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gourmet

THE DEFINITIVE GUIDE FOR CHEFS
volume 9, issue 1**SALON RULES**

Complete listing of rules, regulations and classes for **Salon Culinare – Gulfood 2014** in this issue

THINK SUSTAINABLE

Dubai Municipality's **Bobby Krishna Thulasi** tells us why enhancing the shelf life of food products is a big step towards sustainability

THE FRENCH CONNECTION

An export of France, **Chef Michel Miraton** has traipsed across half the world. And his eclectic culinary masterpieces are ample proof of that...

CHIEF SPEAK

Meet **Laurent A. Voivenel**, the new CEO at Hospitality Management Holdings

**EMIRATI CUISINE**

Chef Khalel Mustafa Oqdeh launches our Emirati cuisine section for 2014

**YOUNG GUNS**

Nestle Professional Golden Chefs Hat Competition has begun with a bang





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Inspiration every day

president'sstation

email theguild@eim.ae

Dear fellow chefs, ladies and gentlemen,

Welcome to the January issue of our Gulf Gourmet, the first issue of 2014, and a very special one for Amaresh and Aquin, our publishing partners. Since taking over, they have published 25 issues of Gulf Gourmet and in the process elevated it from a newsletter to the most widely read magazine by professional chefs in this part of the world. Mabrouk and thank you for the good work.

We look forward to a busy start to 2014 not only in the United Arab Emirates but around this region where our colleagues and friends are all set to host culinary events.

To begin with, we are conducting a charity blood donation drive at Radisson Blu Hotel Dubai Deira Creek in support of Latifa Hospital on January 27. Please come and join us to help save lives.

Come February and our Egyptian friends will be the host Haze 2014 competition and we wish them the very best. Then on Feb 21 and 22, the Dubai Food Carnival at Dubai Festival City, a new event supported by Department of Tourism and Commerce Marketing will be launched.

Our main event of 2014, the International Salon Culinaire will run from February 23-27 making it a 5-day event for the first time in its history. It promises to be the biggest and best ever. I am sure all the competitors are already in training. The registration is open; especially the Live Cooking Classes are filling fast. Please do remember that your registration is confirmed when the registration fee is received.

As I have said earlier, winning a gold medal is very nice but not the most important thing in life. Learning, training, self-development, enjoying the process, having fun and making new friends, these are important. All this is what the Salon Culinaire should give to us. Here's wishing all the competitors



good luck and hope you are enjoying the development phase already. Learn from your colleagues, from books, social media and most important, learn by doing.

The next culinary events are Taste of Dubai from March 13-15 in Dubai Media City followed by HORECA in Beirut in April. Here's wishing our friends in Lebanon a great competition. I look forward to seeing again the biggest HORECA ever.

This April will also witness the biggest ever UAE Culinary Team travelling to Singapore. Our Senior National Team led by Chef Michael Kitts and Chef Juraj Kalna, our Junior National Team led by Chef K.A.C. Prasad and a group of individual competitors as well. Simultaneously a 2nd National Team, led by Robbie Robinson, is preparing to represent the United Arab Emirates at Hotel Olympia in London.

It seems far but the preparation for the WACS Congress 2014 in Stavanger is

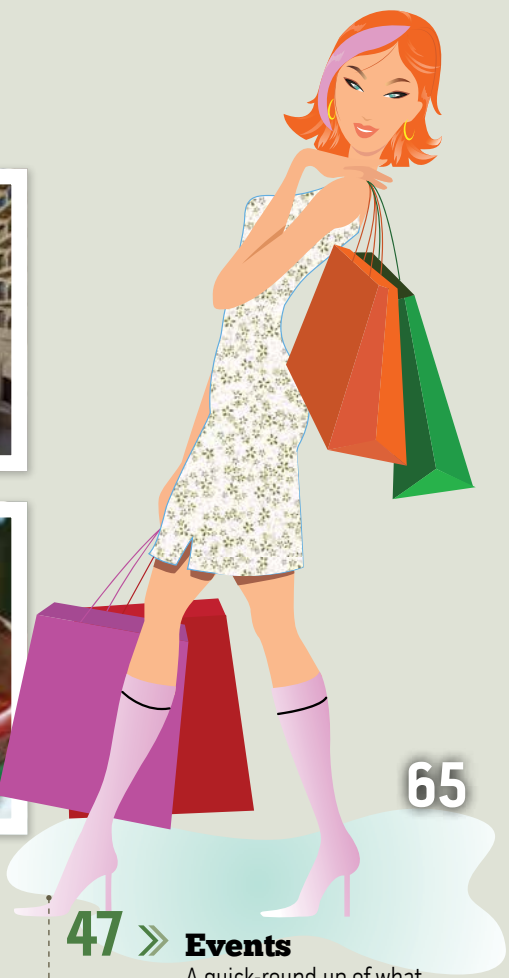
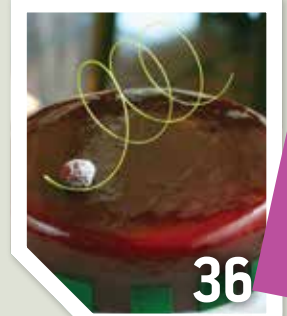
also in full swing. Please let us know if you want to join this trip as we need to register and book rooms. For the trips of our National Teams we still need support, if you can and want to support the UAE Culinary Ambassadors, please contact me at my email address micheel@radissonblu.com.

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

And finally, thank you to my team at Radisson Blu Hotel Dubai Deira Creek for hosting our December meeting and to our corporate members for all the great product tastings.

Culinary Regards,
Uwe Michael
President of Emirates Culinary Guild
Director of Kitchens
Radisson Blu Hotel,
Dubai Deira Creek/Bus. Ucipiston cum

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editor'snote

email editor@gulfgourmet.net



I would like to begin my first note of 2014 by thanking all the Chefs in the region who brought in this New Year working passionately in the kitchen. I do this because it's more the norm than the exception to forget these culinary artisans and their exemplary skills which played an integral role in keeping guests happy and in good spirits. Staying away from your family is never easy, so take heart in the fact that your work left an indelible impression on the ones who experienced it.

Moving on, if you haven't already read the President's Station on page 3 of this issue, I urge you to do so. It gives a succinct overview of what you, the professional chef, can look forward to or keep tab on in the first half of 2014. Exciting indeed!

One of my biggest grouses with professional chefs is that their mannerisms are far removed from the guest-facing hotelier when it comes to hospitality. So it was a pleasant surprise when

I recently sat down to share a meal with one of UAE's top names in Emirati cuisine. This man pretty much made my mum look adequate when it comes to offering that "family-like" hospitality at the dining table.

It is therefore my pleasure to have him launch our all new section dedicated to Emirati cuisine with support from ANG.T. Don't miss Executive Chef Khalel Mustafa Oqdeh on page 24 and his perfected recipe for Aish-u-Laham. And if you are attempting to cook his recipe, make sure you have a large dining table surrounded by people.

Our Facebook page has over 200 images of Chefs captured at La Cuisine by SIAL in Abu Dhabi. If you've missed it, you may find yourself or your colleagues in one of those pictures. Don't miss it.

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

Aquin George
Editor

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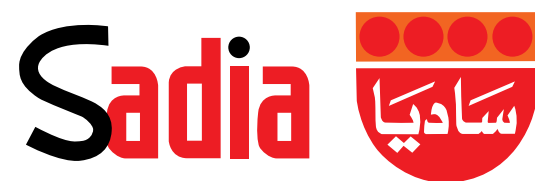
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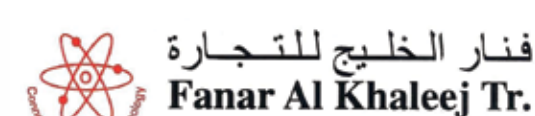
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January 2014 Gulf Gourmet

newsbites

Sheraton Dubai Creek Hotel appoints Stuart Sage as Executive Chef

Stuart Sage has been appointed Executive Chef at Sheraton Dubai Creek Hotel to oversee the hotel's six food and beverage outlets.

He will work with Stephan Vanden Auweele, the newly appointed General Manager tasked with spearheading the extensive renovation of the landmark hotel.

Stuart Sage brings nearly 19 years of experience including previous Starwood positions such as Chef de Cuisining at Le Meridien Mina Seyahi Beach Resort & Marina for two years and research and development Head Chef of Le Meridien Dubai.

In his role, Chef Sage will oversee all the newly renovated outlets including the Italian fine dining restaurant, Vivaldi; the award winning Indian restaurant, Ashiana; Creekside, serving Japanese and Asian cuisine; Chelsea Arms and the lobby café. He will also be responsible for in-room dining and catering for events in the hotel.

Born in the United Kingdom, Chef Sage began his hospitality career as Senior sous chef for The Judges Manor House (Middlesbrough, UK) in 2003 and has since let his passion for food introduce new culinary concepts across Europe and the Middle East.



New F&B Director at St. Regis Saadiyat Island

Giuseppe Losciale has been appointed director of food and beverage at St Regis Saadiyat Island in Abu Dhabi.



Mövenpick Hotel Jumeirah Beach, Dubai appoints Didier Laufenburger as Executive Chef

Didier Laufenburger has joined as Executive Chef at Mövenpick Hotel Jumeirah Beach, Dubai. This is his second appointment at a Mövenpick Hotels & Resorts property, reports traveldaiymedia.com

The French national started his career as a chef in a small boutique family hotel in the Alsace region, in eastern France. After three years he joined a Michelin-Star restaurant in Mulhouse, a picturesque Alsatian town in eastern France, where he developed his passion for food and enhanced his technical skills.

His culinary journey has taken him to the United Kingdom, Mexico, Luxembourg and Switzerland. In 1996, Laufenburger opened his own two restaurants in Kayersberg, France. The experience tremendously improved his business acumen, administration knowledge and direct handling of guests.

His employment with Mövenpick Hotels & Resorts commenced in 2007, when Laufenburger joined Mövenpick Hotel Lausanne as Executive Chef. The appointment at Mövenpick Hotel Jumeirah Beach comes after almost six years in Lausanne. "The main focus in my kitchen and for my team is consistency, food of a high quality, a modern approach with a French touch and healthy, organic ingredients," says Laufenburger.

Comprehensive Menu. Gourmet Lunch. One Source.

Sparkling Water (SPellegrino)
Mineral Water (Acqua Panna)

Sanpellegrino
Sparkling Fruit
Beverages

Brownie Heaven
Chocolate Peanut Butter
Cake (Sweet Street)

Grilled Rib-Eye Steak
Rib-Eye (Emerald Valley)
Beef Stock (Maggi)

Spaghetti Pomodoro
Spaghetti (De Cecca)
Olive Oil (Chefmate)
Whole Peeled Tomatoes (Chefmate)

Grilled Salmon with Olive Oil and Lemon
Salmon (SeaCrest)
Virgin Olive Oil
(Chefmate)

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Gavin Gleeson is new Executive Chef at Monte-Carlo Beach Club, Saadiyat

Monte-Carlo Beach Club, Saadiyat has appointed Chef Gavin Gleeson to head up its culinary team. Chef Gavin who hails from Ireland said about his appointment, "I'm delighted to be joining the team. Abu Dhabi is gradually becoming a gastronomic destination and I'm excited to take part in its culinary journey."

Having worked at two Michelin starred restaurants in London and Dublin, and most recently as the executive chef at Marco Pierre White's Wheelers in Dubai, Gavin wants to ensure he makes his mark at the beach club, keeping up with the French Riviera spirit.

Gavin added, "Le Deck is already known as a fantastic, award-winning restaurant with its high quality of ingredients, a dedicated service and innovative dishes. I want to push this further as I believe in the potential of this exceptional place, especially with the club's strong links to its sister restaurant in Monaco. I want to bring some of that European culinary excellence to Abu Dhabi."

Waldorf Astoria Hotels & Resorts opens second hotel in the UAE

Waldorf Astoria Hotels & Resorts, Hilton Worldwide's luxury brand has opened the Waldorf Astoria Dubai Palm Jumeirah, continuing the brand's global expansion. With breath-taking views of the Arabian Gulf coastline and some of Dubai's famous landmarks, the 319-room Waldorf Astoria Dubai Palm Jumeirah exudes the true luxury, world class amenities and sophistication for which the brand is known.

John T.A. Vanderslice, global head of luxury and lifestyle brands, Hilton Worldwide, said, "The increasing number of international arrivals into Dubai and the growing aspiration of visitors to explore the Emirate's iconic island has created a demand which we can readily satisfy with the opening of Waldorf Astoria Dubai Palm Jumeirah."

Positioned on the East Crescent



of Palm Jumeirah and boasting a wealth of superior services, amenities at Waldorf Astoria Dubai Palm Jumeirah fittingly reflect the inspirational environments of the brand. Guests will be spoilt for choice with a selection of six sumptuous restaurants and bars offering the finest cuisine and drinks including a jewel in the culinary crown, the New York inspired Social by Heinz Beck, a fashionably stylish eatery by multi-award winning master of gastronomy, European chef and author Heinz Beck.

From arrival to departure, guests of Waldorf Astoria Dubai Palm Jumeirah are not only embraced by this iconic hotel, but also welcomed by True Waldorf Service - a service initiative that assigns a personal concierge to each qualified guest who acts as their primary contact, before, during and - an industry first - after a stay, to guarantee every want and request is met.

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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

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Nestle Professional® Golden Chefs Hat Competition



Poetry on a plate

Meet the young chefs from Sharjah Ladies Club who consider cooking to be an art form, just like poetry, and are therefore the chosen ones to open the competition season for 2014



Chef Ibtissame Elfen

Chef Ibtissame Elfen and Chef D.A. Mahesh may come across as pole opposites when you meet them. However, the common thread binding them together is the fact that their love for food transcends the barriers of taste and they both believe that presentation is a critical aspect when it comes to cooking.

The first contestants for this year's Nestle Professional Golden Chefs Hat Competition were brimming with enthusiasm as we got them together to prepare a sumptuous two course meal for us using the ingredients provided by Nestle Professional. Before we get to their recipes, here's a bit about the two youngsters.

Chef Ibtissame Elfen

This 23-year-old Demi Chef de Partie from Morocco is always at ease in a professional kitchen. After all she does come from a family of chefs. "I was not too keen on becoming a chef. But once I came in contact with Italian food I fell in love with cooking," she says. The Italian way of cooking, where there is so much focus on colour and flavour, is something that she absolutely enjoys.

"Food is more than just eating, it's got

presentation, colour; when you cook you are nothing but an artist," she says. After working two years in Morocco and a 30-month stint at the Meydan Hotel and the Meydan Beach Club, she moved six months ago to the Sharjah Ladies Club. Here she works for the Lafeef restaurant including the starter corner, and the hot and cold sections.

Chef Elfen has more to tell than you have to ask, a rare but good quality in an industry where chefs are more often than not, timid in front of strangers. Her dream job is the one where she can keep travelling and working with new flavours all the time.

"I do realise that it would take a lifetime to understand what one region has to offer but I still intend to travel and learn more," says the Chef who speaks English, French and Arabic fluently.

Not one to complain, she says, she loves her job so much that she is always willing to learn and ensures that she earns the trust of her chef.

For the contest she has tried a flavourful mash, experimented with her favourite pink pepper sauce and says she

absolutely loves Chef® Demi Glace for its "nice flavour".

Chef D.A. Mahesh

The 26-year-old Demi Chef de Partie from Colombo, Sri Lanka first thought of cooking as a profession when he saw two of his cousins do well as professional chefs in Dubai and in the UK.

He took up pastry and baking by joining the Taj and then the Hilton in Sri Lanka and two months ago he moved to Dubai to continue baking cakes and desserts for the members of Sharjah Ladies Club.

"I chose to be a pastry maker because I loved the artfulness of it. I think being in the pastry section is more of an art than in the hot kitchen," he says. Something we guess Chef Elfen would disagree with. The guy who dreams of becoming an Executive Pastry Chef someday, is busy these days creating new samples for an upcoming restaurant in the club.

For the competition he focussed on the simplicity of creating desserts with the products provided by Nestle Professional and even went on to name his dessert after the organisation. "I wanted to create something simple and classy," he says.



BEEF STEAK WITH ASPARAGUS PUREE, DIJON MASHED POTATO AND WALNUT PINK PEPPER SAUCE

Competitor:
Ibtissame Elfen

INGREDIENTS	
FOR THE BEEF TENDERLOIN STEAK	
Beef fillet	160 grams
Pink pepper crushed	pinch
Olive oil	1 tbsp.
Salt	pinch
FOR THE ASPARAGUS PUREE	
Garlic	2 g
Onion	5 g
Leeks	10 g
Celery	5 g
Baby green asparagus	100 g
Olive oil	1 tbsp.
Butter	5 g
MAGGI® Chicken Stock Powder	1 tsp
Cream	60 ml
Salt	pinch

White pepper	pinch
FOR THE DIJON MUSTARD MASHED POTATO	
Milk	100 ml
Butter	2 grams
Salt	Pinch
White pepper	Pinch
MAGGI® Mashed Potato	50 grams
Dijon mustard	2 grams
FOR THE PINK PEPPERCORN SAUCE	
Olive oil	1 tbsp.
Garlic (chopped)	2 grams
Onion (chopped)	5 grams
Pink peppercorn	2 grams
Tomato paste	1 tsp
Chef® Demi Glace	2 grams
Water	40 ml
Fresh cream	1 tbsp.
Walnut crushed	2 grams
Salt	To taste
FOR THE SAUTÉED ZUCCHINI	
Butter	2 grams
Spring onions	2 grams
Zucchini yellow	20 grams
Zucchini green	20 grams
Parsley flat	2 grams

GARNISHES:	
Net potato	
Cherry tomato	
Crushed walnuts	
METHOD	
BEEF TENDERLOIN STEAK	
♦ Marinate the beef with pepper, salt and olive oil.	
♦ Leave it at room temperature prior for cooking.	
♦ Grill the beef to the desired cooking preparation.	
♦ Let it rest for some time cover with aluminium foil.	
ASPARAGUS PUREE	
♦ Sautée onion, garlic, leeks and celery in olive oil and butter for few minutes or until the vegetables are tender.	
♦ Add green asparagus and sweat for few minutes.	
♦ Dissolve the chicken stock powder in hot water and add to the vegetables and simmer.	
♦ Gradually finish with the cream.	
♦ Season with salt and pepper.	



DIJON MUSTARD MASHED POTATO	
♦ In a sauce pan put butter, milk with salt and pepper.	
♦ Stir the mashed potato powder with the milk and reach the desired consistency.	
♦ Finish with Dijon mustard.	
PINK PEPPERCORN SAUCE	
♦ Heat the oil in a small sauce pan.	
♦ Sautée garlic, onion with pink peppercorn.	
♦ Add cold water and demi-glace powder and stir thoroughly till the powder dissolves.	
♦ Simmer for few minutes or until the sauce thickens.	
♦ Finish with cream and crushed walnuts.	
SAUTÉED ZUCCHINI	
♦ Melt the butter and sauté spring onions.	
♦ Blanch the zucchini and add to the sautéed onions.	
♦ Season with salt and pepper.	
♦ Stir with chopped parsley.	
♦ Plate these together as shown in the image.	

ENJOY NESTLE Competitor: **Dalumuragama Atige Mahesh**

INGREDIENTS	
FOR THE CHOCOLATE MOUSSE	
Docello® Chocolate Mousse Powder	25 g
Milk	50 g
FOR THE PANNA COTTA	
Docello® Panna Cotta Powder	15 g
Milk	50 g
Fresh Cream	50 g
CRÈME BRULÉE	
Docello® Crème Brûlée Powder	25 g
Milk	100 g
Fresh Cream	50 g

METHOD	
CHOCOLATE MOUSSE	
♦ Put the appropriate amount of cold milk into a high bowl	
♦ Mix the chocolate mousse powder with milk using a whip until a homogenous mixture has been obtained	
♦ Whip with a mixer for 2 minutes at low speed and 5 minutes at high speed	

PANNA COTTA	
♦ Boil milk and cream remove from heat and add panna cotta powder and mix with hand whip, then bring back to a boil	
CRÈME BRULÉE	
♦ Bring to boil the mix of milk and cream	
♦ Remove it from the heat and add the crème brulee powder and stir well for 3 minutes	
♦ Place the three pieces on a long plate as shown in the image.	

BUILDING ON GREAT WORK

Exclusive interview with **Laurent A. Voivenel**, the newly appointed CEO of HMH – Hospitality Management Holdings

Hospitality Management Holdings has completed a decade in the industry and has created a mark for itself in these 10 years. Taking the vision forward is the organisation's new CEO, Laurent A. Voivenel. During the course of the interview, he talked about his exceptional career path, his strategy for his new role, the ideas he has for the people he is managing and even a few words of advice for our young readers. Here are excerpts from the tête-à-tête

Could you tell us a bit about your career before taking over your present position?

During the course of my career that spans over 28 years, I have been very fortunate to have been associated with legendary hotel chains such as Starwood Hotels & Resorts and Hilton Hotels & Resorts that took me to some of the most fascinating and challenging destinations across Europe, Asia Pacific and the Middle East (Cannes and Paris in France; French Polynesia; Honolulu, Hawaii; Okinawa, Japan; Tahiti, Manama, Bahrain; Riyadh and Jeddah in Saudi Arabia; Aqaba, Jordan; Brummana in Lebanon; Dubai, UAE; etc).

With my different postings and working with landmarks such as Sheraton Dubai Mall of the Emirates Hotel, The Westin Jeddah, Al Manara, The Luxury Collection Resort and Westin Qqaba, Sheraton Karachi Hotel and Towers, Sheraton Riyadh Hotel and Tower, Le Royal Meridien Bahrain, Hilton Paris, Noga Hilton Cannes, Sheraton Moana Surfrider Hotel, Sheraton Okinawa Hotel, I had the opportunity to develop management and leadership

“

It is an exciting challenge for me to take up the reins at this momentous moment when the group has just completed ten eventful years since its formation and lead it into the next decade

skills in varied senior positions overseeing strategic planning, business development, operations, financial and analytical processes, owner relations, brand conversion and communication.

What is your brief for your new role at HMH?

I am truly glad to take over as the CEO of HMH as it is a wonderful opportunity and a great responsibility as well. HMH is a fantastic organisation to do business with and has tremendous potential for growth. We have diverse brands, presence in some of the most promising destinations in the region, highly experienced and talented people and exceptional products and service – all of which differentiate us in a unique way in the market.

It is an exciting challenge for me to take up the reins at this momentous moment when the group has just completed ten eventful years since its formation and lead

it into the next decade. I look forward to building on to the great work done so far and steering HMH toward greater success.

What are your immediate and long-term plans for HMH?

During 2014 our work will be strongly marked by strengthening our executive team, sharpening our brand image, developing new multi-lingual websites, launching new loyalty programmes and opening five new properties. As we embark on rolling out these strategic initiatives, continued fiscal discipline, superior service and quality control remain central to our objectives.

We will work closely with the various departments to establish a new, fully integrated system to boost productivity and are confident that the direction we have chosen is the best way forward for the desired progress and growth.

We are redirecting resources to areas where we have identified opportunities to create value with greater local relevance. Let us put it this way, it is not a revolution but an evolution bearing in mind customers' expectations. The buzzwords at HMH in 2014 will be proactive, strategic, innovative, collaborative and integrative.

Ultimately our priority is to ensure maximum return on investment to our owners and partners, greatest value and experience to our customers and excellent work environment and growth opportunities for our employees.

How important is Food and Beverage at the board level?

“

A really good food concept is one that engenders both curiosity and loyalty among customers. It is easy to create hype but quite another to live up to it. Customers don't want bad surprises. There has to be consistency in product and taste.



January 2014 Gulf Gourmet



Though we are a dry hotel group, food and beverage forms a significant part of our business contributing 35% to our total revenue. Therefore, it is very, very important at all levels including the board.

How involved are you with F&B today given the broad spectrum of responsibilities?

Food and beverage is a substantial contributor to our revenue. I am not involved in the day to day operations but would definitely be looking at the big picture.

Could you tell us more about dining outlets across the chain of hotels under you?

We have got a superb selection of signature restaurants, coffee shops and lounges where a variety of international, regional and contemporary dining experiences await you. From excellent Italian, Arabic, Seafood, Mediterranean, European, Fusion Asian cuisines to incredible Indian fare, there is plenty to tempt your palate.

How has the F&B business model changed in the past few years? Are you in a position to take advantage of these changes?

The F&B business model has undergone a massive transformation. Like everything else innovation and technology are changing the game, as is the demand for healthier, sustainable food concepts. There are far too many choices for consumers that are making our industry extremely competitive.

Generally speaking, restaurant trends often have the same viral spread and short life span as boy bands! Many are often like a flash in the pan. Ultimately, you have to listen to your customers and give them what they want. Food concepts that offer unique experiences are big. Be it the new wave of veganism, Korean flavours going mainstream, or something else.

Is there an F&B concept in the UAE you love and would like to replicate?

I have been personally quite impressed by Eataly in Dubai Mall that is a food emporium combining multiple cooking stations with a café and gourmet farmers' market. It has been dubbed "the Disney World of foodies" and offers a luxury shopping environment where you can enjoy products from all over Italy in a relaxed, comfortable atmosphere.

The emphasis is on quality of food and authenticity of ingredients. That means importing the bulk of ingredients for its multiple restaurants and produce for the store from Italy, from aged Parmigiano vacche rosse made only from red cows to Pugliese burrata and olive oil and Gragnano dried pasta, made near Naples for more than 400 years.

Do you interact with Executive Chefs? If yes, what is your brief for them?

Oh yes, I definitely interact with Executive Chefs. Don't stop until you get it right. A really good food concept is one that engenders both curiosity and loyalty among customers. It is easy to create hype but quite another to live up to it. Customers don't want bad surprises. There has to be consistency in product and taste.

Finally, what is your advice to young culinary artists reading this?

Creativity and innovation will guarantee your guests an exceptional culinary experience. Always offer your guests the best quality, at a best price and best service. A good kitchen is like a machine, team work is extremely essential and if all parts work smoothly, you can do anything.

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EMIRATES' CULINARY COMEBACK

Chef Khalel Mustafa Oqdeh of Dubai World Trade Centre has vowed to bring Emirati cuisine back to the UAE's plates...

The year was 2001. A Jordanian chef landed in the city that is every culinary artist's dream. Dubai welcomed Chef Khalel Mustafa Oqdeh with open arms. At the time, he had already spent a good 14 years as a chef, serving up plate after plate of satiety and smiles. But the meal he was offered at his new workplace, the Al Boom Tourist Village, didn't just satisfy his taste buds. It changed his life.

If one were to introduce Chef Khalel formally, it would be as the Executive Chef - Event & Hospitality Services at the Dubai World Trade Centre. But a truer and better introduction would be that he is the man who brought Emirati cuisine back to the new Emirates.

Besides delighting his guests with new and innovative forms of traditional tried and tested recipes, Chef Khalel has also co-penned a book on Emirati cuisine. 'A Culinary Journey: Celebrating 30 Years of Our History' reveals the secrets of Emirati cuisine, adding a modern twist to good old recipes.

A melting pot of tastes and traditions, Dubai is known to be a global destination for good food. However, local cuisine has never made it to the plates of high-end hotels and restaurants, with more popular Chinese, Asian and continental cuisines dominating the tables.

It is this gap that Chef Khalel has set out to fill. His first tryst with Emirati cuisine began when he was welcomed with dinner at the Al Boom Tourist Village. "I fell in love with the dishes immediately



Emirati cuisine is becoming popular but very slowly. Today, you see Emirati restaurants cropping up everywhere – even in places like Jordan and Taiwan.

and decided then, I want to learn this cuisine," Chef Khalel recalls.

Ample opportunities to pick up the nuances of Emirati cuisine cropped up when he organised huge weddings and family events. "I learnt the finer details from my interactions with older Emirati ladies when arranging their children's weddings. They taught me the secrets and gave me their special recipes."

Organising events across the UAE, he also learnt that different regions had their own tastes and flavours to offer. "From each garden, I picked up a flower and then made a nice bouquet in my recipes."

If Chef Khalel were to whip up a menu for someone looking to try Emirati cuisine, he would return to what got him hooked. "When I came to Dubai, I was offered Fish Fogga, Harees and Aish-u-Laham. These three dishes made me a fan of Emirati cuisine. I would offer the same thing to anyone trying this cuisine for the first time."

Ever the experimenter, Chef Khalel has added his modern twists to many local recipes. Recently, he got into the spirit of Christmas with an Emirati alternative to stuffed turkey. "Instead of turkey stuffed with chestnuts, I made Quzi Rigag, which is lamb stuffed with chickpeas and cashew. We tried different kinds of marinades and stuffing with that and it was very successful." Quzi with chestnut was yet another experiment that food connoisseurs sank their teeth into with great pleasure.

According to Chef Khalel, Emirati cuisine's charm lies in its mix of spices, with cardamom, and cumin and coriander seeds being the dominant ones. Nonions onion paste is yet another ingredient he has been experimenting with lately. "It makes our life much easier to have the paste ready instead of peeling the onions, cutting them and going through the entire process. It saves us a lot of time and gives us the same aroma and taste."

Chef Khalel rues the fact that the local cuisine is yet to take off in restaurants in Dubai, which is known to be a culinary festival of sorts. "Emirati cuisine is becoming popular but very slowly. Today, you see Emirati restaurants cropping up everywhere – even in places like Jordan and Taiwan. But there needs to be a proper campaign to make it more popular. More restaurants should offer it and people who visit Dubai must get a chance to taste the local cuisine."

He would like more young chefs to learn this type of cuisine. But for that, they have to give up the glamour of five-star hotels in their initial years and choose their place



of learning carefully, he says. "There are so many places you can learn in the UAE, especially in Abu Dhabi. Someday I hope to see even big hotels offer this kind of food and promote Emirati cuisine."

Chef Khalel's own journey started in 1987 in Jordan. At the time, cooking wasn't exactly a sought-after profession. He accompanied his friend to a catering college a few times and immediately fell in love with the idea of being a chef. "My family was not pleased. My parents and brother told me to study something better but I held my ground. I told them I will turn out to be better than they expected me to be. I know I did!"

Sharpening his knife at the Queen Alia International Airport Hotel in Jordan, Chef Khalel went on to work with the likes of the Intercontinental, Holiday Inn, Radisson, Movenpick and Marriott in his 26-year career. Since 2003, his cap has been notching up one feather after another at the Dubai World Trade Centre.

Although he dabbles with all kinds of food in the kitchen, his own palate is rather biased towards seafood. "As a chef, I cannot hate any kind of food. When I was a kid, I hated to eat Bamia, which is okra stew. Today, I absolutely love it!" he laughs.

Someday, the Jordanian hopes to open his own small restaurant but for now, he is happy to serve up sumptuous meals to Dubai World Trade Centre customers. With good reason - there's never a dull moment at his workplace. "At an event once, we cooked 1,200 lamb, 70 camels and 45 cows for a single day. That was a huge quantity. We can even top that. We now have the resources and the equipment in place."

Two silver and four bronze medals won at the Emirates Salon Culinaire Chefs' Competition in 2006 and 2007 also adorn his curriculum vitae. With so much going on, Chef Khalel's plate is rather full. Keep yours empty though. You just can't afford to miss what he has to offer.



AISH-U-LAHAM

INGREDIENTS

Rice	3 kg
Salt	to taste
Bezar	7 tbis
Dry Lemon	30grm
Saffron	2 tsp
fried Onions (Nonions)	1kg

garlic	100grm
ginger	50grm
green chili	50grm
Ground cinnamon	5tsp
Whole cardamom pods	2tsp
Cinnamon bark (5cm)	20grm
Whole Cloves	1tsp
Fresh Tomatoes	1kg

Salt	100grm
Fresh Coriander	50grm
Boiled eggs	3 pc

PREPARATION AND COOKING

- ♦ Fry in oil garlic & gingers with green chili continue till all are brown. Add tomatoes and fresh coriander add bezar, and then

- add fried onion (**Nonions**) simmer for 15 minutes keep it beside the dish.
- ♦ Boil the meat for 10 min and sieve the excess form the top after add whole onion, cardamom, Cinnamon ,salt and cloves and cook for another 45 min.
- ♦ Remove the meat from the cooking vessel, then cook the rice in the meat

broth, strain the rice , after that place the cooked rice ,meat and masala in layers in the pot repeat for 2 layers and sprinkle ghee, fresh coriander and cinnamon powder, Keep on low heat for another 15 min and serve on a large ceramic platter garnished with Emirati hashwa (stuffing) and whole boiled eggs.

THE FRENCH CONNECTION

An export of France, Chef Michel Miraton has traipsed across half the world. And his eclectic culinary masterpieces are ample proof of that...

If travel is the best teacher, Chef Michel Miraton has had one helluva education. Bitten by wanderlust at an early age, he travelled far and wide, notching up not just air miles but also valuable insights into the diverse world of food.

Today, Chef Michel has the culinary world at his fingertips. As the culinary director of Faisal Holding Hotels, he runs the show for its handful of properties in Dubai.

You'd think a native of France would never leave the comfort of his scenic country and his rich culture to explore an alien territory. But that's exactly what Chef Michel did - head for Jeddah in Saudi Arabia at the age of 22 years, when most people are just about testing their wings.

"I was born in Chamalieres in France. My parents had a shop and a farm. My brother is also a Chef and that's where my interest began I guess," says the 56-year-old Frenchman.

His culinary journey began at the tender age of 16 years, interning at La Belle Meuniere Hotel restaurant in Royat-les-Bains in France. The year was 1973.

A couple of years later, Chef Michel moved on to bigger hotels in his native country. Then came an opportunity in Jeddah and he took the proverbial plunge when hotel Le



I learnt a lot in Saudi. I was lucky to have a good chef to learn from. Because I was young, I also found it easy to adjust to the culture. Now, I really like Saudi Arabia

Meridien offered him the position of Sous Chef. "I learnt a lot in Saudi. I was lucky to have a good chef to learn from. Because I was young, I also found it easy to adjust to the culture. Now, I really like Saudi Arabia," he says.

The travel bug bit again and Chef Michel headed for Cairo in Egypt to work at the Le Meridien as the Executive Sous Chef. Staying with the Le Meridien, he spent the next few years in Damascus in Syria, Saint Denis of la Reunion in the French Island, Seychelles and then Abu Dhabi. In the period, he went from being an Executive Sous Chef to the Executive Chef.

According to Chef Michel, the biggest break of his career came in 1995, when he moved to China. He joined the Holiday Inn Hotel in Beijing. "My first year in China was very difficult. I found

it so hard to adjust to the culture and the language. But it was my biggest challenge and I would say a huge achievement. I spent a good seven years in China!"

Chef Michel's first stay in China lasted five years. Of all the places he has worked in, he admits Beijing is so far his favourite. "I like Asia and the Asians - Thailand, Indonesia, Vietnam, Hong Kong, Shanghai. I built good memories in these places."

Chef Michel took a break from China in 2000, going back to Le Meridien for the opening of a hotel in Sharm El Sheikh in Egypt.

He, however, could not stay away from China, going back to Beijing in 2001 to handle the affairs at Jianguo Hotel Beijing's restaurant, The Justine's. "Unfortunately, I had to leave China eventually because the outbreak of SARS (severe acute respiratory syndrome) led to major non-occupancies at the hotel. It was tough for me because I loved working and living in Beijing."

Life then took him to Morocco and Nigeria. In 2005, Chef Michel found his way into the UAE with a job at the Coral International Hotel. Since then, he has been heading the food and beverages function at the hotel.

All that globe-trotting can't have been



easy on Chef Michel's family. "I met my wife on a vacation to France and married her within two months of knowing her. At the time, I told her that travelling and my job are very important to me. We've now been married for more than three decades. So I guess she didn't mind the lifestyle I chose," he laughs.

The couple has a son, who is now 31 years old and is in the construction industry in France. Was it disappointing that his son didn't become a Chef too?

"My son didn't follow my footsteps but he's a very good cook. He's as good a cook as I am. He never eats at fast food chains. He brings fresh foods from the supermarket and cooks his own meals. I am proud of that," Chef Michel smiles.

He believes that passion for food is the first quality that an aspiring Chef must have. "If you don't like food, you can forget about being a Chef. You can't walk into a kitchen and cook without having the sense and the taste of food."

Like many senior hands in the industry, Chef Michel rues the shortage of real talent these days. "The work hours are long, you have to work on holidays and you get to take few vacations. All this means you have to be really passionate about the job. It's become very difficult to find good hands these days," he says.

For those who want to follow his footsteps, he has some words of wisdom. "Stay humble and learn from wherever you can. Explore the world." Sage advice, that. Look where the miles took the Frenchman on wanderlust.



You can't walk into a kitchen and cook without having the sense and the taste of food





SYRIA'S BEST SERVING

Hussam Ibrahim, the Syrian executive Chef of Coral Deira Hotel in Dubai, has turned his hobby into his profession. And he's only getting started...

You can safely call Syria a factory that churns out good chefs. Some of the finest culinary artists in the UAE are Syrians. One name that readily comes to mind is that of Hussam Ibrahim, the Executive Chef of Coral Deira Hotel in Dubai.

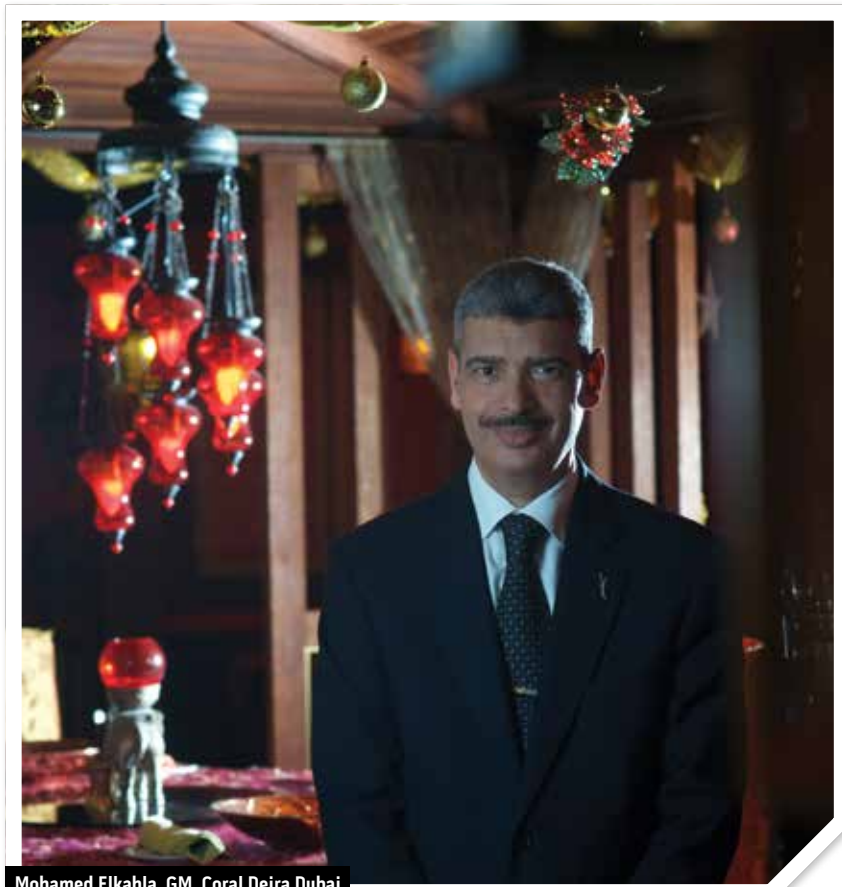
Chef Hussam handles the kitchens of the Al Nafoora Mediterranean restaurant and the Rasoi Indian restaurant at Coral Deira Hotel. To him, cooking is what watching movies, playing sports and painting is to many people – first and foremost, a hobby.

Luckily, his hobby plucked him from a small village in Syria and landed him in Dubai, one of most vibrant culinary hubs of the world.

"I was born in a village called Khabour in Syria. Cooking is in my family's blood. I have as many as 20-30 of my family members working in the UAE as Chefs," says Chef Hussam.

Despite the years away, his birth village holds a special place in Chef Hussam's heart. There are 300-400 Chefs from his village firing up kitchens in the UAE. "So being a Chef came very naturally to me. When I was a kid, I wasn't really interested in studies. Then too, I finished studies and did my army training and then worked in Lebanon for some time."

His love affair with the kitchen started in Dubai, at the Al Khaleej Palace. In 2005, Chef Hussam joined Coral



Mohamed Elkahla, GM, Coral Deira Dubai

Deira as the executive Chef, realising a dream of years.

A good team makes all the difference. Despite some additions and some departures, Chef Hussam has managed to build a team that is now his strong support system. "There are people in my team who have been with us for seven-eight years. They are not seeking higher

pay packets, just a place where they are comfortable working."

Perhaps it's the attitude with which Chef Hussam approaches his job that motivates his team members. "My work is my hobby. It's like relaxing by the beach for me. Whenever I am stressed, I start cooking and my worries melt away," he smiles.

Chef Hussam says he likes all kinds of cuisine but healthy food is what interests him the most. "Healthy eating is not about not eating this and that. It's about what your body handles well."

Talking about healthy eating, he can't help but talk about his favourite restaurant – one that lies in his scenic village of Khabour. "It's a very simple restaurant. You have to wait for your meal, sometimes even three-four hours. But that is because the cook there starts from scratch to give you the freshest, tastiest and healthiest meals."

The restaurant even turns away clients if it doesn't have what they want. "The owner does not want to expand or make pots of money. He only wants a smile of satisfaction on his customer's face."

Chef Hussam would like to see young Chefs approach their careers in the same way - cook for the love of the profession rather than for money or glamour. "Serve to customers what you would like to eat. That's the only way to be a good Chef," he says.

As for his own future plans, the Syrian Chef hopes to open a restaurant someday. "I want to keep working as a Chef. That makes me happy."

With a big family full of Chefs, that shouldn't be too hard. Chef Hussam has four sisters and one brother. "There are many Chefs in my family. That's why the ladies in my family don't cook. We all start complaining. So, they tolerate our cooking instead," he laughs, before signing off.



There are people in my team who have been with us for seven- eight years. They are here because they are comfortable working here



Chef Hussam with his team from Rasoi

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SWEET TALKER

Chef B.K. Sudath Jayasantha Rodrigo has just one passion – to tease the sweet tooth of his guests. The pastry prodigy shows us how to create the perfect Red Velvet Hazelnut Cream Cake



I like designing the presentation and plating. I also love to make cakes and dessert carvings.

Excerpts from a quick chat...

So chef, can you tell us something about yourself and your career?

I am from Sri Lanka. I grew up in Colombo and I started working in 1993. I don't have any formal education in hotel management. I began my career in the hot kitchen of a small club in Colombo. Then in 1996, I came to Dubai at the age of 19. Initially, I joined the Dubai Marine Beach Resort and Spa as a Commis. That resort became a hotel and I was there for the pre-opening and stayed there for five years.

After that, I joined Fiesta World Cafe at Jumeirah. I was in charge of pastries there for 18 months. Then, I went back to Sri Lanka for a couple of years.

What did you do in Sri Lanka?

I joined one of the most famous nightclubs in Sri Lanka back then, called H2O. I was the Pastry Chef there for 18 months. I was also in-charge of the hot kitchen and dining. That's also the time I got married. In 2007, I joined Radisson as Demi Chef de Partie and here I am today. I am now looking forward to



becoming Pastry Chef. That will give me a lot of freedom to experiment.

You have participated in quite a few competitions. Can you tell us about your performance?

So far, I have won three gold, four silver and 15 bronze medals in different contests for my desserts, especially plating. My entire team participates in contests. Competitions are a good way to learn and get exposure to different kinds of techniques. They also help build team spirit because members of the participating teams assist each other. My team members give each other tips on how to plate up and how to dress up desserts.

Tell us about your winning recipe

It is not as detailed as the one I have made for you guys today. However, the warm chocolate cake with hazelnut has helped me win medals a couple of times. When you cut the cake, the molten



I have used Anchor butter and Anchor extra cream. Both are fantastic products and it's very easy to make desserts with them

hazelnut butter flows out. It has to be served immediately after baking. If you eat it with ice cream, the hot and cold creates a great experience.

Which part about desserts excites you?

I like designing the presentation and plating. I also love to make cakes and dessert carvings.

What have you created for us today?

I've created a red velvet hazelnut cream

cake. It is one of the most wanted desserts at our hotel. It has layers of red sponge cake with white cream and there are layers of black and red. The garnish is also really nice. This is a fast-moving item at our hotel.

You have used Anchor products in your dish today. What has been your experience?

I have used Anchor butter and Anchor extra cream. Both are fantastic products and it's very easy to make desserts with them. I have been using the butter for a while now and it suits my needs just perfectly.

Can you tell us something about your family?

I got married in 2004. I have two sons – Sylvester is seven years old and Rehan Keith is two and a half. My wife's name is Anushka. We all live together. My mother and brother are also in Dubai.

RED VELVET HAZELNUT CREAM CAKE

RED VELVET SPONGE

INGREDIENTS

Anchor butter	206 g
Sugar	625 g
Oil	225 g
Whole eggs	04 nos
Vanilla essence	02 tsp
Red Vinegar	02 tsp
Red food colour	02 tsp
Yogurt	450 g
Flour	700 g
Cocoa powder	02 tbsp
Baking Soda	02 tbsp
Pinch of Salt	

METHOD

- First, beat the butter and sugar together, until creamy. Then add oil and egg one by one, until creamy. After that add food colour, vinegar, vanilla essence and yoghurt.
- Then, separately mix flour, coco powder, baking soda and salt all together.

Finally, add into the butter mixture and fold it slowly.

CREAM CHEESE MOUSSE

INGREDIENTS

Anchor extra whipped cream	300 g
Cream Cheese	01 Kg
Mascarpone Cheese	500 g
Gelatin sheets	12 nos
Condensed milk	02 tins

METHOD

- First, soak the gelatin in cold water. Then whip the extra whipped cream until soft fluffy and keep aside. After that, add condensed milk, Mascarpone cheese and Cream cheese into an electric mixture bowl and beat it until creamy. Then, add extra whipped cream. Finally, add melted gelatin and mix it properly.

RASPBERRY GLAZE

INGREDIENTS

Raspberry puree	01 L
Glucose	300 g
Sugar	300 g
Water	275 g
Pactine	20 g

METHOD

- First, mix Raspberry puree, glucose, sugar and boiling water all together. Then, add pactine and cook until shiny and thick. Then, take it out from the cooker and blend it properly by using electric hand blender. Ready to use.

WARM HOT CHOCOLATE CAKE WITH HAZEL NUTS, BUTTER AND VANILLA CHANTILLY WITH MIX BERRIES

INGREDIENTS

Egg	04 nos
Egg yolk	04 nos
Sugar	08 tbsp
Flour	12 tbsp
Anchor Butter	250 g
Chocolate	250 g
Hazelnut butter	100 g

METHOD

- First mix together the whole eggs, egg yolk and sugar. Then set aside.
- Melt the chocolate in the microwave oven, then add the butter and mix well.
- Mix the result of step 1 and 2 together in the large bowl and add flour.



1

Get the red velvet sponge.



2

Cut the sponge evenly in to three.



3

Get a 30cm stainless steel cake ring.



4

One slice of red velvet sponge place bottom of the ring.



5

Moisten with sugar syrup.



6

Spread the cream cheese mousse on top of this layer.



7

Sprinkle frozen raspberry top of the cream cheese mousse.



8

Lay the second sponge layer in the ring and moisten with sugar syrup.



9

Spread the cream cheese mousse on top of this layer.



10

Sprinkle hazelnut nougatine on to of the cream cheese mousse



11

Cover with the third slice of raspberry red velvet sponge.



12

Coat the cake with cream cheese mousse.



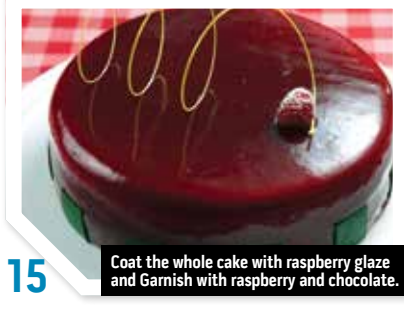
13

Place in the deep freezer until the cake is frozen.



14

Remove the cake from the ring.



15

Coat the whole cake with raspberry glaze and Garnish with raspberry and chocolate.

- Transfer the mixture into several small round baking rings.
- Add the hazelnut butter to the mixture in the baking ring and bake it in the oven at 200 degrees centigrade for 7 minutes.
- Remove from the oven and serve hot

VANILLA CHANTILLY

INGREDIENTS

Anchor Extra whipped cream	100 ml
Vanilla bean	
Icing Sugar	10 g

METHOD

- Mix all together and keep it in the chiller for 15 minutes. Then use the spoon with hot water to get vanilla Chantilly.

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Food for thought ON THE SHELF

Enhancing the shelf life of food products is a big step towards sustainability. Dubai Municipality's **Bobby Krishna Thulasi** tells us why...

As world population rises rapidly, food sustainability is a major issue facing us all. Resources are limited and the number of mouths to feed is growing. Preventing wastage is the need of the hour, a fact that the food industry is well aware of.

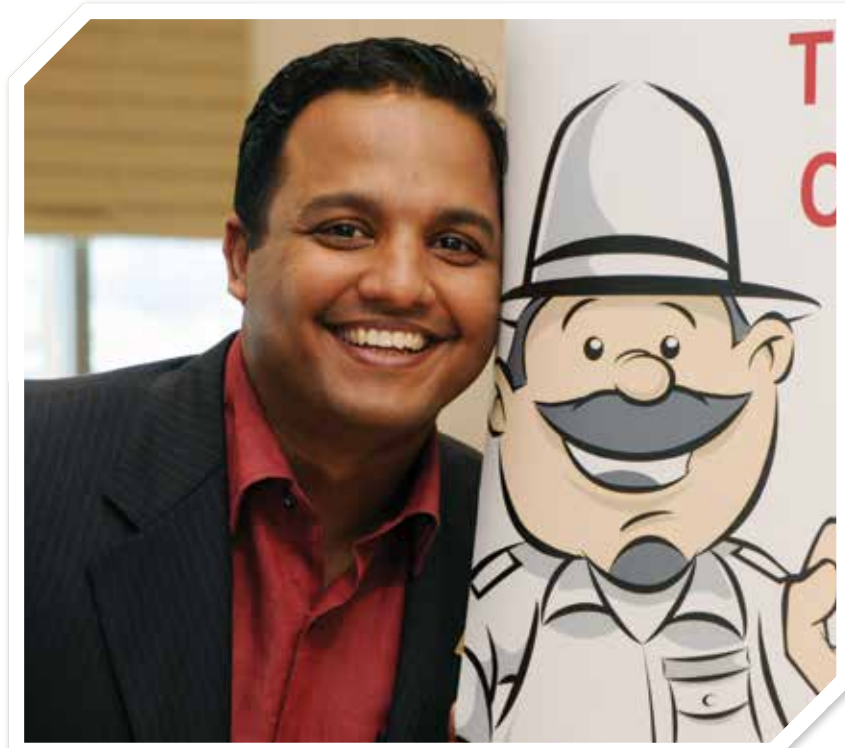
As the caretaker of one of the biggest hubs of the culinary universe, Dubai Municipality is not blind to this need. Helming the municipality's food sustainability campaign is its principal food studies and surveys officer, Bobby Krishna Thulasi.

He's one of the food safety experts who has to rewrite the rules to take the food industry down the right path, one step at a time. From safety to sustainability to the consumer's health, there's much to be discussed and addressed, admits Bobby.

Even within the topics, there are various aspects that need attention. "Affordability for one. If something has to be sustainable, it has to be affordable. You can have a very safe food product but if people can't afford it, it becomes less sustainable," he says.

This aspect, along with wastage, is a more obvious issue surrounding sustainability. After years of efforts, Dubai Municipality has realised that there are several other not-so-obvious aspects that are more integral to the issue - storage practices and shelf life of foods being two.

Who would think the shelf life of a



product would be a sustainability issue? But it definitely is and for now, is the biggest focus area for Bobby.

"Any food product is a result of a spending of lot of resources. For a litre of milk, you need to raise the cow, give it feed, water and medicines, take care of it. In the old days, you had just half a day to finish that milk or it would spoil. Pasteurisation took care of the safety aspect and rapid chilling increased its shelf life. This gave the producer more time to sell the product and reduced wastage. Sustainability – thus would

be optimising the time that the product can stay on the shelf (for a longer time) without becoming unsafe."

In Dubai, a big reform in the area of shelf life came in 2007. The practice of having a blanket shelf life of one year for most shelf stable products, irrespective of what the nature of the food was and whether it would support microbial growth, gave way to a more customised approach. Certain foods that could become unsafe after a stipulated period attracted mandatory shelf life. Those that were stable during storage

were placed under voluntary shelf life, which the industry could decide based on its studies. The stable products are those that do not support the growth of microorganisms that would make the food unsafe or cause spoilage.

As a result, the shelf life of products such as raw cereals can be extended to even five years. "What could be stored for just a year could now be kept for two, even three years depending on how the food is handled. This reduced the burden on production lines and the product didn't have to go to landfill. It also eliminates malpractice of producers packaging older products in new packs."

In the offing is a reform in the mandatory shelf life category, wherein good and responsible makers of food products stand to gain a lot. "In the mandatory category, we are now planning to give producers who use good raw material and measures in place for safe production and distribution along the chain a higher shelf life. For instance, if a sandwich maker uses good quality vegetables and meat, cooks and chills his product properly, it can get a three-day shelf life instead of one-day," Bobby says. The producer then has more days to distribute its products and buyers have longer time to consume it. A lot of food wastage can be prevented like this by optimising processes.

To ensure that a company's production chain has no gaping holes, Dubai municipality's food safety inspectors do a proper shelf life evaluation, simulating all possible scenarios that could affect products. "So, the temperature should be 5 degree Celsius but what if it rises to 7 degrees Celsius? There are scientific and microbiological evaluations. And we build in a buffer. If a product stays safe for five days, we allow a shelf life of three days." Producers with a track record of being responsible have the municipality's trust, Bobby says. But their systems are monitored continuously to ensure laxity doesn't set in.

One norm that Bobby is keen to bring



Any food product is a result of a spending of lot of resources. For a litre of milk, you need to raise the cow, give it feed, water and medicines, take care of it. In the old days, you had just half a day to finish that milk or it would spoil

from the West into Dubai is the 'best before' tag on shelf stable products. "Expiry dates are for products that become unsafe if you don't use them by that date. But 'best before' means that product doesn't become unsafe but quality may suffer somewhat. Even beyond the specified shelf life, you can use it with a small difference in quality. Introducing 'best before' tag is another way to enhance food sustainability."

Adoption of this norm, however, is some time away. The biggest hurdle is that the decision has to be made at the Gulf Cooperation Council level, not at a local level.

Bringing in international standards to Dubai is something that the municipality has been working on for a while. Progress has been made in setting microbiological standards. "We are working with the International Commission on Microbiological Specifications for Foods to ensure we are up to date. We got the books and we are going through massive training programmes. The effects would be seen 5-10 years down the line," Bobby tells Gulf Gourmet.

It's imperative that the food industry knows how much work is being done behind the scenes. For greater interaction with the stakeholders, Dubai municipality has done something that most food safety

people don't do – run campaigns and opened the channels of communication.

"People always think food safety inspectors are very strict. We want to change that image to a friendlier one. It makes us approachable. Mr Safe is very friendly."

Bobby believes that this is a good way to reach out to that last part of the food industry that remains elusive. "Around 20% of the industry doesn't communicate at all. For example, restaurants have suppliers, who have suppliers. It's a whole long chain that ends at the farm. Our message is diluted along the way. We have to manage things at source but that is a slow process."

While shelf life is the hot topic at the municipality's offices right now, temperature needs of foods is also an area of interest. "Keeping foods at the right temperature is important because nutrition is lost otherwise and it could become unsafe. Our goal is to prevent outbreaks as infections are a colossal waste of resources and money!"

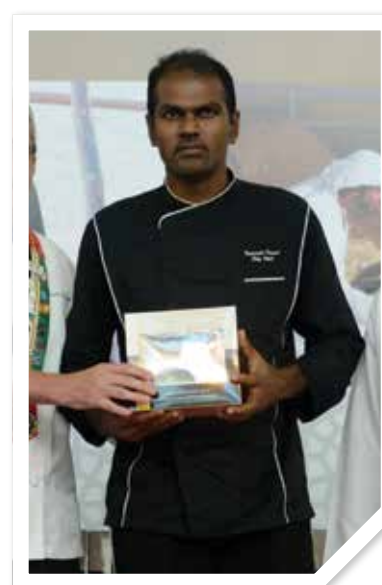
These issues need to be resolved at the lower levels of the food chain, says Bobby. "As the problem moves up the chain, you need more and more resources to fix it."

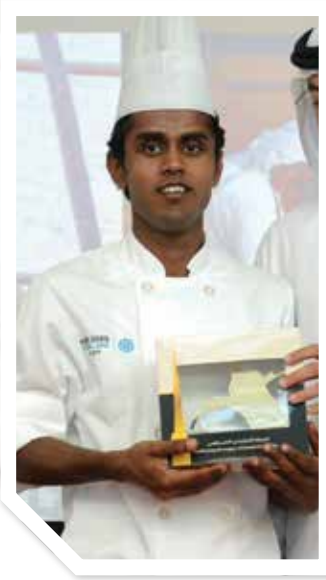
Towards this end, Dubai municipality is working with the US Centers for Disease Control and Prevention and the World Health Organization to understand what diseases the local population is more prone to. With this knowledge, testing of food products can be minimised and interventions are restricted only to specific infections. "If there are certain diseases not prevalent in our populace, we don't have to test foods for the pathogens that cause it."

Much has been done and much needs to be done, says Bobby. But in the next few years, he hopes to reach milestones in food sustainability. Can we help but wish him the very best?

DWHC FLASHBACK

The recently concluded **Dubai World Hospitality Championship** was a big success in its inaugural edition and chefs from around the country as well as from around the world turned up to be a part of the event. We bring you images of the winners from the competitions.







**CARACUT
CULINAIRE**

- ▶ **Name:** Vincent Pedroza
Caracut
- ▶ **Working at:** Ibn Batuta
Gate Hotel
- ▶ **From:** The Philippines
- Position:** Commis II
- ▶ **Working for:** 3 Years
- ▶ **Best part of the job:**
The service every night:
exhilarating and enjoyable!
And learning new things
everyday – as a person and
a chef
- ▶ **Biggest challenge:**
Complaints!

Like us on www.facebook.com/gulfgourmet and you could be our next social media superstar



**The
Guild Meet**

The Emirates Culinary Guild held its monthly meeting last December at the Radisson Blu Hotel, Dubai Deira Creek. The meeting saw Chef Uwe Micheel, President of the Guild along with Chef K.A.C. Prasad and Chef Robin Gomes, preside over the meeting. Close to 100 senior chefs and corporate members turned up at the meet and some of the corporate members even showcased their new products and offer tasting sessions to the attending chefs. The upcoming events, especially Gulfood 2014, Salon Culinaire were discussed at the event.





BRIEFS OF THE CLASSES FOR ENTRY

THE EMIRATES SALON CULINAIRE

Class No. Class Description

1. Cake Decoration – Practical by MasterBaker
 2. Wedding Cake Three-Tier
 3. Four Plates of Dessert
 4. Pastry Showpiece
 5. Bread Loaves and Showpiece By Masterbaker
 6. Friandises Petites Four Pralines Nougatines By Masterbaker
 7. Chocolate Carving Showpiece
 8. Fruit & Vegetable Carving Showpiece by Barakat
 9. Open Showpiece
 10. Five-Course Gourmet Dinner Menu by Meat & Livestock Australia
 11. Four-Course Vegetarian Menu by U.S. Dairy Export Council
 12. Tapas, Finger Food and Canapés by U.S. Dairy Export Council
 13. An Arabian Feast
 14. Individual Ice Carving
 15. Ice Carving Team Event
 16. Practical Fruit & Vegetable Carving by Barakat
 17. Dressed Lamb - Practical Butchery by Meat & Livestock Australia
 18. Arabic Mezzeh - Practical Cookery by Rahma Olive Oil
 19. Fish & Seafood - Practical Cookery by Mitras
 20. Beef - Practical Cookery by Meat & Livestock Australia
 21. Emirati Cuisine – Practical Cookery
 22. HUG Savoury or Sweet Creations
- The following two classes (24 & 25) are for entry only by those competing for the Young Chef of the Year trophy.
23. Dressed Chicken & Dressed Fish
 24. Ovo-Lacto Vegetarian Three-Course Menu - by U.S. Dairy Export Council.

PRACTICAL PASTRY**Class 01: Cake Decoration – Practical by MASTERBAKER**

1. Decorate a pre-baked single cake base of the competitor's choice.

2. Two-and-a-half-hours duration.
3. All decorating ingredients must be edible and mixed on the spot.
4. No pre-modelled garnish permitted.
5. Chocolate and royal icing can be pre-prepared to the basic level, e.g. tempered chocolate can be brought.
6. Competitors must provide all ingredients, cake base, utensils, and small equipment required.
7. The cake base must a minimum size of 30cm X 30cm or 30cm Diameter.
8. A standard work table with a 13 amp power socket is provided for each competitor to work upon.
9. Water and refrigeration will not be available.
10. The cake will be tasted as part of judging.
11. The Judges will cut the cake.

PASTRY DISPLAYS**Class 02: Three-Tier Wedding Cake**

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

Class 03: Four Plates of Dessert

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

Class 04: Pastry Showpiece

1. Freestyle display.
2. Edible media, marzipan, pastillage, sugar, pulled-sugar, croquant, etc., may be used, singly or in mixed media.
3. Written description required.
4. Maximum area w90 x d75cm.
5. Maximum height 90cm (including base or socle).

Class 05: Baked Good and Baked Bread Showpiece by MASTERBAKER

1. The entire exhibit must comprise baked goods and must include the following:
2. A baked bread showpiece.
3. Four types of bread loaves (competitor's choice) minimum of two pieces of each loaf to be displayed.
4. Four types of bread roll (competitor's choice) minimum four pieces of each roll to be displayed.
5. Four types of baked sweet breakfast items (competitor's choice) minimum four pieces of each item to be displayed.
6. Four types of baked savoury/salt breakfast items (competitor's choice) minimum four pieces of each item to be displayed.

7. Doughs prepared and breads baked at place of work and brought to the competition for judging.
8. Tasting will be part of the judging criteria
9. Typewritten recipes are required.
10. Maximum area w90 x d75cm

Class 06: Friandises Petites Four Pralines Nougatines by MASTERBAKER

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

ARTISTIC DISPLAYS**Class 07: Chocolate Carving Showpiece**

1. Free-style presentation.
2. No frames or supports.
3. Natural colouring is allowed.
4. Minimal glazing is allowed.
5. No molded work.
6. Maximum area: w80 cm x d75 cm.
7. Maximum height 75cm (including base or socle).

Class 08: Fruit & Vegetable Carving Showpiece by BARAKAT QUALITY PLUS

1. Freestyle presentation.
2. Light framing is allowed, but the construction of the piece must not depend upon it.

3. Maximum area w60 cm x d75 cm.
4. Maximum height 55 cm (including base or socle).

Class 09: Open Showpiece

1. Freestyle presentation.
2. Only showpieces made of edible food material will be accepted for adjudication.
3. Maximum area w90 cm x d75 cm.
4. Maximum height 75 cm. (including base or socle).

GASTRONOMIC CREATIONS**Class 10: Five-Course Gourmet Dinner Menu by MEAT & LIVESTOCK AUSTRALIA**

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

Class 11: Four-Course Vegetarian Menu by U.S. DAIRY EXPORT COUNCIL

1. Present a plated four-course vegetarian meal for one person.
2. Suitable for dinner service
3. The meal consist of:
 - An appetizer

- A soup
 - A main course
 - A dessert
4. To be prepared in advance and displayed cold on appropriate plates.
 5. No meat, chicken, seafood or fish to be used, (meat-based gelatin glaze to enhance presentation is accepted).
 6. Ovo-Lacto products are allowed.
 7. Two types of AMERICAN U.S. CHEESES must be used in the creation of the menu.
 8. Total food weight of the four plates should be 600/700 gms.
 9. Typewritten descriptions and recipes required.
 10. Maximum area w75cm x d75cm.

Class 12: Presentation of Tapas, Finger Food and Canapés by U.S. DAIRY EXPORT COUNCIL

1. Exhibit eight varieties.
2. Six pieces of each variety (total 48 pieces)
3. Four hot varieties.
4. Four cold varieties.
5. Two types of American (U.S.) cheeses must be used in the creation of these dishes.
6. Hot food presented cold
7. Food coated with aspic or clear gelatin for preservation
8. Presentation on suitable plate/s or platter/s or receptacles.
9. Eight pieces should correspond to one portion.
10. Name and ingredient list (typed) of each variety required.
11. Maximum area 60cm x 80 cm.

Class 13. An Arabian Feast

1. Present a traditional Arabian wedding feast as it would be served at a five-star hotel in the UAE.
2. Suitable for 10 people.
3. Free-style presentation
4. The presentation to comprise the following dishes (both cold food





- and hot food presented cold).
- Six cold mezzeh
 - Three hot mezzeh.
 - A whole Ouzi presented with rice and garnish
 - A chicken main course (Emirati Cuisine)
 - A fish main course (Emirati Cuisine)
 - A lamb main course
 - A vegetable dish
 - Three types of kebabs, one of chicken, one of lamb, one of beef, each with appropriate accompaniments.
 - One hot dessert (presented cold)
 - Three cold desserts.
 - Two of the above desserts (competitors choice) must be typically Emirati
 - Only the above dishes are to be presented, no other dishes are to be added.
 - Maximum available space for presentation is 180 cm x 75 cm.
 - Competitors must ensure their exhibit is presented neatly so as to fit the available space

PRACTICAL ARTISTIC

Class 14: Individual Ice Carving

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

Class 15: Ice Carving Team Event

- Freestyle.
- Two persons per team
- 120 minutes duration.
- Hand-carved work from three large block of ice (provided by the organisers).
- Competitors to use own hand-tools and gloves.
- Non-slip mats are mandatory.

- Great care must be taken with health and safety considerations. If an exhibit becomes in any way unstable or dangerous to competitors or public, it will be dismantled and destroyed by the organizers.
- The use of power tools is forbidden.

Class 16: Practical Fruit & Vegetable Carving by BARAKAT QUALITY PLUS



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

Class 17: Dressed Lamb - Practical Butchery by MEAT & LIVESTOCK AUSTRALIA



- Prepare a whole, fresh, dressed lamb carcass into various ready-to-cook joints and pieces, some as required by the organisers, the others to competitor's choice.
- Make a presentation of the finished cuts and off-cuts for exhibiting to the judges.
- Cuts/joints can be suitable for foodservice or suitable for a retail butchery display.
- Organisers will supply the dressed lamb for this class.
- Each competitor will have one banquet table (supplied by the organisers) on which to work.

- No power tools permitted.
- Competitors to supply their own:
 - Tools and knives
 - Twine or netting
 - RED cutting boards (this is a municipality requirement and will be strictly enforced)
 - Garnishing
 - Display trays
 - Sundries
- Time allowed: two hours
- All tools and sundries will be inspected to ensure that they are hygienically suitable for food use.
- Cuts required by the organisers are:
 - Neck slices or Neck boned.
 - 1 x shoulder, boned and rolled, tied or netted ready for roasting.
 - 3 pieces shoulder chops.
 - Spare ribs.
 - 1 x 8 rib Frenched rack.
 - Mid-loin chops from a short loin
 - 1 x Loin – eye.
 - 1 x Tunnel-boned leg tied or netted for roasting.
 - 1 x Seam-boned leg trimmed into its 4 primal cuts plus its bone-in shank.

Notes on the Practical Cookery Classes

These notes pertain to all practical cookery classes. They should be read in combination with the brief of the class entered.

Due to the fact that only one hour is given to complete the competition; competitors are allowed to bring with them an extensive mise-en-place; however, there are restrictions on how much pre-preparation the judges will accept. In all cases, the preparation, production and cooking skills of each competitor must be demonstrated during her/his time in the kitchen.

- 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.
- All dishes are to be served in a style equal to today's modern presentation trends.

- Portion sizes must correspond to a three-course restaurant meal.
- Dishes must be presented on individual plates with appropriate garnish not exceeding 250g total food weight excluding sauces.
- Unless otherwise stated, competitors must supply their own plates/bowls/platters with which to present the food.
- Competitors must bring with them all necessary mise-en-place prepared according to WACS guidelines in the hot kitchen discipline (www.wacs2000.org).
- Competitors are to provide their own pots, pans, tools and utensils.
- All brought appliances and utensils will be checked for suitability.
- The following types of pre-preparation can be made for the practical classes:
 - Vegetables/fungi/fruits; washed & peeled – but not cut up or shaped.
 - Potatoes washed and peeled – but not cut up or shaped.
 - Onions peeled but not cut up
 - Basic dough can be pre-prepared.
 - Basic stocks can be pre-prepared.
 - Basic ingredients may be pre-weighed or measured out ready for use.
 - Fish may be scaled and filleted and the bones cut up.
 - Meat may be de-boned and the bones cut up.
- No pre-cooking, poaching etc. is allowed.
- No ready-made products are allowed.
- No pork products are allowed.
- No alcohol is allowed.
- 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
- 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.

- Two copies of the recipes typewritten are always required.
- Submit one copy of the recipe/s to the clerk when registering.
- Submit one copy of the recipe to the duty marshal at the cooking station.

PRACTICAL COOKERY

Class 18. Mezzeh – Practical Cookery by RAHMA OLIVE OIL



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

Class 19: Fish & Seafood - Practical Cookery by MITRAS COMPANY



- Time allowed 60 minutes
- Prepare and present four identical main courses using fish/shellfish as the main protein item.
- Present the main courses on individual plates with appropriate garnish and accoutrements.
- Typewritten recipes are required.

Class 20: Beef - Practical Cookery by MEAT & LIVESTOCK AUSTRALIA



- Time allowed 60 minutes
- Prepare and present four identical main courses using Australian Beef as the main protein item.
- Any cut of beef with the exception of tenderloin can be used.
- Present the main courses on individual plates with appropriate garnish and accoutrements.
- Typewritten recipes are required.

Class 21: Emirati Cuisine - Practical Cookery

- This class is designed to ensure that the tradition of Emirati Cuisine is preserved and promoted through professional chefs.
- Prepare and present two plated portions each of three Emirati dishes according with the following criteria:
 - Prepare and present two plated portions of any one of the following dishes:
 - Balalit
 - Kabeesa
 - Assadat Bobal
- Also prepare and present two





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

Class 22: HUG AG - Savoury or Dessert Creations

1. This is a static class featuring savoury or dessert HUG pastry shells suitable for dinner service.
2. One or the other type of shell must be used exclusively: not both and not a combination of the two.
3. Pastry shells will be supplied by ARAMTEC.
4. Present four different plates using two HUG shells per plate (i.e. exhibit eight shells in total).
5. According to exhibitor's choice: All four plates are to be savoury HUG shells OR all four plates are to be sweet (dessert) HUG shells.
6. To be prepared in advance and displayed cold on appropriate plates.
7. Typewritten description and recipes required.
8. Maximum space available: 75cm x 75cm.

YOUNG CHEF OF THE YEAR ENTRIES

Entrants for The Young Chef of the Year trophy must enter the following classes and no others.
In addition to classes 24 & 25 here

below competitors must also enter for class 22 Emirati Cuisine Practical Cookery.

Class 23: Dressed Chicken – Dressed Fish - Supplementary Class:

1. Practical Butchery Fish and Chicken Class for Young Chef of the Year Trophy.
2. Competitors are to supply their own whole fish and whole chicken, all utensils and chopping boards.

Time allowed 1 hour in 30 minute sections as below:

Chicken:

3. Time allowed 20 minutes
4. Take a whole fresh chicken and prepare from it the following:
 5. One breast skinless.
 6. One breast skin-on.
 7. One whole leg, skin-on, and tunnel-boned, ready for making a ballotine.
 8. One thigh boneless.
 9. One drumstick.
 10. Two wings prepared for pan frying/grilling.
 11. Carcass prepared for stock.

After 20 minutes:

12. 10 minutes to explain to the judges the method of preparation of a classical chicken stock.

Fish:

13. Time allowed 20 minutes.
14. Take a whole fresh Sherry or other sustainable fish species of the Arabian Gulf waters.
15. No imported type of fish is to be used.
16. Gut, clean and fillet the fish.
17. One fillet with skin on.
18. One fillet skinless.
19. Cut each fillet into as many 140gr size servings as possible.

After 20 minutes – 10 minutes to:

20. Explain to the judges the usage of any left overs.
 21. Explain to the judges the method of preparation of a classical fish stock
- Competitors will be marked on knife skills, clean bone work, meat left on carcass, wastage, basic knowledge of questions asked about the preparations of stocks.

Class 24: Ovo-Lacto Vegetarian Three-Course Menu

1. Present a plated three-course vegetarian ovo-lacto meal for one person.
2. Suitable for dinner service
3. The meal to consist of:
 - An appetizer
 - A main course
 - A dessert
4. To be prepared in advance and displayed cold on appropriate plates.
5. No meat, chicken, seafood or fish to be used, (meat-based gelatin glaze to enhance presentation is accepted).
6. Total food weight of the four plates should be 600/700 gms.
7. Typewritten descriptions and recipes required.
9. Maximum area w75cm x d75cm.

ADDENDUM - THE EMIRATES SALON CULINAIRE 2014

VENUE & ENTRY FEES:

1. The Emirates Salon Culinaire will be held during the Gulf Food Hotel and Equipment Exhibition from February 23rd to 27th 2014.
2. The venue is at the Dubai International Convention & Exhibition Centre
3. The entrance fee for single entries is Dhs.100 (AED. One Hundred) per person per class, unless otherwise stated in the Rules and Regulations or the Class Briefs.
4. The fee for entry to the trophy classes is as follows:
 - i. Best Cuisinier – The Emirates Salon Culinaire- Dubai 2014 AED:500/- per person
 - ii. Best Pastry Chef – The Emirates Salon Culinaire- Dubai 2014 AED:400/- per person
 - iii. Best Artist – The Emirates Salon Culinaire- Dubai 2014 AED:500/- per person
 - iv. Best Arab National – The Emirates Salon Culinaire- Dubai 2014 AED:300/- per person
 - v. Young Chef of the Year – The

Emirates Salon Culinaire Dubai
2014 AED: 500/- per person

CLOSING DATE:

5. Closing date for entries is January 31st 2014 However, many are often fully subscribed and closed well before the closing date.

TROPHY ENTRY:

Entrants to a trophy class must enter and finish in all and only those classes that pertain to the trophy for which they are entering. No other classes may be entered into by a trophy entrant.

Trophies are awarded on the highest aggregate points from all three classes.

The required classes are:

BEST CUISINIER:

- i. Class #10. Five-Course Dinner Menu by Australian Meat
- ii. Class # 21. Beef Practical Cookery by Australian Meat
- i. Class # 20. Fish & Seafood Practical Cookery by MITRAS

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

BEST PASTRY CHEF:

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

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

BEST ARTIST:

- i. Class # 07. Chocolate Showpiece
- ii. Class # 09. Open Showpiece
- iii. Class # 15. Individual Ice Carving
- iv. Class # 17. Practical Fruit & Vegetable Carving by Barakat Quality Plus

In order to qualify for inclusion in the

points tally for Best Artist Trophy a competitor must win at least three medals one of which must be a gold medal..

BEST ARAB NATIONAL:

- i. Class # 14. An Arabian Feast
- ii. Class # 19. Arabic Mezzeh - Practical Cookery
- iii. Class 22: Emirati Cuisine - Practical Cookery
- iv. In order to qualify for inclusion in the points tally for Best Arab National Trophy a competitor must win at least one medal.

YOUNG CHEF OF THE YEAR

See Classes for Entry Document.

JUDGING AND THE AWARDS SYSTEM

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

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

The scaling for awards in all classes is as follows:

Points
100: Gold Medal with Distinction with Certificate.
99 – 90: Gold Medal with Certificate.



89 – 80: Silver Medal with Certificate.
79 – 70: Bronze Medal with Certificate
60 – 69: Certificate of Merit
Thereafter Certificate of Participation

Corporate and Establishment Trophies

The corporate and establishment trophies available are:

Best Effort by an Individual Establishment – The Emirates Salon Culinaire

This trophy is awarded to the establishment whose competitors gain the highest total combined points from the medals won from all of their entries.

Best Effort by a Corporation – The Emirates Salon Culinaire

This trophy is awarded to the corporation whose competitors gain the highest total combined points from the medals won from all of their entries.

Point Value of each Medal Won:

Gold Medal with Distinction: 6 Points
Gold Medal: 5 Points
Silver Medal: 3 Points
Bronze Medal: 1 Point

RULES AND REGULATIONS

NB:

1. Please read the following regulations carefully. The instructions contained herein are mandatory. Non-compliance with any of the points mentioned could lead to loss of marks or complete disqualification.
2. The Briefs of the Classes for Entry document also forms part of these Rules and Regulations and must be read in conjunction with this document.
3. Other regulations relevant to a particular competition would appear on the last page/s of this document.



PARTICIPATION:

4. Participation at competition is open to anyone professionally employed in the preparation of food.
5. Unless the organisers specifically mention a class as being a team event, all classes are for entry by a single competitor.
6. Competitors are restricted to one entry per class.
7. With the exception of those entering for the Best Artist trophy, competitors are restricted to entering a maximum of three classes.
8. Competitors entering to win a trophy must participate fully in every class entered in order to qualify.
9. Competitors must attend and participate on the date and at the time allotted to them.

COMPETITION ENTRY:

10. Please note that there are different forms for different types of entry; ensure that the correct form is being used.
11. Complete the entry-form according to the instructions on the form.
12. Completed photocopies of the entry-form are acceptable.
13. Submit the completed form to the organisers along with the requisite fee.
14. Fees must be submitted along with completed entry forms.
15. Fees are payable to:
 - > **Account Name: The Culinary Alliance FZ LLC**
 - > **Bank: Standard Chartered Bank - Bur Dubai (UAE)**
 - > **IBAN: AE400440000001207870301**
 - > **SWIFT Code: SCBLAEADXXX**
16. Entries are accepted strictly on a first-paid, first-accepted basis
17. No entry is accepted until the appropriate fee has been received.
18. Entry Fees are non-refundable.

CERTIFICATES AND LETTERS OF PARTICIPATION:

19. Ensure that your name (clearly

written in block capitals) appears on your entry-form exactly as you would wish it to appear on any certificate, letter of participation or posting of results.

20. Any applications for amendments to letters or certificates will necessitate: a) Return of the original certificate b) A written confirmation from the executive chef c) A pre-paid fee of Dhs: 100/- (AED: One-hundred) per certificate.

HYGIENE:

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

THE SECRETARIAT:

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

Fax :+(9714) 3473742. Email: theguild@eim.ae

COMPETITORS AND HELPERS:

29. Each competitor is allowed one helper to assist with carrying equipment. No other help is allowed to a competitor within the preparation area.
30. A helper must be junior in rank to the person he/she is helping.
31. A competitor must wear full; freshly laundered chef's uniform with appropriate headgear and footwear when attending at the exhibition.
32. A competitor's helper must wear full; freshly laundered chef's uniform with appropriate headgear and footwear when attending at the exhibition.
33. Competitors that are incorrectly dressed at a competition will not have their exhibits judged.
34. Helpers that are incorrectly dressed will not be admitted to the exhibition.
35. Logos, marks and identifying colours provided by the organisers must be worn by competitor throughout the competition in the position indicated to them by the organisers at the time of registration.
36. Logos, marks and identifying colours provided by the organisers must be worn by helpers throughout the competition in the position indicated to them by the organisers at the time of registration.
37. A competitor entered in a practical competition must register at least thirty minutes before the commencement of the competition otherwise the competition slot will be given to a waitlisted competitor.
38. Any competitor not in place and ready to start at least five minutes before the time a competition commences, will be disqualified.
39. Competitors and helpers are forbidden from approaching or speaking with or at a judge without the express permission of the organisers.

EXHIBITS:

40. Each exhibit must be the bona fide work of the entering competitor. It must be solely the work of the competitor and must be certified as such by his Head of Department or General Manager.
41. Each exhibit must be a completely original work, it must not have been displayed previously (in whole or in part) in any competition or exhibition whether private or public.
42. All exhibits must be of edible substance except for framing, socles and stands where they are allowed.
43. It is forbidden to use any living entity whatsoever as part of an exhibit (e.g. tropical fish).
44. It is forbidden to depict religious, nude, semi-nude or political themes in an exhibit.
45. All exhibits must be suitable for presentation as a decorative item in a restaurant or banqueting setting.
46. An exhibit must not carry any logo, label or mark of identification; however, competitors must be able to identify their exhibit if required.
47. Competitors are responsible for their exhibits and should ensure that they are available in their proper place for judging on the day and time specified.
48. No preparation or finishing of exhibits is allowed in any area except the designated preparation area at the rear of the competition area.
49. Finished exhibits must be placed in the position indicated by the organisers.
50. No interference with an exhibit is allowed once the organisers have deemed it as submitted for judging.
51. Competitors must leave the judging area as soon as their exhibits are in place or when instructed to leave by the

marshals, whichever is the sooner.

52. Exhibits may, at the discretion of the organisers, be moved to a separate enclosure, there to remain for part or for the duration of the exhibition.
53. Failure by a competitor to register or exhibit at the specified time could result in disqualification.
54. Exhibits which are removed by competitors without permission of the organisers will not qualify for any kind of award.

COMPETITION MARSHALS:

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

AWARDS:

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

helpers will not be allowed access to the awards area.

COPYRIGHT:

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

DISCLAIMER:

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

QUERIES:

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





Mohammed Al Hammali (Finance and Administration Manager) and Jiji Mathews (GM Sales) receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Michael

Supreme Foods Group - Established in 1962 SFG has grown into a leading manufacturer and distributor of food and agricultural products.

With over 1800 employees and 9 branches spread across 7 countries, SFG is strongly positioned to service our valued customers in agriculture, retail, food service and QSR. Building on a fully integrated poultry operation SFG has developed a broad and highly



efficient logistics network servicing in excess of 2200 daily deliveries encompassing ambient and cold chain distribution.

With a vision focused on 'adding value to life' and living by our values, SFG is expanding its international presence by brand building and continued investment in the food and agriculture sectors.

The Companies activities include the manufacture and sale of further processed poultry products (coated and marinated products) to the QSR segment in the GCC and Levant.



The U.S. Meat Export Federation (USMEF), headquartered in Denver, is a non profit trade association responsible for developing international markets for the U.S. red meat industry.

Through its worldwide network of offices and representatives, including the Middle East, USMEF manages to create new opportunities, develop existing international markets and enable U.S. companies and U.S. products to become integral parts of international red meat markets

USMEF shares its local intelligence and more than three decades of experience with U.S. exporters, traders and buyers in addition to foodservice operators, end users and processors in each market.

USMEF's mission is to increase the value and profitability of U.S. beef, pork and lamb industries by enhancing demand for their products in export markets through a dynamic partnership of all stakeholders.

Market development activities are carried out and fall into several primary areas:

- ◆ Marketing – Creating demand in international markets for U.S. meat through promotions, trade seminars, consumer education, advertising and public relations.
- ◆ Trade Servicing – Working to bring buyer and seller together and by conducting both market and product research.
- ◆ Market Access – Providing the U.S. government and industry with the market intelligence necessary to secure, maintain and develop fair and reasonable access to international markets.



Bassam Bousaleh receiving the membership certificate for USMEF from Chef Uwe Micheel, President, Emirates Culinary Guild

These activities focus on total Carcass Utilization to maximize export demand for value-added products and "Underutilized" cuts. USMEF also provides trade and HRI services to help its members better identify and reach new market opportunities. Such services include breaking news about the industry, updated lists of trade leads, U.S. suppliers and

members, participation in regional and international trade shows, market research and seminars on technical issues as well as chef training and culinary initiatives.

To learn more about USMEF, please visit our website www.usmef.org. For your inquiries, kindly contact info@usmef.org and amfime@cyberia.net.lb.



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



Nisham Mohideen (General Manager - UAE Sales) and Rajesh Balan (Sales Manager -Food Service) receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Michael

AL ISLAMI FOODS CO. - For more than four decades, Al Islami Foods has been at the forefront of the UAE's development by providing nutritious and high-quality food products for the region's consumers. Today, Al Islami Foods has grown to be one of the GCC's most recognisable and trusted brands, serving millions of customers in the region and beyond.

The Al Islami Foods story began in the early 1970's, when Hajj Saeed Bin Ahmad Lootah set up the Dubai Co-operative Society. With relentless dedication, untiring efforts and outstanding integrity, the company soon began to set standards for others to follow. Over the years, Al Islami Foods' strict adherence to food safety and hygiene has earned it the trust of millions of customers, who continuously seek high-quality and healthy food on their dinner tables. In addition to its first product line - frozen



chicken - Al Islami has strengthened its presence in further processed food category by using only the most carefully selected ingredients and raw materials for its food production. The company produces a large range of real Halal meat products such as burgers, sausages, kebabs, minced meat, nuggets and more.

After decades of building consumer confidence in providing high quality products, Al Islami Foods is proud to strictly adhere to the highest standards of production & quality control. Our certification in HACCP along with our strong commitment to 100% Halal in

quality, taste & wellness has helped us to set the quality benchmark in the Halal food industry. Al Islami Foods has been recognized and awarded the Dubai Quality Award in 2003, The Mohammed Bin Rashid Al Maktoum Business Award for the Supply Chain & Logistics Category 2008 and the Best New Halal Food Category at the Gulf Foods in 2010. This is a testimony to our commitment to the Halal Food industry.

Al Islami Foods is committed to working with Chefs in order to provide time saving & innovative solutions in the kitchen. Our strength in the industry's best practices since inception has led us to be recognized as one of the leading food solution companies in the region. Our team can work hand in hand with the chefs to deliver customised products to ensure time saving, high quality and consistent products to the dinner plate.



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.

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.



US\$ 3 billion

what's your GCC market share?

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

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

Now you do the maths.

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

Gulf Gourmet is the only magazine endorsed by the ECG.
It also influences non-ECG Chefs across the GCC and is distributed at World Association of Chefs Societies events around the globe.

Take advantage of our platform.
Positively impact your market share!
Contact us now
advertise@gulfgourmet.net / 050-5045033

ABOUT GULF GOURMET

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

WHO READS IT?

▶ Executive Chefs	23%
▶ Senior & Mid-Level Chefs	36%
▶ Hotel GMs	10%
▶ Restaurant Owners	15%
▶ C-Level Executives	2%
▶ Purchase Managers	7%
▶ Food Industry Leaders	4%
▶ Marketing / PR Managers	1%
▶ Others	2%

REACH BY COUNTRY

▶ United Arab Emirates	71%
▶ Kingdom of Saudi Arabia	18%
▶ Oman	2%
▶ Qatar	4%
▶ Kuwait	1%
▶ Bahrain	2%
▶ United Kingdom	1%
▶ Others	1%

MARKET SEGMENTATION

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

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Date of Application: <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>		
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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 <input type="checkbox"/> Senior Renewal <input type="checkbox"/>	
Fax Home:	Senior <input type="checkbox"/> Young Chef <input type="checkbox"/>	
Email:	(under 25 yrs below)	
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 President.....	Approved 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	



SHOPPING SPOUSES

Once in a way wives ask their husbands to go and do the supermarket shopping. This is an assignment fraught with high adventure because, unlike wives who buy according to budget, men are naturally curious and look upon each expedition as just that...an expedition.

We chaps enjoy our shopping, we don't see it as a chore. To us the aisles are full of potential excitement, there are new items to be found, deals to be made,

advantages to be taken, it is a campaign, a voyage of discovery.

So what if this is the fifth free mug we are getting with the giant sized toothpaste of a brand we don't use it, look at it this way. One more buy and we have a set of six mugs.

Men like to investigate new things. If there is a Stinging Nettle fortified juice hitting the market we want to know about it, test it. If there is a pretty lady

selling a new cheese brand with pumpkin pieces who are we to deny her the satisfaction of buying one packet.

And if digestive biscuits are going two in one all wrapped up in cellophane that's a steal.

Women do not understand this open-ended approach to shopping that their husbands have. How do you know whether you'll like something until you try it out?



(continued from page 65)

An hour later, refreshed by all the challenges he has faced and overcome (by giving in and buying anything that tickled his fancy, roused his curiosity or awakened his imagination) Husband comes home as triumphant as Hagar the Horrible after one of his campaigns.

The wife begins to take out the stuff.

The conversation goes something like this:

Why did you buy strawberry milk?

It was on half price.

No one drinks strawberry milk in the house, our children are in college and what is this?

It is a dried Thai fish, it was intriguing.

Intriguing, intriguing is reading a book or watching Criminal Minds why did you buy Bobbin's raspberry nectar, what possesses you to do these things and this onion cheese, who eats onion cheese?

You haven't tried it yet.

And why three jars of lemon curd.

You got one free if you bought two.

Yes, dear, but we don't eat lemon curd and did you have to buy cinnamon bread?

The man said it was a new flavour, seemed worth a shot.

That's just the point. We want to take that shot. Women don't. We want to check out the new, the exotic, the special. Women don't. To us a new cold drink flavour, a new cereal, a fruit pulp, a pastry, a hair gel, a cologne is a beacon



Men like to investigate new things. If there is a pretty lady selling a new cheese brand with pumpkin pieces who are we to deny her the satisfaction of buying one packet.

and we must investigate it. Women don't.

Like I was in the shops yesterday and they were selling teabags with a free jar of jam. So I bought it. Bargains are made of such deals.

My wife said, 200 teabags, whatever for?

We got the jam free. But we don't eat jam. Yes, we do.

No, we don't, open the fridge and see the last jar, it has been there for yonks, besides which you don't like strawberry, why did you buy it?



See what I mean, no feel for things.

Can I help it if there is this monthly clean up of the fridge, where evidence of this free spirited shopper is flung away. Like garlic bagels, tomatoed herrings, red lumpfish caviar, pumpernickel, lowfat rice pudding, carrot halwa studded with cashews, half eaten cans of cheese and spaghetti with chopped chives and ourgettes steeped in olive oil dressing that was going for 30 percent off. So you win some, you lose some, way it goes. The carrot halwa wasn't that bad.

Cramp our style, that's what these ladies do, they don't understand the nature of true shopping.

Excuse me, Sir would you like to try our new cucumber cheeselings with eggplant flavouring.

Of course, I would.

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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