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THE DEFINITIVE GUIDE FOR CHEFS

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volume 4, issue 1

SIAL GUIDEBOOK

Exclusive listing of all
the rules, regulations
and classes for La
Cuisine du SIAL

HISTORIC WIN!

UAE Chefs bring
back 16 Gold medals
from the Culinary
Olympics in Erfut

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La Cuisine Du Sial organiser Chef **Peter De Kauwe** and his unusual rise to culinary success



CHIEF SPEAK

Alejandro Bernabe,
GM of Kempinski
Hotel MoE, talks
about his passion
for F&B



BACK TO SCHOOL

Big Daddy finds out
if the latest craze
for cooking classes
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SUPPLIER STORY

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Dear Fellow Chefs, Ladies and Gentlemen,

Welcome to the November issue of our Gulf Gourmet. First of all, a big congratulations to our IKA team. We had 17 entries at the Culinary Olympics in Erfurt Germany and the team brought 2 Gold with distinction, 14 Gold and 1 Silver medal home.

This is a fantastic result which reflects great teamwork. It is also a result that will be difficult to repeat in another 4 years. Mabrouk also to Robert Op-peneder, the President of the German Chefs Association, and his Team for the very successful event.

A big thank you to all our sponsors – first of all Jayram of Barakat our Gold Sponsor. A big thank you as well to Elfab, Unilever, Meat Live Stock Australia, RAK China, Luf-thansa our official airline, Micheel “Das Küchenstudio” our Kitchen Host and Master Baker.

Please do train well and prepare for the 3rd La Cuisine Du Sial happening between November 26 – 28, 2012 in Abu Dhabi. Also please do look at the Friends pages to check our supporters and make sure to support them when you can. All contact details are on the back of the magazine.

Finally, I would like to thank Transmed Team for hosting the October meeting.

Closing my message with a very important thank you, we once again organised a Charity Blood Donation drive on October 14 at the Radisson Blu Hotel Dubai Deira Creek. Thank you to everyone who joined to donate.

Culinary regards,

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

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New beginnings...

Dear reader,

Welcome to a new, more mature Gulf Gourmet. This month onwards, Gulf Gourmet is no longer just a newsletter from the Emirates Culinary Guild but a full-fledged magazine licensed by UAE's National Media Council. The Guild has taken this bold step with a view to reaching out to an ever increasing audience of Chefs in this part of the world.

The core vision for the magazine, however, remains unchanged i.e. to enhance the standards of UAE's culinary talent. What will change going forward is the way we do it.

Up until now, the newsletter played the role of a mirror that mostly reflected the achievements of Chefs within the UAE. In the months to come, the magazine will focus on four key areas: Culinary Education, Regional News, Food Supply Industry and Young Chefs. This approach is in keeping with the Guild's vision of making the UAE a powerhouse of culinary talent, especially the young chefs. We will focus on sustainable kitchens, global gourmet trends, worldwide cooking competitions, and insights into the food supply industry both local and international.

I would like to thank the senior members of the Emirates Culinary Guild, namely Chairman Andy Cuthbert, President Uwe Micheel and Alen Thong, for their wholehearted support and commitment towards making this magazine a reality.

Enjoy the read and keep cooking with passion!

Aquin George

November 2012 Gulf Gourmet

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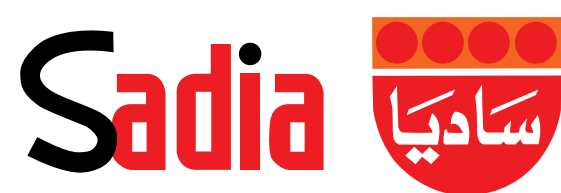
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newsbites

Time Out Dubai looking for Dubai's finest young chef

Time Out's Young Chef of the Year event is back with a festive twist and invites readers to judge Dubai's hottest culinary talent for 2012. The concept is designed to unearth the city's finest young culinary talent through a live cook-off with readers and an expert panel of judges determining the result.

The Young Chef of the Year event is supported by the Emirates Culinary Guild and will take place at The H Dubai on December 5, 2012. On this date, five chefs from across Dubai, all 30 years or younger, will each cook a four-course festive meal for an expert panel of judges and a collection of Time Out readers. Each dish will be scored against set criteria before the winner is announced on the night.

Judges will include chief judge Uwe Micheel, president of the Emirates Culinary Guild and Director of Kitchens at Radisson Hotel Dubai Deira Creek; Scott Price, Executive Chef at Table 9 by Nick & Scott; Russell Impiazzi, Gourmet Culinary Director at Galleries Lafayette and Becky Lucas, Editor of Time Out Dubai.

Invitation letters will be sent to the city's hotels and restaurants to invite applications throughout November. These applications will be reviewed by the expert panel to determine the final five chefs, who will be announced in late November.

"This event pulls the industry together to celebrate the talent and diversity on display across the city," said Emirates Culinary Guild president Uwe Micheel. "We're proud to endorse it, and we will continue to chart and promote the unsung, young talent through this event in the city for years to come."

Last year's winner, 29-year-old South African chef Wesley Berg-hoff is now head chef at Atlantis The Palm's Ossiano, having been promoted from his position of chef de cuisine. For chef applications please contact reem.rahman@itp.com



Diwali special at Handi at Taj Palace Dubai

The Chefs at Taj Palace Dubai are offering the season's finest flavours through a delicious Diwali treat at Handi, the hotel's award-winning restaurant. Beautiful surroundings, superb service and emphasis on the finest and freshest ingredients make dining at the Taj Palace Dubai truly enjoyable.

Celebrate Diwali at Handi with a festive lunch or dinner on 12th and 13th November

Vegetarian Set Menu at AED 135 per person, Non Vegetarian Set Menu at AED 165 per person, Children below 6 years dine free and those between 6 and 12 years enjoy 50% discount. Price inclusive of water, juices and soft drinks.

ADFCA reiterates food hygiene rules

If you are an exhibitor at the upcoming SIAL 2012, the Abu Dhabi Food Control Authority (ADFCA) has listed the following food hygiene rules and regulations. Following are some of the points listed under food requirements:



- ♦ High risk food items shall not be kept at room temperatures for more than 2 hours.
- ♦ Food shall be kept from the danger zone (5° to 65° c). All the chefs and food handlers should carry thermometers with sanitizers in order to sanitize it before and after using to avoid cross-contamination. All food contact surfaces should be regularly sanitized.
- ♦ Cooked products shall be kept separately and covered.
- ♦ All food and beverage products shall be properly labelled and must have the production and expiry dates or 'best before', 'use by', clearly marked on them. A copy of ADFCA clearance certificate by Food Trade Unit for the items released for this particular event will be provided in the event.
- ♦ No food items or equipment, utensils shall be stored on or come in contact with the floor, which could result in contamination of food.
- ♦ Food items shall be stored in containers with original pack sticker.
- ♦ Hot holding temperatures shall be above 65°c. Cold displays below -5°c. Freezers shall be maintained and operated at -18°c.
- ♦ Cooking oil shall be changed twice a day (depending on the operation).
- ♦ Temperatures of chillers, freezers and food shall be monitored and recorded every two hours.
- ♦ Visitors must be informed about food items which are not cooked thoroughly; or shall not be presented for consumption to visitors.
- ♦ Food items of different categories i.e. cooked food, dairy products, eggs, vegetables, meat and poultry, etc. that are stored in chillers or refrigerators shall be segregated from each other and must be stored on different shelves.
- ♦ Displayed food items shall not be given away to trade visitors during and on the final day of the exhibition. The organizer will monitor the situation closely and inform ADFCA in case of non-compliance of any company or trade visitor accordingly.

Zomato expands reach in the Middle East

Zomato, South-Asia's largest restaurant and nightlife guide, which had entered the Middle East market with its Dubai section last month, has now expanded its reach with the launch of its services in Abu Dhabi (zomato.com/abudhabi) and Sharjah (zomato.com/sharjah).

Providing in-depth information on over 6,500 restaurants across the three cities, Zomato has become UAE's most extensive restaurant discovery platform for anyone looking to eat out or get food delivered.

Zomato's biggest strength is that it provides scanned menus, photos and coordinates for most of the restaurants listed in the three cities. The user, therefore, knows what to expect when he or she enters the restaurant. Users can also explore or search for restaurants in their city through the Zomato app, which is available for free across all major smartphone platforms - WindowsPhone, BlackBerry, iOS, Android and others (zomato.com/mobile).



Grand Millennium offers free Wi-Fi on the move

Grand Millennium Dubai has taken luxury one step forward by offering free Wi-Fi connectivity in its luxury hotel cars. The idea is to ensure that every business traveller secures ease of communication. With this move, the hotel has literally taken guest convenience 'a few extra miles'.

General Manager Peter Mansourian said, "The hotel caters for both business and leisure travellers alike, and we value the demands and expectation of all travellers. Hence we will be providing complimentary Wi-Fi connectivity in four of our luxury hotel cars."



Park Regis rolls out new code of conduct

In its bid to enhance the productivity of its team and induce greater cooperation, Park Regis Kris Kin Hotel Dubai has rolled out a new code of conduct for its employees called Managing Excellence or 'ME'.

Scott Butcher, General Manager, Park Regis Kris Kin Hotel Dubai, said, "ME

will be an essential part of the orientation of our associates and is a comprehensive document designed to guide staff on a day-to-day basis. How they behave and conduct themselves with their fellow colleagues, recognise each other's efforts, build trust, share and communicate ideas and show care towards each other eventually reflects

in their performance. ME will help to create the right work environment promoting growth and motivating our people at the same time."

ME is an extremely simple and easy to follow programme and outlines a 'VALUE' for each day of the week. While Day 1 is about mutual respect and being supportive to fellow colleagues, Day 2 seeks to make one accountable for one's actions and being objective. Similarly, Day 3 advises to be collaborative and provide recognition when due, while Day 4 makes you more considerate and trustworthy towards others. Day 5 is all about encouraging communication and ideas and Day 6 tells you to have fun in what you do and deliver on your promises. Last but not the least Day 7 advises you to share knowledge and show care.



To be featured in this section, email your Chef-related news or information relevant to those working in a professional kitchen to editor@gulfgourmet.net



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Our role is to keep the industry **informed and updated**

Mark Napier, Exhibition Director, Dubai World Trade Centre and the man behind Gulfood, talks about this month's inaugural SEAFEX, the only trade exhibition in the region covering the full spectrum of the seafood industry. Excerpts from the interview

What were your reasons for launching SEAFEX?

Seafood is one of the fastest growing segments in the global food industry, with several of our regional markets in the world's top 10 in terms of consumption. The decision to offer a dedicated and comprehensive platform, for both suppliers and buyers to source products, was made following the phenomenal growth that the industry has seen in the region. The UAE consumes more than 50kg of fish and seafood products per capita per year according to Asmak International Fish Farming Company, while the Emirates Wildlife Society's recent surveys show that 66% of the UAE population eats fish at least once a week.

As the only trade exhibition in the region covering the full spectrum of the seafood industry, SEAFEX offers its stakeholders a focused platform for developing relationship with the key suppliers to the region. With hundreds of seafood species and brands available and 21 national pavilions confirmed to take part in the inaugural edition, the show represents a huge opportunity for local and international suppliers who are looking to the Middle East for business growth.

As the organizer behind both Gulfood and SEAFEX, what benefit does your project team bring to exhibitors and visitors? Gulfood is now the largest annual food trade show in the world – more



UAE consumes more than 50kg of fish and seafood products per capita per year

than 3,800 exhibitors from 88 countries and 110 international pavilions took part in the 2012 edition. This highlights the pivotal role that the show plays in facilitating trade between suppliers and buyers from every corner of the globe, and the exclusive access it provides to the highly lucrative markets of the region. With more than 62,000 trade visitors attending, it is an enormous show that contributes substantially

to the local, regional and international industry.

The decision to create SEAFEX was driven by demand – from both our exhibitors and visitors, and has enabled the Gulfood project team to apply their considerable experience and expertise to deliver a show that is targeted, equally effective and highly successful.

A number of the show's unique features benefits from the team's contacts in the industry. For example, a specially designed hosted buyer programme that connects 300 of the top influencers, managers and buyers from around the world with exhibitors and buyers directly. The programme ensures that exhibitors meet with the right buyers, even before they arrive at their stand. The show will also feature The Sustainable Skillery Corner – a live cooking station with preparation and presentation demonstrations that offers an exclusive opportunity to gain insights into preparing obscure and unusual seafood dishes.

What kind of suppliers can we expect to see at SEAFEX this year?

As the only trade exhibition dedicated to the seafood industry in the region, SEAFEX serves as a platform for the industry, both to showcase products and to source new ingredients and suppliers. It has attracted the attention of the world and the



region's leading suppliers from over 21 national pavilions including Canada, China, Cyprus, Greece, Libya, Morocco, Portugal, Spain, Peru, Singapore, Thailand, Turkey, Yemen, and Vietnam.

In addition to this, SEAFEX has extended its platform to include knowledge sharing, trends and industry issues. Our role is to keep the industry informed and updated, as well as to provide valuable networking opportunities that will further grow the businesses of the companies that attend the show.

What are the current trends and issues in the seafood industry?

The global seafood industry is under increasing scrutiny and pressure to provide sustainable, environmentally-friendly produce that follow the global food trends towards health-



Hundreds of seafood species and brands will be available and 21 national pavilions have confirmed to take part in the inaugural edition

ier eating. To address this demand SEAFEX will showcase a number of the world's leading suppliers of 'wild caught' fish or seafood sourced from the ocean or fresh water environment. Known for being free from feed additives, chemicals, pesticides and

antibiotics and sourced from a regulated fishery, suppliers of 'wild caught' seafood are certified sustainable.

Another huge challenge facing the seafood industry is shipping and logistics. As the third largest re-exporter of food in the world, and with GCC's logistics market valued at US\$27 billion according to a recent report by Booz & Co, the UAE plays a critical role in the future growth of food logistics. The Food Logistics Forum will run alongside SEAFEX on 20 and 21 November 2012 at the Dubai World Trade Centre. The conference is the first of its kind in the region and will showcase the very latest trends and innovations in the industry, by bringing together 150 global and regional logistics business leaders to address industry concerns, participate in interactive workshops and discuss market growth opportunities.

Staying Grounded

Aquin George meets Chef **Peter De Kauwe**, the Executive Chef of The Club and one of the key organisers of this month's La Cuisine Du Sial, to find out if subtlety and stability is really the best route to success



I first met Chef Peter De Kauwe in August last year for an interview with the Chefs who were reviving Emirates Culinary Guild's Abu Dhabi chapter. The conversation revolved around a variety of topics and I vividly remember Chef Peter – who is the Secretary of the Abu Dhabi Chapter and one of the key people behind La Cuisine Du SIAL – being the silent one in the group. You had to specifically direct a question at him to get an answer.

This time around things were thankfully different. Chef Peter was at home at The Club, Abu Dhabi. Considering the place has evolved over most part of last 25 years with his culinary touch, this comfort factor isn't surprising. He has worked two long stints here totalling 17 years and is one of the lucky few to live with his family within The Club's premises.

For those not in the know, The Club is an institution unto itself and has been in existence for over 50 years. It has 3,000 adults and 1,250 children from 83 different nationalities as members. Chef Peter overlooks the



Our operation is very unique in the region, with none to compare with. The secret for us to grow from strength to strength has been our motto 'under promise and over deliver always' which we maintain at all cost

operations of 13 Bars and Restaurants onsite and manages catering to prestigious companies, diplomatic missions and other locations offsite.

"We have catered to big gigs such as UB 40, Tom Jones, Bryan Adams etc. We have catered to foreign diplomats such as the Mayor of London, Ministers and the Royal family of Britain including Prince Andrew and Princess Margaret. We have won many awards through the years and we host the Chaîne des Rotisseurs Lunch and

Dinner events at various times of the year," says Chef Peter.

He adds, "Our operation is very unique in the region, with none to compare with. The secret for us to grow from strength to strength has been our motto 'under promise and over deliver always' which we maintain at all cost."

Things were not always this hectic. When he first joined The Club in 1987, Chef Peter was a young 25-year-old. The operations were much smaller, outlets fewer and staff one-third the current size. Today he manages multiple satellite kitchens and a main kitchen with a team of 50 dishing out a variety of cuisines to a wide range of palates.

His introduction to The Club is also an interesting story. The Sri Lankan-born Chef had joined The Ceylon Hotel School in Colombo following his schooling at a leading Catholic School. "My ambition was to complete Hotel Management and follow the footsteps of my uncle, who was the GM of a 5-star property. I had no inkling that I would end up in the kitchen," he says.

It was only after completing his practical training in all four main departments of a hotel at various 4 and 5 Star properties that he decided to taking up cookery as a career. In 1984 he began working at the Hotel Lanka Oberoi, Colombo (now known as Cinnamon Grand). He worked there for 4 years covering a majority of the outlet kitchens including The London Grill, which was then one of the Top 300 Restaurants in Asia.

His exceptional skills as a culinnaire at such a young age did not miss the eye of his Chef. "I was one of the first to be promoted at such a young age. My advantage was that, unlike others, language was never a barrier for me. What many could not



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achieve in 8 or 9 years I managed in 6 months." It was finally the objection from the union that stalled his rise at the hotel. "My chef apologised to me saying that he couldn't do anything and instead offered me a job with his brother as a Sous Chef in Abu Dhabi."

Chef Peter at that time had been married just four months to Chandrika, his neighbour and childhood sweetheart. "Moving out was a tough decision considering we had just found out that we were expecting our first child," he says. However, with the hopes of securing his family a greater future, Chef Peter decided to come to Abu Dhabi for two years and return to Colombo. "Eventually, I ended up working here for 14 years until 2001," he says.

When we ask him if he considers working in one establishment for 14 years at a stretch too long, he says, "A lot of people say I have been stagnant in one establishment. I never looked at it that way. How many covers do you think we do? We have 13 bars including eight food outlets. We do about 1,000 meals on a weekend. In the poolside we do about 600 covers. In the pub we do about 200 covers. In the restaurant we do about 100 covers. And I am only talking of lunch time. We also do a lot of outside catering which is up to 350 pax. We used to do 2,000 pax in house earlier. For the UB40 gig we served 15,000 people."

Chef Peter was asked to take over the kitchen operations of The Club at the age of 28, just three years after he had joined. "I said I will give it a shot. It was a challenge for an Asian guy to cook for British club members in a Middle East country." As always, Chef Peter excelled at the job on hand and cut short his year-long probation by half. "We refurbished the restaurants, changed the lighting, introduced speciality nights, had a buffet restaurant, theme nights, and more. The range of meat items we offer is now

unmatched in the city," he says. A quick glance through his menus and you know what he's talking about. Everything from rabbit to kangaroo is for the taking.

That apart, few people know about Chef Peter being a founder member of the Emirates Culinary Guild. In his true nonchalant style, he says, "ECG was formed in 1991 to have meetings, to socialise and was an excuse to have a few beverages and taste different foods while getting to know each other. It was not with an intention to grow as of today. However, soon the trend and direction changed

50yrs

The Club is an institution unto itself and has been in existence for over 50 years

having seen the need to develop the skills of juniors and what they had to offer in the region. The Guild then thought it fine to approach affluent supply chains to support this need to motivate and give exposure to the well deserving trade of Professional Chefs. And that's how the first Dubai Salon Culinaire took place in 1992."

So with so much activity and a great job, why did he leave The Club in 2001? "My family and I migrated to Australia and began residing in Sydney. I worked at the Sydney

Superdome (one of the main Olympic Indoor Stadiums) as Senior Sous Chef in-charge of all the Corporate Suites for functions covering up to 15,000 people. This was until I undertook to management of the kitchens for a private owned Restaurant, Café and Function Room establishment in Circular Quay."

He adds, "I became a Member of the Australian Culinary Guilds NSW Chapter and was also a member of the Judging Team Jury at the Sydney Salon Culinaire Competition in 2006 and 2007." During these 8 years his connection with the UAE was never lost. "The Club had asked me to return a few times. In 2009 I finally decided to come back and take over the position of Executive Chef once again."

Talking about today's crop of young Chefs, he says, "These days Chefs keep moving very often because they think about money and not their career. They go for higher positions, get stagnant, then take up jobs with flashy titles and eventually crash. My advice to them is to learn as much as they can regardless of their position. Operations within an organisation are different so use that to your advantage and learn."

We move the discussion to The Club's GM and his long-time colleague and he says, "Mike McGrath has been with The Club almost 20 years. He is very supportive of the kitchen staff and the rest of the team. He always emphasises on the standards we offer. We have worked closely for almost 16 years. I knew him even before he joined The Club when he was working at the Al Ain Hilton with Chef Tarek Mouriess. He is a nice guy and is easy to get along with. The eight years I spent in Australia we always kept in touch. He always asked me to come back though I would delay it saying the kids are in school and so on."

Chef Peter and his wife Chandrika



have three sons. Shehan, 24, is presently an employee in the Hospitality at Ribs and Rumps Sydney. Damian, 19, is at University studying Business Finance in Sydney. And Ryan, 13, lives with them in the UAE and is a student at Al Bateen School in Abu Dhabi.

Talking about the upcoming La Cuisine Du SIAL competition, he says, "With Alen Thong's hands-on support, me and the rest of the executive committee of the Abu Dhabi chapter of the Guild have been working real hard this year as well. We

are getting everything sorted out in relation to Chefs and we have been working with select suppliers to support the competition. I think we should see entries this year that are almost on par with the large turnout we saw last year."

My home kitchen is equipped like a 5-star hotel

Aquin George meets **Jagdish Menon**, the man behind Mitras and its many food businesses in the UAE, to find out about him, his organisation, and its future plans

Could you tell us about Mitras and your connection with it?

Mitras is an international trading organisation dealing in commodities such as rice, sugar, coffee and tea with its core activities in East Africa. They branched out to Dubai in 1992. I quit my job as Director of Catering at the Intercontinental to run its UAE operations. The business has been built ground up over here and I manage the entire spectrum of the food business at Mitras.

What challenges did you face initially?

To begin with, I did not come from a business background. All I knew was how to run restaurants and had a keen eye for quality food products. When we started out it was just me and a driver. The rest were all commodity traders managing the flow of dry goods between the East, West and Africa.

Our first consignment was Uganda pineapples which were so sweet that it hardly had any shelf life. We had to drop it and think of a new strategy because our cargo aircraft would leave packed but return empty. We tried a lot of products including bananas and nothing worked. I flew to Africa and saw that we had a great fish factory and decided to fly in 1,000 kilos of Perch. I went to Chef Uwe to see if he would like to buy any of it and he showed keen interest. He

purchased the entire 1,000 kilos from me and that was my first invoice.

That gave us the confidence and courage to build the business. Today we do almost 1,000 tonnes of fish a month.

What is Mitras' strongest selling product today?

Our biggest joint venture here is with Al Bawadi Group who handles Spinneys. There is a food processing business which focuses on fish. There is a sea food division called Majenta. We do sanitised vegetables, fresh fruits and juices. We develop sauces and appetizer cuisines based solutions for restaurants and retail markets. We are also slowly branching out into meat products which along with fish will encompass our protein business. We have built a state-of-the-art 200,000 sq ft in the Dubai fruit and vegetable market which opens this December. We have a centralised kitchen for our sauces and other solutions.

Could you tell us about your growth with these businesses?

Each business unit has its own team and our combined revenue would be in the range of AED 250 million. From a team of just nine staff we have grown to 600 employees in the UAE. Then we have distribution all over GCC and sub-distribution in certain parts. We are even integrating into

India now. In the UAE, going forward we will have a state of the art facility in Dubai Investment Park for sea food processing and this should be ready by 2014.

Within the hospitality sector, which is one product line you are trying to push in the coming years?

We are looking at two things. First is sustainability. Second is bringing in fish that this region hasn't been exposed to, especially from Alaska. We are also going more into tailor-made solutions. I believe that kitchens are getting smaller, chefs are becoming lesser and skills are getting tighter. This will make room for integrated industries that focus on tailor-made solutions as in the years to come the entire F&B industry will be in need of a lot of inventions including risk free development, portion control development, resource development, and so on.

I don't see why Black cod or a Chilean sea bass or king crab legs should only be found in a Jumeriah or in a Zuma. We want these to be in normal restaurants and make it affordable. It is this that we want to make happen since the masses eat here we are going to go more into cook programs, more into portion programs, with added focus on sustainability.

How did you find food as a career?

I started off as an apprentice at the Taj Delhi followed by a scholarship to study in the UK. I had the grades and could have chosen engineering or medicine but food was my passion and so I followed my heart. It was a huge shock for my parents but I pursued my passion non-stop since the age of 16.

What challenges have you faced within the industry in recent years?

There was a stage when business was stagnant and there was a huge correction in the market. We were also corrected. However, when you're saying you want to do a 5-year plan or a 10-year plan I don't think short

breaks or period of being stagnant should demotivate you. There are also challenges related to doing something new in this market especially related to permissions. That said, when I look at the past 20 years, as in what Dubai was then and what it is now, the way forward is extremely positive for us.

Do you miss the kitchen?

I have my own kitchen in production units and a huge one in my house. I constantly cook and my home kitchen is equipped like a 5 star hotel. My daughter Tejeshwari is equally interested and she's getting into the business. She is only 14 and has already undergone training under

Chef Uwe and has acquired a City and Guilds diploma from the Chefs school here in Dubai at age 12. She's looking forward to going to the US to study culinary sciences and food science.

Could you tell us more about your family?

My wife Geeta is in the diamond business designing jewellery. She knows nothing about food and never steps into the kitchen but enjoys good food. For us, eating good food both at home and outside is equally important. I have 2 daughters Ankita and Tejeshwari. Ankita is majoring in Finance and is interested in the areas of investment banking and financial services.



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Keeping things fresh and relevant

Alejandro Bernabe, General Manager, Kempinski Hotel Mall of the Emirates Dubai talks about his passion for F&B

Could you tell us a bit about your career before taking over your present position?

I have been working in the luxury hospitality industry for over 17 years of which I spent the last decade with Kempinski. It's been a truly amazing journey so far that has given me the opportunity to travel, live and work in many exciting places around the world including the USA, Switzerland, South Africa, France, Sri Lanka, Indonesia, Russia, Turkey, Malta, Kuwait and Jordan.

I decided early in life on a career in hospitality and studied Hotel Management in Montreux Switzerland before I did my Masters of Business Administration at the Reims Business School in France. I started working in the field of Food & Beverage and was fortunate to gain experience in both city hotels and resort properties over the years.

Before coming to Dubai I was the General Manager, and part of the pre-opening team, for the Kempinski Hotel Aqaba in Jordan.

As the General Manager of your property, how involved are you with the F&B operations?

Within the Group there is a strong focus on F&B and the expectations to deliver a great guest experience in our restaurants are high. As General Manager of Kempinski Hotel Mall of the Emirates I am very involved in the operations of our restaurants and lounges. I personally come from an F&B background and it has been





a true passion for me since the very early days of my career.

In the UAE in particular, restaurants are a very important part of the overall guest experience; people come to the hotels to dine, entertain guests and relax and unwind after a busy day of work or sightseeing. From a revenue perspective, restaurants contribute significantly to the overall result of the hotel so it's very natural for me as General Manager to give F&B a lot of attention.

Can you tell us about the various F&B outlets in your hotel?

We have a nice variety of restaurants and lounges in the hotel ranging from our signature restaurant KGrill and the highly popular lobby lounge Aspen Café, to Mosaic Chill, our poolside terrace and Bar 1897.

Which are your future plans for your hotel's F&B?

At Kempinski Hotel Mall of the Emirates we continuously invest in our product and service offering to make sure we keep things fresh and relevant for our guests. We are currently in the process of completely revamping our food & beverage offering and

we are creating some very exciting new restaurant concepts to meet the ever-evolving needs of our guests and visitors.

We have started the refurbishment of the food & beverage outlets over the summer and I am very excited about the new Aspen, our very successful Lobby Lounge Café, and the Tapas and Wine Bar concept that we are currently developing, which will be something completely new and authentic for Dubai. However, the ultimate will be our all-day dining restaurant for which we are currently developing an entirely new, very innovative concept.

Do you work closely with your Executive Chef in devising new concepts and promotions?

Our Executive Chef, Sudqi Naddaf is a key figure in our hotel and I thoroughly enjoy spending time with him



First and foremost, do not cook for yourself, cook for our guests

to talk about new products, ideas and experiences as well guest feedback. He eradicates true passion, which can be very contagious!

The restaurant and dining scene in Dubai is highly competitive so it's very important to offer fresh, innovative and exciting experiences to guests and visitors.

What is your brief to your Executive Chef?

First and foremost, do not cook for yourself, cook for our guests. Always use good, high quality products and try to source your produce locally wherever possible.

Secondly, take good care of the people around you, be nice to them, teach them and help them to develop both personally and professionally. Last but not least, have fun and enjoy what you are doing!

How important is the relationship between the GM and his/her Executive Chef?

The relationship between the General Manager and his/her Executive Chef is as important as the relationship with any other member of the hotel's

Executive Team. Hotels can only be truly successful if there is outstanding teamwork since there are so many inter-dependencies between the different departments that ultimately make up the guest experience. Our role as General Manager is to lead the team and to encourage people to do their best whilst providing them with the necessary tools to do their jobs well, regardless of the department they work in.

Is there a conceptual difference between F&B outlets in city hotels and resorts?

I personally don't think there necessarily is a difference between city hotels and resorts in terms of F&B offering. I think it has more to do with the location the hotel is in. For example, the hotels at the beach area in Dubai can be considered resort hotels, but they are still in the middle

of the city. So for Dubai, I do not think that there is much difference in the F&B offering if you purely look at city hotels versus resorts.

However, if we consider the difference between city hotels and resorts in more remote locations, for sure there is a big difference. For example in the Maldives or the Caribbean, it can be very difficult to attract local clientele that will visit your outlets so the hotels are more geared towards the in-house guests and that dictates the F&B offering to a large extent. In this case, the all-day dining restaurant tends to be the focal point of the F&B offering and then you typically have at least one more sophisticated venue/outlet for dinner.

Have you been so impressed with a concept in another hotel or resort that you would like

to introduce in your present property?

Unfortunately the world seems to have become very good at replicating concepts, in a cookie-cutter way: whenever you see a concept that is unique, you turn around and some else has already copied it. Kempinski has decided not to hire outside consultants to develop our new concepts, but to look internally and use our own resources. I honestly believe that the concepts that our company is currently producing will become something that others will want to copy.

Is there a novel F&B concept you would like to bring to your property?

We are currently working on some very nice, innovative F&B concepts for the hotel of which I am very proud, so at this stage that's what I am completely focusing on.



The essence of Saffron

Executive **Chef Anthony Ranjit Sarkar** of TIME Grand Plaza Hotel tells us about his favourite ingredient and why it's so integral in his culinary scheme of things

Chef, what is your speciality?

I would say Multiple Cuisine.

Could you tell us a bit about yourself?

I hail from Kolkata, India and I am a third generation chef. I have spent the last 40 years working within various hotel chains in the Middle East, Indian sub-continent, and the Far East mastering the art of continental, sub-continental and oriental cuisines.

One of my favourite stints was at the Hilton Shanghai China where I overlooked banquet operations for up to 5,000 people. During those three years, I successfully introduced authentic Indian cuisine and Indian theme nights which turned out to be extremely popular. The concept of blending Indian recipes with tastes of Far East was also much appreciated. I recreated similar culinary success in Jakarta, Indonesia at the Grand Sahid Jaya Hotel.

In the UAE I have worked at Astoria Hotel Dubai, Le Meridien Abu Dhabi, Al Ain Rotana, Towers Rotana Dubai and Fujairah Rotana before taking over the opening of Layia Plaza Hotel. This is a 232-room 4* deluxe property currently managed under TIME Hotels and named TIME Grand Plaza Hotel.

In the grand culinary scheme of

things, what is your favourite ingredient?

My favourite ingredient would be saffron. I absolutely love the spice.

Why do you love this ingredient so much?

It is used in multicultural cuisine be it Indian, Spanish, Italian, French, Pakistani, Moroccan, Iranian or English dishes.

Saffron is a very popular spice due to the unique flavour, aroma and colour that it imparts to food. It is also known for its long medicinal history as it contains natural plant compounds with anti-oxidant and health promoting properties. Saffron also adds a mix of essential nutrients like iron and potassium and carotenoids, like Vitamin A from which saffron gets its rich hay-like colour.

How does this ingredient enhance the dishes you create in terms of flavour?

The distinctive aroma and colour of saffron when soaked in hot water and blended with other ingredients enhances any dishes making it very appealing to the eye and palate, it enhances and gives aroma to any meat, seafood, rice and event desserts. It is the most expensive spice however it has the most intense medicinal benefits.

How were you introduced to the ingredient?

Saffron was being used by my parents [both chefs] in various dishes. They introduced me to the spice.

How versatile is Saffron and in how many kinds of dishes and cuisines can these be used?

Saffron can be used in countless cuisines mainly dishes from the sub-continent, Middle East, France, Italy, Morocco, England, Mexico and Iran, to name but a few.

If, for some reason you cannot get this ingredient, is there a substitute?

Apparently there is no real substitute for Saffron; however, there are two reasonable replacement options: you can go to a Mexican grocery store and use "Mexican Saffron" or you can use Turmeric (use less Turmeric as it has a stronger flavour than Saffron and can overpower the recipe).

How important or indispensable is saffron in your culinary scheme of things?

There are many dishes which cannot be prepared without saffron and substitute colour may be available but you will not get the flavour right.





MURG SINA MALAI

Stuffed chicken breast with minced lamb, herbs and dry fruits finishes in rich creamy saffron gravy

INGREDIENTS FOR STUFFED CHICKEN BREAST

Chicken breast	1 piece
Minced Lamb	50 grams
Chopped Onion	1 table spoon
Chopped Cashew nuts	1 table spoon
Raisins	1 tablespoon
Chopped fresh coriander	1 table spoon
Chopped fresh mint	1 table spoon
Chopped green chillis	As required
Garam Masala Powder	1 table spoon
Salt	as required

METHOD

- Season the chicken breast and make an incision in the centre length wise. Mix all the rest of the ingredients and fill in the incision and close the opening with a tooth pick. Sear the breast on all sides and set aside

INGREDIENTS FOR THE GRAVY

Vegetable Oil	3 table spoon
Onion	2 Finely chopped
Ginger garlic paste	1 table spoon
Green Chilli	to Taste

Cumin Powder	1 Table spoon
Coriander Powder	2 Table spoon
Garam Masala Powder	1 Table spoon
Cashew nut	3/4 cup
Milk	1 Cup
MAGGI® chicken stock cube	half
Cream	1/4 Cup
Salt	to taste
Saffron	few threads [soak in 1 – 4 cup milk]

FOR GARNISH

Coriander	Fresh
Fried Cashew nuts and raisins	1 table spoon
Grated Khoya	1 Table spoon

METHOD

- Soak cashew in milk for 15 minutes and blend to smooth puree
- Heat 2 table spoons oil in a pan
- Add onions and fry until it starts to dry out
- Add ginger garlic paste and cook for 2 – 3 minutes
- Add powdered masalas and mix well
- Add cashew and milk mixture and sauté until oil separates
- Add stuffed breast, enough water, cover and cook until well done
- Add cream and reduce the gravy to desired thickness
- Add green chilli and saffron
- Garnish with fresh coriander, grated khoya and dry fruits
- Serve with pilaf rice or naan bread

PAN SEARED SALMON ON MASHED POTATOES WITH SAUTEED SPINACH AND SAFFRON CREAM SAUCE

INGREDIENTS TO PREPARE SALMON

Salmon fillet	180 grams
Nutmeg grated	tiny pinch
Salt	to taste
Pepper	[crushed black pepper]
Olive oil	1 table spoon
Butter	10 grams
Spinach	100 grams [fresh or frozen]
Chopped onion	1 teaspoon
Chopped garlic	1 clove

METHOD

- Season salmon with salt and pepper and pan fry in olive oil. Blanch the spinach in boiling water
- Drain and keep aside. Saute onions and garlic with butter and add spinach, sauté.
- Season with salt, pepper and nutmeg

INGREDIENTS FOR SAFFRON CREAM SAUCE

Butter	10 grams
Shallots chopped	1 table spoon
Lemon Juice	1 table spoon
Whipping Cream	1 Cup

Salt	to taste
White pepper	ground
Saffron	1 pinch [soaked in 1/4 cup hot water]

METHOD

- Melt butter in a pan. Saute shallots until tender, stir in whipping cream and lemon juice and bring to a boil then reduce by half. Strain the sauce and add saffron, salt & pepper and adjust the seasoning and thickness of the sauce

INGREDIENTS FOR MASHED POTATOES

Potatoes peeled and cut in 1 inch round chunks	200 grms
Milk	1/4 cup
Butter	1 table spoon
Salt	1 pinch

METHOD

- Place potatoes in a sauce pan with water, add salt and bring to a boil. Reduce heat and simmer until tender. Drain thoroughly, mash potatoes with masher and add remaining ingredients

ASSEMBLING THE PLATE

- Place mashed potatoes in the center of the serving plate
- Place salmon on top, layer on top with sautéed spinach
- Spoon saffron sauce on the sides and garnish with cherry tomatoes



November 2012 Gulf Gourmet



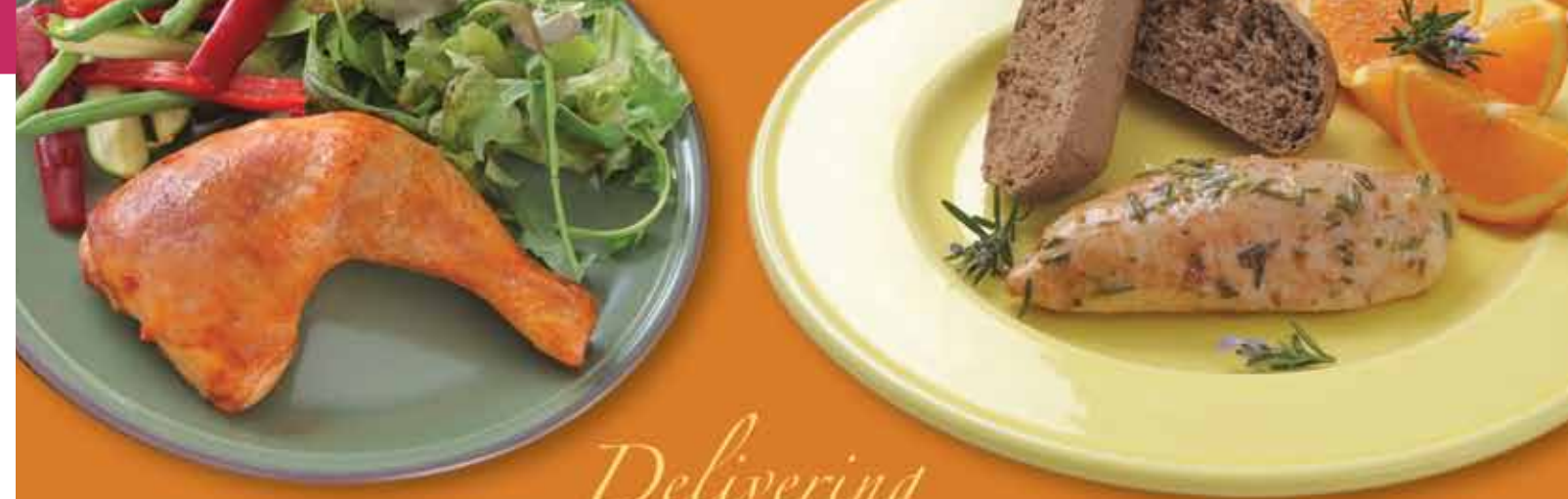
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INGREDIENTS

White bread slices	8 pieces [cut the edges and cut in four in triangles]
Vegetable Oil	4 table spoon
Milk	1litre
Sugar	1 cup
Cardamom powder	1/4 tablespoon
Saffron	1 pinch [soaked in 1/4 cup hot milk]
Chopped pistachios	1 teaspoon
Candied fruits	1 tea spoon - dry red cherries

METHOD

- ◆ Heat milk and sugar stirring continuously and reduce half the quantity
- ◆ Add cardamom powder and saffron
- ◆ Fry bread pieces in vegetable oil till golden brown
- ◆ Dip in milk for 2 minutes
- ◆ Remove and place on a serving dish, pour reduced milk on top and garnish with chopped pistachios and candied fruits, chill before serving



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UAE Chefs win historic **16 Gold medals!**

The efforts of the Emirates Culinary Guild proved to be a masterstroke as UAE Chefs brought home glory from the IKA – also known as the Culinary Olympics – in Erfurt Germany last month. The team of 13 brilliant Chefs participated in 17 entries and won in all 17 to claim 16 Gold medals and one Silver medal! An exceptional performance given that this is the first time a team from the UAE is participating in the Olympics.

The Event was organized by the Prime Minister of the State of Thüringen and President of the Verband der Köche Deutschland e.V (German Chefs Association). The Olympics saw 1,600 Chefs from over 50 Countries in Individual Classes, National Teams, Regional Teams, Military or Junior National Teams.

The UAE Team comprised of Chefs from 10 Hotel properties including Zabeel Palace Hospitality, Crown Plaza Yas Island, Address Hotel, Atlantis, Al Bustan, Nad al Sheba Club, Wafi, Pauls and Radisson Blu Hotel Dubai Deira Creek.

13

The team of 13 brilliant Chefs participated in 17 entries and won in all 17 to claim 16 Gold medals and one Silver medal!

The team consisted of Uwe Micheel (Team Manager), Juraj Kalna, Daniel Brooker, Nalin Jagoda, Anup Pawar, Mario Coelho, Mark Ranasinghe, Amaratunga Kapila, Don Thushan, Jayasinghe Chamila, Roshan Sumeida,

Kanishaka Jayaweera and Asela Fernando. Following the historic win, the overjoyed Team Manager, Chef Uwe Micheel, said, "Every single team member trained and worked very hard. It is a fantastic result which has never been seen before. Everyone who didn't know of the UAE at the start of event knew and recognised the Team at the closing ceremony."

Chef Uwe, added, "Due to the success we have witnessed in recent international competitions (South Korea, Singapore, Peking China and now the biggest, the Culinary Olympics held once every 4 Years) the plan is to develop a UAE National Team for future events."

The Olympics Flame was lit by Mrs. Vogel a German Cycling Gold Medal Winner in London who hails from Erfurt. A total of 60 judges from every continent were selected by WACS, The World Association of Chefs. A team was supported by Zabeel Palace Hospitality, Barakat, Unilever, Elfab, Iffco, RAK, Toni Kaiser, Master Baker and Lufthansa.







ECG September Meet

The first Emirates Culinary Guild meeting following the summer break took place last September at the Time Grand Plaza Hotel in Al Qusais, Dubai and was hosted by Chef Amro Al Yassin. A large turnout of Chefs and Corporate members as always ensured a healthy networking amongst industry professionals. Some corporate members even brought their latest offerings for Chefs to sample at the venue. Following are moments captured at the event



ECG October Meet

The Emirates Culinary Guild's October meeting was hosted by Karim Ballouz at the Transmed office in Al Quoz, Dubai. To make up for Chef Uwe Micheel's absence (he was in Germany managing the UAE team competing for the Olympics), the Guild meet saw WACS President Gissur Gudmundsson, Guild Chairman Andy Cuthbert and Guild Coordinator Alen Thong preside over the event. The turnout was exceptional as always and a few suppliers even took the opportunity to showcase their latest through short presentations. Here are a few images from the meeting





BRIEFS OF THE CLASSES FOR ENTRY LA CUISINE BY SIAL

No. Class Description

1. Cake Decoration - Practical
2. Wedding Cake Three-Tier
3. Four Plates of Dessert
4. Pastry Showpiece
5. Baked Bread Showpiece
6. Friandises Petites Four Pralines Nougatines
7. Chocolate Carving Showpiece
8. Fruit & Vegetable Carving Showpiece
9. Open Showpiece
10. Australian Lamb Five-Course Gourmet Dinner Menu
11. Tapas, Finger Food and Canapés
12. New Arabian Cuisine
13. An Arabian Combination – Practical Cookery
14. Individual Ice Carving

15. Ice Carving Team Event
16. Practical Fruit & Vegetable Carving
17. Fish & Seafood - Practical Cookery
18. Australian Beef - Practical Cookery

Class 01: Cake Decoration - Practical

1. Decorate a pre-baked single cake base of the competitor's choice.
2. Two-and-a-half-hours duration.
3. All decorating ingredients must be edible and mixed on the spot.
4. No pre-modelled garnish permitted.
5. Chocolate and royal icing can be pre-prepared to the basic level, e.g.. tempered chocolate can be brought.
6. Competitors must provide all ingredients, cake base, utensils, and small equipment required.
7. The cake base must a minimum size of 30cm X 30cm or 30cm Diameter.



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8. A standard buffet table is provided for each competitor to work upon.
9. Water, electricity and refrigeration might not be available.
10. All cakes will be displayed until the end of the Salon and will be disposed of by the organizer.
11. The cake will be tasted as part of judging.
12. The Judges will cut the cake.
4. Royal icing, pastillage, pulled sugar, etc., may be used in the construction, but the finished display must not be dependent on these items.
5. The bottom layer of the cake must be edible.
6. Inedible blanks may be used for the two top layers.
7. Typewritten description and recipes are required.
8. Maximum area w60 cm x d75 cm. Maximum allowable total height (including socle or platforms) is 75cm.

Class 02: Three-Tier Wedding Cake

1. All decorations must be edible and made entirely by hand.
2. Pillars or stands may be inedible but, unless decorated by hand, must be plain and unadorned.
3. Fine, food-quality wiring is allowed for the construction of flowers and the like, but must be properly wrapped and covered with flower tape or paste.

Class 03: Four Plates of Dessert

1. Prepare four different desserts, each for one person.
2. Each dessert presented singly on an appropriated plate.



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3. Presentation to include a minimum of one hot dessert (presented cold).
4. Typewritten description and recipes are required.
5. Tasting will be part of the judging process if deemed necessary to determine quality and authenticity.
6. Maximum area w90 cm x d75 cm.

Class 04: Pastry Showpiece

1. Freestyle display.
2. Edible media, marzipan, pastillage, sugar, pulled-sugar, croquant, etc., may be used, singly or in mixed media.
3. Written description required.
4. Maximum area w90 x d75cm.
5. Exhibit can be no more than 90cm. in height including base or socle where used.

Class 05: Baked Bread Showpiece

1. Freestyle display of a bread showpiece.
2. Maximum area w90 x d75cm
3. Exhibit can be no more than 90cm. in height including base or socle where used

Class 06: Friandises Petites Four Pralines Nougatines

1. Five varieties.
2. Six pieces of each variety (30 pieces total).
3. Freestyle presentation.
4. Required one extra piece of each variety on a separate small platter for judges' tasting.
5. Written description mentioning the theme is required.



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6. Typewritten recipes are required.
7. Maximum area w90 cm x d75 cm.

Class 07: Chocolate Carving Showpiece

1. Free-style presentation.
2. No frames or supports.
3. Natural colouring is allowed.
4. Minimal glazing is allowed.
5. No moulded work.
6. Maximum area: w80 cm x d75 cm.
7. Exhibit can be no more than 75cm in height including base or socle where used.

Class 08: Fruit & Vegetable Carving Showpiece

1. Freestyle presentation.
2. Light framing is allowed, but the construction of the piece must not depend upon it.

3. Maximum area w60 cm x d75 cm.
4. Exhibit can be no more than 55 cm in height including base or socle where used.

Class 09: Open Showpiece

1. Freestyle presentation.
2. Only showpieces made of edible food material will be accepted for adjudication.
3. Maximum area w90 cm x d75 cm.
4. Exhibit can be no more than 75 cm. in height including base or socle where used.

Class 10: Australian Lamb Five-Course Gourmet Dinner Menu

1. One dish must contain Australian Lamb as a main component.
2. Present a plated five-course gourmet meal for one person



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3. The meal to consist of:
 - > *A cold appetiser,*
 - > *A soup,*
 - > *A hot appetiser,*
 - > *A main course with its garnish*
 - > *A dessert.*
4. Hot food presented cold on appropriate plates.
5. Food coated with aspic or clear gelatin for preservation.
6. Total food weight of the 5 plates should be 600/700 gms.
7. Typewritten description and typed recipes required
8. Maximum area w90 cm x d75 cm.
2. Six pieces of each variety (total 48 pieces)
3. Four hot varieties
4. Four cold varieties
5. Hot food presented cold
6. Food coated with aspic or clear gelatin for preservation
7. Presentation on suitable plate/s or platter/s or receptacles.
8. Eight pieces should correspond to one portion.
9. Name and ingredient list (typed) of each variety required.
10. Maximum area 60cm x 80 cm.

Class 12: New Arabian Cuisine

1. One dish must contain dates as a major component.
2. One dish must contain sustainable UAE fish as a major component.

Class 11: Presentation of Tapas, Finger Food and Canapés

1. Produce eight varieties.



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3. Present a plated five-course gourmet menu for one person.
4. Free style presentation.
5. All menu ingredients used must be those found in the Arabian Gulf area.
6. To be prepared in advance, and presented cold on appropriate plates.
7. Food coated with aspic or clear gelatin for preservation.
8. Dishes are to be presented in an up-to-date setting and decoration.
9. The meal to comprise:
 - > *A cold appetiser*
 - > *A soup*
 - > *A hot appetiser*
 - > *A main-course with appropriate garnish*
 - > *A dessert.*
10. Total food weight for the entire menu should be 600/700 gms.
11. Typewritten description and recipes are required.
12. Maximum area 90w cm x 75d cm

Class 13. An Arabian Combination.

1. Two-person team.
2. One team member must be at or below the rank of Chef de Partie.
3. Prepare two servings of each of the following:
4. Four types of cold mezzeh.
5. Three types of hot mezzeh.
6. One main course.
7. One Dessert
8. Time allowed 90 minutes, i.e. the final course must be served to the judges within ninety minutes of the start of the competition.
9. Cold items can be brought ready, but must be dished and decorated in real time at the competition.



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10. Preparation and cooking of the hot mezzeh and the main course must be done in real time at the competition.
11. Ingredients used must be those easy available in an Arabic kitchen, e.g. no mussels, salmon, scallops, etc.
12. Taste, innovation and nouvelle presentation and the inclusion of Emirate dishes with in the food are the keynotes to this class.
13. The food to be served by the competitors to the judges in the sequence the competitors wish.

Class 14: Individual Ice Carving

1. Freestyle.
2. 90 minutes duration.
3. Hand carved work from one large block of ice (provided by the

- organisers).
4. Competitors to use own hand-tools and gloves.
5. A non-slip mat is mandatory.
6. Before the competition starts, competitors will be allowed 30 minutes to arrange and temper the ice block.
7. The use of power tools is forbidden.

Class 15: Ice Carving Team Event

1. Freestyle.
2. Two persons per team
3. 120 minutes duration.
4. Hand-carved work from three large block of ice (provided by the organisers).
5. Competitors to use own hand-tools and gloves.
6. Non-slip mats are mandatory.



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7. Great care must be taken with health and safety considerations. If an exhibit becomes in any way unstable or dangerous to competitors or public, it will be dismantled and destroyed by the organizers.
8. The use of power tools is forbidden.

Class 16: Practical Fruit & Vegetable Carving

1. Freestyle.
2. 120 minutes duration.
3. Hand carved work from competitor's own fruit\vegetables.
4. Competitors to use own hand-tools and equipment.
5. No power tools permitted.
6. Pre-cleaned, peeled material is allowed, but pre-sliced/carved will result in disqualification.

7. Each competitor will be supplied with a standard buffet table on which to work.

Class 17: Fish & Seafood - Practical Cookery

1. Time allowed 60 minutes
2. Prepare and present four identical main courses using fish/shellfish as the main protein item.
3. Present the main courses on individual plates with appropriate garnish and accoutrements.
4. Typewritten recipes are required.

Class 18: Australian Beef - Practical Cookery

1. Time allowed 60 minutes
2. Prepare and present four identical main courses using Australian beef as the main protein item.



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3. Present the main courses on individual plates with appropriate garnish and accoutrements.
4. Typewritten recipes are required.

Notes on the Practical Cookery Classes

These notes pertain to all practical cookery classes. They should be read in combination with the brief of the class entered.

Due to the fact that only one hour is given to complete the competition; competitors are allowed to bring with them an extensive mise-en-place. However, there are restrictions on how much pre-preparation the judges will tolerate. In all cases, the preparation, production and cooking skills of each competitor must be demonstrated during her/his time in the kitchen.

1. All food items must be brought to the Salon in hygienic, chilled containers: Thermo boxes or equivalent. Failure to bring food items chilled will result in disqualification.
2. All dishes are to be served in a style equal to today's modern presentation trends.
3. Portion sizes must correspond to a three-course restaurant meal.
4. Dishes must be presented on individual plates with appropriate garnish not exceeding 250g total food weight excluding sauces.
5. Unless otherwise stated, competitors must supply their own plates/bowls/platters with which to present the food.
6. Competitors must bring with them all necessary mise-en-place prepared according to WACS guidelines in the hot kitchen discipline (www.wacs2000.org).
7. Competitors are to provide their own pots, pans, tools and utensils.
8. All brought appliances and utensils will be checked for suitability.



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9. The following types of pre-preparation can be made for the practical classes:
 - > *Vegetables/fungi/fruits; washed & peeled – but not cut up or shaped.*
 - > *Potatoes washed and peeled – but not cut up or shaped.*
 - > *Onions peeled but not cut up*
 - > *Basic dough can be pre-prepared.*
 - > *Basic stocks can be pre-prepared.*
 - > *Basic ingredients may be pre-weighed or measured out ready for use.*
 - > *Fish may be scaled, gutted de-finned and de-gilled, but must otherwise be brought to the competition whole.*
 - > *Meat may be de-boned and portioned and the bones cut up.*
10. No pre-cooking, poaching etc. is allowed.
11. No ready-made products are allowed.
12. No pork products are allowed.
13. No alcohol is allowed.
14. If a farce is to be used for stuffing, filling, etc., at least one of the four portions of the farce must be prepared in front of the judges to show the competitor's skill
15. No help is allowed to be given to the competitor once the competition starts; the coaching of a competitor from the sidelines will result in the competitor being disqualified.
16. Within 10 minutes after the end of the competition, competitors must have the kitchen thoroughly cleaned and tidied and ready for the next competitor to use.
17. Two copies of the recipes typewritten are always required.
18. Submit one copy of the recipe/s to the clerk when registering.
19. Submit one copy of the recipe to the duty marshal at the cooking station.



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November 2012 Gulf Gourmet



Manu Soni, Managing Director, M.R.S. Packaging Ltd. receiving the certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.



In 1985, Manu Soni setup a fun food concession and disposable packaging office in Jebel Ali. The Company was named **M.R.S. Packaging Limited**, with the M standing for Manu, the R standing for his lovely wife and inspiration Rima and the S standing for his sons. The vision was very simple: provide the highest quality products, sourced from the best suppliers and combine it with unmatched service and attention to detail.

Fast forward 37 years and M.R.S. Packaging Limited has grown to become the leading provider of concession food, equipment and related disposables serving the Middle East. A testament to the vision that was inspired is the quality, variety and diversity of M.R.S. customer base. M.R.S. serves some of the most prominent companies in the region that operate a variety of venues including cinemas, amusement parks, hotels, children's facilities, airlines, event organisers

and restaurants to name but a few. M.R.S has one of the most diverse portfolios in the region catering to a variety of tastes, aesthetics and price points.

The Company provides equipment, supplies and disposables for the following categories: popcorn (sweet and salty), candy floss, nachos (chips, cheese, salsa, chilli, jalapenos), slush, sno-kones, waffles, waffle cones, crepes, donuts, corn dogs, fudge puppies and caramel apples.

A key differentiator that has been a focus from the very beginning is the quality and timeliness of service. Soni's philosophy that has been ingrained in the M.R.S. DNA is that the job really begins once the sale has been completed. No customer is too small and no issue is to be dismissed without resolving it. The company provides aftermarket warranty (1 year post installation), service and support for all of the equipment that it sells. This focus on service, quality and attention to detail has resulted in a highly recurring customer base that has been with the company year-in and year-out.

M.R.S. is focused on continuing to innovate its product offering to cater to the growth in the region and looks forward to the next 35+ years.

INSPIRING EXCELLENCE

By excelling at everything that we do, we inspire our customers, suppliers and employees to achieve excellence.

INVESTING IN THE FUTURE IS THE ROOT OF OUR SUCCESS.

IFFCO is a United Arab Emirates based international group which manufactures and markets a well-integrated range of mass-market food products, related derivatives, intermediates and services.

Our business is broadly segmented as: Impulse Foods • Agri Business • Oils and Fats • Packaging • Sales and Distribution. Supported by thirty three manufacturing sites in eleven countries and twenty offices worldwide, IFFCO has developed several

brands which include Allana, London Dairy, Noor, Tiffany, Igloo, Rahma, Al Baker, Hayat, Allegro, Al Khazna, offering value to its consumers and reaching markets in Middle East, Africa, Eastern Europe, West Asia, Far East, Australia and the USA.

The core principles and pillars on which the IFFCO brand has been built are reflected in its vision statement "The Preferred Provider of Essential and Value Added Foods for Everyone, Everywhere & Everyday".



IFFCO **إفكو**
INVESTING IN THE FUTURE



- Biscuits • Wafers • Cakes • Snacks • Chocolates • Confectionery • Ice Creams • Flour • Pasta • Feeds • Pulses
- Fresh Poultry • Eggs • Fruits • Bakery Ingredients • Frozen Foods • Retail • Industrial Fats • Oil Trading • Personal Care
- Culinary • Spices • Plastics • Corrugated Boxes • Food Services & Distribution Companies



Nature's Finest Ingredients. Sunshine, Green Grass & Fresh Air.

- 1. Clean and Safe Environment:** Australian cattle and lamb graze in nutrient rich pastures, watered by the purest rain, enjoying year round sunshine and great weather.
- 2. Traceability:** All our livestock have whole of life documentation that enables an animal to be traced during its life and also tracks its route to market.
- 3. Guaranteed Halal:** Australia has the strictest Halal certification system in the world. Our Halal certification system is endorsed by the Australian government and is recognised worldwide, complying with Sharia'a law.

- 4. Consistent Supply:** As the world's largest exporter of meat, Australia's meat producing industry is mature and dependable. This ensures a constant supply of the most mouthwatering beef and lamb in the market.

- 5. Wide Range of Cuts:** Be it beef or lamb, we offer a wide range of cuts, in both grass and grain fed variety.

Australian Meat. Clean, Safe, Delicious and Halal.

gulf gourmet

Advantage for Advertisers

Gulf Gourmet is an exclusive magazine made available only to select individuals across hotels, hotel apartments, standalone restaurants and food retail chains.

Yet, it reaches more C-level executives, Executive Chefs and Purchase managers than any other similar media in the Middle East. These individuals

have a combined annual budget exceeding USD 1 billion per annum. With Gulf Gourmet, you can talk directly to them and stand out in a crowded marketplace.

We are the official magazine of the Emirates Culinary Guild – the most powerful body of hospitality decision makers – thereby ensuring unparal-

leled visibility for your products/services/solutions. The Guild's vision is to improve the culinary standards of the UAE and Gulf Gourmet espouses that view. Your marketing dollars in Gulf Gourmet is therefore a direct investment into enhancing the culinary talent across seven Emirates.

ABOUT GULF GOURMET

- ◆ Most widely read magazine by Chefs & Decision Makers in the GCC
- ◆ The official mouthpiece of the Emirates Culinary Guild
- ◆ Highest circulation in its category
 - > 6,150 copies per month
 - > 10,000 copies for SIAL
 - > 14,000 copies for Gulfood
- ◆ Readership estimates of nearly 21,276 per month (Print + Digital)
- ◆ Positively influencing the UAE food industry since 2006
- ◆ Recognised by the World Association of Chefs Societies
- ◆ Circulated at top regional and international culinary events

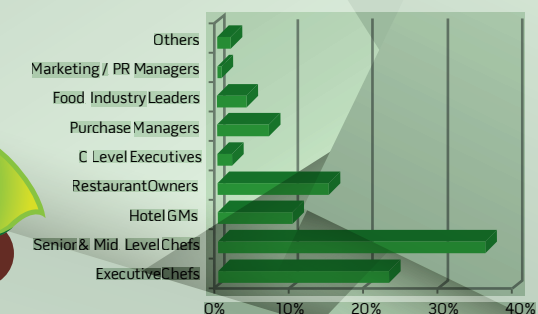
MARKET SEGMENTATION

5-star Hotels 46%
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Independent Restaurants (Elite) 18%
Independent Restaurants (Standard) 12%
Food Industry Suppliers 3%
Large & Medium Food Retailers 2%



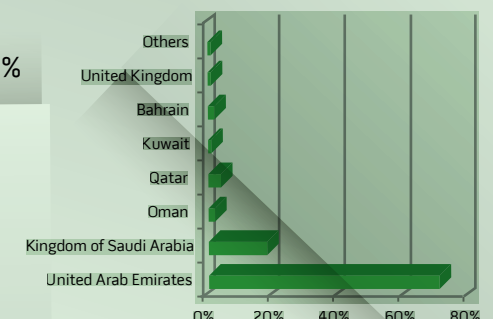
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- ◆ Senior & Mid-Level Chefs 36%
- ◆ Hotel GMs 10%
- ◆ Restaurant Owners 15%
- ◆ C-Level Executives 2%
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- ◆ Food Industry Leaders 4%
- ◆ Marketing / PR Managers 1%
- ◆ Others 2%



REACH BY COUNTRY

United Arab Emirates 71%
Kingdom of Saudi Arabia 18%
Oman 2%
Qatar 4%
Kuwait 1%
Bahrain 2%
United Kingdom 1%
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Date of Application:

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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:

Type of Membership Required: (Please tick one)

Tel. Home:

Corporate ☐ Senior Renewal ☐

Fax Home:

Senior ☐ Young Chef ☐
(under 25 yrs below)

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:

Young Member:

Junior members will receive a certificate.

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.

Affiliate Member:

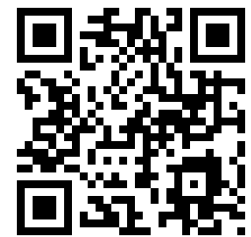
Dhs.350.00 for the first year. Dhs.300 per year thereafter.

Corporate Member

Dhs. 20,0000 per year

Back to School

Much to our relief, fads fade. From cupcakes to cake pops, fads feed our desire to always be in-the-know sometimes to questionable ends. But when a fad is good, don't hesitate to savor the moment and hope that when it ends, we're all better for it



**big
daddy's**
kitchen



Much to our relief, fads fade. From cupcakes to cake pops, fads feed our desire to always be in-the-know sometimes to questionable ends. But when a fad is good, don't hesitate to savor the moment and hope that when it ends, we're all better for it

A few years ago Dubai went through the cupcake phase. Everywhere you looked a new shop was opening up, someone's daddy or something box. It seemed as though we have been deprived of the little sweet treats for years and now our prayers were answered. To be fair, some shops did it right and still continue to do well despite our short attention span in the region and our continuous hunger for the next big thing- this year it's all about cooking schools!

Have we just been too exposed to TV programmes and competitions that cash in on linking our emotional attachments with reality shows and our affinity for food? Whatever it is and however you try to rationalise it, the fact is many restaurants and cafés are deviating from their core business of providing food to teaching how to make food through master classes in order to boost their revenue.

So effective has this strategy been that recently businesses have started to focus only on the teaching part. I can easily name at least five or six establishments that offer their customers, who range from amateurs to veterans, culinary classes, time to mingle with the chefs, cook a meal and eat what they just prepared.

I had a chance to visit a top chef-y establishment recently and was

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impressed with the attention given to details. No expense was spared when it came to the equipment and décor, even flowers were the right colour and done with taste. To get an unadulterated experience, I did not tell them I have had formal training as a chef. In other words, the cynic in me wanted to see if the classes were genuine and if the content was substantial.

On the way back home after the class, I realised these classes work on many levels. Those who attend them are already interested in food preparation but lack techniques that can only be learned in a culinary institute. And that's half the battle won. Even though they do not have the time to go through proper training, these attendees still yearn to cook like a chef. And so, they eagerly show up to these classes to learn all there is to know about the culinary arts in under two hours.

Generally, the instructor/chef shows them a few basics like how to temper chocolate or make a stock reduction, throws a few culinary terms like Sous Vid, Noisette or Paupiette, and the students go weak at the knees! After all, they are in the presence of a master. They better remember all the techniques and terminology so they can show off their knowledge of the culinary world later.

Most likely as soon as they get home, they go online, order a white jacket with pinstripe pants to match, and voila! A chef is born. They will talk about their experience with their office-mates, and plaster pictures all over Facebook and tag all their contacts in them. And

so everybody wins, the students learn something and the business thrives through word of mouth and what's known as "user driven content" as their form of advertising!

So how do I feel about these classes and the blossoming foodies? I think it's absolutely fantastic! First of all, there is no age or skill limit when it comes to learning the arts. Cooking is a way of life and we all have a right to live. Secondly, spending time with friends doing something useful like learning how to cook is a much more constructive way of passing time than popcorn and movies. Finally, if we absolutely must go through a new fad, why not learn a useful trait along the way rather than just munching on cupcakes or macaroons.

I would urge you to go and spend a few hours attending these classes, regardless of technical abilities and knowledge about food. It's a cooking class, but I am sure you will realise it's more than just cooking. After all, it's never too late to go back to school!

Anyways, I will leave it there and leave the rest for next time.

I am Big Daddy and this is my Bread & Butter!

On a separate note, I would like to congratulate the Emirates Culinary Guild, the participating chefs representing the UAE and the organisers on their remarkable accomplishment at this year's Culinary Olympics. Job well done.



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