

MARCH 2009

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, FOR US.



scaling
new heights

The dynamic trio with
their trophies at the
Salon Culinaire 2009

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FROM THE
*President's
station*

Dear Fellow Chefs, Colleagues, Ladies and Gentlemen,

Welcome to the March issue of our Gulf Gourmet post Salon Culinaire '09.

Let me begin by thanking the committee for the great effort, hard work, dedication and fantastic quality you produced at the Salon Culinaire '09. You all made the Emirates Culinary Guild (ECG) members proud.

We made history at the Salon Culinaire with The Edge winning the top three honors! Well done Chef Juraj and your team. Congratulations also to all the other winners. Whether you took home a trophy, a medal or just a certificate, your talent and passion impressed all the judges and all of us at the ECG. I have to add that those who did not win this year do not lose heart and come back at the Junior Chef of the Year later on in July and showcase your talent then.

A very big thank you to all our partners, as without their support we would not have been able to stage such an event – DWTC, Nestlé, Sadia, Al Ghurair Foods, Convotharm, Electrolux, MLA, Mitra's, Fresh Dairy (Even cream, Kiri, Boursin cheese and Elle and Vire), Egg Station and Callebaut & Cacao Barry. The ECG team once again showed the world its commitment and passion for all things culinary and did an exemplary job as kitchen judges and marshal's.

I would like to extend a very special thank you to our World President Chef Gissur Gudmundsson for taking time off his busy schedule and joining us as a judge. To Chef Otto Weibel as the chairman of the judging committee

and to all the other judges, I would like to say on behalf of the ECG, that your expertise and commitment are much appreciated and we look forward to your support year after year. As the number of competitors increase so does your work and we are thankful for your support and encouragement to our young chefs.

Dear junior and senior members please take time out and look at the Friends of the ECG page, where we display logos of our corporate members supporting our Guild. Also in this issue we are featuring 12 new/renewed members, old friends and partners. A warm welcome to Boecker, Custom Culinary, Dairy Products of France, Dick Knives, EMF, Federal Foods, Fonterra, Frisch & Frost, Greenhouse, MasterBaker, Seascope and TCL. Dear Corporate Members, thank you all very much indeed for your support.

Now last but certainly not least, a big thank you to Chef Vivek and the team of Al Hamra Fort Hotel in Ras Al Khaimah for hosting the March meeting and also to Philip of Läderach and Vincent from Greenhouse for the product presentation and sampling.

I look forward to seeing you all at the April meeting which will be hosted by Chef Shankar at IHC Al Ain. More details will follow soon.

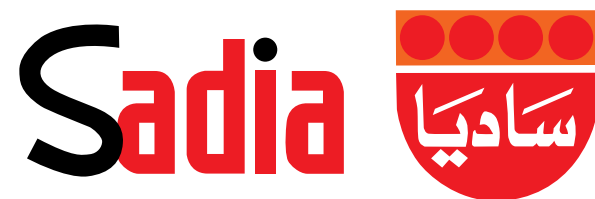
Culinary regards,

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

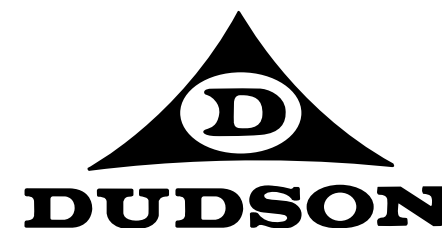
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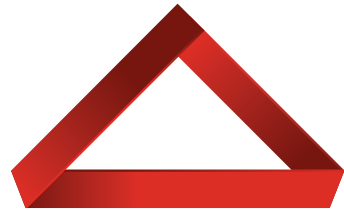
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GULF GOURMET

MARCH 2009

FROM US, FOR US.

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GULF GOURMET

MARCH 2009

FROM US, FOR US.

The Emirates Culinary Guild

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presents

THE ITALIAN KITCHEN

MICELI ALESSANDRO *Chef de Cuisine, Ossigeno*
Le Royal Meridien Beach Resort & Spa, Dubai



 **Transmed**
Foodservice

Miceli Alessandro is Chef de Cuisine at Ossigeno, the chic and contemporary Italian restaurant at Le Royal Meridien Beach Resort & Spa.

From the tender age of 14 Alessandro realised his life ambition was to become a chef who could bring to life the flavours of Southern Italy. Enrolling at the IPSAR Catering School, Italy in 1992, he set out to develop and enhance his culinary skills. In 1994 he graduated with a diploma in catering, specialising in hotel restaurant organisation, banqueting and food preparation, thus laying the foundations for his future career.



“In July 2008 he joined Le Royal Meridien Beach Resort & Spa as Chef De Cuisine for Ossigeno where he continues to delight guests with delectable signature dishes.”



1995 saw Alessandro join the Italian Army where then enrolled in the military academies culinary section, acquiring a diploma as Chef de Cuisine from NATO. Over the course of the next one and a half years he stayed with Italy’s military service as Head Chef, whilst simultaneously heading up a team of 35 trainee army chefs, in the role of food instructor.

Since leaving the army, Alessandro’s career has gone from strength to strength. He has worked in several award winning restaurants across Europe, including the Michelin Starred La Terrazza in Rome and Stefano Cavallini Restaurante in London.

Whilst living in London, Alessandro also gained invaluable experience working for the Dutch Embassy as Head Chef, catering to world dignitaries and government officials. During this time he also maintained a part time training position with London’s Metropolitan Hotel in order to further his culinary education.

In 2006 Alessandro moved to popular London based Italian restaurant San Marco, as Head Chef, and then to Piccolino. 2007 saw Alessandro relocate to Dubai where he took up the post of Sous Chef for Bice, at the Hilton Dubai Jumeira.

In July 2008 he joined Le Royal Meridien Beach Resort & Spa as ChefDe Cuisine for Ossigeno where he continues to delight guests with delectable signature dishes such as Grilled King Sea Scallop Salad with white cannellini bean sauce and Breast of Duck with vegetable caponata in an orange and port sauce. 



“It's really nice that *Gulf Gourmet* has started this section for all things Italian!”





dessert desert



Delicious and decadent, the stunning variety of desserts created by **Chef Arnel E Paris**, Executive Pastry Chef, Novotel, are a must try. He shares the secrets of his craft, his creativity and his signature carrot cake with *Gulf Gourmet*.

‘MAGNIFICENT CHOCOLAT PATISSERIE!’

These are the words that spring to mind when you look at the menu at the Novotel hotel. Even as thoughts of fudge, candies and fruits dipped with whipped cream and chocolate sauce make your imagination run wild, the sheer choices will add to your dilemma.

But that’s exactly what Chef Arnel E Paris enjoys doing. Hard to imagine then, that the mastermind behind these scrumptious offerings was once pursuing a career as a teacher.

“But I realized this is not what I wanted to do,” he smiles, talking about his first tryst with baking. He loved

watching his aunt bake cakes, and would often help out. Slowly, he realised this is where his real passion lay.

The thought of low pay scales and the boredom of marking papers made teaching suddenly appear unexciting. With baking, the results of his creativity were immediate, and that’s when he knew this was his calling. And he answered with enthusiasm, joining a culinary school in Manila.

After graduating from culinary school, his instincts told him that he was made for bigger and better things. His initial plans were to join his aunt, but then he was offered a job in the Middle East, and he opted for that instead.

“I was offered a job in Kuwait, during the Gulf war, at a bakery shop in the mall. This was a trying experience, as during the war, I became a refugee, travelling for weeks





The chef's temptingly delicious carrot cake

in cars, hoping that my life would be spared,” he says, still shuddering at the memory.

He moved from Iraq to Jordan, and finally back to his home country. But Chef Arnel is made of tougher stuff, and this did not change his desire or willingness to work in the region. So when opportunity knocked again – this time the offer was from Damam, Saudi Arabia – he took

it up. It was here, at the Oberoi Group of Hotels, that he gained most of his experience, learning and understanding the daily routine of working in a hotel.

Armed with a strong foundation, he was junior chef when he was offered a better position in Dubai, UAE with the Bin Hendi group. And there has been no looking back since.

During his stint in Dubai, he has worked with prestigious hotels such as Sondas Suites, Princeton Hotel, and Oasis Beach Hotel, to name a few. But it was Le Meridien Airport Hotel that changed his life. “Whilst I was at Le Meridien, I was given the opportunity to participate in the ‘Chef of the World’ competition. Renowned pastry chefs from around the globe demonstrated their talents. This is when I received my first recognition, and was able to promote the brand,” he explains.

As Executive Pastry Chef, his time today is spent mentoring aspiring young chefs.

This encouraged him to take a three-day course in Switzerland for chocolate gourmet and cake decoration. The accolade also made him realise the importance of being internationally certified – a chef is taken more seriously if he has a strong background.

Considering his life’s work is in the bakery and confectionary side of the kitchen, it’s can be astonishing to note that Chef Arnel isn’t fond of chocolate. “I like to play with it, mould it into something, but I do not enjoy eating it,” he states emphatically.

But a bite into his signature creation, carrot cake, and you understand him better. For, this soft and sumptuous slice is just right – not too sweet or sugary. “That’s my trademark, every chef has his, and mine is to create desserts with just enough sugar. I want my customers to enjoy and eat more. By adding too much sugar, the dessert becomes heavy, and that means people can eat less. Plus, given today’s health conscious consumer, it makes more sense to cut back on the sugar content,” he smiles.

Words of wisdom from a one-time ‘Chef of the World’. But this title is not his only international accomplishment – he is also a gold medallist, an honour that was bestowed by the Emirates Culinary Guild at Salon Culinaire. Today,

he is a senior member and also serves as a judge for many of the ECG’s competitions.

But it’s not international accolades and medals that make a good chef, he believes. “It’s about having a strong foundation, passion and a belief in oneself to create unique things,” he says. And he has learned all this and more in Dubai. “The city has helped me evolve as a professional, in more ways than one. It’s more challenging to cater to the clientele in Dubai, as compared to say, France, as people here are more cosmopolitan. It’s not easy to please people here, as they are well travelled, and finicky about perfection,” he says.

Which is why, even today, each day is a learning experience. Sometimes, it’s about a customer asking for a specific kind of cake, other days it’s about creating healthy



desserts in keeping with current trends. “I like to use more fruits in my desserts. A meal is incomplete without something sweet, so I use a mixture of sugar and fruits to create exotic pastries,” he smiles.

Armed with his handy kitchen knife – his lucky tool – he dreams of writing a book, and someday having his own culinary school in Dubai. As Executive Pastry Chef, his time today is spent mentoring aspiring young chefs. Ironical, considering he has come full circle from aspiring to be a teacher to actually becoming one. Only, in this case, his subject does not come from books, but from his heart. 🍷

EMIRATES SALON
CULINAIRE
09

scaling *new* heights

Emirates Salon Culinaire 2009 surpassed itself this year, creating an unofficial record of sorts for the sheer scale. *Gulf Gourmet* brings you some highlights.



The ECG team with the judges

With each passing year the Emirates International Salon Culinaire gets bigger and better. But this year established a record of sorts, with everyone, from our local chefs to the international judges, in unanimous agreement that they have never seen a competition of this scale.

This culinary extravaganza, which was held at the Gulfood 2009, Dubai World Trade Centre, February 23–26, is the most looked forward to event of the year. And why not? Over 24 classes for entry, fantastic learning opportunities, hobnobbing with WACS certified judges, and networking peers – the appeal is justifiable.

Organised by the Emirates Culinary Guild (ECG), which works hard towards the advancement of the culinary arts in the UAE, Salon Culinaire gives chefs, young and old alike, the opportunity to showcase their talents and skills, and gain international acclaim for the same.

Our very own chefs work for months before the event, ensuring everything goes smoothly, and they're on their feet, on the floor, as Marshals, ready to tackle any untoward incident. And all this is done voluntarily, for the love of the industry and the passion to make things happen. This was most apparent at the Salon Culinaire 2009, where their extraordinary efforts and meticulous planning successfully came together.

The event featured a multitude of activities and demonstrations to tantalize and amaze both professionals and visitors alike. From live cooking to ice carving, sugar and bread showpieces to five-course menus, each category was



full to capacity, with young chefs eager to display their skills. Some of the highlights of the competition were:

the marshals

To successfully manage and orchestrate an event of such proportions, the members of the Guild volunteer their time and energy months in advance. All the volunteers are senior chefs, but they manage to take time off their busy schedules to offer their services to the Guild.

At the event and on their feet from 6.00 am – sometimes earlier than that – they work tirelessly, moving from category to category, ensuring everything goes smoothly, rules and regulations are adhered to, judges have everything they require, and participants have the guidance they need to perform their best. *Thank you Marshals for all your efforts.*

1400+ participants.
1100+ medals. 4 days.

*Breaking all
previous records*

Salon Culinaire 2009
was a huge success.



the competition

Stunning displays – from sugar to bread, fruits to vegetables – caught the attention of all passers-by at the Emirates Salon Culinaire 2009. While the live cooking demonstrations in the hot kitchen were both a visual and gastronomic treat, the ice carving event was a favourite with many.

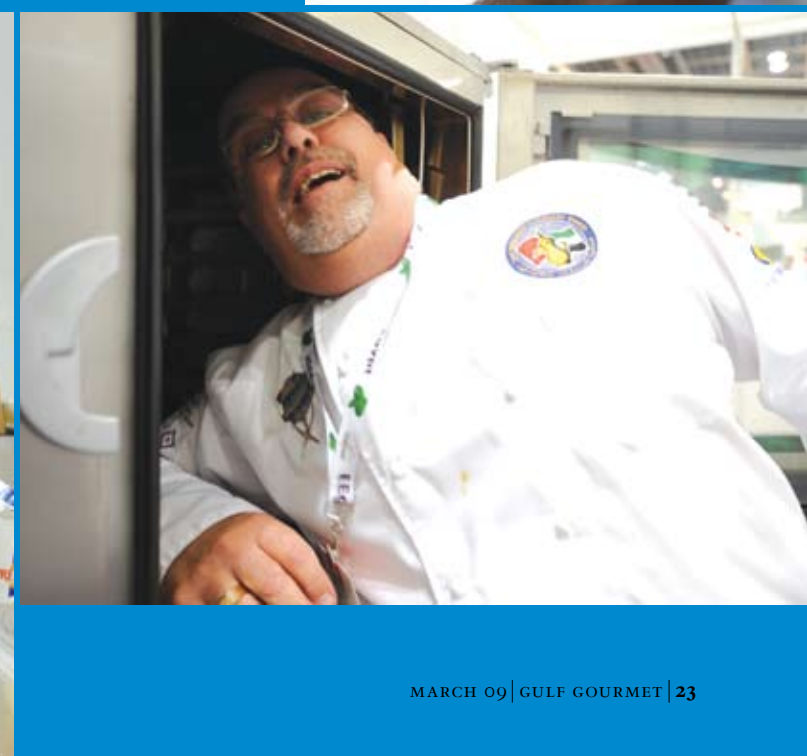
At the Salon Culinaire, chefs are given the opportunity to display their talents in the category of their choice, performing in the presence of judges and their peers. From dishing out a five-course menu, to creating works of art on cakes, from carving a stunning scene into a pumpkin to crafting a fantasy from chocolate – each event gave the participants the opportunity to display their natural dexterity, talent and confidence.

But that's not all. The judges took the time out after each event to provide their feedback to the participants, making the event an invaluable learning ground for junior chefs. Curious onlookers, usually peers or friends of the participants, also learned a lot, watching and observing the techniques of their seniors.

But the most popular category, as always, proved to be the static displays, with onlookers swarming around, taking pictures, and 'oohing' and 'aahing' as they moved from one magnificent creation to the next. And every emotion was well-deserved.



From live cooking to
ice carving, sugar and
bread showpieces to
*five-course menus, each
category was full to capacity,*
with young chefs eager
to display their skills.





Planning begins months
in advance for some chefs,
*with cooking and carving
skills fine-tuned over time*
to meet the international
standards that the judges
are looking for.





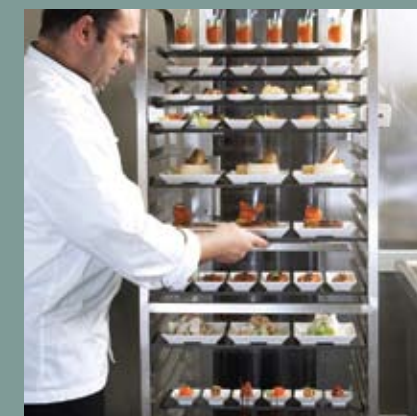
the sponsors

No event is possible without the support of sponsors. Providing ingredients, equipment, and much more in terms of support, the sponsors of Salon Culinaire 2009 were there in more than just spirit.

Bringing their expertise in the industry and their versatile products to the kitchen, each sponsor added to the value of the event, ensuring the quality of the products was high and in keeping with international standards.

The sponsors for Salon Culinaire 2009 included Nestle, Sadia, Al Ghurair, Bockt Overseas, Sopexa, Callebaut and Cacao Barry, Churchill, Barakat, Australian Lamb, Mitra's and Master Baker.

Using lavish displays, sampling and other direct marketing techniques, the sponsors were able to familiarize both visitors and participants with their products, inform customers on new products launched and gather feedback about the existing products. The event also gave them the opportunity to meet other players in the industry, and opened the possibility of forging new business endeavours in the future.



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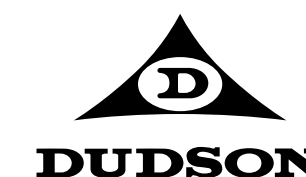
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the winners

Curious eyes scanned the bulletin board on a daily basis, eager to see if their name made it to the list of coveted medal winners.

Planning begins months in advance for some chefs, with cooking and carving skills fine tuned over time to meet the international standards that the judges are looking for. A flavour of this here, a dash of that there – and that could mean the difference between a gold, silver, bronze, or nothing at all.

Winning a medal at the Salon Culinaire is an achievement that all chefs look forward to. For most of them, it is an invaluable opportunity to display their abilities, learn new techniques and styles, and establish a standing for themselves in the industry.

What was most noteworthy though, was the camaraderie in the competition, where the spirit of the event was held high, and teamwork towered over competitive streaks. But the prestige of taking home a medal is an incomparable feeling, one that our winners this year are well-aware of. And that has only given them the drive to aim for more next year.



Winning a medal at
the Salon Culinaire
is an achievement
that all chefs look
forward to.



the helpers

Coming in at 4.00 am to set up the stage for the events of the day, and leaving at 11.00 pm after ensuring the area is clean and tidy, the helpers at the Emirates Salon Culinaire are not appreciated enough.

The team, headed by Zaheer Jaheeruddin from Jumeirah Hospitality, worked tirelessly every one of those four days, moving with lightening speed between competitors, judges, marshals and the audience, ensuring there was no reason for delays and everyone had what they needed.

Our heartfelt thanks to the entire team for their efforts and help during the event.

And finally, our congratulations to all the participants and winners of this year's Salon Culinaire, and felicitations to all the marshals, judges and sponsors for making the event the success it was.



Canadian Prairie Bison

Canadian Prairie Bison was launched under the Mitras Gourmet banner in January, 2009. Canadian Prairie Bison has over 200 producers in Western Canada that raise bison in their natural environment to ensure a consistently high-quality product.

Canada's original red meat, bison is a delectable substitute for beef as there is less fat and a superior taste. Bison is a healthy alternative at (2.42 grams of fat per 100 grams) compared to beef at (10.15 grams of fat per 100 grams).

Canadian Prairie Bison markets bison that are all natural, no antibiotics, no hormones and that are fed a grain or pellet ration for 100 days prior to shipping to ensure consistently high quality product. Canada is the only graded bison in North America.

Mitras Gourmet, over the last six months, has brought in various value added products such as:

1. World Food Sauces
2. Dim Sum
3. Range of Japanese Products
4. Soya Sauce
5. Chicken Broth Concentrate
6. Salmon burgers, sausages and bites

Bison



salon culinaire 2009

		GOLD WITH DISTINCTION					
			GOLD	SILVER	BRONZE	MERIT	PARTICIPATION
Practical Cake Decoration		—	4	10	19	4	0
Three-Tier Wedding Cake		—	2	12	11	11	0
Five Plates of Dessert		—	3	10	30	34	1
Pastry Showpiece		—	5	18	9	11	0
Bread Loaves and Showpiece		—	2	10	7	11	0
Friandises/Petites four/Pralines/ Nougatines/Etc		—	2	4	5	14	1
Chocolate Carving Showpiece		—	3	12	14	7	0
Fruit & Vegetable Carving Showpiece		—	2	4	9	22	0
Open Showpiece		1	5	13	18	11	0
Five Course Gourmet Dinner Menu		—	6	24	39	28	40
Four Course Vegetarian Menu		—	3	7	33	23	3
Presentation of Tapas, Finger Food and Canapes		—	2	3	15	12	3
New Arabian Cuisine		—	0	7	13	8	10
Individual Ice Carving		—	5	11	15	3	1
Ice Carving Team Event		—	6	0	6	2	0
Practical Fruit & Vegetable Carving		1	2	13	16	5	0
Practical Butchery - Dressed Lamb		—	2	6	10	9	2
Practical Cookery	Emirati Cuisine	—	4	10	10	2	4
	Traditional Arabic Mezzeh	—	4	6	5	3	3
	Fish & Seafood	—	2	30	57	58	17
	Beef	—	4	22	34	30	52
Arabian Golden Pot Buffet Presentation		—	0	8	0	0	0
Total		2	68	240	375	308	137

GASTRONOMIST
2009
OF THE YEAR

SALON
09
CULINAIRE

Winners all the way

A new record of sorts was set at Salon Culinaire 2009, when the three top awards - *Gastronomist of the Year*, first runner-up and second runner-up, were taken home by chefs from The Edge. Chef Juraj Kalna, Executive Chef, patted his boys on the back, as many others heaped praises on him and his team. We sat down with the winners, and their Executive Chef, for a chat.

Up they go! The winning trio
with boss Chef Juraj

CHEF JURAJ KALNA, EXECUTIVE CHEF, THE EDGE, started cooking when he was 14. Little did he know then, that one day, he would be at the helm of a team that would win international accolades, and create a new record on the Dubai culinary scene.

Chef Shivji Sasidharan, Senior Chef de Partie (Gastronomist of the Year), Chef Mario Coelho, Demi Chef de Partie (First Runner-up) and Chef Jannes Siahaan, Demi Chef de Partie (Second Runner-up), took home the

three top trophies at the Salon Culinaire 2009, surprising critics and believers alike. They stand as a true example of what hard work and dedication, coupled with meticulous planning, can achieve.

Working in the very young kitchen at The Edge – the private club is only two years old – the chefs have known each other for a long time. “My team, which consists of 17 people, are all chefs who have worked with me at other hotels. So we work well together, understand each other,

think the same way, feel the same way, and are as passionate about cooking,” smiles Chef Juraj.

Chef Shivji, for example, joined him from the Emirates Towers, and has been with The Edge since the opening. “I’m happy to work with Chef Juraj as he is really encouraging and allows me to do better things with myself,” he says. Chef Jannes agrees, “It’s been exciting so far. Chef Juraj is a great chef, and we have learnt a lot from him, and continue to do so.”

Starting as a cook back home in Kerala, Chef Shivji got interested in cooking at an early age. He trained in

was no major nervousness going into the competition. I guess you could say we had our sleepless night during the competition, not before it,” he smiles.

Agrees Chef Jannes, “For me live cooking was the only thing I was a little apprehensive about as anything can happen. Otherwise, it was all fine.” Chef Mario says otherwise, “I was quite confident. We knew what we were going in for, and we did it.”

The best part of participating for Chef Shivji, was of course winning, but there was also the added bonus of interacting with senior chefs. “The judges were giving a



the eclectic city of Mumbai, eventually moving back to Kerala to work with the Taj hotel. From there on, he moved to Dubai with the Emirates Towers, almost at the same time as Chef Juraj, and has been with him since.

Chef Mario too joined from the Emirates Towers, after five years in Dubai, and ten years of experience in the culinary world. For Chef Jannes, his time in Dubai is his first overseas experience, and one that he will cherish forever. After all, his competition experience was limited in Indonesia, where he is from, and his name has been immortalised on the Dubai culinary scene.

Winning for all three chefs came easy, they say. Not because the competition was not fierce, but because they planned for it. “There are two kinds of people in the world, one who need to plan things in advance to do well, and others, like me, who work better when they work spontaneously,” explains Chef Juraj.

So they did not start planning their entries months in advance – their preparation time was a week. “We sat down, made a plan, and prepared accordingly. There

“We sat down, made a plan,
and prepared accordingly.”
Chef Juraj Kalna

lot of feedback and that was really good for us,” he says. Agrees Chef Mario, “The scene was good at the competition, and it was fun

for us to meet people and speak to the judges as well.”

With so many accolades under their wing, the chefs are not resting in peace. Their future plans include participating in more competitions, and winning them. “We have a good management that allows us the opportunity to do this. I am lucky to have gotten this chance at such a young age. I would never be able to do what I do here with a hotel, so it’s great for me and my team,” says Chef Juraj.

According to him though, the toughest bridge has been crossed. “In my opinion, competitions in Dubai are underrated. Internationally, the quality of entries is just not up to the mark. It’s much tougher in Dubai than in any other part of the world – even the Olympics we went to were tame compared to what we faced here,” he says.

So does that mean it’s going to be smooth sailing for other competitions he plans to enter? “We’re confident, and our fingers are crossed, so let’s see what happens,” he concludes with a smile.

Take a break

Year after year, WACS certified judges come to Dubai for four days, sampling dishes, assessing displays and providing valuable feedback to the competitors at Salon Culinaire. This year was no different. Except, this time, we caught them taking a moment off from their hectic schedules to unwind and have some fun.



Chef Gavin Duthie

The standards go up every year at Salon Culinaire, and I like that fact that participants are getting younger and younger which each passing year. It's nice to see the enthusiasm they have, and the fact that they come back for more is rewarding. Given the size of the event this year, I am sure they are going to have to build a bigger space next year!



Chef Otto Weibel

What's fantastic this year is the number of entries, especially given the current economic scenario. Salon Culinaire has grown over the years, and entries are only getting better. But there is always room for improvement, and I think the competitors need to focus more on the basics and getting the right combination on the plates. That will see them go higher in terms of quality.



Chef Karl Heinz Haase

I have been coming to the Salon Culinaire for the longest time, and I am very happy to say that it gets bigger and better with every passing year. With time, the entries are becoming more refined, adhering more and more to international WACS standards, and that's good to see.

Chef Peter Hallman

It's important that Salon Culinaire is used as a training ground, and it's good to see the same faces coming back every year as that is indicative that the event is taken in the right spirit. They want to win, and they work hard to do so, which is always good.



Chef Heinz Kohler

In the last 20 years that I have been coming here, Salon Culinaire has greatly improved. You see so many good hotels, good chefs, standards are going high, and so many people around enjoying it, it's a good feeling. It's one of the best shows in the world, I would say, and very international in its appeal.

Chef Norbert Girnth

I like Salon Culinaire in Dubai because it gives young chefs the opportunity to do something more, and learn more. I like the fact that the competitors are interested in feedback and they make an effort to learn. They are, after all, the future.



Chef Wouter Lap

Well, the roads are getting easier to travel on for one, so getting here is definitely better. And Salon Culinaire is getting better in terms of quality, with more and more people enjoying it.

Chef Haab Alessandro

The striking thing at this year's Salon Culinaire is the number of people – there are lots of them! The quality is fantastic in showpieces, but I believe that in terms of hot food, there is still room for improvement. However, I am sure they will get there fast.



Chef Tony Khoo

The standard of Salon Culinaire this year is higher compared to the previous year. It's more modern, and seems to be going towards a different direction. There are more entries this year as well, which is always good. And the organisation is simply superb, as we were all comfortable and well taken care of.



The Emirates Culinary Guild would like to say a big thank you to all the judges who, year after year, spend their valuable time at the ECG events.



Chef Alan Palmer

I think the show is very successful, especially from the number of entries. I've seen the showpieces and tasted the dishes, and the quality is very good. My only concern is that sometimes, due to the popularity of the event, I think the competitors did not get the opportunity to portray their fantastic pieces of work, stand behind the exhibit and feel proud of what they have done. The turnover time is fast, and that is unfortunate.

Chef Julien Louis Tornambe

Salon Culinaire is a good show, and I would say better than most others. I do believe there is scope for improvement, and progress should be faster. But I am sure they will get there.



Chef Thomas Gugler

It's a great event, and the organisation has been very nice. The most important thing for me is that there were so many participants, because more competition boosts your desire to be better and achieve more, which raises the quality on the whole.



Chef Gissur Gudmundson

Salon Culinaire has never been better, with more and more entries, and the standard of food going up. A lot of hard work goes into an event like this, and it's good to see that the competitors have the support they need.



Chef Robert Oppeneder

I have been coming to Dubai for the past 6-7 years now, and I believe that the overall standard is getting better. In fact, it's the highest standard I have seen for a long time. The individual pieces have some room for improvement though, but the event is surely successful overall.

Chef Tarek Mourieess

It's great to see young chefs coming in year after year and improving. The profession in the region has gained a lot of respect and I am very happy to see the progress they have made, which becomes apparent in events like these.



Chef Hubert Oberhollenzer

The standard of Salon Culinaire gets better every year that I come here. And I appreciate that they maintain it year after year. It's good to see the quality of entries go up, it's a looked-forward to event.

NOTE: Due to unfortunate circumstances beyond our control, we could not speak to Chef Raman Khanna and Chef Arnold Tanzer. We regret that they could not be a part of this feature, and we hope we will see them back next year.

Chef Werner Kimmeringer

I absolutely love the amount of entries we have at Salon Culinaire, and I say this after having been to many competitions worldwide. The quality is very high here, and I give 10 out of 10 to this superb event.



The special collectible commemorative plate created by Churchill China celebrating Salon Culinaire 2009.





Your Partner for Success
presents

FROM *prep* TO PLATE

Ever wondered what a humble pizza is like out of a fine dining kitchen? Here's a look at what three senior chefs of the ECG served up.



patrick LANNES



Chef Patrick Lannes
Executive Chef,
GROSVENOR HOUSE &
LE MERIDIEN BEACH
RESORT & SPA



Knorr Rosmarin Dough Pizza With Marinade Knorr Teriyaki Sirloin Beef

METHOD

Dough: Mix salt, sugar, yeast and 100 dl of water to melt the ingredients. Put 400 dl of cold water, and the Knorr Rosemary Primerba in the dough mixer. Add 1.25 g of flour, and mix well. Add the butter and the remaining ingredients and mix them thoroughly until there is no wet dough on the bottom. Cut into 170 gram pieces, roll by hand, and set in room temperature for levitation. Then flatten, top with the desired ingredients and bake in a pizza oven.

Pizza: Flatten the pizza dough with the hand and spread the Knorr Tomato Pronto, and top with grated mozzarella. Bake in the oven for 280° - 300°. Finished with sautéed baby spinach and turkey bacon, garnish with char grilled sirloin steak marinated with Knorr Teriyaki Sauce, and complete with shaved parmesan cheese.

INGREDIENTS

Dough:
1.25kg flour
500dl water
15g yeast
35 g butter
100dl olive oil
250g milk
30g salt
15g sugar
20g **Knorr Rosemary Primerba**
Pizza:
170g pizza dough
90g pizza mozzarella
120g beef sirloin steak
20g **Knorr Teriyaki Sauce**
100g turkey bacon
50g **Knorr Tomato Pronto**
20g parmesan
100g baby spinach

Knorr Basil Dough Pizza With Knorr 4 Cheese Sauce, Cherry Tomato, Rocket Salad

METHOD

Dough: Mix salt, sugar, yeast and 100 dl of water to melt the ingredients. Put 400 dl of cold water, and the Knorr Basil Primerba in the dough mixer. Add 1.25 g of flour, and mix well. Add the butter and the remaining ingredients and mix them thoroughly until there is no wet dough on the bottom. Cut into 170 gram pieces, roll by hand, and set in room temperature for levitation. Then flatten, top with the desired ingredients and bake in a pizza oven.

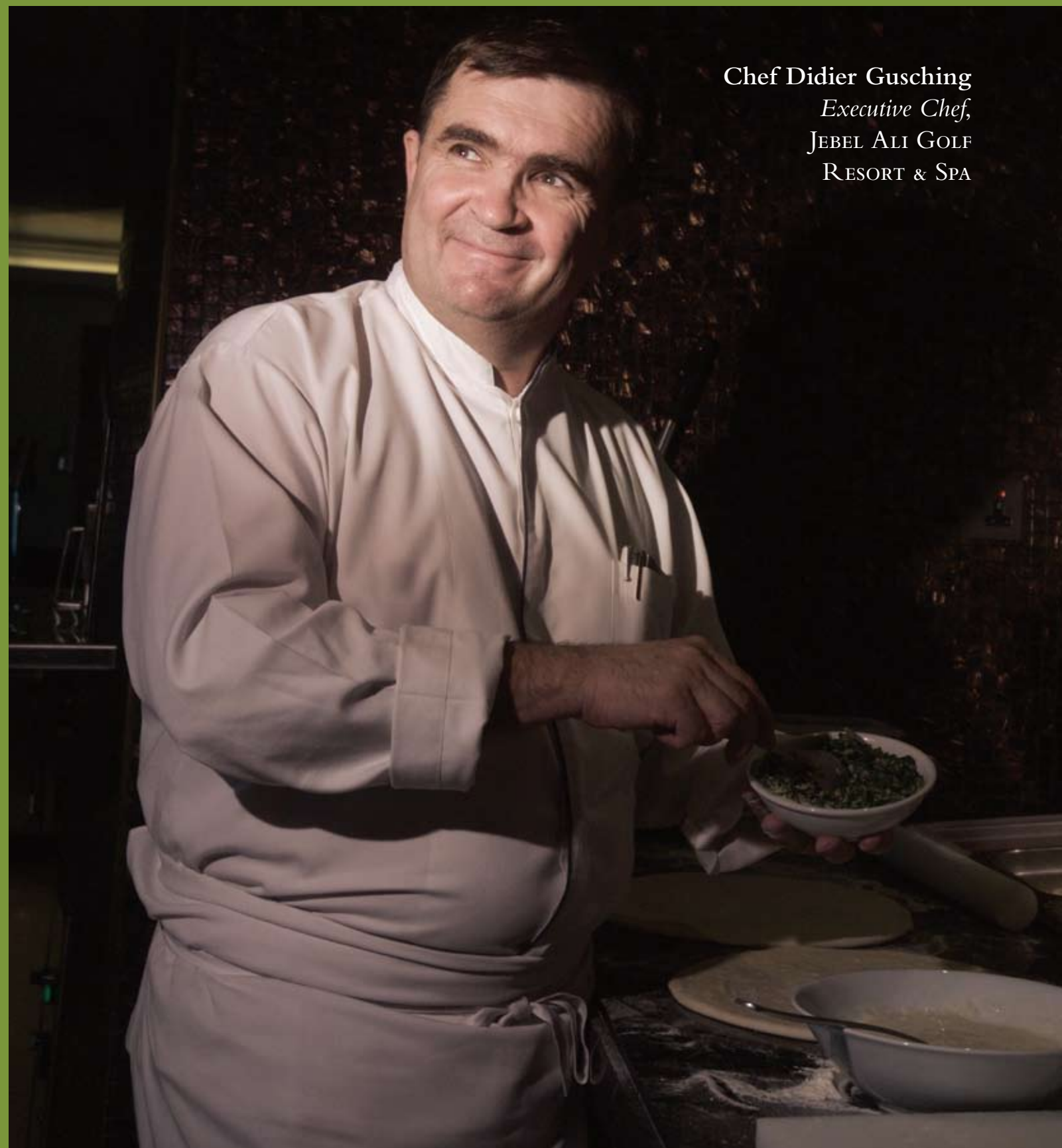
Pizza: Flatten the pizza dough by hand and spread the Knorr four cheese sauce on top. Sprinkle the grated mozzarella cheese, and bake in pizza oven for 280°-300 ° for 4 minutes. Finish with Knorr Pesto Primerba, cherry tomato and wild rocket salad.



didier GUSCHING



Chef Didier Gusching
Executive Chef,
JEBEL ALI GOLF
RESORT & SPA





Pizza Marseille

METHOD

Mix sugar, yeast, olive oil and warm water, and stir until the dry items are dissolved. Mix salt and flour. Make a little hill with the flour, and make a little hole in the middle, as if it were a volcano. Slowly pour in the water, and start kneading the flour such that the water is absorbed bit by bit, until you obtain tender dough. Let it rest for 30 minutes with a wet cloth on it.

Stretch the dough into a long, salami like shape, and cut pieces of dough of about 220 g each. Start kneading the piece of dough in circular movement until a ball is formed. Cover the pizza ball with wet cloth for 3 hours at room temperature. It will grow almost double in size. Stretch the dough ball with your hands, or with the help of a rolling pin.

Chop the onion and sauté in a pan with some butter, add the spinach and season, including a dust of nutmeg powder to taste. Mix Bechamel sauce with the Knorr 4 cheese sauce. Stretch the dough with the help of a rolling pin. Spread the cheese Bechamel sauce on it; top with mozzarella and spinach, and bake the pizza in a wooden fire oven for best result at 35 degrees Celsius for seven minutes. Once it is cooked, take it out of the oven and spread the parmesan cheese on it. Drizzle with Balsamic vinegar glaze and eat hot.

INGREDIENTS

Pizza Dough (for 12 portions):

1650g wheat flour
10g dry yeast
5g sugar
55g salt
15ml olive oil
1000ml warm water

Toppings (1 portion):

10g **Knorr 4 Cheese Sauce**
40g bechamel sauce
50g fresh spinach
10g onions
2g nutmeg
40g parmesan cheese shavings
10g balsamic vinegar glaze
10g butter
40g mozzarella

Pizza Teriyaki

METHOD

Mix sugar, yeast, olive oil and warm water, and stir until the dry items are dissolved. Mix salt and flour. Make a little hill with the flour, and make a little hole in the middle, as if it were a volcano. Slowly pour in the water, and start kneading the flour such that the water is absorbed bit by bit, until you obtain tender dough. Let it rest for 30 minutes with a wet cloth on it.

Stretch the dough into a long, salami like shape, and cut pieces of dough of about 220 g each. Start kneading the piece of dough in circular movement until a ball is formed. Cover the pizza ball with wet cloth for 3 hours at room temperature. It will grow almost double in size. Stretch the dough ball with your hands, or with the help of a rolling pin.

As the dough is growing, you can prepare the tomato sauce using a blender to mix the Knorr Tomato Pronto, fresh basil, , pepper and olive oil (add oregano if you like it). Marinate the chicken and beef (which you can have in slices or strips) with the teriyaki sauce (this can be prepared in advance - 3 hours - and rest in the fridge to gain the flavour of the marinade).

Slice the bell peppers. Spread the tomato sauce on the pizza, top with mozzarella, and the rest of the toppings. Bake the pizza in a wooden fire oven for best result at 35o degrees celsius for 7 minutes. Pour some extra virgin olive oil and eat piping hot.

INGREDIENTS

Pizza Dough (for 12 portions):

1650g wheat flour
10g dry yeast
5g sugar
55g salt
15ml olive oil
1000ml warm water

Tomato Pizza Sauce (12 portions):

80g **Knorr Tomato Pronto**
5g fresh basil (or oregano)
3g salt
1g white pepper
10ml olive oil

Toppings (1 portion):

40g chicken breast
20ml **Knorr Teriyaki Sauce**
2g salt
40g red and yellow bell pepper
20g black olives
10g **Knorr Rosemary Primerba**
40g wagyu beef fillet
70g mozzarella



Chef Evdoxios Doxis
Executive Chef,
 THE ADDRESS,
 DUBAI MALL

evdoxios DOXIS





INGREDIENTS

20ml extra-virgin olive oil

100g mascarpone cheese

1/2tsp **Knorr Basil Primerba**

1(12inch) pizza dough
(refer to recipe below)

1 clove comfit garlic

80g shitake mushrooms

20g **Knorr Quattro Formaggi Sauce**

Fresh basil leaves

White Mascarpone Pizza With Quattro Formaggi Flavor, Shitake Mushrooms And Basil

METHOD

Lay the dough on a 12-inch pizza pan and carefully stretch. Brush the dough with the olive oil.

Mix the mascarpone cheese with Knorr Quattro Formaggi sauce, and spread evenly over the dough, leaving a ¼-inch border.

Sprinkle the garlic comfit, shitake mushrooms and fresh basil leaves. Finish by pouring on Knorr Basil Primerba for added flavor.

Place the pizza in the oven, and bake about 8 minutes, until the crust is crisp and golden brown. When cooked, Slice the pizza into wedges and serve hot.



Seafood Pizza With Estragon And Dill, Buffalo Mozzarella And Green Peppers

METHOD

Lay the dough on a 12-inch pizza pan and carefully stretch. Brush the dough with the olive oil.

Mix the Knorr Tomato Pronto with the Knorr Dill Primerba, and spread evenly over the dough, leaving a ¼-inch border.

Sprinkle the mussels, shrimps and calamari, and top with the mozzarella slices. Finish by pouring on Knorr Estragon Primerba for added flavor.

Place the pizza in the oven, and bake about 8 minutes, until the crust is crisp & golden brown. When cooked, Slice the pizza into wedges and serve hot.

INGREDIENTS

12 mussels

12inch pizza dough

100g **Knorr Tomato Pronto**

10g **Knorr Dill Primerba**

10g **Knorr Estragon Primerba**

3 half shell mussels

3 shrimps, cleaned and boiled

30g calamari, boiled and cut in rings

Olive oil

60g buffalo mozzarella slices

3 basil leaves




presents

THE *Chef's* TABLE

Single and loving it,
Chef Hadi Al Awar,
Executive Chef, Paul's,
explores his adventurous
streak with *Gulf Gourmet*.



Q What does food mean to you?

I am very passionate about food; I think I wanted to be a chef since as far as I can remember.

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

I am very much alike in and out of the kitchen.

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

I have had the pleasure to cook for the previous French president Mr Jacques Chirac, and still have the menu that he has signed for me.

Q Can you tell us about a funny kitchen disaster?

Once I was showing a new staff member in a rush hour how to pan fry the salmon and not burn himself and I winded up burning myself badly.

Q Who cooks at home?

I am single, so who do you think? It gives me pleasure cooking for people.

Q What do you do when not cooking?

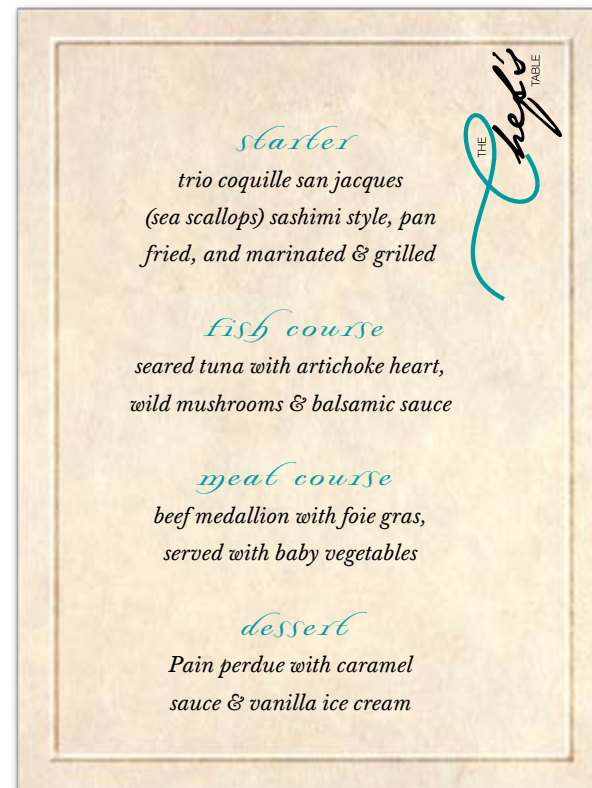
I work out. Also, I love exploring good restaurants and bars.

Q Do you eat to live or live to eat?

Eat to live.

Q What is your favourite dish?

My mom's tabbouleh.



Q What would you never eat?

I don't think that there is something that I wouldn't eat - I love exploring new flavours.

Q What's been your worst experience with food?

A royal Dorad in Amsterdam.

Q And your best?

Paul Baucusse in Leon, France.

Q Which cuisine, apart from your own, are you partial towards?

Japanese, I have always been intrigued by the art of Japanese cooking.

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

I would live on pasta.

Q What's your favourite kitchen appliance and why?

The whisk, because you can mix liquids together safely, but if you get it wrong, you might lose everything you've worked for.

Q What's the one ingredient you cannot cook without?

I don't think there is one main ingredient that I can't do without, because different plates require different flavours. But I guess I am very big on different types of herbs, especially from the Mediterranean.

Q What's the most overrated ingredient/dish?

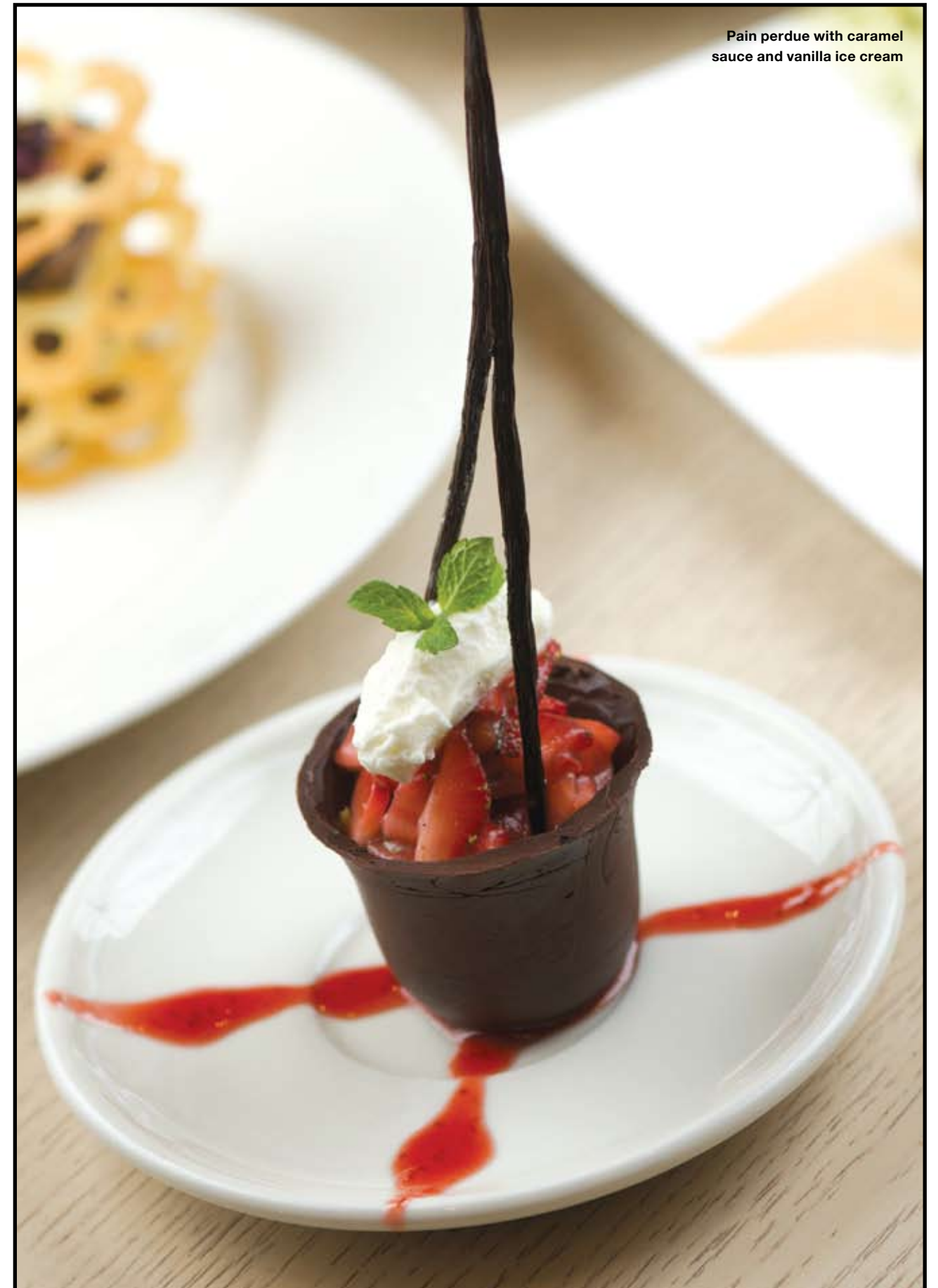
Yuzu Lime from Japan.

Q Your favourite cologne?

Cartier



Beef medallion with foie gras,
served with baby vegetables



Pain perdu with caramel
sauce and vanilla ice cream

Q Your favourite brand of suits?

Armani

Q Your favourite brand for accessories?

Mont Blanc

Q Your favourite film?

Braveheart

Q Your kind of music is...

House

Q Your favourite bar/nightclub in Dubai?

Bar 44: Grosvenor House

Q Your most memorable vacation?

The French and Swiss Alps.

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

Robert De Niro





Mr. Antoine A. Sater, Country Manager, Boecker Food Safety, Dubai – UAE, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



Boecker Public Health, the region's largest Pest Management, Food Safety

and Professional Disinfecting services, provides World Class services for the most demanding commercial, food service and residential sectors.

Founded in 1993, Boecker has been positioned as a renowned leader in the field of public health with a well founded expansion in the Middle East region operating in UAE, Lebanon, Jordan, Kuwait, Qatar and lately in West Africa, specifically Nigeria.

Boecker services are ISO9001:2000 certified, and all of its used products are EPA approved and licensed by local authorities.

Boecker has been committed to provide high quality Pest Management Services for Residential and Commercial Customers. Boecker customers include various institutional and commercial accounts serving the most vital sectors of the economy from airports to large urban projects, as well as medical facilities, food processing plants, catering, food manufacturing, hotels and restaurants. Boecker's Pest

Management Programs are Innovative, Safe and Highly Effective.

Boecker Food Safety, is the Middle East largest specialized food safety consulting and training centers. Boecker Food Safety provides food hygiene training recognized by the leading regulatory bodies worldwide.

Boecker's professional consultancy services cover the delicate aspects of building safe food systems like the GCP (Good Catering Practices), HACCP (Hazard Analysis & Critical Control Point) and ISO22000. Designed closely with regional laws and requirements in mind, our services provide all food handlers with the required food-safety knowledge, working systems and certification.

Boecker offers the Microbe Control System – Microbecs™ to safely and effectively eliminate all microorganisms and provide a long term sanitized environment for working and living. It has been proven to prevent cross-contamination in food preparing areas and to control SARS, AVIAN FLU and other dangerous pathogens.



Mr. Khaled Hamza, Regional Director, Middle East, Custom Culinary / Griffith Laboratories ME receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



Custom Culinary™, one of the Griffith Laboratories family of companies,

represented in the UAE by Chef Middle East, provides True Taste that defines your menu and sets your recipes apart. We've focused on a single mission for more than half century: to create the finest-quality, most authentic food bases, sauces, seasonings and coatings.

Gold Label Bases: Custom Culinary™ Gold Label Bases provide truly authentic flavor in almost no time at all. Our culinary team uses only the finest hand-selected ingredients to craft each blend with quality and care. Our full line of products includes an array of vegetable, poultry and meat food bases with no MSG added.

Master's Touch® Sauce Concentrates: Our Master's Touch® Sauce Concentrates set the standard with premium ingredients and exceptional quality. Chefs can rely on Master's Touch® Sauces for uncompromising consistency and authentic flavor enhancement. This line includes key “mother sauces” used in most kitchens: Hollandaise, Alfredo, and Demi-Glace Sauce Concentrates.

Chef's Own™ Coatings and Seasonings: Our Chef's Own™ line of premium coating systems provide superior taste, texture and appearance and can be applied to

meat, poultry, seafood and vegetables. Our choice seasoning blends will

enhance any dish by adding true authentic flavor. This line includes a range of breadcrumbs, batter systems, seasoning blends and glazes.

True Taste Promise: Prepared exclusively for foodservice, Custom Culinary™ products are authentic in every sense of the word using exceptional ingredients, uncompromising detail and taste that is always true.

Versatility enhances an entrée, make a side more savory, and embellish an appetizer. Our Culinary Flavor Systems spark your creativity and provide endless possibilities.

Consistency and Convenience: Developed to deliver made-from-scratch taste and inspired results in just minutes, our products bring exceptional aroma, flavor and consistency to all your signature dishes.

Menu Enhancing: Our expert culinary team develops on-trend flavors that take your menu and signature dishes to the next level.

Flavor Infusion: Our food bases, sauces and seasoning blends are the most authentic and robust in the industry, developed by chefs to meet exacting foodservice professional standards.



The Dairy Products of France team receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild. (L to R) Hubert Levy - Project Manager / CNPA, Jean-Paul Jamet - Secretary-General / CNPA, Jacques Thebault - Regional Managing Director / Southern Europe, the Middle East, India, Yassine Rami - Senior Account Manager / Sopexa Middle East

French Dairy Products, marketed by SOPEXA, the French Food and Marketing Board, partners Emirates Culinary Guild (ECG) in 2009 for the third consecutive year; the partnership will enable further support to both the local culinary guild and the Dairy Products from France.

2007 saw the beginning of the union with ECG's Junior Chef's contest being sponsored by French Dairy Products. 2008 was a continuity of the partnership with the participation to the Salon Culinaire during Gulfood 2008, the organization of the UAE chefs' training on top of the ECG monthly meeting that has been sponsored by the French Dairy Products.

The year 2009, the French Dairy Products and the ECG partnership will tightens further with a massive participation to the Salon Culinaire Gulfood 2009 in addition to another training where the chefs based in the UAE will be given the opportunity to learn more about the different French Dairy Products available in the local market.

France is a country that has predominantly been associated with agriculture and dairy. It plays a leading



role in the supply of dairy products to a worldwide market and remains the second largest exporter of dairy products in the world. With a net worth in exports of more than 4 billion Euros, France can boast of over 20% of Europe's dairy production. According to the latest studies, the GCC dairy product market is growing by 9 to 10 % per year due to an increase of demand.

This trend also applies to imported cheese

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

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



Mr. Marcus Kohler, Export Manager, Dick Knives, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

In 1778, Friedr. Dick company was founded in Esslingen and is still family owned after more than 230 years.



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 and grinding machines. 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.



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



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

With numbers reaching 1,100,000 tons a year in 18 countries and with 50% of production coming out of Belgium, the Barry Callebaut Group is the largest producer of chocolate and cocoa related products in the world.

EMF Emirates proudly distributes various products from worldwide renowned brands like Callebaut (Belgium), Cacao Barry (France), Barry Callebaut (Singapore), Luijckx chocolate Masters (Holland), Bensdorp (France), Van Houten Chocolate Drinks (Sweden), Lotus (Belgium), Siebin (Germany), Agrano (Germany), Even-Laita (France), Lubeca (Germany), Cap Fruit (France), Cesarin (Italy),

Authentic Vanilla Products (France), PCB (France), Deco'Relief (France), Martellato (Italy), Panibois (France), Les Gavottes (France), Prefamac (Belgium) and Euromacchine (Italy).

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

Our newest products introduced in Gulfood 2009 are:

- *Authentic Products:* Vanilla beans from Tahiti, Madagascar (Bourbon) and Papua New Guinea.
- *Panibois:* Wooden moulds for baking, and the baked products can be sold in the wooden moulds that can be personalized with your logo.



Mr. Umesh Agrawal, Executive Director and Mr. Jiji Mathews, Field Sales Manager, Federal Foods receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

Over 16 years of passion for excellence in all we do has seen us being recognized as one of the top marketing and distribution companies in UAE, catering to every need of the food service, retail and wholesale sectors.

A dedicated operation complimented by trained staff, ever growing customer base and wide range of product portfolio backed by a network of reputed suppliers from across the globe offering the best brands, Federal Foods is proud of its achievements.

Federal Foods operates 5 branches in UAE and 1 in Qatar with over 1000 employees and a logistics fleet of 240 plus temperature controlled vans and trucks. Passionate pursuit of excellence has been our daily objective. Our relentless efforts to uphold this objective has been the key in creating sustainable growth to our clients' businesses and establishing a reliable long term partnership.

The food service division was set up in 2001 to cater to the ever growing hospitality industry in the country. To understand customers need and to provide them the right solutions, we have professional chefs and technical experts in our multilingual sales team. We pride in our customer base of more than 3000 outlets which ranges from the exotic resorts to the next door cafeterias.



The four divisions we have - RETAIL, FOOD SERVICE, WHOLESALE, and VAN SALES - are a result of our customer centric approach. Each of these divisions is further segmented into different channels. We have

dedicated personnel handling the marketing activities for each market channel.

Federal Foods operates a state of the art Business Development Centre (BDC). The BDC has often acted as the R&D facility for developing and fine tuning many of the products in our current portfolio. It is here that the company gathers renowned chefs to conduct workshops, kitchen courses and various other product development and training activities. In addition we also sponsor various events and festivals at Hotels and Restaurants. With our head office in Dubai and branches in Abu Dhabi, Al Ain, RAK and Fujairah we are able to meet the demanding schedules of our customers.

We comply with stringent quality standards and are HACCP certified since 2008. With a dedicated toll free number and a team of more than 45 trained multilingual professionals, we ensure that our customers are able to reach us for any of their requirements and assistance at any time.



The Fonterra team receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild - (Front Row) Mr. Justin Vella, Mr. Marwan Hassan, Mr. Ismail Kahn. (Back Row) Mr. Kingston Date, Chef Peter Hallmanns



Mr. Gerfried Pichler, Managing Director and Mr. Hans Böttcher, Managing Director, Germany and Middle East, Frisch & Frost, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



Fonterra is the world's leading exporter of dairy products and accounts for more than a third of all international dairy trade.

Fonterra's global supply chain stretches from farms all over New Zealand to customers and consumers in more than 140 countries who are looking for our guarantee of quality. Our portfolio of dairy solutions include dairy ingredients, well known brands of consumer dairy products like milks, cultured foods, butter and cheese and specialty foodservice products for the foodservice professionals.

Our 30 year presence in the Middle East market is through our local office based in Dubai, which oversees our operations across the United Arab Emirates, Saudi Arabia, Bahrain, Kuwait, Oman, Qatar, Iraq, Yemen, Jordan, Libya, Russia's Commonwealth of Independent States and much of Africa. Our fastest growing markets in the Middle East are the UAE and Saudi Arabia, which account for the majority of our business in the Gulf region. Our much loved brands in the region include Mainland and Anchor .

Fonterra's Foodservice division in the Middle East offers specialised dairy ingredients to meet the requirements of other businesses

including airlines, international fast food chains, quick service restaurants, hotels, bakeries and catering companies. Our products such as specialty cheeses, milk, butter, and cream products are used by companies around the region who are seeking practical and high quality solutions to their foodservice needs.

They choose Fonterra because our commitment to quality and expertise in dairy is applied at every step of the supply chain. We start on the farm in New Zealand with green grass, clean water and healthy cows; we apply world-class technology and innovation to our milk collection and processing at our sites; and we sell and ship our products with the best advice in application and development for our customers.

Fonterra's customers know that when they deal with us, they're dealing with the experts.

Frisch & Frost is Austria's biggest potato processor, processing over 100,000 tonnes of potatoes annually.



Around 350 farms supply Frisch & Frost with potatoes, and these are predominantly from the surrounding area called the Marchfeld and Weinviertel (literally, wine quarter).

The company proudly owns the brands "Bauernland" and "Toni Kaiser" boasting over 250 products.

Bauernland's product portfolio ranges from savoury products including French fries, Dumplings, Potato salads to Savoury strudels. Furthermore, Bauernland was the first brand to offer a processed potato product which can be traced back to the farmyard from where it originated in 2008; these products are already a huge success in Austria. Each pack has a field where the farmers name and address is printed. A further delight can be found amongst the Bauernland portfolio, namely a range of organic potato specialties, including delicious potato wedges and French fries.

The Toni Kaiser range stretches from traditional Sweet Yeast Dumplings to the famous and delicious Apple Strudel.

Other delicious warm desserts include Dumplings with various fruity and chocolate fillings, Mini chocolate cakes

and buns, to name but a few!

Frisch and Frost is expanding its export business and its products can now be seen in Germany, Switzerland, Slovenia, Serbia, Italy, Macedonia, Bulgaria and Rumania. The company is proud that it has been supplying McDonald's with golden MacFries in numerous central European countries for over 27 years.

Frisch & Frost has been IFS (International Food Standard) certified since 2004 and has recently been recertified acquiring „high niveau“ status. Alongside the strictest hygiene standards of HACCP, the McDonalds quality system is naturally implemented. Furthermore, continual checks through the American Institute of Baking (AIB) are standard. When audited it has acquired the highest grade possible, at both announced and unannounced audits.

In 2006 the company achieved ISO14001 certification and the safety standard OHSAS 18001.



Mr. Petros Hadji Petrou, General Manager, Greenhouse, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



Established in 1977 and with over 31 years of un-matched service to the professionals within the Catering, Pastry, and

Retail segments, Greenhouse is a pioneer in introducing a large variety of food products from far flung lands.

As Greenhouse Managing Director, Mr. Petros Hadjipetrou likes to say:

“We at Greenhouse span the world to bring you natural freshness”

Greenhouse has an impressive client list, supplying all of the leading hotels, fine dining restaurants, catering companies, ship chandlers and class A supermarkets all over the G.C.C. and much beyond.

International companies and leading brands trust Greenhouse capabilities and know-how in handling their products.

With more than 3000 items sourced from all over the world the company specializes in importing and distributing dairy products, gourmet delicacies, smoked fish, fresh & live seafood, frozen bread, chocolates & pralines, exotic fruits and vegetables, pasta, olive oil, and charcuteries. Greenhouse distributed as well professional kitchen utensils. Making the company a:

One Stop Shop for the food service as well as for the retail professionals.



Mr. Ram Narayan, General Manager, Master Baker, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



Masterbaker Marketing FZCO

Masterbaker Marketing FZCO, a free zone company has found success by creating a focus for its activities. Masterbaker was

created in 1991 to cater to the needs of the baking industry. Most of us, when asked the ingredients used by a baker can recollect the names of flour, sugar, yeast, a number one can count on the fingers of one's hand. However, Masterbaker realized a long time back that the list of materials required by bakers, confectioners, chocolatiers and the like runs into hundreds, and that very few companies have an exclusive specialization in the field.

Masterbaker was born out of necessity of its bakery pedigree. The company belongs to the SWITZ GROUP, which boasts of Industrial bakeries (Switz Bakery) in Saudi Arabia as well as Oman and retail bakeshops in Oman and now in the UAE. Whereas the bakery organization in Saudi Arabia pioneered the concept of fresh bakery snacks, the organization in Oman (Modern Oman Bakery) was the first to distribute Arabic bread twice a day to most retail grocery shops.

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

Philippines and the Maldives.

The facility is a state of the art warehouse with 3 different temperature zones to meet the

specific needs of different products. There is no such thing as ambient storage for bakery products. Even products which are stored in ambient conditions elsewhere need to be stored in airconditioned temperatures in the Gulf. With this in mind, the “warmest zone” in their warehouse is a cool 17 to 18 degrees Celsius.

The company represents major international brands and products from Europe and USA which are: MEISTERMARKEN (BAKEMARK), LESSAFRE, SONNEVELD, UNIFINE, DAWNFOODS, CORMAN, STEENSMA, MAX FELCHLIN, DEMARLE, AREEJ, SCHOKINAG (CHOCOLATE), PERNIGOTTI (GELATO POWDERS) and FRISCHLI.

Masterbaker has well trained sales executives who understand the complex product range they handle and are able to suggest the right ingredient for the job on hand. The in-house Masterbakers and confectioners visit a customers' premises and solve any problem as well as help in planning new products.

Masterbaker sponsors training seminars in Germany, France for their customers who get training in many bakery and confectionery products at centers of their principals. Every year, Masterbaker sponsors 12 to 14 customers' staff on this special visits.



Mr. Ibrahim Abdul Ghafoor, Director, Marketing & Sales, Seascope International General Trading LLC, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



Seascope International General Trading LLC was established since 2005 by Mr. Ibrahim Rasheed because it was his vision to diversify his Food Services business in Maldives to globally. Mr. Ibrahim Rasheed is a Maldivian entrepreneur who started his business of sourcing and supplying food products in the Maldives by establishing, Fantasy Pvt. Ltd. Today Fantasy Pvt. Ltd. is renowned in the Hospitality Industry as a major supplier of Fine Foods to almost all Resorts in the Maldives.

Seascope International General Trading LLC is committed to supplying a wide range of premium quality fine foods sourced from across the globe. The product range varies from Fresh, Frozen, Chilled and Dry products. Whilst the company has embarked into its fourth year of successive operation, our target is on time delivery, reliability, and premium quality.

The services of Seascope International General Trading LLC are focused essentially on star hotels, resorts, gourmet restaurants, hyper markets and in-flight caterings. The

comments and feedback from our valued customers are given paramount consideration to enhance our services to the utmost.

Seascope International is a HACCP certified Company. Our distribution

net work is supported by a fleet of temperature control vehicles with modern cold storages and warehouses for dry stores. The capacity of our cold storage will be increased by 300 tons by end of 2009. The facilities enable us to maintain best quality from storage to delivery of the product and assure delivery in its finest quality to our valued Customers.

Seascope benefits from the wealth of experience, trust, and reliable connections Ibrahim Rasheed has acquired in pursuing best quality of fine foods available across the globe. 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 enthusiastic of fine foods.



Dr. Hoda Galal Yassa, President & CEO, Mr. Galal Ghaly, Vice President and Mr. Tim Gamble, Managing Director, TCL, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild along with Chef Andreas Kurfurst



TCL Company is specialized in Total sanitation and hygiene solutions for hotels and hospitals for Housekeeping, Laundry and Kitchen department.

What makes our company stands out in the market is our focus in delivering excellent services as well as high quality products at a very reasonable cost.

We produce and supply:

- Environmental friendly Cleaning products
- Cleaning equipment
- HACCP Food safety computer system
- Training programs

TCL company was established in 1976 and has extended in 10 countries in the Middle East and we plan for more expansion in the GCC and Middle East Countries.

Date of Application:

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

First Name/s:

Nationality:

Civil Status:

Date of Birth: dd/mm/yy

Name of Employer:

Address in Home Country:

Work Address:

Tel:

Web Address:

Email:

Telephone Office:

Professional Title:

Fax Office:

Tel. Home:

Type of Membership Required: (Please tick one)

Fax Home:

Email:

Corporate ☐Senior ☐Junior ☐

Declaration to be Signed by all Applicants

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

Signed:.....

Proposed By:

Sig:.....

Seconded By:

Sig:.....

FOR OFFICIAL USE ONLY

Remarks:

Payment received?

Certificate Given.

Pin Given.

Medal & Collar Given

Approved

Approved

President.....

Chairman.....

Fees:

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

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

Dhs: 150/= per year thereafter.

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

Includes member-pin and certificate.



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Light and airy, it produces one of the stiffest whipped creams, with the exceptional whipping rate of 2.5.

Even after 48 hours refrigeration, it still possesses all the qualities of freshly whipped cream, which means that all your creations will also remain as fresh as when you first made them.

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for making
Gulfood 2009
a huge success.