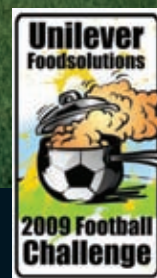


MAY 2009

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FROM THE

President's station

Dear Fellow Chefs, Colleagues, Ladies and Gentlemen,

Welcome to the May issue of our Gulf Gourmet magazine. Let me start by inviting (requesting) you to join us for our charity blood donation on May 14th, between 9:00 and 14:00 hrs, at my hotel, the Radisson Blu Hotel, Dubai Deira Creek. It's our chance to help save lives, and I look forward to seeing many of you there.

We had our 1st Junior Chef's Training, co-sponsored by Federal Foods and BOCTI Overseas LLC, where Chef Antonio De Dominicis cooked a six course meal – each course was made with Kiri cheese. The pictures and recipes are available on the ECG website. A big thank you to Jiji Mathews of Federal Foods and Eric Torchet of BOCTI Overseas LLC for all their support.

The next training will be on May 10th on Basic Chocolate Works, by Philippe Bindenbacher of Läderach chocolates. The venue will once again be the Federal Foods Training kitchen. The training session for June has also been confirmed, and will be conducted by Chef Bobby Kapoor of Custom Culinary on vacuum cooking.

The dates for Junior Chef of the Year 2009 have been announced – July 8th to 14th – and I am sure training is on

in full swing. Please do register ASAP as classes fill up early on and we do not want to disappoint you.

Please take a moment to look at the Friends of the Guild pages, and see all the companies who are supporting the ECG.

A big thank you to Chef Shankar, his GM André Saade, and the Al Ain IHC team for hosting the April meeting. We would also like to thank the IFFCO team for the very informative tour of their Al Ain plant.

I look forward to seeing you all at the meeting on May 10th, at 16:00 hrs, at the Radisson Blu Hotel, Dubai Deira Creek.

Culinary regards,

Uwe Micheel

President Emirates Culinary Guild

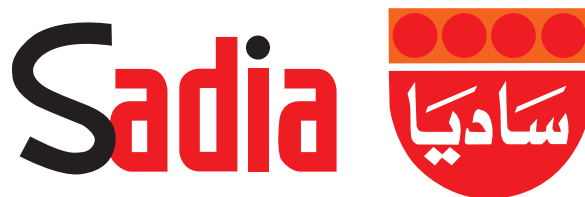
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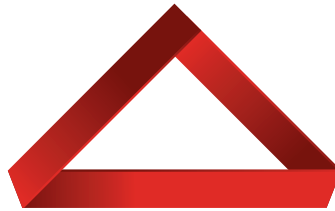


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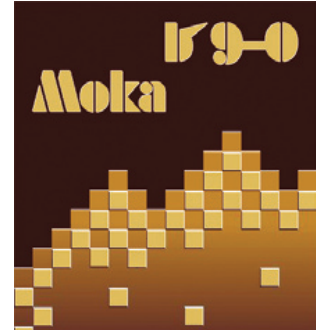
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GOLF GOURMET

FROM US, FOR US.

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GOURMET
GULF
FROM US, FOR US.

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KICKING UP A STORM

The second annual Unilever Foodsolutions Football Tournament was held last month, with many more teams, more enthusiasm, and more to look forward to. Gulf Gourmet was there on location, giving you a minute by minute update of what is possibly the most looked-forward to event on a chef's calendar today.

UMAIMA TINWALA

It started out like any other day. Cool, windy, with the sun getting hotter by the minute. Buses and a variety of cars drove into the Jebel Ali Centre of Excellence, and the players poured out, white uniforms and shoes in place. One look at their faces, and you could see the enthusiasm and drive to win that they had come with. The scene was no different than it would be at any other football tournament.

Only, in this one, it was not professional footballers who were gearing up for a match. These were chefs, from juniors to seniors, who had traded in their jackets for white tees and shorts for the day. And all this for Unilever Foodsolutions' second annual Football Tournament.

As the 'players' warmed up on the field, the team from Unilever Foodsolutions got busy registering the participants and handing out essentials like socks, food coupons, and water. And then the

eliminations began.

It was a bright, sunny Friday, and many had made a picnic of it. From families to colleagues, the crowds were there to cheer on their loved one, or encourage their peers to play well. But as light-hearted as the atmosphere was along the sidelines of the fields, in the heat of the game, every player had a clear goal – to bring home the cup, and the winning title.

The day got hotter before a cold wind took over, as the teams played hard and fast 20 minute matches to reach the semi-finals. "The participation is much higher this year," said Hisham El-Taraboulsy, Marketing Manager, UFS Middle East. Cheering on the players as well as his team from Unilever Foodsolutions, El-Taraboulsy had specially flown in from Egypt for the match, an indication of his commitment to the event and the industry.





Necip Camegil, Assistant Brand Manager, UFS Middle East – credited with conceptualising the event during a casual conversation with Chef Uwe Micheel – was on the field at all times. Filling in for a referee if he needed a break, or checking to see if the teams were on the field to start the match on time, Necip was a picture of perfection as he ensured the day went off as smoothly as possible.

But given the passion and dedication that our chefs are known for, it was almost impossible for him to keep the aggression levels in check. As the eliminations came closer, arguments with referees and injuries rose. And the very next moment, there was a handshake or a hug that sorted the problem out. Just another example of the camaraderie and sportsmanship that chefs share.



As Necip pored over the table, tabulating the results, the crowd gathered around him, eager to hear the results. The four teams who made it were overjoyed, and screams of delight soon gave way to music and dancing. What was most surprising was that even after a day of hard play, the participants still had the energy to jump and

dance around their teammates as they celebrated victory, be it their own or their friends’.

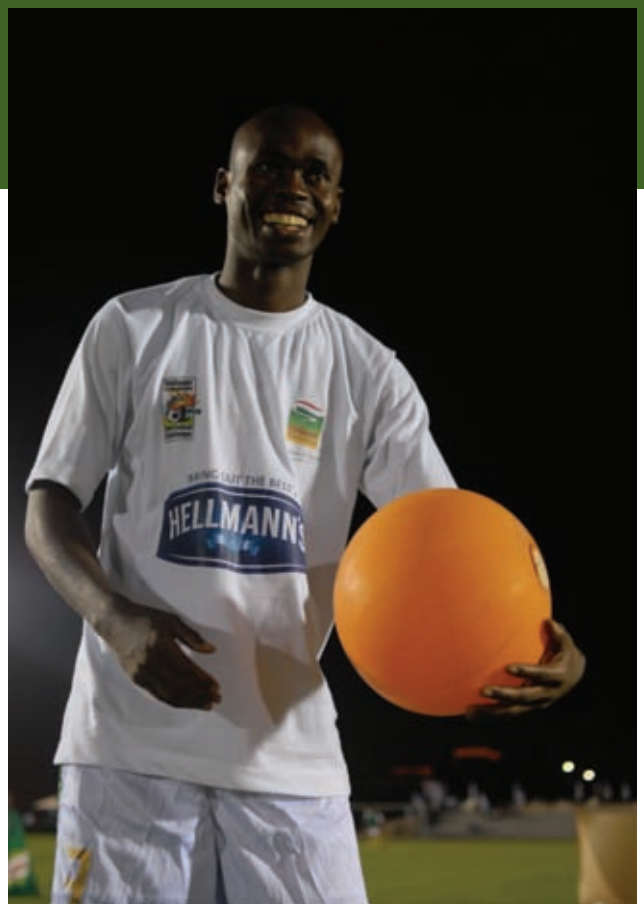
The most interesting match of the day, however, was undoubtedly the semi-finals between Nad Al Sheba and Coral Deira. Tied at the end of the match, the teams were tied even after the penalty





kicks. The match then went into sudden death, and for a few minutes, as no one was scoring, it seemed like it was never going to end. But it did, and Nad AL Sheba emerged winners, securing their place in the finals.

As the day drew to a close, the crowds thinned, but the enthusiasm and energy levels rose. Even though most of the eliminated teams left, some stayed back to cheer on their friends from other hotels.





Finally, it was crunch time – the finals between Abela and Nad AL Sheba. A favourites last year as well for their organised game plan and zeal for the game, history repeated itself for Nad AL Sheba as they lost out to Abela.

The Unilever Foodsolutions teams handed out the medals and the trophy, and assured everyone this was only one of the many events they planned with the chefs. Said El-Taraboulsy, “We are committed to the industry and the chefs, and we want to share

more than business with them. Events like this help us connect with these wonderful people on a personal level, where friendship reigns supreme.”

As the team from Abela walked away with top honours, it was a celebratory atmosphere all around. For, even though there was only one trophy, it was camaraderie and sportsmanship that emerged the winner for the day.





Chef Uwe Micheel,

Director of Kitchens, Radisson Blu

“Gulf Gourmet is indisputably a great magazine, and is a very important tool for the Guild to communicate with its members.”

Chef Gissur Gudmundson

“It’s a standard for magazines across the world. It has all the elements that a chef’s magazine should have, and I am very happy to receive a copy every time. In fact, I look forward to it”

Chef Alan Pedge,

Regional Executive Chef

Samaya Hotel

“The magazine has just gone better and bigger since its early days.”



Bouquets and brickbats

Over the years, Gulf Gourmet has grown from strength to strength, renewing itself and presenting fresh ideas. Only one thing has remained constant – the fact that it would not be where it is today without the unflinching support of the ECG. We spoke to chefs, new and old, local and international, about what they thought of Gulf Gourmet, and this is what they said:



Chef Michel Miraton,

Corporate Executive Chef Coral Hotels and Resorts

“Gulf gourmet is a very professional magazine. The recipe section is what I personally look forward to as it covers different cuisines.”

Chef Ahmed Al Charif,

Executive Chef, Number One suites

“The magazine is one of the best of its kind in the industry.”

Chef Andrew Whiffen,

Executive Chef,
Raffles Hotel

"I love the magazine. For me, it is a great way to know about the chefs and the people involved in the industry."



Gulf Gourmet is the best magazine I have ever seen".

Chef Anil Kumar, Corporate Chef, George V Leisure & Hospitality LLC

"East or West, Gulf Gourmet is the best. It is not a magazine, it is a statement. It represents the voice of the chefs, and it is done in style. Just like a signature dish comes out of a chef's kitchen, Gulf Gourmet is the best creation that has come out of any kitchen."



Chef Doxis Bekris,

Executive Chef, The Address Dubai Mall Hotel

"Gulf Gourmet is the new face of the Emirates Guild. It gave the association a new breath of life by promoting who the chefs are and what they are trying to do."



Chef Patrick Lannes,

Executive Chef,
Grovesnor House

"I saw the magazine grow from a small baby to a very healthy and well developed child. I would say it has come a long way."



Chef Prem Negi,

Food and Beverage
Manager, Gold Swiss-Belhotel Dubai

"The magazine is very informative and a great effort."

Chef Marcus William Gregs,

Executive Chef, Movenpick Hotel,
Bur Dubai

"I love the magazine - it is one of the best magazines in the industry."



Chef Michael Wunsch,

Executive Chef, Barakat

"I think the magazine is fantastic. I have heard a lot of compliments about the magazine, not only from the industry people, but also from those from outside the industry who enjoy reading the features."

Chef Arnel E Paris,

Executive Pastry Chef, Novotel

"The magazine is a great effort and is very informative for all the chefs."

Chef Martino D'Souza,

Executive Chef, Millennium Airport Hotel

"The magazine is the best thing that happened to our industry."



Chef Andreas Kurfust,

Executive Chef, Renaissance
Dubai Hotel

"For a culinary association,

Chef Shankar Kotian,

Executive Chef, Intercontinental Al Ain Resort

"I think I am prouder to be a chef because of Gulf Gourmet. I think it's the best thing to happen to us because it has brought us together in a way nothing else could. Everyone gets a chance to be featured there, and when I read the stories, I feel proud of myself and my colleagues. I think your team is brilliant, and you understand our feelings and put them into beautiful



words. The photographer is also amazing, such a humble and down-to-earth person. It's great and I hope you keep it up."

Chef Rodney Sims, JUDGE

"It's a very good magazine, and excellent reading for chefs. I enjoy reading the content quite a lot."

Chef Tarek Mouriess, JUDGE

"It's really wonderful. I've always felt that Guild magazines have never kept up their quality, especially in terms of images, but Gulf Gourmet has been excellent. To be honest, I actually collect the past issues – that's how much I like it!"

Chef Robert Oppeneder, JUDGE

"It's very nice, and I always make the time to read it. It's funny, and informative, and I believe it has the right direction as it works with locals a lot."

Chef Tony Khoo, JUDGE

"I think this issue was very good because it featured the committee and helped us put faces to the names. Also, the Salon section told us all we needed to know, which was very helpful."

Chef Gavin Duthie, JUDGE

"I take a few copies back every time I come to Dubai and give it to my manager – so he knows where I am going. It's very glossy and professional, and the photographer is a very good man."



Chef Hubert Oberhollenzer, JUDGE

"I do receive some other newsletters, and I feel this one is really among the best. Very well done."

Chef Otto Weibel, JUDGE

"Superb. The best."



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Served *on a* platter

Churchill China has been delivering value through excellence in design, quality and customer service for over 200 years. Gulf Gourmet sat down with Glenn Ewart, Export Business Development Manager for the brand, and talked shop.

by Sameera Arshad

*W*hen it comes to tableware, one name which has always been synonymous with excellent quality and design is Churchill China. The brand is recognized for its unique English style and design, with inherent strength and durability, and is perfect for any dining occasion.

Essentially a family business, the company can trace its origins back to 1795, when its first factory was founded in the heart of Stoke-on-Trent in Staffordshire, England. Over 200 years, Churchill's craftsmen have established a worldwide reputation for producing quality tableware and gifts, selling to over 50 countries worldwide.

"We are the Number 1 tableware company in the UK," says Glenn Ewart, Business Development Manager, Churchill China. "We are the oldest working company in the UK today. We manufacture only in the UK, with factories in Stoke, which is called the heart of potteries," he adds.

From traditional to contemporary, from wood and glass to crystal and wooden ceramics, whatever your preference, you can be sure Churchill China offers it. The sheer variety, in terms of material and design – patterns, lines, squares, rectangles – is one of their strengths, and they can even


customize your products for you, ensuring your pieces are unique.

"We have the biggest white ware range available in tableware. Our coffeeware range includes every shape, dimension and style available. We actually work with Baristas to create special designs that help keep the creamer on top of their coffee," explains Ewart.

In fact, working closely with chefs is a strategy that has helped the brand stay at the top of its game. "Our turnover is in excess of 30 billion pounds a year. Our clients include restaurants and large hotel group chains, including Marriott, InterContinental, and Starwood, to name a few," he informs.

"We spend a lot of time talking with chefs and industry insiders to help our thought process when designing. Some of the world's top chefs endorse our products. We talk to chefs about the latest food trends, and how we can create tableware that will complement it. We take note of their vision, detailing what kind of serving range will help them present their food better. We then pass on this information to our design team, who creates new designs based on this





data. The designs then go back to the chef for further inputs, till we come up with something truly stunning and diverse, values that the brand is known for,” explains Ewart.

Churchill China offers a different and distinct range of products, each of which cater to a different segment or food style. So there are unique ranges for buffet settings, Asian cuisine, Spanish cuisine, etc.

“Chris Taylor, who endorses the balance range, runs one of the finest restaurants in Australia, and has won many awards. He actually uses this range in his restaurants since it works for his Pan Asian cuisine. We are very proud of our designs, and our development team is always out looking for the next new food trend,” says Ewart proudly.

Another important aspect of the company is its commitment to the industry, and support they extend to chefs. Like the Emirates Culinary Guild, with which Churchill China has been working for five years now. “We are sponsors for the Salon Culinare every year – we make the plates for the Gold medal winners. This year, the plates were based on the design from ambience, which is one of our best high-end ranges. In fact, Chef Patrick Lannes, one of the senior emmebers of the Guild, actually helps our development team with their designs. We also work with the Guild during the Junior Chef of the Year

Competition by sponsoring junior chefs to work with reputed Chefs in London. So we fly them to the UK and give them an opportunity to learn and develop their skills there,” informs Ewart.

“The reason why we work closely with culinary associations around the world in developing junior chefs is our drive to give back to the industry that has given us so much. A chef is very much in control of the decision making process when it comes to the range of tableware used to serve the food that he creates. Our ethos as a family business is, therefore, to try and nurture the new generation of chefs, as they are the key people for our business,” he explains.

Churchill China had had a presence in the UAE for ten years now, and is only growing stronger. “We have made big strides in our busines in the last four years, achieving an average growth of 30 per cent each year,” says Ewart. Because Dubai is a very diversified market, market share is staggered and segmented, with no one company being the clear leader in terms of market control. “Here, you have UK manufactures, European manufactures, local manufacturers and Asian manufactures, all fighting for business,” he says, adding, “Therefore, the overall marketshare seems less than when compared to back home, where you face competition from only British manufaturers. We actually focus on the medium to high-end users. You will not find us in the lower-end hotels and restruants,





but we are present in five star hotels and stand-alone fine dining restaurants, like the Rivington Grill in the Souk al Bahar. We offer a quality product, and it is priced accordingly, so we are looking at customers who want quality, and are willing to pay for it,” he states.

But competition still exists, and Churchill China combats it by ensuring they reduce delivery times. While some companies work on lead times, all products from a Churchill China brochure are readily available within 48 hours, as they have four billion pieces of inventory in stock, at anytime. “Our record of orders completed and delivered on time is 97.5 per cent, which is the highest in the industry. It is a high service level, and something that we pride ourselves on, along with our high level of quality and fantastic designs,” boasts Ewart.


The brand places high value on its team, and spares no expense in ensuring the products are always up-to-date. The design team is split into development and design departments, both of which have their responsibilities clearly outlined. While the development team brings in chefs to contribute to designs, the design department ensures the ideas stay fresh, bringing in additional influences if need be.

The process to develop and release a new design takes

anything between a year and eighteen months, so they have to keep several steps ahead of the market trends.

Currently, Ewart sees a drive towards Argentinian food. In Dubai too you will see that a number of Argentinian steak houses have recently come up. Argentina has a great quality of meat, it has great seafood, and great wines, so that is definitely a trend they intend to develop in the future. “We are not only tableware manufacturers – we are industry insiders who are passionate about what we do. And this is what makes working with chefs, who feel the same way, so easy and smooth,” says Ewart.

Even recession has not dampened his outlook for the future. Says he, “We have been around for 200 years, and have survived wars, and numerous recessions throughout the centuries. I am sure we will survive this one, because we have a quality product, good designs and readily available stock. I am actually looking forward to a very productive year, despite the recession. At the end of the day, there is still business out there, if you have a quality product to sell.”

And it is this combination of experience, a willingness to embrace technology, and a commitment to quality that has earned Churchill China the global recognition and solid reputation it enjoys today. 

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Your Membership Card

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www.churchillchina.com

Cheesy Delights

Last month, the Emirates Culinary Guild and Federal Foods hosted the first ECG – FF Junior Training 2009. Gulf Gourmet brings you some moments from the event.





On April 5, 2009, the Federal Food training room was full of young, eager chefs. For, this was the day when Chef Antonio De Dominicis from Radisson Blu demonstrated how Kiri Cheese is more than just a breakfast spread by whipping up some delicious dishes on the spot.

The training was sponsored by Kiri cheese through BOCTI Overseas LLC. Chef Antonio presented a six course meal, from Amuse Bouche to dessert.







presents

THE ITALIAN KITCHEN

CHEF PASQUALE SIPONE, *Executive Sous Chef*, Media Rotana



"As soon as he hit 13, he opted to finish high school in a specialised hospitality school in Ravenna, Northern Italy. For the next five years, he learnt the art of preparing Italian cuisine, and during the summer holiday, at 14, he undertook his first internship."



C by Tasneem Abdur-Rashid
hef Pasquale Sipone, Executive Sous Chef, Media Rotana, discovered his love for cooking at 13, and has been in the kitchen ever since. His story begins with cleaning fish, and is currently at a place where he manages a staff of almost 100.

Having lived in the UAE since 1998, Chef Pasquale Sipone, Executive Sous Chef, Media Rotana, has seen Dubai grow from a culinary nonentity to one of the most gastronomically diverse cities in the world.

But Chef Pasquale is a traditional man. Everything about him, from his musical Italian accent to his love for authentic Italian cuisine pays tribute to his culture. Hailing from the Southern region of Puglia - his home city has a history that goes back more than 2,000 years, so it's not surprising that he has a deep respect for his heritage - Chef

Pasquale has been in the UAE for 11 years now. But he still visits Italy regularly, especially so that his four year old son, Davide, is able to understand his roots.

"Although Davide can understand Italian, he refuses to speak it," Chef Pasquale confesses ruefully. "I make a point of speaking not only Italian at home, but our own regional dialect. We're going back to Italy in the summer for my sister's wedding, and I'm worried what some of our more traditional family members will think if he can't communicate with them!" he adds.

And, from what Chef Pasquale divulges, it seems that he has the proverbial hearty and traditional Italian family.

"When my son was born, I didn't take him to Italy straight away, but I had to make a visit when he was two years old because some aunts and uncles were beginning to wonder if there was a reason why we were 'hiding' him," he chuckles, adding, "We may be European, but I can assure you that all countries surrounding the Mediterranean sea are alike, and our culture and mindset isn't much different from the Turkish or Syrians!"

Italians are known for enjoying the finer things in life, and good quality food prepared in a simple way is an important part of their culture. Chef Pasquale is no different. As soon as he hit 13, he opted to finish high school in a specialised hospitality school in Ravenna, Northern Italy. For the next five years, he learnt the art of preparing Italian cuisine, and during the summer holiday, at 14, he undertook his first internship.

For four months, he was subjected to the extremely tedious task of preparing ingredients. Chopping, peeling, grating, mashing... every Wednesday, on seafood night, when he had to peel and clean huge amounts of fish and other tricky sea creatures, he would decide to quit. Come Thursday though, like a moth to a flame, he would head back to the kitchen.

"The executive chef of the restaurant was an energetic woman around 60 years old, and her kindness towards me encouraged me to continue whenever I felt like quitting. She treated me like she would a grandson - she was kind, warm and yet firm and often scolding," he reminisces.



“Whenever I try a new dish, I ask my regular customers to do me a favour by trying it out and giving me their honest opinion,” he asserts, which is how the spinach ravioli came into being, when a guest said there was “something missing” in his ravioli.



At 18, Chef Pasquale graduated, and, he laughs, was lucky enough to escape the obligatory military training most Italian teenagers have to undertake. Chubby with thick spectacles, the army took one look at him and decided that they had enough candidates that year. Thus, he was spared from wasting any time (or risking his life), and he began working immediately.

His freedom, financial independence and work responsibilities matured him rapidly, and every month, when he would send money home to his parents, he felt a sense of pride and accomplishment. In fact, after leaving home at 13, he didn't have the opportunity to return to his region until 1991 – six years later. Then, in 1994, he was advised to gain experience abroad – and so he did, moving to the Southern English port town, Portsmouth. In 1998, armed with international experience, he was recruited by the Rotana Group in the UAE – whom he remains loyal to till today.

“The hospitality scene was very simple back in 1998,” he remembers. “The Burj al Arab was nearly finished, Emirates Towers was only half built, there was no Shangri La, no Dusit. Now of course, things are a lot more dynamic. There is a lot of competition, which encourages restaurants to be creative, innovative, and maintain a very high standard. With a large influx of people from different countries, there is a lot of diversity as well,” he adds.

For seven years, Chef Pasquale worked in the Beach Rotana, Abu Dhabi, where he launched and developed Prego's, a contemporary restaurant serving authentic Italian cuisine. With its prime location and exceptional cuisine – fresh pastas made daily and real Italian pizzas baked in wood ovens – Prego's strives to give guests a taste of Italy...in the desert.

Now, he has moved back to Dubai as Executive Sous Chef, undertaking the challenge to establish Prego's in the Media Rotana, Al Barsha. Managing a staff of over 80, and assisting the Executive Chef with the coordination and management of all the restaurants within the hotel, Chef Pasquale misses the more practical, 'hands on' aspect of his career, which he confesses is what he loves most.

“I love being in the kitchen, I love developing new

recipes and training the staff, and I especially enjoy interacting with the guests and taking their feedback into consideration,” he says. An example of this is the malfetti with smoked duck and truffle oil, which was developed completely spontaneously during a day when there was some leftover smoked duck, pasta sheets that had been cooked in mushroom stock in the quest to create a different pasta colour, and a junior chef who wasn't sure how to cut the pasta, so decided to go for right-angled triangles.

“Whenever I try a new dish, I ask my regular customers to do me a favour by trying it out and giving me their honest opinion,” he asserts, which is how the spinach ravioli came into being, when a guest said there was “something missing” in his ravioli.

Chef Pasquale's creativity, willingness to try new things and energy is a core aspect of the professional he is today. But his heart is still very much at home, evident in the fact that if he could choose one person, dead or alive, to invite for dinner, he would invite his mother, who passed away seven years ago. Still very much affected by her absence, his sensitivity, emotion and passion is clearly reflected in his cuisine.

As for his future plans, in all honesty, he just isn't sure. Would he like to open his own restaurant? Possibly. Would he like to continue his career with the Rotana Group until he retires? Possibly. Life, Chef Pasquale believes, is simply too unpredictable to plan, and he is content taking each day as it comes, enjoying every moment, every taste and every second with his life. 🇮🇹





An inspiring growth

With the increase in out of home consumption in the Middle East, Nestlé Professional is totally dedicated to responding to the needs of the out of home professionals.



*F*or over a century, Nestlé has continuously provided its consumers with strong and high quality brands that millions of households worldwide have learnt to love and can't live without. From bakers to babies, parents to professionals, and from single servings to meals in out of home, Nestlé strives to meet the changing consumers' needs.

Nestlé, a global leader in the food industry is backed by a long and successful history. It has developed well known, sustainable brands over the years, and continuously proven its dominance in the market. Today, it is the biggest food and beverage 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 you do, a maxim asserted by Jeroen Pluijmers, Country Business Manager, Nestlé Professional Middle East.

Nestlé has grown steadily over the years through strategic acquisitions globally; internationally the company is now present in many different businesses. In the Middle East, Nestlé has been around for over 70 years, with its first

operation in Lebanon. The regional Middle East Head office opened in 1997. Though their products have always been present in the market, it was time to combine their efforts across different markets, under one Head Office umbrella, in order to better service their customers and operators.

Nestlé as a company has always had a specific area that focuses on the food services industry – what they call the out of home segment. This arm of the company, Nestlé Professional, is also the biggest foodservice company in the world, offering strong, high quality brands. The out of home environment today has changed drastically with individuals choosing to consume more outside the home today. In the US, for example, 50 per cent of the consumer dollar is spent out of home. Also in the Far and Middle East this is growing. This indicates the huge potential of this industry.

The idea behind the creation of Nestlé Professional was to ensure to be close to their customers. As a dedicated company, this enables one to have a better understanding of



(LtoR) Youssef Aouad, Beverage Business Manager; Jeroen Pluijmers, Country Business Manager, Middle East; and Nauman Ehsan, Food Business Manager.

the market, the operators, their needs and the requirements of their consumers. It helps to unlock the business potential. The company firmly believes that it's not just about rebranding, but rather a substantial change in business focus, a new mindset to become an inspiring growth partner for the customers.

Nestlé Professional has the best of both worlds, where it is an independent, globally managed business, but is also able to use the 'shared services' from the Nestlé Group, like Supply Chain, Finance, HR and Research and Development. Basically, they have the independence to drive their destiny, and yet, have the same safe back up of the bigger organization. This allows the company to stay close to their customers and be faster and more responsive to the changing needs. With the change from an ingredients supplier to a solutions provider, Nestlé Professional is about much more than just taking orders. Their new identity is indicative of a more professional approach to business, where they strive to come in as partners, understanding the

needs of the operator, and working with him to provide a solution.

Currently, Nestlé Professional houses the culinary brands; MAGGI®, CHEF®, and NESTLE®. Under beverages, it offers five brands, NESCAFE®, NESTEA®, NESQUICK®, MILO® and creamer brands like NESTLE®. New products that advocate and enhance a healthier lifestyle are being developed in connection with the company's direction towards nutrition, health and wellness.

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

Nestlé Professional also ensures through internal trainings, that their staff is aware of what they are talking about. They have sessions with nutritionists so that they understand the



importance of healthy choices before advocating the same to others.

It is especially important to note that the focus on health does not take away from the focus on taste. Every consumer wants to have healthy products as long as it is tasty. And every operator wants to sell healthy products as long as he makes money. And Nestlé Professional works within these parameters as the team at Nestlé Professional understands that their operators are also businessmen. So it is important to be honest and upfront with them. With their own advisory chef on board, they speak the culinary language of operators, and share with professionals how to best use the products, reducing wastage and consequently costs.

A continuous support to the foodservice industry Nestlé Professional is more than a supplier. They take great pride in their role as partners in the growth of the foodservice industry. From being long time members of the Emirates Culinary Guild in the UAE, to sponsoring the Salon Culinaire consistently for the last 10 years, Nestlé Professional has always walked along with chefs, partnering and enabling their growth over the years.

Nestlé Professional is a main sponsor of the Salon Culinaire competition in conjunction with the Gulfood exhibition in Dubai and participate regularly in the ITCA, Al Diyafah, Horeca (Lebanon and Kuwait), and Hospex (Lebanon and Syria) shows.



(LtoR) Nauman Ehsan, Food Business Manager; Naureen Ahmed, Brand Manager Food; Chef Zain Sidhu, Advisory Chef; and Mary-Ann Gardner, Asst. Brand Manager Food.



(LtoR) Youssef Aouad, Beverage Business Manager; Youssef ElBachalany, Beverage Solutions Manager; and Omer Ibrahim, Beverage Quality Assurance Specialist.

Another initiative in the Middle East is Menus of the Masters, a contest that has been a culinary platform for junior chefs to display their talents and share their expertise. Nestlé Professional has released the most recent edition of Menus of the Masters, a collection of inspiring recipes and menu applications chosen from over 1000 entries.

This book is the culmination of a united effort from the Nestlé Professional Food team, the judges, and the participating professionals. It 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”.

The response has been overwhelming. The book gets bigger and better with every passing year, with more entries, more innovation and more panache. It is their constant endeavour to work with chefs to better understand their needs. Nestlé Professional believes that initiatives like this will help raise the standards of the industry, contributing to making Middle East a world-class culinary destination.

Female Chef of the Year 2009

Nestlé’s dedication and commitment to respond to the unique needs of professionals in the out-of-home industry

has paved the way for the launching of the Female Chef of the Year competition.

The Female Chef of the Year, which was introduced last year, serves as a culinary platform to encourage young female industry professionals to demonstrate their talents, apply their knowledge and expertise and create new exciting recipes.

Now on its second year, the event received very creative and inspiring recipes for the two categories – Main Course and Dessert. The creations reveal variety as well as the use of new preparation methods. The strong passion and great interest of the participating junior female chefs have been a major motivating factor for the team at Nestlé Professional.

Nestlé Professional will be launching more information on the event soon.

Future looks bright

As a nutrition, health and wellness company with a strong commitment to science and research, Nestlé Professional will continue to support the industry professionals by offering renowned, reliable brands and high quality, convenient, value added products and solutions suited to the specific channels in out-of-home.

With the increase in out-of-home consumption, the



((LtoR) Khaled Tameem, Business Manager; Patricia Droza, Executive Secretary; and Clarissa Lalu, Business Controller.

operator's needs for innovations and partnerships has risen, and Nestlé Professional very much looks forward to working closely with customers and professional partners in the region to help them grow their business and to continue to service the out-of-home consumers in the Middle East. Looking at

the future, their mission statement sums it up: "To become an inspiring growth partner that delivers creative, branded food and beverage solutions enabling operators to innovate and delight their consumers".





presents

dessert in the desert



Welcome ‘mistakes’. That’s how Chef Alexandre Treffle, Production Manager/ Executive Chef, French Bakery, describes the creation of the best desserts. He shares his insights into what makes a sweet so sweet over coffee and cake with Gulf Gourmet. **by Natasha Shrimanker**

It was the year 1997, an important one because that was when Dubai got a new hangout. It was a place where you could go to relax, and spend time with your friends and family over a steaming cup of fresh coffee and delicious pastries. Where irresistible chocolate creations and delectable strawberry tarts pampered your taste buds – the French Bakery.

Chef Alexandre Treffle, Production Manager/Executive Chef, was already a renowned professional in his field when he decided to move to Dubai. With experience in training and development in several bakeries and hotels, he was looking for something fresh. “I was excited, as I had never

visited the Middle East before. I had the opportunity to be the backbone for the bakery. With a small team, we developed the French Bakery, customizing varieties of breads and cakes for customers,” he informs.

Unlike most other bakeries, where you would look through a photop album to choose your desired cake, at the French Bakery, Chef Alexandre sits and talks to his clients about their needs, recommending the right dessert for them. “The personal touch makes a difference in every profession, including ours. A lot of clients walk in and have no idea of half the ingredients we use – it is important to understand their needs and advise them about the right cake that will







make their occasion better,” he explains.

Chef Alexandre learnt this thumb rule early in life, when he spent his holidays assisting his uncle, who was a pastry chef. “I used to visit my uncle during my holidays from school. He was the one who introduced me to all the new tools, and different ingredients to make a variety of pastries. That was when I knew this is what I wanted to do all my life. I fell in love with creating desserts,” he smiles.

Today, Chef Alexandre is the one doing all the creating, and sharing the same with his proud family. From those humble beginnings, he now manages a staff of 150 chefs, and serves an output of a minimum 350 plates.

“I love working in a team, although the working hours are long and can be stressful. I have to keep learning new tricks and recipes so that I can train my juniors. This is essential, because your team looks up to you with expectations and for inspiration. It is my job to never let them down,” he asserts.

Bite into his famous chocolate cake, Mikado, and you’ll understand how his dedication and adherence to quality makes all the difference. While treating us to scrumptiously soft cakes, he talks about how “most recipes are created by mistake”.

“In 1663, when the city of Vienna was under siege by the Turks, one of the many ideas the Turks had to infiltrate the city was to dig tunnels beneath the city to get on the other side of the walls, and then set off explosions that would destroy them all. What they did not count on, however, was to run into a baker, Peter Wender, who was working in his basement. During the siege, he heard some strange noises coming from one of his walls. He alerted the city army, who then investigated, discovered the Turks, and foiled their plan. The Turks were ousted. The baker, for his part, decided to advertise his part in preventing the invading army from succeeding, and created a pastry in the shape of a crescent, which happened to be the symbol of the Ottoman Empire,” he says.

“A century later, a Viennese princess by the name of Marie Antoinette married the French King Louis XVI. She insisted that the bakers in Paris learn how to make the treat. Over the years, the French bakers added butter and yeast to the mix, and the Croissant (meaning 'crescent') was born,” he finishes with a flourish.

So how many of his creations were the result of circumstances? Smiling, he answers, “All the pastries you see here have been modified or remade from a recipe created several years ago. You can call it a mistake, or improvisation.”

Chef Alexandre loves working with chocolate. “I enjoy mixing chocolate with different products. Now people are more health conscious, so we try to make fruity delights,” he says, almost disappointed. Nevertheless, he makes an effort to keep up with changing times. His focus, however, is not in competing with others, but with himself. For, that’s

the only way to ensure he will better himself as a chef.

Another big challenge he faces is to keep his team happy. And entering a cosmopolitan city like Dubai was no, excuse the pun, piece of cake either! “Every individual has grown up eating a certain kind of sweet, therefore, catering to several people from different backgrounds is not easy. I have to arrive on a common ground with my clients to best satisfy their tastes,” he says.

Chef Alexandre’s passion for cakes is matched only by his passion for books. Cookery books, to be more precise. “I used to create recipes for an Italian publication, *Dolce*, and it was one of the happiest times of my life as I enjoyed sharing novel pastries with my readers,” he smiles. He also reads books by Chef Alain Ducasse and Chef Pierre Herme. But someday, he intends to write his own book, “with recipes from the Victorian times”.





As far as destinations go, Chef Alexandre would love to work in Japan. “Today, the Japanese are the best pastry makers. They have taken all the ingredients from the French, and use modern tools to create each gateaux to flawless perfection,” he says.

In recent times though, chefs, says Chef Alexandre, have become more like managers. “We not only create pastries, but also have to manage a team, take care of the purchasing,

and production. A restaurant/ bakery become well known because of the chef,” he explains.

But there’s still hope, specially with chefs like him, who still take inspiration from life. “Mine is my daughter,” he smiles, talking about his muse, “I would love to bake a perfect cake, just for her.”

We hope we can get a slice of that! 



Your Partner for Success

presents

FROM
prep
TO *PLATE*





*Chadi Salloum
Executive Chef*

Chadi SALLOUM

Executive Chef,
AL AIN, ROTANA HOTEL





INGREDIENTS

For the Dough:

50 g Ciabata flour
200 g flour
25 g fresh yeast
20 g salt
20 g Knorr Pesto
80 ml chilled water

For the 1st filling:

100 g fresh chicken breast
50 g Knorr Teriyaki sauce
15 g Knorr Pesto
20 g Hellmann's Standard Mayonnaise
2 g garlic
2 g salt
2 g pepper
10 g Lollo biangolettuce
50 g Talegio cheese

For the 2nd filling:

50 g Knorr Pesto Rouge
2 g garlic
3 g Knorr Basilica
2 g salt
2 g white pepper
10 g olive oil
50 g eggplant
50 g yellow zucchini
50 g red pepper
10 g rocket leaves
50 g mozzarella cheese

THE ADVENTURE

METHOD

Mix ciabata flour, flour, salt, and Knorr Pesto with chilled water at one speed in mixer for 2 minutes.

Add yeast and mix for another 5 minutes. Put it in 2nd speed and mix for another 5 minutes. Remove from the mixer and let the dough rest for 10 minutes.

Cut into 11 cm squares (7 cm height). Spread the Knorr pesto over the dough, and keep in proving chamber for 20 minutes on 25 degrees Celsius.

Remove and bake at 180 degrees Celsius for 10 minutes. Turn the tray inside the oven and bake for another 10 minutes. Cool and keep aside.

Slit the bread horizontally into three parts and spread the Knorr Pesto and Hellmann's Standard Mayonnaise. Place the lettuce and talegio cheese.

Top with the next slice of bread. Repeat the filling, and top with the next slice. Insert a lemongrass skewer with cherry tomato.

Marinate the vegetables with Knorr Basilica, garlic, salt and pepper.

Grill and cool. Spread Hellmann's Standard Mayonnaise and Knorr Pesto Rouge on the bread. Place rocca and the grilled vegetables, and top with mozzarella cheese. Cover with the second slice, and repeat the same filling. Close the sandwich and insert a lemongrass and cherry tomato skewer.

Arrange the sandwiches on a plate and serve with a salad.



TREASURE ISLAND

FROM
prep
TO
PLATE



METHOD

Make dough by mixing flour, salt, sugar, milk powder, fresh yeast, corn oil, olive oil water, and Knorr Basilica slowly in the mixer, and adding water slowly. Cover the dough and keep aside.

Make the kofta by mixing minced lamb with salt, onion and parsley. Add seven sweet pepper and white pepper. Cook over charcoal and keep aside.

Take the dough and spread to 20 x 10 cm. Add cheese, pistachio powder, and Knorr Pesto Rouge, and roll it out. Brush with egg and cook in the oven at 200 degrees Celcius for 10 minutes.

To make the sauce, grill the tomato on charcoal, and smutch it. Cook the crushed garlic for 1 minute with olive oil, add the tomato, then cumin powder, salt and pepper.

Garnish with mint leaves and served with hummus.

INGREDIENTS

For the Dough:

200 g flour
3 g salt
10 g corn oil
2 g sugar
50 g of olive oil
10 g milk powder
5 g fresh yeast
Water as required
Knorr Pesto Rouge
Knorr Basilica
1 pc egg

For the Kofta:

200 g fresh lamb mince
50 g chopped onion
25 g chopped parsley
2 g garlic
2 g salt
2 g pepper
3 g seven sweet pepper

For the Kaskash sauce:

50 g tomato, grilled
2 g garlic
3 g cumin powder
2 g salt
2 g white pepper
10 g olive oil





Christian BIESBROUCK

*Executive Chef, COURTYARD BY MARRIOTT
& MARRIOTT EXECUTIVE APARTMENTS*

FROM
prep
TO
PLATE





INGREDIENTS

Foccacia Bread
 Hellmann's Standard Mayonnaise as required
 Knorr Pesto as required
 120 g sirloin fillet
 2 long slices of brie cheese
 A few sautéed red onion rings

FOCCACIA STEAK SANDWICH WITH RED PESTO & BRIE CHEESE

METHOD

Cut bread in half and toast both pieces from the inside. Spread the Hellmann's Standard Mayonnaise on the top half, and the Knorr Pesto on the bottom half.

Grill the sirloin fillet and trane in thin slices. Top with sautéed red onion rings, and the brie cheese.

Melt cheese under salamander, and top with bread. Garnished with tomato concasee and serve warm.



TOMATO RYE BREAD SANDWICH WITH GRILLED TUNA LOIN

METHOD

Cut the bread in half and toast both pieces from the inside.

Marinate the Tuna loin in Knorr Soya Sauce and sesame oil on both sides. Spread both sides with thick Caesar dressing made from Hellmann's Standard Mayonnaise. Grill and keep aside.

Place fresh Romaine leaves on the bottom of the sandwich, and top with two slices of tuna loin.

Garnish with black & white toasted sesame seeds, and a few drops of sesame oil.

INGREDIENTS

1 loaf tomato rye bread
2 slices tuna loin
Knorr Soya Sauce for marination
Sesame oil for marination
Hellmann's Standard Mayonnaise (to be made into Caesar's dressing)
Fresh Romaine leaves
White and black toasted sesame seeds for garnish





FROM
prep
TO
PLATE



Shankar KOTIAN

Executive Chef,
INTERCONTINENTAL AL AIN RESORT





INGREDIENTS

120 gr Bio Roggen bread
 1 tbsp Knorr Pesto Rouge
 2 tbsp Hellmann's Standard Mayonnaise
 100 gr fresh salmon Carpaccio
 100 -120 gr dill, chopped
 ¼ pc lemon
 10 gr capers
 Micro cress (optional)
 Salt and pepper to taste

CURED SALMON CARPACIO & PESTO ROUGE MAYO ON A BED OF ROCCA & BIO ROGGEN BREAD WITH MICRO CRESS

METHOD

Marinate the fresh salmon with the dill, lemon juice, salt and pepper. Then roll it with plastic cling film tightly. Freeze it so that it slices easily.

Slice the bread into 2 and toast it. Mix the Knorr Pesto Rouge with Hellmann's Standard Mayonnaise, and spread on the bread. Arrange the rocca leaves, top with the cured salmon slices, and garnish with capers and micro cress. Serve.



CRISPY FRIED TIGER PRAWN NOODLES MARINATED WITH DILL SOYA SWEET CHILI ON SUN FLOWER BREAD WITH AVOCADO, LOLLO ROSSO & TOMATO

METHOD

Clean and devein the tiger prawn, and marinate with Knorr Sweet Chilli Sauce, Knorr Basil and Pesto, and Knorr Soya Sauce.

Blanch the rice noodles till they are soft. Wrap the prawns with the rice noodles. Deep fry till crispy. Keep aside.

Slice the sun flower seed bread into two pcs & toast it. Mix well the Knorr Basil and Pesto with Hellmann's Standard Mayonnaise, and spread on both sides of the bread.

Slice the prawns, avocado and tomato. Arrange lollo rosso lettuce on the bread, and top with all the ingredients. Garnish with roasted almond. Serve.

INGREDIENTS

120 gr sun flower bread
10 gr roasted almond
100 gr tiger prawn without shell
Rice noodles (to coat the prawns)
25 gr fresh avocado
20 gr fresh tomato
10 gr lollo rosso lettuce
2 tbsp Knorr Basil and Pesto
2 tbsp Hellmann's Standard Mayonnaise
20 ml Knorr Soya Sauce
25 ml Knorr Sweet Chilli Sauce





Juan L. Lopez
Executive Chef



Chef Jean-Luc Morcellet,
Executive Chef, The Palace
– The Old Town gives Gulf
Gourmet an insight into his
thoughts, and his culinary leanings

THE *Chef's* TABLE



What does food mean to you?

It's an experience joy with the family.

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

In the kitchen, there is a lot of pressure and very little out of it.

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

Nelson Mandela. He actually shook each of the 40 chefs' hands in the kitchen as a personal thank you.

Can you tell us about a funny kitchen disaster?

Once, we lost the power supply in the kitchen. Luckily, we still had access to gas, so we worked by candlelight!

Who cooks at home?

It's my turn on my night off.



Lobster ceviche on dried ice.

What do you do when not cooking?

I spend time playing with my little boy, swimming, going out to restaurants, and buying cookbooks.

Do you eat to live or live to eat?

Live to eat, but sometimes, you have no choice but to eat to live.

What would you never eat?

Deep fried insects.

What's been your worst experience with food?

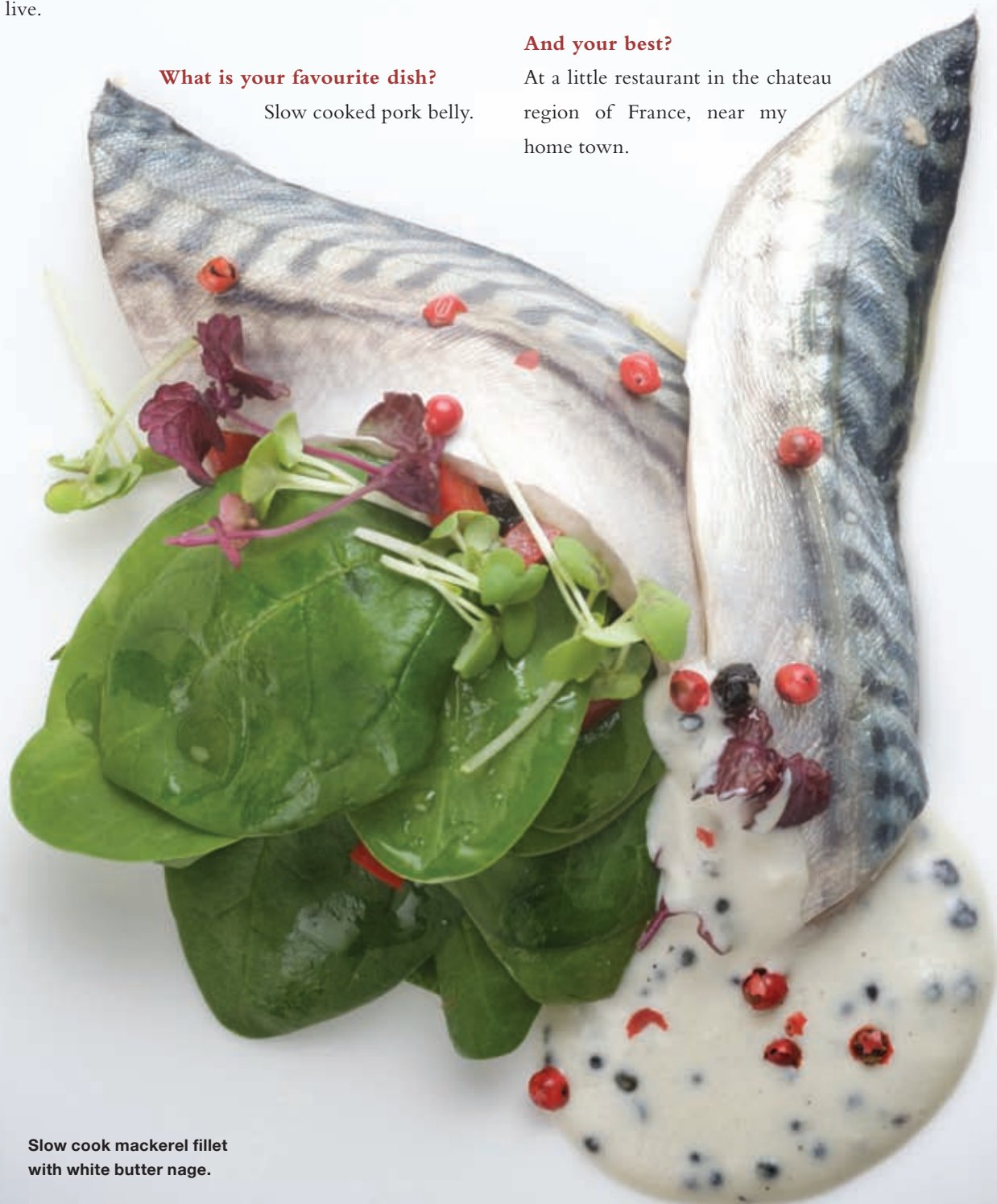
When I was in the army, and I had to live on canned food for a week.

And your best?

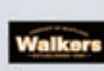
At a little restaurant in the chateau region of France, near my home town.

What is your favourite dish?

Slow cooked pork belly.



Slow cook mackerel fillet
with white butter nage.



Veal medallion and foie gras
beignet on purple mash
potato and morel sauce.



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

Chinese.

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

A full English breakfast, because of the baked beans.

What's your favourite kitchen appliance and why?

A conbi oven, as you can cook anything in it.

What's the one ingredient you cannot cook without?

Salt.

What's the most overrated ingredient/dish?

Olive oil.

Your favourite cologne?

Jean Paul Gautier.

Your favourite brand of suits?

Vyes st Laurent.

Your favourite brand for accessories?

Tissot.

Your favourite film?

Les visiteurs (French film with Jean Reno).

Your kind of music is...

Disco.

Your favourite bar/nightclub in Dubai?

The Roof top bar at the Royal Mirage.

Your most memorable vacation.

When I travelled to San Francisco via New York.

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

The new US president, Obama. 



Strawberries cheese
cake, fresh fruits couli and
chocolate almond croquant.





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:

Professional Title:

Fax Office:

Tel. Home:

Type of Membership Required: (Please tick one)

Fax Home:

Corporate ☐

Senior ☐

Junior ☐

Email:

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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Menus of the Masters - Middle East

Gulfood - Dubai

Salon Culinaire - Dubai & Qatar

Hospex - Lebanon & Syria

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