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THE MAGAZINE CHEFS LOVE TO READ
volume 10, issue 4WARRIOR
CHIEF

Sebastian Nohse, the Director of Culinary at J W Marriott Marquis Hotel Dubai, in a no-holds barred interview

DUBAI
DELIVERS

Dubai team wins all the top prizes at the International Culinary Competition of Southern Europe

EAST COAST
RULES

Full list of rules and regulations for the upcoming East Coast Salon to be held in Al Aqah Fuhjairah

SHACK IT
BABY!

Mark Rosati, Global Culinary Director, Shake Shack chain of restaurants, gives us his perspective


ATUL
KOCHHAR

Michelin-star chef opens up about his humble beginnings over a conversation at the chef's table

ETHICAL
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Hellmann's ties up with **Jamie Oliver** to push for the use of cage-free eggs in its product line





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Dear fellow chefs, ladies and gentlemen,

Welcome to the April issue of our Gulf Gourmet; packed with pictures from the competition in Thessaloniki and the San Pellegrino Young Chef Middle East Africa Final in Capetown South Africa.

I would like to congratulate our colleagues in India for their Congress in Chennai last month where I had the honour to be present. There will be full report on the congress in the May issue.

We have three events coming up this month. The hands-on workshops hosted by US Poultry & Egg Export Council on the 5th and the Beef Workshop by Texas Beef Council on the 13th.

This will be followed by the Mini Plated on April 13, the very same day as our monthly meeting. The meeting will be followed by a cocktail event thereafter hosted by the US Beef Export Federation. Registration is open.

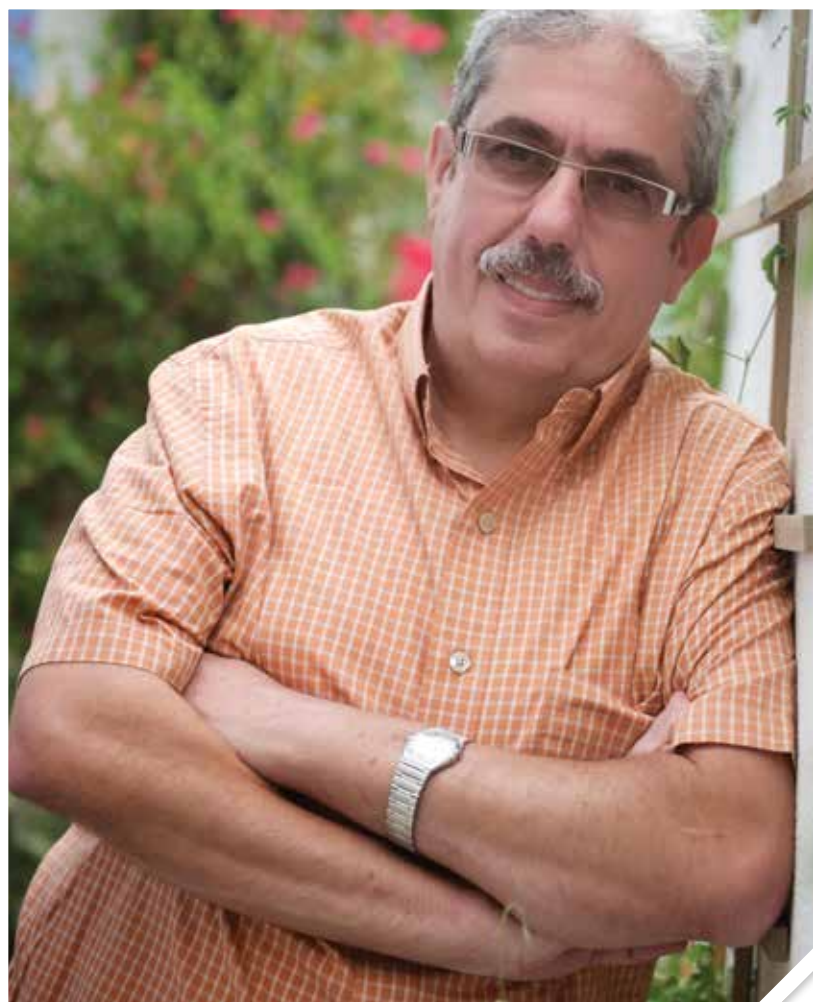
I am sure that everyone is already in full training for the East Coast Salon on 8th and 9th of June hosted by Chef Prasad and his team at the Miramar Al Aqah Beach Resort.

Our May meeting will be hosted by Chef Talal at the Radisson Blu Hotel – Sharjah on the 11th of May and the June ECG meet will be on Monday 8th in Fujairah.

Your Executive Committee is finalising the rules and classes for the Cuisine Du Sial in Abu Dhabi which will be held from December 7th to 9th. All details will be released within this month.

The next WACS Congress will now be in September 2016 in Athens, Greece. I recommend members to start saving small amounts of money right away now and to join us in Athens.

If you have missed any of the previous issues of Gulf Gourmet magazine, please visit gulfgourmet.net.



I urge all members to go onto the Guild website to see what is happening on the calendar at emiratesculinaryguild.net and to also visit the WACS Young Chefs Facebook page on facebook.com/wacsyoungchefs and encourage your young chefs to join that page so they can be in contact with over 4,000 chefs across the globe.

Please do not miss the company profile of our corporate members.

We really do appreciate your support. Also

do look at the Friends of the Guild pages to check all our supporters. A final thank you to Chef Shibin and the Golden Tulip Team for hosting our March meeting.

Thank you also to our corporate partners for all the great product tasting.

Culinary Regards,

Uwe Micheel

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

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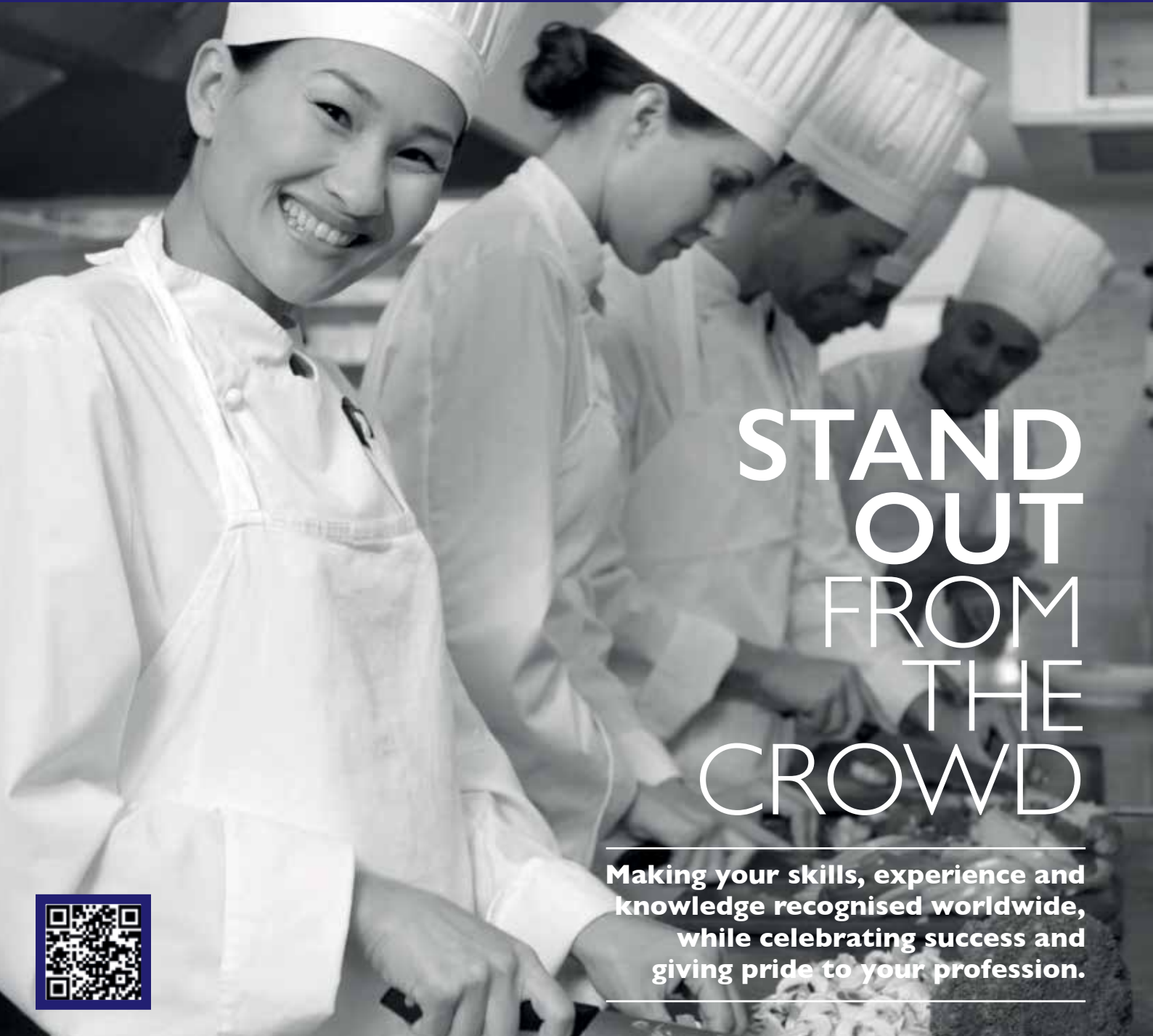


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editor'snote

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This has got to be one of our most power-packed issues ever. We have three exceptionally brilliant chefs telling us their life stories and how they got to where they are today. All three of them come from humble beginnings just like the chefs who read this magazine.

This includes a Michelin-star Chef Atul Kochhar from London whose Dubai-based Rang Mahal is making waves for all the right reasons. Then there is New York-based Mark Rosati, the Culinary Director of Shake Shack Group of restaurants, which is known for making the finest burgers in the US. He was in Dubai to introduce a special burger for residents here. And of course, the cover story with German Chef Sebastian Nohse, the Director of Culinary for J W Marriott Marquis in Dubai. All the restaurants in his hotel are voted 'the best' or at least 'among the best' in category.

Please read their life's stories. The one thing that connects them all together is the fact that they enjoy being in the kitchen. The more pressure



they bore when they began their career, the more they fell in love with it. Nothing could make them despise their job. All they wanted is to learn and quench their thirst for culinary knowledge. A heavy dose of inspiration indeed within these pages.

Our own chefs too have done wonders at competitions across the world. We have images of our boys and their plates from places as far away as Greece and South Africa! Check them out.

Also, our regular features with young chefs, a pastry chef and a sustainability piece are there in this issue.

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

Aquin George
Editor

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newsbites

Boecker presents hygiene award



Riwa Shidiak, Food Safety Manager, Boecker Public Health LLC, presenting the Hygiene award at the Emirates Salon Culinaire 2015

Electrolux launches 'inspiration' range

Electrolux, the company that manufactures kitchen appliances for restaurants and hotels, has launched a new Inspiration range of built-in appliances in Dubai last month. Supporting this launch were Michelin starred Atul Kochhar, Chef Tim Anderson and Chef Paolo Pettenuzzo.

The event also showcased the latest kitchen products, including Steam ovens, Sous-vide systems and induction hobs. "At Electrolux we are constantly seeking new ways to create better tasting food and dining experiences," says Graham Bremer, Head of Marketing for Electrolux across Middle East Africa and Turkey.

Enticing Biryani Lovers

Exotic spices, tender meat and aromatic flavours came together to create a perfect crescendo at the Biryani Festival at Peppermill restaurant last month. A menu of over 8 specially chosen biryanis to satiate every palate were created by Chef Dilip Johri. This included the Calcutta Biryani which is cooked in kewra and rose water along with saffron. The Shrimp and Prawn Biryani was another excellent preparation with seafood marinated in yoghurt, ginger and garlic paste.

There was also the Bombay Biryani and Subz Biryani, which were finely flavoured with homemade spices and condiments. And they even reinvented an old classic! Not forgetting to mention the Kache Gosht



Chef Dilip Johri

or Hyderabad Biryani which is a very popular type made with basmati rice, spices and goat or chicken. The festival may be over. But if you are dining there anytime soon, don't forget to call out the chef and to demand your favourite biryani. Doubt you will regret it.

Bateaux Dubai gets new chef, new menu and a new location

Apart from a new mooring location in Deira side of Dubai, the luxury dining cruise vessel Bateaux Dubai has a passionate new chef and he has designed a delectable new menu they say.

Chef Roeland Klein has 20 years of culinary experience in tow. The new chef de cuisine is fond of the water, having grown up in the busy kitchen of his father's riverside restaurant in the Netherlands. Apart from the invaluable early experience he gained while working at Hermitage, the recipient of a Michelin star, he has worked in Portugal, Kenya and Bulgaria.

Chef Klein says, "Joining the team and being part of the change has been

exciting. Creating a fresh and exciting menu that is in-keeping with the restaurants established reputation has been a challenge I have relished. I believe guests and diners will be greatly surprised and pleased with the offerings of our new menu. The objective is to present a new culinary journey through the entire 4 course meal and for guests to feel they have experienced something special."

Klein's new à la carte menu is a combination of experimental cuisine and classic favourites. While contemporary European cuisine remains at the heart of Bateaux Dubai's food theme, guests can expect freshly prepared fusion dishes that incorporate the special tastes of Arabia.



Chef Roeland Klein

World's Tallest Hotel celebrates 2nd Anniversary

Last month, the UAE's largest five-star hotel, the JW Marriott Marquis Dubai celebrated its 2nd anniversary since the iconic opening event in 2013. Operating 1,608 rooms and offering over 8,000 square metres of indoor and outdoor event space, the hotel is the tallest in the world and flagship in the globally renowned Marriott International portfolio.

Part of the JW Marriott luxury tier, the property has 14 acclaimed restaurants and lounges, indulgent spa and innovative Meetings, Incentive Conference and Event facilities.

This is an infographic they sent which explains their exciting operations. And as luck would have it, the Culinary Director of the hotel is our cover story for the month. Read the full story in this magazine.





Hospitality by DWTC wins big at Salon

Hospitality by Dubai World Trade Centre (DWTC) snagged a total of 65 awards at the internationally-acclaimed culinary competition, Salon Culinaire! In total, the 72-member DWTC hospitality team won six gold medals in categories including ice carving, tapas and finger foods, four course vegetarian plated menu, and vegetable carving. The team also won 12 silver and 30 bronze medals, and 17 merit awards.

"Being a part of the winner's circle is a great honour and a testament to the vibrant team we have at DWTC," said Chef Raimund Haemmerle, Executive Chef who mentored the team in the lead up to the competition. "Preparing for Salon

Culinaire pushes the chefs to their limits and our victory highlights the tenacity and skills that exist within the team. This is a direct result of our philosophy to work hard, serve top quality food, and stay on par with kitchens from leading hotels and restaurants in the UAE."

Leading the gold medal count for the team was Chef and Artist Jayson Cueto who took gold in three categories: Ice carving, Vegetables Carving showpiece and Individual ice carving. Chef de Cuisine Shyju Varghese took gold in both, the 5-Course Plated Gourmet Menu and Tapas, Finger Food and Canapé categories, bringing his overall tally to 13 gold medals

and 23 medals over the last nine years. Joining them was Chef Leonardo Sasa who won gold in the Team Ice Carving category.

Chef Harald Oberender, Director of Kitchens at Dubai World Trade Centre said, "The skills that drive the culinary arts are not simply for food displays. Catering capabilities are an important facet of many organisations, particularly those involved in the MICE sector. We have seen a sharp growth in demand for catering that meets international standards and our wins at Salon Culinaire underscore our multi-skilled capabilities. In a broader sense, our success also sheds light on Dubai's growing importance in the world of culinary arts, rivalling other major cities around the globe."

Le Royal Meridien Abu Dhabi appoints new deputy GM

Le Royal Méridien Abu Dhabi has appointed Urs Solenthaler as their new Deputy General Manager, reporting to General Manager Shaun Parsons.

Originally from Switzerland, Solenthaler spent the last three years working for the Shangri-La Hotels & Resorts Group, most recently in Manila, Philippines as Resident Manager, and prior to that as Executive Assistant Manager Food and Beverage at the Shangri-La Hotel in Jakarta, Indonesia.

Prior to his positions as Executive Assistant Manager Food and Beverage he was Director of Food & Beverage at the Four Seasons Hotel in Riyadh in the Kingdom of Saudi Arabia, the Sentosa Resort & Spa in Singapore, and the Goodwood Park Hotel in Singapore, where he also spent one year as Executive Chef.

The hospitality team at DWTC has seen its business boom in the last few years, as it continues to deliver a full-service end-to-end catering solution, both at the venue and off-site. Some of the team's biggest contracts in the recent years off-site include catering for the Etihad F1 Grand Prix, Dubai Airshow 2013, as well as catering for the Dubai Rugby 7s.

Coupled with over 148 chefs, DWTC's ultramodern kitchen, with 3,650m² of working area, allows for full in-house production and has been awarded the highest Dubai Municipality rating every year since opening in 2003 – only a handful of establishments to achieve the distinction.



SHAKIN' IT UP

"If it tastes good, it's me. If it doesn't, that's also me." This is how **Mark Rosati** introduces his job. The culinary director of burger chain Shake Shack is spicier than anything on his fast-food chain's menu.

In a no-holds barred interview, the effusive chef tells **Aquin George** he takes his burgers seriously...

A family in Connecticut loved fiestas. Every holiday, aunts and uncles, cousins and siblings, grandpas and grandmas would come together to enjoy a huge spread of the finest of foods. A mother's way of showing her

love for family through food left a mark on a little boy.

Today, as an adult, Mark Rosati pretty much expresses his love of food and foodies through his job. The culinary director of burger chain Shake Shack

delves deep into the gastronomic psyche of his customers to put the best flavours on his menu, locally and globally. Shake Shack mushroomed out of a park in New York City into an international franchise. And it can only thank Rosati for pulling it out of its comfort zone. Ever the



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experimenter, the New Yorker has never shied away from pushing boundaries. In his college days, Rosati boldly walked into the kitchen of his favourite restaurant, Gramercy Tavern in New York, to find out why their steaks and braised short ribs were better than his.

"I struck a friendship with the chef and started hanging around that kitchen to help. I realised then that there was a difference between what I thought cooking was and what professional cooking actually was," says the now 38-year-old chef.

Rosati did whatever he was given, without being paid a cent. "Pick the vegetables, clean the stove, I did whatever I was given just to hang around and watch them. The more I did that, the more I liked the environment." Over two months, he gave five days a week of free labour to the restaurant. "They would give me the hardest jobs - cut three cases of onions in perfect squares. My eyes would be hurting and my hands would be cramped but I liked it!"

Finally, a job offer came and Rosati spent three years at the restaurant, learning "everything I know about cooking". "Having cut those onions, I did learn how to cut them perfectly," he laughs.

Unlike most chefs, Rosati was not content to just stay in the kitchen. As



You can't jump right into roasting a sirloin. First learn how to make the compound butter that will go on top of it, how to cut the shallots and pick the herbs. Work your way up the ladder





someone who liked "all parts of the business", he wanted to know a lot more than just cooking. "I wanted to be a server, to learn how to clear the tables, how to place the plates and cutlery. All that magic that goes into making dining so much fun."

An opportunity presented itself when Shake Shack put up a search for a manager. Initially, the offer didn't quite 'shake' Rosati. "Shake Shack was a small, cramped place in just one location. I wasn't so keen. Then, I walked into that outlet, saw how they made the burgers and milkshakes and realised it was the right fit for me."

Shake Shack added a lot of "fine dining know-how to something like the humble milkshake and french fries." Everything was made from scratch, from chocolate toffee to fudge and caramel sauce to the cheese sauce. "I was intrigued. They were really cooking there. Fast forward eight-and-a-half years and I am still here!"

The ride has been a wild one. Shake Shack recently opened its 64th outlet and successfully listed on the Nasdaq.

Dubai holds a special place for Rosati because it was the first location Shake Shack opened an outlet outside of the United States. To immerse in the culture and understand it, he spent two months in the city. What Rosati found was that comfort foods were pretty much the same in the States and in the Emirates. Slow-roasted meat and french fries with sauce – shawrma in Dubai and burger in the States.

Shake Shack keeps its menu intact across countries but it does feature location-specific specials as a tribute to local tastes. Chicago has its own "Shack-cago dog" and Dubai has its "Cheddar Shack Burger". "Cheddar Shack Burger is a messy hamburger, topped with juicy and very smoky veal bacon, with meat patty and drizzled with cheddar cheese sauce. Most burgers have three strips of bacon; this one has eight. The layers of

30

"My parents live in Florida. They attended this festival called Burger Bash, which is the 'Oscars' of burgers. Around 30 restaurants offer the best burgers for 3,000 people. We won it last year, for the third time. My parents were so proud!"

flavours embody the versatility of Dubai, which is "a great place for the hungry traveller". "Through the special burger, we wanted to say we love the vibrant food scene here."

Shake Shack does not want its quality lost in translation. Rosati believes local sourcing could be an option to prevent dilution in Shake Shack's quality in different countries. "We make sure we are not growing at a rate where we can't sustain the quality. We don't want to lose our small touches. Our philosophy is 'the bigger we get, the smaller we have to act'. That sign hangs in our CEO's office."

The Shake Shack in Souk-al-Bahaar is a good example of how local sourcing can work in many cases. "That outlet has a chocolate chip cookie that comes from a wonderful coffee shop called Tom & Serg. They have the best chocolate chip cookie I have ever had. So instead of us getting the recipe and getting our guys to make it and ship it from America,

we just get it directly from these guys." There are issues like pricing, delivery and other aspects that need to be addressed but Rosati feels up to the challenge. With more than 20 outlets in the Middle East, that is quite a challenge.

Rosati is excited about introducing more flavours that capture the essence of the Emirates. "When you google Dubai or the UAE, the words 'cinnamon' or 'dates' pop up a lot. But there are some things you will know only if you are born here or you visit and walk around. There's a great tea here that I love. I think it is called karak. I believe that would make a great custard flavour. To me that is an addition to our menu in Dubai that feels right. It's not like googling. It's not something I would know unless I am here."

When Shake Shack opens its outlet in Tokyo next year, it will be quite a task to bring strong western and Asian flavours together.

The challenges don't faze Rosati. After all, there's much motivation coming from home. His parents, his sisters and nieces are his biggest cheerleaders. "My parents live in Florida. They attended this festival called Burger Bash, which is the 'Oscars' of burgers. Around 30 restaurants offer the best burgers for 3,000 people. We won it last year, for the third time. My parents were so proud!" His nieces in Washington DC also keep him informed about their 'Shackscapades'.

For those motivated by his success, Rosati has a few more words of wisdom. "Find the best chef in the business, knock on his door and get to work, even if you don't get paid. I was yelled at, had pots thrown at me but I could respect the chef and the food where I worked. You can't jump right into roasting a sirloin. First learn how to make the compound butter that will go on top of it, how to cut the shallots and pick the herbs. Work your way up the ladder."

If you're lucky, you will meet Rosati at the top!

ساديا Sadia



**GIVE EVERY DAY
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PASSAGE TO INDIA

Celebrity chef, entrepreneur, writer, adventurer are just some words you can use to describe Chef **Atul Kochhar**. But words fall short when you try to sum up his achievements. The first Indian chef to receive a Michelin star, Chef Atul has made Indian food fashionable in Europe. In a candid chat, the owner of UK's celebrated Benaras tells **Aquin George** where he's coming from and where he's going next...

Indian food has moved out of the humble Indian home, fast becoming a lifestyle statement in Europe.

But the man who spearheaded this transformation stays humble. Meet Chef Atul Kochhar, a small-town boy from east India who is now a celebrity in the big bad world of international cuisine.

Blood, sweat, tears and glory, this story has it all.

It began in the steel city of Jamshedpur, known for its deep-rooted connection to the Tata Group, one of India's biggest conglomerates and current owners of Jaguar-Land Rover. Food ran in the Kochhar family's veins. "My grandfather was a baker and my father, a caterer. We were always surrounded by food," reminisces the now 45-year-old chef. Growing up in a neighbourhood with diverse cultures, Chef Atul tasted foods from different parts of the country right at home. "My parents drilled into us that we were humans first and not Hindus first. We celebrated all festivals of all religions."

With two protective older sisters and a younger brother, life was a party during childhood. Sibling rivalry was never a



I wouldn't say I was the brightest student but I diligently attended all lessons and then added my own bits to it. I liked exploring. I've always been adventurous

problem in the Kochhar household. "My brother is also a very good cook. But he didn't want to become a chef. He wanted to stay the 'official taster' of the family," Chef Atul laughs, adding that his brother is now a logistics manager with Chevron.

As for Chef Atul, there was never a time when he did not want to be a culinary artist. He admits to being in "awe" of his father's cooking and wishing to follow in his footsteps. "But he was adamant I take professional training."

Bowing to his father's wishes, Chef Atul

went to Chennai to get a hospitality degree from IHM. At first, it was a culture shock. "Hardly anyone spoke Hindi and the weather was very different, people looked different. When I went to temples, even the statues looked different!" But the three years that Chef Atul spent in Chennai were his formative years. "They shaped me."

Professional training turned out to be a really good idea. "I went into the continental kitchen, explored the bakery section, learnt professional cooking. I wouldn't say I was the brightest student but I diligently attended all lessons and then added my own bits to it. I liked exploring. I've always been adventurous."

In the late 1980s, Chef Atul managed to catch the eye of recruiters for the Oberoi school of hotel management in New Delhi. The school would train just 10-12 students per year. "It was a very special, hardcore kind of kitchen management training. That did have a huge impact on me. There, they don't try to make you just an Indian chef. They try to create chefs that understand ingredients."

Chef Atul was later absorbed into the



10-12

In the late 1980s, Chef Atul managed to catch the eye of recruiters for the Oberoi school of hotel management in New Delhi. The school would train just 10-12 students per year.

Oberoi group of hotels, one of biggest hotel chains in India. While most people would be content to join the family business, he took a path less travelled. Ask him why and he credits his father for his independent streak. "My father always told me to find my own niche. He told me not to follow him blindly. He said, even if I wanted to do catering, I should start my own business."

Even as most of his classmates and friends in the business were busy working at big hospitality brands in India, Chef Atul decided to head for the United Kingdom in 1994, taking up a job with the fine dining restaurant of renowned chef Bernard Kunig.

"There were two reasons I moved. I wanted to learn more and I needed to do better financially. My parents had sold their business and as the older son, I had to take over their responsibility. I was not earning enough in India."

With strong belief in himself, Chef Atul headed out to an alien land, never once doubting that he had it in himself to make an executive chef. "It was a gamble. I could have tried to stay in India and increase my salary. I could

have failed in a different country but I took the chance and it paid off." And how! In 2001, at the age of just 31 years, Chef Atul became the first Indian chef to be awarded a Michelin star.

When Chef Atul arrived in the UK, it was light years behind in terms of quality of Indian food. "I went to an Indian restaurant. When I saw the state of Indian food there, I thought we were in the dark ages. We had to do something and so we started modernising it. Slowly and surely, we got there."

Now, Indian chefs want to come and train at his restaurants. "I laugh and tell

them to learn in India but they say they want to learn my style. It's flattering." Chef Atul's restaurants combine the flavours of various regions of India. Each dish brings back a memory for an Indian or someone who has visited the country. "Food is about creating memories. It's about celebrating the best of a country. I always say I cook Indian food – not Punjabi or Bengali food."

His signature restaurant - 'Benaras' in Mayfair London – has won accolades from foodies and critics alike. His other restaurants include 'Ananda' in Dublin, 'Indian Essence' in Petts Wood and 'Sindhu' in Marlow in the UK and 'Rang





Mahal' in JW Marriott Marquis Hotel in Dubai. Several restaurants on board P&O cruises are also his pride and joy.

Besides consulting for some top restaurants and hotels, Chef Atul has written three cookbooks - 'Indian Essence', 'Fish, Indian Style' and 'Curries of the World'. In the offing now are two restaurants in Mumbai in his home country. "One will serve casual Indian food that represents the country and its image abroad. The second will be casual Latin American food. They will open in August this year."

Mumbai has been in the news recently

for its ban on beef. Chef Atul sees the step as regressive. "If it was done for health and hygiene reasons, I can understand. But if it was done because of Hinduism, it makes me sad. India is a secular country, it doesn't belong only to Hindus. All religions have lived together for centuries. Why are we trying to bring back primitive thoughts? People have a choice and they should be allowed to eat what they want to," says the Punjabi chef.

Back to his favourite profession, Chef Atul believes young chefs nowadays have it way better than when he was an aspiring chef. "Technology has given them a big boost. When

I went to college, computers were so rudimentary. Today's kids have everything on their fingertips – through smartphones and iPads. But there's a little disconnect. They don't learn the practical side of cooking."

The pragmatic chef believes that learning the basics is the first step to fantastic creations. "Young chefs these days are content to have something on their pen drive. You need to have it in your hands too." For Chef Atul, "food is made with hands, heart and soul." And a soul-stirring experience his restaurants are. Move over chicken soup, here's some Dal Makhni for the soul.

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WARRIOR CHEF

For **Sebastian Nohse**, the apron is mightier than the sword. The culinary director of JW Marriott Marquis Hotel Dubai believes whoever can survive a job in the kitchen can even survive military training!

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When the stork dropped Sebastian Nohse, it hit bullseye. Essen, the German city where he was born, means 'food' in the local language. Chef Sebastian did not ignore destiny's cues. Over the years, he has been spreading the message of 'gutes Essen' – good food – across the world.

Unlike many chefs, Chef Sebastian did not grow up on a farm or wake up to freshly baked bread every day. His father was a teacher and then principal of a school and his mother, a homemaker before she became a corporate accountant.

The family's relationship with food was a lot more personal. "My two sisters and I would sit at the dinner table with our parents and discuss our days with each other," recalls the now 38-year-old culinary director of JW Marriott Marquis Hotel in Dubai.

Being a teacher's son, Chef Sebastian was pretty good at academics. "But I realised I needed something more. I was drawn to physical work and things I could make with my hands." On a whim, he decided to work in a restaurant's kitchen for a day. The experience was not only an eye-opener but also a path changer. "I found that I wanted to be one of those crazy people wearing a white jacket and running around the kitchen, waiting on the edge for a kind word from the chef on the beef being well cooked or a nasty comment on it being sub-standard."

The decision to become a chef was easy; the transition was not. Chef Sebastian suddenly had very little time for family and his dad would ask him why he wouldn't get a 'proper' job. "We laugh about it now but it was tough at the time. I was working 12-16 hours a day, six days a week."

Also, the frenzy he found so attractive in the kitchen for that one day turned out to be rather exhausting on a daily basis. "The first year of working in a kitchen, you are more of a hindrance



For me, cooking is an art. I love French cuisine because for them, it's not just cooking something and putting it on the plate. It's about doing as much as you can with what you have

than a help. One mistake you make can put the entire team in trouble. The chef will scold everyone if you don't move fast enough or forget something in the chiller." The initial years were tough but Chef Sebastian wasn't one to give up. "Our chef would say – I will make warriors out of you losers," he laughs. "Quitting was shameful and doing something else was not an option."

The small restaurant where Chef Sebastian started off had 35 seats and was owned by the chef and his son. "I learnt discipline and how to tackle and solve problems. That job mentally prepared me to survive in this industry."

After three years of learning to become a 'warrior chef', Chef Sebastian moved to the biggest hotel in his city - Handelshof Essen.

The change was surprisingly pleasant.

The head chef there ran a tight ship but with much less aggression than his previous boss. "I still miss the camaraderie in the kitchen. I also learnt that a good boss can bring out your potential."

Army service plucked Chef Sebastian out of the kitchen. However, the kitchen drill had toughened him up. "The instructor at the army tried his best to break my spirit. But he didn't succeed because there were no curses I hadn't already heard in the kitchen," he laughs. Chef

Sebastian "smiled it all off" and left the army 30 kilos lighter.

His return to the culinary field started with a one-star Michelin restaurant in Duisburg. In the small restaurant, Chef Sebastian worked six days a week from 7 AM to 2 AM daily. "There was no a-la-carte menu and the chef wrote down the menu at night. We started prepping and cooking every morning." Attention to detail and speed were the main learnings of this job. "I learnt to do things fast without compromising on quality. We were only three people in the kitchen - two owners and me." Chef Sebastian entered a "different level of cooking", learning to make 12 different mayonnaise in a jiffy or spending hours on tempering chocolate for the petit fours. "I did everything the owners did not want to do."

After a few years of working in Germany, Chef Sebastian felt the stirrings of wanderlust. Initially, he wanted to experience the United States but he 'settled' for London. "My English was limited to 'hello, how are you?' but I still took up the job at Marriott Hotel in Regents Park." For two years, he adjusted to a new culture and country. He then took up a job at the Hambury Manor, a five-star golf and country club. "As a sous chef, I ran the restaurant for the first time. Then I moved to Dorchester Hotel in central London. I was not ready back then to handle the job but my executive chef was a great leader."

But something was missing. The place lacked the energy he was so used to seeing in a kitchen and the chefs were more concerned with keeping records than with cooking, something he couldn't identify with.

The German chef "left the security" of Dorchester Hotel to work at the Greenhouse Restaurant in Mayfair. There, he met the "toughest guy" he ever worked with - Paul Merritt, a one-star Michelin chef. "I needed six months to settle in. I was hired as Paul's second-in-



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command but he put me on all sections and only when I finished the whole drill did he move me to the next level." Unforeseen developments left Chef Sebastian in charge of the restaurant after its refurbishment for two months until the new head chef arrived. For the first time, he learnt how to make key decisions under extreme pressure. "There was no one to cover for me. My decisions decided if guests had good memories of their meals or not."

Any ambitious chef cannot ignore Dubai, the most eclectic city for foodies. Chef Sebastian entered the food paradise with a job at the Al Muntaha in the Burj Al Arab.

Hong Kong lured him away. Chef Sebastian joined the legendary Mandarin Oriental Hong Kong hotel as executive sous chef. "The cultural shift was tremendous. I had to learn a whole new way of managing people. Back home, I would just scold the chefs and tell them what I wanted done. Here I had to learn diplomacy and respect. I realised that a fair and honest but challenging environment produces much better results than one where the boss screams."

When the executive chef at Mandarin Oriental Hong Kong left to open a hotel in the United States, Chef Sebastian took over for the next few months. A

long-cherished dream became a reality when the executive chef offered Chef Sebastian a job as executive sous chef in the States. "It was a monster of a hotel, with 1,504 rooms and eight restaurants, massive banquet facilities, celebrity guests." As promised, he was promoted to executive chef after 12 months.

However, the essence of Dubai lingered in Chef Sebastian's mind. By then, he was married to his wife Candice, who he had met in Dubai. "We missed our friends and our lifestyle here. So we came back." The return card was The Address Downtown. The hotel was amazing but its food and beverage



Chef Sebastian with his wife Candice and their five-year-old daughter Zoey Raven and two-year-old son Jax Conner.



operation was rather small and it did not hold Chef Sebastian's interest for too long. Within a year, he moved out to Madinat Jumeirah as executive chef for Al Qasr and Dar al Masiyaf "It had nine restaurants and three bars. A very diverse operation and lots of action." The German chef eventually took over as the executive chef of the resort and handled the culinary needs of about 1,000 rooms and 25 restaurants, the catering operations and the conference centre. "All of a sudden I had 600 people under me and three executive chefs reporting to me!"

Exciting as his life there was, a job offer of culinary director at JW Marriott Marquis proved too tempting to resist. Chef Sebastian was drawn to the idea of working for the tallest hotel in the world and the biggest property of the Marriott outside of the United States.

Now that he's at the top of 'food chain', life is rather hectic. Chef Sebastian admits it's a challenge to run multiple restaurant operations, build teams that can be trusted and create an environment where everyone can contribute. "I also have to inspire

1,000

The German chef eventually took over as the executive chef of the resort and handled the culinary needs of about 1,000 rooms and 25 restaurants, the catering operations and the conference centre

chefs to be passionate and proud of their skills and uniform, manage costs while using the best produce and products, and reinvent the menu to stay relevant in the market. It's exciting but exhausting."

Time is something he has very little

of these days, be it for his family or for participation in the activities of the Emirates Culinary Guild. Chef Sebastian believes the guild is a great foundation for the development of young chefs. "We have to build our next generation of chefs to preserve our craft."

As for family, it's a close unit of four. His wife of 10 years, Candice, understands the pressures of his job. Completing the Nohse family are their five-year-old daughter Zoey Raven and two-year-old son Jax Conner.

Chef Sebastian's other 'family' – the one at work – needs a lot more time and energy. After all, it consists of more than 300 chefs. His advice to each one of them is the same – be your own biggest critic. "Don't complain if you feel your chef is treating you unfairly. Push to change his opinion of you. Don't surrender easily and challenge authority in the right way."

Shortcuts are a strict 'no' in Chef Sebastian's handbook of success. "Once you take that route, it will become a habit. And your standards will fall. Discipline is a must. "Not 'next time', do it right now!"

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POETRY ON THE PLATE

Chef **Johann Legland**'s French connection translates into pure poetry in the art of pastry making. The executive pastry chef at Ginza Restaurants believes each pastry must have a soul, with colours, flavours and textures in perfect harmony...

With its 3,000-year history, Metz in France is one of the oldest republics in Europe. Lying at the confluence of Luxembourg, Germany and France, the city has earned the nickname of 'La Ville Verte' - the Green City. The romance of Metz is powerful enough to turn the biggest cynic into a dreamer.

How then could Chef Johann Legland ignore the stardust, born as he was in the fairy tale setting?

True to his native, the executive pastry chef of Ginza Restaurants in Dubai can weave magic with sugar and chocolate. The next time you savour the sweet selections at the Serafina Dubai or the Real Madrid Cafe or the Ginza Cafe, don't forget that it's 12 years of artistry that Chef Johann has infused into each bite.

A member of the World Association of Chefs Societies, the Frenchman had humble beginnings in Metz. "I was born in a small village around there. From

a very young age, I realised I loved cooking when I baked bread alongside my mother," recalls the chef who's yet to turn 30. His engineer father and his homemaker mother didn't quite understand Little Johann's creative streak. "The realisation that I wanted to cook professionally developed in my early teens, when I spent time at my uncle's bakery - Felten & Fils." While his parents supported his ambition, greater credit goes to his uncle for nudging him in the right direction. "My uncle was





always very happy to see my interest in cooking. He's proud of me. He always gave me good advice."

When he got to university, Chef Johann decided to take up apprenticeship while getting his formal education in the culinary arts. Starting in 2003, he painstakingly climbed the levels, graduating five years later from 'Chambre des Metiers Metz' pastry school. "It was fun! Between studies and apprenticeship, I participated in three to five pastry contests. We were all raring to go and very excited about proving ourselves." He even won medals at the Foire Internationnal, Croquembouche contest and the Salon du Chocolat.

A true artist at heart, Chef Johann learnt ice carving to complement his sugar and chocolate creations. "I worked with one of the top chefs of France. I guess you could say I was lucky."

After working with some patisseries in his initial years, he moved to Egypt with a job at Fusion by Fresson in Sharm El Sheikh in 2009. "I was one of the people involved in the opening of Fusion by Fresson. I travelled around a bit in that



To learn the best, you have to work with the best. Listen, seek feedback and respect your chef. You have to find motivation within yourself

job and discovered Dubai a couple of years later."

Chef Johann's first employer in the United Arab Emirates was the Intercontinental group. He joined the 'Reflets par Pierre Gagnaire' kitchen, handling the pastry section of the fine dining restaurant. But a few months later, he moved to Fauchon Paris in Dubai, lured by an opportunity to handle the desserts served in outlets such as Gold Cafe, Rich London, Art Cafe, Al Halabi and Biella.

Two years later, he came into his own and became a culinary consultant. In his current role, Chef Johann manages the development of Ginza catering. For now, it's Serafina restaurant's new

desserts menu that's taking up most of his attention.

For Chef Johann, good pastry is like a 'Chef D'Oeuvre' — a masterpiece with the "perfect balance of taste, melody, colour, harmony, shape, design, texture and personality."

The French chef believes having a good mentor is essential for a young chef to develop his talent. "To learn the best, you have to work with the best," he advises aspiring chefs. "Listen, seek feedback and respect your chef."

Admitting that a chef's job is not an easy one, he advocates teamwork and perseverance to stay ahead in the game. "You have to find motivation within yourself," says the member of the Emirates Culinary Guild.

Chef Johann finds his own inspiration at home in his wife Gladisse and their son, Soan. When he's not creating culinary masterpieces, he indulges in yet another art — photography.

With so many right ingredients, how can this sweet story not be a success?

LINZER CRISP

INGREDIENT

Anchor Butter unsalted	500.00
Caster Sugar	375.00
Cinnamon powder	25.00
Baking powder	2.00
Almond slice	125.00
Flour T50	750.00

STEPS



- ♦ **Step 1.** Merge Butter , Sugar, Cinnamon, Baking powder.



- ♦ **Step 2/** Mix until obtaining plain Texture.



- ♦ **Step 3/** Add the Flour on it.



- ♦ **Step 4/** Mix Sandy Dough then...



- ♦ **Step 5/** Add the Almond Slices roasted and mixed until obtain the plain Dough.



- ♦ **Step 6/** Keep in chiller for 2 Hours. Then Slices in small cube and spray in tray. For Baked in Oven for 12 minutes at 165 °C.



- ♦ **Final** Linzer Crisp

GIANDUJA WHIPPED GANACHE

INGREDIENT

Anchor Whipping cream	1200.00
Caster Sugar	50.00
Glucose syrup	30.00
Vanilla beans	2.00
Milk Chocolate	200.00
Gianduja paste	100.00
Gelatine	6.00

STEPS



- ♦ **Step 1/** Boil Whipping Cream, Sugar, Glucose, Vanilla beans.



- ♦ **Step 2/** Prepare Milk Chocolate and Gianduja Chopped.



- ♦ **Step 3/** Mixed together.



- ♦ **Step 4/** Add gelatine at 65°C.



- ◆ **Step 5/** Reserved in chiller for 12 hours.



- ◆ **Step 6/** Place the Cream in large ball for Whipped.



- ◆ **Final** Gianduja Whipped Gansche

VANILLA CREAM

INGREDIENT

Fresh Milk	600.00
Anchor Whipping Cream	200.00
Vanilla stick	2.00
Yolk Egg	160.00
Caster Sugar	100.00

STEPS



- ◆ **Step 1/** Boil Milk, Cream, Vanilla Stick.



- ◆ **Step 2/** Add Yolk egg, Sugar mixe. Then cook at 85°C.



- ◆ **Step 3/** Reserved in Container to Frozen it.

"THE GARDEN POT"

DESCRIPTIVE

- 1/ Milk Chocolate Pot.
- 2/ Linzer Crisp.
- 3/ Gianduja Whipped Ganache.
- 4/ Vanilla Flowing Cream.
- 5/ Flower Sugar Décor.

MAKING OF:



- ◆ **Step 1/** Crushed Linzer Crisp in Milk Chocolate Pot.



- ◆ **Step 2/** Filled with Gianduja Whipped Ganache.



- ◆ **Step 3/** Insert Frozen Flowing Heart Vanilla Cream.



- ◆ **Step 4/** Cover it with Linzer Crisp coated Cocoa powder as earth. And Finish with Flower Decoration.

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Creative Food & Beverage Solutions



BACK WITH A BANG

This month, Kempinski Mall of the Emirates in Dubai has returned with two new youngsters vying to win this season of the Nestle Professional Golden Chef's Hat competition

Two youngsters who chose to become chefs because they listened to their creative instincts have teamed up for this month's challenge. They may be from two opposite sides of the planet, but that hasn't stopped them from creating two fantastic dishes for us. Here are their stories and their competition recipes.

Diego Lilo Castro

This 22-year-old Chilean, born and raised

in Santiago city, is a bit of a prankster. But when it comes to his job he says, "I am focused when I get working."

He's the only chef in his family. For him his choice of career was a natural progression given his love for all things artistic and to nurture his creative side. The kitchen gave him that opportunity. So after a short kitchen course at the Training Institute for French and Chilean Culinary Art, he joined the Grand Hyatt Santiago to do his first job.

Fast forward two years and when his Chef moved to Dubai he took Diego along with him. The big difference between Santiago and Dubai for him is the work pressure. "The kind of hi-profile clientele we have, the work does get stressful at times." But he also loves the fact that he can work with people from different cultures, which according to him is "fun and interesting".

The Commis I has been with the Kempinski for almost a year and half.



Diego Lilo Castro

He works at the live station and is comfortable interacting with guests when needed.

Talking about the competition he says, this is the first time he's used the Nestle Professional products that have been provided. "The products are very good and allows you to experiment easily. For example, I made foam for my dish using the coconut powder, which is great!"

M. Mallikarjuna

Born and raised in a village, which is a 7-hour drive from the nearest city Hyderabad in south India, this 27-year-old is an enterprising youngster who wants to live life king-size.

"My dad is a farmer and my mother a

homemaker. I am the eldest among three brothers and my parents have always pushed me to follow my dreams." The seeds for a dream were laid in Chef Mallikarjuna's mind by his uncle's friend who hails from the hospitality industry. "He would tell me about the hospitality industry and that sounded exciting."

He decided to do a course in hotel management and soon after joined the Hyderabad flight catering company. "My parents were always supportive of me and said I should do whatever I thought was best for my career. Creating pastries and playing with chocolate for a living sounded just perfect."

His uncle's friend once again helped give flight to his dreams when he got him a



M. Mallikarjuna

job opportunity in Dubai with Rotana. "Working in Dubai helped me gain more knowledge and the international experience and exposure that few cities can provide," he says.

He then moved to the Kempinski a little over 2 years ago and now works in the pastry kitchen as Commis I, helping with preparing desserts for all outlets in the hotel. His ultimate dream today is to become an Executive Pastry Chef some day.

Chef Mallikarjuna says that he's used most of the Docello products before and that he created a special recipe that gives you layers ranging from crispy to soft melt-in-the-mouth mousse for the competition.

RED SNAPPER, SCALLOPS, BROAD BEANS PUREE, CECINA CRISP, ASPARAGUS, GIROLLES MUSHROOMS AND MANCHEGO

MAIN INGREDIENTS

Red snapper fillet	160gr
Fresh scallop 1 unit	20gr
Broad bean puree	
Cecina crisp	
Asparagus and girolles mushrooms	
Manchego cream	
Manchego foam	
Black Kalamata dust	

METHOD

- ♦ Panfry the red snapper fillet using olive oil and some butter. Season it with salt and white pepper.
- ♦ Add the scallop and sear it.
- ♦ Remove from the pan and keep aside.
- ♦ Using a spatula flat the broad bean puree and on top of it place the scallop previously cut in half and the red snapper fillet placing the mushrooms on the top.
- ♦ Put the asparagus standing as in the photo decorating with the Manchego cream and the black olive dust.
- ♦ Finish with a selection of micro greens, salicornia sprouts, Cecina and the Manchego foam.

Broad beans puree

INGREDIENTS

Broad beans	100 gm
Spinach	50 gm
Chef Liquid Shellfish Stock	100 ml

METHOD

- ♦ Blanch the broad beans using ice bath to cool down and keep aside.
- ♦ Blanch the spinach using ice bath to cool down, drain and freeze.
- ♦ Blend the frozen spinach with the shellfish stock and drain with a cloth to get only the green liquid.
- ♦ Blend the broad beans adding the spinach liquid.

Cecina crisp

INGREDIENTS

Cecina de Leon finely sliced	15 gm
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METHOD

- ♦ Cut the Spanish Cecina de Leon dried beef into 1mm thick slices.
- ♦ Put them in the dehydrator for 5 hours in 45 degrees Celsius.
- ♦ Keep in a hermetic container to prevent them to get soft with the humidity.

Asparagus and girolles mushrooms salad

INGREDIENTS

Girolle mushrooms	20 gm
White asparagus	50 gm

Fine brunoise of shallots	5 gm
White	15 ml
Clarified butter	2 gm

METHOD

- ♦ Blanch the white asparagus in boiling water for 3 minutes and cool down with ice.
- ♦ Clean the girolles mushrooms removing the tips and wash them with a wet cloth.
- ♦ Sautee the mushrooms with the shallots adding the white, at the last minute, put the white asparagus inside to get the flavor. Be careful that they don't get overcooked.

Black olives dust

INGREDIENTS

Black Kalamata Olives	50 gm
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METHOD

- ♦ Remove the seed from the olives and slice them. This will help dry them faster
- ♦ Put in the microwave in lapse of 30 seconds until dry (around 6 minutes total).
- ♦ Using the Thermomix, blend the dry olives until they get a soil texture.

Manchego Cream

INGREDIENTS

Manchego Anejo (12 months)	160 gm
Whole fat milk	120 gm
Xantana (Adria Texturas)	0.5 gm

METHOD

- ♦ Using the Thermomix, blend the Manchego cheese with the milk in high speed in 70 degrees for 2 minutes.
- ♦ Add the Xantana and blend for 1 minute more, cool down and reserve.

Coconut Foam

INGREDIENTS

MAGGI® Coconut Powder	20 gm
Whole fat milk	100 ml
Soya Lecithin	4 gm

METHOD

- ♦ Heat the milk to 85 degrees and add the coconut powder.
- ♦ Bring down the temperature to 30 degrees and add the lecithin.
- ♦ Using a hand blender get the foam.



TRIO DOCELLO MILLE FEUILLE

Puff Pastry

INGREDIENTS

Flour	380 gm
Salt	8 gm
Butter	37 gm
Water	220 gm
White w. vinegar	7 ml
Butter	220 gm
Flour	30 gm

METHOD

- ♦ Mix all the ingredients together except the flour which should be added in at the end.

Chocolate Mousse

INGREDIENTS

Milk	500 ml
Docello® Chocolate Mousse	250 ml

METHOD

- ♦ Boil milk, add the powder using mixer on maximum speed for 5 minutes.

Crème Brûlée

INGREDIENTS

Milk	500 ml
Cream	250 ml
Docello® Crème Brûlée	150 gm

METHOD

- ♦ Boil milk and cream for 3 minutes.
- ♦ Mix in the crème brûlée powder and continue boiling for 2 more minutes.

Panna Cotta

INGREDIENTS

Milk	500 ml
Fresh Cream	500 ml
Docello® Panna Cotta	150 gm

METHOD

- ♦ Boil milk and fresh cream for 3 minutes.
- ♦ Mix in the panna cotta powder and continue boiling for 2 more minutes.

Raspberry Fluid Gel

INGREDIENTS

Fresh cream	150 ml
Sugar	160 gm
Glucose	75 gm
Milk	75 ml



Red colour	10 ml
Raspberry puree	25 gm
Corn flour	13 gm
Water	30 gm
Gelatine	6 gm

METHOD

- ♦ Boil all ingredients together for 10 minutes.
- ♦ Add gelatine and add corn flower with water at the end.

Mango Fluid Gel

INGREDIENTS

Fresh cream	150 ml
Sugar	160 gm
Glucose	75 gm
Corn flour	13 gm
Water	30 gm
Gelatine	6 gm
Yellow colour	10 ml
Mango puree	25 gm

METHOD

- ♦ Boil all ingredients together for 10 minutes.
- ♦ Add gelatine and add corn flower with water at the end.

Jivara Milk Chocolate (top base)

INGREDIENTS

Jivara milk chocolate	100 gm
Chocolate nibs	20 gm
Jivara milk chocolate (side)	200 gm
Whipping cream (side decoration)	50 ml

METHOD

- ♦ Melt the chocolate till 28-29 C. Make sheet 3/11 cm. On the top add cocoa nibs
- ♦ For the side too melt the chocolate till 28-29 C. Make sheet 5/5 cm. On the top add cocoa nibs

ETHICAL EGGS

Hellmann's and celebrity chef **Jamie Oliver** are once again combining their extensive food expertise to help customers make delicious meals

This year, Hellmann's and Jamie Oliver have come together again to promote healthier living and high quality, ethical ingredients – a key example being cage free eggs and sustainable tomatoes.

Ian Busch, Global Brand Director at Unilever, says, "This is the second year that Hellmann's is partnering with Jamie Oliver and his increasingly popular Food Tube channel. We believe that when quality ingredients are sourced with care, food tastes its best.

"One of the initiatives that Hellmann's has led is the use of cage free eggs in our mayonnaise products, and chefs such as Jamie Oliver have been supportive of this ambition."

Following the move to use eggs from cage-free hens in Hellmann's products across Western Europe, Hellmann's Light is making the same switch in North America.

Thinking of food

Free-range and organic foods are becoming increasingly popular, as shoppers grow more aware of animal welfare – and care where the food on their plate comes from. There is emphasis on more ethically sourced meat and vegetables and people are switching to free-range and barn eggs.

But that is not enough. This is because



As people become more aware of animal welfare, Hellmann's has announced a move to use free-range eggs in Europe

what many are unaware of is how many of the other products people buy continue to have battery farm-sourced eggs in it.

Ethical eggs

Around three-quarters of Europe's 300 million egg-laying hens are still kept in battery cages where they are denied natural light and are unable to do the things that come naturally to chickens – like perching, nest-building and dust-bathing.

Barn egg hens, however, are given more room and allowed to perch and nest, while free-range hens get more room still and are able to access outdoor runs – meaning they have a much better quality of life.

Making a difference

Hellmann's delivered on its pledge to use eggs from cage-free hens in all its products across Western Europe in 2009 – a year ahead of the brand's schedule.

Building on this commitment, Unilever announced plans to change the Hellmann's Light recipe in North America to use exclusively cage-free eggs in the US and Canada. The move makes Hellmann's Light the first consumer product of its stature and volume in the packaged foods industry to use 100% cage-free eggs.

As North America is Hellmann's biggest market, producing the cage-free formula will involve sourcing approximately 1.6 million kilos (3.5 million lbs) of eggs from an estimated 125,000 hens.

That's enough to produce 30 million jars of mayonnaise. The sourced eggs will be American Humane Certified, an accreditation programme administered by the American Humane Association, the leading certifier of cage-free eggs in the US. Because there is not a certification equivalent in Canada, free-range eggs sourced there will also be required to meet American Humane Certification criteria.

Hellmann's aspires to change all its 'Real Food' mayonnaise recipes, including Real, Canola Cholesterol Free, Olive Oil, and Low Fat Mayonnaise Dressings, to cage-free eggs once a certifiable and consistent supply become available in North America, and is working closely with suppliers to achieve this goal.



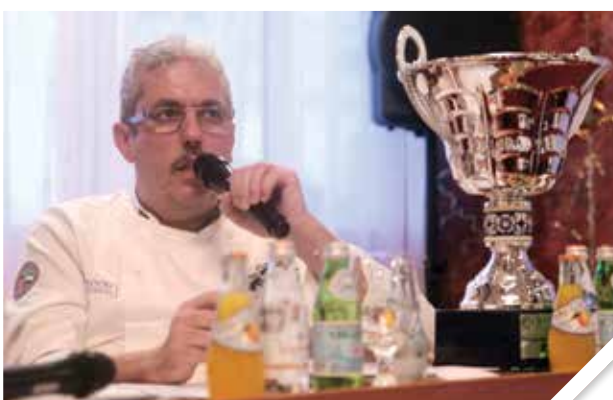
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GUILD MEET

The members of the Emirates Culinary Guild – both culinary professionals and corporate members – came together for the March meeting at the Golden Tulip Hotel. The meeting was hosted by the hotel's Chef Shibin and his team. There was discussion and information provided on the latest happenings within the UAE's chef community. The corporate members had the opportunity to promote their latest products. And in the post-meeting networking, chefs were given the opportunity to taste some of the products on display by corporate members. Here are some of the images from the event.





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DUBAI CULINARY TEAM WINS SOUTHERN EUROPEAN COMPETITION



The 9th International culinary competition of Southern Europe which was held at the International Exhibition center of Thessaloniki in Greece saw Dubai team win the top prize among 16 teams. Their three course meal that they prepared for 10 people using ingredients from a black box in under 160 minutes wowed the judges.

That's not all. The three member Dubai team comprising of Chef Thusan Don, Chef Karan Mohan and Chef Kapila Amaratunga also went on to win Gold in individual contests. Chef Tushan and Chef Karan won a Gold each in the Live Seafood cooking challenge while Chef Kapila won Gold for his Restaurant Dessert Live cooking.

The team was led by Chef Uwe Micheel, who was also bestowed with an honorary membership by the North Greece Chefs Association for his contribution to the global culinary industry.

The culinary competition is the top gastronomy event of Greece and takes place only once every 2 years. The competition aims to demonstrate the culinary skills (and the professionalism) of both young and professional chefs.

Organised by the North Greece Chefs Association and Detrop by Helexpo, the competition was part of an exhibition which is the biggest, most renowned and complete international mercantile event of the food and beverage machinery and packaging industry.

During the competition WACS judges from all over the world and Greece were present.



DID YOU KNOW?

Walnut Facts



- Eating 5-7 walnuts everyday would improve resistance to inflammatory diseases like rheumatoid arthritis and day-to-day infections like cold and flu.
- Walnuts help to sleep as they are natural sources of melatonin
- Vitamin E's antioxidant and nourishing properties are immense. And this is also the reason behind walnuts forming the key ingredients in a wide range of cosmetic products
- When eat walnuts daily, we are naturally protected against inflammation of the skin.
- The mineral profile of walnuts is composed of potassium, calcium and magnesium, which essentially promote bone health

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Rahil wins Runner-Up Trophy in Cape Town

UAE-based **Rahil Rathod** from Radisson Blu Deira made it to the runner-up position at the S.Pellegrino Young Chef 2015 semi-finals in South Africa.

It was not an easy task to select a winner, but Angelo Scirocco with his Milk is Thicker than Water dish managed to just about edge out our very own Rahil Rathod to represent the region at the S.Pellegrino Talent Awards night that will take place in June 2015 in Milan, during Expo Milan 2015.

The Regional challenge took place at the South Africa Chefs Academy in Cape Town in February, when a jury composed

of chefs such as David Higgs, Joe Barza and Uwe Micheel tasted all the signature dishes of the finalists and chose Angelo Scirocco as the best, according to the five Golden Rules: ingredients, skills, genius, beauty, message.

Rahil said, "It was a great experience for me to be here and I am glad that I gave a tough fight to come second place among the nine semi-finalists. On the competition day, Angelo was better

than me and I wish him the very best for the finals." During this final round, each of the 20 finalists will be supported by a "Mentor Chef", a global renowned cuisine artist who will provide suggestions on how to improve their recipe and, more in general, to become a better chef. David Higgs has been named as the mentor for the Middle East and Africa's regional finalist, drawing on years of experience and expertise to advise on the talented young chefs' final dish.







EAST-COAST CULINARY & COCKTAIL COMPETITION 2015

RESUME OF CLASSES FOR ENTRY

1. Three-Course Gourmet Dinner Menu
2. Tapas, Finger Food & Canapés
3. Three – Course Arabic Dinner Menu
4. An Arabian Feast
5. Friandise/Petite Four/ Pralines & Nougatines
6. Three Plates of Desserts International
7. Three Plates of Desserts Arabic
8. Bread Loaves & Showpiece
9. Three-Tier Wedding Cake
10. Cake Decoration – Practical
11. Open Showpiece
12. Practical Fruits & Vegetable Carving
13. Beef- Practical cookery
14. Arabic Mezzeh – Practical cookery
15. Cocktail Championship

Gastronomic Creation

Class 01: Three - Course Gourmet Dinner Menu

1. Present a plated three-course meal for one person.
2. Suitable for dinner service.
3. The meal consist of:
 - An appetizer or soup
 - A main course
 - A dessert
4. To be prepared in advance and displayed cold on appropriate plates.
5. Total food weight of the three plates should be 420/480 gms.
6. Food coated with aspic or clear gelatin for preservation
7. Typewritten descriptions and recipes required.
8. Maximum area 60cmx60cm.

9. One participant per entry is allowed.

Class 02: Presentation of Tapas, Finger Food and Canapés

1. Exhibit six varieties.
2. Six pieces of each variety. (total 36 pieces)
3. Three hot varieties.
4. Three cold varieties.
5. Hot food presented cold.
6. Food coated with aspic or clear gelatin for preservation.
7. Presentation on suitable plate/s or platter/s or receptacles.
8. Six pieces should correspond to one portion.
9. Name and ingredient list (typed) of each variety required.
10. Maximum area 60cm x 75 cm
11. One participant per entry is allowed.

Class 3: Three Course Arabic Dinner Menu

Present a plated three-course meal for one person.

1. Suitable for dinner service.
2. The meal consists of:
 - a. *An appetizer (Mezzeh) or soup*
 - b. *A main course*
 - c. *A dessert*
3. To be prepared in advance and displayed cold on appropriate plates.
4. Food coated with aspic or clear gelatin for preservation.
5. Total food weight of the three plates should be 520/580 gms.
6. Typewritten descriptions and recipes required.
7. Maximum area 60cmx60cm.

8. One participant per entry is allowed.

Class 4: Arabian Feats

1. Exhibit a Traditional Arabian Wedding Feast would serve in standard hotel in UAE.
2. Suitable for 10 people.
3. Free style presentation.
4. Hot food presented cold.
5. Six cold mezzeh.
6. Three Hot mezzeh.
7. A Whole Ouzi (08 – 10 kg maximum weight) presented with rice & garnish.
8. A Chicken main course- (Emirati Cuisine)
9. A Lamb main course- (Emirati Cuisine)
10. A Fish main course- (Traditional dish)
11. A Vegetable dish- (Traditional dish)
12. Three types of Kebabs (Chicken, Beef & Lamb) with appropriate accompaniments.
13. One hot dessert. (presented cold)
14. Three cold desserts. (one must be Emirati Cuisine)
15. Only above dishes are allowed to present.
16. Maximum available space 180cmx 75cm.
17. Competitors must ensure their exhibit is presented neatly in above space.

Pastry Display

Class 05: Friandises Petites-Four Pralines Naughtiness

1. Present the exhibit to include a small showpiece; the showpiece is for effect only and will not be judged as part of the class.



2. Exhibit six varieties.
3. Six pieces of each variety (36 pieces total) plus one extra piece of each variety on a separate small platter for judges' tasting.
4. Freestyle presentation.
5. Written description mentioning the theme is required.
6. Typewritten recipes are required.
7. Maximum area 70cm x 75 cm.
8. One participant per entry is allowed.

Class 06: Three Plates of Dessert (International)

1. Prepare three different desserts, each for one person.
2. Each dessert presented singly on an appropriated plate.
3. Total food weight of one plates should be 80/100 gms.
4. Presentation to include one hot dessert (presented cold).
5. One of the above desserts must use DOCELLO (panna cotta, crème brulee or chocolate mousse) desserts powder as main ingredient.
6. Typewritten description and recipes are required.
7. Tasting will be part of the judging process if deemed necessary to determine quality and authenticity.
8. Maximum area 60cm x 60cm.
9. One participant per entry is allowed.

Class 07: Three Plates of Dessert (Arabic)

1. Prepare three different Arabic desserts, each for one person.
2. Each dessert presented singly on an appropriated plate.
3. Total food weight of one plates should be 120/140 gms.
4. Presentation to include one

- hot dessert (presented cold).
5. Typewritten description and recipes are required.
6. Tasting will be part of the judging process if deemed necessary to determine quality and authenticity.
7. Maximum area w90 cm x d75 cm.
8. One participant per entry is allowed.

Class 08: Bread Loaf & Bakery Showpiece

1. The entire exhibit must comprise baked goods and must include the following:
2. Bread is to be displayed with a baked bread showpiece.
3. Four types of bread loaves (competitor's choice) minimum of two pieces of each loaf to be displayed.
4. Four types of bread roll (competitor's choice) minimum four pieces of each roll to be displayed.
5. Four types of baked sweet breakfast items (competitor's choice) minimum four pieces of each item to be displayed.
6. Four types of baked savoury/salt breakfast items (competitor's choice) minimum four pieces of each item to be displayed.
7. Doughs prepared and breads baked at place of work and brought to the competition for judging.
8. Tasting will be part of the judging criteria
9. Typewritten recipes are required.
10. Maximum area 90cm x 75cm
11. Maximum height 75cm
12. One participant per entry is allowed.

Class 09: Three-Tier Wedding Cake

1. All decorations must be edible and made entirely made by hand.

2. Pillars or stands may be inedible but, unless decorated by hand, must be plain and unadorned.
3. Fine, food-quality wiring is allowed for the construction of flowers and the like, but must be properly wrapped and covered with flower tape or paste.
4. Royal icing, pastillage, pulled sugar, etc., may be used in the construction, but the finished display must not be dependent on these items.
5. The cake will be tasted by the judges.
6. The bottom layer of the cake must be edible.
7. Inedible blanks may be used for the two top layers.
8. Typewritten description and recipes are required.
9. Maximum area w60 cm x d75 cm.
10. Maximum height 75cm (including socle or platforms)
11. One participant per entry is allowed.

Practical Pastry

Class 10: Cake Decoration

1. Decorate a pre-baked single cake base of the competitor's choice.
2. Two hours duration.
3. Free-style shapes
4. All decorating ingredients must be edible and mixed on the spot.
5. No pre-modelled garnish permitted.
6. Chocolate and royal icing can be pre-prepared to the basic level.
7. Competitors must provide all ingredients, cake base, utensils, and small equipment required.
8. The cake base must a minimum size of 30cm X 30cm or 30cm Diameter.
9. A standard work table with a 13 amp power socket is

provided for each competitor to work.

10. Water and refrigeration will not be available.
11. The cake will be tasted as part of judging.

Artistic Display

Class 11: Open Showpiece

1. Freestyle presentation.
2. Only showpieces made of edible food material will be accepted for adjudication.
3. Maximum area 60cm x 60cm.
4. Maximum height 75 cm. (including base or socle).
5. One participant per entry is allowed.

Class 12: Practical Fruits & Vegetable Carving

1. Freestyle.
2. Two hours duration.
3. Hand carved work from competitor's own fruits & 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.
8. One participant per entry is allowed.

Notes on the Practical Cookery Classes (13 & 14)

These notes pertain to all practical cookery classes. They should be read in combination with the brief of the class entered. Due to the fact that timing of complete the competition; competitors are allowed to bring with them an extensive mise-en-place; however, there are restrictions on how much pre-preparation the judges will tolerate. In all cases,

the preparation, production and cooking skills of each competitor must be demonstrated during her/his time in the kitchen.

1. All food items must be brought to the Salon in hygienic, chilled containers: Thermo boxes or equivalent. Failure to bring food items chilled will result in disqualification.
2. All dishes are to be served in a style equal to today's modern presentation trends.
3. Portion sizes must correspond to a three-course restaurant meal.
4. Dishes must be presented on individual plates with appropriate garnish not exceeding 250g total food weight excluding sauces.
5. Unless otherwise stated, competitors must supply their own plates/bowls/ platters with which to present the food.
6. Competitors must bring with them all necessary mise-en-place prepared according to WACS guidelines in the hot kitchen discipline (www.worldchefs.org).
7. Competitors are to provide their own pots, pans, tools and utensils.
8. All brought appliances and utensils will be checked for suitability.
9. The following types of pre-preparation can be made for the practical classes:
 - Vegetables/fungi/fruits; washed & peeled – but not cut up or shaped.
 - Dough can be pre-prepared.
 - Basic stocks can be pre-prepared.
 - Meat may be de-boned and the bones cut up.
 - Pastry sponge, biscuit, meringue- can be brought but no cut
 - Fruits pulps- fruits purees

may be brought but not as finished sauce

- Décor elements- 100% made in the salon
 - Basic ingredients may be pre-weighed or measured out ready for use.
10. No pre-cooking, poaching etc. is allowed.
 11. No ready-made products are allowed.
 12. No pork products are allowed.
 13. No alcohol is allowed.
 14. If a farce is to be used for stuffing, filling, etc., at least one of the four portions of the farce must be prepared in front of the judges to show the competitor's skill
 15. Within 10 minutes after the end of the competition, competitors must have the kitchen thoroughly cleaned and tidied and ready for the next competitor to use.
 16. Two copies of the recipes typewritten are always required.
 17. Submit one copy of the recipe to the duty marshal at the cooking station.

Practical Cookery

Class 13: Beef - Practical Cookery (US Beef Only)

1. Time allowed for 40 minutes.
2. Prepare and present two identical main courses using US Beef as the main protein item.
3. No other Meat Allow otherwise US beef, Supplier purchased & badge number required.
4. Any cut of beef with the exception of tenderloin, Rib eye and Sirloin can be use.
5. Present the main courses on individual plates with appropriate garnish and accompaniments.
6. Typewritten recipes are required.

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7. One participant per entry is allowed.

Class 14: Arabic Mehheh - Practical Cookery

1. Time allowed for 60 minutes.
2. Prepare and present for two persons.
3. Three types of Hot mezzeh & Cold mezzeh.
4. Only one of following mezzeh allowed to present (hummus/ tabouleh/ babganug Fattoush)
5. The Mezzeh can be representative of any of following countries:
 - Egypt
 - Lebanon
 - Syria
 - Morocco
 - Tunisia
 - Jordan
6. Dishes must be represent a variety of cooking methods and the use of ingredients use in Arabic restaurants.
7. Present the mezzeh in equal portions
8. Typewritten recipes are required.
9. One participant per entry is allowed.

Class 14: Cocktail of the day

We'll be sending the full detail this event once the sponsors finalized with organizers well prior to the event.

Addendum: East-Coast Culinary & Cocktail Event 2015

VENUE & ENTRY

1. East- Coast culinary & cocktail competition will held 08th & 09th of March 2015
2. The venue is "Iberotel Miramar Beach resort Al Farah Ballroom" Fujairah

3. Free entry fees for all classes

Closing Date:

4. Closing date for entries is 15th of May 2015. However, many are often fully subscribed and closed before the closing date

TROPHY ENTREES:

5. Entrance to best trophy awards, must enter and finished all mentioned classes
6. Best individual awards, Highest Medal points in mentioned category
7. Champions Trophy: Best Effort by Individual Establishments (calculated only meddle points)

Best Gastronomic Chef: (Maximum 03 entries for single hotel)

- Class # 01: Three course gourmet dinner menu
- Class # 13: Beef Practical cookery by US Beef

In order to qualify for inclusion in the points tally for best Gastronomic Trophy, competitor must win medals for both categories.

Best Arabic Cuisenaire: (Maximum 03 entries for single hotel)

- Class # 03: Three course Arabic dinner menu
- Class # 14: Practical Mezzeh

In order to qualify for inclusion in the points tally for best Gastronomic Trophy, competitor must win medals for both categories.

Best Pastry Chef: (Maximum 03 entries for single hotel)

- Class # 05: Friandise/ Petit Four/ Pralines & Nougatines

- Class # 10: Practical Cake decoration

In order to qualify for inclusion in the points tally for best Gastronomic Trophy, competitor must win medals for both categories.

Best Kitchen Artist: (Maximum 03 entries for single hotel)

- Class # 11: Open Showpiece
- Class # 12: Practical Fruits & Vegetable Carving

In order to qualify for inclusion in the points tally for best Gastronomic Trophy, competitor must win medals for both categories.

Best hygienic Chef: By Our Hyg. Sponsor

- Class # 13: Beef Practical Cookery

Best Hygienic Trophy will awarded to heights medal points winner of Beef Practical cookery

Highest Medal points awards for Non best category classes

- Class # 02: Tapas, Finger food & canapés
- Class # 04: Arabian Feast
- Class # 06: Three plates of desserts (International)
- Class # 07: Three plates of desserts (Arabic)
- Class # 08: Bread Loaves & Showpiece
- Class # 15: Best Bartender

Champions Trophy:

Champions trophy awarded to the establishment whose competitors gain the highest total combined medal points won from all of their entries.

Judging Guidelines and Awarding System

A team of WACS Approved Judges will adjudicate at all the classes of competition.

After each judging session, the judges will hold a debriefing sessions at which each decision. Competitors will not be competing against each other rather they will be striving to reach the best possible standard. Judges will then apportion marks that accord with their perception of the standard reached. The competitor will then receive an award commensurate with his/her points tally for the classes. In theory, therefore, everyone in the particular class could be awarded with gold medal. Conversely, it could be possible that no awards at all are made.

The scaling for awarding all classes is as follows:

- 100 - Gold medal with distinction with Certificate.
- 99 – 90 - Gold medal with Certificate
- 89 – 80 - Silver medal with Certificate
- 79 – 70 - Bronze medal with Certificate
- 70 – 50 - Certificate of merit

RULES AND REGULATIONS FOR CULINARY COMPETITION

(Organized by Miramar Al Aqah Beach Resort with Advice & Guidance of 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 of this document.

PARTICIPATION

4. Participation at competition is open to anyone professionally employed in the preparation of food within UAE and Internationally.
5. All classes are for entry by a single competitor.
6. Competitors are restricted to one entry per class.
7. Competitors are restricted to entering a maximum of three classes.
8. Competitors entering to win must participate fully in every class entered in order to qualify.
9. Competitors must attend and participate on the time allotted to them.

COMPETITION ENTRY

10. Competition Fees: East-Coast Culinary & Cocktail Events is Free entry to anyone Professionally employed in the preparation of food within UAE and Internationally.
11. Please note that there are different forms for different classes; ensure that the correct form is being used.
12. Complete the entry form according to the instructions on the form.
13. Completed entry form must send through by Emirates Culinary Guild.
14. Submit the completed form to the organizer before 15th of May 2015.

CERTIFICATES AND LETTERS OF PARTICIPATION

15. 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.

HYGIENE

16. Competitors must bring their items according HACCP standard.
17. As the event will be held in the Al Farha Ballroom of the organizer, official Hygiene Officer will judge all the live cooking participants.

THE SECRETARIAT

18. Iberotel Miramar Al Aqah Beach Resort & Emirates Culinary Guild is the soul responsible for the organization and administration of the competition.
19. The competition is governed by ECC according to the rules of the organizing committee
20. Competitors acceptance of participation in the competition will mean as confirmation of their undertaking to submit unconditionally to the jurisdiction of the organizer.

COMPETITORS & HELPERS

21. Each competitor is allowed to have one helper to assist in carrying equipments. No other help is allowed in preparing/ presentation area.
22. Competitor & helper must wear appropriate uniform.
23. Competitors must register on their given time.
24. Competitors & Helpers must not entered apart from salon area (Hotel lobby, Hotel restaurants etc...)
25. Competition area will be monitored by East-Coast Event committee



EXHIBITS

26. Each exhibit must be completely original work, it must not have been displayed previously.
27. All exhibits must be of edible substance except for framing and stands.
28. It is forbidden to use any living entity, depicts religion, nude, seminude or political themes in an exhibit.
29. All exhibits must be suitable for presentation as a decorative item in a restaurant.
30. An exhibit must not carry any logo or mark of identification however; they should identify their own work, if needed.
31. 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.
32. No preparation or finishing of exhibits is allowed in any area except designated preparation area.
33. Finished exhibits must be placed in the position indicated by the organizer, It has submitted for judging.
34. Competitors must leave the judging area as soon as their exhibit is in place or when instructed to leave.
35. Failure by competitor to register at the specified time will result in disqualification.
36. Exhibit which is removed by competitors without permission will not qualify for any awards.

COMPETITION MARSHALS

37. A Marshall-at-arm will recognize by the badge displaying the logo of the organizer.
38. Marshalls are instructed

to ensure that the rules and regulations of the competition are observed by all concerned.

39. Competitors, helpers and visitors are all obliged to cooperate with the marshals.

AWARD

40. Gold, silver and bronze medals and certificates are awarded solely at the discretion of the judges.
41. Decisions made from the judges is final and each competitor is required to abide.
42. The medals will be present at the end of the competition. Certificates will be present after the Event (10 days of maximum) by the organizer.
43. Special awards will be given to all category winners.
44. Competitors must be dressed with complete uniform when collecting medals.
45. Incorrectly dressed competitors are not allowed to access in awarding area.

DISCLAIMER

46. The organizers are entitled to cancel or postpone the East Coast Culinary Competition or alter the duration, timing or schedule of any event.
47. The organizer reserved the right to cancel any classes or limit the number of entries or extend.
48. The organizer will not under any circumstances be held liable or responsible for the loss, Damaged of any exhibit, equipment, goods or personal effects.

ENQUIRY

49. All enquiries must submitted by email to (theguild.eim.ae. / kacprasad@iberotel.ae) To continually raise

the standards of UAE's East Coast Culinary excellence and to promote camaraderie and educational opportunities among culinary experts and Professionals. To act as a staging area for development of culinary concepts by:

- A) *Encouraging new and innovative styles in culinary.*
- B) *Bringing the traditional styles up to date.*
- C) *Nurturing the creativity of individuals by encouraging their participation.*
- D) *Providing a showcase for individual skills, techniques and styles.*
- E) *Providing example and inspiration for new professionals.*
- F) *Providing recognition from fellow professionals.*

Allowing the public to observe the current "state of the art". This insight and learning experience of the public is of great importance because new trends, styles, techniques and philosophies progress with public acceptance, by promoting a greater understanding of sound culinary philosophies. Competitors provide an excellent forum for the public's education.

newmembers



Raj – Food technologist (Fanar Al Khaleej)-HORECA division, Martin- Sales Manager (Fanar Al Khaleej)-HORECA division and Nazarii – Ass. Sales manager (Fanar Al Khaleej)-HORECA division receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.

Fanar Al Khaleej Tr. was started in 1990 with the motto "Connecting Food with Technology" to provide service to the food industries. Today, the company has transformed into a one stop solution for all food processing industries across the Middle East. The major business divisions of the company include Food Engineering, Refrigeration, Food Ingredients trading, Food Tech Centre for R&D and Al Fanar Food Industries, a custom blend manufacturing unit.

CHEF-TECH

What Is ChefTech?

ChefTech is a new gastronomy brand in the food ingredients market.



What we do?

We develop food ingredients to meet expectations of health conscious people and save precious preparation time in the kitchen. ChefTech practically brings complete nutritional facts & versatile functionality of natural ingredients right at the Chefs cooking station. ChefTech helps chefs all over Middle East whip up

& serve tasty, wholesome meals that will keep our cherished patrons asking for more!

What we offer?

ChefTech products are an appealing & appetizing assortment of healthy bread premixes, specialty flours, sugar free & regular dairy desserts, sugar free bakery & confectionary, marinades, instant beverages and sweeteners.

It's just Good Health that comes in small packaging!

*We specialized on providing tailor made solutions for HoReCa

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Mr. Syed Najam Kazim - General Manager receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.

FSL FOODS FZE is an innovative distributor of gourmet food and beverage products to the hospitality sector across the Middle East.

With a fully established warehousing and distribution operation throughout the UAE, Saudi Arabia Qatar, Bahrain and Oman, we service 5 Star Hotels and Resorts, Golf Clubs, Luxury Retail



Outlets, Premium Caterers, Airlines and Commercial Institutions. As a mark of our commitment to food safety, quality and service excellence we have been

awarded the ISO 9001 and HACCP certifications. We source only the finest products the world has to offer ranging from premium teas, meats, seafood in addition to clothing and apparel for chefs, hoteliers and aspiring professionals. Some of our partners include Chefworks, Mighty Leaf Tea, Full O Fruit Juices, Dira Frost, Fonte Sole' Natural Mineral Water



Mr. Wael Al Jamil receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.

HORECA Trade, part of Bidvest Group, is a dedicated service company to professionals in the foodservice channel. HORECA Trade offers complimentary Food, Beverage and Non-Food Portfolio across the main categories in the foodservice channel, boasting iconic and internationally recognized brands. With an extensive range, HORECA Trade specializes in nine categories, each with its respective brand.

Emerald Valley, Stanbroke, Rioplatense and ULSA are highly recognized meat brands for their premium and superior taste. Seafood has two well-known brands such as: Pacific West, and SEACREST. Lamb Weston is the ultimate



potato quality brand in potato products and appetizers, Ottima & De Cecco reigns over the dried pasta category.

Tilda crowning the rice category offering a wide variety of pure Basmati rice products. Chefmate delivers to the oils and mayonnaise segment. HORECA Trade also has renowned Nestle Professional as the brand for

savory solutions and Arla for the dairy range. All the sweet treats offered by HORECA Trade come from Sweet Street, as well as MRS Packaging that delivers high quality waffles.

In beverages, Acqua Panna, the official mineral water of the Worldwide Sommelier Association and S. Pellegrino, served in over 100 countries worldwide, are the finest mineral water products offered by HORECA Trade. Bridor carries the excellent range of French Viennoseries, breads with uncompromising quality. On the non-food segment, HORECA Trade prides itself with Vegware the innovative compostable packaging range from UK.



Riyadh Hassan (Pastry Division Manager –HUG) receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Mischeel.

Master baker Joseph Hug-Meyer invented the Swiss zwieback as long ago as 1877 in Lucerne. In the evenings, he cut the unsold bread into slices and toasted them overnight in the hot oven. The twice-baked bread became zwieback. Thus, Joseph Hug-Meyer laid the foundation stone for the HUG success story.

HUG AG with the three brands, HUG, Wernli and DAR-VIDA employs about 380 people at the three locations, Malters, Willisau and Trimbach. HUG is still in the fourth generation as a family company. The two brothers, Andreas Hug (Managing Director) and Werner Hug (Chairman of the Board of Directors) manage the company according to three basic principles: warm, business like and conscientious – simply HUG. With the

three brands, HUG, Wernli and DAR-VIDA, the company offers a wide range of products: Typical Swiss biscuits from



HUG such as Willisauer Ringli, biscuit specialities from Wernli such as Choco Petit Beurre and DAR-VIDA with cereal based crackers. All three brands stand for enjoyment, naturalness and origin. In addition to the retail products HUG offers a high quality and extensive range of bakery products such as HUG Tartelettes for the restaurant & hotel sector.

HUG offers high quality and creative products for all occasions.

Tartelettes are the most versatile product of all and the leading product of HUG in the hotel and restaurant sector. They

can be used very creatively as they can be filled in all sorts of sweet and savoury ways and lighten the everyday tasks of cooking, for patissiers and bakers. Tartelettes are baked cases from fine shortcrust pastry, puff pastry, wafer dough or a meringue mixture. The many shapes lay the foundation stone for undreamt variations of snacks and desserts.

we have compiled our own raw materials charter means that we deem it to be the basis for top quality products.

Hug Dessert- Tartlettes are unsurpassed in a variety of shapes, sizes and applications. They are perfect for dessert buffets, dessert plates or banquets. The range covers all areas of the hotel and restaurant trade where bakery products are used. The varied range offers the highest quality and lots of room for your own creativity.



Jenna Young (Sales Manager – Food Service) Craig Finney (Head of Sales) - IFFCO Foodservice receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.

IFFCO is an innovative and integrated multi food products Group based in the United Arab Emirates. The company has a significant presence in Impulse Foods, Agri Business, frozen foods and Oils & Fats. Key product categories cover the following: Sauces, ice cream, soft oils, shortening, olive oil, flours, pasta, bakery ingredients, biscuits, snacks, fresh chicken & eggs, confectionary, chocolate, herbs and spices. Amongst these products IFFCO Group are proud to produce a strong portfolio of brands such as London Dairy, Tiffany, Hayat, Shama and Noor. Our products delight Bakers, Chefs and consumers alike enabling passionate and devoted professionals the chance to amaze their customers.

Since IFFCO established its first business in the UAE in the 1970's, they have successfully grown from a trading company to a highly successful

IFFCO  **إفكو**

manufacturer and distributor across the whole of the Middle East, North Africa, India, Pakistan, and Levant. All products are manufactured by IFFCO in world class, certified facilities here in the Middle East. Sourcing raw materials from the best places across the globe, IFFCO import and process a wide range of food items from Wheat from the USA, Chocolate from Belgium and Mangoes from India. These finished products are then marketed across a wide range of customers from retail and traders to foodservice establishments. This "one Company" approach to importing, manufacturing and distributing allows IFFCO to be a key player in the market and to manufacture products according to a wide variety of customer needs. IFFCO is dedicated to

serving the customer better through, delivering 'Great Service' and 'Great Quality Products' all at 'Great Value'. This partnership is built on trust, trust that is proven daily through listening to our customers' needs and providing the best possible professional advice.

As a well-established business in the market IFFCO can offer expertise, support and advice across all areas from technical cooking, display and marketing, recipe/menu development, product insight and development

IFFCO group dedicate efforts to continuing to grow relationships with our partners across the region with our company mission to be.

"The preferred provider of essential and value added foods for everyone, everywhere and every day."

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Raphael Saxod receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.

Restofair RAK is a joint venture between RAK Porcelain (sister concern of RAK Ceramics) and ECF Group France which is a € 300 M company with 1300 employees, serving 80,000 customers in the HORECA Industry supplying the small equipments and consumables.

Many years of know how and expertise in Europe, facilitated the opening of Restofair RAK in the Middle East 10 years ago offering quality services to the



RESTOFAIR
— RAK —

HORECA industry. 2015 Gulf Food, we launched our latest 426 pages catalogue with 5440 items ex-stock in UAE related

to Chinaware, Glassware, Cutlery, Table Accessories, Buffet, Disposables, Menu & Signage, Barware, Kitchen Utensils, Plug-in Machine, Pastry, Housekeeping & Stewarding, Uniforms, Hotel Apartments, In-Room items etc.

All the products are displayed in our 20,000 sq. feet Dubai factory outlet in Al Quoz. To get a free copy of 2015 catalogue contact : restofair@rakrestofair.ae



ANGT's corporate chef Vivek Huria receiving receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.

ANGT is a rising food ingredients manufacturing company based out of the United Arab Emirates with multiple manufacturing and packaging plants in Asia. Its biggest USP is its specialisation in onion paste.

As a company, ANGT is a pioneer in the category of manufacturing and packaging onion paste with no added preservatives and keeping it completely natural. With over 16 years of manufacturing experience, the company has grown tremendously across multiple regions.

Its operations today are spread across 15 countries worldwide. ANGT is pre-dominantly focused on HORECA



and Food Service sectors. Recently, the organisation has made its foray into the retail sector and is going forward with its plans this year to further increase its reach into markets including Africa, Australia and the United States.

ANGT's line of nutritious packaged

products are classified under three brands

- ♦ NONIONS
- ♦ MIRAYA
- ♦ SIPPY

Its three brands cover the entire range of products from categories such as Ingredients, Ready to Eat, Gravies and Rice.

NONIONS, their flagship brand represents 100% Natural onion paste and has been awarded the "Best Food Service Product" and one of the "Most Innovative Products in the Middle East" in 2010 & 2011.

ANGT's commitment is that with the use of its products, a Chef is guaranteed Quality, Consistency and Cost Reduction without any compromise.

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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.
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- ▶ 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

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THE EMIRATES CULINARY GUILD



APPLICATION FOR MEMBERSHIP

Date of Application:

Family Name: (Mr./Ms./Mrs.)

First Name/s:

Nationality:

Civil Status:

Date of Birth: dd/mm/yy

Name of Employer:

Address in Home Country:

Work Address:

Tel:

Web Address:

Email:

Telephone Office:

Professional Title:

Fax Office:

Type of Membership Required: (Please tick one)

Tel. Home:

Corporate ☐ Senior Renewal ☐

Fax Home:

Senior ☐ Young Chef ☐
(under 25 yrs below)

Email:

Declaration to be Signed by all Applicants

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

Signed:.....

Proposed By:

Sig:.....

Seconded By:

Sig:.....

FOR OFFICIAL USE ONLY

Remarks:

Payment received?

Certificate Given.

Pin Given.

Medal & Collar Given

Approved

Approved

President.....

Chairman.....

Fees:

Young Member: Junior members will receive a certificate.

Senior Members: Above the rank of chef de partie (or senior chef de partie on executive chef's recommendation).

Dhs.350/=joining. Includes certificate; member-pin, member medal and ECG ceremonial collar. Dhs.

150/=per year thereafter.

Affiliate Member: Dhs.350.00 for the first year. Dhs.300 per year thereafter.

Corporate Member Dhs. 20,000 per year

NETWORKING LIKE A ROCK STAR

"The currency of real networking is not greed but generosity." — Keith Ferrazzi



don't need to tell you about the power of networking; its impact and the virtues it may bring to your career. I'll spare you the why and get directly to the how.

When I think of networking like a rock star the Sakhuja clan immediately springs into my mind. The simple reason being they have the classic four traits called TACT of a great networker. These are:

1. Trustworthy and caring towards others
2. Attitude of gratitude, show respect to all
3. Compassionate communication skills, especially listening
4. Timeless, enthusiastic, inspiring and motivating

Sandhya and Chayya are extremely awesome at networking and Nick outshines the clan with this powerful skill. When you see this man work the room to connect with strangers, it simply amazes me how he does this with great finesse and sincerity. Now that is in the room but majority of his networking happens outside the room, with regular catch-ups and assisting others in finding opportunities.

A combination of many skills has helped him in achieving the success he has today but he gives a tremendous amount of credit to this skill called networking. He has been fortunate enough to be a natural at it but more importantly through the years he has polished this skill on an on-going basis.

For many of us networking is an extremely frightful proposition while for some this act and word is non-existent. In layman's term networking means to interact with others to exchange information and develop professional or social contacts.

Networking has numerous benefits from a personal, career and business perspective. Some of these being:

- ♦ Allows you to stretch your comfort zone thus boosting your confidence
- ♦ Connect with like minded people who could assist you with your goals
- ♦ Establish friendships that could become a part of your support system
- ♦ Develop your communication skills and essential interpersonal skills
- ♦ Source of potential career prospecting, leading to amazing opportunities

- ♦ Learn to enhance business development skills creating a potential to increase sales and revenues

You see networking is an essential skill in all parts of your life. In order to progress in your life the skill of networking encompassed with other interpersonal skills allows you become a better you.

It is a skill that allows you to build relationships that could potentially honour you for the rest of your life. You must understand networking is a mindset and it takes time to nurture it.

The likes of Phil Bedford, The Rebel Networker, is a good source of inspiration on how to structure your networking. In simple terms to network is to serve and help others.

Nothing liberates your greatness like the desire to help, the desire to serve. - Marianne Williamson

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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