

**gulf**

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# gourmet

THE DEFINITIVE GUIDE FOR CHEFS  
volume 8, issue 10



## THE UNDERDOG

Chef Indika Kumara leads the way as ADNH/Compass pulls off this year's biggest upset at La Cuisine by SIAL in Abu Dhabi

### ALL ONION, NO CRY

Dr. Vinod Ruchani of ANGT talks about his revolutionary products



### RESTAURANT TRIUMPH

Arabsika wins consumer poll for best Ramadan Restaurant Experience



### SIAL ROUND-UP

Full coverage of the recently concluded La Cuisine by SIAL in Abu Dhabi



**? Did you know...**

The United States is the world's largest cheese producer, with an award-winning portfolio of over 400 premium cheese varieties, from European-style cheeses to American Originals.

Enhance your culinary creations...  
with cheese from the United States



Monterey Jack: Crafted in the United States, captivating chefs around the world



**U.S. Smoked Monterey Jack and Roasted Chicken Croquettes**

**Ingredients:**

- 1 whole roasted chicken, reserving skin, meat, bones and drippings
- 2 l of milk
- 180 g butter
- ½ tablespoon olive oil
- 210 g flour
- 4 hard-boiled eggs, minced
- 200 g smoked U.S. monterey jack cheese, cubed
- Flour, for coating
- Beaten egg, for coating
- Bread crumbs, for coating
- Sunflower oil, for frying

**Procedure:**

Reduce roast chicken drippings to sauce. Boil chicken bones with milk for 5 minutes. Remove from heat and cover for 4 hours. Strain milk and simmer with salt and nutmeg, keeping milk hot but not boiling. In a large sauté pan, create a béchamel sauce by melting butter with olive oil, adding flour and stirring continuously on low heat for 10 minutes. Add the hot milk in 4 portions, stirring continuously for another 8 minutes, then cook for 20-30 minutes. Add reduced chicken drippings, chopped meat and skin, and cook for 10 minutes. Add hard-boiled egg and cheese until melted. Place hot mixture on a non-stick or buttered tray, cover and refrigerate. Form chilled dough into golf sized balls, coat with flour, egg and bread crumbs, and chill for at least one hour. Deep fry in sunflower oil.

"The smoky aroma of the monterey jack cheese makes the dish taste like the chicken has been roasted on a traditional wooden oven, and the texture of the cheese blends perfectly with the béchamel to give a pleasant elasticity to the final product."

—Chef Carlos Delos Mozos, Executive Chef, Crowne Plaza Dubai, Sheikh Zayed Road

U.S. cheese is already available in your market, check today with your local importer/distributor or contact USDEC for a list of local suppliers:

USDEC Middle East (AMFI) • Beirut, Lebanon • Email: amfime@cyberia.net.lb • Phone: (961-1) 74378, 741223



The U.S. Dairy Export Council (USDEC) is a free resource to help you find additional information on U.S. cheese applications and distribution channels. We are a non-profit, independent membership organization that represents the global trade interests of U.S. dairy producers, proprietary processors and cooperatives, ingredient suppliers and export traders.

**president's station**

email theguild@eim.ae

Dear fellow Chefs, ladies and gentlemen,

Welcome to the December issue of our Gulf Gourmet, the last issue in a very busy 2013. We had the first Dubai World Hospitality Championship (DWHC) in November, a great event with tremendous response from both professionals and amateurs. It was amazing to see the culinary offerings on display by the Emirati ladies.

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

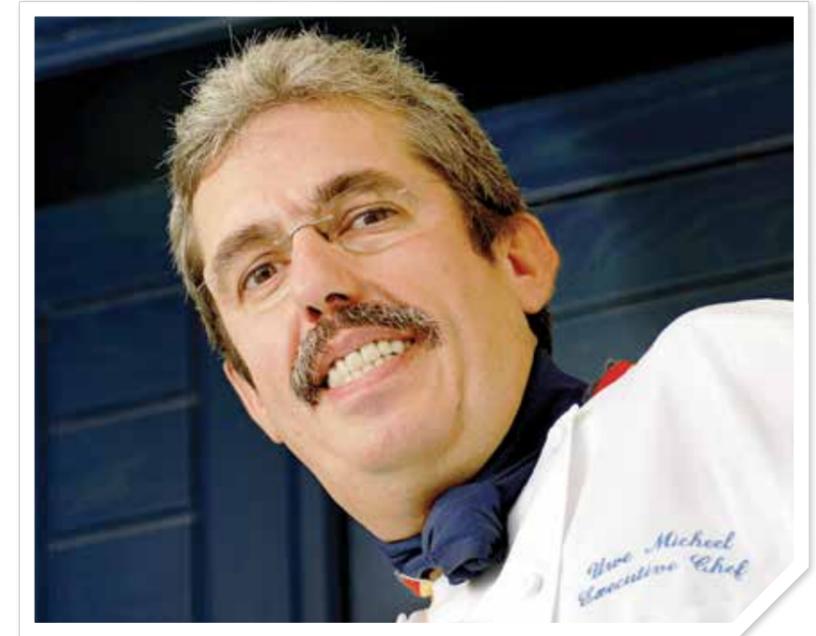
No event is complete without our partners and I would like to use this platform to salute some of our key partners RAK Porcelain, Convothem/Manitowoc and Ginox have all pledged their support from day 1 for the DWHC 2013. A big thank you to Chef Guenter and the Meydan team.

The DWHC also marked the first time in history that our own UAE Culinary National Team was competing in a big international event. Our team did us proud in the first event by competing against the best and winning a Silver medal. Once again Mick and team, we are proud of your achievement.

Not to forget our Young Chef team led by Chef Prasad in Korea to represent the Emirates at this great WACS event. I thank Nestle Professional and the Jumeirah Group as the key supporters and Bragard, MRS, and Nonions as support sponsors.

The team came back with 2 silver medals. Well done team! Read more about the event in this issue.

We closed the month with the best ever La Cuisine by Sial in Abu Dhabi. Congratulations to all the competitors, really great work. Chef Otto Weibel and the other members of the jury confirmed to me that the standard was



better than the previous years. A big thank you also goes to the whole organising team, from Alen to Jo and Peter to Alan, all the judges, marshals and stewards. Of course a big thanks goes out to the supporters, Convothem/Manitowoc, Al Ain Fresh, Ginox, Meat and Live Stock Australia, Boecker, Etihad Flight Catering and Adnec.

December will have our last members meeting for the year on the 9th and the DWHC closing ceremony with the organizing committee on the 10th December at Meydan.

On 15th and 16th of December we will have 2 hands-on workshops. The first by US Poultry and Egg Export Council and the second by US Meat Export Federation. Bassam Bousaleh from our partner AMFI will send the invite in due course.

**I would like to thank everyone personally who has supported the ECG and ECG**

**Events in 2013, with the support of the Professional Chefs Senior and Junior and our great Corporate Partners. We are looking for an even better 2014. I wish everyone a very Happy Festive Season and Healthy, Wealthy and Successful 2014**

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 Girish and the Media One Team for hosting our November Meeting. Thank you also for our Corporate Partners for all the great Product Tasting.

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

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## LIVE IN ITALIAN

S.PELLEGRINO AND ACQUA PANNA  
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TALENT OF INTERNATIONAL ACCLAIM,  
LUCIANO PAVAROTTI THANKS  
TO HIS AMAZING VOICE  
REPRESENTED THE SAME CULTURE,  
PASSION AND JOY OF BEING ITALIAN  
THAT S.PELLEGRINO  
AND ACQUA PANNA SHARE WITH  
THE WORLD.



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## editor'snote

email editor@gulfgourmet.net



With UAE winning the bid to host Expo 2020 in Dubai, the two sectors that will see a dynamic shift in business will be tourism and real estate. Both these industries are directly linked to the country's hospitality sector and in turn mean a greater push for culinary excellence.

Chefs who excel in their craft and successfully present their creations to the discerning palate stand a lot to gain. Whether it's a newly opened seafood speciality restaurant like Mahesh Lunch Home or a 5-star legend like Minato, good quality cooking will be rewarded more than ever before.

As the leading magazine for professional Chefs in the region, we are committed to continuing our journey highlighting young as well as senior chefs who are putting UAE on the global culinary map.

In this issue you will read about some of these stars. Our cover story is about a young man and a team headed by Chef Danny Lewis. They have shown that when things are done right even a catering company can give top 5-star hotels a run for their money.

Also in this issue is an article on Sustainable Kitchens. Because with opportunity comes responsibility and it is our duty to ensure that what we do for glory does not come at the cost of our planet. UFS is doing a lot on this front and their efforts are highlighted in this issue.

If your cooking is exceptional and your practices are sustainable, success will come calling. If you are aware of such stories, do let us know.

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

**Aquin George**  
Editor

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<b>DESIGN</b>	<b>Art Director</b> PeeCee <b>Graphic Designer</b> Natalie King
<b>PRODUCTION</b>	Al-Ghurair Printing Press
<b>LICENSED BY</b>	National Media Council
<b>PUBLISHED BY</b>	SMARTCAST GROUP FZ-LLC PO Box 34891, Dubai Media City, Dubai, United Arab Emirates
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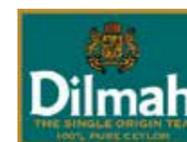
# friends of the guild

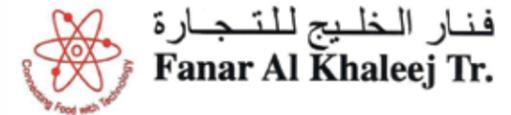


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Department of Tourism and Commerce Marketing



Creative Food & Beverage Solutions





# newsbites

## Are you a Pastry Chef?

If you are Pastry Chef looking to work with a French Culinary master, then this is for you. Fonterra Brands Middle East is organising a two-day French pastry workshop at the Fonterra Collunarium in Dubai, hosted by Chef Jean Francois Arnaud and Chef Manfred Kohlen. Over two days, Fonterra will provide the



Chef Jean Francois Arnaud

participants with the opportunity to experience and practice different pastry techniques revolving around French pastries with a modern twist.

At the end of the workshop, Chef Jean will give the participating chefs a certificate of excellence and distinction. Attendees are limited to 12 chefs based on a first come first serve basis. For enquiries and/or participation please contact Samer Abou Daher, Food Service Manager – Gulf, on +971-55-3630555 or [samer.daher@fonterra.com](mailto:samer.daher@fonterra.com)



### Des fêtes parfaites!

Paul, Maison de qualité since 1889, surprises us once again this festive season with its creations that are as lovely to look at as they are delicious to savour. Special breads such as the Orange & Chestnuts or 6 Cereals & Figs will perfectly accompany the most refined of your dishes for the festive occasions.

The assortment of bûches such as the traditional "Tout Chocolat", or the sweet and exotic "Framboise Pistachio" - combination of raspberry mousse and pistachio mousse on plain genoise - or the "Divane" - a lovely mélange of vanilla mousse and cherries mousse on chocolate genoise - warms our gaze and all just waiting to be tasted!

## Jenaan partners with Suidwes

Jenaan signed a partnership deal with Suidwes at SIAL Middle East for technical advice on agriculture projects worth US\$160 million in Sudan. The agreement was signed between Mohamed Otaiba, Chairman of Jenaan Investments and Pierre Vercueil, Chairman of Suidwes a South Africa-based organisation.

Jenaan Investments, one of the UAE's largest agriculture and livestock investment companies, currently has

three individual projects in Sudan covering a total area of 55,000 acres, producing alfalfa hay, Sudan Grass, and Millet.

In its capacity as technical advisor on the three projects, Suidwes will provide detailed soil chemical analyses and soil correction recommendations to help increase production levels, mitigate risks, and lower operational costs. By 2015, some 1.4 million metric tonnes of livestock foliage is expected to be harvested.



Mohamed Otaiba, Chairman of Jenaan Investments (left), and Pierre Vercueil, Chairman of Suidwes.

# Full of taste. Full of life.



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

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FoodService

# SAY CHEESE!

US Dairy Export Council organised a U.S. Cheese Culinary Conference for 50 of UAE's top Chefs

The U.S. Cheese Culinary Conference held last month at the Grand Hyatt Hotel in Dubai saw over 50 of UAE's top Chefs in attendance. Nina Bakht Halal, the Middle East Director for US Dairy Export Council, began the day talking about the evolution of cheese making in America, from a cottage industry into the largest cheese producer in the world and how the US had become the international leader in cheese production, technological innovation and total dairy exports.

US-based Chefs Mark Todd and John Esser helped attended experience the spectrum of cheeses, from soft and fresh which are one step removed from milk, to hard and grading cheeses that are aged for years, all while enjoying a



guided tour through some of the most award-winning cheeses in the world.

While discussing the different categories of cheeses they even demonstrated cooking performance and helped guests discover foodservice applications, some

of which they later tasted during the luncheon break.

The rest of the day was more technical but fun demonstrations from the two Master Chefs and all the guests left with more knowledge than they had come in with.



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



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# LORD OF THE "NONION" RING

Busy chefs can thank **Dr Vinod Ruchani** for peeling the layers around onions and making their lives easier with "Nonions"...

**W**hat do you do if your daughter refuses to let onions make her cry? If you are Dr Vinod Ruchani, you take the tears out of onions and in the process, start a revolution!

Meet the man behind 'Nonions', an innovation that reduces tears, time and toil in the professional kitchen. The culinary market can't quite get enough of this range of onion pastes. Why spend hours peeling, chopping, crying & frying when all you need is just a quick slash of a Nonions Retort pack?

Encouraged by the response to Nonions, Ruchani's company ANGT - All Needs General Trading LLC, headquartered in Dubai, - has expanded into many complementary products.

With its three brands, Nonions (ready to use onion base), Sippy (delight in every bite) and Miraya (premium cuisine solutions) the company is bringing

convenience to the Chefs fingertips. What's more, all the products under all three brands are 100% natural as well as free of preservatives, artificial colours and flavours.

Nine years ago, ANGT set up shop in the UAE to tap the various palates the country offers. "There are 170 nationalities living in this country and more than 200 dialects are spoken here. The diversity afforded us a good market," says Ruchani, the MD of ANGT. Today, the company's client list has the who's who of not just the UAE but also other markets in the Gulf region - flight caterings, catering houses, signature restaurants, 5-star hotels to name but a few.

Back in 2004, ANGT entered Dubai with just one product. "Nonions started as sautéed onion paste. Between 2006 and 2009, we brought in five more products under the Nonions brand. Simultaneously we introduced Sippy sweet corn kernels and recently boiled

corn on cob. Miraya hit the market in 2013, with its all-natural, preservative and chemicals-free, pure Indian ginger and garlic pastes, boiled chickpeas and boiled peanuts.

And there's much more brewing where all this came from!

From a general hospital to the culinary corridors, Ruchani's journey has been eventful. After the demands of medical profession burnt him out, the doctor entered the business of exporting agri products. His daughter's reluctance to work with onions in the kitchen made him aware of the potential of an onion paste.

"We first launched in the Japanese and Australian markets around 1999-2000 for the Food Services & Industry. Around 2004-05, we decided to test other markets."

Dubai was a natural choice but the initial reception was far from welcoming. "People were used to ginger paste, garlic paste, ginger garlic paste, tomato paste and puree, tamarind paste but onion paste was an innovation. It was like a newborn baby and it was looked at as if it was an alien," Ruchani laughs.

The wariness soon turned to awe when the chefs realised how much they stood to benefit from Nonions. Since 2004, ANGT has grown at an explosive 40-60% annually, even during the downturn.

Its flagship sautéed onion paste gained recognition at the prestigious Gulf food

## 40-60%

The wariness soon turned to awe when the chefs realised how much they stood to benefit from Nonions. Since 2004, ANGT has grown at an explosive 40-60% annually, even during the downturn



2010 event as a finalist under the 'Best Food Service Product & Innovation' category. This was followed by another nomination under 'Best Food Service Innovation' at SIAL ME 2011 for its fried onions. "We also have fried onion paste, boiled onion paste, sauteed onion with ginger garlic, sauteed onion with tomato, ginger, garlic," says Ruchani.

Ruchani believes that the success of ANGT products can safely be attributed to the fact that they are 100% natural and free of harmful chemicals that usually make people shy away from packaged foods.

Without preservatives, how do ANGT products stay fresh for months? "We use a special processing and packaging technology that was developed by NASA. It was meant for use in the army and space and was later commercialised by the Japanese."

Adoption of most products that come with the 'healthy' tag is usually slow because they usually cost a small fortune. This is where ANGT products distinguish themselves. "Our products are premium quality but cost-effective. Today, comparing just the cost of a raw product with a similar product is not a fair comparison. You have to see all the features and benefits of a product and our products more than justify their cost."

It helps that the world is now turning more health-conscious. According to Ruchani, people are becoming aware of the ingredients in food products and that's where ANGT's offerings stand above the rest in an eclectic market like the UAE and rest of GCC.

Little surprise then that the company's relationship with clients have spanned years. "Our client list itself is our best advertising. When our clients monitor the consistency, the advantages, the cost-savings and the convenience for months, they gain confidence in our products."

From the likes of Formula 1 caterer Royal



Dr. Vinod Ruchani, Managing Director, ANGT, with Corporate Chef Vivek Huria

Catering, Abela & Co to five-star hotels to signature restaurants and cafeterias, ANGT has managed to put together an enviable client list.

The company also has the strong backing of the Emirates Culinary Guild Members. Innovation being a huge focus, the Guild has time and again given Nonions, Sippy and Miraya, a push among its members. "ECG has given us a great platform to showcase and explain the uniqueness of our products. Through that, we can speak directly to the Chef, the master of the kitchen and our main client."

Not one to rest on his laurels, Ruchani

believes innovation and research and development should be a continuous process. This is why he ensures he gets constant feedback on ANGT products to fix any issues and perfect the offerings.

What has been the feedback for Nonions? "We have been told sometimes that the end product turned out to be too sweet. Onions are by nature sweet and our product is a concentrate. So we have to focus a lot on education, changing mindsets and emphasising yields and usage."

A core team for Global Marketing & Sales, headed by Ashwin Ruchani with a



We use a special processing and packaging technology that was developed by NASA. It was meant for use in the army and space and was later commercialised by the Japanese

the Dubai market first. Chefs in the UAE are progressive and open to new ideas and concepts, says Ruchani. "There are many global food exhibitions here and they get a lot of exposure to global trends. That works to our benefit. But changing mindsets in different markets is a Herculean task."

There's also the question of cuisine. Onions are the primary ingredient in most Asian cuisines but the pungency of the bulbous vegetable modified into different types of onion pastes, is the answer for other cuisines. Ruchani sees the changing ways. "Chefs of other cuisines like Arabic, Mediterranean and even Continental have been using our products - in soups, omelettes, burgers, kebabs, kibbeh, sauces, gravies and curries, pastas and so on."

ANGT is also trying to develop products that can fit different kinds of cuisines. The company places great emphasis on research and development to ensure its products keep pace with the needs of the markets. "Though there are others who have tried or now launched onion pastes, our R&D is way ahead. We have been doing R&D to perfect our products for over a decade. And that's why we are not worried about competition. The market always knows and remembers the pioneers," says a confident Ruchani.

Onions may make most of us cry, but it's definitely given ANGT a lot of reasons to smile!

Corporate Chef ensures the Chefs using the products get the quantities right and have all their questions answered. Besides giving demos and communicating methods to customise the products to individual needs, this team takes feedback and passes on the information to the R&D department back in India.

ANGT's plants are based in Tamil Nadu and Kerala in India. For now, the company is not looking at the Indian market because the demographics there add a layer of cost that makes business unviable.

Ruchani admits that ANGT was focused

on the UAE for a very long time but is now looking at expanding. For now, it has presence in the Gulf markets, New Zealand, Japan, and Australia.

Up next also is expansion into the retail space. "If all works out, 2014 we should be in the retail markets. Initially, we will be in select retail markets in the Gulf before we go all out," Ruchani says. What are the challenges he is expecting? "Acceptance of a new concept, adapting to it and then it becoming a requirement are challenges. We are going through those phases."

ANGT made a smart move by entering

# CUISINIER OF THE YEAR

With two golds, one bronze and the coveted 'best cuisinier' crown, chef **Indika Kumara** was the flavour of La Cuisine by SIAL contest in Abu Dhabi this year...

There's a fine line between genius and crazy. By his own admission, chef Indika Kumara Manchanayake Mudiyansele stands comfortably on that line.

His genius was on show at the renowned La Cuisine by SIAL contest in November in Abu Dhabi. Indika walked away with the most coveted crown - Best Cuisinier. He also bagged the golds in Australian beef and fish and seafood practical cookery categories and won the bronze in Australian lamb five-course gourmet dinner menu section.

The 33-year-old Sri Lankan chef from Abu Dhabi National Hotels/Compass is a self-confessed artist, for whom what's on the plate has to look "wow" and the taste even better.

Little wonder then that he's drawn to French cuisine more than any other. After all, who knows art better than the French do?

"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," Indika says.

Even as his contemporaries hanker after promotions and titles, Indika has just one wish – to make foodies happy for the rest of his life. It's this simple wish that brought him from a quiet corner of Sri Lanka to the hallowed halls of Abu Dhabi's culinary club.

"I started at seven. My father has been a chef for 37 years now. He would drag me to his hotel when I had holidays," Indika recalls. By the age of 23, he had played all the roles available in a hotel - waiter, barman, cashier and kitchen in-charge.

In 2003, he started dabbling with cooking, starting with French cuisine at Delifrance in Sri Lanka.

Five years later, Abu Dhabi called and Indika answered.



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.

Joining Royal Meridien's Al Fanar restaurant, he put his French cuisine skills to good use for two years before moving on to Ferrari World. "At the Mamma Rossella restaurant there, I learnt Italian cuisine," Indika says. Around March 2012, he joined Abu Dhabi National Hotels /Compass, where he is now the Chef de Partie at Olivia's Italian Restaurant.

Today, Indika is the star of one of the biggest culinary contests in Abu Dhabi. But getting him to agree to participate wasn't easy.

"I like to cook for guests who will enjoy my dishes, not for showing off my skills. Last year, one of the chefs who was our entry into a competition went on vacation. I reluctantly stepped in." In his first contest itself, Indika walked away with a gold but it wasn't enough to enthruse him to participate this year.

His executive chef Danny Lewis took it upon him to convince Indika to don the apron for a contest. "I just wanted to get the job over with," Indika laughs.

Chef Danny, however, did not doubt for a minute that his chef would deliver. "Indika understands flavours. This came in handy in live cooking. Also, he has worked with some very good chefs of this country and that helped him," says chef Danny.

In the three months to the contest,



ADNH/Compass team won the most number of medals at this year's La Cuisine by SIAL

Indika got obsessive about winning, experimenting with ideas and flavours. "I go a little crazy when I am faced with a challenge. Then, I can't think of anything else or even talk to people or sleep properly. My mind is solely on that challenge," he says.

At such times, Indika admits to even ignoring calls from his family back in Sri Lanka. All this hard work pays off every time a guest appreciates Indika's cooking. "My biggest fan is my mother. She likes everything I cook," he smiles.

Despite his obsession with food and excellence, the chef has not set any targets for himself. On his wish list, however, is a stint at a Michelin-starred restaurant.

While most chefs prefer easy-going and

likeable bosses, Indika would rather have a Gordon Ramsay kind of a 'crazy' boss. "Someone who throws things straight into the garbage if he doesn't like it," Indika chuckles. "I once worked with someone like that. I made a starter seven times! Can you even imagine that?"



I want a taskmaster who tells me to correct whatever I did wrong 'right now' and not 'next time'. That's how I learn to do something perfectly

But I want a taskmaster who tells me to correct whatever I did wrong 'right now' and not 'next time'. That's how I learn to do something perfectly."

Sounds like the perfect recipe for success!

Indika's success at the La Cuisine by SIAL has put him in the spotlight. With so many eyes on him, isn't chef Danny worried he might lose his award-winning chef to someone?

"That will happen. It has happened to me and it is just a part of the industry. You have to accept that," says chef Danny. He considers his chefs going on to do 'grander' things an honour for him.

Abu Dhabi National Hotels/Compass

General Manager at ADNEC Sander Ackermans, however, is not worried at all.

"I have seen the bond he shares with other chefs here. He encourages them and grooms them. I don't think they are going anywhere any time soon," says Ackermans.

Last year, the company had seven entries for La Cuisine by SIAL. This year, 28! Chefs Indika and Danny believe their win at the contest is a vindication of the fact that catering companies can beat chefs of five-star restaurants hollow.

Abu Dhabi National Hotels /Compass won as many as 20 medals at the contest, notably many golds and silvers. Here's looking at the company and chef Indika for many more to come!

**33**yr

The 33-year-old Sri Lankan chef from Abu Dhabi National Hotels/Compass is a self-confessed artist, for whom what's on the plate has to look "wow" and the taste even better

brought to you by



# BITE INTO SOMETHING CRISPY

This month, we bring you two unique and delicious desserts – a croustade and a pie – prepared by **Chef Jean Francois Arnaud**

During the XVII century began the trend where some French chefs started to fold the dough with butter. This was the beginning of the puff pastry as we know it today.

What we like is to have is light, flaky and crispy dough. If fresh and baked for long, puff pastry will give you a lovely sensation of crispiness, combined with creamy, fruity or salty fillings.

For the quality of the final products, the best will be to use the butter sheet, easy to work, and low melting point during the tasting.

Good butter sheets, have been especially created to use in the dough sheet machine, to give more comfort, more plasticity, even when the temperature in the pastry kitchen is not cold enough.

Chef Jean Francois suggests two recipes with the same way to fold, like three double and one single fold. One is a savoury "croustade" with salmon, smoked and mousse.

The puff used is a special puff where the flavour the butter sheet mixes with herbs and garlic. The other is a pie with banana and chocolate for the main flavours. The puff pastry used is crispy and sweet dough, folded in cinnamon sugar.

Different fillings but same sensation of crispiness.



## BANANA CRISPY PIE

### MOUNTING THE PIE

- ◆ Prepare the casing with the crispy puff pastry, in a tart mould covered with butter.
- ◆ Leave in to rest 20 mn in the freezer, and pipe the coconut cream.
- ◆ Arrange the panfried bananas on top the cream, and pipe the special ganache to cook.
- ◆ Cover with Almond crumble,
- ◆ And bake one hour 160°
- ◆ Unmold straight after baking and leave it to cold on a rack.
- ◆ Sprinkle a little bit icing sugar.

### Recipes for 2 pies 24 cm diameter:

#### CRISPY PUFF PASTRY

- ◆ Prepare a puff pastry dough ( refers to pear and chestnut Galette recipe)
- ◆ Give 3 double fold first and leave it to rest.
- ◆ Prepare some sugar mixed with cinnamon powder,
- ◆ And cover the dough top and bottom.
- ◆ Give a last single fold rolling the dough in the sugar.
- ◆ Line the dough 3mm thickness and cut a



1 Sprinkle mixture of sugar with cinnamon powder on the dough



2 Roll the dough



3 Give a last single fold on sugar mixture



4 Line up the tart mould with 30cm round puff pastry

- ◆ round 30 cm.
- ◆ Prepare the casing and freeze 20 mn.

#### CINAMON SUGAR

Sugar	300g
Cinnamon powder	30g

- ◆ Mix the sugar and the powder, sprinkle the dough

#### COCONUT CREAM

Brown sugar	100g
Roasted dessicated coconut	100g
Eggs	100g
Anchor softened butter	100g
Flour	35g

- ◆ In a mixing bowl, and using the paddle attachment,



5 Press the bottom of the mould and leave to rest for 20 minutes in the freezer



6 Melt the butter in a pan, add in the half bananas and cook for awhile



7 Sprinkle the sugar, turn the bananas and cook again until it become soft



8 Prepare ganache - Heat up the cream, mix the starch with cold milk, mix everything and bring to boil

- ◆ Emulsify all the ingredients together.
- ◆ Keep in a piping bag.

#### COOKED BANANAS

Bananas	6 pieces
Anchor butter	80g
Sugar	100g

- ◆ Melt the butter in a pan, add in the half bananas,
- ◆ And cook a bit.
- ◆ Sprinkle with the sugar and turn the bananas and cook again
- ◆ A few more minutes until the bananas are a bit soft.

#### SPECIAL GANACHE TO COOK

Anchor extra whip cream	125g
-------------------------	------



9 Pour the mixture into the chocolates



10 Emulsify using a whisk



11 Prepare coconut cream. In a mixing bowl, emulsify all the ingredients for coconut cream using paddle attachment and keep in a piping bag



12 Pipe the coconut cream into the mould

- |                     |      |
|---------------------|------|
| Anchor milk         | 125g |
| Corn starch         | 12g  |
| Mik couverture      | 50g  |
| Dark couverture 64% | 200g |
- ◆ Heat up the cream. Mix the starch with the cold milk,
  - ◆ And mix everything and bring to a boil.
  - ◆ Pour onto the chocolates and emulsify using a whisk.
  - ◆ Keep in a piping bag.

#### ALMOND CRUMBLE

Anchor butter	80g
Brown sugar	80g
Ground almonds	80g
Flour	80g
Cinnamon powder	3g



13 Arrange the cold bananas slices in the dough



14 Pipe in the chocolate ganache



15 Mix all the almond crumble ingredients using paddle attachment and add in diced cold butter.



16 Mix well until crumble texture



17 Put the almond crumble on top of the ganache and bake

- ◆ Using mixing bowl and paddle attachment,
- ◆ Mix all the ingredients and add in the cold butter in dices
- ◆ Until crumble texture.
- ◆ Pre Bake at 150°C for 12 minute



1 Combine the herbs and garlic mix with buttersheet dices



2 Place the mixture on a plastic sheet



3 Roll to rectangular shape



4 Place the butter into the dough and seal



5 Give a double fold



6 Cook spinach with butter

**SALMON MOUSSE CROUSTADE**

**MOUNTING**

- ◆ Prepare a special puff pastry with herbs and garlic in the butter sheet.
- ◆ Fold the puff pastry and line.
- ◆ Cut 2 round shape 25cm diameter.
- ◆ Egg wash around 3 cm from the edge.
- ◆ Cover the center with slice smoked salmon
- ◆ Pipe 1 cm salmon mousse, and sprinkle some frozen green peas.
- ◆ Spread one layer of cooked spinach.
- ◆ Pipe 1 cm salmon mousse, and topped with slices of smoked salmon.
- ◆ Egg wash and cover with the second round shape of puff pastry.
- ◆ Egg wash first time and using the fingers, fold the sides.
- ◆ Leave it to rest in chiller 20 mn.
- ◆ Egg wash second time and decorate using a sharp small knife.
- ◆ Bake for one hour at 180°C
- ◆ Cool down on a rack.

Recipes:  
**HERBS AND GARLIC PUFF PASTRY**

All purpose flour	500g
Salt	25 g
Anchor butter	150 g
Water	200g
White vinegar	25 g
Anchor butter sheet	250g
Basil and parsley leaves	20g
Garlic	20g

**Prepare the dough:**

- ◆ In a kitchen aid bowl, mix the flour with salt and cold butter dices.
- ◆ When the texture is like sand, add the liquid and knead.
- ◆ Line this dough in a plastic film, rectangular shape.
- ◆ Leave it to rest in the chiller a few hours.

**Prepare the butter sheet;**

- ◆ Cut the butter sheet in a kitchen aid mixing bowl.
- ◆ Using the microplane, grate the garlic, And add in the chopped herbs.
- ◆ Mix everything and prepare a rectangle shape in a plastic sheet.
- ◆ Cold down.

**Fold the puff pastry:**

- ◆ Fold the flavoured butter sheet in the

- dough, and give 2 double fold first .
- ◆ Leave it to rest one hour.
- ◆ Give a third double fold.
- ◆ Leave one hour to rest .
- ◆ Give a last single fold, and line 2.5 mm.
- ◆ Unroll the dough on cold baking trays.
- ◆ Leave it to cold
- ◆ Cut 2 round shape 25 cm.

**SALMON MOUSSE**

Fresh salmon filet	375 g
Egg white	60 g
Anchor extra yield cream	260g
Salt and pepper	an
Chives	an

- ◆ Using a food processor,blend salmon filet with egg white,



7 Add in cream & seasoning, put a side and cool down



8 Blend salmon fillet with egg white & cream in a food processor



9 Add in chopped chives, mix well and put in piping bag



10 Egg wash around 3cm from the edge of the dough



11 Place sliced smoked salmon in the centre and pipe in the salmon mousse

- ◆ Add the cream, salt and pepper. Blend well.
- ◆ Add in chopped chives, mix well and put in piping bag.

**COOKED SPINACH**



12 Add some green peas



13 Spread one layer of spinach



14 Pipe in second layer of salmon mousse on top of cooked spinach



15 Topped with sliced smoked salmon and egg wash



16 Cover with the second round shape dough

- |                      |     |
|----------------------|-----|
| Fresh spinach leaves | 80g |
| Anchor butter        | 30g |
| Anchor extra yield   | 40g |
| Salt and pepper      | an  |
- ◆ Prepare the spinach leaves, wash and dry them.



17 1st Egg wash



18 Fold the sides & rest in chiller for 20mins



19 Take out from chiller and egg wash for the second time.



20 Decorate using a sharp small knife



21 Decorate with small knife

- ◆ In a pan, cook the butter until brown,
- ◆ Add in the spinach leaves,
- ◆ Saute the spinach until cook over medium heat
- ◆ Add in the cream, and the seasonings.
- ◆ Put aside and Cool down.



# CUSTOMER CONNECT

Arabiska restaurant at Dubai Marina received the highest votes from consumers at the 'Ramadan Restaurant Experience' contest organised by UFS with support from Gulf Gourmet, Emirates Culinary Guild and Zomato. We speak to the restaurant's co-owner

**Y**our restaurant was voted the best Ramadan Experience by UAE diners. How does it feel to be the best in a competitive market?

It definitely feels like an accomplishment and what makes it even greater is that I know there are many great restaurants in the market. I would like to thank my customers for their amazing feedback that helped us become a competing restaurant in our area. We strive to serve you better and we will continue competing as a top restaurant, not only in Ramadan, but every day.

**Could you tell us about the preparation that went into your Ramadan offering?**

Last year, our first year of operations, we kept contemplating between open buffet and a set menu, but after talking with many of our customers we found out the reasons why people go out for Iftar, and it's mostly because either "no time to cook" or "I don't know how to cook". As a follow up question, we learned that if they had a choice they would eat home for Arabic home cooked food. Knowing so, we immediately determined that a variety of home cooked food, with a mix of a compelling salad bar, and options for meat, we would satisfy most of our customers. As for this year, we learned a lot from our experience of the first year of what items were most popular, which items were missing, and what exactly to offer this year.

As for the daily preparation, I would like to thank my staff, especially my chefs for their incredible work ethics and power to cook all morning and afternoon, while fasting, producing delicious food to our customers.

**How did you differentiate yourself from the other restaurants?**

To be honest, we did not really think much about differentiating ourselves from other restaurants, we just focused on what our customers wanted. Knowing and understanding your customers will differentiate you immediately. From the previous answer you will see that we did a lot of work



just to know what to serve exactly. Most restaurants served set-menus, which is good for some people, but if you would like to reach and satisfy more customers, then you must provide more options with no limitations. You have customers that like to eat light, others home cooked food, others vegetarians, and others, such as myself, love and must have meat. The other matter that we considered is the price of our open buffet. We wanted to make sure that the food was well worth the value of money and that it was not expensive for repeat customers.

**What was the highlight of your Ramadan menu?**

That is a tough question because it really differs from person to person and from day to day. However, what seemed to be a highlight for most people, and proved to be the most popular item is our "Slow Roasted Duck". The feedback we got only on this item was incredible. Due to the tenderness of the meat, it deliciously melted as you took a bite

from it. Carefully marinated and slowly cooked, it was a game winner with all our customers.

**Tell us about your Chef and the kitchen team?**

As an owner, I would like to first identify the importance of the Chef and the kitchen team to the restaurant. They are always hidden behind the kitchen walls, where people seem to forget them or not realize the difficulties of their job. Cooking is not just an activity, its more than that, it is a hobby, skill and pride. Bad food is made without pride. I am proud to say that my Chefs have great pride in their work and prove it from day to day through the plates they deliver to our customers.

If they don't have pride, their plates lose flavor, if they lose flavor I simply lose customers. There is no room for errors with Chefs, and hence they are the most important resource for a restaurant. Consistency is critical and high-standards are important to maintain your customer's satisfaction.

I want to thank my Chef and the Kitchen team for their extraordinary work and I can comfortably say they will keep displaying their work through the artistic plates they serve. All my Chefs are Egyptians who love everything they do, who care about the restaurant as if it's his own, who love to satisfy customers, but most importantly honest hard working men.

**How did UFS help you for the Ramadan menu?**

UFS helped us by creating some buzz through their competition. Humans are competitive by nature, and any sort of competition, especially one like this, motivates the staff, chefs, owner and customers to take some sort of action. My managers were able to push the staff to communicate it to the customers, but most importantly motivate the staff to work at their best and improve every day.

**What were the challenges you faced this year?**



I want to thank my Chef and the Kitchen team for their extraordinary work and I can comfortably say they will keep displaying their work through the artistic plates they serve.

This year? That is a tough question, we face challenges every week and it's part of the business. Restaurant is probably one of the most difficult businesses, if not the most difficult, to run. Our biggest challenge is to make sure we maintain our high standards and quality food to continue satisfying our customers.

**What ideas do you have for the coming year Ramadan menu?**

I can't share the ideas for the next Ramadan menu, I would like to keep it as a surprise. What I can tell you is that you are in for a great treat next Ramadan. We got some incredible feedback again this year of wish lists, and ones that we will work hard to provide. As for the basics, it will be similar to this past Ramadan.

**Anything else you would like to add?**

Arabiska would like to thank every single staff member for the amazing work they have done in the past year. It has improved significantly and as one of the owners, I would like to personally thank you. I would also like to add a great thanks to our managers, Mr. Amr and Mr. Adham for their management contribution and hard decisions they had to make throughout the journey. However, I would like to dedicate this prize to Mrs. Fayza Al Arabi, also owner for her incredible contribution, management skills, design touches, and for being a major factor in the Ramadan menu.



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# THE PROFESSIONAL APPROACH TO JUDGING

**Vivek K Huria**, ANGT Corporate Chef and Vice President of the Northern Emirates at the Emirates Culinary Guild, is our Chef of the Month

**Why did you become a chef?**

I did not know much about the hospitality industry. As someone who was born and raised in a middle-class Indian family, we never dined out or stayed at five-star hotels. I just knew that I loved food and that there was a hotel school in the city. So I thought, why not go for it

**During your career, which hotels groups have you worked with?**

I began my career with the Oberoi Tower in Mumbai in 1986, which was then India's biggest five-star hotel with 700 rooms. I moved to The Hyatt in Delhi and went on to become the youngest Chef de cuisine there. After 10 years there I joined the Le Royal Meridien in Mumbai as Executive Sous Chef followed by the Grand Intercontinental Hotel, also in Mumbai. I was then headhunted for the role of Executive Chef at Ras al

Khaimah's first five-star resort.

**You spent over half a decade in RAK?**

Yes, I moved with my family to Ras Al Khaimah in 2005. Joining a hotel with just 266 room and four restaurants came as a culture shock to me at that time. After joining Al Hamra, I opened 5 more restaurants and 219 additional rooms.

My career never stagnated through.

I was always doing something new. The hotel changed quite a bit over the past six years with so many openings and expansions happening internally. And now, the owners have handed the property over to Hilton for better management.

**You became a certified judge under the World Association of Chefs Societies (WACS) recently. How was the experience?**

I completed the WACS course in judging food competitions during the last Salon Culinaire at Gulfood to become a WACS-approved judge.

I was judging contests before that too but it was only through experience. It was not a systematic way of judging. But after the course, I learnt the right system to judge. There is a whole study behind judging a contest. The course has given me more confidence and a professional approach to judging.

**You have been working with Nonions for a while now since taking over as Corporate Chef at ANGT. Can you tell us the things we don't know about the product?**

I have been associated with Nonions for years. Before, I was using it as a client and now, I am making others use it. I believe in Nonions. The general perception is that Nonions is meant mainly for Asian or Indian cuisine. In large quantities, maybe.

But it can be used as a flavouring agent in other cuisines as well. I have even made a Nonions and cheese soufflé. In that, I used Nonions for flavouring. I could have used onions but the consistency wouldn't be the same. When I buy cheese from the market, I get the same taste. But with onions it keeps changing.

With Nonions, the taste and the consistency are the same in every packet.



**Nonions Cheese Souffle**

**Serves: 8, Preparation Time: 20 minutes, Cooking Time: 20 minutes**

**INGREDIENTS**

NONIONS Fried Onion Paste (FOP)	200 gm
unsalted butter for greasing	2 tablespoon
Salt	to taste
All-purpose flour	3 tablespoon
Baking powder	1 teaspoon

Eggs	6
Heavy cream	2 cups
Monterey Jack cheese	1 1/2 cup (freshly grated)

**METHOD**

- ◆ Preheat the oven to 350° F and butter four 5 1/2-inch gratin dishes. In a small bowl, whisk the flour with the baking powder and 1/2 teaspoon of salt.
- ◆ In a large bowl, beat the eggs with the

heavy cream and grated cheese. Whisk in the dry ingredients until incorporated, then fold in Nonions Fried Onion Paste, FOP. Spoon the soufflé mixture into the prepared gratin dishes and bake for about 20 minutes, until the soufflés are set and golden on top. Serve right away.

◆ **NOTE:** The soufflé mixture can also be baked in a buttered 9-by-13-inch glass or ceramic baking dish for 30 minutes.



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# SAFE EATING SUSTAINABLE LIVING

Unilever Food Solutions has taken it upon itself to educate chefs and farmers about the two main issues facing the food industry – **safety and sustainability...**

There's no love greater than the love of food. But this love has attracted a lot of debate lately, mainly on how the growing appetite of people the world over is threatening Mother Earth.

With burgeoning population and eating fast becoming a hobby rather than a necessity, the threat to natural resources is real.

Recognising this threat, Unilever Food Solutions is focusing its efforts on two major issues facing the food industry – safety and sustainability. The revolution has started with UFS's three brands – Knorr soups, Hellmann's dressings and Lipton teas.

## SUSTAINABILITY

Perhaps the biggest issue threatening the world today is sustainability. The earth's resources are fast depleting as demand is growing. How raw materials are sourced and how they are grown has major implications not just for the planet but also for the climate, and in turn, humans.

With sustainable practices, the food industry can ensure adequate and secure supply of raw materials, nutrition-dense food, lower costs and protection to resources. For chefs, good quality ingredients are the most important aspect of cooking. Through its brand Knorr, UFS set up a 1-million-euro Partnership Fund in 2011 to help local farmers adopt sustainable farming practices.

Unilever ensured that by the end of 2012, as much as 59% of the top 13 vegetables and herbs it was using in its products came from sustainable sources.

Last year, Knorr launched its first range of products with 'sustainably grown tomatoes'. Recently, sauces made of such tomatoes were launched in the United Kingdom.

The Knorr Partnership Fund now has as many as 28 projects running across 10

# 59%

Unilever ensured that by the end of 2012, as much as 59% of the top 13 vegetables and herbs it was using in its products came from sustainable sources.

countries. The 'Knorr Landmark' farms in Spain, Italy, Greece, Portugal and Germany are agricultural role models for sustainability practices.

Tomatoes are not the only sustainable source ingredient that UFS uses. Since the end of 2012, the entire palm oil it is using comes from sustainable sources. All tea used in Lipton Yellow Label and PG Tips tea bags sold in Western Europe is now from Rainforest Alliance Certified farms, with Lipton Tea being the world's first certified Rainforest Alliance Tea.

In Spain, UFS's efforts to educate farmers on minimising the usage of water and pesticides have led to crop yields increasing by 20% and water consumption coming down by 30%.

## SAFETY

Food safety issues have hogged headlines the world over in recent times. From contaminated meat to baby food, all kinds of products have been recalled as a result. In China, especially, even a visit to the restaurant isn't the relaxing outing it should be. According to reports, a whopping 75% of Chinese consumers are worried about the safety and hygiene of the food they are served at restaurants.

The government of China is concerned

too. That is why, it is cracking down on eateries that are deemed unsafe with penalties and even jail term for offenders. While it's easy to judge restaurant owners and chefs, it may not always be fair to do so. Many chefs lack the expertise and resources to serve up safe and hygienic food. Without special training, food safety takes a back seat for them as they go about their hectic schedules, brewing a potential disaster.

UFS took up the responsibility of educating chefs about safety practices, joining hands with China State Food and Drug Administration. The effort led to the development of Unilever Food Solutions Food Safety Service, a resource that offers information and tips on running a safe kitchen and supply chain.

Through press conferences, workshops and online resources, UFS and SFDA reach out to chefs and restaurant owners. So far, the initiative has educated an impressive 100,000 plus chefs and owners in 28 cities of China. Around 1,000 chefs have attended the workshops organised by UFS and SFDA. UFS is set to launch a similar project in Brazil.

Waste reduction is yet another issue that needs a serious look. In the United Kingdom, UFS is leading the United Against Waste coalition with companies such as Sodexo, 3663 and Whitbread. Did you know that the United Kingdom produces 60,000 tonnes of food waste annually? As much as two-thirds of this can be eliminated if food preparation is managed better and portion sizes are optimised. UFS's 'Wise up on Waste Service' helps chefs slash food wastage by up to 20%.

If we want Mother Earth to remain nurturing, much needs to be done to please her. With its initiatives, UFS has set the ball rolling in that direction.

Next month onwards, UFS will put the spotlight on local chefs who are practising sustainable cooking. Watch this space for more...

# THE CRONUT EFFECT

**Olivia Atkinson** is not too happy with the food hybrid trend that is successfully securing its place in the culinary world

It was an idea lurking in the background waiting to pounce. Two entirely different gastronomic pleasures merged to form a single super-food. And since we're attracted to the new, and even more attracted to the unusual, the food hybrid has been able to successfully secure its place in the culinary world.

Earlier this year the Cronut claimed its title as king of the hybrids. The croissant-donut pastry was born in New York to French baker Dominique Ansel and soon found itself at the forefront of a food mash up evolution. Another New York-based chef followed suit by unleashing his brainchild, the Ramen

Burger – a beef patty served with ramen noodles instead of a bun, and Taco Bell decided to jump on the bandwagon with a Waffle Taco. There's no denying that the era of the Frankenfood is upon us, but when does the idea of food going viral become a warning sign?

I'm going to take a stab in the dark and put it down to 'hype' yet I'm afraid that that's only part of the story. Our obsession with taking one not-so-good-for-you food and fusing it with another speaks volumes of what we value about food. What exactly motivated us to stuff a pizza crust with a sausage? Or serve a donut alongside a meat patty and cheese?

Perhaps food mashups are a metaphor for a bigger problem. We've developed a 'more is more' mentality. Beautiful, simple, fresh food still exists but you'd be hard pressed to

find anyone who would wait in line for a spinach salad for two hours.

It took me four attempts to get my hands on a Cronut. During each visit to the bakery I deliberated the merits of buying a croissant and a donut instead of the glorified hyped up hybrid. I imagine I'd have the same dilemma with the Ramen Burger. Of course, I could just eat a good old-fashioned burger AND a bowl of noodles but that would completely contradict the novelty that accompanies hybrid food. It's why foodie mashups sell like hot cakes, no matter how absurd or seemingly unnatural the concoction may be.

Food babies are being born left, right and centre. They are the epitome of the portmanteau. If a Cronut had been christened with any other name, it may not have sounded so sweet. Nor would the Pizookie, cookie dough baked in a

pizza dish and served with ice cream. They're weird and we like weird.

If anything, we should be more fascinated by the craft of hybrid food rather than the product itself. It's the skill of Ansel that warrants recognition. The Cronut is a result of 18-hours of preparation. Six hours short of an entire day dedicated to a sweet, somewhat bizarre pastry baby.

Cronuts and the like seem to be tailored to entice debate and controversy. While in hindsight, they appear to be culinary masterpieces, you can't ignore that they directly dumb down the integrity of our food culture. Amazing food is a product of quality ingredients and the passion and skill of its creator. But in a world where two is better than one and big, bad food reigns – the culinary heart attacks of hybrid food are likely here to stay.



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# BEING CREATIVE

is now so simple and rewarding

With decades of experience in dairy products coffee and chocolate desserts have always been a natural area of expertise for NESTLÉ. The NESTLÉ Docello™ brand builds on our sense of heritage, our expertise, and our ambition. Our credentials as a business go hand-in-hand with the relationships we build with chefs. So our ingredients are sourced and refined in close collaboration with chefs and our recipes are put to the test every day in their kitchens.

Introducing the new NESTLÉ Docello™ dessert mixes, a premium range of continental dessert mixes that allows you to craft quality desserts in just a few simple steps.

Whether you are already established or hoping to explore new possibilities with desserts, NESTLÉ Docello™ dessert mixes offer advantages that would allow you to save time, money and effort, thereby improving your margins.

Running and expanding a profitable dessert operation is easy with NESTLÉ Docello™ dessert mixes. Their versatility makes it practical for your daily business needs. Just measure the appropriate amount of dessert mix to prepare your serving portions. No more worries about wastage. This makes NESTLÉ Docello™ dessert mixes your perfect solution for buffets, banquets and other functions that require high yield and short turnaround time.

**Create your sweet signature**  
 NESTLÉ Docello™ dessert mixes remove all complexity from dessert preparation, so that making desserts is now faster, easier and more

efficient. Make each dessert your show-stopping signature. Once your customers see your beautiful desserts, they will surely want to indulge. Open up opportunities and possibilities:

buffets, banquets, à la carte, made-to-order desserts and more.

So why wait? Your dessert opportunity is here!

Simple, quick and uncomplicated. NESTLÉ Docello™ dessert mixes make it so easy for anyone to prepare fresh desserts.

	<b>POUR</b> Follow the simple instructions on the pack, weigh the amount needed, and pour into a bowl.	<b>1</b>
	<b>MIX</b> To make any of our dessert range, just mix NESTLÉ Docello™ dessert mixes with milk and/or cream.	<b>2</b>
	<b>CHILL</b> Place the mix in a fridge or freezer, depending on the recipe instructions.	<b>3</b>
	<b>SERVE</b> Your NESTLÉ Docello™ dessert can be served on its own or with a topping of your choice.	<b>4</b>

**Faster, easier and hassle-free.**

Create high quality desserts in a shorter time and with less effort instead of preparing from scratch.

**Great taste assured.**

Your sweet signature will always have that mouth-watering taste and texture that your customers love.

**Consistency with every serving.**

Count on NESTLÉ Docello™ dessert mixes on great results every time, and give yourself the space of mind to focus on creating the ultimate dessert experience for your customers.



# BEYOND HOSPITALITY

Ruqya Khan brings you the complete round-up of the first Dubai World Hospitality Championship 2013

**A** first of its kind event, the Dubai World Hospitality Championship was held at the Dubai World Trade Centre last November. Organised by the Za'abeel Palace Hospitality under the directive of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, DWHC ran for three consecutive days and showcased a host of activities and talents. Among the highlights were the WORLDCHEFS Culinary Dream Team that came together for the first time to combine forces and prepare a five course meal for select few; celebrity chefs who took to the stage and shared their tips and tricks on preparation, presentation and plating plus three Guinness World Records that catapulted Dubai into the global spotlight.

There was much talk and excitement as visitors gathered to see for themselves the huge golden coloured vessel that

held the world's largest serving of Chicken Aseeda – all 2.8 tonnes of it brought in to the venue from the kitchens of Za'abeel Palace Hospitality. Indeed the DWHC's 'Achar', the Emirati traditional vegetable pickle weighed a whopping 1,579 kgs was also impressive, as was the third entry to the Guinness World Records – the world's largest chocolate truffle mosaic that displayed Dubai's logo for Expo 2020. The mosaic logo, which covered an outstanding 404 square metres used over 360,000 pieces of chocolates to make – a spectacular show of Emirati creativity and solidarity by far.

But beyond the foodie hustle bustle was a sense of warmth and oneness that welcomed you with open arms as you walked through the doors. The fragrance of bukhoor, the golden coffee pots and isthekhaan, the platters of dates and the wide spread smiles really stood out as the main feature at DWHC. It was

the ambience of hospitality that kept the visitor's flow going. It is therefore no surprise that more than 8,000 people of different age groups, backgrounds and nationalities enjoyed the event and experienced the true essence of Emirati Hospitality.

The Heritage Village was also an integral part of DWHC, set up like an old fortress the many stalls and display kiosks told visual stories of old times, arts and craft, sea faring, fishing, pearl diving, et al. Visitors got to taste not just the freshly made eats and treats along with gahwa and teas but also seat themselves at the typical majlis and enjoy the beauty of the bygone.

Clad in a typical black abaya with the golden burqu covering her face Umm Mohammed sat busy at the stove making lugaimat (at the DWHC Heritage Village). Her eyes lit with pride as she offered the sweet dumplings to visitors and shared some stories of the past. "Hospitality is beyond the food we share. It is about the respect we give to the guest, the comfort we offer with our smile and the peace they feel when they come home. In old times we had little but we were happy because we were resourceful. Little by little our food, our culture is dying a modern death but it is opportunities and events like these that bring alive the forgotten values and virtues."

"We grow not because we have achieved so much but because we have



## 360,000

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understood the finer things that make life beautiful," added Bu Hassan, a frail elderly who was a diver in his hay days.

Indeed it was the little things that made DWHC such a success. It carried the hopes and dreams of many home based entrepreneurs and Emirati food connoisseurs. Dedicated zones showcased local spirit with many homemade and innovative products like coffee, perfumes, soaps, cupcakes, traditional sweets, handicrafts and

decorative spreads. All a delight to review, sample and purchase. They were a testimony to the creativity and resourcefulness of the UAE national women, who were rightfully proud of the special invite they received from His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister and Ruler of Dubai, to participate in the prestigious event.

"Hospitality is an ingrained aspect of the Emirati culture. The word 'invitation' has

its own import in our culture, and when that invitation comes from our Ruler, its significance becomes profound," said Umm Sultan, who brought a touch of spices and saman to the Championship.

Asma Al Naboodah, owner of Fenyal Café at Qasba, Sharjah said, "While the true sense of Emirati food and folk is diminishing, this is a place of hope. I look forward to the next edition and hope to see many of us home based businesses thriving in the retail market by then."

DWHC was held as a platform to raise awareness among the public about the cuisine, heritage and culture of UAE. It brought professional and amateur chefs into the limelight as they battled it out to prepare authentic Emirati cuisines that showcased the techniques and ingredients behind the taste of the Emirates. Over 700 chefs showcased their artistic and aesthetic competencies in various categories ranging from ice carvings and sugar displays to chocolate carvings and wedding cakes.

Among the many attractions here was the live cookery shows by the WORLDCHEFS Culinary Dream Team, an elite panel of professionals with extensive industry experience and a track record of competing in international culinary circuits. The special buffets put together by the Dream Team were served to specially invited guests.

The WORLDCHEFS Dream Team comprised top-billed chefs including Fredrik Björlin and Sayan Isakson from Sweden, Richard Rosendale from the US, Jatuporn Juengmeesuk from Thailand and Petrus Madutlela from South Africa. The team also includes pastry chefs Hafliði Ragnarsson from Iceland and Thomas Vaccaro from the US. Every team member has been hand-picked by the Team General Manager Gert Klötzke from Sweden under the supervision of WORLDCHEFS Culinary Competition Committee in consultation with world-renowned culinary trainers.

To add to the glamour of the event, glitterati from the global hospitality industry enthralled visitors and epicures alike with live cookery demonstrations that saw the master chefs recreating some of their all-time favourite recipes.

The 45-minute live shows kept the audience engaged through every stage of the demonstrations, with the chefs not only sharing insights but also addressing queries about the dishes prepared. Each cookery session concluded with not just a taste of the dish prepared but also a photo opportunity with the chefs.

Moderator of the celebrity chef show at the championship, Chef Osama El Sayed, said, "It is an honour to be part of an event that brings International chefs with Emirati ones. Our goal was to infuse eastern and western cuisines and I consider this an accomplishment as we were able to welcome traditional chefs on one side of the championship and international ones on the other, both influencing and learning from each other."

DWHC rolled out diverse categories including the International Competition, the Hospitality Sector Competition and the Emirati Competition. The Emirati Competition saw Dubai winning the Golden Award in all four categories of the competition, while Sharjah took away the Silver Award in the second place and Ajman the Bronze Award. In the International Competition, The



Singaporean team occupied the top spot by winning the Golden Award, while the US team won the Silver Award in the second place, and the Australian team walked away with the Bronze Award.

Gissur Gudmundsson, President of World Association of Chefs Societies, congratulated the winners. He also thanked His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum and presented him with a limited edition set of knives. Gudmundsson additionally expressed gratitude to the Dubai World Hospitality Championship for inviting his association with the event.

The next edition of DWHC, which has ambitions of becoming a global annual hospitality event, has been scheduled for January 2015 at Meydan.



**TOP TEN DISHES OF BYGONE DAYS:**

**LEGAIMAT:** Made with a mixture of flour, dates and some soalla (akin to baking powder) the legaimat were made like small pancakes on a flat girdle. They were dabbed with ghee and cooked on a low flame. They were not deep fried and neither were they dipped in syrup (as they are cooked now). Dates were used to sweeten the batter.

**GASHEED:** Made with baby shark

meat, this dish was a must have at large gatherings and celebrations. The uwaal variety of shark is traditionally used to make it and the fish is bought in its smallest most tender size (wald alwalad). The fish is cleaned, boiled, deboned and then dressed with spices and cooked to a dry feast!

**BETHEETHA:** An energy mix used largely by men on voyage – made from

dates mixed with dry roasted flour and cardamom. It was stored in large aluminium seal containers and used for months on diving expeditions.

**ASEEDA:** Traditionally made with pumpkin or carrots, this pudding is nowadays made with zucchini too. It is flavoured with saffron and some rose water. Dry roasted flour is used to give it a thick consistency.



**CHBAB:** A sweet flat bread made on a flat girdle. It has a unique bubbly texture and looks like pancakes with holes all over. The basic ingredients are flour, sugar and eggs, some people add saffron to it for colour and richness. Enjoyed by one and all with sugar for breakfast.

**BALALEET:** A simple but filling preparation made with fine vermicelli, scrambled eggs, red onion, saffron, and lots and lots of sugar and cardamom. It is made for breakfast or as an afternoon snack.

**REGAG BREAD:** A fine wafer thin bread made like crepes. Traditionally the women would make the batter manageable by hand and dot the griddle with it. Made with a simple mix of flour, water and a pinch of salt this was considered the healthiest form of bread. Women served it topped with sugar, ghee, zaatar or egg as a quick wrap for the kids. It is eaten with cheese also nowadays

**MACHBOOS:** Made traditionally with fish, this dish also comes with variations of chicken and meat. It is a biryani-like dish that translates as 'meat on top'. This



dish is flavoured with the quintessential spice mixture known as bezar.

**KHABEESAT BAYDH:** This is a typical Northern Emirates preparation. It made with dry roasted flour, caramelised sugar and eggs. It is flavoured with cardamom and ginger. The end product is similar to marmalade in consistency. It is eaten at breakfast times (with khmeer bread).

**MASHWI:** Now popular as oozi, this is the classic whole lamb rice dish that was central to every grand Arab feat. It was traditionally made in a clay tanour buried a level under the soil. The meat is clean, seasoned and stuffed with rice and dry fruits. The vessel is then sealed with a thick belt of flour and cooked with all its flavours locked.



# KOREA BECKONS YOUTH

The UAE national young chef team along with Chef KAC Prasad as their manager participated at the WACS young chef challenge in Korea last month. The young chef competition was organized by the Korean chef association in Seoul and the competition was held in the Coex exhibition center in Seoul with 19 national teams including host Korea. UAE won two silver medals at the competition.

The UAE team comprised of Sagar Khadkikar (Team Captain), Bilijana Milisavljevic, Karan Mohan, Sadam Alexander Advincula, Fodil Bhagal, Ja In Song and Supritam Basu, all from Jumeirah Hotels.

UAE young team participated in their first event with the Cold presentation. It includes cold platter for 08 pax, 03 course menu, 05 course menu and 04 plated

desserts. In this they won a silver medal with the total points of 81.2 out of 100%.

The team participated in the live cooking event, which cooking a 03 course set menu for 65 pax. Here too the UAE young team managed a great show and won a silver medal with total tally of 84 out of 100%.

The Intercontinental Grand Parnel Hotel, in which the team stayed, helped the team by providing them the kitchen to practice. The young team members say, "We are very thankful to the Intercontinental kitchen team for their complete support. A special thanks to Jumeriah Group for allowing us to show our capabilities and supporting us in our future growth. And finally, a special thanks to ECG (especially Andy Cuthbert, Uwe Michel and KAC Prasad) for the ongoing support of young chefs.

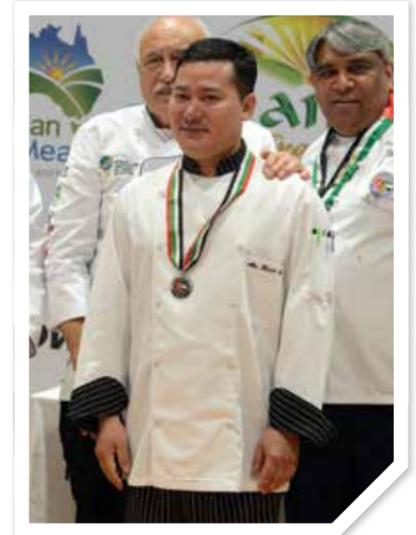
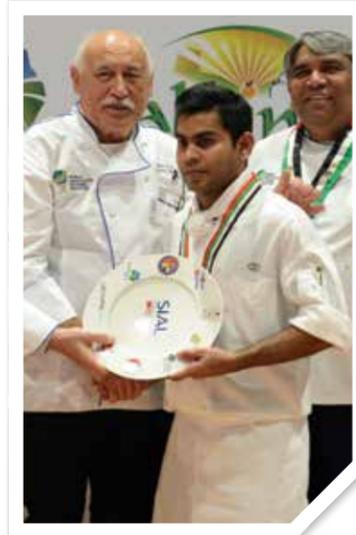


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## GIRL POWER

- ▶ **Name:** Wandee Kamchoo
- ▶ **From:** Thailand
- ▶ **Age:** 33
- ▶ **Works at:** St Regis Sadiyaat Island Resort
- ▶ **Position:** Chef de Partie
- ▶ **Years working:** 10 years
- ▶ **In Dubai:** 1 year
- ▶ **Best:** Get to do what I love (vegetable carving) and working in a friendly environment
- ▶ **Worst:** The pressure of working when it's really busy.
- ▶ **Dream:** To be an Executive Chef

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08/06



Gaurav Yadav (Manager-Catering Supplies) and Lorena Joseph (Business Development Consultant – Shipping and Food Service) receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Michel.

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# US\$ 3 billion

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Each Executive Chef has an annual budget.  
It ranges from AED 1 million - US\$ 3 million.

There are over 7,000 independent restaurants in the UAE.  
Each restaurant has a Head Chef.  
Each Head Chef has an annual budget.  
It ranges from AED 100,000 - US\$ 1 million.

**Now you do the maths.**  
The largest body that speaks for this group of Chefs is The Emirates Culinary Guild (ECG).  
ECG organises Salon Culinaire at Gulfood Dubai, La Cuisine by SIAL in Abu Dhabi and world-record breaking food events in the city.

Gulf Gourmet is the only magazine endorsed by the ECG.  
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- ▶ Most widely read magazine by Chefs & Decision Makers in the GCC
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- ▶ 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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always thought they were like steak and kidney pies, only squishy.

She gives a dry, mirthless laugh, as if to say she didn't know this was an evening for intellectual slumming, where did this one come from, yellow pages, what sort of people are they calling to parties these days, gatecrashers. Where do you live, says another guest, you have never eaten a mince pie. No, I say, never, not for over half a century, read about it in the books but never really eaten one.

Come to think of it, never knew black pudding was dried blood, always thought it was one of those caramel custard things burnt black. Countrywoman gives a shrill little trill and says, where do you live, in the boonies, he thought black pudding was sweet, oh this is funny.

And all these people from my part of the world they are apologising for my faux pas and prattling on about their impressive relationships with mince pies and the westerners are all looking at me pitifully as if I was one of those drifters who had drifted in and shouldn't have, and I am looking at this tableau in awe and wondering why I should be ashamed of not knowing there isn't any mince in a mince pie.

Peasant. Member of the great unwashed. Plebe. So down market, country bumpkin. Guess where these unspoken but highly articulate remarks are coming from. My own kind. They are red-faced for me and on the way back to the car park I overhear this lady tell her husband, that journalist fellow is so gauche, I mean what will they think of us, we don't even know what is in a mince pie.

And the husband, he is nodding wisely and looking ever so worldly, like he was the world's leading authority on mince pies and had been fed black pudding along with gripe water in Ludhiana or whatever. By 'they' the lady evidently means the western element at the party. By us she



as obviously means all brown billion of us, the majority of which she would not like to associate with, seeing as how they won't be tops on their mince pie knowhow. If it wasn't all so tragic it would be mindboggling funny.

Before I got into the party I also got into my stride and confessed that I was 43 when I learnt that Steak Tartare was raw meat and that the exotic sounding Mulligatawny soup was derived from the Indian words "Mullak thani," meaning 'country water', or simply, lentil soup. I had no idea that a scone was a round piece of cake rather

than some exotic food item slathered with hot, melting butter. As for a macaroon I thought it was stretched macaroni. So what? No one was impressed, not after I had mince pie on my face. With pieces of fruit in it. And then I turned to my English friend Allyson and I said, so how come they didn't just call it sticky fruit pie. And I bet Allyson has no idea what puttù is anyway, so we are quits.

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

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