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THE MAGAZINE CHEFS LOVE TO READ
volume 11, issue 8

SIAL RULES

Complete list of rules and regulations for the upcoming SIAL Middle East 2016 in Abu Dhabi

F&B REPORT

A quick look at the results from the annual KPMG survey of consumer trends impacting restaurant business in the UAE

THE LOYALIST

SURESH BABU, GROUP EXECUTIVE CHEF, LANDMARK HOTELS AND SUITES, REVEALS THE LONG JOURNEY TO BECOMING A YOUNG EXECUTIVE CHEF AND WACS ACCREDITED JUDGE

MAMA BAKER

Meet Redia the master baker, who became a successful professional chef at the age of 45



PASTRY POWER

Interview Chef Manoj, the Pastry Chef De Cuisine at The Palace Downtown Hotel Dubai



YOUNG PRODIGY

Gabriela Hristova's journey to winning the silver medal at the Young Chef Olympiad in India





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Dear members and supporters,

We have returned from the WorldChefs Congress in Thessaloniki where we had a delegation of 40 members from the Emirates Culinary Guild representing our membership.

The congress was a fantastic week of education, camaraderie and networking amongst chefs, in perfect weather in the port town of Thessaloniki northern Greece. The city opened its arms and hearts to the chefs of the world and we have come back with new friends and great memories.

Our competitors went up against the best in the World and we thank chefs, Achala, Rahil and Kumari for their great efforts in proudly representing our region of Middle East and Africa, the experience was a fantastic learning curve not only for the competitors but also for the Guild leadership on how we can support our competitors better in the future.

History was made in the Congress with the membership body unanimously voting to accept Syria into the World Association while residing in the UAE until the situation improves in Syria. A proud moment for chef Majid and his team, we congratulate them on this decision of WorldChefs.

The highlights were many with great talks by chefs such as Herve This and George Calombaris and Greek Professors on the history of olive oil and visits to great restaurants and a parade of chefs down the main street along the seaside to the welcome reception by 600 chefs. Look out on the WorldChefs web site for the presentations and videos that will be uploaded soon. We now look forward to Malaysia 2018 from June 11th till 14th.

October is a busy month and the Guild's culinary teams don't stop, with preparations now in top gear for IKA Culinary Olympics where another 40 chefs will represent the UAE. We wish them luck on the road to gold!



October the 20th is International Chefs Day and together with Nestlé and ICCA school, the Young chef team will be involved with activities on this day and joining 1000s of chefs around the world who are also participating in this great event. We look forward to seeing the photographs.

La Cuisine du Sial runs from 5th to 7th December 2016 and we are having a great response to the competition entries so hurry up and book your place and look out for Salon Culinaire 2017 classes that will be released soon. During Sial we will be hosting 8 international Young chefs teams for the Alen Thong Golden coffee pot Young chefs challenge which will take place every 2 years in Sial.

It is going to be a fantastic competition so we look in forward to seeing you there.

We would like to thank all our corporate members and supporters for hits ongoing dedication to the Guild, without whom we would not be able to run these fantastic events.

And finally a big thank you to Chef Ali Salim Dib and his team at Al Zahra Private Hospital in Dubai for organising last month's Guild meeting.

Andy Cuthbert

*Chairman, Emirates Culinary Guild
Chairman, Young Chefs Development
Team, WorldChefs*

ggcontents

07 » **Editor's Note**
Our Editor's take on all things F&B in the region

08 » **Friends of the Guild**
Brands that support the Emirates Culinary Guild

12 » **News Bites**
A quick round-up of what's happening in the Chef community and the food service industry

16 » **Winners Never Quit**
Gabriela Hristova's journey to becoming the second best chef in at the Young Chef Olympiad

20 » **Pastry Power**
(by Fonterra)
Interview with the Pastry Chef De Cuisine at The Palace Downtown Hotel Dubai

24 » **Golden Chef – UAE**
(by Nestle Professional)
Chefs from Sheraton Sharjah are this month's challengers for the Nestle Professional Golden Chefs Hat Competition Season 4



28 » **Cover Story**
Our cover this month features Chef Suresh Babu, group executive chef, Landmark Hotels and Suites

34 » **Restaurant Survey**
A quick look at the results from the annual KPMG survey of consumer trends impacting restaurant business in the UAE

36 » **Mama Baker**
The story of the lady who began her professional chef career at the age of 45

37 » **Chef of the Month**
Chef Gaurav Singh of Zafran is the chef of the month for October

42 » **Golden Chef – KSA**
(by Nestle Professional)
Chefs from Al Mashfa Hospital are this month's challengers for the Nestle Professional Golden Chefs Hat Competition KSA

46 » **Events**
Images from around the region related to the industry

50 » **SIAL rules**
Complete list of rules and regulations for the upcoming SIAL Middle East 2016 in Abu Dhabi

64 » **Members Directory**
A listing of all leading food and kitchen supplies companies for this region

66 » **More Than a Chef**
Monthly column on improving soft skills and more by Rohit Bassi

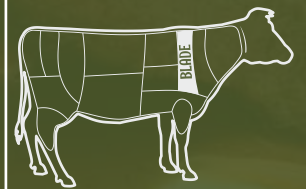


DO YOU KNOW YOUR BLADE **FROM YOUR** KNIFE?

Secondary cuts like the Oyster blade are increasingly becoming top draws at many restaurants and steak houses. Quality Australian Oyster blade performs just as well as loin cuts but costs less. Its flavour and tenderness also make Australian Oyster blade ideal for a gourmet roast and when cut, for lean, smaller portioned steaks.



BLADE CUT



Oyster Blade Roast

This is a muscle that sits just below the shoulder blade. Roasting this whole cut allows the connective tissue to melt into the meat resulting in a flavourful and tender roast. Oyster blade can be further cut into steaks, thinly sliced for sir fries or diced for slow cooking.



Oyster Blade Steak

This is a muscle that sits just below the shoulder blade and is bisected by a lone line of connective tissue. When separated from the shoulder, it is cut into steaks. When cooking oyster blade steak, it's important to score or remove the centre gristle to prevent curling when cooking. Cut into thin strips, this cut is also suited to stir-fries.



Flat Iron Steak

Wide long and flat, the flat iron steak is a muscle that sits below the shoulder blade bisected by a lone line of connective tissue. Flat iron steaks have tissue removed together with all the silver skin from the oyster blade. The resulting two steaks are lean, juicy and flavorful. The flat iron steak is extremely tender and retains its juiciness throughout the cooking process.



Australian Oyster Blade with Polenta, Portobello Mushrooms,
Wilted Greens and Pomegranate Balsamic Vinaigrette
Recipe by Master Chef Tarek Ibrahim

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editor'snote

email editor@gulfgourmet.net

Gulf Gourmet is one of the most widely read professional chefs' magazine in the world. This would not be possible without the unwavering support of the local chef community, mainly Uwe Micheel, Andy Cuthbert and Thomas Gugler. Month after month they contribute to the magazine in so many ways, they are pretty much a part of our editorial team.

Therefore, it is my honour to inform you that at the recently concluded WorldChefs Congress in Greece, these three have been elected to the top most administrative positions for the World Association of Chefs Societies (WACS).

Thomas Gugler is now President of WACS. Uwe Micheel is now part of the 5-member WACS presidium supporting Gugler. And Andy Cuthbert is the Continental Director – Africa and Middle East for WACS, in addition to his previous role of Chairman of the WACS Young Chefs Development Team. Mabrook to all three chefs for making the UAE and the GCC chefs proud.

This issue sees some amazing stories of chefs living in the GCC – from group executive chefs to young culinary students still making inroads into the profession. These are life stories that will inspire you and make you realise that challenges befall everyone. What matters is how you work around it, overcome the challenges, and use the opportunity to become stronger and more successful.

Read about Gabriela Hristova's journey to becoming the second best



chef in at the Young Chef Olympiad. And she is still a student at the Emirates Academy of Hospitality Management. Check out the recipe for young pastry chefs created by Manoj, the Pastry Chef De Cuisine at The Palace Downtown Hotel Dubai. Enjoy the stories of Chef Suresh Babu, who went from not knowing what a chef does to becoming group executive chef, and Chef Redia, who began her professional chef career at the age of 45.

We bring you a quick insight into the results from the annual KPMG survey of consumer trends impacting restaurant business in the UAE as well as all the rules and regulations for the upcoming SIAL Middle East 2016 in Abu Dhabi. Hope you partake in the competition.

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

Aquin George
Managing Editor

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newsbites

Stevie joins Six Senses Zighy Bay

British-Australian Chef Stephen Jones, otherwise known as Chef Stevie, has joined Six Senses Zighy Bay in Oman as the Executive Chef. He will be overseeing four separate food and beverage outlets at the Musandam getaway.



Chef Stevie commenced his executive chef journey at the Aman Resorts group in 2000 working at Mahakua Hacienda de San Antonio, Mexico and Amankila, Bali, before moving to The Oberoi Udaivilas, Udaipur and The Oberoi Lombok, Indonesia.

His career has also taken him to Lebanon, Montenegro, Malaysia and Maldives and he's received the Gallivanter's Guide Awards for Best Hotel Cuisine Worldwide. He says, "Sustainably sourced, natural, delicious with awareness on intelligent nutrition, my approach to food is multicultural and layered with influences from travelling the world. Once the classic fundamentals are harnessed via understanding, simplicity of flavour, texture and the quality of produce, great dishes can be made simply and presented in a contemporary manner."

We guess, he's just trying to say his food will be organic, healthy and tasty, reflecting his global experience.

Il Borro Tuscan Estate in Dubai

Il Borro, the Tuscan estate owned by the Ferregamo family, representing over 1,000 years of rich heritage and one of the most coveted resorts in the world, announced its first venture outside of Italy; Il Borro Tuscan Bistro Dubai. Located within the prestigious Al Naseem Madinat, Jumeirah's latest addition to its signature Arabian Resort, Il Borro Tuscan Bistro Dubai will translate the history, innate hospitality and biodynamic approach for a new Middle Eastern audience. The restaurant bar and lounge concept is set for a December opening.



The Dubai concept builds upon the legacy of Il Borro in Tuscany, a beautiful estate stretching over 700 hectares. A Medieval Village has been converted into a five star Relais and Chateaux resort in which the world-renowned Tuscan Bistro is nestled in uninterrupted scenery. This highly sought after restaurant bears the personal hallmark of the Ferregamo family and is supplied by produce from the Il Borro estate. Central to the Il Borro story is the food offer, led by the brand's Executive Chef Andrea Campani.

Wendy's uses Australian beef

Wendy's has added three 'Big Angus' burgers to its menu, tailor made by the quick service restaurant's MENA regional team. Following the launch of the 100% Australian Angus Beef, Wendy's welcomed an even meatier selection of burgers served hot off the grill as a 6-ounce patty.

Australian Angus beef, which is renowned for its superior meat quality, was selected because of its more consistent product and enhanced marbling, contributing to improved tenderness, juiciness and flavour. Add to it, the procedures set down by the Australian Government's authorised halal program means all Wendy's burgers will be 100% Australian Angus Halal beef.

Guest Bartender series

Four Seasons Resort at Jumeirah Beach is introducing a three-month Guest Bartender series, featuring three talented mixologists from around the world. The series will take place from October to December and provide the chance for guests to enjoy an exclusive limited edition drinks menu comprising of signature cocktails designed by the bartender of the moment.

The series will commence with Denzel Heath on October 24-25, followed by Luca Cinalli on November 1-2, and finish with Philip Bischoff on December 6-7. During the course of their visit, each bartender will provide eye catching bar trick entertainment and creative concoctions for all to taste and enjoy.





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KOMANG VISITS CANADA

Chef Komang of The Club, Abu Dhabi, claimed his prize of an all-expenses paid trip to Nova Scotia, Canada this summer. The trip was for winning the Gulf Gourmet-organised Clearwater Shellfish Challenge for professional chefs in the UAE. Komang won the top prize for a challenge that saw over 100 entries, and a live cook-off by the final 20 chefs at the Emirates Academy of Hospitality Management that was judged by a panel of senior WACS-certified chefs. Clearwater hosted him for a few days. In addition to local sight-seeing, Komang spent a day in their speciality kitchen facility with their corporate chef, developing his shellfish cooking techniques. Clearwater also took him out on an in-shore lobster fishing boat, where he saw the lobster traps being hauled up, and he was given the opportunity to be a part of the process.

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Tears and passionate devotion in Kolkata

Gabriela Hristova's journey to becoming the second best chef at the Young Chef Olympiad is a story of sheer grit and determination. **Martina Mozzicato** and **Fahad Alhammadi** brings us the amazing story of the rising culinary star at the Emirates Academy of Hospitality Management

"My knives, my chef whites, and a hoodie," says Gabriela Hristova, or Gabi as she's fondly known

by her fellow classmates. These were the only belongings in the 22-year-old's luggage when she left for India to participate in the Young Chef Olympiad: a cooking challenge for passionate and eager young apprentices.

The two-month long gruelling challenge held during the early months of 2016 saw participants fly to New Delhi, Bengaluru, and Pune, before the finale in Kolkata and saw her compete with 67 culinary students from as many countries. The challenge was organised by The International Institute of Hotel Management and The Union Ministry of Tourism in India.

Amongst the several contenders, Gabriela, a Bulgarian national and representing The Emirates Academy and the UAE, was one of the few



When I was in India, I saw no nervousness or anxiety on my competitors' faces. They were confident in their years of focused studies and deep knowledge in kitchen practices

students without a full-fledged culinary background. So, how did she bag the silver medal?

The journey started a long time ago. Gabriela started cooking at the age of 6 and her grandmother was her first mentor. She coached little Gabi on the finer nuances of traditional recipes and



rustic techniques, instilling in her passion and dedication. Her motto? "Make people happy with the food they eat."

It took years, many a mistake, burns and tears to help her develop her own cooking style. "Combinations, surprises, mixing different flavours, savouring



different explosions of aromas in your mouth, and finally congratulating yourself with the result. Everything within an organised and neat working counter," says Gabi.

When Chef Michael Kitts, the Director of Culinary Arts at The Emirates Academy

of Hospitality Management, offered her the opportunity to apply to the Young Chef Olympiad competition, she decided to try and prove herself, and spent the next few months training for it.

The destination was a major factor in her saying yes. India has always

been a country she's wanted to visit. Being accepted was a real shock for her, a rush of questions and doubts overwhelming her. "Did I make the right choice? Will I be able to face the stress of a competition while concurrently managing my studies? Will I be on top of all my submissions

as well? Am I prepared?"

What scared her the most was what the challenge included: a mystery box of ingredients, no recipes, and competitors that had a strong culinary background. "When I was in India, I saw no nervousness or anxiety on my competitors' faces. They were confident in their years of focused studies and deep knowledge in kitchen practices," she says.

The first round took place in Delhi, and required creating a chicken dish in an hour with no support from anyone. The second round was in Kolkata: this time in two hours the competitors had to prepare two vegetarian dishes and two crème caramels, with some personal touch that would make the difference. Gabriela's final round too was held in Kolkata and required her to create a three-course meal for four.

Gabi successfully completed all the tasks and surprised herself with the



Combinations, surprises, mixing different flavours, savouring different explosions of aromas in your mouth, and finally congratulating yourself with the result. Everything within an organised and neat working counter

results. She says, "I could not have faced this contest without a strong, solid and experienced support. The opportunity provided by The Emirates Academy of Hospitality Management, which took care of all logistical support including

the flight, the visa procedures and the accommodation. Chef Michael Kitts, Chef Helen Morris, Maximilian Rauch and Abdul Rehimane, the F&B faculty team of the Academy, played crucial roles in the picture: they gave great input and help when I needed it, they discussed with me what they liked or not in terms of recipes or culinary techniques, and they shared their knowledge and skills willingly."

Chef Michael Kitts personally accompanied her to India and was there to help her prepare for the various stages of the competition. He coached her towards the most probable recipes to come from the mystery box, providing moral support and offering her strength and perseverance to keep going.

She says, "I wanted to hug him at the end of the competition. I couldn't have made it without him."

After the two first rounds, Chef Michael Kitts pulled her aside and asked her to look at the score panel. "My score was the highest at 84 and the second highest was 79! I couldn't believe my eyes, I started crying with joy," she says.

So what were the challenges she faced at the competition? "The most stressful challenge was during the first round. All the competitors had to use one oven, and it was constantly being opened and closed, so there was no constant temperature in it. My chicken took 35 minutes to cook. Luckily I started beforehand."

The guidelines too were not clear: she brought her equipment as it was allowed in the regulations but at the venue she wasn't allowed to use it in the kitchen. "I had to improvise."

Gabriela lost her lead in the final round, but rightfully reached a proud second place. Her family, the Academy she was representing, her consultants and everyone who knew her efforts and perseverance were proud of her result and personal achievement. "This, cooking, is what I love to do. This amazing



experience confirmed it and had an extremely positive impact on my life”.

So any final thoughts? “I will go back to India, I will never forget the people I met.” She keeps in touch with some of the participants and hopes to visit them in their home countries. Friendship and sharing is one of the most important factors in competitions, especially when the field is hospitality.

Martina Mozzicato and Fahad Alhammadi are students at the Emirates Academy of Hospitality Management. This article, written by them, won the article writing challenge organised by Gulf Gourmet and features inputs from Karishma Adnanim and Deepak A. Bharwani



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The man with the **TOUCH OF SWEETNESS**

Interview with **Chef Manoj**, the Pastry Chef De Cuisine at The Palace Downtown Hotel Dubai

Degiri Manoj Lasantha De Zoyza – or Chef Manoj as he's popularly known – is the Pastry Chef de Cuisine at the Palace Downtown Hotel in Dubai. The 34-year-old Sri Lankan has been dabbling with pastry making for over 14 years and has climbing up the ranks through sheer determination and hard work.

Says Chef Manoj, "I am a person who lives on hopes and dreams. I have always dreamt big. The hope to make the dreams turn into reality someday is what makes me persevere. It is because of this perseverance that I am where I am right now."

Ask him about his favourite tools for success in his field and he says, "My equipment is my experience and my passion for creating new things. This is what has led me to where I want to be, a Pastry Chef."

Life wasn't as simple and easy growing up. But he always loved the fact that he grew up in an extended family of chefs. "My father was a chef. I loved seeing him in his white uniform getting ready to go to work. Most of my relatives too were in the same field." This set the foundation for his inspiration to join the culinary arts.

Manoj's career story is a long and arduous one. After completing a Basic-level international cookery



I am a person who lives on hopes and dreams. I have always dreamt big. The hope to make the dreams turn into reality someday is what makes me persevere. It is because of this perseverance that I am where I am right now

course from Swiss Lanka Hotel School in Sri Lanka he has constantly been upgrading his skill through education year after year. He recently even got himself a PME Professional Diploma (Masters Certificate) and a PME Arts and Crafts (Professional Diploma Course) certificate.

He started out in Dubai working for Mister Baker, a bakery shop in Dubai. Three years later he moved to Spinneys followed by Nad Al Sheba Private Club. His first tryst with a hotel was when he joined the Renaissance Hotel. Manoj's exceptional pastry making skills soon found him in demand and

he used the opportunity to enhance the pastry sections of hotels such as Intercontinental, Radisson Royal and H Hotel before joining The Palace Downtown around 18 months ago.

Manoj is also an exceptional competitor at culinary events and has a large collection of gold, silver and bronze medals, which he has been gathering since 2008. He still loves to compete and make his employers proud with his medals. When he's not working he spends time with his wife Joelyn and their three kids Matt, 5; Summer, 3; and Amber, 6 months.

What is his advice to young chefs? "They should have the passion and always do their work not only because they are paid but because they love to do it. They should put their heart in whatever they do," he says.

Chef Manoj's ultimate goal in life is to someday run his own business and be able to spend a lot more time with his family, especially his kids.

Like many Sri Lankans, Manoj is an ardent cricket fan. In his spare time he goes back to reading pastry books and experimenting with new creations. Check out his 'Sheep Yoghurt Panna Cotta with Mixed Berry Sorbet' to find out why he's a truly good Pastry Chef in the making.



Pistachio Creamy, Cream Roulade with Pecan Nut, Raspberry Jelly with Sauce and Dry Fruits

SHEEP YOGURT PANNA COTTA

Heavy cream	110gm
Granulated sugar	55gm
Gelatin sheets	2 sheets
Sheep yogurt	160gm

Method

- ♦ Soak gelatin in ice water until softened
- ♦ Heat the cream and sugar in a medium sized pot over medium heat.
- ♦ Remove from heat. Add gelatin and stir to dissolve then stir in yogurt. Pour into flexi molds

BERRY FLUID GEL

Strawberry puree	160gm
Raspberry puree	160gm
Cherry puree	160gm
Agar Agar	5gm
Sugar	112gm

Method

- ♦ Bring puree, agar agar and sugar to a boil. Refrigerate until cool before processing in a blender until creamy and smooth

LIME CREMEUX

Anchor cream	440gm
Sugar	110gm
Gelatin sheets	2 sheets

Zest and juice from 1 lime

Method

- ♦ Soak gelatin in ice water until softened
- ♦ Heat cream with the sugar, lime juice, and zest. Remove from heat and stir in gelatin to dissolve.
- ♦ Cool cream over ice bath and whisk to thicken. Refrigerate for about 12 hours before whipping

BERRY SORBET

Water	380gm
Sugar	280gm
Sorbet stabilizer	4gm
Glucose	100gm
Raspberry puree	250gm
Strawberry puree	250gm
Blackberry puree	250gm

Cherry puree	250gm
Lemon juice	14gm

Method

- ♦ Warm the water to 40 then add sugar, stabilizer and glucose and bring to boil, strain and refrigerate to cool.
- ♦ Combine with purees and lemon juice before processing in an ice cream machine

RASPBERRY MERINGUE

Eggs white	84gm
Granulated sugar	84gm
Confectioner sugar	84gm
Drop or red color	
Drop of raspberry puree	

Method

- ♦ Preheat oven to 100 .whip eggs white and granulated sugar to medium peaks in a stand mixer fitted with a whisk attachment. Add color and puree .then fold in confectioner s sugar. Pipe onto a nonstick mat .bake until crisp

ALMOND CAKE

Anchor Butter	1kg
Sugar	1kg
Eggs	22pec

STEP 01 SHEEP YOGURT PANNA COTTA**STEP 02****STEP 03 RASPBERRY MERINGUE****STEP 04****STEP 05 BERRY FLUID GEL****STEP 06****STEP 07 SUGAR GARNISH****STEP 08****STEP 09 UNMOLDING FOR PLATING****STEP 10****STEP 11****STEP 12**

Flour	150gm
Almond powder	850gm
Salt	5gm
Milk	100ml

Method

- Heat oven to 350 degrees. Coat a 10-cup Bundt pan with cooking spray. In a large bowl or stand mixer, beat together butter and sugar until light and fluffy. Add eggs, one at a time, beating well after each addition. Beat in almond filling until combined.

- In a separate small bowl, whisk together flour, baking powder and salt. Alternately add the flour mixture to the butter mixture with the milk, starting and ending with flour mixture. Beat until well blended. Spread batter evenly into prepared pan. Bake 50 to 55 minutes, but begin checking at 45 minutes, or until toothpick tests with a few crumbs clinging to it. Cool on a wire rack for 10 minutes. Then invert onto wire rack to cool completely

STEP 13

October 2016 **Gulf Gourmet**

Creative Food & Beverage Solutions

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This month, it's Sheraton Sharjah Beach Resort and Spa vying for the top honours at the Nestle Professional Golden Chefs Hat Competition – Season 4

Two young Indians from Sheraton Sharjah Beach Resort and Spa believe they have what it takes to win the Nestle Professional Golden Chefs Hat Competition – Season 4. They both come from different backgrounds but share a passion for good food and great presentation that

makes them a great team. Here's a bit about them and their recipes:

Amol Takkekar

29-year-old Chef Amol is the hotel's Chef de Cuisine and has been with the property for a year now. He says that maintaining the reputation of his all-day

dining restaurant as one of the best places to eat out in SHARJAH is his current focus.

He began his career after completing his Bachelor's in Hospitality and Tourism Administration from the National Council of Hotel Administration in Delhi.



Amol Takkekar



Syed Abrar Azam



He followed it up by working on two of India's more gorgeous properties – Oberoi Amarvilas and Taj Bangalore.

He soon tried his hand an independent award-winning fine dining restaurant before coming to Dubai to be a part of Atlantis The Palm. He continued his career progression at Raffles Dubai and Saadiyat Beach Club in Abu Dhabi before joining the Sheraton.

He's won numerous medals at culinary

events including a gold at the young chefs competition organised by the Guild.

Syed Abrar Azam

This 22-year-old pastry chef aspirant hails from the eastern state of Orissa in India. Following his Diploma in culinary arts from the Central Institute of Hotel Management and Catering technology, Bhubaneswar, Chef Syed trained with the Hyatt Regency in New Delhi. He then joined the Leela Palace next door. He

went back to the Hyatt and later shifted to the JW Marriot in Bangalore.

His first tryst with international chefs was after joining the Sheraton earlier this year. He says he's inspired by his Executive Pastry Chef Sanjit Gupta and is looking forward to emulate his career graph. Check out his mouth-watering creation 'Garden Symphony' which is a Nestle Coconut Pannacotta with Passion Fruit Nestle Creme Brulee Bavaroise on a bed of red velvet sponge.

57°C romesco rubbed chicken breast, coconut milk braised thigh tortellini Tomato concasse, squash puree, smoked mash and porcini demi glaze

(Portions 4; Cooking time: 40 minutes)

CHICKEN MARINATION

Nestle tomato concasse	120 grams
Walnuts	60 grams
Bell pepper red	80 grams
Red chili	15 grams
Salt	10 grams
Lime juice/zest	10 ml

2 Whole skin on free range chicken

Method

- ◆ Roast all the above ingredients in the oven and blend with olive oil and red wine vinegar marinate the mixture with chicken breast and vacuum pack and cook in the sous vide machine at 57°C for 2 hrs

COCONUT MILK BRAISED CHICKEN THIGH TORTELLENI

MAGGI® Coconut Powder	100 grams
Chicken thigh skinless (mince)	300 grams
Shallots	50 grams
Butter	30 grams
Lime zest	5 grams
Lime juice	5 ml
Emmenthal cheese	35 grams
Parsley	5 grams
Thyme	5 grams

For the stuffing

- ◆ Heat a knob of butter add in finely chopped shallots and thyme cook



until soft add the chicken mince sear all around, add nestle coconut milk ,season with salt, pepper, lemon juice, lemon zest finish with emmenthal cheese and parsley. Let it cool.

PASTA

Flour	150 grams
Egg yolk	55 grams
Olive oil	10 ml

Method

- ◆ Fold in flour, olive oil, egg yolk roll it out stuff it and make tortelloni

SAUCE

Nestle @ tomato concasse

MAGGI@ Chicken stock

Butter

Method

- ◆ Heat butter add tomato concasse and chicken stock powder and water add in the blanch pasta until sauce is thick

SMOKED MASH POTATO

MAGGI@ Mashed potato	200 grams
Cream	50 ml
Butter	30 grams
Vegetable Stock	10 ml

Natural smoke liquor 2 ml

Method

- ◆ Heat the stock add in nestle mash potato powder combine with cream, butter and smoked liquor and mix until its creamy and soft in texture

BUTTERNUT SQUASH PUREE

Butternut squash	300 grams
Garlic (whole crushed)	30 grams
Thyme	5 grams
Butter	50 grams
Cream	40 ml

Method

- ◆ Heat squash, garlic and thyme in a preheated oven at 180.c for 20 minutes .blend in the mixture with remaining ingredient to a smooth puree

PORCINI DEMI GLAZE

Chef@ Demi Glace	50 grams
Stock	150 ml
Porcini powder	10 grams
Cream	40 ml

Method

- ◆ Mix all the ingredients in the sauce pan bring it boil taste and serve

GARDEN SYMPHONY

Nestle Coconut Pannacotta with Passion Fruit Nestle Creme Brulee Bavaroise on bed of red velvet sponge

(Portions 4)

RED VELVET SPONGE

Egg	15 gms
Sugar	35 gms
Milk	25 ml
Edible liquid Red Color	3 ml
Vinegar	½ tsp
Flour	40 gms
Baking powder	pinch
Oil	35 ml

Method

- ◆ Beat Egg & Sugar , add milk , color & vinegar gradually, fold half dry ingredients into mixture , add half oil fold remaining dry ingredients adding gradually remaining oil. Bake it at 180 * Celsius

**NESTLE PANNA COTTA**

Docello® Panna Cotta	22 gm
Milk	75 ml
Cream	75 ml
MAGGI® Coconut Powder	10 gms

For the stuffing

- Boil milk & cream, add nestle pannacotta powder & nestle coconut milk powder gradually whisking it in a low flame. Pour it on top of red velvet sponge. Set it in chiller once cool cut it as desire.

NESTLE CREME BRULEE

Docello® Crème Brulee	50 gm
Milk	200 ml
Cream	100 ml

Method

- Boil milk & cream, add nestle crème brulee powder gradually whisking it in a low flame, cool it down, brule the mixture & then mix it with passion fruit bavaroise mixture

PASSION FRUIT BAVAROISE

Passion fruit puree	12 ml
Sugar	28 gms
Liquid glucose	4 gms

Egg white	17 gms
Lemon juice	½
Sugar	6 gms
Water	2 ml
Whipped cream	50 ml
Passion fruit puree	22 ml

Method

- Boil passion fruit puree, sugar & liquid glucose together. Make Italian meringue with egg white, lemon juice, sugar & water. Mix both mixture add whipped cream, fold with passion fruit puree. Once mixture is ready fold it with crème brulee mixture

RASPBERRY COULIS

Raspberry puree	50 ml
Liquid glucose	5 gms
Nestle® Sweet condensed milk	5 ml

Method

- Boil raspberry puree, liquid glucose and blend it with condensed milk

CHOCOLATE SAUCE

Water	25 ml
Chocolate	12 gms
Cocoa powder	6 gms
Sugar	25 gms

Method

- Boil water, sugar. Once boiled add cocoa powder and cook it well whisking sauce vigorously, at last add melted chocolate mix it well, strain and use

MANGO SAUCE

Mango puree	50 ml
Liquid glucose	5 gms
Condensed milk	5 ml

Method

- Boil mango puree and liquid glucose, blend it with condensed milk

For Garnish

- Pistachio flakes
- Popping Boba
- Chocolate for décor

For Assembling

- Layer the red velvet sponge along with set Nestle's Pannacotta mixture, place passion fruit cream brulee bavaroise on top of it, decorate it with chocolate garnish, finish plating with sauce, coulis, pistachio flakes & popping boba as shown in picture



THE LOYALIST

At a time when chefs are notorious known for their eagerness to jump ship for a few extra quid, **Suresh Babu** is a pleasant exception to the norm – he has been with his employer for over 17 years. **Aquin George** meets the WorldChefs-certified judge and Group Executive Chef at Landmark Hotels and Suites to find out what keeps him grounded



It may be a tough pill to swallow, but the truth is this: Suresh Babu and his parents had no clue what a chef's role entails when he joined a hotel management school after grade 12. "I just wanted to be financially independent at the earliest and the one-year hotel management programme was the only affordable skilled worker programme around me that had the shortest time frame. Being the only child, my parents allowed me to make my own destiny," he says.

Born and raised in Vakathanam village in the south Indian state of Kerala, the fertile soil and its abundance of quality produce meant that Suresh never entered a fancy five-star hotel or dined out at quality restaurant until his first internship. It was simply not a way of life for people to dine out over there. His family was not financially well-off and that meant he could not pursue his studies in engineering or medicine. Skill

works training in plumbing, electrical or electronic works, which was all the rage among his peers back in the day, needed two years of studies.

The now 42-year-old says, "When reading the newspaper in my college library, I noticed a recurring advertisement for a one-year course in hotel management. Around that time, I even noticed the guy who ran the college canteen seemed to be doing pretty well for himself. So I put two and two together and decided this may be a field I could pursue."

Before he knew it, Suresh was enrolled in the 'kitchen course', which he chose over 'hotel management' and the 'service course' because, "it was the most creative of the lot".

His only trepidation was on day one when he returned from his hotel school and his mom seemed upset. "My uncle had visited home that day and he told

my mom that the course I was enrolled in taught students how to wash vessels. She had no idea why I would spend money to learn how to wash vessels."

Ignorance breeds fear and Chef Suresh too was struck by it. However, the following week he realised that the course was much more. A creative guy by nature, he was awestruck that the culinary arts could be a lifelong career. "It is the first time I went from being an average student to getting 99% marks in my exams."

Seeing his scores and his enthusiasm, his dad commented in jest that had Suresh studied this hard during his school days, he probably would have cleared the extremely tough Indian Administrative Services exams.

Following his studies, he went to a hotel in Hyderabad with five of his classmates for his apprenticeship. The school had secured them the jobs without the need



**Chef Suresh with Mohamed Gamal Henidy,
Vice President, Landmark Zenath Group**



for an interview. However, when they landed in Hyderabad they were in for a rude shock.

All six of them were rejected on the spot. The hotel called up the school and said, "These boys cannot speak in English, Hindi or the local Telugu language. How can we train people who cannot even communicate with us?" Hyderabad was 1,200 kilometres from their hometown and a place where no one spoke in Malayalam, their mother tongue.

Going back to Kerala was too humiliating to be an option. They stuck around in the city and eventually three of the six boys got jobs nearby. Suresh and two others lived off their friends' stipend and before they knew it, weeks were turning into months. Suresh took up the role of a steward at catering functions to make ends meet.

He spoke to the catering chef and asked him for an opportunity to assist. Seeing Suresh's desperation, the chef allowed him to help for one day. By the end of the day, the chef offered Suresh his first full-time job as a Commis at the Taj hotel.

Suresh ended up working the next 7 years in Hyderabad across the Taj, Ritz, Viceroy and Holiday Inn properties. He received some of the finest training during this period. And yes, he began speaking Hindi and Telugu fluently and his ability to communicate in English had improved too.

"My real mentor was Chef Jacob Gomes at The Ritz. His son too worked with me but he liked me a lot and focused his training on me. He had the innate ability to weigh ingredients with his hands. It was amazing but I couldn't learn it from him simply because our hands were not the same size. That gruelling training eventually helped me so much that I can now actually weigh things with just my hand," he says.

This fancy ability to weigh things with his hand once upset a hotel guest. "A guest wanted to weigh his suitcase and asked



When reading the newspaper in my college library, I noticed a recurring advertisement for a one-year course in hotel management. Around that time, I even noticed the guy who ran the college canteen seemed to be doing pretty well for himself. So I put two and two together and decided this may be a field I could pursue

me for a weighing machine. Since the machine was far away locked in the store room, I weighed it with my hand and told him it was a few grams over 31 kg. He flew into a rage thinking I was messing with him. I calmed him down, took him to the store room and weighed the luggage. It was 31.2 kg. He apologised."

DUBAI TENURE

During the late nineties, Chef Suresh came to Dubai to find a job at the recommendation of a friend. Since his friend was not from the hospitality sector, Suresh would travel around looking for jobs by talking to the security guards at various hotels. He finally got an offer letter from the Le Meridien Mina Seyahi but due to unforeseeable circumstances the job never materialised.

During one such cold calling visit to a hotel in Nasr Square, he bumped into the executive chef of a hotel who recognised Suresh. "What are you doing here?" asked the executive chef. It took a while for

Suresh to realise that the Executive Chef had trained under him during his Viceroy days. He was immediately given the job of a Chef de Partie and the property was a Landmark Hotel.

The executive chef left within 6 months but Suresh stayed back 17 years and is now the group executive chef. Ask him why he stayed back and he says, "I have had the opportunity to work across the group's various properties and the learning experience has never stopped. I have also grown in my career and the management is good to work with."

So how long did it take for his parents to be proud of the career he had chosen? "Oh, that was pretty soon. Around the time I started my profession we were experiencing a boom in cable TV and every channel had a cooking show. It helped everyone realise that cooking is an art. I was the first in my village to take up hotel management. I did it due to economic constraints. Today, there are so many who have followed in my footsteps, including the rich kids. It is a good feeling to be able to inspire your own local community."

Says Suresh, "I love cooking because it is unlike maths. Here one plus one is not the same for all. French fries with the same recipe will taste different when made by different people. It's about creation. Food is the one thing that can satisfy you as there is a limit to how much you can eat. Money, gold and fame, may never be enough but when it comes to eating food there is always a point of satisfaction."

Does he have any moment in his career that particularly stands out? He says, "There is one that does. During a night shift in Hyderabad, I met a man, who with just one assistant cooked biryani for 2,000 people. He was a specialist brought in for the huge banquet and he was treated with special respect by the Executive Chef.

"I begged my executive chef to assist him for one day between my two night shifts. I succeeded after much pestering.



But the guy did not like me observing him. His biryani-cooking method was a family secret and they did not want to part with the recipe.

"He was so good, that he knew if the large cauldron of biryani was cooked simply by tapping his ring on various sections of the pot. The sound was all he needed to know if the food is ready."

Chef Suresh, however, does not like the concept of keeping culinary knowledge a secret. If anything he will pester you to answer why you cook things in a certain way.

He joined the Emirates Culinary Guild to help young chefs and in the process learned what it takes to be an

Executive Chef. "I saw people like Chef Uwe and the others, they had such a strong positive attitude. It was then that I realised that being an executive chef is more than being a good cook. It is a job that entails managing a small army of great cooks. It is about having leadership qualities. It requires you to be smart and inspire the rest. If you cannot answer why you do what you do, even if it's as simple as why you cook an egg in a certain way, then you will not succeed."

When he entered the Guild, he was already a senior member and therefore could not compete. "I never had anyone to guide me during my younger days. So I make sure I send my guys to compete as I compete through them."

Chef Suresh has even invested time and effort to become a WorldChefs-certified judge. He has been a marshal and later became a judge helping out at various culinary competitions across the UAE.

In his personal life, Chef Suresh is married with two daughters – Kavya, 9, and Aarya, 6. His wife used to work with him at Landmark Hotel before marriage.

Finally, we ask him about his advice to young chefs and he says, "As a young chef if you do a mistake it's not counted. But when you become a senior, your mistake is counted. So as a young chef make mistakes and learn from them. Remember, experience is the mother of science. So gain as much of it as possible."

'It is the basics that make a restaurant succeed in the long term'

Aquin George speaks to **Anurag Bajpai**, partner and head of retail for KPMG in the Lower Gulf, and **Vikrant Rohatgi**, Associate Director at the firm, about their 2016 report on the UAE's F&B market

Last month, KPMG released their 2016 UAE Food and Beverage Report to find trends that included positive growth and areas of concern. However, the UAE market as a whole was found to be resilient with a lot more operators looking to enter the UAE market to further expand their presence here.

A third of consumer respondents indicated they eat out even more frequently in 2016 and nearly two-thirds of respondents said they were spending more than last year. Brunch continues to remain a UAE institution with 66% of respondents indicating that they eat brunch at least once a month.

The UAE's food and beverage market have been impacted by changing macro-economic conditions and a majority of the operators said that their profits were either the same or below average. Even then, the sector continues to benefit from the UAE's positioning as a major global tourism and retail destination with opportunities for new concepts and restaurant formats.

There will continue to be a growing number of exciting concepts, cuisines and restaurant formats, all of which are

constantly vying for space and keeping the market robust. 64% of operators surveyed indicated that they are looking to expand their footprint.

Excerpts from the interview:

A look at your report shows that 'Food quality and taste' and 'Good quality service' ranks high and 'ambience' is listed way below when it comes to customer choosing a restaurant. So why is it that we see operators invest heavily in interiors rather than talent, say higher salaries?

Anurag Bajpai: F&B is a constantly evolving market. It's not that operators don't realise you have to get the food right. At the same time, they need to have the odds in their favour when it comes to ambience, food and service. The challenge is getting the mix right. Ambience can amplify the experience but it cannot be the foundation of what you offer. Good ambience is the icing on the cake.

Vikrant Rohatgi: That's right. Beautiful interiors are effective when it comes to catching the attention of your customer when they walk in. Eventually, it has to be the quality of the food and service that will get the customer to return. If it is not great, a beautiful ambience on its

own cannot sustain the business model.

This leads to investment in talent being key to success. However, as your report shows, nearly 80% of the operators invest less than 2% of their revenue in training and retention. Is this a poor trend or fair?

AB: The more you train people the better it is. That said, from the operator's perspective, the challenge they have is there is so much new competition coming in that the best staff is difficult to hold on to. So operators are wary of investing or overinvesting in talent. They feel that if they invest today, in 6-8 months that person will not be there. So they have a fine line where they train their staff enough to do an adequate job as opposed to an exemplary job. So yeah, this is a dilemma they have.

VR: Just to clarify one point, when we spoke to the operators about their investment in staff training there is a certain number they gave. However, to put things in perspective, these are not new operators and have been around for years. This is more like an incremental increase in training their staff. If it was a new operator launching a new brand, they would have a much higher staff training cost.



So is this incremental increase in training healthy, just right, or poor? We have spoken to hospitality CEOs with 5,000+ staff and have found opposing views. While one feels too much investment in talent is a loss, the other feels that even if the staff eventually leaves, they will return with better experience...

AB: So it depends on operator to operator on how they look at the market and what you value. Whether you value giving your customers the best experience they can have or you are happy with a passable level of customer service. We've seen different views.

VR: To be fair to the operators, apart from the training, they have to adequately incentivise their staff. Because better service means better tips.

Does your report look at restaurants tagged with names of celebrity chefs and their impact on driving foot fall?

AB: It is one of the questions we asked and what consumers told is that they don't get swayed by the name of a celebrity chef attached to a restaurant. That doesn't always work.

VR: That's also the nature of fine dining. You won't find a celebrity chef in a café or a fast food joint. It may impact those who prefer fine dining but for the large majority it is not a big sway.

The point of innovation and its impact on stickiness is mentioned in your report. People prefer trying out innovative cuisine more so if it is within the cuisine they like. Has the report found if these customers return?

AB: Well if they like the food and the experience, they will come back. With innovation this is a point that Vikrant made. At the end of the day it is the basics that make a restaurant succeed in the long term. The buzz you create and the innovative concept will get you the initial draw. But to sustain that, you still have to get your basics right.

VR: Food, service, pricing, location. If you



F&B is a constantly evolving market. It's not that operators don't realise you have to get the food right. At the same time, they need to have the odds in their favour when it comes to ambience, food and service

— *Anurag Bajpai*

get these right, you have a fair chance of succeeding.

Has the spending of those who dine-in and those who order takeaway changed from last year's report?

AB: Last year we had only compared spend between take out and eating out. This year we have drilled it down to include brunches as a separate category given that 66% of respondents had brunch at least once a month.

VR: We specifically asked are you spending more than last year and 25% said they were spending more than 10% while 13% said they were spending more but less than 10%

Given the competition from large corporations expanding, can an individual with limited budgets afford to run a restaurant successfully in the UAE?

VR: It depends on the concept. There are standalone single restaurants doing

exceptionally well over the past two-three years.

AB: We find a lot of new entrants coming in and these are people who have no experience in this market. They have analysed the market, they believe in this market and they want to invest. Some of them may have restaurants outside the country while some don't even have any restaurant experience. They work in different industries but are passionate about food. We have spoken to a number of people who are interested in investing and these are standalone guys.

Is there a change in the recipe for success for restaurants say from 10 years ago?

AB: We all acknowledge that there is increased competition and that is the biggest change in this market. There is a lot more choice available to consumer than what was available earlier.

VR: People are more discerning than they were 10 years ago. Once you visit a good restaurant your bar of expectation is raised. And you tend to benchmark with other restaurants.

AB: Social media too has completely changed the market dynamic. People sharing eating experiences and images of the food they ate. That is also a new challenge for operators. Getting the initial footfall through the door now depends on how well you engage with your customers. Also, how well you continue to engage with your consumers after they have dined at your establishment is important.

Are operators using social media and data analytics as well as they should be or are they still learning the ropes? For example, do restaurants provide specific deals for individual customers based on behaviour?

VR: Some of them are using data more effectively than the others. That said there is a lot of scope for improvement in the way social media can be used to enhance customer engagement.

Mama to the CHEFS!

Meet the lady who decided to turn professional baker at the age of 45. Our special interview with **Radie El Hek** of JW Marriot Hotel Dubai – or as she's fondly known, mama the bread maker

Could tell us a bit about your childhood and your first tryst with making bread?

I grew up in a poor family in Lebanon. My father was a farmer, he died in the civil war in 1975 and my mother raised me and my eight siblings by herself. My mother always made bread for the whole family on the rooftop and as a little girl I often snuck up to the roof to the oven to play and pretended I would be making bread. Later on I learned all about making bread from my mother.

At what stage in life did you decide to become a bread maker professionally?

Back in Lebanon I only made bread at home, not professionally. I was working on a poultry farm when a relative saw the vacancy for a bread maker in Dubai at the JW Marriott Hotel Dubai. He asked my mother to talk to me to find out if I would leave Lebanon to work in Dubai.

Why did you decide to take up such an opportunity?

I always enjoyed making bread at home and I thought I would try to take up this opportunity in Dubai. It was not an easy decision to make and I thought long about it to leave everything behind in Lebanon and start a new profession in another country at the age of 45. But looking back now, I am sure it was the right decision.

Tell us about your journey as a bread maker at JW over 16 years

I started as a bread maker at the Mays El Reem restaurant when I first came



to Dubai and after 6 years I moved to the cold kitchen and I am now in charge of preparing all the mezzeh for the JW Marriott Hotel Dubai. Working at Marriott has been like a school, I got the chance to keep on learning and growing. I have received other job offers in the meantime but I appreciate working at Marriott and never left.

What does your current role entail?

I am mainly in charge of cold mezzeh and every year during Ramadan I bake Arabic bread during Iftar at The Market Place.

What is your advice to young chefs who want to become masters in bakery?

My advice to young chefs and bakers would be to not only learn about baking but about the many other aspects of working in a kitchen as well. If you are unsure or cannot decide what you want to do in the future, talk to experienced chefs to learn from their experience. I am always very happy to assist anyone who wants to learn about cooking, being it a colleague at our hotel or also from other companies.

What is the secret ingredient that makes your breads so delicious?

My secret is to keep it simple. I do the bread for the hotel exactly like I did it at home without any additional flavours or oils.

THE SPICE MASTER

From Bukhara to Zafran, Chef **Gaurav Singh** has over a decade's experience in offering some of the cleanest, most delicious, Indian food you can get your hands on in this part of the world

Could you tell us about your younger days and your dreams back then?

It was in the small town of Dehradun in Uttaranchal where I was born and raised. Am an only child, so pampered would be an understatement. I had a great interest in sports growing up and wanted to be a fighter pilot but somehow that didn't work out.

Why did you choose to become a chef?

Good food is something I have always enjoyed. That said, I never thought I would end up being a chef. I have a degree in hotel management from the Institute of Hotel Management catering technology and applied nutrition in Mumbai, popularly known as the Dadar catering college.

How were the early years as a chef?

I wouldn't say it was a struggle but it's a challenge to go from graduating to learning the ropes in the kitchen and making your career as a chef commercially viable. I guess it's a challenge I relished because it is quite common for people to leave it half way and try something else. You need to have passion for the profession and the right attitude.

Tell us about your journey to becoming an Executive Chef at Zafran?

My career began as a kitchen executive trainee with the Starwoods hotels and my first assignment was at Chola Sheraton in Chennai. I became

the Junior Sous Chef at Bukhara restaurant in Chola Sheraton followed by three years as Sous Chef for Bukhara restaurant, at ITC Mughal in Agra, India. I then moved to Mumbai for three years as Sous Chef for Bukhara at the ITC Maratha before finally moving to Dubai as Executive Chef for Asha's restaurant in Mall of the Emirates in 2010. During this time, the restaurant was award winner for 'Best Indian Restaurant'.

After I finished that assignment, I was approached by the Zafran team. The fact that it's a home-grown brand is what attracted me to the role, not to mention the autonomy I have been given in this role.

What are the challenges of being an Executive Chef?

Actually none apart from the skill set needed to run the kitchens. You have to be absolutely sure of your team selection.

What does your current role as brand chef entail?

Zafran is a homegrown brand under the Landmark umbrella. The advantage, therefore, is that I can take a lot of liberties with the menu and ingredients, incorporate guest feedback and generally be more creative.

Having said that, this is also a big



responsibility as you can't just focus on the food like most chefs. I am also responsible for designing the kitchens, planning and procuring of the equipment and most importantly hiring and training the right team to ensure that every one is on the same page and adhering to our philosophy of offering simple, honest and clean food.

What is your advice to young chefs?

Be passionate about cooking, travel as much as you can locally or internationally and observe new trends and cooking technologies. This will improve your repertoire and certainly make you a more well-rounded chef.

Tell us about the team at Zafran and what makes it work?

Zafran has a very honest approach to Indian cuisine. The food is presented in a simple, flavorful and tasteful manner without any artificial colors. We use fresh ingredients and stick to the basics of Indian gastronomy, preparing classical Indian dishes to suit the global palate. The team is like a family and every individual has the core values ingrained into them – be caring, engaging and consistent.

Chefs from around the world come together in the city of Thessaloniki for the WorldChefs Congress 2016 in Greece. The next WorldChefs Congress will be held in Malaysia from June 11-14, 2016





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Delicious DOUBLE

This month's challengers for the Nestle Professional Golden Chefs Hat Competition – KSA is the International Extended Care Centre in Jeddah

The Nestle Professional Golden Chefs Hat Competition – KSA has taken off to a great start and this month two young chefs from the International Extended Care Centre in Jeddah have taken up the challenge.

Mohammed Nafi Kalladi

28-year-old Chef Mohammed is the Acting head chef/food stylist at IECC Jeddah and hails from the south Indian state of Kerala. The member of the Saudi Arabian Chef Table Circle began his career after finishing his Bachelor's in Science degree in Catering Science and Hotel Management in Coimbatore.

After working in various hotels in India, he moved to Jeddah in 2012. He has won 1 gold and 4 silver medals at various culinary competitions in Jeddah. For this competition he created a Duo of Chicken Sous Vide Style with Spring Vegetable, Potato and Broccoli Puree with devilled sauce.

Karen Victoria Sumagaysay

Chef Karen is dual Bachelor's degree holder – one in Business Administration and the other in Nursing. However, it is her passion for cooking great dishes that eventually found her in her current role as Commis

1/Garde Manger at the prestigious Al Mashfa Hospital.

Hailing from the southern Phillipines city of Butuan, which is 1,200 kilometres from Manila, Karen always had a thing for sweet dishes. She worked in a catering company and a grill house before learning high quality healthy cooking at Al Mashfa. She has won seven medals over the past three years at culinary competitions in Saudi Arabia.

Check out her comeptiton recipe Chocolate Mousse Bomb Cake with salted Caramel Pannacotta and a & Coconut Crème Brulee.





Mohammed Nafi Kalladi



Karen Victoria Sumagaysay



Duo of Chicken Sous Vide Style with Spring Vegetable, Potato and Broccoli Puree with deviled sauce

Preparation time: 25 minutes

Cooking time: 30 minutes

BEEF TENDERLOIN WITH MASH I

Chicken Breast	120 gm
Fresh Cream/Milk mixture	80 ml
Fresh Mushrooms	30 gm
Zucchini	5 gm
Navets	5 gm
Carrots	5 gm
Broccoli	100 gm
Onion Red	10 gm
MAGGI® Mashed potato	30 gm
Butter	15 gm
Chicken Leg	40 gm
Chicken Liver	40 gm
Chives	5 gm
Pinch of Tyme	3 gm
Pinch of Rosemary	3 gm
Salt	3 gm
White Pepper	2 gm
Olive oil	30 ml

Butter	5 gm
Ice Cubes	80 gm

Method

- ◆ Chicken: Blend the chicken with the fresh cream, ice cubes and salt, put the mixture in a bowl and add white pepper and mix well.
- ◆ Cover the chicken puree in butter paper and shape well. Steam it in the oven.
- ◆ Deviled sauce: Mix beef stock with cold water and keep aside.
- ◆ Melt the butter in a pan over a medium heat. Add a little chopped onions and garlic, saute until cooking, stir in the mustard. Add Worcestershire sauce, vinola with beef stock and blend well.
- ◆ Bring to boil and simmer, stir 1/8 cup lemon juice.
- ◆ Mashed Potatoes: Bring a pot with salted water to boil. Add potatoes and cook well, drain in a small sauce pan, heat butter and milk with cream over low heat until butter is melted.
- ◆ Slowly blend milk mixture into the potatoes until smooth & creamy.
- ◆ Spring Vegetable: Clean & cut vegetables like carrots, marrows, turnips into finger size. Bring a pot of water to boil for the vegetables, make sure they

are cooked al dente. Heat olive oil and butter in a sauce pan.

- ◆ Add chopped onions & garlic, saute a minute and add the al dente cooked vegetables. Add salt and pepper to taste and finally the parsley.

BEEF TENDERLOIN WITH MASH II

Lemon Juice	4 ml
Mustard Paste	04 gm
Beef Stock	12 gm
Worcestershire Sauce	7 ml
Vinola Non Alcoholic Wine	30 ml

CHIPS

Flour	4 gm
Water	20 ml
Olive Oil	7 ml
Chicken Stock	20 gm

Method

- ◆ Mushroom Puree: Saute the mushrooms with salt, white pepper and beef stock, cook well, blend the cooked mushrooms and prepare a fine puree.
- ◆ Broccoli Puree: Boil Broccoli with salt. Cook well and stir, mash and prepare a puree with seasoning.
- ◆ Beetroot Caviar: Heat 200 ml of beetroot juice with seafood gelatin.
- ◆ Then pour the mixture into cold oil, drop by drop and finally strain.



Chocolate Mousse Bomb Cake with salted Caramel Pannacotta & Coconut Crème Brulee

Preparation time: 25 minutes

Cooking time: 30 minutes

CHOCOLATE MOUSSE CAKE

Unsweetened Chocolate Powder	15 Gm
Natural Cocoa	10 Gm
Flour	70 Gm
Baking Soda	1 Gm
Salt	2 Gm
Dark Brown Sugar	30 Gm
Unsalted Butter	30 Gm
Eggs	.050 Gm
Buttermilk	20 MI
Pure Vanilla	10 Gm
Docello® Chocolate Mousse	75 Gm
Milk	120 MI
Bittersweet Chocolate	30 Gm
Light Corn Syrup	2 MI

COCONUT CRÈME BRULEE

Docello® Crème Brulee	65 Gm
Whipping Cream	30 MI
Coconut Cream	25 MI

Method

- ◆ Chocolate Mousse Cake: Put the chocolate powder and natural cocoa in a heatproof bowl add boiling water and whisk to combine and melt the chocolate.
- ◆ In a small bowl combine dry ingredients. Beat butter and sugar until fluffy, add eggs & butter, add the dry ingredients slowly alternately with the chocolate mixture.
- ◆ Mold the cake and bake for 20 minutes until cake spring back and cool off completely after baking.
- ◆ Prepare chocolate mousse. In a mixer combine milk and chocolate mousse powder and beat until medium-stiff peaks.
- ◆ Coconut Crème Brulee: In a casserole heat coconut milk and whipping cream bring to boil. Remove from heat. Whisk in Crème brulee powder and mix approx 1 minute. Pour into mold.
- ◆ Assemble the cake and the chocolate mousse. Cut the cake into round size of the bomb mold, assemble the cake & mousse into the bomb molds. Refrigerate or freeze until set.
- ◆ Unmold the cake bombs & set nearly room temperature. Prepare the glazing of the bombs. Melt the chocolate and add corn syrup, in a pan heat the cream

under medium heat, just to bring boil.

- ◆ Then pour the cream together with the chocolate-corn syrup mixture, let set for 3 minutes. Whisk gently till smooth. Pour the glaze to the bombs to coat them completely, then refrigerate until set.

SALTED CARAMEL PANNACOTTA

Milk	125 ml
Whipping Cream	330 ml
Docello® Panna Cotta	75 gm
Sea Salt	10 gm
Sugar	100 gm

Decorations

Strawberries	10 gm
Blackberries	10 gm
Blueberries	10 gm

Method

- ◆ In a saucepan combine milk and cream, bring to a simmer, add the Pannacotta powder and bring to a boil. Meanwhile in a heavy bottom saucepan, melt the sugar without stirring.
- ◆ Carefully add the cream-milk mixture into the caramel and keep on stirring until fully combined, add salt to the mixture and bring to boil.
- ◆ Mold the Pannacotta to the desired molders and refrigerate until set.
- ◆ Prepare for plating. Arrange all nicely in a plate and garnish with the berries.

October 2016 **Gulf Gourmet**

Culinary Maldives

The Food and Hospitality Asia Maldives International Culinary Challenge and Exhibition 2016 was held over four days last August in Dharubaaruge, Male. The culinary challenge saw over 300 chefs partake in the competition. Our very own Chef Uwe Micheel and Chef Thomas Gugler were part of the judging panel. Here are images from the event





Beef workshop

Over 50 – mostly young – chefs took part in the US Texas beef workshop held last month at the Radisson Blu Hotel Dubai Deira Creek. These 50+ chefs represented 23 hotels and establishments from across the UAE and they used the opportunity to learn more about the various cuts of beef and how to prepare it optimally. Here are images from the event



October 2016 **Gulf Gourmet**

The Guild Meet

The first meeting of the Emirates Culinary Guild after the summer break was hosted by Chef Ali Salim Dib and his team at the Al Zahra Private Hospital in Dubai. The event saw senior and junior chef members of the Guild discuss the upcoming chef events including the WorldChefs Congress and the IKA Culinary Olympics in Erfut, Germany where our chefs will be participating. Corporate partners used the opportunity to showcase their latest products and solutions. Here are images from the networking event





Visit to Barakat

The Emirates Culinary Guild Young Chefs Club, represented by various young chefs from across the UAE, took up the opportunity to visit the warehouses and factories of Barakat with an aim of getting more knowledge about vegetables and fruit produce, and extraction of fresh juices.



Barakat is known for its sustained quality and tradition of serving fresh juices, as well as cut and packed fruits and vegetables. This was an interesting opportunity provided to young chefs to see new products, modern methods of juice extraction. How HACCP and hygiene systems are followed. How fruits from around the world are sourced and to understand how market demand and supply go hand in hand.

Chef Michael Wunch guided the young chefs by sharing knowledge, trends, techniques and experience with the young chefs.



"We learnt so much about fruits and vegetables; things that we cannot learn from textbooks; especially about seasons and the sugar content of fruits depending upon seasons from all around the world – this was invaluable," says Ashish Thapliyal, a young chef member from Abu Dhabi.



LA CUISINE BY SIAL 2016

Briefs of the Classes for Entry

Class No. - Class Description

1. Cake Decoration – Practical by DAWN
2. Elegance Stylish Wedding Cake – Three Tier
3. Four Plates of Dessert by Nestle Docello
4. Pastry Showpiece
5. Baked Bread Showpiece by AGTHIA
6. Friandises Petites Four Pralines Nougatines
7. Chocolate Carving Showpiece
8. Fruit & Vegetable Carving Showpiece
9. Open Showpiece
10. Australian Lamb Five-Course Gourmet Dinner Menu by MLA
11. Tapas, Finger Food and Canapés by Grand Mills Bakeries
12. Individual Ice Carving
13. Ice Carving Team Event
14. Practical Fruit & Vegetable Carving
15. Sustainable Fish & Seafood - Practical Cookery by
16. Australian Beef - Practical Cookery by MLA
17. Mezzeh – Practical Cookery by Boodys
18. Emirati Cuisine - Practical Cookery
19. A Medley of Mocktails by AGTHIA
20. Etihad In flight meal sponsored by Etihad Airways
21. Ovo-Lacto Vegetarian Four-Course Menu by Egg Station
22. Dressed Lamb – Practical Butchery by Meat and Livestock Australia
23. Chicken - Practical Cookery by USAPEEC
24. 3 course Cheese Menu by USDEC
25. USA Cheese- Practical cookery by USDEC
26. Traditional Moroccan Cuisine by SUMA GOURMET

Practical Pastry (Patisserie)

Class 01: Cake Decoration – by DAWN

1. Two hours duration.
2. Decorate a pre-baked single cake base of the competitor's choice.
3. The Theme for the cake decoration will be "Emirati Culture"
4. The cake base must be a minimum size of 30cm X 30cm or 30cm Diameter.
5. The cake can be brought already filled without coating – ready to decorate.
6. The cake must be delivered and set up hygienically with cold box or dry ice storage. Not up to hygiene food product will not be judge.
7. All decorating ingredients must be edible and mixed on the spot. (Chocolate/Sugar/Marzipan/Fondant) minimum height is 30cm, it should be able to enhance and harmonize with the overall presentation
8. No pre-modelled garnish permitted.
9. Chocolate and royal icing can be pre-prepared to the basic level,
10. Competitors must provide all ingredients, cake base, utensils, and small equipment required.
11. A standard buffet table is provided for each competitor to work upon.
12. Water, electricity and refrigeration might not be available.
13. The cake will be tasted and cut by the Judges, as part of the judging criteria
14. A minimum of two DAWN fruit purees are to be used in the preparation of the cake, Details of supplier shall be sent to all competitors

Pastry Displays

Class 02: Elegance Stylish Wedding Cake –Three Tier

All decorations must be edible and made entirely by hand.

1. Pillars or stands may be inedible but, unless decorated by hand, must be plain and unadorned.
2. Fine, food-quality wiring is allowed for the construction of flowers but

- must be properly wrapped and covered with flower tape or paste.
3. Royal icing, pastillage, pulled sugar, etc., may be used in the construction, but the finished display must not be dependent on these items.
4. The bottom layer of the cake must be edible. A section of the finished edible cake should be cut for the judges' inspection
5. The cake will be tasted by the judges.
6. Inedible blanks may be used for the two top layers.
7. Typewritten description and recipes are required.
8. Maximum area w60 cm x d75 cm.
9. Maximum height should not exceed 1 meter (including socle or platforms)
10. Points will be deducted for non-compliance.

Class 03: Plated Dessert by Nestle Docello

1. Prepare four different types desserts each for one person.
2. Displayed cold, each portion for one person, suitable for a la carte service.
 - a) 1 x Hot and Cold dessert composition
 - b) 1 x Vegetarian without eggs and animal fat
 - c) 1 x Arabic Dessert Free Style creation
 - d) 1 x Dessert serve in glass
3. Practical and up-to-date presentation is required.
4. Typewritten description and recipes are required.
5. Tasting will be part of the judging process if deemed necessary to determine quality and authenticity.
6. Maximum area w90 cm x d75 cm
7. Showpieces are allowed but will not be judged.
8. One of the plates must use Docello by Nestle as the main ingredient.

Class 04: Pastry Showpiece

- To display a showpiece of either
 - Chocolate*
 - marzipan/sugar / pastillage*
 - dough/bread dough*
 - Asian dough figurine*
- No frames, moulds or wires are allowed. Points will be deducted for non-compliance.
- Edible media may be used, singly or in mixed media.
- Written description required.
- Maximum area w90 x d75cm.
- Maximum height 90cm (including base or socle)

Class 05: Baked Goods and Baked Bread Showpiece by AGTHIA

The entire exhibit must comprise of baked goods and must include the following:

- A baked bread showpiece.
- Two types of bread loaves 200-300 grams (competitor's choice) two pieces of each loaf to be displayed.
- Two types of bread roll 25-40grams (competitor's choice)) three pieces of each roll to be displayed.
- Two types of baked sweet breakfast items 25-40grams (competitor's choice) three pieces of each item to be displayed.
- Two types of baked savoury breakfast items 25-50grams (competitor's choice) three pieces of each item to be displayed.
- One extra piece of each variety to be displayed on a separate platter for judges' tasting.
- All breads & dough must bake at own work place as fresh as possible and deliver to the competition venue for judging.
- Poor hygiene standard of handling bakery products will not be judged.
- Typewritten products description and recipes are required.
- Maximum area w90 x d75cm

Class 06: Petites Four & Pralines

- Exhibit six varieties.
- Six pieces of each variety (36 pieces total) plus one extra piece of each variety on a separate small platter for judges' tasting. each piece to weight between 6-14grams.
- Freestyle presentation and theme

- Present the exhibit to include a small showpiece
- Showpieces should enhance the presentation, and will be judged.
- Written description mentioning the theme is required.
- Typewritten products description and recipes are required.
- Maximum area w90 cm x d75 cm

Artistic Displays**Class 07: Chocolate Carving Showpiece**

- Free-style presentation.
To be carved from a single block
- Natural colouring and minimal glazing is allowed.
- No frames, moulds or wires are allowed.
- Points will be deducted for non-compliance.
- Maximum area: w60 cm x d75 cm.
- Maximum height 30-35cm (including base or socle).
- Written description mentioning the theme is required

Class 08: Fruit & Vegetable Carving Showpiece

- To bring in already prepared one display of fruit and / or vegetable carving, no visible supports are permitted
- Freestyle presentation.
- Light framing is allowed, but the construction of the piece must not depend upon it.
- Maximum area w60 cm x d75 cm.
- Maximum height 55 cm (including base or socle)

Class 09: Open Showpiece (Free Style Showpiece)

- Freestyle presentation.
- Only showpieces made of edible food material will be accepted for adjudication.
- Frames and wires support are allowed but must not be exposed.
- Maximum area w90 cm x d75 cm.
- Maximum height 75 cm. (including base or socle).
- Special note:** To enhance the overall level of competition and to aid competitors to demonstrate superior modeling skills, it is permitted to use, frames and supports i.e. Styrofoam support must not pre-molded and simply sprayed, a round cylinder to form the base of a body is permitted,

and under no circumstances will pre-carved detailed Styrofoam of any other media be permitted. If the judging committee deems that the finishing has been aided by excessive moulding work it may not be judged

Class 10: Five-Course Australian Lamb Gourmet Dinner Menu by MLA

- Present a plated five-course gourmet meal for one person
- One of the appetisers for the meal must contain Australian Lamb as the main ingredient.
- The meal to consist of:
 - > **A cold appetiser,**
 - > **A soup,**
 - > **A hot appetiser,**
 - > **A main course with its garnish**
 - > **A dessert.**
- Hot food presented cold on appropriate plates
- Food coated with aspic or clear gelatin for preservation.
- Total food weight of the 5 plates should be 400-500 gms.
- Typewritten description and typed recipes required
- If Australian Lamb is not used then 50 points shall be deducted from the judging
- Maximum area w90 cm x d75 cm

Class 11: Presentation of Tapas, Finger Food and Canapés by Grand Mills Bakeries

- Exhibit eight varieties. Weight between 10-20 grams per piece
- Six pieces of each variety (total 48 pieces)
- Four hot varieties.
- Four cold varieties.
- Hot food presented cold
- Food coated with aspic or clear gelatin for preservation
- Presentation on suitable plate/s or platter/s or receptacles.
- Eight pieces should correspond to one portion.
- 2 of the cold items must use selected bread supplied from Grand Mills bakeries in their composition as a base.
- Sponsored Bread Items will be given to et competitors prior to the event and a list of varieties.
- Name and ingredient list (typed) of each variety required.
- Maximum area 60cm x 80 cm



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Practical Artistic

Class 12: Individual Ice Carving

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

Class 13: Ice Carving Team Event

1. Freestyle.
2. Two persons per team
3. 120 minutes duration.
4. Hand-carved work from three large block of ice (provided by the organisers).
5. Competitors to use own hand-tools and gloves.
6. Non-slip mats are mandatory.
7. Great care must be taken with health and safety considerations. If an exhibit becomes in any way unstable or dangerous to competitors or public, it will be dismantled and destroyed by the organizers.
8. The use of power tools is forbidden

Class 14: Practical Fruit & Vegetable Carving

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

Class 15: Sustainable Fish & Seafood - Practical Cookery

1. Time allowed 60 minutes
2. Prepare and present four

identical main courses using Gulf waters sustainable Fish and seafood. Sponsored items may become available this will be communicated to competitors as soon as possible.

3. Weight of fish per portion on the plate to be 150 grams
4. Present the main courses on individual plates with appropriate garnish and accoutrements.
5. Failure to use gulf water sustainable fish will result in a 50 point reduction of judging points
6. Typewritten recipes are required

Class 16: Beef - Practical Cookery by Meat and Live Stock Australia

1. Time allowed 60 minutes
2. Prepare and present four identical main courses using Australian Beef as the main protein item.
3. Any cut of beef with the exception of tenderloin, rib eye and sirloin, can be used.
4. Weight of beef per portion on the plate to be 150-170grams
5. Present the main courses on individual plates with appropriate garnish and accoutrements.
6. Typewritten recipes are required.
7. If Australian beef is not used then 50 points shall be deducted from the judging points, competitors must bring with them proof of purchase of Australian beef.

Class 17: Mezzeh – Practical Cookery by Boodys

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. Boodys olive oil and Tahina must be the only olive oil and Tahina used in the creation of these dishes and will be available in the competition venue for use in the kitchens
7. Present the mezzeh in four equal portions.
8. Two portions will be presented and two portions will be presented to the judges.
9. If Boodys products are not used then 50 points shall be deducted from the judging
10. *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*
 - > *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: A Medley of Mocktails by AGTHIA

AGTHIA will supply juices to entrants in this class.

Display three portions each of three different alcohol-free cocktails using any combination of the following Al Ain Fresh juices:

- > *Orange*
- > *Watermelon*
- > *Pinapple*
- > *Grapefruit*
- > *Strawberry*
- > *Lemonade*
- > *Carrot*
- > *Green Apple*
- > *Mango*
- > *Cocktail*
- > *Guava*
- > *Kiwi*
- > *Pomegranate*
- > *Mint Lemonade*
- > *Lemon Concentrate*

1. Competitors are allowed to use a maximum of two other ingredients per mocktail.
2. Ice, Salt, Pepper, Spices and Herbs used as seasoning are not counted as ingredients.
3. Competitors are to bring their own equipment, glasses, receptacles, etc.
4. Contact the organisers for juice samples after payment of entry fee.
5. The mocktails must be made entirely on-site; no pre-mixes or pre-mixing is allowed.
6. Garnishes, which can be made from any edible substance, must be prepared, cut and shaped entirely on-site.
7. The competition will begin with a close pre-inspection by the judges to ensure that no pre-preparation has taken place.
8. Time allowed 30 minutes to include garnish preparation.
9. Recipes required

NOTES TO AID COMPETITORS

Judging Points

TASTE 60: The highest percentage point possibility is given for a good tasting mocktail

PRESENTATION 30: The preparation and use of the garnish, the type of glass used the overall look of the mocktail.

WORKING METHOD 05: Clean, hygienic and safe work methods

INNOVATION 05: New thinking as to glassware, decoration or presentation

Class No 20: In Flight Meal by Etihad

1. Create a lunch/dinner menu for business class passengers flying ETIHAD airline on Abu Dhabi/ London sector. A economy class ticket to home country for the winner of this class shall be awarded as a prize.
2. Menu must be practically reproducible for two hundred covers. All food items to be Western cuisine no Arabic food is required to be presented.
3. Durable enough for in-flight service (i.e. suitable for chilling and re-heating without deterioration in quality).
4. Meal must be totally acceptable to Muslims.
5. One portion of the main-course will be re-heated and tasted as part of the judging process.
6. Menu to comprise: A choice of 2 hors d'oeuvre (each approx 90grams), One salad with a choice of 2 dressings, A choice of two main courses, one to be vegetarian (each approx. 280gr inclusive), One cold dessert (approx. 90g).
7. The Main courses must be suitable to be able to be reheated and served within 12 minutes.
8. Prepare and exhibit three portions of each dish. One for display as per pre-service set up in foils, one set for display as per service to guest (glazed), one set complete appetizers and main course for judges tasting this portion to be kept chilled ready for reheating once judges request. An oven shall be provided.
9. A written menu is required.
10. Typed recipes are required.
11. The organizers will provide the dishes for presenting the in-flight meals.
12. The main-course used for presentation purposes can be glazed with aspic to keep a good appearance.

13. The main-course used for re-heating and tasting, must be covered with the foil provided.

14. All competitors shall be sent a guideline for the plating and portion sizes, these guidelines must be followed. Also a recipe sheet and photograph to be provided as per sample specification sheet provided

Class 21: Ovo-Lacto Vegetarian Four-Course Menu by Egg Station

1. Present a plated four-course vegetarian ovo-lacto meal for one person.
2. Suitable for dinner service
3. The meal to consist of:
4. An appetizer containing EGG STATION egg product
5. A soup
6. A main course
7. A dessert
8. To be prepared in advance and displayed cold on appropriate plates.
9. No meat, chicken, seafood or fish to be used, (meat-based gelatin glaze to enhance presentation is accepted).
10. The appetizer can either be cold or hot presented cold to contain a minimum of 60% egg product from EGG STATION as the main ingredient of the dish. Egg Station product will be made available to all competitors as required.
11. Total food weight of the four plates should 500/600 gms.
12. Typewritten descriptions and recipes required.
13. Maximum area w75cm x d75cm

Class 22: Dressed Lamb - Practical Butchery by Meat and Livestock Australia

1. Prepare a whole, fresh, dressed lamb carcass into various ready-to-cook joints and pieces, some as required by the organisers, the others to competitor's choice. A training/demonstration will be provided by MLA prior to Salon event
2. Make a presentation of the finished cuts and off-cuts for exhibiting to the judges.
3. Competitors must use the fridges provided to store their finished cuts prior to judging



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4. Cuts/joints can be suitable for foodservice or suitable for a retail butchery display.
5. Organisers will supply the dressed lamb for this class.
6. Each competitor will have one banquet table (supplied by the organisers) on which to work.
7. No power tools permitted.
8. Competitors to supply their own:
 - > **Tools and knives**
 - > **Twine or netting**
 - > **RED cutting boards (this is a municipality requirement and will be strictly enforced)**
 - > **Garnishing**
 - > **Display trays**
 - > **Sundries**
9. Time allowed: two hours
10. All tools and sundries will be inspected to ensure that they are hygienically suitable for food use.
11. Cuts required by the organisers are:
 - a) *Neck slices or Neck boned.*
 - b) *1 x shoulder, boned and rolled, tied or netted ready for roasting.*
 - c) *3 pieces shoulder chops.*
 - d) *Spare ribs.*
 - e) *1 x 8 rib Frenched rack.*
 - f) *Mid-loin chops from a short loin*
 - g) *1 x Eye of Loin.*
 - h) *1 x Tunnel-boned leg tied or netted for roasting.*
 - i) *1 x Seam-boned leg trimmed into its 4 primal cuts plus its bone-in shank.*

Class 23 Chicken - Practical Cookery by USAPEEC

1. Time allowed 60 minutes
2. Prepare and present four identical main courses using Chicken as the main protein item. USA Chicken leg quarters will be supplied to the competitors on the competition day at the venue. No other chicken can be used.
3. Present the main courses

on individual plates with appropriate garnish and accoutrements.

4. Typewritten recipes are required
5. Weight of chicken per portion on the plate to be 150 grams

Class 24: 3 Course Cheese menu by USDEC

1. Prepare a 3 course menu for one person using USA Cheese in every course.
2. Displayed cold, suitable for a la carte service.
3. 1 x Hot appetizer
4. 1 x Main course with main item being USA cheese
5. 1 x Cold Dessert
6. Practical and up-to-date presentation is required.
7. Typewritten description and recipes are required.
8. Maximum area w90 cm x d75 cm
9. All of the plates must use USA Cheese as an ingredient

Class 25 USA Cheese - Practical Cookery by USDEC

1. Time allowed 30 minutes
2. Prepare and present two identical main courses using USA Cheese as the main ingredient. USA Cheeses must be used by all. No other cheese can be used. Contact details of the suppliers to purchase the cheese from shall be sent to all competitors prior to the competition.
3. If USA Cheese is not used then 50 points shall be deducted from the judging points, competitors must bring with them proof of purchase of USA cheese.
4. Present the main courses on individual plates with appropriate garnish and accoutrements.
5. Typewritten recipes are required
6. Weight per portion on the plate to be 150-200 grams

Class 26: Traditional Moroccan

Cuisine Practical Cookery by SUMA GOURMET

1. Time allowed 60 minutes
2. Prepare and present four identical main courses of authentic Moroccan cuisine using sponsored ingredients.
3. Tradition Moroccan cuisine presented in a modern restaurant style.
4. Weight of protein per portion on the plate to be 150grams
5. Present the main courses on individual plates with appropriate garnish and accoutrements
6. Typewritten recipes are required.
7. If the sponsored items are not used then 50 points shall be deducted from the judging points, competitors will be sent the list of available products prior to the competition. These products shall be available in the venue kitchen on the day of the competition

VENUE & ENTRY FEES

1. La Sial will be held during the La Sial Middle East Exhibition from December 5th to 7th 2016.
2. The venue is at the Abu Dhabi National Exhibition Centre
3. The entrance fee for single entries is Dhs.100 (AED. One Hundred) per person per class, unless otherwise stated in the Rules and Regulations or the Class Briefs.
4. The fee for entry to the trophy classes is as follows
 - i. **Best Cuisinier – La Sial Abu Dhabi 2016 – AED:500/- per person**
 - ii. **Best Pastry Chef – La Sial Abu Dhabi 2016 – AED:400/- per person**
 - iii. **Best Artist – La Sial Abu Dhabi 2016 – AED:500/- per person**
 - iv. **Best Arab National – La Sial Abu Dhabi 2016 – AED:300/- per person**

CLOSING DATE:

5. Closing date for entries is December 1st 2016 However, many are often fully subscribed and closed well before the closing date.

TROPHY ENTRY

Entrants to a trophy class must enter and finish in all and only those classes that pertain to the trophy for which they are entering. No other classes may be entered into by a trophy entrant. Trophies are awarded on the highest aggregate points from all three classes

The required classes are:

BEST CUISINIER:

- i. Class #10. Five-Course Dinner Menu
- ii. Class # 16. Beef Practical
- iii. Class # 15. Fish & Seafood Practical Cookery

In order to qualify for inclusion in the points tally for Best Cuisinier Trophy a competitor must win three medals, at least one of which must be a gold medal.

BEST PASTRY CHEF:

- i. Class # 01. Practical Cake Decoration
- ii. Class # 03. Four Plates of Dessert
- iii. Class # 06. Friandises, Petites Four

In order to qualify for inclusion in the points tally for Best Pastry Chef Trophy a competitor must win at least two medals one of which must be a gold medal.

BEST ARTIST:

- i. Class # 07. Chocolate Showpiece
- ii. Class # 09. Open Showpiece
- iii. Class # 12. Individual Ice Carving
- iv. Class # 14. Practical Fruit & Vegetable Carving

In order to qualify for inclusion in the points tally for Best Artist Trophy a competitor must win at least three medals one of which must be a gold medal.

BEST ARAB NATIONAL:

- i. Class #10. Five-Course Dinner Menu
- ii. Class # 17 Arabic Mezzeh -

Practical Cooker.**iii. Class # 18 Emirati Cuisine – Practical Cookery**

In order to qualify for inclusion in the points tally for Best Arab National Trophy a competitor must win at least one medal.

HYGIENE AWARD

A special hygiene shall be commissioned with a trophy from the Hygiene partner of La Sial. The award shall be presented to the chef showing the highest standard of food safety and hygiene in the practical classes in the kitchen. A special hygiene jury shall be present.

IMPORTANT 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.

WASTAGE and EXCESS MISE-EN-PLACE:

1. Mise-en-place and brought materials will be checked at the time of arrival to the kitchen,
2. There will be a penalty deduction of up to five points for excess mise-en-place production.
3. Wastage will be calculated during and after the class.
4. There will be a penalty deduction of up to five points for excess wastage.
5. 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.
6. 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.
7. All dishes are to be served in a style equal to today's modern presentation trends.
8. Portion sizes must correspond to a three-course restaurant meal.
9. Dishes must be presented on individual plates with appropriate

garnish not exceeding 250g total food weight excluding sauces or as indicated on the class brief.

10. Unless otherwise stated, competitors must supply their own plates/bowls/platters with which to present the food.
11. Competitors must bring with them all necessary mise-en-place prepared according to Worldchefs guidelines in the hot kitchen discipline (www.worldchefs.org).
12. Competitors are to provide their own pots, pans, tools and utensils.
13. All brought appliances and utensils will be checked for suitability.
14. The following types of pre-preparation can be made for the practical classes:
 - > Vegetable / Fungi / Fruits; washed and 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-weight or measured out ready for use
 - > Fish may be scaled, gutted de-finned and de-gilled, but must otherwise be brought to the competition whole.
 - > Meat may be de-boned and portioned and the bones cut up.
 - > No pre-cooking, poaching etc. is allowed
 - > No ready-made products are allowed.
 - > No pork products are allowed.
 - > No alcohol is allowed.
15. 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
16. No help is allowed to be given to the competitor once the competition starts; the coaching of a competitor from the sidelines will result in the competitor being disqualified.
17. 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.

18. Two copies of the recipes typewritten are always required.
19. Submit one copy of the recipes to the clerk when registering
20. Submit one copy of the recipe to the duty marshal at the cooking station.

Rules and Regulations

(Organised by the Emirates Culinary Guild)

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. Other regulations relevant to a particular competition would appear on the last page/s of this document

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. With the exception of those entering for the Best Artist trophy, competitors are restricted to entering a maximum of three classes.
8. Competitors entering to win a trophy must participate fully in every class entered in order to qualify.
9. Competitors must attend and participate on the date and at the time allotted to them

COMPETITION ENTRY

10. Please note that there are different forms for different types of entry; ensure that the correct form is being used. Competition runs 5th -7th December 2016
11. Complete the entry-form according to the instructions on the form.
12. Completed photocopies of the entry-form are acceptable.
13. Submit the completed form to the organisers along with the requisite fee.
14. Fees must be submitted along with completed entry forms.
15. Fees are payable to:
Bank Name: Mashreq Bank
Account Name: Emirates Chefs Guild FZ LLC
Account Number: 019000017926
IBAN: AE600330000019000017926
SWIFT: BOMLAED
Branch: Dubai Internet City
16. Entries are accepted strictly on a first-paid, first-accepted basis
17. No entry is accepted until the appropriate fee has been received.
18. Entry Fees are non-refundable.

CERTIFICATES AND LETTERS OF PARTICIPATION

19. 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.
20. 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

21. A professional food-safety company will oversee all aspects of hygiene practice at the competition.
22. It is quite possible that the Municipality Food Control Section will conduct its own hygiene inspections as and when it sees fit.
23. 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

THE SECRETARIAT

24. The Emirates Culinary Guild (ECG) is the body responsible for the creation, organisation and administration of the competition.
25. The competition is governed by and construed according to the rules of the organisers.
26. The organisers have sole authority to adjudicate on any matters pertaining to the competition.
27. 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.
28. The address of the ECG for all correspondence and inquiries referencing culinary competitions is: The Emirates Culinary Guild, PO Box 454922 Dubai, United Arab Emirates. Tel: + (97156) 8014089. Email: emiratesculinaryguild@gmail.com

COMPETITORS AND HELPERS

29. Each competitor is allowed one helper to assist with carrying equipment. No other help is allowed to a competitor within the preparation area.
30. A helper must be junior in rank to the person he/she is helping.
31. A competitor must wear full; freshly laundered chefs uniform with appropriate headgear and footwear when attending at the exhibition.
32. A competitor's helper must wear full; freshly laundered chefs uniform with appropriate headgear and footwear when attending at the exhibition.
33. Incorrectly dressed competitors will not have their exhibits judged.

34. Incorrectly dressed helpers will not be admitted to the exhibition.
35. Logos, marks and identifying colours provided by the organisers must be worn by the competitor throughout the competition in the position indicated to them by the organisers at the time of registration.
36. 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.
37. 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.
38. Any competitor not in place and ready to start at least five minutes before the time a competition commences, will be disqualified.
39. Competitors and helpers are forbidden from approaching or speaking with or at a judge without the express permission of the organisers.

EXHIBITS

40. 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.
41. 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.
42. All exhibits must be of edible substance except for framing, socles and stands where they are allowed.
43. It is forbidden to use any living entity whatsoever as part of an exhibit (e.g. tropical fish).
44. It is forbidden to depict religious, nude, semi-nude or political themes in an exhibit.
45. All exhibits must be suitable for presentation as a decorative item in a restaurant or banqueting setting.
46. An exhibit must not carry any logo, label or mark of identification;

however, competitors must be able to identify their exhibit if required.

47. 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.
48. No preparation or finishing of exhibits is allowed in any area except the designated preparation area at the rear of the competition area.
49. Finished exhibits must be placed in the position indicated by the organisers.
50. No interference with an exhibit is allowed once the organisers have deemed it as submitted for judging.
51. 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.
52. 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.
53. Failure by a competitor to register or exhibit at the specified time could result in disqualification.
54. Exhibits which are removed by competitors without permission of the organisers will not qualify for any kind of award

COMPETITION MARSHALS

55. A Marshal-at-arms will be recognizable by a badge displaying the logo of the Emirates Culinary Guild and the legend 'Marshal'.
56. Marshals are charged with ensuring that the rules and regulations of the competition are observed by all concerned.
57. Competitors, helpers and visitors are all obliged to cooperate with the marshals - without question, at all times

AWARD

58. Gold, silver and bronze medals and certificates and certificates of merit are awarded solely at the discretion of the judges.
59. The decision of the judges is final and each competitor is required to abide by it without comment.
60. Medals will normally be presented

at 18:00 each day. This may change according to circumstance.

61. 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.
62. A competitor or his/her helper must be correctly dressed as stipulated in the rules when collecting medals or certificates.
63. Incorrectly dressed competitors/helpers will not be allowed access to the awards area

COPYRIGHT

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

DISCLAIMER

65. The organisers are entitled to cancel or postpone the Salon, or to alter the duration, timing or schedule of any event.
66. 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.
67. 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

68. All queries must be submitted by email to: theguild@eim.ae. The question and answer to each query will be broadcast to all entrants.
69. La Cuisine by SIAL will take place during SIAL Middle East at the Abu Dhabi National Exhibition Centre in hall 7
70. Access to the Exhibition Centre is through loading gate 3
71. Access to the halls is through hall door 7.1
72. La Cuisine will run December 5th – 7th 2015.

October 2016 **Gulf Gourmet**

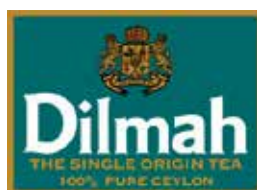
newmembers



Merrill J. Fernando - Founder of Dilmah Tea, Ragnar Fridriksson - Office Manager / Directeur de Bureau - WACS - World Association of Chefs Societies and Dilhan C. Fernando - Founder's Son of Dilmah Tea / Director Marketing receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.

Founded by Merrill J. Fernando, Dilmah focuses on crafting an authentic tea experience in every sense. A brand that is founded on a passionate commitment to quality and authenticity in tea, it is also a part of a philosophy that goes beyond commerce in seeing business as a matter of human service. With its unique Tea Gastronomy concepts Dilmah seeks to take tea beyond the cup. www.dilmahtea.com

Sri Lankan family tea company Dilmah, founded by Merrill J. Fernando, today the world's most experienced teamaker, has championed quality, authenticity and variety in tea. Dilmah pioneered the concept of Single Origin Tea in 1988 when the family company went against industry trends to declare its commitment to authenticity. Garden fresh, unblended tea is a hallmark of Dilmah and offers a unique taste of unblended Ceylon tea packed at source - where it is grown.



Our range includes traditional Speciality Gourmet and Premium Tea, Herbal Infusions, pure Green Tea and Fun flavoured Teas, Spiced Chais, Organic Tea, the Dilmah Exceptional range with its contemporary selection of teas, our boutique Watte and t-Series teas, the exclusive Teamaker's Private Reserve teas and the latest Dilmah 25th Anniversary Silver Jubilee Gourmet range and the vibrant and exciting Vivid tea selection.

Dilmah takes the lead in bringing innovation to a global tea category that has suffered decline as a result of commoditisation. Signature events

such as the Chefs & the Teamaker and Real High Tea are innovations that seek to educate and inspire hospitality professionals to offer their guests a completely new tea experience. The events foster greater respect for this healthy, natural and versatile beverage.

The Dilmah School of Tea seeks to inspire passion in tea through knowledge of the artisanal aspects of tea amongst hospitality professionals, tea aficionados and consumers. The emphasis is on the importance of Real Tea and the versatility of this natural herb in tea gastronomy, food pairing and tea mixology. www.schooloftea.org

Dilmah is Ethical Tea, in that all packaging profits are retained in Sri Lanka and fund the MJF Charitable Foundation and Dilmah Conservation. We believe that Business is a Matter of Human Service. www.mjffoundation.org



Charbel Khalil receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.

Shoppex Trading Est. is a long-established and highly reputable foodstuff trading company based in Sharjah and operating under European management. Our highly experienced management team with over 30 years of combined F&B experience and our knowledgeable and dynamic sales and logistics teams ensure that the needs of our 5* hotel, airport, catering and VIP customers in the UAE, GCC and beyond are satisfied promptly. We take great pride in providing unrivalled service to our customers each and every time they place an order.

As a company committed to ethical practices, we have always recognized our responsibility to supply safe food products. From our earliest days of operation, long before the widespread uptake of food safety certificate



programmes in the region, we were already implementing a food safety management system to ensure that the products supplied by us met exacting standards. HACCP certification in 2009 was thus a natural and organic progression, formalizing our existing practices and procedures.

Our core business is the supply of premium-grade classic and gourmet Middle Eastern and Mediterranean food products, marketed under our proprietary brand names 'Le Gourmet'

and 'Bon Appétit'. We offer both finished products and raw materials and our customers have come to associate our brands with consistently high quality, even in the face of the unavoidable fluctuations in climatic and market conditions that affect food production and food supply globally. Our products continue to stand the test of time. They are trusted. For this reason, they remain the products of choice for discerning professional cooks.

The great majority of our new business is generated by word of mouth. Over our years of operation in the market, we have built a reputation for uncompromising excellence in all areas of our operation. This has resulted in our customers' unwavering loyalty and their generous publicity and recommendations.



Greg Tyler - USAPEEC Vice President and Jean Murphy- USAPEEC Senior Director receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.

The USA Poultry & Egg Export Council (USAPEEC) is a non-profit, industry sponsored trade organization dedicated to increasing exports of U.S. poultry and egg food products in foreign markets. USAPEEC is also a co-operator organization sanctioned by the Foreign Agricultural Service of the U.S. Department of Agriculture.

As a co-operator, USAPEEC administers export promotion funds allocated under the USDA's Market Access Program and Foreign Market Development Program. The council members account for more than 90% of all poultry and egg exports. Members include nearly all major U.S. poultry and egg producing and processing companies, as well as many international trading firms. Associate members of USAPEEC include steamship lines, cold storage facilities, freight forwarders, port authorities and others whose businesses benefit from thriving poultry and egg exports. The Council has 14 international offices around the world. Through those



offices, USAPEEC conducts promotional activities for U.S. poultry and eggs in more than 75 countries.

While USAPEEC's mission is to promote exports of U.S. poultry and eggs around the world, the Council has grown to become an association that is an advocate for the industry on trade policy issues. Because of its status as a not-for-profit entity, USAPEEC can and acts as intermediary with USDA, both in Washington and at embassies and Agricultural Trade Offices around the world.

Membership in USAPEEC has its benefits: it is the only organization that serves the export interests of the U.S. poultry and egg industry, and its mission is to open new markets and

maintain access to current markets. In this information-driven age, timely access to market dynamics is vital to a company's success. USAPEEC members have immediate access to a worldwide information network that provides rapid market intelligence. USAPEEC acts like an advocate and one of its main objectives is to increase exports of U.S. poultry products, and tear down barriers.

The council also provides technical services by working to eliminate technical barriers to trade through its representation on the International Poultry Council, and by working with various international bodies, such as the World Organization for Animal Health (OIE) and the Codex Alimentarius Commission. As exports of poultry and eggs grow, the economic impact goes well beyond the poultry industry. Soybean and corn farmers are among the biggest beneficiaries of these increased exports, since poultry feed accounts for more than half of U.S. soybean usage.



Application 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 ☐ Junior ☐

Email:

Declaration to be Signed by all Applicants

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

Signed:.....

Proposed By:

Sig:.....

Seconded By:

Sig:.....

FOR OFFICIAL USE ONLY

Remarks:

Payment received?

Certificate Given.

Pin Given.

Medal & Collar Given

Approved

Approved

President.....

Chairman.....

Fees:

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

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

advertise@gulfgourmet.net / 050-5045033

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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Your key to generating **MORE INCOME**

"Simplicity, simplicity & simplicity is the only key to success!" — Dr.S.K. Ramesh

Life is an on-going journey about amplifying your awareness. In doing so you are able to raise your conciseness and utilise your energy in a much more productive manner.

For example, you know that to be a chef, you need to be aware that no strict qualifications are required to become one. Success is gained by paying your dues, by spending long arduous hours, in the kitchen. Yet, some recommend carrying out a culinary degree in addition to an apprenticeship.

Even though you can be striving to be self-sufficient you could do with some help. Help in accomplishing your purpose, vision, dream, calling in life or just having that empathic listening ear without the ego and judgement. For many of you it is about earning that extra buck, increasing your income.

When it comes to generating more income you somehow are engrossed in your fear that leads you to a zombie state of mind. A zombie state achieves



**What you do in the dark
puts you in the light**
— *Under Armour*

MORE THAN A CHEF

**ROHIT
BASSI**



nothing; you only sabotage and damage yourself.

Recently, my awareness was amplified through my friend Ishan Shivanad Ji on generating more income and I would like to share it with you. He says there are three ways you can generate income, these being:

- ♦ **Professional Income** – It means that you get your qualifications in a certain field and with these credentials you earn your salary. Schools, universities focus on such a method and many of you follow this path to generate your income.
- ♦ **Portfolio Income** – Here you gain experience and further your career by moving up the corporate ladder. This could be done in your existing organisation or moving to another one. "Portfolio Income" tends to take you further in attaining that higher salary. Combining this path with the foundation of "Professional Income" certainly assists in generating more.
- ♦ **Creative Income** – Here is where you truly generate surplus income. In the chef fraternity, some of the superstars who have done this are the likes of Jamie Oliver, Seiji Yamamoto and Lanshu Chen.

Around the world names such as Dhirubhai Ambani, Richard Branson and Jack Ma stand out in this category. Here it is not about your qualifications or experience. Yes, they certainly help but the major factor in generating surplus income is your burning passion, drive and the will to serve others.

"Creative Income" is the most profitable form of generating high levels of income. It requires you to expand and stretch your comfort zone on a continuous basis. Being innovative is crucial here otherwise an idea remains just an idea. There is no room for fear or reward on such a path. It is the burning passion to make a difference that forges your path to success.

In your life journey you are bound to make mistakes, which really is your learning to remain focus and pay attention to be true to yourself. Some of these learning can indeed be expensive ones, yet they are your own unique personal learning.

Stay focused on the path of success for the only thing that is permanent is change, so instil an attitude of creativity and innovation to generate that surplus income you seek and desire.

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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