSTER

This morning in Dubai...

I arrived this morning from Australia at 4:30am, slept for half an hour and got to the event at 7.00 am. It took me 26 hours to get here from Australia - that's how committed I am!

Your favourite cuisine to cook...

I like to cook a combination of both traditional Asian and fusion Asian food. I serve Indonesian, Cambodian, Vietnamese and Chinese food at my restaurant in Australia.

What do you think makes a good restaurant?

Staff! You need good food and a good wine list, but if something goes wrong you need good staff to handle it.

Would you go to a restaurant again if their service was poor but their food was good?

No. I think service is too important.

Your favourite restaurant in Dubai...

The Asian noodle place at the Emirates Towers and Bab Al Shams - I like the Arabian experience there.

CHEF TAREK MOURIESS

Your favourite cuisine to eat...

My mom's cooking. I like home cooking.

Your favourite restaurant in Dubai.

I like small Indian restaurants serving puris and parathas. In the big restaurants, I mostly

go for the comfort. I like a small Indian restaurant on Diyafah road.

What does a good meal consist of?

It has to taste good and come from the heart. It has to be cooked passionately.

Your favourite kitchen appliance.

My knife.

One thing in your kitchen you cannot cook without.

Cumin and coriander.

CHEF WERNER KIMMERINGER

Your favourite type of cuisine to cook...

Anything with fresh ingredients and fresh vegetables cooked with modern style.

Your favourite type of cuisine to eat...

In Germany, I like sausage, in India I like Indian, and here, I eat Middle Eastern. I also like pastas and risottos.

Your favourite restaurant in Dubai...

Verre by Gordon Ramsay.

One thing in your kitchen you cannot cook without...

Salt.

Taste or presentation...

Taste. Some dishes cannot look fantastic, like biryani, but it can taste great.

CHEF WOUTER LAP JR.

Your inspiration for cooking...

The bonding of family while cooking and while eating. Everyone centred around the kitchen table making food, eating food and discussing the day's emotions.

What makes a meal complete?

Your companion.

Whose cooking do your kids like better, yours or your wife's?

We always cook together. My daughter likes cooking and my son loves eating.

Do you see your kids follow in your footsteps one day?

Absolutely not, I discourage that. I want them to do something different and something they love.

Where and how would you like to retire?

Three months in Switzerland, three months in France, three months in Holland and three months in Dubai.

No help needed...

...for, these able bodied young men can handle it all. Working hard behind the scenes, they ensure the smooth functioning of the Salon Culinaire, anticipating crises and tackling problems before they appear. Meet the men with a mission

Zaheer

A veteran of sorts, Zaheer is the Assistant Stewarding Manager at Jumeirah Hospitality, heading the team at the Salon Culinaire. In Dubai and with the company since 1991, his hard working and stern exterior belies a compassionate personality. Ever the understanding leader, Zaheer manages to keep a smile on every face in his team, and still gets the work done. Tell him once, and you'll never have to look back for sure. For, having worked hard to get to where he is today, Zaheer takes pride in his work. His aim is to be Chief Steward, and the way he's going, his dream is closer to realisation than he thinks.

Ayub

Hailing from the beautiful state of Tamil Nadu, Ayub has been with Jumeirah Hospitality for over a year now. Leaving behind a wife and three kids, he came to Dubai to make a living, and is quite satisfied with his job. His favourite part about being at the Salon Culinaire is getting the chance to watch so many different dishes being cooked live. A budding chef perhaps?

Nishab

Young and dynamic, no amount of work is too much for this Kerala native. Starting up in life, he has been in Dubai for two years now, and is looking to change his life and luck. And to this end, he believes in working hard, and working with a smile. This is just one of the lessons he has seen in action at the Salon Culinaire.

Edison

Edison is not a happy man. Not because he does not enjoy his work, which he has been doing for over a year now, but because he is the one in charge of destroying the beautiful creations in ice. A father of three, he admits his heart breaks every time he has to break down the stunning ice sculptures that have won gold, silver and bronze medals this year. And he would love to find a way to preserve their beauty.

Rousal

Single and loving it, this young man has been in Dubai for two years now, and is in awe of the city's myriad hues. What he loves most about working in this industry though are the polite and humble people in it. Even being at an event of this magnitude does not take away from the courtesy and respect shown to him by even the topmost chefs. He's definitely looking forward to more interaction with them next year.

Bala

This young Tamil Nadu native is quiet most of the time. But behind that sober exterior lies a sharp mind. He keeps his eyes open and accepts new experiences with open arms. After all, goes his reasoning, every opportunity is an opportunity to learn something new. And what better place to learn than the Salon Culinaire?

Shahji

His time at the Salon Culinaire has been most rewarding, he feels. Not only does he get the chance to see the chefs at work and interact with senior members of the industry, he also gets to upgrade his skills. Working with new cleaning agents, he feels he can now make more informed decisions about what to use and when. He may have only one year in Dubai as a base, but he intends to go far.



The men in white - from left - Rousal, Ayub, Nishab, Zaheer, Bala, Edison and Shahji.

Bigger and better



Salon Culinaire 2008 was bigger than ever, and thanks to the tireless efforts of the people behind it, more successful. We spoke to a few exhibitors about what they thought of the event and the exhibition, what they brought in and what they took back

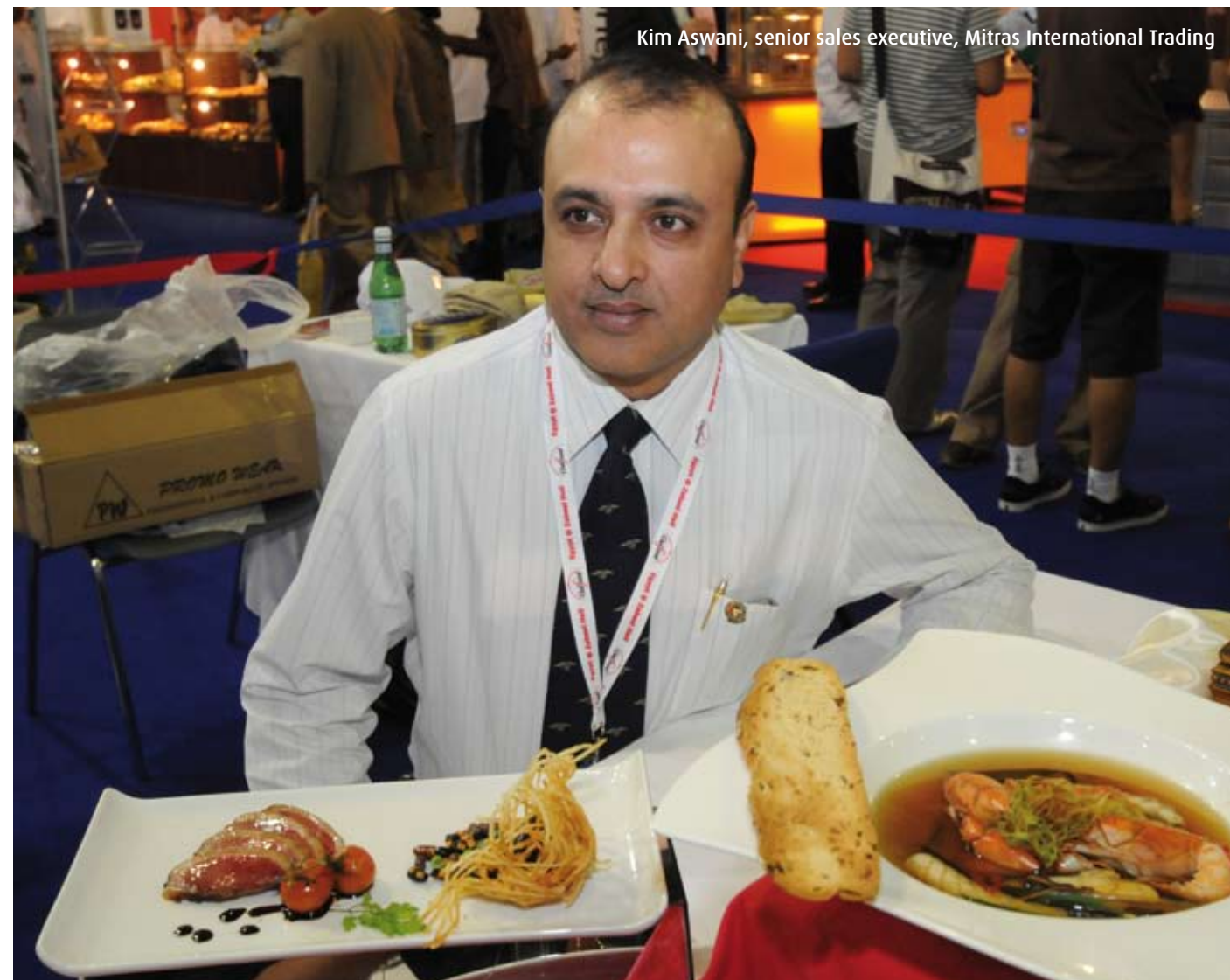
SALON CULINAIRE '08

In keeping with Dubai's frenzy to do things bigger and better, Gulfood 2008 was just that. The biggest ever in size and space, the exhibition saw many new players participating, and old players reinventing themselves to keep up with the competition.

The same help true for the Salon Culinaire, which was larger, in terms of space, entries and winners. Organised by the Emirates Culinary Guild (ECG), the UAE's association of professional chefs, Salon Culinaire 2008 was a four day culinary extravaganza. In its 10th instalment, it had over 1,100 participants, and, for the first time, had entries from different countries as well.

The ever-popular hot kitchens saw more entries this month, creating the need for a third hot kitchen as opposed to the two last year. The 16 WACS certified judges, led by Otto Weibel, admitted judging was tough, and there were some very close calls to make. But the decisions were made, and the winners came out with flying colours, and delighted smiles.

But the action was equally exciting around the Salon Culinaire area, with the sponsors exhibiting their products in large and innovative stands. We spoke to a few of them to see what was cooking there:



Kim Aswani, senior sales executive, Mitras International Trading



Hans Bottvher, managing director, Frisch and Frost

Fadi Selwan, food service manager, Transmed Overseas Incorporated



Nauman Ehsan, food business manager, Nestlé Professional

We have always been present at the Gulfood, and have been the main sponsor of the Salon Culinaire for four years now. Our main reason for being here is that we feel this is the right place to showcase our range of products, be it food or beverages. This exhibition has gotten bigger and better, and is very focused. Besides, being the biggest of it's kind in the region, it ensures many principals from different countries come visit, so you get to touch base with a lot more people.

This year, we have taken a much bigger stand as we wanted to fully showcase the different solutions and ideas we have to offer to our operators. We have two distinct areas for food and beverages. In beverages, we have set up a bar of sorts, where we have displayed the different solutions for our range of beverages and flavours. There's also a bartender who puts up a small show to attract people to our stand.

One new product here is the easy care machine, which has been patented for Nestlé Worldwide. It's easy to clean and easy to maintain, which is very important since hygiene is one of our major focuses.

We are also introducing the Nestlé tea bags, so now we have extended our range to tea as well. In addition, we have introduced soluble black tea, which means you can now have black tea with or without flavouring, dispensed from a machine. So easy to use!

In the food section, we have a live kitchen, where we have a set menu for the four days, covering the whole meal from starter to main course to dessert.

We have also introduced our new mashed potato dispenser, which only a few countries in the world have as of now. This snack is healthy and tasty, and offers a viable alternative to chips and other such fried items. We expect it to be a great success.

Rabie Issa, regional business manager for the UAE and Oman, Nestlé Professional

This year, we are also launching our new identity of Nestlé Professional. The stand is replete with our branding, and this has created a lot of interest, with visitors coming in and asking us what this is all about. Our proximity to the Salon Culinaire has also given us a platform whereby people pass by our stand and see what's new.

Mohammad El Khatib, Sadia

Sadia is a brand that has been around for many years. It's made from the best ingredients, and we pay very close attention to the hygiene standards on our farms. Our chickens are fed 100 per cent natural grains, and are halal as per Islamic rites.

At Sadia, we have a wide range of products that cater to every taste and preference, from spicy to special marinades to shawarma, which has been customised for the local market. In addition, we also have heat and eat products, and all our products are enriched with vitamins and proteins.

For us, this is an opportunity to showcase all that we have to offer. As far as new products go, we have a cycle that continuously introduces new products in the market. At Gulfood, we are here as a branding exercise rather than to promote a particular product. We have showcased some products like our breaded range and pre-cooked range that is for the industry, but this is not a launch pad for anything.

Hisham El Taraboulsy, Unilever Food Solutions

This is the first time we have participated in the Gulfood as an independent exhibitor. We made this move because we felt the need to showcase our products in a more innovative fashion. Our talented chefs have worked hard to create some very special dishes and we wanted to give people an opportunity to taste them.

We have recently added Lipton to our distribution channel and here we are showcasing the different flavours that the brand has to offer.

Another new product on display is the pasta sauces. This has still not been launched in the market. We are also showing a range of liquid salad dressings which will soon be introduced in the market.

One important part of our stand here is the sweet section. The chefs have created a wide range of Arabic and international desserts using our products. This is truly a showcase of the versatility of the products, where everything from the base to the toppings are from our products.

The aim of doing something like this is to show our operators how our products can be used to make their lives simpler. We are not providing only products but knowledge as well.

Kim Aswani, senior sales executive, Mitras International Trading

We are sponsors of this year's seafood class. We have been at the Salon for four years now, but this is the first time we have come in as sponsors.

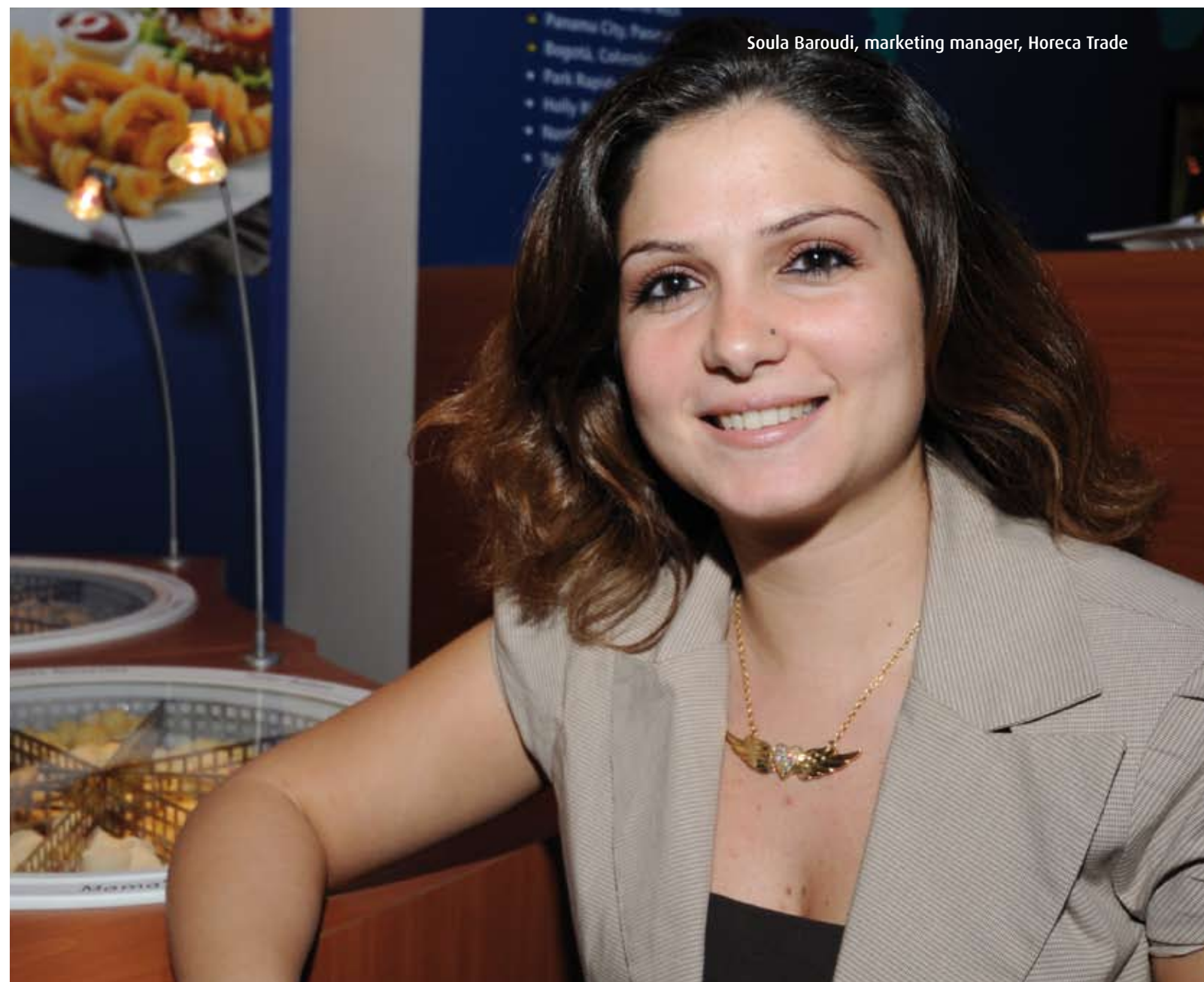
This is a great opportunity for us because it gives us the chance to encourage the chefs to be more creative. Every five course meal has one of our products, and we are very happy with the variety of dishes that have been displayed here.

The good will that we will take out of this will be amazing for sure. But we intend to go a step further and collate all the recipes that have used our products into a book. We will also talk to the chefs and take their creative input in this, and launch the book in September.

As far as products go, we have introduced the organically grown oysters and salmon from Chile.



Soula Baroudi, marketing manager, Horeca Trade



Ram Narayan, CEO, Masterbaker

As distributors, we have introduced a lot of new products this year, from a new bread improver, to bread mixes. We are also in the market with finished frozen danishes and croissants and long life dairy cream. Another new product is a new yeast we have brought in from France.

With our range of products, we feel proud to be members of the ECG as this gives us an opportunity to showcase our products to the prime users. We believe that over the course of our membership we have justifiably added value to each other.

The Gulfood is also a great opportunity for us to generate interest in our products. In addition, we also get the chance to catch up on our competitors and check out what they are doing, garnering information that is not otherwise available in the market.



Soula Baroudi, marketing manager, Horeca Trade

This year, Horeca has tried a new strategy. We have not taken a stand for ourselves. We did not feel the need to because our principals have taken stands, so in that sense, I guess you could say that we are present in six different stands.

The exhibition has really become big now, which is good, but I think there is a negative side to it, that one cannot possibly walk through and explore the entire floor space. Also, when you have 20 brands of water, it is bound to confuse the customer!

This is why our strategy has worked this time. Because not being involved in the

logistics of having a stand has given us the opportunity to actually spend quality time with the customers, talking to them and doing what we are supposed to do.

We will, however, be back with our own stand next year as we do have to promote the name of Horeca Trade as well. This year, we have tried a strategy that has helped us a lot, and next year we will have our own stand.



Hisham El Tarabouly, Unilever Food Solutions

Rabie Issa and Nauman Ehsan, Nestlé Professional



Hans Bottvher, managing director, Frisch and Frost

This is our first time here and what I have realised that this is a very competitive market. One has to get familiar with the brands and the people behind them, and we are using this opportunity to do just that. It's important for us to understand the demands of our customers, and get to know them better.

We are already distributing our products to some major hotels here in Dubai, and are very pleased with the response. That means that we will definitely be back next year. As a realistic person, I would have to say it would

be very surprising if we were not here in full force next year.

Fadi Selwan, food service manager, Transmed Overseas Incorporated

I have been monitoring the exhibition for the last four years now, and it has been quite interesting. This year, it has become very professional and the ticket price has ensured only serious businessmen are here. This helps a great deal because it saves our time and helps us make truly valuable contacts.

An event like this is great because it gives you the ideal platform to launch a product.

You save all your advertising and PR efforts because you have all your target customers right here.

At Transmed, we are launching a few new products. We have launched an entire range of seafood products for one. But what's most interesting is the dessert bites we have introduced. We realised that after a full meal, it is difficult for one to finish a full serving of dessert. So we have the brownie bites the cheesecake bites, etc, which are smaller portions.

Next year, we will be back with bigger and better things for sure.



Moods & Moments...





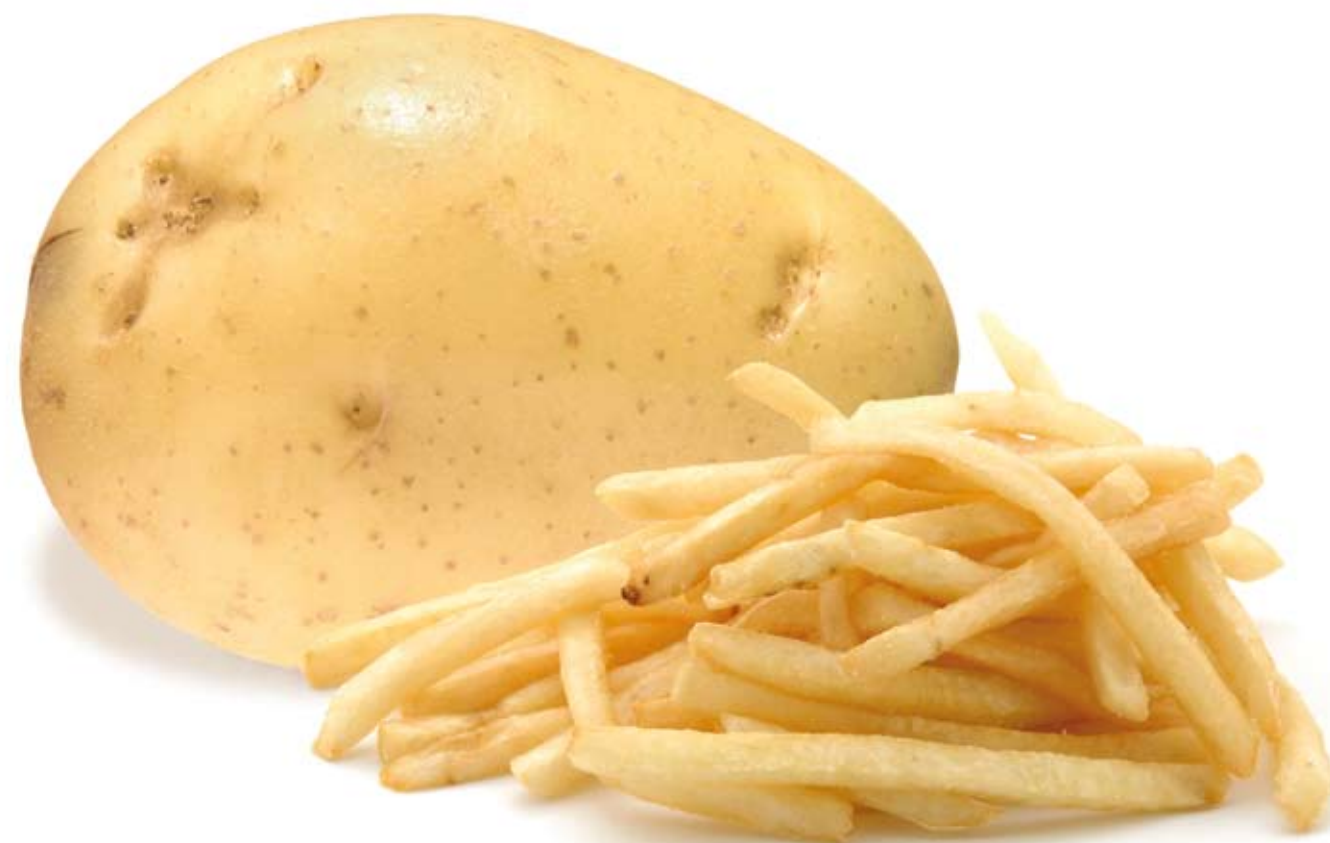




presents
Asparagus to Zucchini

Crunchy Potatoes

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





MASALA POTATO WRAP WITH BABY SPINACH



Chef Amar Kant Jha
 Dubai World Trade Centre

INGREDIENTS		METHOD
Potato	600 gms	Peel and cut two big potatoes into long slices.
Onions	100 gms	Marinate the slices.
Garlic	50 gms	Boil the rest of potatoes. Peel and mash.
Corn oil	200 ml	Sauté onion and garlic in a pan. Add diced
Tandoori masala	100 gms	pepper and then and mashed potato. Cook for
Green pepper	50 gms	two minutes. adjust seasoning.
Red pepper	50 gms	Divide the mixture in small equal portions and
Lemon	1 pc	wrap it in potato slices.
Baby spinach	300 gms	Bake the wraps in the oven.
Onions	300 mls	Blanch baby spinach, sauté in garlic and onion.
Garlic	10 gms	Arrange the potato wraps on a plate. Serve with
Red cherry tomatoes	16 pcs	mint chutney and grilled cherry tomatoes.
Butter	100 gms	
Mint Chutney	50gms	



Chef An Singh
Dubai World Trade Centre

INGREDIENTS

New potato	600 gms
Onion	50 gms
Pomeri Mustard	30 gms
Pink Pepper Corn	10 gms
Calamari	200 gms
Olive Oil	50 ml
Rocket Leaves	50 gms
Frisse Lettuce	50 gms
Lollo Rosso	50 gms
Lemon	25 gms
Salt and pepper	To taste

Dressing

Mayonnaise	100ml
Dill	200gms
Sour Cream	50ml
Lemon Juice	20ml
Caviar	10gms

METHOD

Cut new potato into wedges, and marinate with olive oil, salt, pepper and Pomeri mustard. Bake in an oven for 18 minutes. When cooked, chill them.

Cut calamari into ring and marinate in salt pepper and olive oil. Steam for six minutes and chill.

Take fresh leave of lettuces, clean and keep aside.

To serve:

Serve the cold starter with crisp green leaves and dill caviar dressing.

POTATO SALAD WITH CALAMARI RINGS

PURPLE POTATO GNOCCHI



Chef Kennedy D'souza
Dubai World Trade Centre

INGREDIENTS		METHOD	
Purple potato	250 gms	Wash and peel the purple potatoes. Boil and mash. Remove and mix with potato flour, salt and pepper and make dough and keep aside.	For the gnocchi: Boil water with salt and prepare even size potato dumplings and add to the boiled water. When potato dumplings start to float, remove and keep aside.
Plan flour	100 gms		
Onions	30 gms	For the yellow pepper sauce: Heat olive oil, add roughly chopped yellow pepper, garlic, onions, and leeks and simmer till peppers are cooked. Blend the above mixture and thicken with flour and butter.	To serve: Sauté potato gnocchi with olive oil, garlic and yellow pepper sauce. Garnish with basil leaves and fresh parmesan flakes.
Olive oil	50 ml		
Yellow pepper	100 gms		
Garlic	30 gms		
Fresh Parmesan	50 gms		
Leeks	30 gms		
Vegetable stock	100 ml		
Potato flour	50 gms		
Butter	100 gms		
Basil leaves	30 gms		



POTATO KEBBEH



Chef Rezk
Dubai World Trade Centre

INGREDIENTS

Fresh potato	100g
Bourghul	100g
Onion	5g
Fresh mint	5g
Cumin powder	5g
Salt	10g
Martousush	10g
Basil	10g
Cinnamon	5g
Oil for frying	0.5 ltr

For the stuffing:

Potato mince	100g
Onion	50g
Oil	20g
Pine seeds	20g
White pepper	5g
Cinnamon	5g
White pepper	5g

For the garnish:

Lettuce
Tomato
Lemon

METHOD

Soak the bourghoul in normal water till it becomes soft.

Mix in all the other ingredients and stir till it becomes soft.

Make it into small balls. Stuff with the potato mixture. Fry till golden. Garnish with lettuce, tomato and lemon wedges, and serve hot



POTATO CRUSTED LAMB LOIN COMPLEMENTED WITH POTATO AND PUMPKIN GRATIN



INGREDIENTS

For the Potato pumpkin gratin

Potato	150gms
Pumpkin	150gms
Cream	200ml
Garlic	05gms
Butter	30 gms
Parmesan	50 gms

For the lamb

Lamb loin	500 gms
Grated white bread	50 gms
Firm boiled potato	800 gms
Flat leaf parsley chopped	3 tbsp
Oil	3 tbsp



Chef Shyju Varghese
Dubai World Trade Centre

METHOD

Slice potato and pumpkin into thin slices. Heat cream with garlic and reduce to a thick consistency.

Take a baking dish, and grease with butter. Assemble potato and pumpkin in layers, sprinkle reduced cream, and repeat till all potato and pumpkin is set. Finish with cream on top and bake in oven till done.

Cool for two hours, and cut as required to serve.

Cut the meat into two equal pieces. Rub them with salt and pepper and turn them in bread crumbs.

Peel the potatoes, wash and grate into fine strips. Squeeze out and dry thoroughly. Heat a large non-stick pan until hot, add oil and scatter in half of the potato strips to make a round potato pan cake. Fry the cake until golden brown on the bottom. Slide out the finished potato pancake with the browned side and sprinkle it with half of the parsley.

Preheat the oven to 220 Degrees C. Place a piece of lamb on the lower side of each pancake and roll it up tightly. Press the potatoes tightly on to the meat, then press the ends firmly together to make them stick. Slide the rack on to a baking sheet and bake rolls in the preheated oven for about 15 minutes. Serve hot.

ALOO JODHPURI



Chef Vikram Bisht
Dubai World Trade Centre

METHOD

Potato	180 gms	For the sauce	
Bell Peppers	10 gms	Cream	50gms
Cottage Cheese (Paneer)	40 gms	Yoghurt	80gms
Plums	10 gms	Tamarind	25gms
Dey Nuts	5 gms	Ginger Garlic	2gms
Coriander (Chopped)	2 gms	Mint	2gms
Mint Leaves (Chopped)	2 gms	Salt	To taste
Ajwain	_ gms		
Ginger Garlic	2 gms	For the katchumber	
Saffron	_ tsp	Fine Julienne of cabbage,	
Salt	To taste	tomato, cabbage,	
Chilli Powder	_ tsp	bell peppers and onions.	5gms
Garam Masala	_ tsp		

METHOD

Peel the potatoes and cut in half.	Remove the potato from the water and stuff the cottage cheese mixture inside.	For the katchumber:
Make a hole in the potatoes and dip in saffron water.	Hold the potato together with skewers and place inside the mud oven (tandoor) till it turns golden brown.	Cut cucumber, tomato, cabbage, bell peppers and onions in fine julienne. Mix it all with chat masala and lemon juice.
Mix together the cottage cheese, ginger, garlic, bell pepper, coriander, ajwain, dry nuts and sauté. Add the garam masala and salt according to taste.	Remove the potato from the skewer carefully and serve hot with tamarind sauce and katchumber salad.	For the tamarind sauce:
		Saute ginger, garlic and tamarind in oil till golden brown. Add cream, yoghurt, chopped mint and dry nuts.

An inspiring growth partner

Nestlé Professional, launched for the Middle East during Gulfood 2008, is a new, global strategic initiative by the Nestlé Group to transform its foodservice operations to a Globally Managed Business, fully dedicated and committed to responding to the needs of customers and operators in the out of home industry. We talk to some of Nestlé Professional's Middle East Management to get a detailed perspective on what is in store for this new enterprise brand



From L to R - Devendra Wankhede, Jeroen Pluijmers, Rabie Issa and Nauman Ehsan

It's about more than just your morning cuppa. For most of us, who have woken up for years to a steaming cup of NESCAFE®, or spent evenings munching on a deliciously chunky KITKAT®, Nestlé is an intrinsic part of our life. The company is now taking this partnership of sorts to new levels with the introduction of Nestlé Professional.

Nestlé itself is more than 140-year-old company. As a global leader it is backed by a long and strong history. It has developed strong, sustainable brands over the years and continuously proven its dominance in the market with facts and figures. Today, it's the biggest food company in the world. "But it's not about being the biggest. It's about being the best – having the consumer at the heart of everything we do," says Jeroen Pluijmers, General Manager for Nestlé Professional in the Middle East.

Which is why Nestlé Professional came into being. "Nestlé as a company has always had a specific division that focused on the foodservice industry. This arm of the company, Nestlé FoodServices, is also the biggest foodservice company in the world, offering strong, well known high quality brands. Today,

and even more tomorrow, we are more than just a food company. We are a Nutrition, Health and Wellness company," he says.

In the Middle East, Nestlé has been around for over 70 years, since it first started operations in Lebanon in 1936. The Nestlé Middle East Head Office opened in 1997. "But our brands and products have always been present in the market. We felt it was time though to combine efforts across different countries with a regional head office approach so operators could make better use of our services," says Rabie Issa, Nestlé Professional Regional Business Manager for the UAE and Oman.

"It made good sense because this was a good way for us to stay close to our customers. As a company, this enables you to have a better understanding of the market, the operators, their needs and requirements, and helps you unlock the business potential of the same," explains Nauman Ehsan, Food Business manager within Nestlé Professional in the Middle East.

Nestlé has grown steadily and strongly over the years. Making strategic acquisitions internationally, the company is present in many different businesses, from milk, confectionery, culinary and coffee to nutrition. "The environment today has changed. With

the increase in, for instance, on-the-go consumption, people are consuming more and more outside the home today. In the US, which is the largest foodservice market in the world, 50 per cent of each consumer dollar spent on food and beverages is spent out of home. In certain parts of Asia, such as Malaysia and Singapore, this amount is approaching 70 per cent, and also in the Middle East, we see out of home consumption developing fast. This indicates the huge potential of the market," says Pluijmers.

It is to unlock and explore this huge potential that Nestlé decided to make Nestlé FoodServices an independent entity, under

the name Nestlé Professional. "We would not call it a rebranding. It really is a change in our business focus, a new mindset to become an inspiring growth partner for our customers by the creation of a dedicated, committed, globally managed business," he explains.

The demands of operators in the out of home channels requires a business model that can serve its purpose, and to be successful, one has to have the right business model. "Play by the rules of the game, if you please," says Pluijmers. And the rules of this game are to be able to really commit to this tremendous opportunity, work closely with the operators and help them serve and delight their

consumers.

The process which started at the end of 2007 is being rolled out in phases. "It's definitely not an overnight exercise. The global nature of the company entails time and effort, and a phase by phase, country by country roll out. We're basically getting more focussed, and that's what the change is all about," says Ehsan.

In the Middle East, Nestlé Professional was rolled out at the recently held Gulfood Exhibition 2008. The transformation is expected to be complete by January 2009. "We really believe that now we have our destiny in our own hands. The whole organisation is extremely

In the Middle East, Nestlé has been around for over 70 years, since it first started operations in Lebanon in 1936. The Nestlé Middle East Head Office opened in 1997. "But our brands and products have always been present in the market. We felt it was time though to combine efforts across different countries with a regional head office approach so operators could make better use of our services," says Rabie Issa, Nestlé Professional Regional Business Manager for the UAE and Oman.



Nestlé Professional is one of the main sponsors of the Salon Culinaire and a great supporter of Emirates Culinary Guild



From L to R - Nauman Ehsan, Chef Zain Sidhu, Jeroen Pluijmers, Charmaine Arango and Erik B

To make any solution or application really effective, every aspect of it has to be carefully looked at, and has to be up to the quality mark. “While we do innovate and renovate our products to suit the needs of today, our focus is firmly on the quality of the ingredients and food safety standards. There’s no way that we compromise on that,” says Pluijmers.

motivated. We will be independent, but still be fully part of the Nestlé Group,” clarifies Issa. “A separate business model does not mean we separate from the group. We actually have the best of both worlds, where we will be an independent, globally managed business but will be able to use the so called ‘shared services’ from Nestlé, like Supply Chain, Finance, HR, Research and Development and even distribution,” he adds. “Basically,” says Pluijmers, “We will have the independence to drive our destiny, and yet have the same safe back up of the bigger organisation.”

“Having said that,” says Issa, “Nestlé Professional will also be closer to our customers, faster and more responsive. We are evolving into a service-based organization that will deliver creative food and beverage solutions which enable our customers to innovate and grow. In other words, we don’t want to just go out and sell a product. We want to provide solutions that enable our operators to better serve their consumers.

Currently, under Food, Nestlé Professional houses the MAGGI ®, CHEF ® and Nestlé ® brands, under beverages it offers five brands, NESCAFE ®, NESTEA ®, NESQUIK ®, MILO ® and coffee creamer brands like COFFEEMATE®. They feel fortunate for their business-to-consumer and business-to-business brands that consumers and operators through a longstanding relationship have come to truly trust.

“As a company, the priorities and directions have been laid down by the CEO, and we will be able to tap into Nestlé’s Nutrition, Health

and Wellness leadership and its R&D more effectively. In fact, the operations are moving towards the health aspect, even beverages,” says Devendra Wankhede, Beverages business manager within Nestlé Professional in the Middle East.

With certain key associations, the brands are evolving with products and solutions that advocate and enhance a healthier lifestyle. “Like a new solution currently under testing in Europe and America, a nutri-refresh range of beverages. This follows the inauguration of a dedicated R&D Centre in November last year in Switzerland, entirely dedicated to the OOH beverages business. This is proof of our commitment to make things happen,” he says.

An upgrade of sorts from what was an ingredient supplier to becoming a solutions provider, Nestlé Professional is about more than just taking orders. “Our new identity is indicative of a more professional approach to the foodservice business, where we want to come in as partners from day one, truly

understanding the needs of the operator, and working with him to provide a solution,” says Issa.

“This means that we are not just traders providing solutions either,” clarifies Wankhede. “We go beyond that. Applications of solutions could be customized to suit individual needs. Like the first NESCAFE ® coffee machine at the old Dubai Airport was a solution for a specific need. That was in 1996, but we are still working with the same principles, and building on them,” he adds.

To make any solution or application really effective, every aspect of it has to be carefully looked at, and has to be up to the quality mark. “While we do innovate and renovate our products to suit the needs of today, our focus is firmly on the quality of the ingredients and food safety standards. There’s no way that we compromise on that,” says Pluijmers.

Part of this quality standard is to educate the operators, and in turn, help them educate their consumers, about the health aspect of

the products they serve. “Even quick service restaurants today are moving towards the whole fresh and healthy side. We are here to support them in those initiatives by providing solutions that meet with those standards,” he adds.

Along with quality comes service. And Nestlé Professional boasts tremendous support in the same. Working with operators in different parts of the world, the company works on the nutrition value of each dish, helping healthcare professionals to assess the food they are serving.

“If you look at the Middle East, you will find a lot of traders here who are looking only for low pricing. But cheap products also come at a price when they compromise on quality. Which is why it is our job to educate the operators, tell them to read the ingredients labels, and understand, say for example, the difference between meat essence and meat extract. This is our responsibility towards the customer and the operator,” says Ehsan.

Every product that has Nestlé on it is checked thoroughly and goes through stringent quality control tests. Factories have to adhere to the set standards, and no compromise is made, no matter what the product. Each product has its own benchmark, and those have to be met at all times. “In fact,” says Ehsan, “sometimes the Nestlé standards are above what is required in the country we are supplying to. So we may not need to maintain that quality, but we do because we consider it our responsibility to do so.” Even with the recent changes in Dubai Municipality’s standards for approval, Nestlé has passed without batting an eyelid for they have always maintained those high quality standards.

“To that end, we also ensure, through internal trainings, that our staff is fully aware of what they are talking about. We have special trainings with our in-house nutritionists so that we understand the importance of healthy choices before we advocate the same to others,” says Wankhede. It is especially important to note here that the focus on health does not take away from the focus on taste. “Every consumer wants to have healthy products as long as they are tasty. And every operator wants to sell healthy products as long as he makes money. We have to work within these parameters,” says Pluijmers.

Says Ehsan, “Don’t forget, our operators are also businessmen. So it is important for us to be honest and upfront with them. We were probably the first company to have a dedicated Advisory Chef on board, who can actually speak the language of the operator, and show his junior to best use the products, reducing wastage, and consequently, costs. This is the kind of service we are talking about.”



In addition, Nestlé Professional is also working on the next edition of “Menus of the Masters”, a competition based book that features recipes chosen from over 1000 entries. “This gives the junior chefs an opportunity to showcase what they can do. For us, it gives us an insight into the industry, and establishes a dialogue wherein we don’t just say this is our product and this is what you can do, but we listen to new ideas of what they can do as well,” explains Ehsan.

“The same goes for the Emirates Culinary Guild. We have been with them since the very beginning, and we truly believe that if we work together to raise the standards of the industry, we all stand to benefit from it,” says Issa.

To that end, the company consciously makes an effort to invest even in those markets not as mature as Dubai. “We are participating in all the foodservice exhibitions, even the not so big ones, because we believe that every market with potential is important. If we can help the industry grow with these initiatives, it’s a positive step for everyone,” says Ehsan.

These initiatives also provide support for the global management of the company, ensuring no matter where in the world you are, when you talk to a Nestlé Professional, they talk the same language. “Our communication network is strong, such that when professionals meet they know we have passed on the solutions and ideas to other countries. When chefs leave one place to go to another, they do not have to worry where Nestlé is concerned as they will find the same solutions and same comfort level as anywhere else,” smiles Issa.

In keeping with it’s focus on health and well being, Nestlé Professional has recently introduced the MAGGI ® Mashed Potato snack machines, which will soon be installed in schools. “It’s the ideal healthy snack option. It’s filling and made with skimmed milk so there is less fat. And it’s a healthy alternative to chips or fried foods,” explains Ehsan.

Concludes Pluijmers, “We can sum it all up in our vision which is: to become an inspiring growth partner that delivers creative, branded food and beverage solutions enabling operators to innovate and delight their consumers.”

Chef Patrick Lannes, Chef Director, Le Royal Meridien Beach Resort and Spa and Grosvenor House, gives us a glimpse into his personality and passion for food



Presents

The Chef's Table

At the Chefs Table with Chef Patrick Lannes,
Chef Director, Le Royal Meridien Beach Resort and
Spa and Grosvenor House, Dubai



What does food mean to you?

Fun, love, passion, health.

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

I am still the same enjoyable man. The only difference would be the dress - white in the kitchen, colourful outside it.

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

One evening in Osaka, I had to prepare dinner for Herbert von Karajan and some friends. When I entered the restaurant, he got up and applauded me. All the guests in the restaurant got up for a standing ovation. The maestro invited me to sit next to him, and I had chance to talk with him for several minutes. It was an unforgettable evening!

Can you tell us about a funny kitchen disaster?

To me, a disaster is a disaster. There's nothing funny about it.



Scrambled Egg with Caviar



Fresh Truffles Melanosporum with Scallops

Who cooks at home?

My wife.

Which is your wife's most favourite dish?

Roasted rack of lamb with garlic cloves, flageolets and strings beans.

What do you do when not cooking?

I enjoy the company of my wife, reading, listening to music, discovering the mystery of life. And yes, I do take time off to smoke a good cigar.

Do you eat to live or live to eat?

Both. I never forgot the words from my great mother "Use, but don't abuse".

What is your favourite dish?

Truffles. The Romans called it 'The gift of God', and I agree. This black diamond is still a mystery. And I love the melanosporum.

What would you never eat?

Human meat.

What's been your worst experience with food?

That would have to be in Japan, when I had raw turtle.

And your best?

Truffles Soup Elysee from Paul Bocuse.

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

I believe that in the world, there are only two kinds of food - the good and the bad. I love good food, and when the food is good, nothing can be better. But I am a little partial towards Moroccan food.

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

Soup. You know, centuries ago, it was the only food people had. It is a complete meal.



White Beans Creamy Soup with Cepes Mushrooms and Duck Liver

What's your favourite kitchen appliance and why?

My knife. A chef cannot work without knives.

What's the one ingredient you cannot cook without?

Salt.

What's the most overrated ingredient/dish?

Truffle oil – It's too synthetic and kills others flavours.

Your favourite cologne?

Pour un Homme from Caron.

Your favourite brand of suits?

Yves St Laurent.

Your favourite brand for accessories?

Cartier.

Your favourite film?

La Grande Bouffe , starring Marcello Mastroiani, Michel Piccoli, Ugo Tognazzi And Andrea Ferreol.

Panfried Dutch Veal with Lemon Sauce and Springs Vegetables



Baba Strawberries / Passion

Your kind of music is...

Chill out.

Your favourite bar/nightclub in Dubai?

Buddha Bar.

Your most memorable vacation.

Seychelles. It was really like the garden of Eden on Earth. The natural beauty was spectacular.

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

Carla Bruni and Sarkozy.

Tell us about the food on the table today.

I start with the Oeuf De Poule Au Caviar, which is basically scrambled egg served with caviar.

Next up is the White Beans Creamy Soup With Ceps Mushrooms And Duck Liver.

For the salad, I have the Fresh Truffles Melanosporum with Scallops. This is my favourite kind of truffle and I like it made this way.

Then comes the Pan fried Dutch Veal with Lemon Sauce and Spring Vegetables.

The meal ends on a sweet note with Baba Strawberries/Passion.



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

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

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

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

The Competitions

Three major international competitions will be held during the congress:

The Global Chef's Challenge:

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

The Hans Bueschkens Memorial Trophy:

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

The Meat & Livestock Australia Black Box Culinary Challenge.

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

The Kitchen Arena:

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

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

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

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

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

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

Seminars and Workshops:

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

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

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

The Dr. Bill Gallagher Junior Chefs' Forum:

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

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

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

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

A special thank you to the WACS Congress 2008 sponsors

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DEPARTMENT OF TOURISM AND COMMERCE MARKETING



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Denny's Dream Uniform



Mr Dominic Green, Sales Director, and Mr Niraj Makhija, Director, Denny's Dream Uniforms, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

Denny's has been supplying the UK catering market for over 170 years with high quality branded chefswear. It has two world renowned brands; Le Chef®, with its generous sizing and modern styles; and Denny's, with great value, high quality, traditionally cut garments. Both Denny's and Le Chef® come in sizes from XXS-4X, so they really do cater for everyone!

The award-winning Le Chef® range, created by Mark Gregory MOGB, has been at the forefront of innovative chefswear for over 15 years. With products such as Staycool®, a clever blend of high grade cotton rich polyester and cellular Coolmax®, which is a material more commonly associated with sportswear, offering you the coolest range of garments on the market. Ideal for the blisteringly hot summers in the Gulf!

For more info on Le Chef® check out www.lechefuniforms.com, where you will not only find product specific information, but also food websites, HACCP downloads, menu planning, useful kitchen templates, and much more. You can even join the Le Chef® facebook page.

In 2005, Denny's joined forces with Dream Uniforms of Dubai, to offer a complete range of uniforms to the hospitality industry in the Gulf.

Dream Uniforms, (est. 1984) has gained the reputation of being one of the top designers and manufacturers of high class, made-to-measure hotel uniforms in Dubai, with clients such as Raffles, Grosvenor House, Shangri-La Abu Dhabi, and Intercontinental Festival City, to name but a few.

With this strategic alliance in place, Dream Uniforms is able to concentrate its manufacturing efforts solely on making bespoke front of house uniforms, whilst being able to offer Denny's vast range of "off the shelf" chefswear.

Dream Uniforms also have a large stock of Italian designed Safeway® safety shoes in Dubai. Safeway® are an invaluable addition to the product range allowing Dream Uniforms to offer a shoe with a 200 joules steel toecap, great slip-resistant sole, and a revolutionary machine-washable, breathable micro fibre upper, available in five styles.

Denny's
UNIFORMS

Friedr Dick GmbH & Co. Kg



Representatives of Friedr. Dick GmbH & Co Kg receive the membership certificate from Chef Uwe Micheel, President, ECG.

In 1778 the Friedr. Dick company was founded in Esslingen and is still family owned after more than 225 years.

The Friedr. Dick company supplies its products to customers worldwide. Sales branch offices in the USA, France and Italy as well as stockkeeping importers in nearly every country guarantee the best possible, customer-oriented service.

Friedr. Dick is the world's only manufacturer to offer a complete range of knives, sharpening steels and ancillary items for Chefs and butchers, as well as butcher's machines, grinding machines and knife-cleaning equipment. The long tradition and the many years of experience

gained in the manufacture of products for chefs and butchers enable the ongoing development of innovative new products. Customer wishes, the impetus provided by practical experience and own ideas are translated into high-quality products.

The best possible quality, optimum handling according to ergonomic requirements turn Friedr. Dick products into the leading brand in the professional sector.

The environmentally friendly use of energy and production without waste water exceed existing EC and international regulations.

DICK
Traditionsmarke der Profis

Seascope

International General Trading LLC

Seascope International General Trading LLC established by Mr. Ibrahim Rasheed as it is his vision to expand his already established business firm in Maldives to Globally that turned into reality and later Master Chef Christian Frenot entered in as a partner and Culinary Advisor.

Ibrahim Rasheed is a Maldivian entrepreneur who ventured into the business of sourcing and supplying fresh produce to the top resorts and hotels in the Maldives by establishing Fantasy Pvt Ltd.

Fantasy Pvt Ltd has become synonymous with quality and has been serving the Maldivian hospitality industry for the past 19 years with a well managed and professional team.

Today Fantasy Pvt Ltd supplies to nearly all the high class tourist resorts in the Maldives including but not limited to Hilton Maldives Resorts & Spa, One&Only Group of Hotels and Maldives Inflight Catering Pte Ltd..

Master Chef, Christian Frenot, is an internationally acclaimed French Chef who has been associated with Elle & Vire, the manufacturer and distributor of high quality dairy products. He has also been a Culinary Advisor to other highly regarded companies known for its innovation in pastry making such as MatinoxSeascope International General Trading LLC is dedicated to supplying a wide range of fine foods of the best quality sourced from all over the world.

We focus our services to top class hotels, resorts and gourmet restaurants. We listen to our customers and provide them the best of the best.

Our distribution network is supported by a modern warehouse with cold storage facility and a fleet of temperature controlled vehicles. This makes it possible for quality stock keeping in their finest condition for our valued customers.



Mr. Christian Frenot, Partner, Seascope, receives the membership certificate from Chef Uwe Micheel, President, ECG, on behalf of his company

With a vigour to serve nothing but the best to his customers, Ibrahim Rasheed travels frequently across the globe and attends all major food exhibitions in his quest for the best fine quality foods. These endeavours ensures that his customers enjoy the best of the finest food available across the world.

As Seascope we stand by the items we supply and quality is never compromised.

Who better to be your trusted supplier of the best fine food from all over the world, but Seascope International, led by Ibrahim Rasheed, a critic and an enthusiast of fine food and Christian Frenot, an international Chef.



THE EMIRATES CULINARY GUILD

Application for Membership

Date of Application:

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

First Name/s:

Nationality:

Civil Status:

Date of Birth: dd/mm/yy

Name of Employer:

Address in Home Country:

Work Address:

Tel:

Web Address:

Email:

Telephone Office:

Fax Office:

Professional Title:

Tel. Home:

Fax Home:

Email:

Type of Membership Required: (Please tick one)

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 OFICIAL USE ONLY

Remarks:

Payment received?

Certificate Given.

Pin Given.

Medal & Collar Given

Approved

Approved

President.....

Chairman.....

Fees:

Senior Members: Above the rank of chef de partie (or senior chef de partie on executive chef's recommendation).
Dhs: 350/= joining Includes certificate; member-pin, member medal and ECG ceremonial collar.
Dhs: 150/= per year thereafter.
Junior Members: Chef de partie or below Dhs: 50/= membership valid for duration of member's stay in UAE.
Includes member-pin and certificate.

NESCAFÉ



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HOPE YOU ENJOYED THE SHOW!



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**NESTLÉ PROFESSIONAL WOULD LIKE TO THANK ALL OUR PARTNERS
FOR MAKING GULFOOD 2008 A HUGE SUCCESS.**



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