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THE DEFINITIVE GUIDE FOR CHEFS
volume 9, issue 10**DWHC REPORT**

Unmatched coverage from last month's Dubai World Hospitality Championship and chef awards

EMIRATI CUISINE

A young Emirati chef-aspirant from Ras Al Khaimah showcases a traditional recipe for Jesheed

**Signature
Sumatra**

Teenage entrepreneur, die-hard dreamer, unrepentant maverick. Meet Executive Chef Atim Suyatim

IN TOWN!

Influential Spanish Chef Joan Roca i Fontané of El Celler de Can Roca spotted in Dubai

**TRADE TALK**

Watanabe Masayoshi, Managing Director, JETRO Middle East on Japanese trade in the region

**SWEET TOOTH**

Chef Laurent Allereau of Ritz-Carlton Grand Canal teaches pastry chefs how to turn simple into exotic





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Dear fellow chefs, ladies and gentlemen,

Welcome to the December issue of our Gulf Gourmet, the last issue of a very busy and successful 2014.

November was a very busy month with Dubai World Hospitality Championship, La Cuisine Du SIAL and the Culinary World Cup in Luxembourg. The second edition of the Dubai World Hospitality Championship was even bigger and better than last year.

We saw a very high standard in the individual classes including some amazing Emirati themed showpieces. I personally thought that the first Championship for the Arabic national teams held this year was a great success and I hope that this competition will be developed further.

I must thank everyone involved starting with the Za'abeel Hospitality teams (led by His Excellency Ahmed Bin Hareb – President of the Dubai World Hospitality Championship) for setting up this fantastic event and the Emirates Culinary Guild team members for all the hard work thereby ensuring the smooth functioning at every stage from planning to set-up, marshalling and judging.

No event is complete without our partners and I would like to use this platform to salute some of our key partners RAK Porcelain, Convothorm/ Manitowoc and Ginox who have all pledged their support from Day 1 for the DWHC 2014. A big thank you to Chef Guenter and the Meydan team.

The La Cuisine Du SIAL Abu Dhabi is growing year on year and saw the first time a young lady chef win the best Cuisiner competition; you will be able to read all about her and the full SIAL report in our January issue.

Our UAE culinary team went for the first time to join the best in the World at the Culinary World Cup in Luxembourg. This Championship is only held once every



4 years and see the best talent of our industry from the world over.

I am very proud that our senior team has achieved a silver medal for the cold table and as well a silver medal for the hot kitchen where the team had to produce a 3 course menu for 110 guests.

Our Young Chefs took part in the Regional Competition and won a bronze medal. Again, thank you very much to both teams and all our supporters who helped us.

December 6-8 will see 3 days of cooking demos and hands-on training sponsored by US Poultry and Egg Export Council focusing on US turkey. The next WACS Congress will begin April 13, 2016 in Athens, Greece. I recommend 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 website www.gulfgourmet.net.

I urge all members to go onto the Guild website to see what is happening on the calendar at emiratesculinaryguild.net and also to visit the WACS Young Chefs Facebook page on 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.

I would like to thank everyone personally who has supported the ECG and ECG events in 2014, with the support of the professional chefs (both senior and junior) and our great corporate partners. We are looking for an even better 2015. I wish everyone a very happy festive season and healthy, wealthy and successful 2015.

Please do not miss the company profile of our corporate members. We really do appreciate your support. Also do look at the Friends of the Guild pages to check all our supporters.

And finally, a thank you to Chef Dermott and the Arabian Ranches Golf Club team for hosting our November meeting. Thank you also to our corporate partners for all the great product tasting.

Culinary Regards,

Uwe Micheel

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

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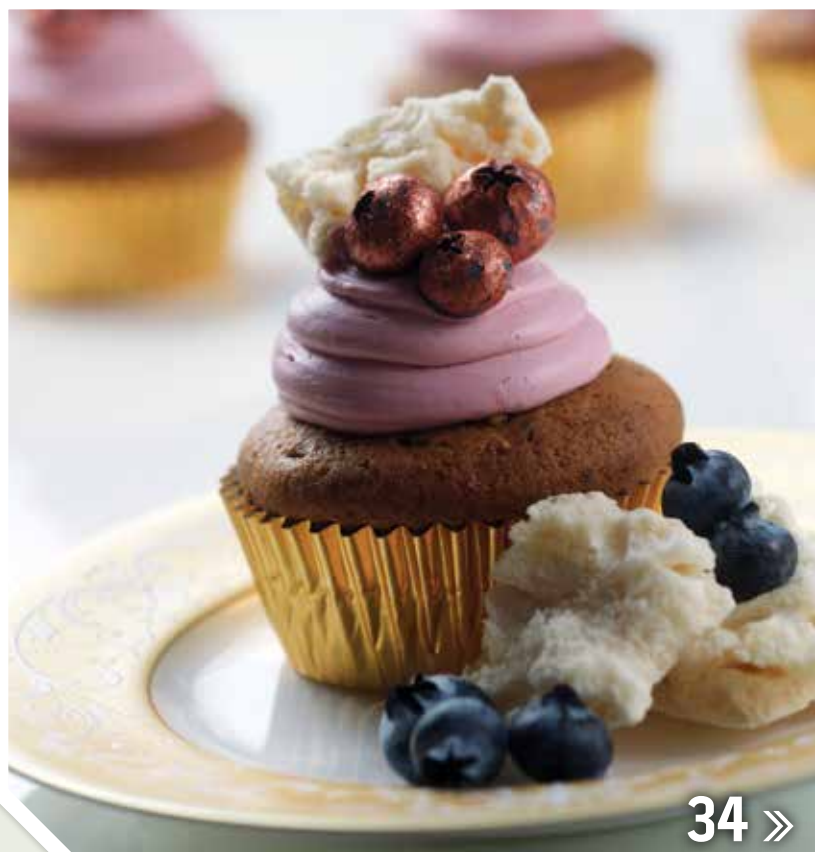
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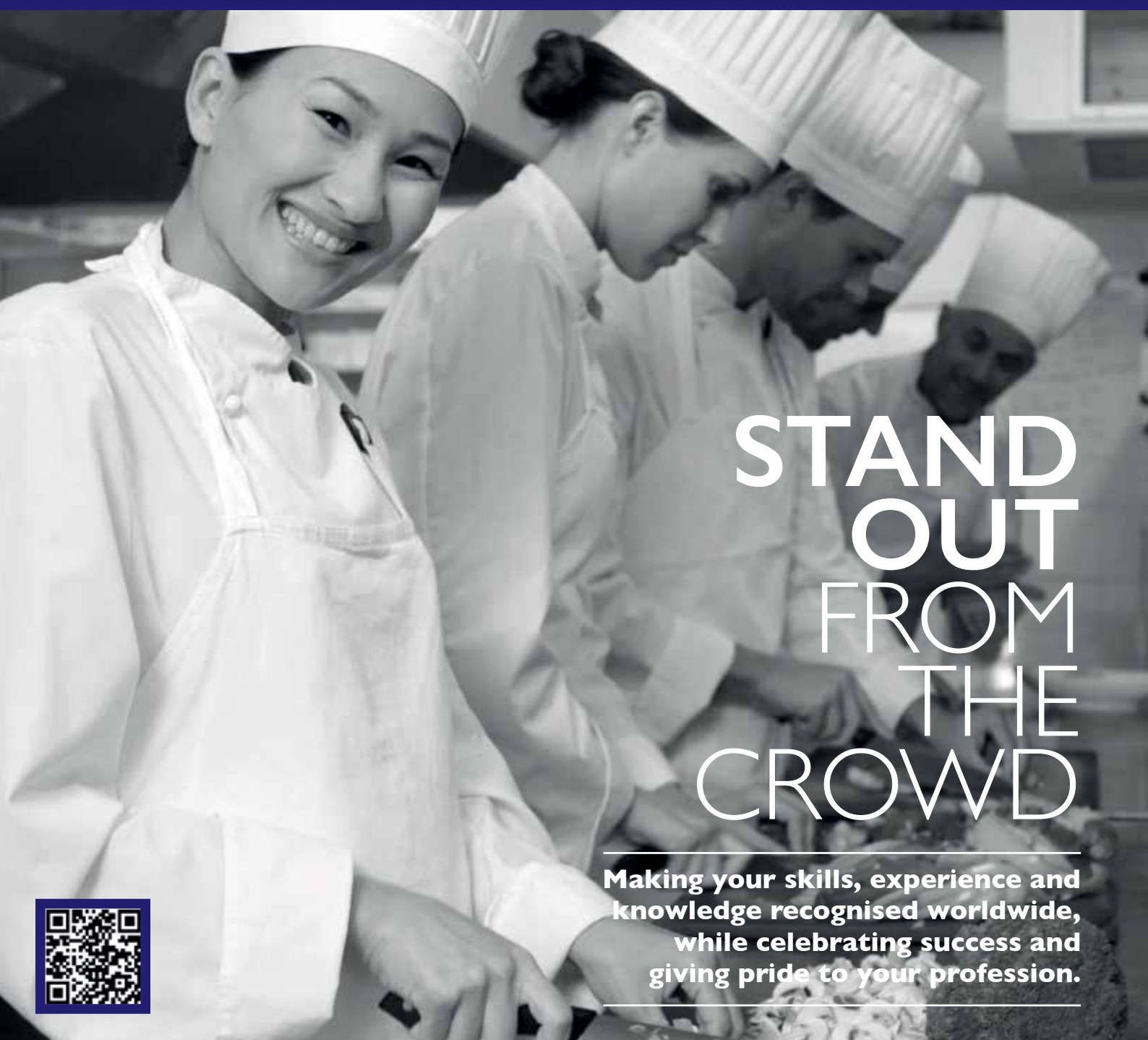
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editor'snote

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Last month while in New York, I spent a considerable amount of time with my younger brother who's studying at NYU. Being with him, the one thing that caught my attention was the new generation of youngsters, all of them on the brink of entering the job market. I saw thousands of them and they were all smarter than my generation in every conceivable way. During my time in college, 10% of my peers possessed a potent combination of intellect and soft skills. Here, 9 out of 10 were technically savvy as well as excellent communicators. Not to mention better dressed.

I couldn't help but think how lucky I was to have fewer competitors while climbing up the proverbial career ladder.

Two weeks after returning to Dubai, I once again found myself reaffirming these thoughts when I spent an hour at the Emirates Academy of Hospitality Management. I met two smart young girls from different parts of the world studying to complete their Bachelor's degree. Just a day before their exams, they were busy competing at the Nestle Professional Golden Chefs Hat competition.

They spoke way better than most of the chefs I meet as part of my role as editor. They explained their dishes using words that sounded elaborate and exotic. Their plating was on par with that of their professional counterparts. Their recipes were better written than what I am used to. And most importantly, the food tasted very good.

If this is a sample of the talent waiting to enter the market, I cannot help but shudder at the thought of those currently working in the kitchen who are not focussed on improving their weaknesses – be it the inability to communicate,



use computers, or cook the basics. Fortunately, the one advantage our chefs have is the experience they have garnered. And to top it, there is help from every quarter for chefs who want to improve themselves and grow their careers.

The Guild is tirelessly organising event after event to train young chefs in various culinary skillsets. There is now a million dirham project aimed at training and certifying under-privileged young chefs for free (full story in the Jan 2015 issue) and there's even a self-help columnist in this magazine who's writing for us every month to help young chefs come out of their shells.

Keep a watch out for these and take advantage of it. It will require you to reduce your already miniscule free time on improving yourself. But then becoming an Executive Chef was never really a cakewalk.

Enough preaching for a month. Here's something that's actually a cakewalk. Professional chefs can order the new range of Unilever sauces for free by following the instructions on page 2. And you can also receive a sample of a new "gourmet" salt that is just launched in the UAE by Sibonne (details on page 7). Do make full use of these promotions. Until next time, enjoy the read and keep cooking with passion.

Aquin George, Editor & Publisher

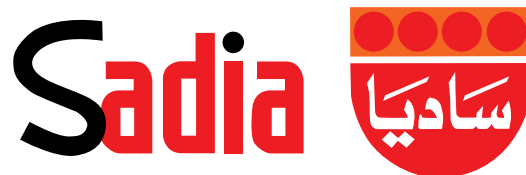
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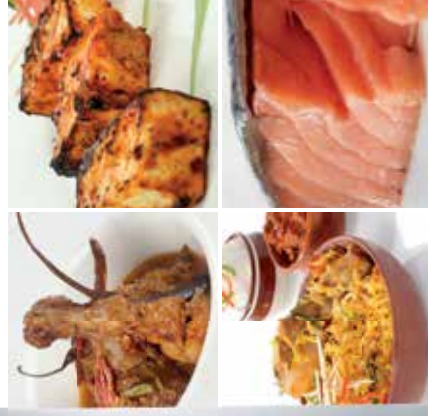


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newsbites

Yuletide

We got a sneak peek into the kitchens of Miramar Al Aqah Beach Resort in Fujairah, where K.A.C. Prasad (Director of Culinary for the resort and Vice President – East Coast for the Emirates Culinary Guild) along with his team of chefs were spotted coming together in festive spirit and ensuring everyone contributed towards the making of the hotel's Christmas cake. What can we say, except, save a piece for us!



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Bozoki to run world's largest Nobu kitchen

Andrew Bozoki has been roped in as Chef de Cuisine by the Four Seasons Hotel in Qatar to run the kitchen of the highly anticipated new restaurant Nobu Doha, which is scheduled to open by the end of the year. The restaurant is built along the 232-room luxury property's exclusive waterfront setting overlooking the Arabian Gulf. As Chef de Cuisine, Bozoki will oversee all culinary operations for the signature restaurant which features Chef Nobuyuki 'Nobu' Matsuhisa's signature new style Japanese cuisine blended with exotic global flavours.

Originally from Germany, Chef Bozoki began his culinary career in the country's southwestern

region of Baden-Württemberg. He has over 15 years of international five-star hotel operations and restaurant experience. His last stint was at the One & Only Reethi Rah Resort in the Maldives, where he served as chef de cuisine at the resort's popular Japanese restaurant Tapasake. Prior to Maldives, he served as sous chef at Nobu Dubai.

"I'm incredibly excited to take Four Seasons' guests and food enthusiasts alike on a gastronomic journey with Nobu's vibrant and authentic menu," said Bozoki. "The three-story restaurant will redefine the dining scene in Doha and I feel truly privileged to be an integral part of taking it in this bold new direction."



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A World of Sauces

Unilever Food Solutions, UFS, a worldwide brand in the food service industry with presence in over 74 countries, has launched its world of sauces series in the Middle East – a range of six sauces that include sweet chili, barbeque, soya, oyster, salsa and teriyaki.

Chef Jean van der Westhuizen, UFS Executive Chef for the Middle East, Pakistan and Sri Lanka, said, “The sauces are a fantastic addition to our portfolio, and offer what chefs are looking for:

authentic in taste, rich aromatic flavours, great coating qualities which add shine and gloss to the final dish. We prepare our products using quality ingredients, so I’m confident these sauces will be well received in the market.”

The Hickory BBQ has the perfect wood smoked taste and meaty notes with hints of spices while the two Asian sauces – Thai Sweet Chili and Sweet Soy – both offer a tangy, flavourful and authentic Far Eastern taste. The

oyster sauce is made with real oysters and has a natural fermented taste while the teriyaki sauce gives an even golden coat on protein and has visible chunky garlic, ginger and onion pieces. And finally, the Mexican salsa made from sun ripened tomatoes is chunky with a touch of spiciness making it the perfect ingredient to accompany a bowl of nachos.

To claim your free sample read page 2 of this magazine.

Chef Ture back in Egypt

The luxurious Sofitel El Gezira in Cairo, Egypt has recruited renowned French Chef Philippe Ture to take the helm of all the Sofitel El Gezira restaurants as their newest Executive Chef.

An executive chef for the past 24 years, Chef Ture has travelled the globe honing his skills and developing his cultural taste buds reports cairoscene.com. Developing his skill set in France working in various Michelin Star restaurants Chef Ture joined the Sofitel in 1985 and began globally strengthening the Sofitel’s reputation for immaculate cuisine.

“Working for Sofitel has allowed me to travel to places like Brazil, Kuwait, Sri Lanka and Syria,” says the chef whose first stint in Egypt was back in 2004 working for Sofitel Maadi.

Chef Ture says there has been many changes on the culinary scene, “The market has vastly expanded, increasing the quality and produce offered since the last time I was here, allowing me to do more with quality.”

Sanjeev Kapoor heads to Abu Dhabi

India’s most popular celebrity chef Sanjeev Kapoor has opened his first restaurant in Abu Dhabi after more than 15 years since his foray into the UAE market. Signature by Sanjeev Kapoor is housed in the upscale Nation Galleria on the Corniche. Kapoor, who already has three restaurants in Dubai, says that Signature’s food is “art on a plate”, reports The National newspaper.

The restaurant will offer a variety of experiences, including a range of select fare and experiential dining in the form of a new-age lounge offering specially created Indian delicacies. Situated on the first floor of the Nation Galleria Mall, Signature Abu Dhabi is spread over 8,000 square feet with three private dining rooms and boasts of spectacular views of the capital.



Chef from the world's best restaurant spotted in Dubai

You see the Spanish guy standing between Chef Uwe Micheel and Chef Mario Coelho from Wafi? If you don't know who he is, read on. His name is Joan Roca i Fontané and he is the chef of a restaurant named El Celler de Can Roca in Girona, Catalonia, Spain. The restaurant is run by him and his two brothers Josep (sommelier) and Jordi (pastry chef).

This year it was voted the world's best restaurant on tripadvisor and last year it was named world's best restaurant by Restaurants magazine. This is not surprising considering the restaurant has been counted among the top restaurants of the world for nearly 10 years now. Chef Joan Roca is also known to be among the most influential chefs on the planet.

He was in town last month to take part at the annual meeting of the World Economic Forum in Dubai. The forum was attended by one thousand world experts from 80 different disciplines. During the meeting, which was part of the "Creative economy" section, the chef of the best restaurant in the world explained how cuisine is being transformed through innovation and internationalisation.

Joan Roca also presented the results of the social-gastronomic project 'The Cooking Tour Experience' – www.bbvacellertour.com – whose first tour took place last summer and has become a milestone in the history of gastronomy and in the next generation of future chefs. The tour is organised by BBVA, a leading financial institution in South America.

Over a period of five weeks last August and September, the BBVA-El Celler de Can Roca Tour visited six cities in four countries to prepare around 49,000 dishes of 56 different varieties, all of them adapted to the local gastronomies,



(From left to right): Chefs Uwe Micheel, Joan Roca and Mario Coelho.

with the aim of paying tribute to Texan, Mexican, Colombian and Peruvian cuisine.

The Roca brothers also trained more than 7,000 catering students and selected 12 of them who were awarded a grant to work as trainees in Girona, in what is considered to be a revolution in the history of high-end restaurants.

"It's great being able to explain the history and the model of El Celler de Can Roca before an audience of such relevant experts," said Joan Roca at the Forum. "I hope that our experience will serve as an example of how creativity can be applied to make a positive impact in

places like Texas, Mexico, Colombia and Peru. Gastronomy can become a bridge between different cultures and a vehicle for social inclusion."

After the World Economic Forum, and sponsored by the Spanish Embassy in the United Arab Emirates, BBVA and Joan Roca took part in Seville's Restaurant at WAFI in various meetings with business people, the media, local authorities and opinion leaders, which analysed the growing importance of gastronomy for the internationalization of the Spain Brand, as well as the maturity of a sector that is already well established on the international scene.

FRESH FROM THE JAPANESE GARDEN

If health is wealth, the Japanese are a rich lot. And Japan External Trade Organisation (JETRO) is helping them bring this wealth to the UAE. **Aquin George** speaks to **Watanabe Masayoshi**, Managing Director JETRO Middle East about Japanese trade in the region

The world is slowly, but surely, waking up to healthy eating. Seeing the opportunity, many faddists are busy throwing around new and modern words – “organic”, “vegan”, “macrobiotic”, and the likes.

But when it comes to healthy eating, you can safely hand over the crown to Japanese cuisine. It's not without reason that the world's oldest living people come from Japan. The traditional Japanese dishes are a powerhouse of nutrients and health.

And now, the Japan External Trade Organisation (JETRO) is out to convince the world that they can be tasty too.

It's with this aim that the trade body has organised the Japanese Food Exhibition, which is currently running at the Sheikh Suite Conference Center at the Le Meridien Hotel until February 2015. A number of food companies from Japan will give chefs, restaurant owners and the casual cook a taste of the promises Japanese cuisine holds.

In a casual chat, Watanabe Masayoshi, the managing director of JETRO's Middle East and North Africa, talks about the past, the present and the future of trade between Japan and the UAE...

Could you please tell us about JETRO's work in the UAE?

We are basically a government organisation to promote trade and investment between Japan and the rest of the world. JETRO was established in 1958 in Japan. So it's more than five decades old. The UAE arm was set up in 1981 in Dubai. Earlier, our purpose was to promote exports from Japan to the rest of the world. Now, we also promote imports into Japan and investments in companies there. In addition, we help small and medium companies in Japan export their products to other countries.

How big is the trade between Japan and the UAE?

The UAE is the eighth biggest market for Japan. Typically, Japan exports automobiles, machinery and textile to the UAE. From here, we import mainly crude oil, gas and chemicals. Bilateral trade between Japan and the UAE is currently around \$51 billion annually. It has remained fairly constant over the past few years.

Could you tell us more about the Japanese food business here?

There are more than 20 authentic Japanese food restaurants in the UAE. There are around 140 Southeast Asian food restaurants. The numbers are growing very fast. However, Japan's food exports to the UAE have not really been that large a percentage of the total bilateral trade. In 2013, Japan exported foodstuff worth about \$38 million to the UAE. This was slightly higher than the \$32 million

worth exported in 2012. Of this, about 80 percent was non-alcoholic beverages such as vitamin drinks and sports drinks.

What steps are you taking to promote Japanese food companies in the UAE?

This year, we had about 17 small and medium Japanese companies participating in Gulfood exhibition. We are thinking of raising the number of exhibits in 2015. We also put Japanese companies in touch with the local importers and distributors. Sometimes, we introduce Japanese suppliers to restaurants and hotels here. It's an ongoing process and it helps our companies find business and contacts here.

What are the more popular items being promoted here?

Sesame oil and paste, dry radish, green tea, sushi sauce, etc. I believe Japanese fruits are among the best-selling food items here. Our food is very healthy and the Japanese people live longer because of the food. That's our unique selling proposition.

Do you think you get good authentic Japanese food here?

Yes, you do. Of course, the food is adapted somewhat to suit the western palate.

What are some of the challenges that Japanese companies face in the UAE?

Three years ago, there was a tsunami in Japan, which led to an earthquake



and a nuclear spill. Due to that, many of our companies were affected because people became wary of eating foods from Japan. We had to get a lot of certificates showing that the food being exported was free of radiation. Those concerns have eased considerably now.

Please tell us about your own journey to Dubai...

I have been here just a little more than a year. Before that, I was based in Tokyo. But I have worked abroad before – in

Los Angeles in the United States and Dusseldorf in Germany. Dubai weather is somewhat hot but it's very easy to get used to living here. I have to travel around quite a bit because we cover the entire MENA region. However, the UAE is our biggest market in this region.

We chose Dubai to promote awareness of our food products because this is a major trade hub. It's also fast becoming a big destination for education, health and tourism. Although our primary aim is

to promote business with Japan, we also want to increase communication between the two countries. Cultural exchange is yet another aspect of our work. We want to raise the level of human interaction between the UAE and Japan.

How big is the Japanese population in Dubai?

At last count, it was around 2,600 people. Now it must have gone up to around 3,000 Japanese people here. The number is steadily growing.

SUSHI SAMURAI

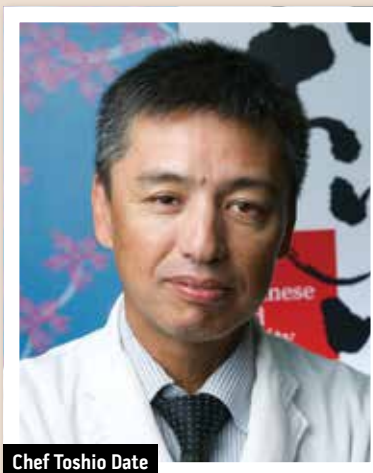
Be it food or philosophy, the Japanese culture is known to stand apart from the rest. As does Chef Toshio Date of Le Meridien's Kiku restaurant. For, he can serve up food for thought and food for the palate with equal ease.

Japanese food is fast catching on among the health conscious and the gastronomy adventurer alike. With its subtle flavours, its delicate balances and its perfect layers, the cuisine is spreading across the foodie world. Its culinary qualities aside, Japanese food is also a reflection of the country's philosophy. A philosophy that Chef Toshio Date of Dubai's Kiku restaurant hopes to promote across the world. Little wonder that JETRO decided to have their exhibition at Chef Date's hotel as they can showcase authentic Japanese cuisine to potential partners.

A veteran, Chef Date has worked with some of the finest restaurants in Japan before bringing his talent to Dubai's kitchens.

It's a dream he held ever since he was a child, even before he knew he would someday be a chef. "I was born in the Okayama prefecture in Japan. My father had agricultural land and he was a farmer. I had no idea I would turn out to be a chef. I started by working in restaurants, cooking everything from breakfast to dinner."

Most chefs are bitten by wanderlust early on in life. But Chef Date put his children



Chef Toshio Date

before his career, not wanting to uproot them when they were young. "Now that my kids are grown, I could come here to Dubai. My two sons are 23 and 21 years old and my daughter is 20. My family now lives in the Chiba prefecture of Japan."

Having lived in Dubai for two and a half years, Chef Date is pretty impressed with the Japanese food available here. "Of course, it is adapted to suit different kinds of palates. I too use a lot of Chinese sauces and spices and even French techniques in my cooking. But what I would like to see more is traditional and higher-end Japanese food accepted into the mainstream."

Chef Date explains that sushi is more a snack and cooking techniques like Kaiseki are

the age-old concepts of Japanese cuisine. "In Kaiseki, you serve very small portions of food."

Ask him how he would initiate a non-Japanese person into the cuisine and he points to the traditional noodle broth – the ramen – and sashimi tempura. "It also depends on his preferences – chicken or mutton, fried or boiled, miso soup or sashimi."

For a Japanese guest, Chef Date has more modern derivatives of traditional dishes. "I would offer Natto, a type of fermented soybean dish, or fried shrimps with salt, or Kinpira Gobo, which is sauteed root of a plant."

The senior chef hopes to work in other countries in the future. But he knows adapting to the work culture in different places can be a challenge. "Back home, if your senior chef is even a year older, you give him respect even if he doesn't have much talent. In Japan, we are taught to respect our elders a lot," he says and with a hint of humour he adds, "Thankfully, it's pretty similar in Dubai."

According to Chef Date, the Japanese culture of obeying your elders has many advantages but an aspiring chef also needs his own creativity to make a mark. "For young chefs these days, the first thing is salary and then their designation and then, learning. What they forget is that the main thing is motivation. Those who lack motivation, blindly copy their senior chefs' recipes. But those who are truly motivated, they learn the basics and then try their own improvisations," he says.



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BREAKING THE GLASS CEILING

Few Emirati chefs roam the UAE culinary corridors. Fewer still are women. But **Sharifa Ahmed Sharif** is all set to change that. With years of Emirati cooking behind her, she's readying to challenge men in the local kitchen...

For decades, men have claimed to be the world's best cooks. And women, indulgently, have let them. Well, the party's over.

Sharifa Ahmed Sharif has decided she will make professional cooking fashionable for the ladies of the Emirates. She's training at the McQueen's culinary school, sharpening her knives and adding the professional flavour to her already-strong cooking skills.

At first glance, her looks belie her grit. Looking like a teen fresh out of high school, she's actually a 29-year-old mother of six, balancing ambition and responsibilities with admirable efficiency.

Her prowess in the kitchen comes from her mother, inspiration from numerous celebrity women chefs the world over. "When it comes to Emirati cuisine, it's a male-dominated field. The fact is that women are much better cooks. We do it daily at home," she says.

Not that it's ever a chore. With a big family and a wide friends circle, Sharifa has many opportunities to play around with her culinary knowledge. "My mother taught me to cook in my early years. After that, I used to experiment with different ingredients and styles. I have studied till high school. When I heard about this diploma in culinary arts, I decided to enrol."

In the next 20 years, Sharifa sees herself as an executive chef in a top hotel.



She also dreams of winning medals at culinary competitions, which so far have been dominated by male chefs, mostly from other nationalities.

Traditionally, professional cooking has been looked down upon in the UAE. But Sharifa's parents and husband wholeheartedly support her ambition. "My

parents know that cooking is a field a woman can excel in. In fact, it's more a woman's job than a man's. My parents were quite excited at the prospect of seeing me cooking professionally and so was my husband," she says.

Once she graduates from McQueen's, Sharifa will intern at the Hilton in Ras

JESHEED

INGREDIENTS

Whole baby shark cut into slices	1 kg
Cinnamon sticks	1 pcs
Black dried lime	2 pcs
Bay leaves	2 pcs
Turmeric powder	20 g
Arabic ghee	100 g
Dried lime powder	20 g
Emirati spices	20 g

Salt	30 g
Crushed black pepper	20 g
Miraya garlic ginger paste	20 g
Nonions fried onions	100 g
Green chili sliced	10 g
Chopped fresh coriander	100 g
Steamed rice	500 g

PREPARATION AND COOKING

- ◆ Boil the baby shark in hot water and add cinnamon sticks, black dried lime, bay

leaves and turmeric powder. Boil until 50% cooked, drain well and remove bones.

- ◆ On a cooking pan, heat the Arabic ghee and add green chili, garlic ginger paste, Emirati spices, dried lime powder, saute for few minutes and add boneless shark, then keep sautéing for 5 minutes, add fried onions and then chopped coriander.
- ◆ On the display plate, place the steamed rice and top it with the Jesheed, garnish with lemon and tomato slices.



al Khaimah for a year, after which she is free to find another job if she wishes.

Her course started in September and ends around January, after which Sharifa will be plunged headlong into the stressful but exciting world of professional cooking.

But that fails to faze her. Perhaps being handling the pressures of being a homemaker and a mother have taught her a thing or two about efficient management of time. "My youngest child is two years old and the oldest is 13. After my course timings, I cook at home,

take care of my children's studies and tend to their needs," she says, leaving us surprised at her energy. Being a chef is not an easy job. Burning out after years of stressful situations, long hours and few leaves, many chefs advise friends and family members to choose easier and less demanding professions.

Sharifa, however, doesn't think she will ever become one of those people. In fact, she tries to encourage others to consider a career in the hospitality industry. "I feel proud when I tell my family and friends about the practicals I do and the experiences I get. They

are always surprised that there are so many layers to cooking." For the moment, Sharifa's signature dish is Jesheed, an Emirati style rice dish with baby shark. "First, I boil the shark and then sauté it with Nonions paste and garlic paste and also with Emirati spices. Then it is served with rice. The flavour of the fish complements the rice beautifully."

As the aroma of the Jesheed wafts through our nostrils, making us hungrier by the minute, we look forward to many more gastronomic delights from Sharifa in the future. Here's wishing the lady the very best!

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Creative Food & Beverage Solutions

Youngest team make up this year's **FINAL CHALLENGERS**

The Emirates Academy of Hospitality Management are this year's final challengers for the Nestle Professional Golden Chef's Hat competition. Have they managed to create the winning recipes?

Our final team for this year's edition of the Nestle Professional Golden Chef's Hat Competition are two young ladies from the Emirates Academy of Hospitality Management in Jumeirah, Dubai. With varied backgrounds and upbringing the only thread tying them together is their love for the hospitality industry. Read on to know their stories and to check out their recipes for the competition.

Aline Paulus

Born in the picturesque village of Matic, in Germany, which is just a short drive from France and Luxemburg, Aline Paulus is the daughter of a businessman dad and a self-employed mother. "The only thing remotely connecting me to the hospitality industry is my dad's business that is food related. He sells frozen fish and other frozen food items," she says.

She joined the Emirates Academy to earn her degree in hospitality management and hopes to become a force to reckon with in the F&B sector someday. She chose to leave Germany and her family to come to Dubai to study because she liked the course here. "Prior to this I did my university internship at the Kempinski Adlon in Germany," she says.

Talking of the competition she says,



Aline Paulus

"I've always loved to cook and try new dishes and I like competitions because it pushes you to strive for perfection." For the challenge at hand she chose to create a parsnip mash and chicken breast sliced with tarragon sauce to help give it a Mediterranean flavour along with some asparagus and diced tomatoes.

The Nestle products provided to her are not new to her. For the mash potato she blended in the parsnip to give it some flavour and she fused together the veal jus with demi glace to give it a fresh perspective.

Amoolya Gopi

The youngest of three sisters, Amoolya Gopi, who is a native of India, was born and has lived in Dubai all her life. Both



Amoolya Gopi

her parents are doctors and she too at the outset had made up her mind to pursue a career in medicine. However, her passion for all things pastry soon saw her following her heart and she now hopes to someday become a famous pâtissier and chocolatier.

"I have been baking since the age of ten I think," she says. It's something she's always loved to do. "When I decided that I wanted to follow my passion, my mother and sisters completely supported me."

Even though her family lives in the UAE, she lives on campus at the Emirates Academy thereby allowing her to focus all her energy on training to becoming a pastry chef. "I chose Emirates Academy over a culinary school because



the culinary school course is short, compressed and very expensive. Here I had the opportunity to get a full-fledged degree as well as the opportunity to understand all aspects of the hospitality sector and at the same time streamline my course in the direction I choose to specialise in with various electives."

For the competition she created a dish called the Chocolate and Citrus Fruit Kaleidoscope "which comprises of seven

elements. This includes a grapefruit and white chocolate panna cotta, a lemon crème brûlée, a chocolate and orange mousse, pistachio and coconut crumble, a citrus fruit salad around it, and on the chocolate mousse she has cacao nibs and chocolate shards," she says.

This is the first time she is using the Docello mixes and she says, "The products exceeded my expectations. As a person who likes to bake a lot I

try and avoid mixes mostly because mixes taste so manufactured. I was apprehensive to use the mixes at first but when I tasted it, I was pleasantly surprised. It tasted pretty good."

To give a twist to the panna cotta she says, "I used reduced grapefruit juice with sugar and let it infuse with grapefruit zest and while it was setting I added white chocolate to give it creaminess and depth."

SLICED CHICKEN BREAST WITH CRISPY SKIN ON VEAL JUS PARSNIP AND POTATO MASH GREEN ASPARAGUS, PORCINIS AND TOMATO DICES

POTATO AND PARSNIP MASH AND CRISPY PARSNIP CHIP

Full cream milk	500 ml
Butter	20 gm
MAGGI® Mashed Potato	150 gm
Parsnip root (peeled and diced cubes)	1½
Parsnip root (peeled and sliced chips)	½
Small onion (finely chopped)	½
Garlic clove (smashed)	½
Olive oil	
Salt	
Pepper	
Nutmeg	
Frying oil	

METHOD

- ♦ Heat 250 ml milk and add butter, some nutmeg, salt and pepper. Bring the mixture to a boil and take it off the stove. Slowly stir in the mash powder to the hot liquid. Heat it again for a short time until you get a creamy texture. Season to taste.
- ♦ In a small pot, sauté the onion and garlic in olive oil. Add the diced parsnip and the remaining milk. Season with some nutmeg, salt and pepper. Put a lid on the pot and let the parsnip mix simmer under low temperature until the vegetable becomes smooth and breaks. In a mixer blend the mix until it becomes smooth cream. Season to taste.
- ♦ Add the potato mash together with the parsnip mash. Make sure the textures are well combined and form a firm and smooth puree.
- ♦ For the parsnip crisp, fry the chips in

hot oil for around 30 seconds until they color up and drain them on paper. Season the chips with salt.

CHICKEN BREAST WITH CRISPY SKIN AND TARRAGON JUS

Chicken breast with skin and bone	4
Nestle Jus de Veau Lié	
(mixed with 150 ml water)	30 gm
Chef® Demi Glace	5 gm
Butter	20 gm
Tarragon leaves (half of it finely chopped)	
Olive oil	
Salt	
Pepper	

METHOD

- ♦ Take off the skin from the chicken breast. Place the skin on a tray with baking paper and put another baking tray atop it to keep the skin flat when baking. Pre-heat the oven to 180°C and bake the chicken skin for 20 minutes.



Drain the skin on paper and season with some salt.

- ◆ In a hot frying pan, fry the chicken breast in oil until it gets a nice brown colour. Add a dash of butter to the pan and season the chicken with salt and pepper. Put the chicken in a heated oven at 175°C for 6 minutes. Let it rest for 2 minutes in aluminum paper so the juices can set. Slice the chicken breast when ready to be served.
- ◆ Add the veal jus mix to the pan, where chicken has been fried in. Transfer the liquid to a sauce pan, add the tarragon leaves and season with some salt and pepper. Let it slowly reduce on a stove with low temperature. Sieve the liquid to a new sauce pan.
- ◆ In a new cold sauce pan heat up the demi glace powder and slowly add in the hot tarragon veal jus. Keep stirring so the powder dissolves. Put the sauce back in to the hot sauce pan and put it back on the hot stove. Keep stirring while the sauce slowly thickens up. Season to taste and add the finely chopped tarragon leaves. Just before serving, add a dash of cold butter which needs to be completely stirred in. Don't let the sauce boil anymore.

SAUTÉED GREEN ASPARAGUS, PORCINI AND TOMATO CUBES

Beef tomatoes	2
Green asparagus	1 bundle
Porcini mushrooms	100 gm
Olive oil	
Cold butter	
Salt	
Pepper	

METHOD

- ◆ In boiling water blanch the tomatoes for about 10- 15 seconds and chill in iced water. Now peel the skin, cut the tomatoes in quarters, take of seeds and cut the quarters in large dices. Drain the tomato cubes on tissue paper.
- ◆ Wash the asparagus and cut off the ends.
- ◆ Carefully clean the porcini mushrooms with tissue paper.
- ◆ In a sauté pan, heat up some oil and fry the mushrooms, add a dash of butter, add the asparagus and add the tomato dices at the last minute. Season the vegetables with salt and pepper and serve.

CHOCOLATE AND CITRUS FRUIT KALEIDOSCOPE

CHOCOLATE AND ORANGE MOUSSE

Docello® Chocolate Mousse	63 gm
Cold milk	125 ml

METHOD

- ◆ Combine cold milk and mousse mix until it forms a homogenous mixture. Beat the mixture on low speed for 2 minutes and then at high speed for 5 minutes.
- ◆ After beating the mousse at high speed, add and incorporate the orange zest being careful not to overwork the mixture.
- ◆ Transfer to piping bag and store in the fridge until ready to use.

WHITE CHOCOLATE AND GRAPEFRUIT PANNA COTTA

Docello® Panna Cotta	75 gm
Milk	250ml
Double cream	250ml
Zest of one grapefruit	

METHOD

- ◆ Combine cream, milk, and grapefruit zest. Bring to a boil on even medium heat, allowing the flavour of the grapefruit to infuse sufficiently.
- ◆ Take mixture off the heat and slowly whisk in the dessert mix being careful to avoid avoid lumps.
- ◆ Cool the mixture slightly, and pour into moulds. Refrigerate for at least 90 minutes.

LEMON CRÈME BRÛLÉE

Docello® Crème Brûlée	63 gm
Milk	250 ml
Double cream	125 ml
Zest of one Lemon	
Sugar	125 gm

METHOD

- ◆ Combine milk, cream and lemon zest. Bring to a boil on even medium heat, allowing the flavour of the lemon to infuse sufficiently.
- ◆ Take mixture off the heat and slowly whisk in the dessert mix being careful to avoid lumps.
- ◆ Cool the mixture. In the meantime, prepare the moulds for the crème brûlée by placing hollow rings on the plate and sealing the sides of said rings with cling film in order to prevent the mixture from bleeding onto the plate. Once the mixture has cooled, transfer to moulds

and allow setting for a minimum of 90 minutes.

- ◆ Prepare a baking tray, with a non-stick or silpat mat.
- ◆ Heat the sugar in a saucepan and allow to form a dry caramel. Once the sugar has reached an amber colour, immediately take off the heat and pour small amounts of the caramel onto the prepared tray and allow to set for a few minutes. Once the sugar has set, shatter the caramel into little pieces and set aside as garnish.

CRYSTALLIZED ZESTS

Grapefruit	1
Orange	1
Lemon	1
Lime	1
Water	250 ml
Sugar + extra sugar for coating	250 ml

METHOD

- ◆ Using a peeler remove the zests ensuring that there is little to no pith on the skin or zest. Remove as much zest as possible from each of the citrus fruits, fold the zest over and using a sharp knife, cut into very fine strips (julienne) and set aside.
- ◆ Prepare a small tray with a piece of parchment paper and the extra sugar.
- ◆ In a saucepan, combine the equal parts water and sugar and bring the mixture to about 116°C (soft ball stage)
- ◆ Coat the zest in the sugar mixture and then immediately in the sugar crystals. Once all of the zest is successfully coated, place under a hot lamp to protect from moisture.

CITRUS FRUIT SALAD

Grapefruit	1
Orange	1
Lemon	1
Lime	1

METHOD

- ◆ Use the zest-less citrus fruits used to make the crystallized zests.
- ◆ Supreme each of the fruits. To do so, cut either end off every fruit. Stand the fruit on one of the flat sides and using a very sharp pairing knife, "shave" off the



skin and pith from the succulent fruit underneath, trying to follow the contour of the fruit the entire time. Once this has been done, hold the fruit over a bowl (to catch any juices) cut out the citrus segments from in between the strips of membrane surrounding them.

- ◆ Quarter the segments obtained from the grapefruit, orange and lemon, and halve the segments obtained from the lime. Combine the pieces with the citrus fruit juice mix collected from the segmentation process and enough sugar to taste. Set aside.

CHOCOLATE SHARDS

Caster sugar	90 gm
Butter	57 gm
Glucose	30 gm
Cocoa powder	5gm
Pectin NH	1.5 gm
Equatorial Chocolate	27 gm
Water	27 gm

METHOD

- ◆ Preheat oven to 180°C
- ◆ Prepare a baking tray with a non-stick or silpat mat
- ◆ Combine cocoa powder, sugar and pectin. Boil the butter glucose and water.
- ◆ Add sugar mix and boil for 2 minutes. Take off heat and add the chocolate.

- ◆ Spread onto tray and bake for about 8-10 minutes

COCONUT AND PISTACHIO CRUMBLE

Plain flour	50 gm
Coconut flour	50 gm
Butter	60 gm
Demerara sugar	50 gm
Pistachio fillets	50 gm

METHOD

- ◆ Preheat oven to 190°C. Sift flour and coconut powder into a bowl and gently rub in butter until the mixture looks like fine breadcrumbs. Stir in sugar and pistachio fillets and work the mixture a little more to form very small nuggets. Sprinkle onto a lined baking tray and bake until golden brown.

TO PLATE

- ◆ Pipe the mousse onto the plate in a single line. Sprinkle cacao nibs onto the mousse and embed small chocolate shards into it. Unmould the crème brûlée and top with shattered caramel and crystallized zests. Unmould the panna cotta and surround with coconut and pistachio crumble, topping with pistachio fillets. Line the area surrounding all the elements of the dish with the citrus fruit salad and some of the citrus juice. Yields 4 portions.



THE SPICE OF SUMATRA

Teenage entrepreneur, die-hard dreamer, unrepentant maverick, Chef **Atim Suyatim** of AFHM loves to wear a lot of hats. Never mind his long journey from Indonesia's white sand beaches to Dubai's culinary fields, he's still raring to go exploring...

In the southern tip of the island of Sumatra in Indonesia lies a cosy corner called Lampung, the "place of the southerly winds". The picturesque province is disturbed time and again by earthquakes and volcanic eruptions. The capital of the province, Bandar Lampung, is known for its high literacy rate of above 90 percent and its cosmopolitan nature despite its small size. What it's not much known for - but should be - is being the birthplace of a dream.

It's the place where Chef Atim Suyatim opened his eyes to the world and to his calling. The Executive Chef of AFHM Inc, which owns Latte Bistro Cafe in Dubai, Beanstro Restaurant in Fujairah and the Imperial Bake Shop Cafe in Al Ain, dreams of going back home someday to give back to the city what he took from it - hopes and aspirations.

Maybe it's the education bug in the air at Bandar Lampung or maybe it's the need to pay a tribute to his parents' chosen field - Chef Atim wants to share his knowledge with his fellow men. You can say that his life has come a full circle rather soon. Starting out wanting to be a teacher, today he is in the position to impart a great deal of knowledge that can put many a smile on a number of faces.

Born to parents working in the government education sector, Chef Atim initially wanted to be like them. "As a child, I wanted to be a teacher," reminisces the 39-year-old chef, when you take him back to his roots. "In my hometown that was the most respectable profession."

But destiny's different plans presented themselves in the form of his grandmother, perhaps his biggest influencer. "My parents had to move for their job and I stayed with my maternal grandmother. I would hang around the kitchen with her and she taught me how to cook." In his early teenage years, he got cooking on a professional



My parents had to move for their job and I stayed with my maternal grandmother. I would hang around the kitchen with her and she taught me how to cook

level just by chance. Experimenting with confectionery and chips, he even started a small 'business' of supplying these eatables to his school canteen and subsequently, to small stores around his house. "Even at that young age, I was earning. My maternal aunt funded my 'business' and I juggled studies and cooking for three years into my teens."

From tapioca chips to coconut confectionery to pickles, the one-man 'Atim Inc' had quite a lot to offer. Of course, it took tremendous hard work. "I would be in school from 8AM to 1PM, then rest for a while and do my cooking when others my age were busy playing," Chef Atim says with an unmistakable hint of pride in his voice.

His parents, however, were less than proud. While they loved the spicy seafood and poultry curries and flavoursome snacks he whipped up for guests and family events, they were much against Chef Atim cooking professionally. So much so, that when he expressed a desire to go to a culinary school in Singapore, they refused to fund it. "My father wanted me to go to regular school. I did it for a year but then dropped out. My uncle was pushing me to take up a government job but I knew what I wanted to do."

Not one to give up easily, Chef Atim did some research on culinary schools in his own city and decided to join a three-year course at Sahid Krakatau Hotel Academy. A vintage jeep that he loved driving around in ended up being the big sacrifice that had to be made. "I sold it and used the money to go to a hospitality school. My mother told me that this was a path I had chosen and that I should never complain to my parents if it doesn't work out the way I had wanted it to. That's why, I never complain about my work, whatever the problems."

During summer training at the hospitality school, Chef Atim came across a German chef who really impressed him. The feeling was mutual. The German chef too noticed his talent, offering him a job after seeing his promising work in the banquet. "I agreed and worked from 11PM to 7AM every night. I would go to college between 11AM and 3 PM. I got paid for gaining experience while studying. Once I did a banquet for 3,000 guests and I didn't sleep for 48 hours straight!" It was sheer strength of will and the adrenalin coursing through his veins that kept Chef Atim going.

After graduating in 1995 at the age of 20 years, Chef Atim worked in Malaysia, Singapore and Indonesia for three years in four- and five-star hotels. His assignments took him to Jakarta, Bali and Kuala Lumpur. "Though I enjoyed travelling, I resisted joining a cruise line because of the risk involved. In 2001, someone I knew was going to work in Abu Dhabi. He asked me if I would like to join him and I agreed." Chef Atim joined a hotel in Abu Dhabi but the romance was short-lived. The friend who took him to Abu Dhabi decided to move to Vietnam within months and acrimony with a colleague soured the atmosphere for Chef Atim. Within nine months, he was back in Indonesia.

A year later, he headed back to the United Arab Emirates when a friend



asked him if he would like to work in Dubai. Chef Atim's employer in Dubai turned out to be Dubtrade LLC, the operator of 'Coffee Bean and Tea Leaf' chain of coffee shops. "The company had 16 coffee shops across the UAE. I worked in the central kitchen. I got along well with the operations manager and he gave me an opportunity to grow."

Three years later, Chef Atim had his first and only experience with culinary competitions. "I saw the kind of standards expected and how they are different from those in other countries." Today, he's a World Association of Chefs Societies-approved judge.

Around the end of 2007, the childhood entrepreneur in Chef Atim woke again. He quit Coffee Bean as Executive Chef and joined hands with a partner and started a restaurant called Mutiara to serve authentic Indonesian cuisine in Dubai.

The experience, however, was not half as pleasant as his teenage stint with entrepreneurship. "My partner created a lot of problems for me, not just professionally but also in my personal life. I lost everything and there were a couple of days that I even had to sleep in my car. And I was newly married too."



Though I enjoyed travelling, I resisted joining a cruise line because of the risk involved. In 2001, someone I knew was going to work in Abu Dhabi. He asked me if I would like to join him and I agreed

Within a few months, Chef Atim went back to Coffee Bean and Tea Leaf, which had expanded its UAE presence to 22 outlets by then. "For four years more I managed the production. Then in early 2012, I joined AFHM as executive chef. Now, I handle all the three brands under AFHM's food business."

There's much on the plate for Chef Atim at AFHM right now. He's in the middle of planning a rebranding of Beanstro and an expansion of the Latte Bistro brand.

On the personal front too, some ideas are buzzing in his head. "I want to run a culinary school in the future." A beachfront property and a relaxed life are also on Chef Atim's wishlist.

For now, however, he's focusing on honing his cooking skills further, learning new techniques from international chefs. "I usually get into a lot of discussions with European chefs to learn advanced techniques from them," he says.

Chef Atim also likes to devote time to his family whenever he can. His wife, Ajita, is from Nepal and theirs was quite a love story. "It was a bit of a rollercoaster because her parents are conservative." The couple now has a four-year-old son, Adam Douadean.

Family holds great importance for Chef Atim, who lost a younger brother when he died of health problems at the age of 22. Perhaps this is why he has a soft spot for budding chefs, helping them learn. He advises aspiring chefs to get their basics down pat instead of googling everything. "Also, lower your dependence on readymade ingredients. They may be convenient but the taste of the dish is diluted when you use readymade ingredients."

Last but not the least - learn to share. "Knowledge kept inside your head has little value. The more you spread it, the more it grows in value," he finishes.

Golden words from the sage of Sumatra.





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FRENCH CONNECTION

Laurent Allereau, the executive pastry chef at the Ritz-Carlton Grand Canal in Abu Dhabi, shows us how you can infuse exoticism into something as mass market as a cupcake



When it comes to pastry, the French are unarguably the leaders. From the delicate macaroons to the creamy éclair, from to the sugary stacks of the mille-fueille to the teasing contrast of the religieuse, France has much to romance the sweet palate.

As does Laurent Allereau, the executive pastry chef of the Ritz-Carlton Grand Canal in Abu Dhabi. He can infuse exoticism into even something as mass market as a cupcake, using melt-in-your-mouth biscuits and unusual toppings.

A native of Brittany in northern France, Chef Laurent didn't really have to think hard to decide on a profession. "Baking is in my genes. My great grandfather was a baker and my grandmother was excellent at making pastry and cakes," he elaborates, going back in time when at the age of 6-7 years, he would follow his grandmother into the kitchen to lick the cake batter.

With his mind made-up in his early years itself, Chef Laurent took a two-year course from a French Culinary Academy, graduating in 1988. When he won a medal for 'best apprentice in Loire-Atlantique', he received an offer to work at the 3-Michelin star restaurant, Le Gavroche, in London. "It was a high-pressure job but I learnt how to work under pressure. I worked there for a year," says the chef.

Stints in a couple of other restaurants in

London later, Chef Laurent returned to France. "But I joined the military there. I knew that I would be spending the rest of my life in the kitchen. So I decided to experience something different."

Chef Laurent also experimented with seasonal jobs thereafter, working in the mountains in winters and on the beach during summers.

A trip to London towards the end of 1994 to meet his first chef led to a job offer in Amsterdam at The Grand Hotel's Demeure Hotel. "That was my first experience in a big hotel. I worked in the hot kitchen there, not in pastry. But I was always attracted to the cold kitchen because there is more scope for being artistic there. You can do carvings and plating up."

Eager to learn about pastry, Chef Laurent would always volunteer to help anyone seeking assistance in the pastry kitchen. The effort and the initiative did not go unnoticed. "The head chef came to me one day. He said there was a vacancy in the pastry kitchen and asked if I would like to join. Of course I said yes. And since that day, I have stayed in pastry."

Chef Laurent made his way back to France again to a 3-Michelin star restaurant in 1995, staying there for two years. He also had a short stint with a 2-Michelin star restaurant in Lyon.

Sometime in 1999, a headhunter in Canada contacted the French chef and invited his application for the position of an executive pastry chef at The Residence in Tunis in Tunisia. Just 28 years old at the time, Chef Laurent was excited at the prospect of experiencing a different world. "I did the interview on the phone and they paid for my air ticket to go there. For me, that was a new experience and very exciting. I stayed there for four years. The first year was tough because it was my first time as an executive pastry chef and also there were cultural differences."

The experience marked the beginning of



Chef Laurent's new life away from home. From Tunisia, he went to Amman in Jordan for the opening of a Four Seasons hotel there. After spending a couple of years in Amman, he moved to the Four Seasons hotel in Doha in Qatar. While there, he also travelled to Damascus and Cairo to open Four Seasons hotels in these areas.

"I was getting somewhat tired of hotels. I yearned to go back to the pastry shop, which is when I took up a job at the Fauchon-Paris tea lounge and coffee shop in Casablanca in Morocco." He stuck around there for a year, before joining the Ritz Carlton group to open the biggest Ritz Carlton in the region. "I liked the United Arab Emirates and it sounded like a great challenge. So I took it up and I have been here since 2012."

Chef Laurent now handles pastry for the eight outlets under the Ritz-Carlton Grand Canal – 'The Forge' steak house, 'Mijana' Arabic restaurant, 'Lijiang' Asian restaurant, 'Giornotte' all-day dining, 'Fresco' Mexican restaurant, VIP Club Lounge, 'Alba' tea lounge and 'Dolce' pastry shop.

He admits that the Frenchman in him sometimes clashes with the needs of a multicultural centre like the UAE. "Like when I was asked to make cupcakes. I am French, so I wasn't very keen on it. I made it with a French twist rather than the typical American style cupcake. I

made eight cupcakes, each with different fillings and toppings. It was much appreciated by the guests."

You'd think that something as specialised as pastry would need a lot of skill. But Chef Laurent believes that it's very easy for any good chef to become an executive pastry chef. "The difficult part is staying aware of what's happening in the industry and the market. When you reach this level, you have no one above you to teach you. You have to make the effort using online tools and even training." According to him, only 20 percent of what you learn comes from others, with the remaining 80 percent being a function of self-motivation.

Many senior chefs are reluctant to take advice from their younger counterparts. Chef Laurent considers this counterproductive. "These days, I see that there are some younger people who are doing amazing things. I am fascinated by them. I get in touch with them and learn. Listen, ask questions and do your research. It's the path to success," he says.

For the future, the father of two has entrepreneurship in mind. "I plan to have my own business someday. I feel encouraged by the feedback I get from guests and I have also had enough exposure." The sooner, the better, we say. After all, the world can never have too many French pastry shops, can it?

CUPCAKE

FOR 6 CUPCAKES

Plain full fat yoghurt	50 gm
Anchor butter	40 gm
Whole eggs	50 gm
Caster sugar	100 gm
T45 Flour	125 gm
Baking powder	5 gm
Salt	5 gm
Fresh Blueberry	100 gm

TOPPING FOR 6 CUPCAKE

Anchor whipping Cream 35%	90 gm
Syrup Glucose	10 gm
Inverted Sugar	10 gm
Ivory white chocolate	140 gm
Fresh blueberry	150 gm
Gelatin sheet	5 gm
Anchor whipping cream 35%	400 gm

PREPARATION AND COOKING

1. Place sugar & eggs in a mixing bowl and whisk till you get smooth batter.
2. Melt the butter and add to the eggs.
3. Add all The cream and Yogurt to the mixed Eggs/Sugar.
4. Pour Flour sifted into a mixing bowl.
5. Add to flour all others dry ingredient and mix all together.
6. Pour dry ingredient all sifted together to the batter.
7. Mix the batter carefully in order to avoid lump.
8. With a whisk, mix the batter carefully in order to avoid lump. The batter has to be smooth and light. Do not over mix it.
9. Fold your Blueberry to the batter previously soaked for 15 minutes with a bit of the sugar. Drain and keep half of the juice for the Topping and half of it for the filling.
10. Place the batter in piping bag and fill your muffins cup with it bake at 170 for 15 minutes.

PREPARE YOUR TOPPING CREAM

11. Pour you Ivory chocolate in a bowl in order to melt it gently in a water-Bath
12. Infuse your vanilla bean into the cream. Do not over heat the cream.
13. Add your gelatin previously soaked and drain to the cream just before pouring it to the melted Ivory Chocolate.

14. Remove the vanilla bean from the cream. Pour 1/3 of that cream on top of your chocolate in order to make a "Ganache", That is an important step in order to get a proper texture to your ganache which has to be rubber all through the process. Pour the second 1/3 of the cream to it. Work the ganache properly then finalize with the last 1/3 of the cream.
15. Add the cold cream to your ganache and add half of the Blueberry juice to it. Allow to crystalize in chiller for at least 4 hours.

HOW TO FINALIZE YOUR CUPCAKE

16. Core the Cupcake in order to garnish it.
17. Garnish your cupcake with the fresh blueberry mix with the Blueberry juice.
18. Whip your Blueberry topping Ganache.
19. Pipe your Blueberry ganache.
20. Decorate your cupcake as per your own creation and serve.



9



14



17



10



15



18



11



16



19



12



20



13



December 2014 Gulf Gourmet



US POULTRY WORKSHOP

The US chicken and turkey workshops by US Poultry and Egg Export Council was held last month on Nov 8-9. Chefs from around the country participated in the workshop to learn more about the latest trends and techniques. Here are some of the images from the event. If you missed this, there will be another 3 days of cooking demos and hands-on training sponsored by US Poultry and Egg Export Council focusing on US turkey from December 6-8.



FOUR SEASONS DUBAI OFFICIAL OPENING

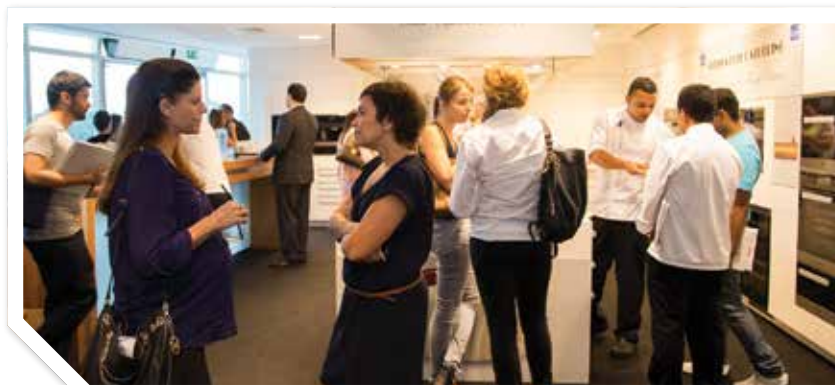
December 1, 2014 saw the official opening of the Four Seasons Resort Dubai at Jumeirah Beach, and it was celebrated with a glamorous evening ceremony.

Set outdoors under the canopy of the resort's Spanish-Mediterranean inspired exterior and against the impressive backdrop of the turquoise waters of the Arabian Gulf, General Manager Simon Casson welcomed distinguished guests

and invited them to explore the brand's flagship UAE property.

Local and international influencers enjoyed epicurean delicacies at the resort's culinary portfolio including Sea Fu, a stylish beachside destination, and Suq, a vibrant, market-style international restaurant, alongside live musical entertainment and acrobatic performances throughout the evening.

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CNIEL HOSTS FRENCH CREAM WORKSHOP IN DUBAI

CNIEL, the French Dairy Association, hosted la Crème de la Crème workshop in Dubai where foodies gathered to learn all about French cream. The attendees were treated to a fantastic cooking demonstration by two French Chefs: Chef Ludovic Audaux from The Westin Mina Seyahi Dubai, and French Chef Valentin Néraudeau who came directly from France for the event, who demonstrated different ways of cooking with the exquisite dairy products and revealed some of the secrets behind the popularity of French pastries. Here are images from the event.





THE GUILD MEET

The November meeting of the Emirates Culinary Guild was held at the Arabian Ranches Golf Club and hosted by Executive Chef Dermot O'Flynn and his team. The event saw a large turnout of senior chefs and corporate members of the Guild, some of whom took the opportunity to provide product tasting to a captive audience of decision makers. Here are some of the moments captured at the event by our lensman.





THE ART OF HOSPITALITY

Did you miss the Emirati hospitality extravaganza at the recent DWHC? **Ruqya Khan** spent quality time at the recently concluded Dubai World Hospitality Championship to bring you this report

Organised by Za'abeel Palace Hospitality in cooperation with the Government of Dubai and The Emirates Culinary Guild (ECG) this year's Dubai World Hospitality Championships (DWHC) showcased the richness of heritage and traditional foods from across the Arab countries with special focus on the GCC countries and cultures.

Held from October 30 to November 1, the event was not just a rush of flavours, colours and excitement. It was a look back at forgotten recipes and untold culinary secrets. The idea was to bring generations closer by putting tradition to the fore. In times when we are all rushed up to finish our list of tasks, this event took a step back and allowed the guests the luxury of a heart-warming chat in the majlis over gahwa and lugaimat – like the folks of yesteryears.

DWHC showcased five competitions including International Competition,



Emirati Competition, Gulf Products Competition, Hospitality Sector Competition, and Gulf Exhibition. The 2014 cycle of the championship drew in 3,385 participants compared to the previous cycle. After a series of

evaluations, 2,588 participants qualified to compete in the championship. Together they highlighted the best creations from local and international cuisine.

While the competitions were the main



Did you know?

DWHC 2014 occupied 25,000 square meters of prime space and four halls of Dubai World Trade Centre - Sheikh Saeed Hall 1, 2 and 3, and the Arena Hall which has the capacity to welcome 10,000 visitors a day. 13 kitchens were set up for the Emirati Competition, 9 kitchens for the Hospitality Sector and another 4 for the International Competitions. Aside from this there were 400 stands allocated for exhibitors from the UAE and the Gulf States with 64 stands for hospitality exhibition featuring the commercial sector and local and global trade companies.

At the end of the venue stood the main stage with a seating capacity of about 2,500 people. This was where the main competitions took place and also the prize distribution for the final winners. In the Traditional Cooking Category of the Emirati Competition, Umm al-Quwain won in the University and College Category; Dubai in the Team Category; Ras al-Khaimah in the Family Category and Dubai in the Public Cuisine Category. Aisha Saeed Suroor Al Katbi from Sharjah won in the Professional Category; Saeeda Mufreh Al Mufaferi in the Amateur Category.

As for the Gulf Products Competition, Kuwait won the Gulf Creations Category while Halima Ali Al Dhahiri from Al-Fujairah won the Food Innovations Category. The Emirati Team bested other regional and international groups of top chefs to grab the International Competition's top recognition, while the championship's Hospitality Sector Competition provided high-level of performance and innovation.

In the DWHC Photography Competition which was organized in cooperation with the Hamdan Bin Mohammed Bin Rashid Al Maktoum International Photography Awards (HIPA), Abdullah Al Raisi, Mohammed Al Suwaidi and Em-On Gabriel won the first three places respectively in the "Heritage" category. Baraa' Al Aisawi triumphed the "Hospitality" Category, followed by Roger Alfonso and Ahmed Al-Khazar in the second and third places.



element at the championship, the heart of the event was the food. It brought together renowned chefs and kitchen celebrities. Prominent personalities from the artistic and sports field, and well-known media figures and university students rolled up their sleeves and got

their hands dirty as they enjoyed their time at the live cooking stations.

Asma Saeed, student at Higher College of Technology in Sharjah was one among the many exhibitors at DWHC. She runs a small business by the name of Lamsat

Waraq, touch of paper, she said, "I've been running my business for five years now. I started out when I was in the second year of high school. It was just the enjoyment of working with paper that drew me and from there on I kept to the theme and developed my business



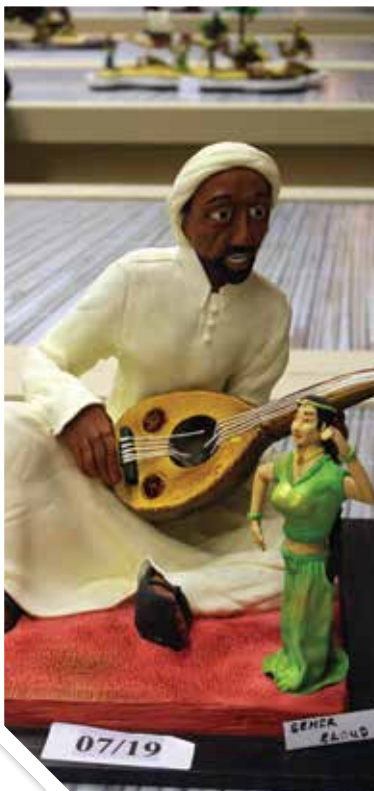
model. I have complete support of my family. In fact, it was they who recommended that I showcase my work here so that it is available to many more people and am able to market it better!"

The exhibitors' arena was an interesting

line up of arts and crafts – products wrapped in colourful packaging. Bukhoor, henna, attar, cupcakes, cookies, traditional sweets, honey, dry fruits and many kinds of flower arrangements and gift ideas laced the stands. It was a treat to not just see the many varieties and

innovative ideas that the community shared but also the strong current of culture and tradition that ran through each of the displays.

Ahmed Sharif, Vice President of DWHC was proud of the vital role of the



championships in maintaining the rich heritage and traditional culinary arts and promoting handmade products, while keeping pace with the requirements of modern life. "The championship sheds light on the authenticity of the UAE's heritage and culture and the warm hospitality of its people. It also helps to exchange knowledge on Emirati cuisine and highlight its elements and features, in addition to provide a platform to promote communications between the cultures of the world based on modern and effective methods."

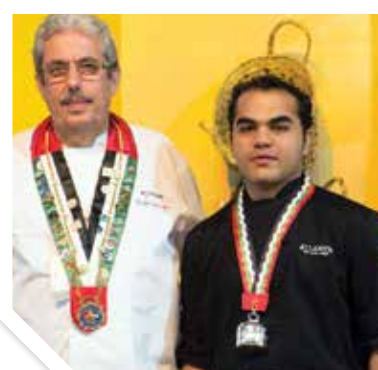
He added, "All participants have shown a strong performance during the competitions and this has intensified the efforts to enhance their skills and provide them with knowledge and methods that will ensure that all participating products conform to the highest standards of professionalism, quality and accuracy. The championship is a global platform that aims at highlighting the top Emirati young talents and showcasing their achievements and creation in hospitality and culinary arts."

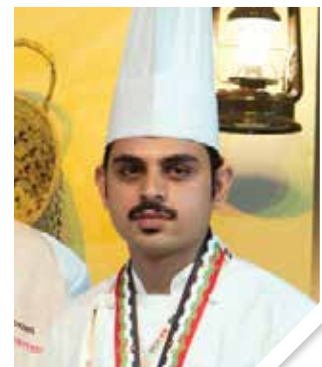
Indeed it was all about hospitality and the warmth of courtesy and kindness. Among the more easy to recognize and relate icon of Arab hospitality is the coffee pot or dallah as it is traditionally known. Adel Al Saffar brought in his merchandise of unique hand-made dallah and was very happy to share more about it, "This is my family business and we have passed down this art of making the dallah by hand from several generations. The base is made of copper and once the pot is finally done, shaped and marked with intricate detailing then we plate it with gold or silver. It takes about one week to do one dallah. We have be very precise in our work; each pot is unique and the quality is unlike the commercially available ones because these are made with one singular piece of copper!"

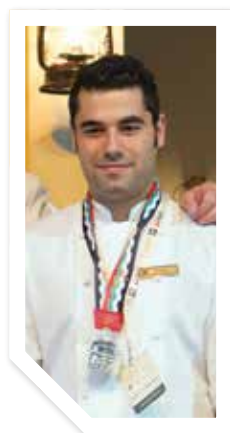
It was stories like these that made DWHC special.

























Alberto Alfieri, Managing Director, Senor Pepe, with his son and Corporate Chef Dante Alfieri receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.

SEÑOR PEPE'S Mexican Foods began making tortillas in a small warehouse in Sharjah in May of 1989.

From this small start-up it has grown to be the major supplier of Mexican and Tex-Mex Foods in the

U.A.E. and neighboring Arab countries. It was the creation of chef/restaurateur Alberto Alfieri, who grew up sampling, tasting and learning to cook Mexican Foods from his school mates, their families and friends in the ethnically diverse neighborhoods of Los Angeles. He began cooking at the age of ten and by the time he had reached his teen years he had developed a true love and appreciation for the diversity of flavors and textures of Mexican Cuisine and decided at that young age that a career in the food business would be as exciting as it was fulfilling. From the mothers of his friends as well as traveling in Mexico to visit family friends with his father he learned the basics of cooking with the many varieties of chile peppers, spices and flavorful ingredients of Mexico. After working many years as a cook, chef and owner of no less than six restaurants, Alberto traveled to Dubai in 1989. There he saw an opportunity to start a



business and bring the diverse cuisine of Meso-America to the people of the U.A.E. Over the years, while always willing to teach others and share his love of Mexican Foods, he has maintained a firm commitment to quality and authenticity that is second to none, living up to his watchword slogan "QUALITY FOREVER".

In line with this principal Señor Pepe's was the first producer of Tortillas & Mexican Foods. In the U.A.E. as well as the first to be fully H.A.C.C.P. Certified.

The mission of Señor Pepe's is to be the leading supplier & marketer of Mexican, Tex-Mex Foods and Ingredients for the multicultural food service industry in the U.A.E. as well as throughout the Middle East. With the vision to expand the product range of Mexican and American Foods and to provide packaged, fresh chilled, frozen and prepared foods to the hotels, restaurants, and caterers and airlines as well as for the people of the

United Arab Emirates and the neighboring country states. With this in mind Señor Pepe's is currently making a major upgrade and expansion of its production facility.

In the words of Alberto, "Our goal is to keep introducing new and exciting products such as our new complete line of Harritos Fruit Flavored Mexican Soft drinks and other trendy foods. We also keep a complete range of world spices and chile pods as well as our own Tex-Mex, Cajun and other specialty seasoning blends. Until recent years most people thought of Mexican cooking as mainly tacos, enchiladas and fiery salsas. This is the simple street food of Mexican neighborhoods. Not to take away from this interesting and tasty fare but few were aware of the real diversity and depth of true Mexican Cuisine. Mexican Food mirrors the culture and physical diversity of the country. It is colorful, rich, stimulating and festive. From the barren north to the sultry tropical south, Mexico offers the food lovers a feast of flavors. So, Bienvenidos amigos, welcome to Señor Pepe's and a world of exciting, flavorful dinning. I invite you to sample our products, cook our recipes and enjoy the wonderful and diverse flavors of Tex-Mex as well as authentic Mexican Cuisine.



Arun Krishnan (Business Head) receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.

MITRAS INTERNATIONAL TRADING LLC has been synonymous with food segment in UAE and Middle East with consistent performance and quality of service since 1993. A family of well managed professional and skilled workforce, we take pride in our work and provide top quality food products from our own manufacturing facility in Dubai, Africa, Indonesia, India and also from carefully chosen approved suppliers globally.

For over 20 years Mitras has been servicing the food industry with an



enormous range of competitively priced products under the brand name of "Delsea". We provide meticulous attention to customer service and

quality, making Mitras a trusted name in the food segment. With diligence to food safety we adhere to strict quality control measures and have incorporated HACCP, EU & US Army certifications. Mitras is also a corporate member of Emirates culinary Guild.

The flexibility to stand up to any customer demands from small to large volumes and custom made products are specialties of Mitras. We service the food industry with almost all kinds of fresh and frozen food in conventional as well as value added forms.

Himanshu Kothari, Head of Foodservice, Bayara (right) and Haroon Moeen, Sales Manager – Foodservice receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.



Started in 1992, **BAYARA** branded packaged food business is one of the fastest growing food businesses in GCC, driven by the market standing and consumer franchise of its popular brand – Bayara. It has built its reputation with a strong presence in the local Retail, Souk, Kiosk and Foodservice market as well Export markets in GCC. Bayara has a wide array of product under its portfolio in categories like dry fruits, nuts, spices, dates, grains, pulses and herbs.

At Bayara, we go to great lengths to bring you the finest dry fruits, nuts, spices, dates, grains, pulses and herbs from across the world, so that families around Middle East get meals that are rich with



flavour and wholesome goodness.

With a wide portfolio of more than 1,400 products backed by specialised delivery service, Bayara is able to design and deliver products that meet customers' precise specifications and quality requirements. Produced at our state-of-the-art factory in Dubai, with a

robust system for product identification, traceability and quality control, the Bayara range stringently meets customer requirements.

Bayara is a natural choice for several high profile hotels in UAE such as Atlantis the Palm, Kempinski, Movenpick and so on. Bayara is closely working with chefs, bakers and pastry chefs to provide unique cost effective solutions and quality food product to restaurants and kitchens across the UAE. Bayara's genuine qualities will ensure the brand continues to be a market leader renowned for its good value, quality, integrity and innovation. Bayara will always be the starter for delicious food and happy moments, loved and cherished by all the family.

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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ECG Corporate member directory

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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

ACTION SPEAKS LOUDER THAN THOUGHTS

"Whatever the mind can conceive and believe, it can achieve."

— Napoleon Hill

Take a piece of paper and write down three things that you would like to achieve in your life. You have 60 seconds to do this.

Trust you were able to come up with at least one thing, some of you came up with two, a few with three and once in a while there are others who say they can come up with more than three things.

You have done a simplified version of thinking about the goal or goals you would like to achieve for yourself. Here comes the challenge, without acting upon your goals nothing will happen.

To just think about them is wasted time and obviously you will achieve nothing if you take no action. Thus it is integral that you think, act and achieve.

We all look for a purpose in life. There are a few of us out there who are sure of their purpose in life. One of the easiest ways to give you a sense of purpose is to set a goal or even goals. Once you set a goal you are now on a journey of having a sense of purpose. With a sense of purpose there is less internal conflict.

A very few of us have been taught about the importance of goals. In fact some of us started to learn about goals sometime during our working life. Till date a lot of us are still confused about goals and some of us are still learning how to set goals.

MORE THAN A CHEF

ROHIT BASSI



In a number of cases we are too scared to set goals as we believe we will fail. So, we avoid setting goals, as there are certain pay-offs we achieve by not setting goals. We as humans love to be in our comfort zone and will find any justification or excuse for not achieving them. Without our awareness we have a great ability to self sabotage our success.

Most of us believe when we are unable to achieve our goal/goals it is the end of our existence or that we are good for nothing. Our focus is so much on the negative that we forget about all the good that has happened and all the good that already exists. We label ourselves as a failure rather than viewing the situation as a feedback.

A feedback which could mean that we need re-evaluate our goal, think of taking smaller steps towards the goal, review carefully what resources are required, define realistic timelines (realistic to yourself) or plainly work towards a more inspiring goal.

Everyone has their own pace and learning curve to reach a goal. For example for one person to learn how to ride a bicycle is a matter of few hours and for another it could be a matter of days or even years.

This simply means everyone has set their own limitations and will work around these limitations to get to the outcome. When we overcome these limitations we succeed.

It is all about setting SMARTER Goals:

- ♦ S = Specific
- ♦ M = Measurable
- ♦ A = Attainable
- ♦ R = Realistic
- ♦ T = Timely
- ♦ E = Enthusiasm
- ♦ R = Rewarding

Remember four things when you focus on what you want to achieve:

1. Have a vision/purpose that motivates you, this brings enthusiasm and passion within you.
2. Take steady steps out of your comfort zone, this allows you to stretch/expand your comfort zone.
3. Inspire yourself by setting exciting goals. Easy goals rarely excite us an individual neither do they tend to motivate us to complete them, as they are too easy.
4. Be willing to take some risks and go after what you want.

Outperform yourself; simply think, act and achieve.

Rohit Bassi is the founder of In Learning and works across industries to help employees outperform themselves. You can contact him on rohit@in-learning.com

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