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gourmet

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THE DEFINITIVE GUIDE FOR CHEFS
volume 9, issue 7THE KITCHEN
ARTIST

For Chef Alwathage Anil Gunawardana, the kitchen is his studio. And all he cares for, is to serve art on a plate

SWEET
SURPRISE

Fonterra presents Chef Gurupatra Das – a master at Indian sweets – for our budding pastry chefs

MAGIC
MOMENTS

Check out the chef event gallery inside: images from WACS Congress, East Coast Competition, US Beef mini-plated contest and more

WATER
WARRIOR

Unilever Food Solutions presents Chef Michael Wunsch and his commendable water recycling initiative

MARRIOT
MISSION

Team Marriot Al Jaddaf is this month's challenger for the Nestle Professional Golden Chefs Hat competition

EMIRATI
CUISINE

ANGT presents Chef Saeed Fawaz's newest creation, the camel kofta, alongside his royal wedding spread





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Dear fellow chefs, ladies, and gentlemen,

Welcome to the August-September issue of our Gulf Gourmet, the first issue after the summer. I hope you all had a great summer and had some quality time with family and friends. We are looking forward to a very busy and exciting last quarter.

Let me start with a big mabrouk to Chef Majed Al Sabagh, our new Vice President for Sharjah and Ajman after receiving 100% of the votes from members last June. We have split the Northern Emirates and Chef Vivek will continue to look after our members in Ras Al Khaimah. I wish both VPs all the best in their aim to grow the membership and activities in the 3 northern emirates.

We thank Bassam Bousaleh and his colleagues from Arab Marketing Finance Inc. (AMFI) along with the US Meat Export Federation and the USA Poultry and Export Council for the workshops they hosted for our members in June and August.

The under-utilised US beef cuts as well as the US turkey hands-on were all overbooked and very successful. Thank you and we look forward to your ongoing support.

Our next big event is our participation together with Zabeel Hospitality for the Dubai World Hospitality Championship in Dubai World Trade Centre from Oct 30-Nov 3. See all classes, rules and regulations in this issue. Registration is open, so please register quickly as the spaces for the live classes are limited. There are great cash prizes for the top 3 of each class.

Along with our 21 classes we expect 12 National Teams from Middle East and North Africa to compete what promise to become a very exciting competition.

The next big event is then in November: La Cuisine by SIAL at ADNEC in Abu Dhabi.

Please join me to thank and congratulate



Chefs Achala Weerasinghe and Rahil Rathod for their great competition during the WACS Congress in Stavanger. Both achieved a very good 4th place on the global stage and make the UAE team proud. I do believe that all of our 31 members in the delegation enjoyed in Stavanger and made lots of new friends.

The next WACS Congress will be in Athens, Greece starting April 13, 2016. I recommend to the members to start putting aside a small amount of money now onwards and join us in Athens.

If you have missed any of our previous Gulf Gourmet magazines please visit the dedicated Gulf Gourmet website www.gulfgourmet.net.

The team is working at the moment on a new look of our ECG Website. We will keep you updated on the same. I urge all members to go on to the Guild website to see what is happening on the calendar at emiratesculinaryguild.com.

net and also to visit the WACS Young Chefs Facebook page on [facebook.com/wacsyoungchefs](https://www.facebook.com/wacsyoungchefs) and encourage your young chefs to join that page so they can be in contact with over 4,000 chefs across the globe.

Please do not miss the company profile of our corporate members, the long-time supporters who have renewed their membership, as well the new ones. We really do appreciate your support. Also, do look at the Friends of the Guild pages to check all our supporters.

And finally, a big thank you to Chef Diyan De Silva and his Team at Radisson Blu Hotel DDC for hosting the June meeting and the US Beef Mini Plated Competition.

Culinary Regards,

Uwe Micheel

*President of Emirates Culinary Guild
Director of Kitchens
Radisson Blu Hotel Deira Creek*

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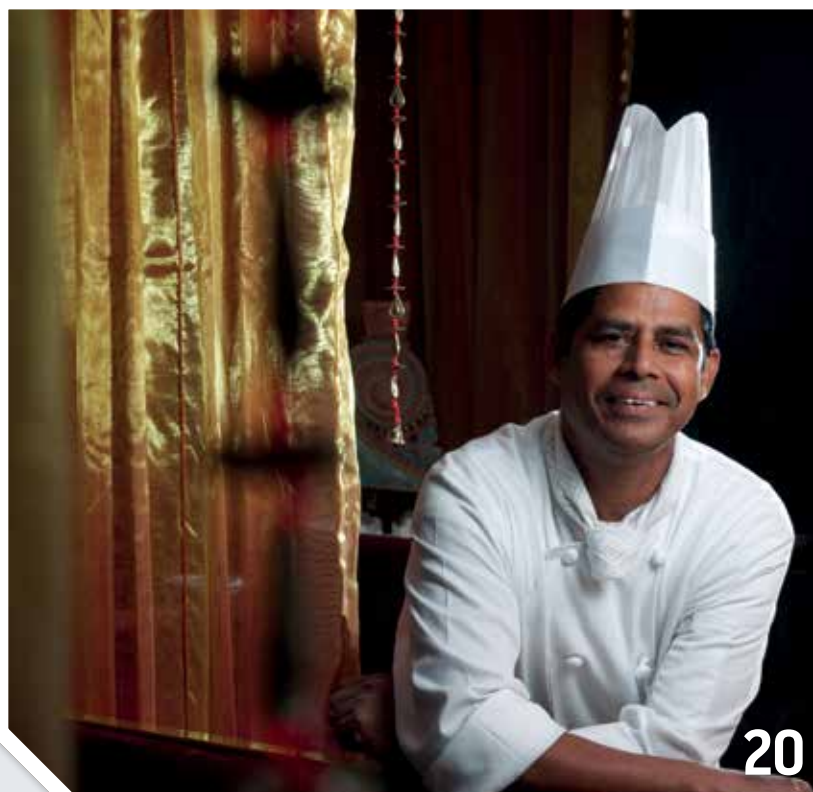
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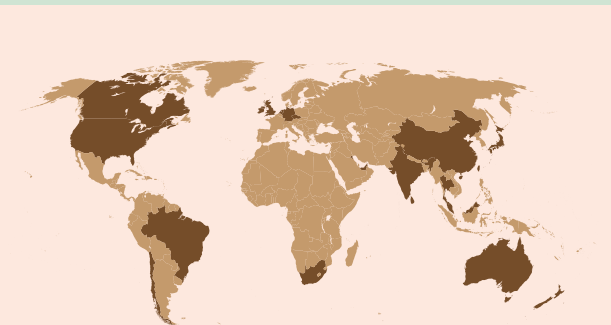
SINGAPORE 2012

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AUSTRALIA 2013

AUSTRALIA 2013



The Dilmah Real High Tea Challenge began in 2007 as an exploration of a contemporary high tea. It has traversed continents with this quest, starting in Colombo, Sri Lanka and continuing through Australia, New Zealand, Singapore, UAE, Netherlands, Chile, Thailand, Hong Kong, Macau, England, Scotland, France, Malaysia... Not merely a culinary challenge, our Real High Tea demands an intelligent and creative approach to tea.



NEW ZEALAND 2013

CHILE 2013



Dilmah Real High Tea UAE

Congratulations to our winners!



Welcome to the global tea gastronomy elite!

Congratulations to the winners of the Dilmah Real High Tea UAE Haresh Mohihani and Michael Kitts from The Emirates Academy of Hospitality Management! Now that you have claimed the top spot in the national Challenge it's time to get ready to test your skills against those of a new generation of tea loving culinary geniuses from around the world at our Dilmah Global Challenge due to be held in Sri Lanka in 2014.

Passionate about the tea we produce, we see the Dilmah Real High Tea Challenge as an intrinsic part of the global tea renaissance, as the world looks to discovering the many fascinating and as yet underexplored facets of tea.

The Challenge is endorsed by WACS and began in 2007. The idea is to challenge culinary and hospitality professionals to discover the delicious luxury in tea.

The Challenge continues its journey as some of the world's finest chefs and hospitality professionals combine their ingenuity, flair and knowledge of food and tea in a series of national Challenges spread around the world, counting up to the Dilmah Real High Tea Global Challenge – the ultimate test of greatness in the company of the global tea gastronomy elite.



editor'snote

email editor@gulfgourmet.net

It's fascinating how much the world has changed vis-à-vis people's perception towards chefs. There was a time not too long ago when a man working as a chef commanded very little respect in many parts of the world. In just a matter of decades, it is now one of the trendiest professions to be in. You are considered almost as cool as a DJ, you get as much respect as a teacher, and the perception of a bright future has never before been this strong.

However, there are two sides to a coin. The 'trendy' tag that comes with the title of a 'chef' has brought with it an influx of the wrong kind of people pursuing the profession. And bringing this issue to light is Ruchi Thammitage, the founding chairman of the Emirates Culinary Guild Young Chefs Club. He's written a gem of an article that (due to space constraints) is hidden on page 69. Do read it and feel free to write to us your thoughts – either for or against the article.

Another great read this month is the incredible story of Michael Wunsch in our Sustainable Kitchens section and backed by Unilever Food Solutions. Mike as he is fondly known, has done a brilliant service to our community by ensuring that millions of gallons of water is recycled each year under his direct watch. That story is on page 16.

And if you want to learn how to make koftas with camel meat,



then look no further than page 35 in our Emirati Cuisine section. Chef Saeed Fawaz of Royal Catering, the man behind some of the awesome fare served at many royal weddings in the capital, has shared his recipe for our readers. This was my first experience eating camel meat, and I must admit, the camel koftas melted in my mouth.

And this is just a teaser into the kind of articles you can expect to find in this issue. This issue is packed with great stories about professional chefs and recipes too. Also, a lot of images have been captured from chef events across the world for this issue.

Until next time, enjoy the read and keep cooking with passion.

Aquin George
Editor

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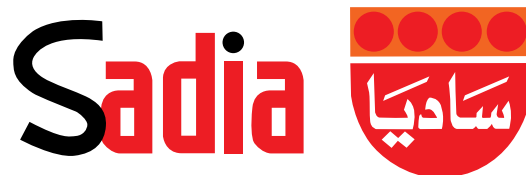
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Department of Tourism and Commerce Marketing





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newsbites

HORECA Trade wins CSR label by Dubai Chamber

Horeca Trade achieved a new milestone recently when it became one of the first food service distributors in the UAE to be recognised for its focus on CSR and for launching initiatives that serve the community. "This is a direct result of following in the footsteps of our partners such as San Pellegrino," says the representative at Horeca Trade. "Needless to say, winning this certificate will give us an excellent edge versus our competition and a great advantage towards our customers."

The Dubai Chamber of Commerce and Industry honoured 10 other companies alongside Horeca Trade. H.E. Hisham Al Shirawi, 2nd Vice Chairman, Dubai Chamber, congratulated the 11 honourees for their dedication to integrate CSR into their governance and strategy while



Horeca Trade team receiving the CSR label certificate from a representative of Dubai Chamber.

helping to promote best business practices across Dubai's business community.

"It fills us with pride to see the results of the Dubai Chamber CSR Label initiative launched way back in 2010 by our Centre for Responsible Business which is celebrating its 10th anniversary this year and has launched many key initiatives that have helped to lead and promote CSR in

Dubai," said H.E. Al Shirawi.

The CSR Label is open to all organisations, private or public, regardless of their size, sector or operations and can make a major difference to a company's reputation, efficiency and productivity and its success depends on how the CSR objectives are set and communicated to all of their stakeholders.

Four Seasons Bahrain join hands with Wolfgang Puck

Four Seasons Hotel Bahrain Bay is all set to become Manama's new fine-dining epicentre with the opening of three concepts by iconic Michelin-starred chef Wolfgang Puck. This includes two signature restaurants and a new bar & lounge: CUT, Re Asian Cuisine and Blue Moon Lounge.

"The Middle East had been an area of great interest for us for quite some time," said Wolfgang Puck. "We opened in Dubai last spring and we are really excited to expand in the region. We knew Four Seasons would be the perfect address for us in Bahrain Bay."

Since its opening in Beverly Hills in 2006, CUT by Wolfgang Puck has become one of the most sought after restaurants in the world and housed on two-levels in the Manama hotel. It presents a contemporary

interpretation on the classic American steak house. Re Asian Cuisine | Wolfgang Puck will be located on the 50th floor and feature signature, modern approach to traditional Asian cuisines. Blue Moon Lounge / Wolfgang Puck will offer an opulent, lavish space in which guests can relax and enjoy spectacular sunsets and the twinkling city lights.

All three outlets are crafted by Waldo Fernandez, whose projects include the recent design of the legendary Spago Beverly Hills plus the residences of multiple Hollywood A-list celebrities.

"We are very excited about the opportunity to pair with Wolfgang Puck once again, especially myself having personally worked with him and his team at Four Seasons Resort Maui when he opened his restaurant Spago," said Greg Pirkle, General Manager of Four Seasons Hotel Bahrain Bay.



Michelin-starred Chef Wolfgang Puck

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



New Director HR & Training at HMH

Liz Regan has joined HMH – Hospitality Management Holdings as Director HR & Training, moving to Dubai from Abu Dhabi where she spent nearly five years as Director of Training at Emirates Palace in charge of rolling out corporate training initiatives. She was responsible for the development and training programmes for over 1,200 staff members as well as development of a departmental trainer system.

Liz, a British national, studied Hotel & Catering Management at Strathclyde University in Scotland where she graduated with a BA followed by a post graduate degree from the Institute of Training & Development. In addition, she is certified to teach English as a foreign language to adults RSA / Cambridge CETLA. Specialising in HR and staff training and development, Liz holds over 26 years of outstanding experience in the hospitality sector.

Liz's initial posting in the Middle East was as Regional Training Manager for IHG in Egypt, after which she joined Le Royal Meridien Bahrain as Director of HR & Training. After a spell in Lebanon, Liz rejoined IHG as Area Training Manager based in Nairobi before returning to the Arabian Gulf to head HR and Training for the Rezidor Hotel Group.

New GM at The Ajman Palace Hotel & Resort

Moving to the Arabian Gulf from Ireland, Ferghal Purcell has been appointed as General Manager at The Ajman Palace Hotel & Resort.

An honours graduate from the Shannon College of Hotel Management, Ferghal has extensive experience of resort management in both South Africa and Ireland, having started his career as Food & Beverage Manager for the pre-opening team of The Lord Charles Hotel in the Cape Province, later going on to become General Manager when he played host to Nelson Mandela during the country's reconciliation peace talks.

Winner of Northern Ireland Hotelier of the Year title at his most recent post as General Manager of the Lough Erne



Resort, Ferghal has exceptional experience in both resort and conference hotel management. One of his most notable achievements at the Lough Erne Resort was hosting the 2013 G8 Summit that was described by British Prime Minister David Cameron, as "the most successful G8 Summit ever".

UAE chefs support breast cancer Arabia foundation

To show support for "Dubai Goes Pink 2014", the Breast Cancer Arabia Foundation's fundraising initiative, Al Badia Golf Club's Executive Chef, Robbie Stokes has invited all chefs in the UAE to join 'The Pink Brigade' by wearing pink themed chef jackets during October.

The Breast Cancer Arabia Foundation is a worthwhile cause and one which is very close to Chef Robbie's heart, as he and his family have been personally affected

by this. The Foundation was set up with the primary objective of providing financial assistance to women in the UAE diagnosed with breast cancer, who are unable to afford their breast cancer surgery and treatment costs.

With the support of Uwe Micheel, President of the Emirates Culinary Guild and the kind donation of chef jackets by Bragard Jackets, Chef Robbie has been able to put the plans in motion for this worthwhile event.

President Obama attends Chef Sam's wedding



President Obama and his family travelled to New York recently for the wedding of White House chef Sam Kass to MSNBC personality Alex Wagner.

The 34-year-old is not only responsible for the food served at the White House. He is also the US president's senior policy adviser of food and nutrition policy, and director of Michelle Obama's Let's Move initiative.

He married Wagner, 36, the host of the daytime *Now with Alex Wagner* on MSNBC at Blue Hill at Stone Barns, a working farm and restaurant that's become a foodie destination in the Hudson Valley.

Belgium coming to Radisson Blu Yas Island

Radisson Blu Hotel, Abu Dhabi Yas Island has announced the appointment of European Chef Albert Raven to head up the new Belgian Café, Yas Island as Chef de Cuisine. Chef Raven joins the Yas Island hotel with years of experience in various cosmopolitan cities around the world from Aruba, Germany and Amsterdam before joining the Carlson Rezidor Group on Yas Island.

Chef Raven's job is ensuring consistent, high quality food as well as presenting the new menu which will include Flemish favourites such as bitterballen, hand cut steak tartar, Flemish beef stew and mussels cooked in your favourite way.

Belgian Café, Yas Island opens on September 1.



'Cocktail Culture' reintroduced at Suga

Suga, Conrad Dubai's exquisite cocktail lounge, has opened its doors to the city's most discerning guests. This hot little secret is a far cry from your bog standard city bar, with its tailored drinks menu and intuitive service with a charismatic touch, says the hotel's press release. It even adds that Dubai has been slow to host the type of venue that is so fashionable in places like New York, a place run by crafty bartenders that re-invent cocktails and infuse their creations with subtle flavours until Suga happened.

Tucked away on the ground floor of Conrad Dubai, guests will need both hands to open the hidden vault-like door. Suga is a cozy, softly-lit lounge oozing wanderlust with its strikingly



sultry murals and buffed gold fixtures. It promises to offer a well-rounded list of both classic and unique concoctions.

To sate any hunger, a variety of canapé style foods ranging from wagyu beef

sliders with crispy shallots and pickles, chicken lollipops with toasted sesame lime aioli, goat's cheese croquettes with tomato fondue, and truffled fat chips with parmesan emulsion are available to complement the beverage selection.

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WATER WARRIOR

From kitchen king to corporate chief, **Michael Wunsch** has donned many hats. But there's nothing he likes more than being the crusader for the planet. Here's spreading his environmental message, one drop at a time...

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German-born Chef Michael Wunsch's surname means 'wish' in his native language. It couldn't have been a better fit. The managing director of fruit juices company Barakat Quality Plus has a super-long wish list. But not one wish is for himself, they are all for the world around us.

Those who know Chef Michael, know that he's a man ahead of his times. Even before the hospitality industry knew it, he foresaw the demand for readymade fruit juices and cut vegetables and fruits. Before his water bills could soar, he built in a waste water recycling plant in his business plan, foreseeing the future need. Today, this recycling plant is just one of the many projects he is working on to become a poster child for sustainability.

After three decades of being in the kitchen, Chef Michael plunged into the corporate boardroom in 2000. Barakat was getting into manufacturing fresh fruit juices and water was the last thing on anyone's mind. Except Chef Michael's.

"When we started off, we needed one tanker for waste water in three or four days. Now, we need four tankers daily. We built a water recycling plant into our blueprint then itself and we had to upgrade all our plans to accommodate that," he says.

The trigger, he recalls, was Dubai municipality's rules. Under these rules, the particulate matter in water has to be limited to a certain level for the water to be sent for disposal. Not meeting these standards meant costlier disposal of water. "We had to do some treatment anyway. So we decided to go the whole way and recycle waste water into potable water."

The first attempt, however, tasted failure. "We set up a biological treatment plant, which had bacteria that decomposes the dirt in the water. The bacteria culture was taken from Dubai

municipality. All the bacteria in the tank died!"

Not one to give up, Chef Michael sent samples to Germany for testing. His enthusiasm spread to his team members, with one even suggesting that the company culture its own bacteria. "Like yeast, we cultured it. When we had enough bacteria, we set up our own biological tank. It's been 10 years and we have not shut the tank even once," says Chef Michael with unmistakable pride.

The process of recycling water is multi-layered. First, the sludgy waste water is cleaned of all heavy material. Then, chemicals are added to it to coagulate floating particles to facilitate their easy removal. This cleaned water is then introduced into the bioreactor tank, where bacteria decomposes the organic waste in about eight hours or so. "While the water that flows out of this tank is clear, it's not potable. It can be used for irrigation."

To turn the water into drinking water, it is passed through two levels of filtration. In ultrafiltration, as much as 99 percent

of the impurities are removed by running the water through very fine filters. Reverse osmosis takes care of the remaining 1 percent.

The treated water is good enough to drink. "But we don't use the recycled water in our juices, although it is ten times better than pipe water. People's sensibility may be offended if we do that."

The recycled water finds use in Barakat's plant cooling system. "The normal municipality water has limestone, due to which we have to clean our cooling system every week. If we use the recycled water, it has no bacteria or limestone. Our maintenance drops from once a week to once in three months. And the cooling is also 5 percent higher."

Every 100 litres of cleaned water yields about 50 litres of drinking water. The rest, which has heavy mineral content, is sold to concrete and construction companies. "Whatever we have left after that is used in our toilets. We don't recycle toilet water. The septic tank is separate and we clean it every two days."



Chef Michael admits that he really can't save water given the scale of his company's operations. "The smart thing to do is to use it judiciously and recycle wherever possible."

This water treatment plant is also meeting some of the needs of Barakat's new facility. Four times bigger than the first plant, the new facility will streamline the company's operations. Barakat, which is in expansion mode, will have three facilities once the new plant is ready - one for juice, another for vegetables and a third for fruits and storage.

In terms of sustainability, there's a lot more on Chef Michael's plate. Some previous experiments have not quite worked out the way he wanted them to. But then, Chef Michael is not the only to be discouraged easily.

Under his watch as Managing Director, his company makes as much as 40,000 litres of juice daily. It churns out 120 tonnes of fruits and vegetables each day. All those peels, rinds and other discarded parts of produce mean 40-50 tonnes of organic waste daily. "We tried finding uses for that. First, we approached people rearing animals who could use it as feed. They came for three days and then said the effort to collect the waste was too great. Then, we went to composting companies. But they in turn asked us how much we would pay them to do the composting!"

The waste now goes to landfill but only until Chef Michael ties up the loose ends of his project to produce biogas from it.

"For three years, we have been working on that concept with a German company. We are now in the stage where we have to take final decisions." Chef Michael says the earlier plan was to generate power from this biogas but it was shelved because the yield is very low. Production of biogas seems more feasible and so, Barakat is in talks with a local company for getting a licence to

UNILEVER AND SUSTAINABILITY

Unilever has been globally pursuing one of the most determined campaigns by any major corporation towards sustainable practices.

In terms of water conservation, Unilever has made good progress in areas under its control. In its own operations, water abstraction is down by 29% per tonne of production since 2008 and by 74% in absolute terms since 1995.

Manufacturing impact

By 2020, water abstraction by Unilever's global factory network will be at or below 2008 levels, despite significantly higher volumes. The company will also reduce the amount of water used in the manufacturing process. This represents a reduction of around 40% per tonne of production.

In fact, when compared to a 1995 baseline, this represents a 78% reduction per tonne of production and a 65% absolute reduction. Much of the focus will in particular be on factories in water-scarce locations.

As for newly built factories, all of them are being designed with the aim to abstract less than half the water as compared to organisation's 2008 baseline. New factories in India and Turkey that started production in 2013 are a great example. When fully operational each aims to abstract only half the water for factory operations than those factories in a representative 2008 baseline.

Agriculture impact

Unilever is developing comprehensive plans with its suppliers and partners to reduce the water used to grow its crops in water-scarce countries. In 2013, the company was able to analyse the first data coming from its supplier self-assessment software system. The analysis first looked at tomato farming in California, then regions of China, Spain, Turkey and Australia. This will then be implemented globally based on its success factors.

sell biogas. "We will use just a third of what we produce. The rest will have to go to others. I see a big demand because diesel is way more expensive than biogas."

In particular, smaller factories and companies stand to benefit a lot. Chef Michael has even identified his next door neighbour as a potential customer.

He recalls the time he wanted to install solar panels to meet the power needs of Barakat factories. At an exhibition on renewable energy, he chatted up a solar company executive. "He asked me about my needs, drew up a cost and then told me I should park the funds needed to do this in a bank and use the interest to pay

my electricity bills!" Chef Michael laughs.

Even so, he has installed solar panels to heat water.

Once the bigger initiatives are in place, Chef Michael hopes to shift his attention to inside the factories. "We will look inside our factories to become more efficient and make better use of resources."

The company has already started using biodiesel in its expanding fleet of trucks and is working on biodegradable packaging for its products.

All juiced up and ready to go, that's Chef Mike Wuensch for you!

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CANDYMAN FROM CALCUTTA

A sweet import from India, **Chef Gurupatra Das** of Citymax Hotel makes you want to put the main course on hold and start your meal with a delightful array of desserts...

Anyone who has ever been to India knows that Bengalis are sweet...and their desserts, sweeter. So how can Dubai, the hub of good food, not have its own Bengali sweets specialist?

If you want your sweet tooth tantalised by some Indian delicacies, take a trip down to Citymax Hotel. And let Chef Gurupatra Das treat you to the creamiest, softest and tastiest things you can find on the Indian subcontinent.

After a casual chat with the pastry chef from Kolkata, we also realise he himself is made of sugar and spice. Excerpts from an interview...

Please tell us something about yourself. What made you decide to become a chef?

I grew up in Kolkata. I am the only chef in my family. From a very young age, I liked cooking. My father, who worked for an oil company, encouraged me. He told me I should try my hand at catering. There was a club in my native village and so, I learnt to do catering there.

I learnt to cook with cream, cottage cheese and 'rabdi' pretty fast. And that's how my fascination with desserts started. I also did a certificate course at the Dadar Catering College in Mumbai.

Where did you begin your career?

At this sweetmeat shop chain called Chhappan Bhog, which means "56 dishes". In fact, I worked with that chain for 15 long years. I started out

in Kolkata. Then in 1985, I went to Mumbai. We had a factory there. I was promoted really fast at Chhappan Bhog and they sent me to Pune, Chennai and Bangalore, basically wherever there was a new shop opening. I was sent to set up things and to train the chefs in making sweetmeats.

Did you have a role model or a mentor?

Not really. Whatever I learnt, I learnt on the job. I would observe the other chefs and try to pick up the nuances. When I started off, chefs were reluctant to teach me. They were somewhat possessive about their techniques and recipes. I would get only odd jobs to do. But I managed to get on their good side and later they started training me.

How did Dubai happen?

I was still working at Chhappan Bhog and then I was told about a vacancy in Dubai, at the Marco Polo Hotel in Deira. I got the job and I was put in the desserts department. At that time, I did not know pastry. I could only do Indian sweets. Luckily, pastries were made at the same place where I made sweetmeats. So I managed to learn how to work with pastry and international desserts – how to make cream caramel, icing and so on. I worked at Marco Polo Hotel for 12 years. Then in September 2011, I joined Citymax.

What is your most popular dessert here?

Rasmalai. It's a cottage cheese dumpling that is dunked in thick cream. Our guests like that a lot and many even pack it and



take it home to their families. Moong Dal Halwa is another dish that's quite popular. It's a ground yellow lentil dish mixed with dry fruits and sugar. I include Moong Dal Halwa in the menu even when I do catering.

What have you made for us today?

Mango Sandesh. It's a Bengali sweet made of cottage cheese from cow milk. Sandesh is a lightly sweetened sweetmeat and I mix mango pulp in it to make Mango Sandesh. It's one of our fast-moving items.

What do you consider your big achievements? And what are your future plans?

In 2007, I participated in the making of the world's largest sweetmeat spread. I gave a 20-item dessert there. Then in 2009, I made an 80-item dessert for a very large desserts buffet put together by five hotels. In the buffet, there were desserts from all kinds of countries. That was exciting.

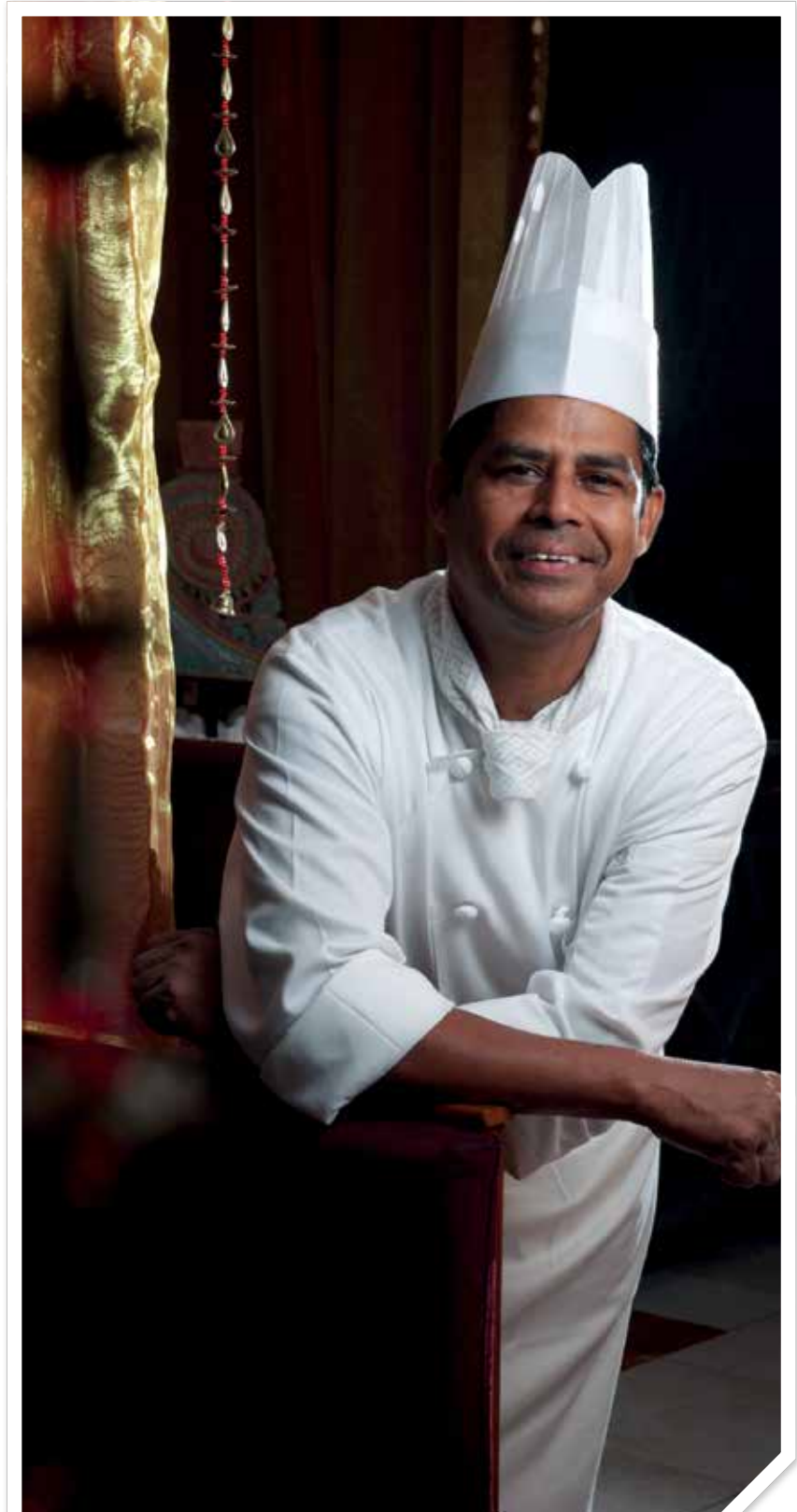
As for my future plans, I want to open a sweetmeats shop in Kolkata. I have already bought land for it. I also want to have a training institute there to train people to make sweetmeats.

Can you please tell us about your family?

My family comprises my mother, my wife and two sons, all living in Kolkata.

What's your advice to young chefs?

Young chefs should seek out mentors and also make use of recipe books to learn. They should experiment with techniques and ideas. You have to pay attention to every detail and ask why something is being done the way it is being done. For example, why mix vinegar with water before adding it to milk to make cottage cheese? You can also mix it directly in the milk. But if you do that, there will be a sour taste to the cottage cheese. This is something you learn only if you ask questions and keenly observe what's being done. You need patience when making pastry



and sweetmeats. Slow cooking is what enhances the taste of food.

You have worked with Anchor butter. What has your experience been like?

I really like using Anchor butter. I have

noticed that when I make Sandesh with Anchor butter, it stays soft even if it is kept in the refrigerator for a couple of days. When I use other butters, the Sandesh hardens in the fridge. Anchor butter is really fantastic for making Sandesh.

MANGO SANDESH

Serving portion: 4 pax

Preparation time: 60 minutes

Category: Dessert

Available at the following Citymax

Outlet: Clay pot

INGREDIENTS

Water	300 ml
Anchor Milk full cream	1 litre
Corn Flour	1 tea spoon
White Vinegar	80 ml
Water	50 ml
Sugar	150 gm
Mango puree	30 ml
Anchor butter unsalted	15 gm
Saffron	8-10 strands
Cardamom powder	tea spoon
Almond slivers	1 table spoon
Pistachio slivers	1 table spoon

METHOD



- ◆ Take water in a heavy bottom pan



- ◆ Add 1 liter milk in water and heat



- ◆ Bring to boil, reduce heat and simmer



- ◆ Take a tea spoon of corn flour in a bowl, dilute with water



- ◆ Pour in diluted corn flour into simmering milk and stir to prevent lump formation



- ◆ Dilute 80 ml of white vinegar with same quantity of water



- ◆ Pour in diluted vinegar into simmering milk



- ◆ Keep on stirring the milk till it curdles and splits into cheese and whey



- ◆ Once milk is curdles, transfer the curdled milk to a sieve



- ◆ Softly stir to drain out the whey out of the cheese, reserve cheese



- ◆ Transfer half of cheese to a cooking pan. Heat the cheese mildly stirring continuously



- ◆ Stop cooking. Add mango puree into the cheese and mix well



- ◆ Divide mixture into 10 numbers of balls as shown in the picture



- ◆ Add 50 gm sugar into cheese, stirring softly to prevent from burning or sticking to the bottom of the pan



- ◆ Add remaining cheese to the pan and keep on stirring gently



- ◆ To make sondesh, put almond and pistachio slivers in a mould, fill it up with flavored soft cheese mixture and press softly to give shape



- ◆ Keep on cooking till the cheese mixtures gets thickened



- ◆ Add Anchor butter, saffron strands, cardamom powder and mix well to soft consistency



- ◆ Or you can wrap ball into silver warq and give different shapes



MICHELANGELO IN THE KITCHEN

It's a flower, it's a bird, it's a plane. Or maybe it's just **Chef Alwathage Anil Gunawardana** at work. Meet the man who serves art on a plate...



So his creative masterpieces won't hang on the walls of the Metropolitan Art Museum. Nor will they go under the hammer at an auction at Sotheby's.

But you really can't put a price on the countless smiles and nods that every single work of art by Chef Alwathage Anil Gunawardana inspires. One can safely say a trip to the Miramar Al Aqah Beach Resort in Fujairah is something of an art walk. From the beautifully carved block of ice to the evocatively crafted vegetable to the neatly arranged pastries in a basket, there's much Chef Anil does to tease your visual senses.

His designation is as creative as his work – kitchen artist – a profile that the culinary industry is now beginning to realise the importance of. In a world where food art is evolving rapidly, he ensures aesthetics are as much a part of the dining experience as is the taste.

Interestingly, Chef Anil has had no formal education in art. He never went to an art school, never took a casual art class or got an easel and paints as a birthday gift. His beginnings were humble, in a small village in Sri Lanka. The family home was teeming with four brothers and one sister, a group too large for his parents to single out one child for attention. Not that he needed much attention. Chef Anil would tinker around with paper and clay in school, indulging his need to turn daily objects into beautiful things. "At home, whenever we had ceremonies and festivals in the family, I would be the guy carving vegetables and making decorations," the now 40-year-old chef recalls fondly.

After his teenage years, he took up a job as a fabric artist at a Batik printing company towards the end of 1993. Somehow, food still remained his fascination even in the two years he worked at the fabric printing company. "In 1996, I joined a catering company as a kitchen artist. I also trained at the National Apprentice Board for catering

services," he says.

Destiny had big plans for Chef Anil. A year later, she landed him a job at the Heritance Kandalama Hotel in Dambulla in Sri Lanka, which marked the chef's entry into the world of high-class hospitality.

Nestled deep in the lap of nature, this seven-star hotel is famous the world over for its environment friendliness and its lush greenery. "It overlooks the rock fortress of Sigiriya and it is close to five world heritage sites."

Beauty inspires beauty. Chef Anil had ample opportunities to hone his artistic skills at the hotel. "I trained under Chef Dimuthu Kumarasinghe. He's a masterchef and one of the biggest assets for Sri Lanka. He taught me a lot about presentation and aesthetics."

Chef Dimuthu is the world's only chef to have won five gold medals at the Culinary Olympics in 2004 and four medals at the Culinary World Cup 2010 in Luxembourg. He was also in the panel of judges at the Singapore Culinary competition and has coached the Canadian culinary team. What's more, Chef Dimuthu made a 10-layered cake studded with gems and jewels and themed 'Sea Pirates', which costs a whopping \$35 million!

Training under such an accomplished chef taught Chef Anil much about top-class presentation.

After spending close to a decade at the Heritance Kandalama, Chef Anil made his way to the UAE, taking up a job at the Hotel Holiday International in Sharjah.

However, Sharjah failed to keep his interest too long and within two years, he returned to Heritance Kandalama, spending another six years there. Towards the end of 2013, Chef Anil returned to the UAE, this time to Fujairah near Dubai. And he was spotted by none other than chef KAC Prasad, the

Executive Chef of the resort property.

It's been close to two decades that he has been creating art in the kitchen. But boredom is still not a word in Chef Anil's dictionary. "Every day is new. And it brings some new adventure my way. Being a kitchen artist is not very different from being a chef. The piece you just saw is a mix of colours. People find it difficult to believe that my artworks have not been made through a mould."

The rapid evolution of food art throws a lot of opportunities for Chef Anil to keep experimenting with his works.



You learn new techniques and new styles. It never gets boring. And when you have the support of great chefs like our Executive Chef Prasad, the work can only get more exciting.

"You learn new techniques and new styles. It never gets boring. And when you have the support of great chefs like our Executive Chef Prasad, the work can only get more exciting."

When he's working, the chef does not use photographs to create his pieces. It's pure visualisation that gives form to his artworks. But he does seek out other kitchen artists at competitions to learn techniques from them. "Talking to people at these competitions helps a lot. In Dubai's culinary industry, there are chefs and kitchen artists from many nationalities. This diverse pool of talent gives you exposure to many kinds of techniques. For example, Chinese sugar art is way more elegant than that of other cuisines."

No stranger to competitions, Chef Anil recently groomed and led a 12-chef team at a contest. The team brought back as many as 10 medals! He also designed the presentation of the dishes made by his team.

Although his job is not involved in the day-to-day operations of Miramar Al Aqah, Chef Anil has a very important role to play in grooming other chefs. A big chunk of



Chef KAC Prasad



Every day is new. And it brings some new adventure my way. Being a kitchen artist is not very different from being a chef. The piece you just saw is a mix of colours. People find it difficult to believe that my artworks have not been made through a mould

his time is spent in training younger chefs in the visual element of food. "Aesthetics are as important as the taste. A guest should want to eat your dish."

The soft-spoken chef believes that a kitchen artist can give an edge to a hotel, especially when catering for events such as weddings and gala dinners and special days like New Year's Eve.

Chef Anil uses everything from fruit to vegetables to other materials lying around the kitchen for his works. His favourite material, however, is thermocol. "I love to make big sets. Thermocol is the best material for that."

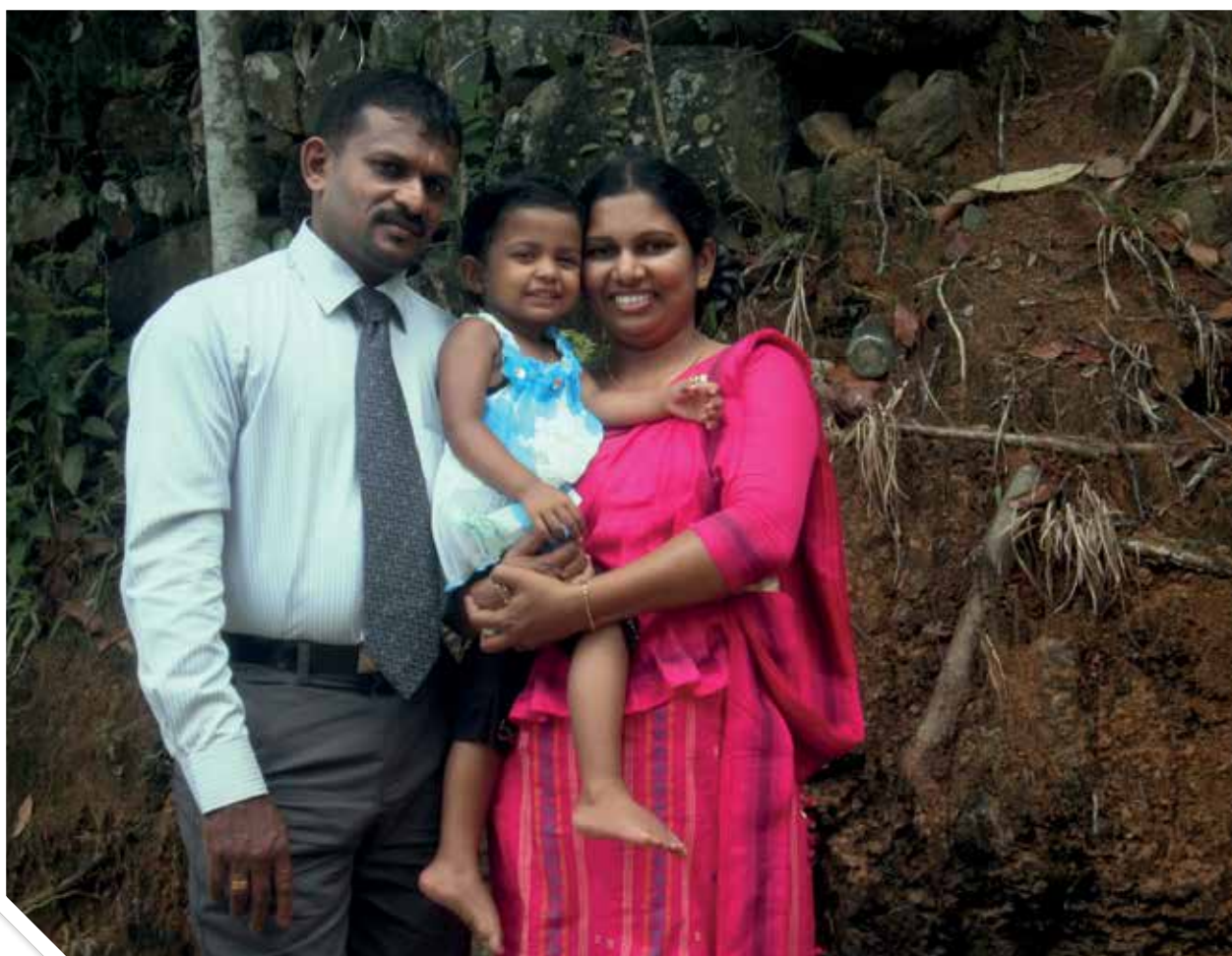
His inspiration comes from watching cartoon shows with his four-year-old

daughter and sketching in his free time. Watching films is another hobby he indulges in whenever he gets some time off his busy schedules.

With so much already accomplished, you'd think Chef Anil would be happy to rest on his laurels now. But an artist's job is never done, and that's a fact he knows well.

On his wish list is a masterchef title and a teaching programme for the younger lot. "I have learnt so much from other people. I now want to give back to my community. Someday, I also hope to be the authority in kitchen art," he smiles.

Take a quick look at his art pieces and you know that the day is just around the corner.



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August-September 2014 Gulf Gourmet

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THE JADDAF JAMBOREE

Find out more about the young duo from Marriott Al Jaddaf who've taken up the ongoing challenge for this year's top prize

This month's challengers for the Nestlé Professional Golden Chefs Hat Competition are two youngsters in their early 20s from the Marriott Hotel Al Jaddaf. Chef Eva Selomin de Sabille and Chef Mahesh Nasare have each tried to bring together flavours that one does not find in normal course.

Chef Eva Selomin de Sabille

This 24-year-old Filipina is a smart young lady who's focused on the job at hand and has realised its rewards from an early age. Even though she admittedly was never fond of cooking, a chance scholarship to study at a culinary school landed her a plum traineeship at the Marriott at Cebu City.

She grew up the ranks there and was eventually selected to help with the pre-opening of its steakhouse and bar in Doha. She rose up the ranks there as well before moving to Dubai as Chef de Partie earlier this year to help with the Scott-American Grill at the Marriott Hotel Al Jaddaf.

**Chef Eva Selomin de Sabille**

The girl from Bohol may have been raised in a farm area but today she has the culinary skills to serve a fine-dining feast. This being her first chance to compete since college, Chef Eva left no meat unturned to make an impact. She created a steak dish and complemented it with seafood with the absolute belief that two will go together. Many of the Nestle ingredients that she's used here are new to her and she admits that they are easy to use as well as helps in enhancing the flavour.

Chef Mahesh Nasare

This 23-year-old Indian from Mumbai was never exposed to the hospitality industry during his younger years. His dad's a

retired government employee and mom's a homemaker. Even his siblings work in fields as diverse as IT. Yet, Chef Mahesh's childhood passion for all things cooking led him down the path of culinary success.

After completing his Bachelor of Science degree in Hospitality studies he joined the Marriott in Mumbai. He soon ended up in Dubai working for the JW Marriott Marquis. A year later he was promoted and he found himself at the Marriott Al Jaddaf this year.

Chef Mahesh originally wanted to be a master of the hot kitchen. However, after joining the industry he fell in love with the finesse of the plates that came

out of the pastry section. Needing no push, he's now on the path to becoming a successful pastry chef.

Talking about the challenge at hand he says, "I've never been in a competition and thanks to Nestle Professional this was a great learning experience. I ended up pleasantly surprising myself with the job I did and I am extremely proud of my desert creation."

This was the first time that Chef Mahesh worked with Docello products and he too echoed sentiments similar to his colleague Chef Eva. "The Docello products are easy to handle and makes it easy to create great dishes very fast," he says.

**Chef Mahesh Nasare**

SURF AND TURF

With triple mash, croquette and coconut demi glaze

PAN SEARED HANGER STEAK

Hanger steak	200gm
Steak seasoning (montreal)	as needed
Olive oil	as needed
Butter	as needed
Salt and pepper	to taste

METHOD

- Season the hanger steak with salt and pepper. In a pan, put enough olive oil to sear the steak and finish in the oven with the desired temperature/doneness (medium rare). With the use of aluminium foil, brush butter and sprinkle the steak seasoning just enough to coat the steak. Roll up and set aside for resting.

SHRIMP

U10 shrimp	1 pc
Chopped parsley	1gm
Salt and pepper	to taste
Shrimp oil	as needed

METHOD

- Peel, devein and butterfly shrimp. Heat the pan with enough shrimp oil to sauté. Season with salt and pepper. Finish with chopped parsley.

TRIPLE MASH

Coconut mash potato

MAGGI® Mashed Potato	30gms
MAGGI® Coconut Powder	10gm
Butter	15gm
Water	100ml
Milk	150ml
Salt and pepper	to taste

METHOD

- Cook the mash potato powder with milk, dilute the coconut powder milk in water, reduce until right consistency. Add coconut milk to the mash potato and season, finish with butter.

PURPLE MASH POTATO

MAGGI® Mashed Potato	20gm
Purple potato	200gm
Butter	15gm
Milk	150ml



Salt and pepper	to taste
Olive oil	as needed

METHOD

- Season the purple potato with salt, pepper, olive oil and bake at 160°C for 30 minutes. Peel and mash through a sieve. Cook the mashed potato powder with milk. Add the purple mashed potato and season; finish with butter.

CARROT MASH POTATO

Carrot	1 pcs
MAGGI® Mashed Potato	20 gm
Butter	15 gm
Milk	150 ml
Salt and pepper	to taste
Water	as needed

METHOD

- Peel and cut the carrot into dice. Boil water in a pot. Add carrot and cook until tender enough to mash. Cook the mash potato with milk. Add the mash carrot and season. Finish with butter.

CROQUETTE

Coconut mash potato	10gm
Purple mash potato	10gm
Carrot mash potato	10gm

Flour	30gm
Eggs	2 pcs
Bread crumbs	50 gm

METHOD

- Shape the mashed potatoes. Coat with flour, eggs and bread crumbs. Fry at 180°C until golden brown.

COCONUT DEMI GLAZE

Brown stock	200 ml
Water	100ml
Chef® Demi Glaze	30gm
MAGGI® Coconut Powder	20 gm
Cipollini onion	3 pcs
Garlic cloves	1 pcs
Rosemary chopped	1 gm
Butter	5 gm
Olive oil	as needed
Salt and pepper	to taste

METHOD

- Take bowl and mix demi glaze powder with brown stock and water. Heat the pan with enough olive oil, add the cipollini onion and sauté for 5 minutes. Add garlic cloves and rosemary. Add the mix of demi glaze, reduce until right consistency. Add coconut powder milk, season with salt and pepper, finish with butter.

DOCELLO ORANGE CHOCOLATE CAKE, DOCELLO AVOCADO

Crème Brûlée Mix berry crumble, Brandy Snap, Caramelised Hazelnut and Sugar Hair.

DOCELLO AVOCADO CRÈME BRÛLÉE

Docello® Crème Brûlée	50gms
Cream	100ml
Milk	200ml
Vanilla Bean	1no
Avocado Puree	70gms

CHOCOLATE SPRAY

White chocolate 35%	100gms
Cocoa butter	100gms
Green colour	3drops

DOCELLO ORANGE CHOCOLATE CAKE

Orange Chocolate Mousse

Docello® Chocolate Mousse	50gms
Milk	100ml
Fresh Orange Juice	60ml
Orange zest	2nos
Gelatine	4gms
Cream	75ml
Dark chocolate 55%	75gms

Orange Chocolate Sponge

Butter	56gms
Dark Chocolate 55%	38gms
Sugar	45gms
Eggs	1no
Orange Zest	1no
Salt	Pinch

MIX BERRY CRUMBLE

Flour	50gms
Sugar	50gms
Butter	30gms
Mix Frozen Berry	50gms

BRANDY SNAP

Icing sugar	45gms
Butter	28gms
Honey	10gms
Golden syrup	8gms
Flour	23gms

CARAMALISE HAZELNUT AND SUGAR HAIR

Roasted hazelnut	3pcs
Sugar	200gms



Glucose	50gms
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CARAMEL GLAZE

Sugar	25gm
Cream	50ml
Gelatine	4gms

DARK CHOCOLATE GLAZE

Sugar	24g
Water	10ml
Cream	16ml
Glucose	8gms
Cocoa Powder	8gms
Gelatin	8gms

METHOD

- ♦ Boil the cream, vanilla bean and milk together. Remove from Heat. Add the powder and puree, stir well for 3 minutes, portion and freeze in round mat for 1 hour. Coat with white chocolate and spray it with green chocolate spray.
- ♦ Put the cold milk in a deep bowl, mix chocolate mousse powder with orange zest and puree, whip until a homogenous mixture has been obtained, whip with help of a mixer for 2 minutes at low speed and 5 minutes at high speed, boil the cream and pour on top the chocolate and make a ganache. Add the melted gelatin to the ganache and fold in the whipped mix to obtain a rich mousse.

- ♦ Whip the egg, sugar and orange zest together until fluffy. Melt the butter and pour it over the chocolate, add the orange puree and salt to the mix and combine both the mixes together. Pour into desired baking moulds and bake at 170 degree Celsius for 18 minutes.
- ♦ Combine the flour, almond powder, sugar and mix frozen berries together. Melt the butter and mix together with the flour mix.
- ♦ Combine the icing sugar and flour together and set aside, warm the honey, butter and golden syrup and mix together with the flour forming dough. Sheet as desired and bake at 170 degrees Celsius for 12 minutes until golden in colour.
- ♦ Heat the sugar and glucose together until caramelised (171 degrees), dip the roasted hazelnuts and make desired shape. Spin the sugar for desired hair.
- ♦ Heat the sugar until get the dark caramel colour (171degree), then add cream slowly. Once the cream combines together with caramel, take out from the heat and finally add gelatin and mix well. Once it gets cool, use appropriately.
- ♦ Heat sugar, water and glucose till 108 degrees, then add cream and cocoa powder and mix well. Let it cook until you get the coating consistency. Add gelatin, let it cool and use as appropriate.

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DESERT MEAT TREAT

Emirati cuisine specialist **Chef Saeed Fawaz** has a neat treat for you. Tender to the core and nothing like anything else you have ever tasted before, camel meat spells exotic from the letter 'C'....

Tired of hot dogs? Try hot camel instead. Don't bother dialling the Arabian restaurant next door. This meat is too exotic to be on fast food menus. Look up the number of Royal Catering instead and seek out Chef Saeed Fawaz.

If you catch him in a good mood, you will get the best taste of this exotic meat on offer this side of the world.

An Emirati cuisine specialist, Chef Saeed has even taught American three-Michelin star chef Christopher Kostow how to turn a tough camel meat into tender, juicy delicacies. So much so that Chef Kostow just couldn't stop gushing about Chef Saeed's techniques at the Gourmet Abu Dhabi festival in February.

In the royal weddings circuit of the UAE, Chef Saeed is a household name. Syrian-born he may be, but the chef can give any Emirati chef a run for his money when it comes to whipping up local dishes. In particular, his prowess with camel meat has made him much sought after for elite weddings, where this meat is usually the highlight of the buffet. From roasted camel to camel hot dogs to camel kofta, Chef Saeed has a big platter to offer his guests.

While camels have always been the face of desert fauna, their meat has largely been missing from menus in the



top food hubs of the Gulf region. "Most people don't know how to deal with camel meat because it is a very difficult meat to cook. People think you put the whole camel in to cook. But you actually have to cook different parts in different ways," says Chef Saeed.

Cutting up a camel is not easy. Every part has to be cut right and kept separate. An average-sized camel can yield as much as 150 kilos of meat. Before cooking, camel meat has to be marinated for a good 24 hours or more after scrubbing with salt and vinegar. "The marination is mostly traditional Emirati spices with garlic, ginger, green chillies and other items. The process of cooking camel meat is slow. It's not like cooking chicken or lamb. For camel meat to turn tender, you have to cook it slowly and patiently," he says.

The process of cooking could take anything between six and eight hours. To get the consistency right, you have to keep checking the progress of the meat. "Patience is the key. Also, you can't just

put the pot to fire and forget about it for hours."

It takes multiple techniques to get the camel meat to become tender enough to taste good. From boiling to steaming to roasting, several processes are involved. A number of ingredients are used to give it the Emirati flavour - spices from the local kitchen like turmeric powder, cinnamon, pepper and vegetables and herbs such as tomatoes, onions, coriander and even corn oil.

A lot of onion is also used in the marination and gravy dishes. Given the size and quantity involved, Chef Saeed recommends the use of Nonions pastes to cut down on prep time. "Cutting and sautéing onions is a tedious and time-consuming process. A big bulk of our cooking time is saved by using Nonions. We also save on resources like labour, which can be deployed for other work. The best thing is that there is absolutely no difference in the taste."

The Syrian chef, who has big names like

Hilton and Le Meridien adorning his CV, has spent much time learning the nuances of Emirati cuisine. In his 25-year career, he has won innumerable awards, some being honours at the Emirates Salon Culinaire, Hilton New Arabian Cuisine, Oriental Feast and the Oriental Buffet. Chef Saeed is also the man who designs the menu and handles the catering for the much adored Formula 1 Grand Prix.

Like the royals of the UAE, Chef Saeed believes that Emirati cuisine deserves a special place on menus of restaurants and hotels across the country. His own trick to make the cuisine popular is to adapt the traditional dishes and tastes to the international palate. "I learnt Emirati cuisine from scratch when I came here in 1993. Although I learnt the traditional dishes from the elderly ladies of local families, I use a fusion style. This is not to say that you must compromise on the authentic taste but your presentation has to be more suited to international palates."

It isn't so hard to adapt Emirati cuisine for a wider audience, he believes. "If you see Lamb Qoozi, a traditional roasted lamb dish, it is very popular here. But even other countries and Europe have their own versions of roasted lamb. The technique differs and the spices and marinades differ. But the essence is the same."

With a big movement under way on the government level to promote Emirati cuisine, Chef Saeed is also doing his bit to make local dishes more popular. Helping him in this endeavour are culinary competitions and opportunities at weddings and events.

At Royal Catering events, don't be surprised to find mezze with an oriental salad or kibbeh made of tomato or almond. Even the staple hummus could come with a dash of add-ons that make it unique.

Go loco with local food, Chef Saeed style.





CAMEL KOFTA RECIPE

INGREDIENTS FOR KOFTA

Minced meat from camel	1 kg
Minced Fat from camel	100 gms
Salt	to taste
Nonions Sauté onion	100 gms
Miraya Garlic Paste	30 gms
Parsley	50 gms
Cinnamon powder	5 gms
Black pepper powder	5 gms
Coriander powder	8 gms
Cumin powder	5 gms

INGREDIENTS FOR SAUCE

Fresh Cherry deseeded	1 kg
Sugar	200 gms
Cinnamon Stick	5 cms (1 pc)
Corn starch	5 gms
Water	200 gms

METHOD FOR KOFTA

- ♦ Mix the Minced Camel Meat and Minced Camel Fat with the Nonions Sauté Onions, Miraya Garlic Paste, parsley, coriander, cumin, cinnamon, and pepper in a mixing bowl until well blended. Form the mixture into 16 balls. Form each ball around the tip of a skewer, flattening into a 2 inch oval; repeat with the remaining

skewers. Place the kebabs onto a baking sheet, cover, and refrigerate at least 30 minutes, or up to 12 hours.

- ♦ Preheat an outdoor grill for medium heat, and lightly oil grate.
- ♦ Cook the skewers on the preheated grill, turning occasionally, until the Meat has cooked to the desired degree of doneness, about 6-8 minutes for well done

METHOD FOR CHERRY SAUCE

- ♦ Melt sugar in a pan with cinnamon stick. Add Cherries and water and cook for 5 minutes at low temperature. Thicken the sauce with corn flour dissolved in cold water.

IT'S ALL IN THE NAME

By RUQYA KHAN

We live in times where consumer is king and his trust follows the name. As travel and tourism becomes a common trend the tastes of the everyday customer are expanding. There is a demand for reliving food moments, a thirst to enjoy had been in a setting that's closer to home. Many food industry giants are therefore investing large chunks of revenue to acquire international brand names and open franchises in the UAE. This trend has been on the rise and has quite literally changed the gastronomical scene of the region.

One of the top major F&B operators in the Middle East, Gourmet Gulf currently holds the exclusive development and franchise rights to top-tier brands including California Pizza Kitchen, Morelli's Gelato, YO! Sushi and Hummingbird Bakery, and is rapidly expanding its operations across the region. They recently added four new F&B franchise partnerships for the region. The brands, all leaders in their respective cuisine categories, include two highly recognised franchises from the US: Texas De Brazil and Panda Express, further to that are Dalloyau and Azkadenya.

Highlighting the growth of the company Sami Daud, Executive Chairman of Gourmet Gulf said, "The food and hospitality industry in the Middle East is continually growing at one of the fastest rates in the world, and while the opportunities are significant in the region, there is increasing demand for effective and experienced operators on the ground. Every brand that Gulf



Mert Askin President of Food and Beverage at Azadea

Gourmet brings to the market needs to meet certain criteria – it needs to be best in class, demonstrate a passion for excellence and offer signature dishes that are unique or distinctive. And that is certainly the case with all the brands that we've established here."

"The restaurant business is by no means an easy one – and while this region offers exceptional opportunities thanks to the rate of growth in population, economy, tourism and hospitality, it is not a given that any brand entering

this market will succeed. It is essential to understand the appetite for your brand/restaurant concept – make sure there is a real market for your offering. Understand what constitutes a good location for your particular brand and make sure that the rent makes business sense. Furthermore, you need to make sure your operations are robust – without this your business is doomed, no matter how appealing your brand, or how great your location," he pointed out.

F&B franchising is by no means an easy

game. The stakes can be high. There are key elements to consider when investing in this sector:

- You need to evaluate the brand – is there a market for it?
- Your operations need to be solid – you can have the best brand in the best location, but if the operational side of your business isn't solid, you're unlikely to make it.
- Without question, location is key and something that we will not compromise on. We'd rather have 10 great sites than 30 mediocre ones.
- Financials – all elements need to make business sense. There have been times when I've been offered spectacular sites for one of our brands, but the costs for them have eroded the earning potential to such an extent that to go ahead would not make any financial sense. We quite simply have to find an alternative site that can deliver the footfall and service a community successfully.

In terms of financing, banks are certainly more liquid now than they were a few years back, but start-ups do have challenges in convincing the institutions that they're viable propositions and good prospects for financing. Adequate capitalization is essential.

Rudy Haddad, Regional F&B Brand Manager –PAUL Boulangerie & Restaurant spoke from his experience of 18 years in the industry, "The customer today is well-travelled and he is knowledgeable. He comes with a pre-formed image of the tastes and service that certain brand comes with. It is therefore imperative that we deliver what the name promises. Making an informed choice is essential and therefore a lot of time and research goes into finding the right place to seat the restaurant and there on we allow the name to stand on its own by delivering as per their reputation."

"Food by itself is an experience and most often people dine out to build



**Rudy Haddad, Regional
F&B Brand Manager –PAUL
Boulangerie & Restaurant**

on their collage of moments. A brand being brought in from outside the region should stay true to its taste because those who know it come there to relive the experience. Tweaking menus or making the food and presentation more localised only kills the purpose of seeding the name here."

With the focus on quality, consistency and value for money international brands are making their mark in the region under flagships of regional investors. The food and service that they bring is an established identity so by and large the chef's role of creativity takes a back seat. While they are important in creating delicious products consistently and in line with a franchised brand's menu, they are not the sole factor in establishing and maintaining its appeal.

"The emphasis is more on customer experience which includes convenience, ambience, customer service, attention

to detail, comfort, quality and value for money. Without making sure those elements are best-in-class no amount of talent in a chef will keep your brand alive for long. We don't really need to change our restaurant menus – our brands are well known and generally have universal appeal to all nationalities and cultures. Whether we consider the residents in Dubai or the tourists visiting our city, both are generally well-travelled and are familiar with our concepts and brands. And with very little that needs to change to adapt to the local culture, our market here is easy for foreign brands to enter," added Sami.

True enough, due to the innovative projects that attract worldwide attention, the UAE is one of the most popular tourist destinations around the globe and we have seen major developments in the Food and Beverage market over the past five years. In addition to this, the UAE is home to a huge expat population leading a rapid

paced lifestyle, often dining out and demanding international concepts with great value for money. Crème De La Crème, a member of Saif Belhasa Holding invested 25 Million to obtain three new concepts and they aim to open seven new restaurants by July next year. Along with the new ventures Crème De La Crème intends to grow its existing franchises in the Middle Eastern Food & Beverage industry. Crème De La Crème's existing concepts are Alison Nelsons Chocolate Bar, Studio Masr, MBCo and Cantina Mariachi with over 14 respective branches across the emirates.

Saif Ahmed Belhasa, Chairman of Saif Belhasa Holding said, "We feel there is huge potential in the Food & Beverage industry and we are confident that investing bullishly will enable us to capitalize and increase our market share. We are proud of our existing restaurant chains that are currently doing well in the UAE. Taking this success forward and using the experience to develop our new restaurants is our main aim for 2014. We are currently exploring locations for the new restaurants and feel this is a critical factor in terms of the potential footfall. Yas Island is one of the areas we are interested in and we hope to secure new locations in the upcoming months".

As the market grows it is only wise to expand with it. Indeed owning a restaurant sounds exciting and fun, but it surely is not easy. It requires hard work, dedication, tenacity and determination. Plus location is key. Passion is the driving force to succeed. Diligent staff and focused marketing strategy are essential too. Mert Askin, President of Food and Beverage at Azadea steadily climbed up the ranks to the placement that he is at. He laid a lot of importance to his team as he shared his views and learning of the industry, "Our teams are constantly following up developments in the hospitality industry in general, and the restaurant sector in particular. Any brand that would fit into our portfolio, financial expectations, and potential for growth can be targeted.



Saif Ahmed Belhasa, Chairman of Saif Belhasa Holding

It really depends on the brand and the complexity of the relationship that determines the level of difficulty in agreeing with the brands. Development plan requirements, current real estate availabilities, difficulty in finding the required raw materials locally, supply chain related issues and more topics play a role making the final decision."

He added, "We believe that for the majority of the international concepts some level of local adaptation is needed. These might change from not including certain items in the local menus here to adapting the recipes of certain menu items to local needs and expectations. What is important here is to preserve the essence of each brand. Whatever adaptation is done, there should be no major impact on the authenticity and the core. Chefs play a key role in setting and maintaining standards, identifying adaptation needs, as well as coming up with new ideas. We are happy to have among our team some of the region's

most talented Executive Chefs, where we provide them with an opportunity to grow and help others grow. The current trends in our industry are shifting to more seasonal menus per year. Consumers are more demanding and they are looking for seasonal ingredients and healthy offerings. Chefs need to follow current trends and adapt their menus and teams faster to meet these expectations."

"The challenges faced due to newer and newer international brands coming into the region are definitely many. Scarcity or rather competition for prime real estate and talent are among the leading hurdles. It takes proper planning and trust in the market to bring in a brand and develop the business. One needs to work with an open mind and not target one customer group. Understand that marketing by word of mouth is much stronger than any other. Focus on creating an enriching experience and that in turn will build your presence and result in acceptance and growth."



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East Coast sees unprecedented turnout of chefs

The recently concluded East Coast Culinary competition may just be in its third year. However, that hasn't stopped the organisers from putting together the largest chefs' competition in the region after Gulfood. That's not all. The competitors this year came to Fujairah from hotels even outside of the UAE from countries as far away as Sri Lanka. Executive Chef KAC Prasad and GM Ashraf Hemly from the Miramar Al Aqah Beach Resort were instrumental in pulling off a show without hiccups thanks to the strong backing of the Emirates Culinary Guild and some major sponsors; especially Fonterra leading the way.

Here are some of the moments captured at the event



August-September 2014 Gulf Gourmet

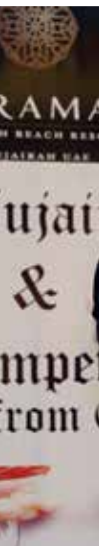


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WORLDCHIEFS CONGRESS IN NORWAY

It is a proud time for us especially since one of the top four junior chefs and one among the top four pastry chefs in the world are from the UAE.

At the Worldchefs Congress held over the summer in Stavanger in Norway, Rahil Rathod and Achala Weerasinghe proved their might as they managed to make it to the top four spots at the end of the two-year long global search for the best Junior Chef and Pastry Chef respectively. The three days of pulsating culinary action attended by more than 600 delegates from around the world.

The bi-annual event underscored several milestones for Worldchefs. This included the presentation of the new Worldchefs logo, the Global Chefs and Hans Bueschens Challenge Finals, the first edition of the Global Pastry Chefs Challenge as well as a highly successful Feed the Planet roundtable discussion.

Congress Chairman and Vice President of WorldChefs, Charles Carroll, shared, "Our main goal for this year's congress is 'To Inspire'." The panel of speakers included international celebrities

such as international celebrity chef Rick Tramonto (restaurant r'evolution, USA), Dong Zhenxiang of Da Dong F&B Restaurant (China) and one-Michelin star chef Even Ramsvik (Oslo, Norway).

There were also other esteemed speakers who offered different perspectives, such as Eric Fleishman on health and fitness, Anita Cheng on how to deal with stress in competitions and Bryan Dodge, a motivational speaker who encouraged chefs to "bring energy home" and to find balance between their work and personal lives.

One of the highlights focused on the Feed the Planet roundtable discussion which was first introduced in the congress in Daejeon, Korea in 2012. Members were also updated by the committee of World Chefs Without Borders on the progressive developments and humanitarian efforts since July 2013. The Worldchefs Global Culinary Certification Programme also recognised their first cohort of certified chefs, with constructive presentations by John Clancy, Chairman of Education Committee, on the future.





August-September 2014 Gulf Gourmet



CHEFS' CHEESE CHOICES EXPAND

Top regional chefs explore new taste territory with U.S. specialty cheeses.

Specialty cheese is on the worldwide menu. Discerning consumer palates want it, and top chefs in the Middle East are exploring the potential of U.S. cheese offerings.

"Start thinking about American cheeses," advises Bruno Troesch, a 42-year veteran in the international culinary profession, currently executive chef of Emirates Flight Catering, Dubai, and a representative of the Emirates Culinary Guild of the UAE. "I would have no hesitation to start introducing it into my kitchen."

Ten top chefs – culinary directors for high-end, large-scale hotel, hospitality, airline and catering operations in the Middle East with global expertise and ties to culinary associations and international training – discovered new potential for U.S. cheeses during a May 2014 mission visit hosted by the U.S. Dairy Export Council (USDEC), Arlington, Virginia. USDEC's outreach efforts are designed to enhance international buyers' and end-users' U.S. dairy product knowledge. "We help open minds to U.S. cheese and connect the market to our dedicated suppliers," says Angélique Hollister, vice president, cheese marketing at USDEC.

The fact- and taste-finding quest kicked off with a U.S. specialty cheese tasting. Chefs then traced the cheesemaking process from dairy farm raw milk collection to its creation into award-winning cheeses. A hands-on cheese making and cheese functionalities workshop rounded out the visit.



MENA FOODSERVICE PROFESSIONALS IN CHICAGO. From left to right: Sebastian Nohse, Director of Culinary JW Marriott Marquis Hotel Dubai; Markus Iten, President Egyptian Chefs Association; Bruno Troesch, Executive Chef Cold Kitchen, Emirates Flight Catering; Daniel Nuss, Executive Chef St. Regis Saadiyat Island Resort; Essam Sayed Mohamed, Chairman Red Sea Chef Chapter and Regional Director, Culinary Princess Egypt; Carlos Delos Mozos, Executive Chef Crowne Plaza Dubai; Hamza Mortada, Executive Chef Crowne Plaza Jeddah; Uwe Micheel, President Emirates Culinary Guild and Director of Kitchens Radisson Blu Dubai Deira Creek; Thomas Gugler, Executive Master Chef, Director F&B Al Mashfa, and WACS Continental Director for Africa & Middle East; and Ahmad Nassar, Supply Chain Director, Alfa Co. for Operation Services.

"I think the U.S. dairy [industry] has found 10 new ambassadors. We are all convinced with the quality of what we have seen; I am sure everyone will pass on the knowledge we have gained," says Uwe Micheel, executive chef for the Radisson Blu, Dubai Deira Creek. The German native has worked throughout Europe and the Far East, and is a long-time Dubai culinary leader who serves as president of the Emirates Culinary Guild, part of the Chefs Association of UAE.

Farm to Table

Intrigued by the farm-to-table approach of U.S. specialty cheese companies, the visiting chefs left with new understanding, respect and enthusiasm for U.S. cheese products' quality, taste and origins. "Now we know that there is

a lot more than just pizza cheese. The number of quality cheeses – mainly hard cheeses, but also some of the soft cheeses – were amazing in taste," Micheel says.

"The tasting, the making, the people... they are passionate. That's beautiful to see, and for me that's important as well," says Daniel Nuss, who draws on his international background to serve as the executive chef for the St. Regis-Saadiyat Island in Abu Dhabi, UAE.

Today's global diners increasingly place importance on not only taste, but also on the back story on cheese sourcing, attributes and sustainability, notes Nuss. Chefs can not "just buy a piece of cheese, put it on the plate and they're

gonna be happy about it," says Nuss.

The highly-modernized U.S. dairy herd management, hygiene standards and raw milk shipping efficiency the chefs saw at Plymouth, Wisconsin-based Sartori Cheese Co.'s operations left a lasting impression with Troesch. "The speed (of) turning the milk into cheese has impressed me really very much, because that is probably to a certain degree faster than what is happening in Europe," he says, noting smaller European dairy farm milk collections utilize small tankers and traverse longer distances complicated by obstacles such as mountains.

Prior to a first-hand look at U.S. dairy farming, cheesemaking operations and cheese tasting, base cheese knowledge was drawn from use of French and Swiss cheeses by Essam Sayed Mohamed. Currently regional director of culinary for Princess Egypt Hotels Red Sea operations, he also draws on his 24 years of expertise to serve as chairman of the Red Sea Chefs Association chapter of the Egyptian Chefs Association.

Awed by the farm-level and cheesemaking technology in the U.S., he professed utter amazement at the commitment and passion of the cheese makers. The resulting high-quality U.S. cheeses are "what we need exactly," Mohamed says.

The long-standing cheesemaking



Award-winning U.S. cheeses

traditions, master cheese maker certifications and state-of-the-art facilities likewise each struck a chord with Nuss, but he will always remember the Sartori employees' enthusiasm. "They're very proud people. They really love what they do, and that's the first step."

Designation as the world's top cheese supplier in 2013 underscores the U.S. commitment to export markets. But international cheese grading competition performance shines new light on U.S. specialty cheeses. The 2014 World Championship Cheese

Contest, Madison, Wisconsin, awarded 59 of the 80 gold medals to U.S. cheeses; Switzerland was a distant second with seven gold medals. The 30th biennial competition rated 2,619 cheese and butter entries from 22 countries; U.S. cheeses received a total of 181 of the 270 medals awarded.

"There are no surprises for me as an international judge when a U.S.-made cheese outscores its overseas competitors. I have come to expect this in many categories," says Russell Smith. Based in Canberra, Australia, Smith served as one of 50 technical judges for the World Championship Cheese Contest in both 2012 and 2014. A long-standing, top-ranked judge of cheese competitions around the world, Smith notes the rise in the quality and diversity of U.S. cheese is "especially evident" over the last decade.

"Programs such as this mission allow us to showcase our industry and the wonderful products it has to offer," Hollister says. "We export a lot of bulk cheese, but our industry has so much more to offer. U.S. cheese makers create many varieties of specialty cheese that rival any European product."



MENA foodservice professionals in the cheese processing plant at the Center for Dairy Research, University of Wisconsin, Madison

US BEEF WORKSHOPS

Bassam Bousaleh and his colleagues from Arab Marketing Finance Inc. (AMFI) along with the US Meat Export Federation and the USA Poultry and Export Council hosted workshops for the members of the Emirates Culinary Guild in June and August. The under-utilised US beef cuts as well as the US turkey hands-on were all overbooked and very successful. Here are images from the event



US BEEF MINI PLATED COMPETITION

Alongside the June meeting of the Emirates Culinary Guild at Radisson Blu Hotel DDC was the US Beef Mini Plated Competition which saw a sizeable turnout. The chefs competed for glory with many winning awards for the creations. Following are moments captured at the event.







Simon Parke-Davis of
Rational International
[Middle East]



ECG MEETING AT RADISSON BLU DDC

The last meeting of the Emirates Culinary Guild before its two month summer break was held at the Radisson Blu Hotel Dubai Deira Creek and hosted by Chef Diyan De Silva and his team. The turnout was high as expected and many of the corporate members received a chance to talk about their latest products and solutions for chefs. Here are moments captured at the event.





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BRIEFS OF THE CLASSES FOR ENTRY

DUBAI WORLD HOSPITALITY CHAMPIONSHIP 2014

RESUME OF CLASSES FOR ENTRY

- 01: Cake Decoration - Practical
- 02: Wedding Cake Three-Tier
- 03: Pastry Showpiece
- 04: Bread Loaves and Showpiece
- 05: Chocolate Carving Showpiece
- 06: Fruit & Vegetable Carving Showpiece
- 07: Open Showpiece
- 08: Four Plates of Dessert Arabic Themed
- 09: Five-Course Gourmet Dinner Menu
- 10: Four-Course Vegetarian Menu
- 11: Presentation of Tapas, Finger Food and Canapés
- 12: Friandises Petites Four Pralines Nougatines
- 13: An Arabian Wedding Feast
- 14: Practical Ice Carving Individual
- 15: Practical Ice Carving Team Event
- 16: Practical Fruit & Vegetable Carving
- 17: Traditional Arabic Mezzeh - Practical Cookery
- 18: Emirati Cuisine – Practical Cookery
- 19: Fish & Seafood Practical Cookery
- 20: Beef Practical Cookery
- 21: Arabic Main Course Practical Cookery

Class 01: Cake Decoration - Practical

1. Two hours duration.
2. Decorate a pre-baked single cake base of the competitor's choice.
3. The cake base must be a minimum size of 30cm X 30cm or 30cm Diameter.
4. The cake can be brought already filled – ready to decorate.
5. All decorating ingredients must be edible and mixed on the spot.
6. No pre-modelled garnish permitted.
7. Chocolate and royal icing can be pre-prepared to the basic level, e.g., tempered chocolate can be brought.
8. Competitors must provide all ingredients, cake base, utensils, and small equipment required.
9. A standard buffet table is provided for each competitor to work upon.
10. Water, electricity and refrigeration might not be available.
11. All cakes will be displayed until the end of the Salon and will be disposed of by the organizer.

12. The cake will be tasted as part of judging.
13. The Judges will cut the cake.

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.
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. The cake will be tasted by the judges.
7. Inedible blanks may be used for the two top layers.
8. Typewritten description and recipes are required.
9. Maximum area w60 cm x d75 cm.
10. Maximum height 75cm (including socle or platforms).

Class 03: Pastry Showpiece

1. Freestyle display.
2. The theme of the display must be inspired by the United Arab Emirates
3. Edible media, marzipan, pastillage, sugar, pulled-sugar, croquant, etc., may be used, singly or in mixed media.
4. Written description required.
5. Maximum area w90 x d75cm.
6. Maximum height 90cm (including base or socle).

Class 04: Baked Goods and Baked Bread Showpiece

1. The entire exhibit must comprise baked goods and must include the following:
2. A baked bread showpiece.
3. Four types of bread loaves (competitor's choice) minimum of two pieces of each loaf to be displayed.
4. Four types of bread roll (competitor's

choice) minimum four pieces of each roll to be displayed.

5. Four types of baked sweet breakfast items (competitor's choice) minimum four pieces of each item to be displayed.
6. Four types of baked savoury/salt breakfast items (competitor's choice) minimum four pieces of each item to be displayed.
7. Doughs prepared and breads baked at place of work and brought to the competition for judging.
8. Tasting will be part of the judging criteria
9. Typewritten recipes are required.
10. Maximum area w90 x d75cm.

Class 05: Chocolate Carving Showpiece

1. Free-style presentation.
2. The theme of the display must be inspired by the United Arab Emirates
3. No frames or supports.
4. Natural colouring is allowed.
5. Minimal glazing is allowed.
6. No moulded work.
7. Maximum area: w80 cm x d75 cm.
8. Maximum height 75cm (including base or socle).

Class 06: Fruit & Vegetable Carving Showpiece

1. Freestyle presentation.
2. The theme of the display must be inspired by the United Arab Emirates
3. Light framing is allowed, but the construction of the piece must not depend upon it.
4. Maximum area w60 cm x d75 cm.
5. Maximum height 55 cm (including base or socle).

Class 07: Open Showpiece

1. Freestyle presentation.
2. The theme of the display must be inspired by the United Arab Emirates
3. Only showpieces made of edible food material will be accepted for adjudication.
4. Maximum area w90 cm x d75 cm.
5. Maximum height 75 cm. (including base



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or socle).

Class 08: Four Plates of Dessert

1. Prepare four different desserts, each for one person.
2. All Desserts must have an Arabic theme and influence
3. Each dessert presented singly on an appropriated plate.
4. Presentation to include a minimum of one hot dessert (presented cold).
5. Typewritten description and recipes are required.
6. Tasting will be part of the judging process if deemed necessary to determine quality and authenticity.
7. Maximum area w90 cm x d75 cm.

Class 09: Five-Course Gourmet Dinner Menu

1. Present a plated five-course gourmet meal for one person
2. The meal to consist of:
 - A cold appetiser,
 - A soup,
 - A hot appetiser,
 - A main course with its garnish
 - A dessert.
3. Hot food presented cold on appropriate plates.
4. Food coated with aspic or clear gelatine for preservation.
5. Total food weight of the 5 plates should be 600/700 gms.
6. Typewritten description and typed recipes required
7. Maximum area w90 cm x d75 cm.

Class 10: Four-Course Vegetarian Menu

1. Present a plated four-course vegetarian meal for one person.
2. Suitable for dinner service
3. The meal consist of:
 - An appetizer
 - A soup
 - A main course
 - A dessert
4. To be prepared in advance and displayed cold on appropriate plates.
5. No meat, chicken, seafood or fish to be used, (meat-based gelatine glaze to enhance presentation is accepted).
6. Ova-Lacto products are allowed.

7. Total food weight of the four plates should be 600/700 gms.
8. Typewritten descriptions and recipes required. Maximum area w75cm x d75cm

Class11: Presentation of Tapas, Finger Food and Canapés

1. Exhibit eight varieties.
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 gelatine 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: Friandises Petites Four Pralines Nougatines

1. Present the exhibit to include a small showpiece; the showpiece is for effect only and will not be judged as part of the class.
2. Exhibit eight varieties.
3. Six pieces of each variety (48 pieces total) plus one extra piece of each variety on a separate small platter for judges' tasting.
4. Freestyle presentation.
5. Written description mentioning the theme is required.
6. Typewritten recipes are required.
7. Maximum area w90 cm x d75 cm.

Class 13: An Arabian Wedding Feast

1. Present a traditional Arabian wedding feast as it would be served at a five-star hotel in the UAE.
2. Suitable for 10 people.
3. Free-style presentation
4. The presentation to comprise the following dishes (both cold food and hot food presented cold).
5. Six cold mezzeh
6. Three hot mezzeh.
7. A whole Ouzi presented with rice and

- garnish
8. A chicken main course (Emirati Cuisine)
9. A fish main course (Emirati Cuisine)
10. A lamb main course
11. A vegetable dish
12. Three types of kebabs, one of chicken, one of lamb, one of beef, each with appropriate accompaniments.
13. One hot dessert (presented cold)
14. Three cold desserts.
15. Two of the above desserts (competitors choice) must be typically Emirati
16. Only the above dishes are to be presented, no other dishes are to be added.
17. Maximum available space for presentation is 180 cm x 75 cm.
18. Competitors must ensure their exhibit is presented neatly so as to fit the available space.

Class 14: Practical Ice Carving – Individual.

1. Freestyle.
2. 90 minutes duration.
3. The theme of the display must be inspired by the United Arab Emirates
4. Hand carved work from one large block of ice (provided by the organisers).
5. Competitors to use own hand-tools and gloves.
6. A non-slip mat is mandatory.
7. Before the competition starts, competitors will be allowed 30 minutes to arrange and temper the ice block.
8. The use of power tools is forbidden.

Class 15: Practical Ice Carving - Team Event

1. Freestyle.
2. Two persons per team
3. The theme of the display must be inspired by the United Arab Emirates
4. 120 minutes duration.
5. Hand-carved work from three large block of ice (provided by the organisers).
6. Competitors to use own hand-tools and gloves.
7. Non-slip mats are mandatory.
8. Great care must be taken with



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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.

9. The use of power tools is forbidden.

Class 16: Practical Fruit & Vegetable Carving

1. Freestyle.
2. 120 minutes duration.
3. The theme of the display must be inspired by the United Arab Emirates
4. Hand carved work from competitor's own fruit\vegetables.
5. Competitors to use own hand-tools and equipment.
6. No power tools permitted.
7. Pre-cleaned, peeled material is allowed, but pre-sliced/carved will result in disqualification.
8. Each competitor will be supplied with a standard buffet table on which to work.

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.
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 and filleted and the bones cut up.
 - Meat may be de-boned and the bones cut up.
10. No pre-cooking, poaching etc. is allowed.
11. 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. 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.
16. Two copies of the recipes typewritten are always required: Submit one copy of the recipe/s

to the clerk when registering and submit one copy of the recipe to the duty marshal at the cooking station.

Class 17: Traditional Arabic Mezzeh – Practical Cookery

1. Time allowed: 60 Minutes
2. Prepare and present for four persons: Three types of hot mezzeh and three types of cold mezzeh.
3. Only one (if any) of the following types of mezzeh may be displayed: humus, tabouleh, babaganough, fatouche, moutabel.
4. The mezzeh can be representative of any of the following countries:
 - Lebanon
 - Syria
 - Jordan
 - Morocco
 - Egypt
 - Tunisia
5. Dishes must represent a variety of cooking methods and the use of ingredients as used in the Arabic restaurants of the UAE.
6. Present the mezzeh in four equal portions.
7. Two portions will be served in the public restaurant and two portions will be presented to the judges.
8. Typewritten recipes are required.

Class 18: Emirati Cuisine - Practical Cookery

1. This class is designed to ensure that the tradition of Emirati Cuisine is preserved and promoted through professional chefs.
2. Prepare and present two plated portions each of three Emirati dishes according with the following criteria:
3. Prepare and present two plated portions of any one of the following dishes:
 - Balalit
 - Kabeesa
 - Assedat Bobal
4. Also prepare and present two plated portions each of any two of the following dishes:
 - Margougat Al Khudar
 - Thareed Laham



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- Margougat Al Dijaj
- Maleh Biryani
- Samak Mashwi
- Machboos Samak
- 5. Emirati cuisine with traditional presentation and serving as would be found in a family home of the United Arab Emirates.
- 6. Competitors must bring their own plates/bowls for presentation and all necessary mise-en-place for the meals
- 7. The judges will check appliances and utensils for suitability
- 8. Typewritten description and recipes are required
- 9. Time allowed 60 minutes to present all three recipes

Class 19: Fish & Seafood - Practical Cookery

- 1. Time allowed 60 minutes
- 2. Fish must be a sustainable species and from the Gulf waters
- 3. Prepare and present three identical main courses using fish/shellfish as the main protein item.
- 4. Present the main courses on individual plates with appropriate garnish and accoutrements.
- 5. Typewritten recipes are required.

Class 20: Beef - Practical Cookery

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

Class 21: Arabic Main Course - Practical Cookery

- 1. Time allowed 60 minutes
- 2. Prepare and present three identical main courses that are representative of a GCC or Arabic country national cuisine.
- 3. Present the main courses on individual plates with appropriate garnish and accoutrements.
- 4. Typewritten recipes are required.

RULES AND

REGULATIONS

NB:

1. Please read the following regulations carefully. The instructions contained herein are mandatory. Non-compliance with any of the points mentioned could lead to loss of marks or complete disqualification.
2. The *Briefs of the Classes* for Entry document also forms part of these Rules and Regulations and must be read in conjunction with this document..
3. The competitions will take place at Dubai International Conference and Exhibition Centre October 30th – November 3rd 2014.

PARTICIPATION:

4. Participation at competition is open to anyone professionally employed in the preparation of food.
5. Unless the organisers specifically mention a class as being a team event, all classes are for entry by a single competitor.
6. Competitors are restricted to one entry per class.
7. Competitors must attend and participate on the date and at the

time allotted to them.

COMPETITION ENTRY

11. Ensure that your name (clearly written in block capitals) appears on your entry-form exactly as you would wish it to appear on any certificate, letter of participation or posting of results.
12. Any applications for amendments to letters or certificates will necessitate:
 - a) Return of the original certificate
 - b) A written confirmation from the executive chef c) A pre-paid fee of Dhs: 100/- (AED: One-hundred) per certificate.

HYGIENE

13. A professional food-safety company will oversee all aspects of hygiene practice at the competition.
14. It is quite possible that the Municipality Food Control Section will conduct its own hygiene inspections as and when it sees fit.
15. The organisers have no control over these two entities. Should either raise an objection to the standard of hygiene of any particular person or team, that person or team will not be allowed to compete

AWARDS & TROPHIES

Hospitality Sector Awards

CASH: Prizes for the highest judging points in each class

Class	Prize Money Per. Person
1st Place, highest judging points	AED 8,000
2nd Place, second highest judging points	AED 5,000
3rd Place, third highest judging points	AED 3,000

Total of 21 winners in 1st Place

Total of 21 winners in 2nd Place

Total of 21 winners in 3rd Place

AWARDS & TROPHY

Medals	Type
1st Place	GOLD
2nd Place	SILVER
3rd Place	BRONZE

21 GOLD , 21 SILVER , 21 BRONZE MEDALS

Certificate for the winners

Certificate of participation for the rest



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THE SECRETARIAT:

16. The Emirates Culinary Guild (ECG) is the body responsible for the creation, organisation and administration of the competition.
17. The competition is governed by and construed according to the rules of the organisers.
18. The organisers have sole authority to adjudicate on any matters pertaining to the competition.
19. Entrants' acceptances of participation in the competition are construed as confirmation of their undertaking to submit unconditionally to the jurisdiction of the organisers in regard to all aspects of the Emirates Salon Culinaire.
20. The address of the ECG for all correspondence and inquiries referencing culinary competitions is: The Emirates Culinary Guild, PO Box 71963 Dubai, United Arab Emirates. Tel: + (9714) 3403128. Fax :+(9714) 3473742. Email: theguild@eim.ae

COMPETITORS AND HELPERS:

21. Each competitor is allowed one helper to assist with carrying equipment. No other help is allowed to a competitor within the preparation area.
22. A helper must be junior in rank to the person he/she is helping.
23. A competitor must wear full; freshly laundered chefs uniform with appropriate headgear and footwear when attending at the exhibition.
24. A competitor's helper must wear full; freshly laundered chefs uniform with appropriate headgear and footwear when attending at the exhibition.
25. Competitors that are incorrectly dressed at a competition will not have their exhibits judged.
26. Helpers that are incorrectly dressed will not be admitted to the exhibition.
27. Logos, marks and identifying colours provided by the organisers must be worn by competitor throughout the competition in the position indicated to them by the organisers at the time of registration.
28. Logos, marks and identifying colours provided by the organisers must

be worn by helpers throughout the competition in the position indicated to them by the organisers at the time of registration.

29. A competitor entered in a practical competition must register at least thirty minutes before the commencement of the competition otherwise the competition slot will be given to a waitlisted competitor.
30. Any competitor not in place and ready to start at least five minutes before the time a competition commences, will be disqualified.
31. Competitors and helpers are forbidden from approaching or speaking with or at a judge without the express permission of the organisers.

EXHIBITS

32. Each exhibit must be the bona fide work of the entering competitor. It must be solely the work of the competitor and must be certified as such by his Head of Department or General Manager.
33. Each exhibit must be a completely original work, it must not have been displayed previously (in whole or in part) in any competition or exhibition whether private or public.
34. All exhibits must be of edible substance except for framing, socles and stands where they are allowed.
35. It is forbidden to use any living entity whatsoever as part of an exhibit (e.g. tropical fish).
36. It is forbidden to depict religious, nude, semi-nude or political themes in an exhibit.
37. All exhibits must be suitable for presentation as a decorative item in a restaurant or banqueting setting.
38. An exhibit must not carry any logo, label or mark of identification; however, competitors must be able to identify their exhibit if required.
39. Competitors are responsible for their exhibits and should ensure that they are available in their proper place for judging on the day and time specified.
40. No preparation or finishing of exhibits is allowed in any area except the designated preparation area at the

rear of the competition area.

41. Finished exhibits must be placed in the position indicated by the organisers.
42. No interference with an exhibit is allowed once the organisers have deemed it as submitted for judging.
43. Competitors must leave the judging area as soon as their exhibits are in place or when instructed to leave by the marshals, whichever is the sooner.
44. Exhibits may, at the discretion of the organisers, be moved to a separate enclosure, there to remain for part or for the duration of the exhibition.
45. Failure by a competitor to register or exhibit at the specified time could result in disqualification.
46. Exhibits which are removed by competitors without permission of the organisers will not qualify for any kind of award.

AWARDS:

50. Gold, silver and bronze medals and certificates and certificates of merit are awarded solely at the discretion of the judges.
51. The decision of the judges is final and each competitor is required to abide by it without comment.
52. Medals will normally be presented at 18:00 each day. This may change according to circumstance.
53. Any medal or certificate that is not accepted by the competitor or his/her helper at the presentation ceremony for that day will be forfeit, unless prior arrangements are made with the organisers.
54. A competitor or his/her helper must be correctly dressed as stipulated in the rules when collecting medals or certificates.
55. Incorrectly dressed competitors/ helpers will not be allowed access to the awards area.

COPYRIGHT

56. All exhibitors and competitors assign all rights concerning videos, photographs, menus, recipes, exhibits, sound recordings etc. to the Emirates Culinary Guild.



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DISCLAIMER:

57. The organisers are entitled to cancel or postpone the Salon, or to alter the duration, timing or schedule of any event.
58. The organisers reserve the right to cancel any classes or limit the number of entries or extend, modify or revoke any of the rules and conditions without being held liable for any claims for compensation whatsoever.
59. The organisers will not under any circumstances be held liable or responsible for the loss or damage of any exhibit, equipment, goods, persons or personal effects.

QUERIES:

60. All queries must be submitted by email to: theguild@eim.ae. The question and answer to each query will be broadcast to all entrants.

CLOSING DATE:

1. Closing date for entries is October 15th 2014 - However, many classes are often fully subscribed and closed well before the closing date.

JUDGING AND THE AWARDS SYSTEM

A team of WACS (The World Association of Chefs Societies) approved international Judges will adjudicate at all classes of the competition: using WACS-approved methods, criteria and documents www.worldchefs.org

After each judging session, the judges will hold a debriefing session at which each competitor attending may learn something of the thinking behind the judges' decision.

Competitors will not be competing against each other: rather, they will be striving to reach the best possible standard.

The judges will then apportion marks that accord with their perception of the standard reached. The competitor will then receive an award commensurate with his/her points tally for the class.

In theory, therefore, everyone in a particular class could be awarded a gold medal. Conversely, it could be possible that no awards at all are made.

The scaling for awards in all classes is as follows

Points	
100	Gold Medal with Distinction with Certificate.
99 – 90	Gold Medal with Certificate.
89 – 80	Silver Medal with Certificate.
79 – 70	Bronze Medal with Certificate
60 – 69	Certificate of Merit
Thereafter	Certificate of Participation

ENTRY FORM FOR INDIVIDUAL CLASSES

[illegible]

Melina Andre (Account Manager) and Edwina Salvatori (Senior Account Manager) receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.



SOPEXA is an international marketing and communication agency for food and drinks.

Locally sourced and globally positioned, Sopexa's 280 multicultural food and wine experts all over the world engage actively in connecting clients with leading market players to drive commercial and media outcomes.

For over 50 years, Sopexa has been creating communication strategies to support products, brands and collectives through increasing visibility across 43 markets among which the Middle East region.

Its range of services includes strategic consultancy, a full range of PR mechanics - press relations, media purchase,

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INTERNATIONAL MARKETING GROUP
FOR FOOD, WINE & LIFESTYLE

image & reputation management and crisis & issues control, promotional activities both in-store and at point of consumption, and the organisation of International exhibitions and events.

Sopexa Near and Middle East agency is based in the region for more than three decades. From cheese and wine trainings dedicated to professionals in UAE, Lebanon or Oman to sales promotion with live cooking in KSA and Kuwait, or dedicated brand event, Sopexa helps food industry players better analyse

the various markets and effectively communicate on their brands, services and products.

More lately, Sopexa Middle East organized for the 10th consecutive year in Dubai the Apéritif à la française event, held at the Westin Mina al Seyahi. Supported by the French Ministry of Agriculture to promote the French gastronomy and Art de vivre in the UAE, the event brings together the public and private sectors, brands and trade organizations to showcase the best of France's food and beverage industry.

With an integrated network of 30 agencies, Sopexa works collaboratively with over 2 000 companies and brands and 130 food and drink sectors and collectives.

US\$ 3 billion

what's your GCC market share?

The UAE alone has over 750 hotels.
Each hotel has an Executive Chef.
Each Executive Chef has an annual budget.
It ranges from AED 1 million - US\$ 3 million.

There are over 7,000 independent restaurants in the UAE.

Each restaurant has a Head Chef.
Each Head Chef has an annual budget.
It ranges from AED 100,000 - US\$ 1 million.

Now you do the maths.

The largest body that speaks for this group of Chefs is The Emirates Culinary Guild (ECG).

ECG organises Salon Culinaire at Gulfood Dubai, La Cuisine by SIAL in Abu Dhabi and world-record breaking food events in the city.

Gulf Gourmet is the only magazine endorsed by the ECG.

It also influences non-ECG Chefs across the GCC and is distributed at World Association of Chefs Societies events around the globe.

Take advantage of our platform.

Positively impact your market share!

Contact us now

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REACH

ENGAGE

INFLUENCE

ABOUT GULF GOURMET

- ▶ Most widely read magazine by Chefs & Decision Makers in the GCC
- ▶ Officially supported by the Emirates Culinary Guild
- ▶ Highest circulation in its category at 6,150 copies per month
- ▶ Readership estimates of nearly 11,276 per month
- ▶ Positively influencing the UAE food industry since 2006
- ▶ Recognised by the World Association of Chefs Societies
- ▶ Circulated at top regional and international culinary events

WHO READS IT?

▶ Executive Chefs	23%
▶ Senior & Mid-Level Chefs	36%
▶ Hotel GMs	10%
▶ Restaurant Owners	15%
▶ C-Level Executives	2%
▶ Purchase Managers	7%
▶ 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%
▶ Others	1%

MARKET SEGMENTATION

▶ 5-star Hotels	46%
▶ 3/4-star Hotels	19%
▶ Independent Restaurants (Elite)	18%
▶ Independent Restaurants (Standard)	12%
▶ Food Industry Suppliers	3%
▶ Large & Medium Food Retailers	2%



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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:

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. 20,000 per year

THE UGLY TRUTH ABOUT CHEFS



By **RUCHI THAMMITAGE**

Hospitality is among the fastest growing industries this century and becoming a chef is now among the trendiest professions on the planet. But are you really a chef? Or are you in it for the wrong reasons?

In my not so long journey during my career, I've come across countless chefs from different nationalities and age groups. Some come for the money, some for the fame and very few for their passion for food.

Truth be told, depending on the which of the top three reasons you choose, your career will take a different path. And the path to become a great chef is just one, and this is if you are passionate about food. Many a time you will encounter chefs who've been working for 15-odd years and still at a non-supervisory level. Or worse, chefs who're constantly nagging about their work and keep change their employers often.

I am of the belief that a majority of the times this happens when you're in the profession for the wrong reasons.

Let's talk about the chefs who only care about a steady pay. These chefs are good workers. They are loyal and will do what they have been asked to do. But they will not go that extra mile, because they are not passionate about what they are doing. Their expectation is only a steady pay to support their families. In my opinion, we need them. Why, because as long as you manage them properly, they will stand by you till the end.

Let's have a look at the remaining kind. I'd like to call them the problem makers. Thanks to the internet and an exploding media, we now know what a true chef is meant to be. Famous chefs around the world are using media as tools to motivate more and more people to become chefs. By doing this, the truly passionate are being recognised on a global stage.

However the flip side to this is the rise of the problem makers. They enter the food industry to become 'famous chefs'. They want to do this quickly and without any passion. They expect quick promotions and salary increments. If you're not passionate and don't love what you are doing, how do you get to that goal?

And what happens when they do not get what they desire? That's right, they create problems. These so called chefs will head on a path towards downfall and drag a few others along with them.

After my rant, if you are wondering if there is any solution for this, then the answer is 'Yes'. And the key to that solution lie with the hotel schools and the chefs who recruit fresh talent.

Hundreds of thousands of hotel school students join the industry each year. But have they been properly prepared to be a

professional chef? The sad truth is No.

This is because most hotel schools teach students few basic cooking methods and give a certificate to start their career. Truth be told, the hotel school kitchen environment and the real professional kitchen environment are poles apart different.

Students come with a pre-conceived notion that both are the same. It's only once they begin that the truth dawns on them and the drama begins.

As a solution, what they need to be teaching is the truth about being a chef and give a healthy dose of good basic knowledge. But what about the others? Well, they should be guided for other career paths. Such as service, house-keeping, etc. It's a big favour we could do to the food industry that we love.

Also Executive Chefs recruiting fresh talent must go the extra mile to spot the passionate few who have the potential to become a great chef and prepare them properly. But what's happening right now is in some establishments recruitment is done by the human resource department. A department, that doesn't fully comprehend the needs of the kitchen.

Well, this is the ugly truth.

Ruchi Thammitage is among of the brightest young chefs in the UAE hospitality industry and the founding chairman of the Emirates Culinary Guild Young Chefs Club



PEOPLE SAY THE SILLIEST THINGS

If you meet Jimmy, say hello from me.

Why, can't you say hello yourself, you like him so much, you call him, don't get me involved, keep me out of it, it's between you and Jimmy; I am not your messenger boy, you have his mobile number, you are missing him that much go give him a call.

Look after yourself/ take care

As if I need you to tell me that. What did you think I was planning to do, leap in front of a car? What makes you think I am so careless by nature that you have to keep telling me otherwise? It makes me think you have some 'connections' in the netherworld and you are warning me because you know there is something lurking out there; what's with you, trying to scare me, what sort of friend scares his friends, why did you say 'look after yourself'? What is it you know that I don't know... I am not paranoid, okay, it is just worrying.

So, you be good

Thanks for that sterling bit of advice, I was planning to rob a bank this afternoon and then round off the evening with a couple of burglaries and perhaps snatch a purse or two.... when was I last bad, let's start there?

See you around.

Why? Why should you see me around? And if you did, so what? How is it such a big deal? If you saw me around you would see me, yes? So why say it. Like 'see you'. Obviously. If you see me, you see me, what's with you. If you don't see me, you won't be seeing me, so if you see me, you do. Oh, take that baffled look off your face, it is too subtle for you.

How's tricks?

How would I know, I am not a magician or one of Pavlov's puppies, what's with this tricks stuff, anyway. The only trick I know is a 'find a card' trick and it is boring.

What's up?

As compared to what's down, what's sideways, what is going forward and backward, I guess aircraft, the price line, Superman, blood pressure, Mount Everest, right up there.

Hi, how are you doing?

Have you finished your sentence? I am waiting. So why don't you? What do you mean 'how are you doing?' Doing what, where, to whom, ask it.

What gives?

Say that again. What gives? What gives? What gives!!!!!! First, it should be who gives, since what cannot gives. And gives what to whom, so where is the sense?

Keep smiling.

Why, have I won the duty free car, did I get the lottery, has my boss been dumped? I couldn't find parking space, the report I wrote was rejected, the bank wants to discuss my loan, my wife wants to know why I can't be a little more successful and the bills are snow flurrying into my face, and you stand here saying, keep smiling; who do you think you are, the sunshine guy?

Come on buck up.

I am two sets down, about to lose the game, I am pooped, wiped out, beaten and you are up there in the stands munching chips, sipping a soda telling me to buck up. Buck up yourself.

Let it go.

Easy for you to say, I am the one smarting at the injustice, I'm the one who was at the receiving end, I don't want to let it go, I want to make an issue of it, fine, okay, get the drift.

Stay loose.

Now that you mention it I had plans to tie myself up with thick hemp ropes and then pack myself into a sardine can and pull the lid, but now that you have given me this profound bit of advice, I guess I'll just let it all hang out.

Catch you later.

Why would you want to catch me? Do I look like a 20 pound salmon to you? And if I did let you do that it would have to be later, right, you couldn't catch me yesterday or last week, so why exactly are you saying what you are saying.

Be cool.

You mean I look like I have been in the steam or sauna, am I hot and bothered, yes, come to think of it, it's you who are making me that way.

Gotta go.

So go, who is stopping you, did I say stay, go, come, do what you want, it is your life.

Bikram Vohra has been the Editor of 11 newspapers including Gulf News, Khaleej Times, Bahrain Tribune, Emirates Evening Post and helped in setting up Gulf Today

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FoodService



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