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THE DEFINITIVE GUIDE FOR CHEFS
volume 10, issue 1**SIAL REPORT**

Unmatched coverage from the recently concluded La Cuisine by SIAL in Abu Dhabi

SALON RULES

Exclusive listing of the rules and regulations for the largest culinary competition in the region

IRON MAIDEN

Thamara Kumari is the first female chef to win the top prize at a national culinary competition in the UAE. We bring you the story of La Cuisine by SIAL's 'Best Cuisiner'

GOLDEN HAT

Madinat Jumeirah are the Season 2 winners of Nestle Professional Golden Chefs Hat Competition

**SCHOLARSHIP**

Full details and application form for the Million Dirham scholarship for under-privileged chefs inside!

**SWEET TOOTH**

The inspirational story of Executive Pastry Chef David Peduzzi of Four Seasons Hotel at Jumeirah Beach



ساديا Sadia



**Sadia looks forward to meeting the
culinary talents of the region at the
2015 Salon Culinaire!**

president'sstation

email theguild@eim.ae

Dear fellow Chefs, ladies and gentlemen,

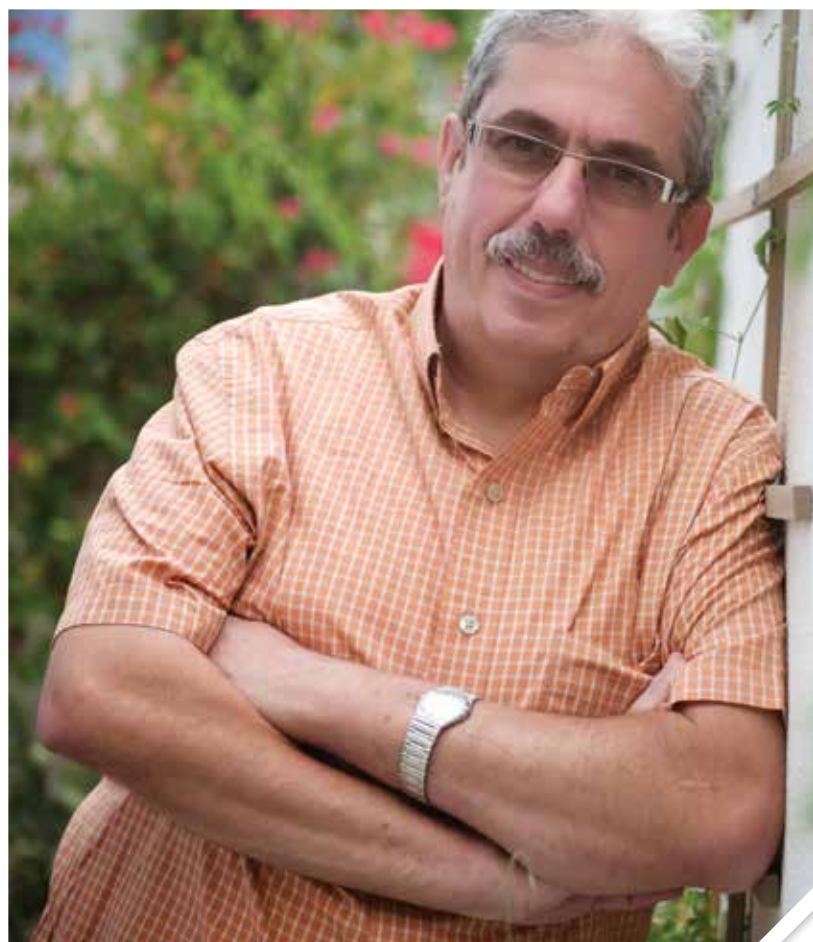
Welcome to the January issue of our Gulf Gourmet. I hope you all had a good festive season, good business but also some time to share with family and friends. I had my son Paul visiting and really enjoyed the Christmas week.

I want to wish everyone a very happy, successful and most importantly, a healthy 2015. The Emirates Culinary Guild had a very successful 2014, with 4 big competitions in the UAE. Our teams even travelled very successfully to Singapore and Luxembourg. We are looking ahead to a very busy 2015 as well, with our Salon Culinaire from 8 – 12 of February, early this year. Registration is still open. I would like to thank all our supporters already onboard including our key sponsors, Nestle Professional, Sadia and IFFCO Pristine. Of course we are grateful to Dubai World Trade Center, Ginox, Convotharm Manitowoc, RAK, MLA, US Dairy Export Council, Masterbaker, Barakat, Mitras, Boecker and Diversey and all our partners. Thank you guys, without your support it would not be possible to host such a great event.

We are looking forward to welcome over 30 international judges led by our friend Otto Weibel. Thank you as well to all of them, all the marshals and of course my colleagues from the Executive Committee. We are looking forward to the biggest and best Salon Culinaire ever.

On 7th and 8th of February we are hosting the World Chef Judge Seminar by Gert Klötzke. Sorry to everyone who could not register as we are overbooked. Good luck and hope all the participants will achieve their dream to become a Certified WACS Judge.

The next WACS Congress will now be in September 2016 in Athens, Greece. I recommend members to start putting a small amount of money aside each month join us in Athens.



If you have missed previous issues of Gulf Gourmet, please visit www.gulfgourmet.net.

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

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



appreciate your support. Also do look at the Friends of the Guild pages to check all our supporters.

A final thank you to Chef Youssef Darwish and Taj Palace Hotel Dubai Team for hosting our December meeting and to our corporate partners for all the great product tasting.

Culinary Regards,

Uwe Micheel

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



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editor'snote

email editor@gulfgourmet.net

2015 is a special year for Gulf Gourmet. What started out as just a newsletter in 2006 is now the most widely read magazine by professional chefs in the region. As we enter the 10th year of our existence, we are proud of the fact that we have helped nurture the careers of hundreds of chefs hailing from around the world – from Commis to Group Executive Chefs – and have had the honour of highlighting the exceptional work of people who are more often than not unsung heroes working tirelessly inside the kitchen.

And with each passing year we have seen the industry growing. While the biggest achievement last year was the rise of the UAE national culinary team, this year will see 30 underprivileged Commis receive culinary education scholarships worth a total of a million dirhams!

We interview Sunjeh Raja of ICCA, who is at the forefront of this initiative and is backed by the World Association of Chefs Societies, Emirates Culinary Guild and the City & Guilds London, making this a globally recognised certification programme. Full article is on page 18 and the application form is on page 64. January 10 is the last date for receiving applications, so act fast!

Gulf Gourmet has also been the platform for two back-to-back seasons of the Nestle Professional Golden Chefs Hat Competition and Season 3 is on starting this issue with Yas Rotana as the first challengers this season.



Season 2 winners are Madinat Jumeirah and they will be receiving an all-expense paid holiday cum international culinary tour to Malaysia. Details are on page 13. You too could participate in this competition. All you need is two young chefs from your hotel/ restaurant to create one main course and one dessert using Nestle Professional products. If you are interested please call our Associate Publisher Amaresh Bhaskaran on 050-4568161 immediately. We have only a few spaces left.

And finally, we bring you images of the winners at the recently concluded SIAL Abu Dhabi as well as the full listing of the rules and regulations for Salon Culinaire at Gulfood next month. Hope these are of help.

Until next time, enjoy the read, keep cooking with passion and wish you all a happy and prosperous 2015.

Aquin George
Editor

CREDITS

THE EMIRATES CULINARY GUILD	President Uwe Micheel Phone +971 4 340 3128 Fax +971 4 347 3742 Email theguild@eim.ae
EDITORIAL	Editor & Publisher Aquin George Phone +971 50 504 5033 Email editor@gulfgourmet.net Associate Publisher Amaresh Bhaskaran Phone +971 50 456 8161 Email amaresh@gulfgourmet.net
CREATIVE	Seeing Things Photography Phone +971 50 547 2477 www.seeingthings.ae Amro Fahed Al Yassin
CONTRIBUTORS	Lincy Varghese Olivia Atkinson Ruqya Khan Content-Farm.com
ADVERTISING	Sales & Mktg. Andrew Williams Phone +971 4 368 6450 Email advertise@gulfgourmet.net
DESIGN	Art Director PeeCee Graphic Designer Natalie King
PRODUCTION	Masar Printing & Publishing
LICENSED BY	National Media Council
PUBLISHED BY	SMARTCAST GROUP FZ-LLC PO Box 34891, Dubai Media City, Dubai, United Arab Emirates
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January 2015 Gulf Gourmet

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newsbites



Celebration

Students of McQueen's Culinary Diploma in collaboration with the American University of Ras Al Khaimah recreated the UAE anthem using 1,900 pieces of canapés for the 43rd UAE National Day celebrations. It was prepared under the supervision of Chef Amro Al Yassin and Chef Wesam at Cove Rotana .



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Team Madinat Jumeirah wins Golden Chef's Hat

Nestle Professional to send season 2 winning team on a holiday and culinary tour of Malaysia; Season 3 of the competition begins as hotels are invited to participate

The Season 2 of the Nestle Professional Golden Chef's Hat competition, which concluded last month and saw 10 teams compete for the big prize, was recently adjudged by a three panel jury of chefs certified by the World Association of Chefs Societies (WACS). Youngsters Ruchi Shueng-Li Thammitage and Fodil Baghal of Madinat Jumeirah were chosen the best team based on their creative use of Nestle Professional products provided to them. They created a two course meal that looked and tasted good enough to move in high volumes at any high-end establishment for hundreds of dollars.

The names of the individuals and hotels competing were hidden from



the judges and marks were given to each dish based on multiple criteria. Like Season 1, the judging took almost two hours and the winning teams were selected based on the total marks given to both the main course and the dessert. Marriot Al Jaddaf overtook last year's winning team Radisson Blu Deira by a fraction of a point to come second in the competition.

The winning team will receive an all-expenses paid trip to Malaysia this March, where the chefs will enjoy a mix between a culinary and touristic experience. The top three teams will also receive medals at a ceremony this month. The three

judges included Atim Suyatim, Johann Legland and Suresh Babu.

The Nestle Professional Golden Chef's Hat competition is a Nestle initiative held across various regions of the world to give chefs a platform to highlight their culinary skills. Season 3 of the competition has already begun with Yas Rotana being the first challengers of the season. Only 10 teams will be able to participate this season and if you are interested in being one of the 10 teams this year, email amaresh@gulfgourmet.net. The chefs of each competing team will be interviewed in this magazine and their competition recipes featured every month.

Dubai Food Carnival to run three days

The Dubai Food Carnival, a family-friendly food and beverage extravaganza organised by Dubai World Trade Centre (DWTC), will be held from 12-14 February 2015 at the waterfront Dubai International Marine Club. The Dubai Food Carnival will host more than 35 of the city's favourite restaurants including newcomers from a selection of Jumeirah Group restaurants

including Perry & Blackwelder Smokehouse and Tortuga; Dubai's homegrown New York-themed steakhouse, SoHo Grill, as well as Prime 68, Miyabi Sushi & Bento, Jones the Grocer and Provedore.

Highlights from the three-day extravaganza include Chef Silvena Rowe, legendary Indian culinary maestro, Sanjeev Kapoor, and MasterChef Tarek Ibrahim.



MasterChef Tarek Ibrahim

To get your chef or company related news featured in this section, email editor@gulfgourmet.net



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HUG AG, Neumühlestrasse 4, CH-6102 Malters/Luzern · Phone +41 41 499 76 30 · Fax +41 41 499 76 01

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ADDRESS À LA MODE

Pascal Dupuis left the romance of a life in France to experience the world. Little did he know then that his wanderlust will take him to an address few can afford to skip. In a chat, the general manager of The Address Dubai Marina Hotel tells us where he came from and where he is headed...

South France is known for the yachts at its St Tropez and the casinos of its Monte Carlo, for hosting the glitterati at the Cannes Film Festival and for the hotels that make you want to be born rich instead of good looking. It

is lesser known — but should be — for the seafood at the Camargues, the bouillabaisse in Marseilles and the Moules frites in Aigues Mortes.

You would think someone born there would never want to leave — after

all, where else can you find a greener pasture? But Pascal Dupuis took the leap of faith, going from one continent to another, and hasn't had one moment of regret. Over a career spanning 25 years, he has experienced the subtlety of Europe, the poshness of England,

the natural beauty of Africa and the strong flavours of Asia. Now, as general manager of The Address Dubai Marina Hotel, he wants to add the opulence of the Middle East to his memories and in the process, create many happy and memorable moments for his guests.

This Christmas, he made The Address 'the' address for revellers. A gingerbread tower, modelled after the Burj Khalifa as a tribute to the spirit of Dubai, greeted guests at the lobby of the classy hotel. This, he assures us, is just the beginning. Dupuis has a lot more up his sleeve, which he will serve bit by bit.

He has never spent time cooking in a professional kitchen, playing managerial roles throughout his career. However, as a youngster, Dupuis nursed the ambition of being a chef, a more appropriately romantic dream for a Frenchman. "I started out when I was 15. I went to a catering school for a three-year diploma.

I realised early on that it's great to cook at home but a professional kitchen is a different ballgame altogether. I took the easy way out," he laughs.

Dupuis's career began humbly, with the job of a receptionist at a Hotel in Nice, France. Later, he ventured out of his comfort zone with a job in a high-end London hotel. Climbing the managerial ranks rather fast, he spent a long time in London before returning to his home country, this time to Paris. "That was my first general manager position."

A couple of years later, the desire to travel got the better of him. At the end of 2005, after a good 15 years of working in Europe, he tested international waters with an assignment in Mauritius. "So far, I had worked only in city business hotels. I wanted to see the other side of the hospitality business – resorts." Dupuis joined as the second-in-command here, discovering a world very different from

the one he was used to. "At a resort, you really have to play the host and pamper your guests. They are very demanding because it's their own money they spend unlike in business hotels, where the companies pay the bills."

The real challenge, however, came some years later when Dupuis got an opportunity to work in India's holiday capital – Goa, at one of its finest resorts. "I went from being the number two manager to the top manager of a hotel. There's a big difference in Asia and Europe when it comes to work. I went from handling a very restricted number of employees in Europe to as many as 850 people in Goa!"

The task was about to get harder. Dupuis was reassigned by the hotel group to open a property in Chennai in south India, something he had absolutely no experience in. During the three years that Dupuis spent there, he started with two just people and ended up building an army of 650 employees! "I had to decide on everything from the interiors to the technicalities to the menu. It was quite an adventure."

Last year in June, Dupuis moved to Dubai, the destination that no professional in the hospitality industry can afford to miss. "I think you cannot complete your career in this industry if you have never worked in Dubai. There are so many hotels, cuisines, competitions, you have to be on the top of your game because you will be challenged every step of the way - by rivals, trends and concepts," Dupuis elaborates.

His mandate at The Address is to keep the hotel fresh, in every way from the food to the service. "We have to compete not just with external rivals but also from within the group because we have so many hotels coming up. That means we have to be creative, innovate, and serve those 'wow' experiences to guests to stay in the spotlight."

The gingerbread tower is undoubtedly one of these 'wow' experiences. Wondering what to do to celebrate this Christmas,

A TOWERING PRESENCE

The Burj Khalifa gingerbread tower was perhaps one of the best highlights of Christmas in Dubai this time. Built from scratch, it took more than 450 hours of work. The 12-metre high gingerbread tower was made of 5,280 tiles created by the pastry team of The Address from 180 kilos of flour and 90 kilos of honey. Setting it up took a good eight hours and decorating it another eight hours. "We wanted it to be really special and something that inspired guests to say, 'Let's go take a look at the gingerbread tower this weekend'," Dupuis says.

Awe-inspiring and spectacular, the tower will leave you struggling for words.

A true Christmas treat for the eyes and the taste buds alike!





Dupuis decided to give the traditional tree a skip and go for something more unique. "We have a large lobby with a high ceiling. So we wondered if we could bring the Burj Khalifa into our lobby." It was a crazy idea that worked once everyone got into the groove. From the engineering team to the pastry department to the service crew, every staff member caught the festive fever and the result is no less than breathtaking.

Getting teams as diverse as engineering and pastry together is no mean feat. "It was like a puzzle that we put together, piece by piece."

Now with the holiday season nearly over, Dupuis's focus will remain on the four outlets of The Address – Mazina all-day dining restaurant; Kambaa, the lobby lounge; Blends, the trendy lounge and Shades, an outdoor dining restaurant. "Earlier, the focus used to be interiors.



The culinary world is huge. As a young chef, you have to build a strong foundation and keep upgrading your knowledge through the Internet and magazines. Don't aim for designations, aim for skills

But for the last decade, it is food and beverage that has become the identity of a hotel. Our greatest focus is on that."

Dupuis views his job as that of a music conductor. He has to give the big picture to his crew and then let their creativity

take over. "I believe that the chef is more important than the general manager. It's the chef who decides what statement the hotel or restaurant makes. You have to find someone who fits into your 'big picture' and then allow him to create independently." Dupuis knows that too much interference in a chef's job will rob him of his talent, reducing him to a follower of orders.

Chefs are playing an increasingly important role in hotels. But someone who is busy rushing to the top of the 'food chain' cannot be a good chef, says the Frenchman. "The culinary world is huge. As a young chef, you have to build a strong foundation and keep upgrading your knowledge through the Internet and magazines. Don't aim for designations, aim for skills," is his simple advice.

As for guests, here's our advice - this is one 'address' you have to be at.

THE MILLION-DIRHAM DREAM

After helping nearly 3,000 aspiring chefs realise their dreams, it's time for **Sunjeh Raja** of the International Centre for Culinary Arts to turn our dream into reality. His million-dirham scholarship programme for underprivileged dreamers serves up philanthropy on a plate....

The cook knows the 'how' and the chef knows the 'why'. Crossing over from being the first to the second is no cakewalk. But a lucky set of 30 will soon get a chance to make the transition – an opportunity that could change their lives and help them live their dreams.

A dream that Chef Uwe Micheel and Sunjeh Raja once discussed almost a decade ago is finally realising into a million-dirham reality. Sunjeh Raja, Director and CEO, International Centre for Culinary Arts (ICCA) has launched the first of its kind Culinary Scholarship Programme, a One Million Dirham Continuing Education Award that provides all-round training of international standards from one of the world's top ten culinary institutes.

Supported by the World Association of Chefs Societies, the Emirates Culinary Guild and the City and Guilds London, the programme will have top experts from the industry imparting their valuable knowledge to this select group of 30. "We are very excited about the programme. After being in the industry for a decade, it was time for us to contribute to the environment where we thrived," says Raja.

All candidates will be put through the intensive ICCA Dubai - International



Every week, a different leading guest lecturer specialising in a certain cuisine or topic will take the class, along with our base trainers

Chef Training Programme, a City & Guilds London accredited IVQ Level 2 Qualification, together with additional Industry Skills Proficiency Training, through a 52-Week 'Day Release Programme'. The graduates of the programme will be eligible for World Chef Certified Professional Cook, under the World Chefs Global Certification Scheme.

During the 52 week programme, the Guest Trainers will conduct training sessions, imparting skills and knowledge aligned to the industry's needs and best practices.

A selection panel consisting of Chef Andy Cuthbert, Chairman ECG and Young Chefs Development Team for World Chefs, Chef Uwe Micheel, President of ECG, Chef Alan Pedge, Vice President ECG Abu Dhabi, and Sunjeh

Raja, Director and CEO, ICCA Dubai, will select the 30 youngsters.

"For 52 weeks we will give our classroom and all our resources for one day in the week to train these students. Every week, a different leading guest lecturer specialising in a certain cuisine or topic will take the class, along with our base trainers." The training will be done in one of the most advanced facilities in the world.

Spread over 12,000 square feet in Dubai Knowledge Village, this multi-million dollar facility has modern classrooms, top-of-the-line equipment and a friendly environment.

"The course content will be similar to our paid programmes. We want to give the student wide-spectrum knowledge and prepare them for international standards, which is becoming more and more important as Dubai attracts tourists and professionals from across the world." Other than the finer points of cooking and presentation, the course also covers critical topics such as food safety. At the end of the programme, the students will receive certificates from the City and Guilds of London, a 180-year-old organisation that is the world's largest vocational accreditation agency.

Being selected for the programme, however, will not be an easy task. Nor



will it be easy for the ICCA to identify the deserving candidates. In a market teeming with culinary hopefuls, choosing just 30 for the scholarship will be like looking for a needle in a haystack. "We are sending mailers to all the hotels and restaurants to invite applications. The names of candidates have to be recommended by the human resources managers or executive chefs. A panel of experts from the Emirates Culinary

Guild will sort through the applications and choose the 30," says Raja. The candidates have to be of commis level and not more than 28 years of age.

"We want to ensure we get the right candidates and sow the seed in fertile ground. They have to show a lot of promise, commitment, diligence, passion and patience. If you give something to someone who doesn't really need it, he

will not know its value. But give it to someone who is desperate for it and he will really value it."

The programme will kick off end of January.

After the programme ends, the students will have numerous opportunities in the fast-growing UAE market. Over 600 hotel complexes already dot the UAE. By

2020, the aim is to have about 760 hotel complexes. And this is not counting the number of restaurants, food concepts and cafes that form the vibrant city's social landscape.

In its decade-old journey, the ICCA has honed the skills of 2,800 aspirants, turning them into chefs from hopefuls. The institute has placed its students in some of the most prestigious brands

in the hospitality industry. So much so that the latest economic recession failed to dampen the institute's business, with American cruise lines queuing up to snap up its pass-outs. From the Norwegian Cruise Lines USA, Oceania Cruises USA, Celebrity Cruises USA to JW Marriott Hotel, Le Meridian, The Address, Grand Hyatt, Hilton, Kempinski, Jumeirah Hotels and others, you name the brand and it adorns the ICCA's client list.

"Our course was adopted from Australia about 10 years ago. At the time, Dubai had a nascent hospitality industry but with great promise to grow." Like all success stories, this one too got off to a rocky start. Even a 70,000-dirham full-page ad in a leading Dubai newspaper failed to attract students. Some even thought the ad was for migration to Australia! "We eventually started the first batch with just two students. Later, we realised that our target market was not the UAE but the countries from where Dubai sources its culinary professionals."

Initially, the cost of the course did deter students but the ICCA, with its superior and highly specialised course content, managed to make a name for itself internationally. "We don't sell courses, we sell careers," Raja says, pointing to the institute's strong lineage of placements.

Of course, the going wasn't always smooth. When recession hit Dubai, a lot of hotels that were to hire ICCA's students backed out when business slowed. The institute, however, stayed afloat as it invited strong interest from cruise lines because of its quality education. "American cruise lines were flush with funds at the time because people had done the bookings in advance. They went to Singapore, Malaysia and India looking for people to work on their cruises but they couldn't find the kind of quality they were looking for."

One trip to the ICCA facility was enough for an entire batch of 30 students to be hired immediately! "Good people look hard for good jobs but good jobs search harder for good people. It was all done in a day!"

Few years later, business in the UAE picked up and the ICCA returned its focus to home turf.

The decision was a wise one. Dubai has become the hub of the hospitality industry, the multicultural hues of which are well complementing the government thrust in tourism and



How to apply

Are you a Commis below the age of 28 working in the UAE but don't have the money to pursue a culinary degree? ICCA in partnership with the World Association of Chefs Societies, the Emirates Culinary Guild and the City and Guilds London is providing 30 underprivileged youngsters 100% fully-paid for scholarships worth a total of one million dirhams. You could be one of them. **Application form on page 64 (Last date: January 10)**



business activity. "When it comes to hospitality, Dubai offers the kind of quality, infrastructure and service that you can't get anywhere else in the world for that price. And it's getting even better by the day," Raja says.

To maintain its quality, the institute takes only 20 students per batch. There's a new batch every six weeks, which works out to around 10 batches a year. The same course in Australia lasts a much-longer eight months because it also involves internship. "Due to visa issues, we can't give internships in hotels. So we do something better. We simulate the work environment and train students for 7-8 hours a day, giving them a lot more to do than interns get to do. This way, we can control the environment they work in and prepare them for the demanding nature of their jobs."

Other than hotels and restaurants, the ICCA provides professionals for concepts. "Like when the Monte Carlo Beach Resort needed people for its preopening team, some 10-12 of our students joined them."

With so much going on, expansion is definitely on the cards for the ICCA. It plans to expand its existing facility and set up one more in Abu Dhabi.

With such mission and vision, can the top global rank be far behind?



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HOPE AND A LITTLE SUGAR

From being a school dropout to becoming one of the most celebrated pastry chefs in Dubai, Executive Pastry Chef **David Peduzzi** of the Four Seasons Resort at Jumeirah Beach shows you why sweet dreams do come true...

Success comes to those who stay in school, goes the traditional wisdom. But tradition never applies to David Peduzzi, the executive pastry chef at the Four Seasons Resort Dubai at Jumeirah Beach. What turns most people into failures turned him into a sweet story of success. And two decades later, Chef David is still on a sugar rush, albeit a different kind.

Ask any chef what drew him to cooking and chances are that he will tell you he would play with pots and pans instead of toys in his childhood. Chef David has no such stories to tell. In fact, the only feeling the French chef remembers about entering the professional kitchen in south France at the age of 13 is reluctance. "To be honest, I wasn't good at studies at all. When I entered my teens, I was asked to take up a vocation because my schooling wasn't going anywhere," says the 34-year-old chef.

Cooking wasn't a natural choice. It was a shortcut. "The closest shop to my house was a bakery, and I decided to work there because then I could take it easy and sleep more," he laughs. You can forgive Chef David for finding his training boring. Peeling onions through the day can hardly ignite a passion for the culinary arts. "I worked at the bakery for two years and then decided to start my

apprenticeship. Continuing with regular school was not an option."

A small pastry shop in Fayence, his village, was the training ground for the young apprentice. With 15 chefs at the shop, he spent two years learning the basics of handling flour and sugar. "Initially, it was fun as an apprentice. But when I became an employee, it turned difficult. For almost four years, I did night shifts – production, ordering of ingredients, display...everything."

Teenage years are supposed to be among the best of your life. But with his timings, Chef David had hardly any time to socialise or do the things that a teenager should. "I wanted out of that life. Then I heard that a big hotel had started construction in my village."

A complete stranger to the big bad world of high-end hospitality, Chef David still took a shot at it by sending over his biodata. At the interview, his ignorance of the industry was clear when he was asked what position he was applying for. "The chef asked me if I wanted to be a commis or a chef de partie. I had no idea what he was talking about!" he laughs at the memory. A young man in his early 20s, Chef David simply told his interviewer that all he wanted was a job. He was offered the position of a Commis II. The Hotel was a Four Seasons property.

"It was a whole new world for me - silver cutlery, international chefs, flowers made out of sugar and chocolate, good plating, professionalism. I realised how much time I had lost working in the places I had so far."

For the first time, Chef David realised he could become someone in this industry. A slow change came in his attitude towards work too – from a job it went to becoming a passion. "In the beginning, I would try to leave after my shift and the pastry sous chef would stop me and teach me how to make flowers from sugar and chocolate. Later, I become the resident expert in that, making sugar flowers for all events at the hotel."

Chef David admits his personality also started changing for the better. From being a super naughty teen, he went to becoming a disciplined and patient professional. "I got a promotion every year at the hotel. Then after four years, I got an opportunity to do the preopening of the Four Seasons hotel in Bora Bora in French Polynesia." With there being no executive pastry chef at the hotel, he was made in charge of managing the people and the operations, in what would be his first managerial role. That was also the first time he ventured out of France and stayed away from his family. "I decided to challenge myself. It was a small island far from everything but I got



to do all the planning and execution. It toughened me up."

Two years later, Chef David was invited to Dubai to do the opening for the Armani Hotel in Burj Khalifa. Leaving the Four Seasons group wasn't an easy decision but the fact that the new hotel was in the world's tallest tower clinched the deal. "There were certain sacrifices to be made but it was quite an experience. That was the first time I worked in an English speaking environment."

A year later, Chef David returned to the Four Seasons in France, the same hotel that he started his hospitality career with. "My career kind of came a full circle when I joined there as the pastry chef. It was a very big achievement for me because a pastry chef from France is respected the world over." Ironically, when he was being inducted at the Four Seasons the first time around, Chef David was shown a video of how a helper who started out washing the dishes went on to become the general manager of a hotel. "I thought that was just drama but I am a living

example of how that is possible, that too in just seven-eight years."

A couple of years later, the Four Seasons group stopped managing the Fayence hotel and Chef David had little choice but to take a transfer. He was moved to the Four Seasons in Sharm-al Sheikh in Egypt as executive pastry chef. Learning about a new culture and new cuisines, Chef David spent about a year and a half at the property.

Dubai never quite faded in his mind. So when an opportunity presented itself last year, he took it without a second thought. "The executive chef at the Four Seasons in Bora Bora was the one who invited me here. It seemed like an interesting project and I accepted."

In the two decades of Chef David's culinary journey, much has changed - the industry in particular. "In my time, senior chefs were quite rude to the juniors. It was their way of managing a kitchen. Today, shouting at your junior staff doesn't work any more. You

have to address things properly and professionally." Earlier, senior chefs would force younger chefs to learn, while these days the onus is on the youngsters to challenge themselves.

Constant challenges have helped Chef David evolve his own culinary talent over the years. Ever the experimenter, he never shies away from trying new influences in his desserts. For example, one of his favourite dessert - a caramelised pineapple, coconut meringue and virgin pinacolada icecream combination - was inspired by his Indonesian wife, Leily, and the flavour of her native country.

Chef David also never hesitates to try new products that can enhance the taste of his pastry. "Like the Anchor cream has a fantastic texture. It doesn't split. And the butter also has a somewhat different taste. It adds a punch to my desserts."

Sweet and sophisticated, this French tastemaker sure knows how to tease your palate!

PEANUT TAMARIND SAUCE



INGREDIENTS

Dark brown sugar	100 gr
Water	40 gr
Tamarind paste	10 gr
Roasted peanut chopped	30 gr
Kaffir lime leaf	1 piece

METHOD

- Put everything together in a pot and boil for 30 seconds

COCONUT MERINGUE SHELL



INGREDIENTS

Egg white	180 gr
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Sugar	250 gr
Water	60 gr

METHOD

- Cook water and sugar until 121 degrees then pour it slowly on the top of the egg white while you whip then keep whipping until cold then pipe regular dome on the Silpat, place wet napkin under the Silpat. Cook 30 minutes at 120 degrees then upside down the meringue dome to remove the center still raw.
- Keep baking for 30 to 45 more minutes until the shell gets totally dry.

PINEAPPLE CHIPS

INGREDIENTS



Pineapple	1 fresh
Water	1 l
Sugar	600 gr
Lime	2 pieces

METHOD

- Boil water, sugar and sliced lime together, pour the boiling syrup on top of the sliced pineapple.
- After 15 minutes the pineapple will be poached. Then place the slice on Silpat and dry it in the oven at 75 degrees for 3 hours

OPALINE CRISP

INGREDIENTS

Fondant	600 gr
Glucose syrup	400 gr

METHOD

- Cook fondant and glucose together until 155 degrees, pour it on the Silpat. When the mixture is cold and hard blend it to get powder. Use strainer to



spread on the Silpat and round dough cutter to give the round shape on the opaline before baking. Bake 2 to 3 minutes at 190 degrees.



CARAMELIZED PINEAPPLE



INGREDIENTS

Baby pineapple	1
Brown sugar	100 gr
Vanilla bean	1 piece
Butter Anchor	50 gr

METHOD

- ♦ Melt slowly the brown sugar and vanilla in the pan, place the pineapple and caramelize each side. When the color is light brown add Anchor butter.

COCONUT CREAM

INGREDIENTS

Coconut milk	200 gr
Gelatin	5 gr
Cream anchor	150 gr

METHOD

- ♦ Add the melted gelatin into coconut milk. When the coconut milk getting set and hard fold slowly the Anchor whipped cream.

JOCONDE BISCUIT



INGREDIENTS

Whole egg	500 gr
Icing sugar	300 gr
Almond powder	300 gr
Egg white	375 gr
Sugar	105 gr

Flour t 45	180 gr
Melted Butter Anchor	50 gr

METHOD

- ♦ Whip together whole egg, icing sugar, almond powder for 8 minutes then whip the egg white with sugar.
- ♦ Fold slowly the egg white with the first mixture then add the flour and the Anchor melted butter. Spread on baking sheet and bake 10 minutes at 190 degrees.

VIRGIN PINA COLADA ICE CREAM

INGREDIENTS

Pineapple puree	1400 gr
Coconut puree	600 gr
Water	380 gr
Sugar	480 gr
Glucose powder	180 gr
Ice cream stabilizer	15 gr
Milk	650 gr

METHOD

- ♦ Put the cold water, milk and glucose powder in pot, warm it up to 45 degrees then add sugar and stabilizer already mixed together. Keep mixing until boil then pour on top of the fruits purees.

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Creative Food & Beverage Solutions

Yas, we can!

Yas Rotana are this year's first challengers for the Nestle Professional Golden Chef's Hat competition



Born exactly 90 days apart, Chef Sinu and Chef Nugawela are two aspiring chefs from the sub-continent that have made a mark for themselves as potential culinary leaders. Aged 29, the Indian pastry specialist and the Sri Lankan hot

kitchen chef have turned up the heat as the first challengers of Season 3 of the Nestle Professional Golden Chefs Hat competition. Neither of the boys from Yas Island Rotana are new to winning medals and they have set the bar way high for others to make their recipes count.

Chef Nugawela Udeni

Raised in the Sri Lankan capital, Chef Nugawela's father is a Sinhalese lecturer while his mom is a homemaker. "I've enjoyed cooking as a young kid and when I decided to pursue a career in the kitchen, my mother was supportive."

Following his education he started out as a steward in 1999. He worked across hotels in Sri Lanka and Maldives before heading to the shores of Abu Dhabi in 2012. Currently, Chef de Partie at Yas Island, he credits his Executive Chef Raghu for helping him gain confidence in participating at various chef competitions. Last year he won a silver medal for his lamb preparation at La Cuisine by SIAL. For this competition he created a Wagyu Tenderloin, Venison Pie and Coconut Potato Croquette with Spicy Tomato Coulis using various elements from Nestle to create a culinary spectacle. "I've used all of these products before and it was fun creating my own recipe," he says.

Chef Sinujohn Chirayath

Born and raised in the south Indian state of Kerala, Chef Sinu too does not have any chefs in his family. His father is an employee in the government telecom sector while his mother is a homemaker. "I chose to become a chef because I was told that it would be easy to get a job," he says with a laugh. In spite of his mom's inhibitions about him pursuing a career to be a cook, he completed his Bachelor's degree in Hospitality Management from Coimbatore city. It was during his training at the Taj that he decided his calling was the pastry section. After two years at the JW Marriott in Mumbai he got a call from a friend to join Beach Rotana. He has worked with the Rotana Group since 2008 with just a year's break in between with another property. He too credits Chef Raghu, who's been a mentor since the day he landed in the UAE.

Currently a Chef Tournant at Yas Rotana, this is his first practical experience using Docello products. "The products have a fine taste and texture," he says. For the competition he created a Crackling Chocolate Mousse with Panna Cotta and Nescafe Brulee "On Tart". "I basically fused different Nestle products to create something new such as Nescafe crème brulee and Coconut Panna Cotta," he says.



Chef Nugawela Udeni



Chef Sinujohn Chirayath

WAGYU TENDERLOIN, VENISON PIE AND COCONUT POTATO CROQUETTE WITH SPICY TOMATO COULIS

WAGYU TENDERLOIN, BUBBLE AND SQUEAK AND ROSEMARY JUS

Wagyu Beef Tenderloin	600gm
Fresh Rosemary	8gm
Fresh Thyme	8gm
Olive Oil	80ml
Salt	5gm
Fresh Ground Pepper	3gm

BUBBLE AND SQUEAK

MAGGI® Mashed Potato Puree	200gm
Savoy Cabbage	200gm
White Onion	20gm
Fresh Thyme	8gm
Salt	5gm
Fresh Ground Pepper	3gm

ROSEMARY JUS

Chef® Demi Glace	20gm
Fresh Rosemary	5gm
Beef Stock	400ml
Salt and Pepper	to Taste

COCONUT POTATO CROQUETTE

MAGGI® Mashed Potato Puree	160gm
MAGGI® Coconut Powder	80gm
MAGGI® Curry mix powder	4gm
Turmeric Powder	4gm
Ground Nutmeg	4gm
Water	400ml
Breadcrumbs	250gm
Whole Eggs	3

TOMATO COULIS

MAGGI® Tomato Puree	400gm
MAGGI® Coconut Powder	200gm
Curry Leaves	4gm
Garlic	4gm
Mustard Seeds	20
Chilli Powder	12gm
Sugar	10gm
Corn Oil	20ml
Black Salt	to Taste

VENISON PIE

Venison Tenderloin	400gm
Chef® Demi Glace	1ltr



White Onion	50gm
Celery	20gm
Carrot	20gm
Garlic	8gm
MAGGI® Tomato Puree	40gm
Chef® Demi Glace	200gm
Water	500ml
Salt	5gm
Freshly Ground Pepper	3gm

PREPARATION AND COOKING

- ♦ Preparation and Cooking
- ♦ Season the beef with the salt, pepper, rosemary, thyme and olive oil.
- ♦ Sear on the char grill evenly and place in a pre-heated oven (180degrees c) for 8 minutes for medium cooking degree.

BUBBLE AND SQUEAK

- ♦ Sautée the onion and cabbage and thyme until softened
- ♦ Mix the water and Maggi Potato Puree until reaching the suitable consistency, add the sautéed onion, thyme and cabbage to the Maggi Potato Puree.

- ♦ Adjust the seasoning with the salt and pepper

ROSEMARY JUS

- ♦ Bring the beef stock to a rolling boil, add the Chef Demi-Glace and reduce to required consistency, infuse with the rosemary. Strain before use
- ♦ Mont'e with butter

COCONUT, POTATO CROQUETTE

- ♦ Bring the water to a rolling boil, add the Maggi Potato Puree and Maggi Coconut Powder.
- ♦ Sautée the curry leaves with butter, then add the Maggi Potato Puree mixture, nutmeg, turmeric and curry powder, adjust the seasoning with the salt and pepper.
- ♦ When the mixture is cold mold the mixture into spheres.
- ♦ Mix the eggs together and roll the spheres in it and the coat with the bread crumbs
- ♦ Deep fry until golden brown.

SPICY TOMATO CHUTNEY

- ◆ In a sauce pan sauté the mustard seeds, curry leaves and garlic, add the Maggi tomato puree and continue to saute.
- ◆ Blend the remaining tomatoes and add to the sauce pan with the Maggi Coconut Powder.
- ◆ Add the salt and chili powder adjusts the seasoning with the black salt.

VENISON PIE

- ◆ In a suitable saucepan seal the venison, add the onion, carrot, celery, garlic and saute the vegetables
- ◆ Add the tomato paste and cook for 3 to 4 minutes.
- ◆ Add the veal stock and bring to the boil, reduce the heat and cook for 45 to 50 minutes until the venison is tender.
- ◆ Add the Chef Demi-Glace to thicken adjust the seasoning with the salt and pepper.
- ◆ Bring the water to a rolling boil, add the Maggi Potato Puree and cook to the required consistency.
- ◆ Fill a ramekin with the venison mix and top with the Maggi Potato Puree.

PLATING

- ◆ Pipe the bubble and squeak in one corner of the plate, place the Wagyu Tenderloin on top of it.
- ◆ In the center of the plate spoon the spicy tomato chutney and place the potato croquette on top.
- ◆ At the far end of the plate place the venison pie
- ◆ Garnish with roasted garlic, vine tomatoes, curled bell peppers and buttered baby vegetables.

CRACKLING CHOCOLATE MOUSSE WITH PANNA COTTA AND NESCAFE BRULEE "ON TART"

CRACKLING CHOCOLATE MOUSSE

Docello® Chocolate Mousse	200gm
Whipping Cream	400gm
Leaf Gelatin	4gm
Caramel Crackling Crunch	12gm

COCONUT PANNA COTTA

Docello® Panna Cotta Powder	48gm
MAGGI® Coconut Powder	40gm
Whipping Cream	160ml

NESCAFE BRULEE TART

Docello® Crème Brûlée	48gm
Whipping Cream	160ml
Nescafe Coffee Syrup	8ml
Caster sugar (for glaze)	20gm

PREPARATION AND COOKING

- ◆ Soak the Gelatin in Ice water.
- ◆ Mix the chocolate mousse powder and cream to a smooth consistency.
- ◆ Melt the soaked gelatin and add to the chocolate mousse mixture.
- ◆ Add the caramel crackling crunch to the chocolate mixture.
- ◆ Pour into the selected mould and refrigerate for 3 hours.
- ◆ Mix together the Panna cotta powder, coconut milk powder.
- ◆ Warm the cream and add the powder mixture to it until completely incorporated by the cream.

- ◆ Pour the mixture into a small spherical mould and freeze for 2 hours.
- ◆ When the Panna cotta is set remove from the mould and coat with a mixture of white chocolate and coco butter using an electric spray gun.
- ◆ Warm the cream and add the crème brûlée powder stirring to a smooth consistency then add the coffee syrup.
- ◆ Pour in to a pastry case and refrigerate for 1 hour
- ◆ When set remove from the refrigerator and glaze with caster sugar

PLATING

- ◆ De-mould the chocolate mousse bar and cut to required shape and place it on a plate.
- ◆ At opposite sides of the mousse bar place the sprayed Panna cotta.
- ◆ In the center of the mousse bar place the caramelized Brulee tart
- ◆ Garnish with microwave sponge, kit kat crumbles, lemon balm, caramel nib tuille and fresh raspberries
- ◆ Finish the plate with raspberry sauce and condensed milk caramel







ASCENT OF A WOMAN

When Chef **Thamara Kumari** was a little girl, wild horses couldn't drag her into the kitchen. But what she found 'boring' back then is today her calling card. The senior demi chef de partie from Abu Dhabi's St Regis Saadiyat Island Resort won the coveted crown of 'Best Cuisiner' at the La Cuisine by SIAL last November. And that doesn't even begin to cover her achievements...

Sri Lanka holds a special place in the UAE hospitality industry. The little island nation south of India has given the Emirates some of its most celebrated chefs. And Chef Thamara Kumari is definitely among the brightest Sri Lankan jewels in the UAE's culinary crown.

From a shy, homely girl who wouldn't take a step without her mother's permission to running a kitchen full of male chefs with an iron fist, she has come a long way. That too in a domain where female chefs are the exception.

Truly, talent knows no boundaries. Nor does Chef Thamara.

In November last year, she stole the show at the La Cuisine competition organised by SIAL in Abu Dhabi, lifting golds in 'lamb five-course gourmet dinner' and 'live fish and seafood' categories and a silver in the 'beef practical cookery' segment. The wins saw her being crowned the 'Best Cuisiner' at the competition. She also walked away with the Boecker Hygiene Award, a rare combination of wins at the prestigious event.

Today, her medals glitter with stardust. But Chef Thamara's beginnings as a



The reason why there are so few women chefs in this industry is that it is a very high-pressure job and you have to work really long hours. It's not something everyone can handle

culinary artist had none of the romance usually associated with such a career.

Born and brought up in a sleepy little place called Wennappuwa in Sri Lanka, she had never dreamed she would end up being a chef, that too in a different country. "There were no chefs in my family and my mother didn't quite encourage my being in the kitchen when I was a kid. And when she did think it was safe for me to be in the kitchen, I wasn't interested," says the culinary veteran of more than a decade. Any interest in gastronomy was limited to the cookery shows on TV. "This is because I was fascinated by the white chef jackets. I just wanted to have one of

my own," she says.

A six-month course in hospitality also didn't quite light the fire in Chef Thamara but a chance meeting with a school friend in 2000, when she was just getting out of her teens, did pique her curiosity. "My friend told me there was a new restaurant being opened in Kuwait and asked if I would be interested in joining there. I told him it sounded boring!" she laughs. Her friend insisted she think about it. And Chef Thamara did, realising that an opportunity to work in a different country could be exciting. "My mother thought otherwise. I had a tough time convincing her. She finally relented but not before making me promise it was only a two-year stint."

Little did she know then that life would never be the same.

A reticent and unsure Chef Thamara joined Kuwait Arabic Kitchen Catering Service, a banquet kitchen company, as serving crew. "Once my service shifts were over, I was allowed to help out in the kitchen."

Out on her own for the first time, that too in a new culture, did leave Chef Thamara out of the woods initially but she adapted quickly. At the time, she spoke only English and people around her, only Arabic. Fortunately, the non-verbal language of food is perhaps a stronger communicator than any spoken language. With her delicious Indian dishes and her carefully crafted and flavoured curries, she won the respect of her colleagues. In three months she was even speaking in Arabic. "My colleagues liked my work and insisted that I join the kitchen," she smiles at the memory.

A couple of years in the job later, a family crisis brought Chef Thamara back home. Her father passed away and the situation at home had done a complete turnaround. She spent some time handling her familial responsibilities, then made her way back to Kuwait to the same company. After a total of five years





in Kuwait, she returned to Sri Lanka but not for long. "Another friend of mine told me about a vacancy in Dubai. I applied for the job and got called to join the Cafe at the Dubai Ladies Club in mid-2006," Chef Thamara recalls.

A change in management there led to a reshuffling that landed her at Cafe Moka in the Abu Dhabi Mall. Three years later, she went home again and returned in a few months to Qasar Al Sarab Desert Resort by Anantara Abu Dhabi. "I worked there at the Al Waha restaurant and then at the Grill and Bar." All the while she kept growing in her career as she was known for her exceptional cooking

skills across cuisines and for her loyalty to her job.

Over three years ago, Chef Thamara found her way to her current employer – the St Regis Saadiyat Island Resort. Here too she climbed the ranks to her current position of senior chef de partie, in charge of all-day dining. Besides handling the menu, she now trains younger chefs and supervises the daily operations of the kitchen.

Respect for her talent and a strong personality help Chef Thamara get junior male chefs to do her bidding without any ego clashes. Her ability to withstand

pressure has benefited her not only in her job but also when competing in contests.

Like in the fish and seafood live cooking round of the La Cuisine this year, a mishap that would have unnerved the most seasoned chefs failed to daunt Chef Thamara. "After the briefing, I was supposed to start cooking. I switched the stove on but it did not seem to be working. So to check if it was functioning, I put my hand on it. It was scalding hot and I burnt my hand!" A chef's hands being his or her biggest tool, anyone else would have panicked. Chef Thamara laughed instead. "It went smoothly after that and I ended up winning the round," she smiles.

The run-up to the competition wasn't any less stressful. Everyday responsibilities took up much of Chef Thamara's hours and she forced herself to find extra time to prepare for the contest.

Encouragement, however, came from her executive chef Daniel Nuss and executive sous chef Kushan Perera, who told her to give it her best shot. Her chefs, Iroshan and Jefferson, were also a big support in the three months she spent training for the La Cuisine.

"The five-course meal preparation was especially challenging. I came up with more than 100 kinds of menu over the period I was preparing for the contest. What turned up on the plate was completely different from what was on the agenda three months prior."

While Chef Thamara was the star of the La Cuisine this year, her colleagues too did her proud by bringing medals to St Regis Saadiyat Island Resort. With 16 chefs in tow, the resort won as many as 24 medals, of which five were gold. The 'Best Kitchen Artist' - Chef Danushka Gayan - was also from the resort, bagging two golds, two silvers and one bronze.

Chef Kushan, her executive sous chef



Chef Thamara with her executive chef Daniel Nuss, executive sous chef Kushan Perera and the team



Chef Thamara receiving advice from executive sous chef Kushan Perera

says, "The biggest advantage of Chef Thamara is that she listens. She does not waver from what's been told to her. She understands the importance of the feedback given by her seniors and sticks to that feedback. This is a key quality that allows her to stand out from other smart chefs."

The first thing that Chef Thamara did when she won the top title at the La Cuisine by SIAL was to call her mother. With good reason - this win was special, coming as it did after just two years of experience in the competitions space. In 2012, she participated for the first time after a lot of encouragement from her then senior Chef Pamela Gould, who also happens to be the first female chef to grace the cover of this magazine way back in 2009. That year, Chef Thamara won the bronze and the next year, she turned the heat on other contestants up a notch by winning two silvers for both the categories she participated in. After this year's victory, she has proved that she can give even seasoned chefs a run for their money. "I now want to help other chefs from my team prepare for and participate in competitions."

Unlike most chefs, Chef Thamara



I am here today because of the selfless efforts of some people. I have never hesitated to ask others for advice, even junior chefs. Listening to reason and being ready to accept advice are two very important factors for success. If you think you know everything, your growth stops

surprisingly nurses no ambitions of being an executive chef. "What I would really like to do is open a banquet kitchen back in Sri Lanka. For now, that's my dream. I am always happy when I am cooking."

On her own recipe for success, she is rather humble, choosing to credit others for her achievements. "I am here today because of the selfless efforts of some people. I have never hesitated to ask

others for advice, even junior chefs. Listening to reason and being ready to accept advice are two very important factors for success. If you think you know everything, your growth stops."

Her own advice to budding chefs is - have confidence in yourself. "If you believe you can do it and if you try hard enough, you can."

It was perhaps this belief in herself that helped Chef Thamara make a mark in an industry where women professionals are rare. She refuses to believe that there is a gender bias in the UAE culinary industry. "The reason why there are so few women chefs in this industry is that it is a very high-pressure job and you have to work really long hours. It's not something everyone can handle. For example, you may have planned for 100 guests and suddenly you have 150 guests. You can't throw your hand up. You have to handle it."

Chef Thamara says equal opportunities do exist for women in the industry when you show potential, learn fast and work hard.

We'd say her story is proof enough. You go, girl!

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LUXEMBOURG CULINARY WORLD CUP

The UAE national culinary team has been making its presence felt globally as the most powerful new team to rise in the chef world. In under two years, the team has been winning silver medals while competing alongside countries like Singapore and USA who have been participating for over 30 years. Their recent trip to the

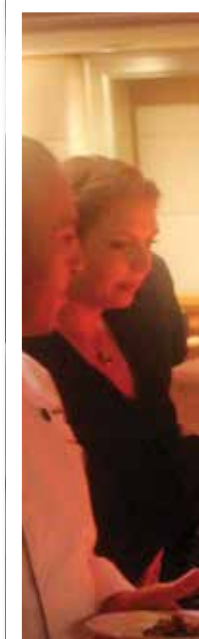
Luxembourg Culinary World Cup 2014 was no different. The UAE contingent comprising a senior and junior team both came back with medals in an event that saw 105 teams compete for glory! The jury alone comprised of 55 renowned chefs. Here are some of the images of our boys at Luxembourg. Keep up the good work!!



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THE GUILD MEET

The December edition of the Emirates Culinary Guild meeting was hosted by Chef Youssef Darwish and his team at the Taj Palace Hotel Dubai. The event saw a large turnout of decision making chefs, young chefs and corporate partners of the Guild. The networking event was one of 10 such events that happen each year and was a success. Here are images from the December meeting.



DID YOU KNOW?

Almond Facts



- An ounce of almonds has about 3 grams of usable carbohydrate, plus 3 grams of fiber
- Almonds are not true tree nuts, but are the seeds of a fruit related to peaches, apricots, and plums and the fruit is not very fleshy and is allowed to dry on the tree
- Almonds grow well in areas with a Mediterranean climate, 80% of the world's almonds are grown in California
- The fats in almonds are mostly monounsaturated (the type associated with olive oil)
- Almonds cannot self-pollinate and need bees to help them do so
- Since the outer hulls aren't consumed by humans, they are instead used as part of cattle feed so no part of the almond goes to waste.

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SIAL MIDDLE EAST 2014 BIGGEST THUS FAR

The fifth annual Sial Middle East exhibition, the premiere Abu Dhabi event for food, drink and hospitality sectors, concluded with confirmed trade deals worth over US\$ 544 million. The annual event recorded an increase in international pavilions and exhibition floor space due to added demand from international and regional hosted buyers and exhibitors.

The event is also host to La Cuisine by SIAL, the largest professional chef competition in the UAE national capital. Executive Chef Peter De Kauwe of The Club, Abu Dhabi, who is an executive member of the organising committee behind La Cuisine by SIAL, says, "This year has been better in terms of chef participation and the overall quality of the competition, even though it was held back to back with the Abu Dhabi Formula One race weekend. We had an international jury fly in to adjudge the best chefs and we are proud to be the platform that saw a lady chef win the Best Cuisiner trophy in one of the region's toughest chef competitions. ECG Vice President, Chef Alan Pedge is already anxiously looking forward to SIAL 2015 when we in Abu Dhabi will host international teams at the Hans Bueschgens and Global Chef Competition too, within our usual La Cuisine competition."

Sial 2014 welcomed over 500 hosted buyers from around the world, 27 international pavilions, including first-timers Egypt, Indonesia, Georgia, Lithuania and Sri Lanka keen to develop partnerships with the GCC food sector as well as record numbers of exhibitors.

"We have not only reinforced but have also developed a gamut of new partnerships which will help us address a range of issues



such as food security and as well as further underscoring Abu Dhabi's position as a leading trade hub for the Middle East's food industry," said Mohammed Jalal Al Rayssi, director of Communication and Community Service Division at Abu Dhabi Food Control Authority (ADFCA) and chairman of the Sial Middle East organising committee.

Joanne Cook, Sial managing director, Sial Middle East, said, "We have eclipsed

last year's numbers and addressed a host of issues impacting the food and drink industry. We look forward to Sial 2015 with confidence, supporting this vital industry sector."

Sial Middle East is part of Sial Group, the world's largest network of professional B2B food exhibitions which include Sial Paris, Sial China, Sial Canada, Sial Brazil, Sial ASEAN Manila and Sial InterFOOD Jakarta.



AWARDS (Single Medals)	HOTEL	COMPETITOR	TYPE
Boecker Hygiene Award (On Stage: Ms. Riwa Shidiak - Country Food Safety Manager of Boecker Public Health)	St Regis Saadiyat	Thamara Kumari	Trophy
Best Arabian Cuisiner - La Cuisine Du Sial 2014	Yas Island Rotana & Centro Yas Island	Rashad Al Haj	Trophy
Best Pastry Chef - La Cuisine Du Sial 2014	Rosewood AD	Chamila Prasad Maraba M. Hewaga	Trophy
Best Kitchen Artist - La Cuisine Du Sial 2014	St Regis Saadiyat	Danushka Gayan Karunaratne	Trophy
Best Cuisinier - Second Runner-up La Cuisine Du Sial 2014	Jumeirah Etihad Towers	Philip Gomes	Trophy
Best Cuisinier - First Runner-up La Cuisine Du Sial 2014	Ajman saray a luxury collection resort	Muhammad Raees	Trophy
Best Cuisinier - Winner La Cuisine Du Sial 2014	St Regis Saadiyat	Thamara Kumari	Trophy

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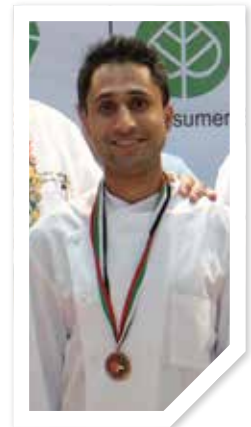
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BRIEFS OF THE CLASSES FOR ENTRY

THE EMIRATES SALON CULINAIRE

RESUME OF CLASSES FOR ENTRY

- 01 Cake Decoration – Practical by MasterBaker
 - 02 Wedding Cake Three-Tier-Pristine by IFFCO
 - 03 Four Plates of Dessert -Docello Nestle
 - 04 Pastry Showpiece
 - 05 Bread Loaves and Showpiece by Masterbaker
 - 06 Friandises Petites Four Pralines Nougatines By Masterbaker
 - 07 Chocolate Carving Showpiece by Seville by IFFCO
 - 08 Fruit & Vegetable Carving Showpiece by Barakat
 - 09 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
 - 14 An Arabian Feast
 - 15 Individual Ice Carving
 - 16 Ice Carving Team Event
 - 17 Practical Fruit & Vegetable Carving by Barakat
 - 18 Dressed Lamb - Practical Butchery by Meat & Livestock Australia
 - 19 Arabic Mezzeh - Practical Cookery by Rahma by IFFCO
 - 20 Fish & Seafood - Practical Cookery by Mitras
 - 21 Beef - Practical Cookery by Meat & Livestock Australia
 - 22 Emirati Cuisine – Practical Cookery – Shama by IFFCO
 - 23 HUG Savoury Creations
 - 24 HUG Sweet Creations
- The following two classes (25 & 26) are for entry only by those

competing for the Young Chef of the Year trophy.

- 25 Dressed Chicken by Sadia & Dressed Fish
- 26 Ovo-Lacto Vegetarian Three-Course Menu - by U.S. Dairy Export Council.
- 27 Chicken - Practical Cookery - by Sadia
- 28 Breakfast & Brunch –Practical cookery- by Convotherm Manitowoc

Class 01: Cake Decoration – Practical by MASTERBAKER



MASTERBAKER MARKETING PCCO

1. Two hours duration.
2. Decorate a pre-baked single cake base of the competitor's choice.
3. The cake base must be a minimum size of 30cm X 30cm or 30cm Diameter.
4. The cake can be brought already filled – ready to decorate.
5. All decorating ingredients must be edible and mixed on the spot.
6. No pre-modelled garnish permitted.
7. Chocolate and royal icing can be pre-prepared to the basic level, e.g.. Tempered chocolate can be brought.
8. Competitors must provide all ingredients, cake base, utensils, and small equipment required.
9. A standard buffet table is provided for each competitor to work upon.
10. Water, electricity and refrigeration might not be available.

11. All cakes will be displayed until the end of the Salon and will be disposed of by the organizer.
12. The cake will be tasted as part of judging.
13. The Judges will cut the cake.

PASTRY DISPLAYS

Class 02: Three-Tier Wedding Cake Pristine by IFFCO – vanilla and chocolate Cake mix must be used. Supplied by IFFCO



IFFCO إفكو

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 by Docello Nestle

Creative Food & Beverage Solutions

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
7. One of the plates must use DOCELLO as the main ingredient.

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 Goods 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. Two types of bread loaves (competitor's choice) minimum of one piece of each loaf to be displayed.
4. Two types of bread roll (competitor's choice) minimum two pieces of each roll to be displayed.
5. Two types of baked sweet

breakfast items (competitor's choice) minimum two pieces of each item to be displayed.

6. Two types of baked savoury/salt breakfast items (competitor's choice) minimum two 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- by Seville by IFFCO

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.



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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 only 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: New Arabian Cuisine

1. One dish must contain dates as a major component.
2. One dish must contain

- sustainable UAE fish as a major component.
3. Present a plated five-course gourmet menu for one person.
4. Free style presentation.
5. All menu ingredients used must be those found in the Arabian Gulf area.
6. To be prepared in advance, and presented cold on appropriate plates.
7. Food coated with aspic or clear gelatine for preservation.
8. Dishes are to be presented in an up-to-date setting and decoration.
9. The meal to comprise:
 - A cold appetiser
 - A soup
 - A hot appetiser
 - A main-course with appropriate garnish
 - A dessert.
10. Total food weight for the entire menu should be 600/700 gms.
11. Typewritten description and recipes are required.
12. Maximum area 90w cm x 75d cm

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 only 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 14. 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).
5. Six cold mezzeh
6. Three hot mezzeh.
7. A whole Ouzi presented with rice and garnish
8. A chicken main course (Emirati Cuisine)
9. A fish main course (Emirati Cuisine)
10. A lamb main course
11. A vegetable dish
12. Three types of kebabs, one of chicken, one of lamb, one of beef, each with appropriate accompaniments.
13. One hot dessert (presented cold)
14. Three cold desserts.
15. Two of the above desserts (competitors choice) must be typically Emirati
16. Only the above dishes are to be presented, no other dishes are to be added.
17. Maximum available space for presentation is 180 cm x 75 cm.
18. Competitors must ensure their exhibit is presented neatly so as to fit the available space

PRACTICAL ARTISTIC

Class 15: Individual Ice Carving

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

Class 16: Ice Carving Team Event

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

Class 17: Practical Fruit & Vegetable Carving by BARAKAT QUALITY PLUS



1. Freestyle.
2. 120 minutes duration.
3. Hand carved work from competitor's own fruit\ vegetables.
4. Competitors to use own hand-tools and equipment.
5. No power tools permitted.
6. Pre-cleaned, peeled material is allowed, but pre-sliced/carved

- will result in disqualification.
7. Each competitor will be supplied with a standard buffet table on which to work.

Class 18: Dressed Lamb - Practical Butchery by MEAT & LIVESTOCK AUSTRALIA



1. Prepare a whole, fresh, dressed lamb carcass into various ready-to-cook joints and pieces, some as required by the organisers, the others to competitor's choice. A training/demonstration will be provided by MLA prior to Salon event
2. Make a presentation of the finished cuts and off-cuts for exhibiting to the judges.
3. Cuts/joints can be suitable for foodservice or suitable for a retail butchery display.
4. Organisers will supply the dressed lamb for this class.
5. Each competitor will have one banquet table (supplied by the organisers) on which to work.
6. No power tools permitted.
7. 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
8. Time allowed: two hours
9. All tools and sundries will be inspected to ensure that they are hygienically suitable for food use.
10. Cuts required by the organisers are:
 - a) *Neck slices or Neck boned.*
 - b) *1 x shoulder, boned and rolled, tied or netted ready for roasting.*

- c) *3 pieces shoulder chops.*
- d) *Spare ribs.*
- e) *1 x 8 rib Frenched rack.*
- f) *Mid-loin chops from a short loin*
- g) *1 x Eye of Loin.*
- h) *1 x Tunnel-boned leg tied or netted for roasting.*
- i) *1 x Seam-boned leg trimmed into its 4 primal cuts plus its bone-in shank.*

NOTES ON THE PRACTICAL COOKERY CLASSES

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

1. The preparation, production and cooking skills of each competitor must be demonstrated during her/his time in the kitchen.
2. Waste and over-production will be closely monitored.
3. There is a 5-point penalty deduction for wastage or over-production.
4. Timing is closely monitored.
5. There is a 2-point penalty deduction for each minute that the meal is overdue.
6. All food items must be brought to the Salon in hygienic, chilled containers: Thermo boxes or equivalent.
7. Failure to bring food items in a hygienic manner will result in disqualification.
8. All dishes are to be served in a style equal to today's modern presentation trends.
9. Portion sizes must correspond to a three-course restaurant meal.
10. Dishes must be presented on individual plates with appropriate garnish not exceeding 250g total food weight excluding sauces.
11. Unless otherwise stated, competitors must supply their own plates/bowls/platters



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with which to present the food.

12. Competitors must bring with them all necessary mise-en-place prepared according to WACS guidelines in the hot kitchen discipline (www.worldchefs.org).
13. Competitors are to provide their own pots, pans, tools and utensils.
14. All brought appliances and utensils will be checked for suitability.
15. The following types of pre-preparation can be made for the practical classes:

EXPLANATION (what foods are permitted to be brought into the kitchen)

- a) *Salads – cleaned, washed, not mixed or cut.*
 - b) *Vegetables – cleaned, peeled, washed, not cut, must be raw.*
 - c) *Fish may be scaled and filleted and the bones cut up.*
 - d) *Meat may be de-boned and the bones cut up*
 - e) *Stocks – basic stock, not reduced, not seasoned, no additional items (garlic, etc.) Hot and cold samples must be available for the judges.*
 - f) *Pastry sponge, biscuit, meringue – can be brought in but not cut.*
 - g) *Basic pastry recipes can be brought in weighed out but no further processing.*
 - h) *Fruit pulps – fruit purees may be brought in but not as a finished sauce.*
 - i) *Decor elements – 100% must be made in the kitchen.*
16. No pre-cooking, poaching etc. is allowed.
 17. No ready-made products are allowed.
 18. No pork products are allowed.
 19. No alcohol is allowed.
 20. 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

21. 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.
22. Two copies of the recipes - typewritten - are always required.
23. Submit one copy of the recipe/s to the clerk when registering.
24. Submit one copy of the recipe to the duty marshal at the cooking station.

PRACTICAL COOKERY

Class 19. Mezzeh – Practical Cookery by RAHMA OLIVE OIL



1. Time allowed: 60 Minutes
2. Prepare and present for four persons: Three types of hot mezzeh and three types of cold mezzeh.
3. Only one (if any) of the following types of mezzeh may be displayed: humus, tabouleh, babaganough, fatouche, moutabel.
4. The mezzeh can be representative of any of the following countries:
 - Lebanon
 - Syria
 - Jordan
 - Morocco
 - Egypt
 - Tunisia
5. Dishes must represent a variety of cooking methods and the use of ingredients as used in the Arabic restaurants of the UAE.

6. Rahma olive oil must be the only olive oil used in the creation of these dishes and will be available in the competition venue
7. Present the mezzeh in four equal portions.
8. Two portions will be presented and two portions will be presented to the judges.
9. Typewritten recipes are required..

Class 20: Fish & Seafood - Practical Cookery by MITRAS Norwegian Cod Fish



MITRAS
INTERNATIONAL
TRADING L.L.C.

1. Time allowed 60 minutes
2. Prepare and present four identical main courses using Norwegian Cod Fish as the main protein item.
3. The Norwegian Cod Fish will be provided to the competitors at the venue on the competition day
4. Present the main courses on individual plates with appropriate garnish and accoutrements.
5. Typewritten recipes are required.

Class 21: Beef - Practical Cookery by MEAT & LIVESTOCK AUSTRALIA



1. Time allowed 60 minutes
2. Prepare and present four identical main courses using Australian Beef as the main protein item.
3. Any cut of beef with the exception of tenderloin, rib eye and sirloin, can be used.
4. Present the main courses on individual plates with appropriate garnish and

accoutrements.

5. Typewritten recipes are required.

Class 22: Emirati Cuisine - Practical Cookery - by Shama by IFFCO



IFFCO افكو

1. This class is designed to ensure that the tradition of Emirati Cuisine is preserved and promoted through professional chefs. Shama spices will be available in the venue kitchens for the competitors to use but it is not compulsory.
2. Prepare and present two plated portions each of three Emirati dishes according with the following criteria:
3. Prepare and present two plated portions of any one of the following dishes:
 - Balalit
 - Kabeesa
 - Assedat Bobal
4. Also prepare and present two plated portions each of any two of the following dishes:
 - Margougat Al Khudar
 - Thareed Laham
 - Margougat Al Dijaj
 - Maleh Biryani
 - Samak Mashwi
 - Machboos Samak
5. Emirati cuisine with traditional presentation and serving as would be found in a family home of the United Arab Emirates.
6. Competitors must bring their own plates/bowls for presentation and all necessary mise-en-place for the meals
7. The judges will check appliances and utensils for suitability
8. Typewritten description and recipes are required
9. Time allowed 60 minutes to present all three recipes

Class 23: HUG AG – Savoury Creations



1. This is a static class featuring savoury HUG pastry shells suitable for dinner service.
2. Only savoury HUG pastry shells are to be used.
3. Pastry shells will be supplied by ARAMTEC.
4. Present four different plates, using two savoury HUG shells per plate (i.e. exhibit eight shells in total).
5. To be prepared in advance and displayed cold on appropriate plates.
6. Typewritten description and recipes required.
7. Maximum space available: 75cm x 75cm.

Class 24: HUG AG – Sweet Creations



1. This is a static class featuring dessert HUG pastry shells suitable for dinner service.
2. Only dessert HUG pastry shells are to be used.
3. Pastry shells will be supplied by ARAMTEC.
4. Present four different plates, using two dessert HUG shells per plate (i.e. exhibit eight shells in total).
5. To be prepared in advance and displayed cold on appropriate plates.
6. Typewritten description and recipes required.
7. Maximum space available: 75 cm x 75 cm.

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 25 & 26 here below competitors must also enter for class 22 Emirati Cuisine Practical Cookery.

Class 25: Dressed Chicken by Sadia – 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.



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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 26: 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:
 - a. An appetizer
 - b. A main course
 - c. 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.
8. Maximum area w75cm x d75cm.

Class 27: Chicken - Practical Cookery by Sadia

ساديا
Sadia

1. Time allowed 60 minutes
2. Prepare and present four identical main courses using Sadia Chicken as the main protein item.
3. Any cut of Chicken may be used.
4. Present the main courses on individual plates with

appropriate garnish and accoutrements.

5. Typewritten recipes are required

Class 28: Breakfast and Brunch – Practical Cookery

To prepare and present in 60 minutes 3 breakfast/brunch style items, one item must be a Panini suitable for breakfast and made using the Convotherm Merrychef oven. A Convotherm chef shall be available to demonstrate the use of the oven no other equipment will be available. Each competitor shall be given one standard Stainless Steel work table 1800cmL x 75cm W and 75cmH no other tables can be used.

1. Time allowed 60 minutes, each item to be served at 20 minute intervals
2. Only chefs of the rank of demi chef and below can enter this class.
3. Prepare and present 3 sets of Breakfast Items, 2 for jury and 1 for feedback and photo:
 - a. Panini Sandwich using the Merry chef
 - b. Bircher Muesli with appropriate garnish
 - c. Breakfast smoothie with appropriate garnish
4. All serving equipment to be provided by competitors
5. All ingredients to be supplied by competitors
6. All ingredients can be pre-prepared so as the dish is only finished at the venue, however work expended on each dish will be part of the judging criteria
7. All ingredients to be brought to the venue following Dubai's strict hygiene criteria

ADDENDUM – The Emirates Salon Culinaire 2015

VENUE & ENTRY FEES:

1. The Emirates Salon Culinaire will be held during the Gulf Food Hotel and Equipment

Exhibition from February 8th to 12th 2015.

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 2015 AED: 500/- per person**

CLOSING DATE:

- 5 Closing date for entries is January 21st 2015 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 WorldChefs (The World Association of Chefs Societies) approved international Judges will adjudicate at all classes of the competition: using Worldchefs-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

Winners where a sponsored trip is awarded are restricted to winning the trip once per life time. In a case where the overall winner has participated in a sponsored trip previously the trip shall be awarded to the 2nd place winner



Souhail Khattab (Director of Sales – Local and Export Market) receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.

Since **Del Monte's** successful establishment of its regional headquarters for the Middle East and North Africa in the U.A.E. on 2007, it has pro-actively spread throughout the region starting with the Saudi Arabia market on 2010 in Riyadh and Jeddah. Iraq, Turkey and Ukraine were opened on 2013, while Russia and Qatar are recently added on its persistent growth - capitalizing on the massive fresh produce and prepared food business opportunities available across the region. Del Monte® is also developing its farming operation in Ras al Khaimah, UAE - growing iceberg and romaine lettuce melons, broccoli, watermelon and strawberry.

As a company involved in the produce,



produce based foods and beverage industry and as a responsible corporate citizen, we recognize our responsibility to ensure that our business activities are guided by the careful balance of the interests of all our stakeholders. For this reason, the company has established environmental and social policies and procedures as well as numerous programs that protect and sustain the

environment, and promote the wellbeing of our employees and the communities where we operate. Our strategy ahead remains firm on diversifying our product offering but also expanding geographically. Del Monte is continuously launching new product categories and line extensions; such as the Disney and Marvel branded kids nectars, ultra-fresh smoothies and green juice, French fries & frozen vegetables among others.

Del Monte® is dedicated to meeting the current and future needs of consumers worldwide. In fact, our long-range vision is to become the leading global supplier of healthful, wholesome and nutritious fresh and prepared foods and beverages to consumers of all ages.



Bassam Bousaleh receiving
Emirates Culinary Guild
Membership certificate from ECG
President Chef Uwe Micheel.

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.

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.

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 Culinare 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.

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REACH

ENGAGE

INFLUENCE

ABOUT GULF GOURMET

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

WHO READS IT?

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ECG Corporate member directory

4 Corners

Nathalie Hall / Mike Walden
Marketing Manager / Commercial Director
Mobile: +971 48847248, Phone: +971 526475455
Email: nathalie.hall@4cornersuae.com
www.4cornersuae.com

Abu Dhabi Farmers' Services Centre

Martin Aguirre
Commercial & Operations Director
P.O. Box 62532, Abu Dhabi, UAE
Direct Line: +971 2 813 8400.
Phone: +971 2 813 8888, Fax: +971 2 813 9999
Mobile: +971 56 685 4836

Advanced Baking Concept LLC (Probake)

Syed Masood
Mobile: +971.55.220.1475
Email: masood@abcbaking.com
Anna Petrova
Mob 050-9121337, anna@abcbaking.com
Vivek Jham
Mob: 055-4498282, vivek@abcbaking.com

Agthia Consumer Business Division

Dinusha Gamage
Brand Manager - Food category
Consumer Business Division
Agthia Group PJSC, P.O. Box 37725, Abu Dhabi.
Mail: dinusha.gamage@agthia.com
www.agthia.com

Al Ghurair - Food service Division

Sameer Khan
Mob: 050 4509141, Off: 04 8852566
Email: SameerK@alghurairgroup.com

Al Islami Foods Co.

Rajesh Balan, Sales Manager - Food Service
Mob: 050 4239532, Off: 04 8853333
Email: rajesh.balan@alislamifoods.com
www.alislamifoods.com

Al Seer

Himanshu Chotalia
Tel: 04 3725425/432, Mobile: 050 3561777
Email: himanshu.chotalia@alseer.com

ANGT LLC - NONIONS / SIPPY

Ashwin V Ruchani
Global Marketing Manager
Tel +971 4 4565878, Fax - +971 4 4565879
1507/8, 15th Floor, Metropolis Tower,
Burj Khalifa Street, Business Bay,
PO Box - 42941, Dubai.

Arab Marketing and Finance, Inc. (AMFI)

Simon Bakht
Tel: +961-1-740378 / 741223 / 751262
Email: SBakht@amfi.com

Aramtec

Mr. Syed Iqbal Afaq, Email: syediqbal@aramtec.com

ASAAT (Al Sharq Al Aqsaa Trading Co)

Majid Ali
Business Development Manager
+97150 553 0997, majid@asaat.com

Atlantic Gulf Trading

Andy Fernandes, Manager Admin & Sales
P.O. Box 2274, Dubai, U.A.E.
Tel: +971 4 3589250, Fax: +971 4 325 4961
Mobile: +971 50 5096594
andyfernandes@atlanticgulftading.com
www.atlanticgulftading.com

Bakemart International

K.Narayanan, Manager - Operations
Mob : 00971 505521849,
Phone : 00971 4 2675406
Email - bakemart@eim.ae,
knarayanan@-bakemart.ae

Barakat Quality Plus

Jeyaraman Subramanian
Tel: 009714 8802121, Email: jr@barakat.com
Mike Wunsch
Tel: 009714 8802121
Email: mikwuuae@emirates.net.ae

Baqer Mohebi

Radwan Mousselli
Mobile No: 050 387 2121, Office No: 04 3417171
Email: radwan.bme@mohebi.com

Black Iris Trading LLC

Yanal Sulieman - CEO, Fadi Sulieman - MD
Mobile No: 056 6935596, Office No: 04 8877940
Email: info@blackirisgroup.com

Boecker Public Health Food Safety

Antoine Massé
Office No: +97143311789, Email: uae@boecker.com

Convotherm/ Manitowoc Foodservice

Mick Jary
Projects Manager
Tel: (+971) 4 8862677, Mob: +971 (0) 561743584

Del Monte Foods (U.A.E) FZE

Souhail Khattab,
Sales Director - Local & Export Markets
Tel: (+971) 4 3333801, Mob: +971 (0) 504583512
SKhattab@FreshDelmonte.com

Diamond Meat Processing Est. (Al Masa)

Suresh K.P
+971 4 2671868, +971 50 6554768
sureshkp@etazenath.com

Dilmah Tea

Vivette
Mob +971 508181164
e-mail viv@proactiveuae.com
Marketing@dilmahtea.com

Diversey Gulf FZE

Peter Kanneth, Sales & Marketing Director, Lodging
& Commercial Laundry, Tel: 97148819470, Mob:
97148819488, Email: peter.kanneth@sealedair.com,
Web: www.sealedair.com | www.diversey.com

Ecolab Gulf FZE

Andrew Ashnell
Mobile: 050 5543049, Office: 04 88736 44
Email: andrew.ashnell@ecolab-gulf.ae

Elfab Co.

Sabiha A. Masania
Executive Secretary, Elfab Co. L.L.C.,
P.O. Box 3352, Dubai Investments Park, Phase 2
Jebel Ali, Dubai, UAE, Tel.: 9714 8857575,
Direct: 9714 8857787, Fax.: 9714 8857993, Mobile:
97150 8490250, Email: elfab@emirates.net.ae

EMF Emirates LLC

Pierre Feghali
Mob: 050 4533868, Off: 04 2861166
Email: pierre@emf-emirates.ae

Emirates Snack Foods

Ron Pilnik
Mobile No: 050 6572702
Office No: 04 267 2424
Email: rdpest@emirates.net.ae

Faisal Al Nusif Trading LLC

Thomas Das
Mobile No: 050 625 3225, Office No: 04 3391149
Email: fantco@emirates.net.ae

Fanar Al Khaleej Tr

Martin Mathew, Sales Manager,
Mob: 971502638315, Tel: 97165341326,
Email: mmathew@fanargroup.ae,
Web: www.fanargroup.ae

Farm Fresh

Feeroz Hasan, Business Development Manager
Al Quoz, P.O. Box 118351, Dubai, UAE
Office No : +971 (0) 4 3397279 Ext: 253
Fax No : +971 (0) 4 3397262
Mobile : +971 (0) 056-1750883

Federal Foods

Lina El Khatib
Director Food Service Mobile: 056 6817557

Focus International

James Everall, Regional Director - Middle East
UAE Office: +971 (0) 4 350 7272
UK Office: +44 (0) 1625 560778
Email: james.everall@fmcl.ae
Website: www.focusinternational.uk.com
www.focusmanagementconsultants.co.uk

Fonterra

Samer Abou Daher, Food Service Manager - Gulf
Fonterra Brands (Middle East) L.L.C
Tel : +971 4 3388549 Ext. 247
Fax: +971 4 3392581, Mob: +971 55 363 0555
Email: samer.daher@fonterra.com

Golden Star International

Emie Dimmeler
Mobile: +971 50 3797164, Office: +971 04 3402492
Email: emie@goldenstarinternational.com

Greenhouse

Charles Fouquet, Sales Manager - Food Service, P.O.
Box 5927, Sharjah - UAE, Industrial Area 1,
Street No.16, Tel: +971 6 5332218/19,
Fax: +971 6 5336631, Cell: +971 556271431,
Email: charles.fouquet@greenhouseuae.com
Website: www.greenhouseuae.com

Gulf Food Trade - UAE

Charles.S.Sidawi
Food Service Department
Tel: 04 - 3210055, Fax: 04 - 3435565
Mob: 050 - 8521470, charles.sidawi@gftuae.com

Gyma Food Industries LLC

Himanshu Kothari
Manager - Foodservice, Mobile. +971506512378
Email. himanshuk@bayara.ae, Web: www.bayara.ae

Hi Foods General Trading L.L.C

Mohamad Daher, Sales Manager,
Tel: 971529837575,
Mail: m.daher@hifoods-uae.com,
Web: www.hifoods-uae.com

Horeca Trade**Wael Al Jamil**

Head office: T: +971 4 338 8772 F: +971 4 338 8767
Dubai Distribution Centre:
T: +971 4 340 3330 F: +971 4 340 3222
Abu Dhabi Distribution Centre:
T: +971 2 554 4882, F: +971 2 554 4889
Email: marketing@horecatrade.ae
Website: www.horecatrade.ae

HUG AG**Riyadh Hession**

6102 Malters / Switzerland,
food-service@hug-luzern.ch, www.hug-luzern.ch,
www.facebook.com/hugfoodservice
Distribution UAE and Oman: Aramtec, PO Box 6936,
Al Quoz Industrial Area No. 1,
Near Khaleej Times Office,
Mob +971 507648434, www.aramtec.com

IFFCO**Craig Finney**

Mobile: +971 555 138 698, Tel: +971 650 29436
Email: cfinney@iffco.com

Johnson Diversey Gulf**Marc Robitzkat**

Mobile No: 050 459 4031, Office No: 04 8819470
marc.robitzkat@johnsondiversey.com

John Holt Foods**Alen Thong**

Tel: 0097150 347 20 49
Email: jathong@emirates.net.ae

Kerry**Colum Brosnan, Sales Manager**

Tel: +971 56 464 3040
Email: colum.brosnan@kerry.com

Lamb Weston**Sajju Balan**

Mobile No: 050 4907980
Email: sajjubalan@lambweston-nl.com

Masterbaker**Sagar Surti**

General Manager – Operations
Mob: - 00971 50 5548389, Phone: - 04 3477086
Email: - sagars@uae.switzgroup.com

Meat Livestock Australia (MLA)**Jamie Ferguson**

Office: 00971 44 33 13 55
Mobile: 00971 55 1000 670
Jferguson@mla.com.au

MEIKO Middle East FZE**Tim Walsh, Managing Director**

Tel: +97143415172, Mob: +971509895047
Email: wat@meiko.de, Website: www.meiko.ae

Mitras International Trading LLC**Arun Krishnan K S, Business Head**

Mobile No: 971-55-1089676,
Office No: 971-4-3623157,
Email: info@mitrasglobal.net
Web: www.magentafoods.com

MKN Maschinenfabrik Kurt Neubauer GmbH & Co

Stephan Kammel, Tel: +49 (5331) 89207,
Email: km@mkkn.de, **Elias Rached**, Regional Director
- Sales MENA (Export Dept.), T: +97172041336, F:
+97172041335, M: +971505587477
Email: rac@mkkn-middle-east.com

M.R.S. Packaging

Manu Soni, Managing Director, Office G08,
Al Asmawi Building, Dubai Investment Park
P.O. Box 17074, Tel: +971 4 885 7994
Fax: +971 4884 9690

NRTC

Ali Nasser, Al Awir Central Market, Dubai, UAE, Tel:
+971-4-3208889, nrtc@emirates.net.ae

Nestlé Professional Middle East**Anuj Singh**

General Operations Manager
Nestlé Professional UAE & Oman
T +97 144 088 100, Direct +97 144 088 101
Email: anuj.singh@ae.nestle.com

Oasis Foods International LLC

PO BOX 37015 Dubai UAE
Tel: +971 4 2676223 Fax: +971 4 2583655
admin@oasisfoodsintl.com

Ocean Fair International General Trading Co LLC.**Lorena Joseph**

Tel: +971 4 8849555, Mobile: +971 50 4543681
Email: lorena@oceanfair.com

Pasta Regina LLC**Stefano Brocca, CEO**

Tel: +971 4 3406401, Mobile: +971 55 7635513
Email: stefano.brocca@reginapasta.com
Web: www.reginapasta.com,
Al Quoz Industrial Area #4 P.O. Box 38052
Dubai (Adjacent to Emirates Glass
near ECC Plant & Equipment)

Pear Bureau Northwest**Bassam Bousaleh**

(TEL) 961.1.740378, (FAX) 961.1.740393
Mobile: 050.358.9197, AMFI, Beirut Lebanon
E-mail: BassamB@amfime.com

Promar Trading L.L.C.

Pierre Accad, Sales & Marketing Director, Tel:
97142859686, Mob: 971504824369.
Email: pierre@promartrading.com

RAK Porcelain**Raphael Saxod**, Managing Director,

Tel: 97172434960, 97143285951
Email: restofair@rakporcelain.com
Web: www.rakrestofair.ae

Rational International [Middle East]**Khalid Kadi-Ameen**

Mobile: +971 50 915 3238
k.kadi-ameen@rational-online.com
Simon Parke-Davis
Tel: 44318835, Mob: 050 557 6553,
Email: s.parkedavis@rational-online.com,
www.rational-online.ae

SADIA**Mr Patricio**

Email: patricio@sadia.ae
Daniele Machado
Email: Daniele.Machado@sadia.com.br

SAFCO**Ajit Sawhney**

Tel: 009716 5339719
Email: ajit@sawhneyfoods.ae

Supreme Foods Group**Jiji Mathews**, General Manager - Sales

Tel: 0097148868111, Mob: 00971505578118
Email: jiji.mathews@sfgarabia.com,
Web: www.sfgarabia.net

Sopexa Middle East**Edwina Salvatori**, Senior Account Manager

Tel: 04 439 17 22
Email: edwina.salvatori@sopexa.com
Web: http://www.sopexa-me.com/en7/agency_word

Technolux**Zer Boy A. Rito**, Sales Manager

P.O. Box 52530, Al Bada, Dubai UAE
Tel. No.: (04) 3448452, Fax No.: (04) 3448453
Mobile No.: 0555237218

Tramontina Dubai UAE LLC**Paulo Feyh**, General Manager

TECOM C – Dubai Media City,
Tameem House, 5th Floor, Off. 501/502
Tel.: +971 (4) 450 4301 / 4302
Fax.: +971 (4) 450 4303

Transmed Overseas**Hani Kiwan**

Office No: 04 334 9993 Ext 386
Email: hani.kiwan@transmed.com

Truebell Marketing & Trading**Bhushant J. Ghandi**

Mobile: +971 50 6460532, Email: fsd@truebell.org

Unilever Food Solutions**Marc Hayes**

Executive Chef Arabian Gulf
+971 56 2266181 (Mobile)
Marc.Hayes@unilever.com
Ahmed Saraya
Customer Development Consultant - UAE
+971 56 6869243 (Mobile)
Ahmed.Saraya@unilever.com

US Dairy**Nina Bakht El Halal**

Mobile: 050.358.9197, Beirut: 961-740378
email: halal@cyberia.net.lb

US Meat Export Federation**Bassam Bousaleh**

Tel: +961-1-74038 / 741223
Fax: +961-1-740393, Mobile: 050.358.9197
AMFI, Beirut Lebanon
Email: BassamB@amfime.com

US Poultry**Berta Bedrossian**

(TEL) 961.1.740378
(FAX) 961.1.740393
Mobile: 050.358.9197
email: BettyB@amfime.com

Vito Kitchen and Restaurant Equipment Trading U.A.E.**Sascha Geib**

Sheikh Khalifa Bin Zayed Street
P.O.Box 2257 Ajman
M:+971509664620
Mail: uae@systemfiltration.com

Winterhalter ME**Saju Abraham**, Sales Manager

Mobile: +971 505215702
Email: sabraham@winterhalter.ae

Personal Particulars

First Name _____

Middle Name _____

Last Name _____

Date of Birth _____

Passport No. _____ Nationality _____

Gender ☐ Male ☐ Female

Current Employer _____

Current Position _____

Postal Address _____

Telephone Numbers Mobile _____

Office _____

Email _____

Examination Passed _____

General Manager / HR Manager and Executive Chef

General Manager / HR Manager _____

Mobile _____ Email _____

Executive Chef _____

Mobile _____ Email _____

Date

Applicant Signature

General Manager / HR Manager

Executive Chef

1) Please enclose a Hand Written document* (approx 600 words) illustrating the following:

1.1 Why are you interested in the ICCA Dubai Scholarship Program? **1.2** Write something about your family and background. **1.3** What qualities do you Posses? Highlight Your strengths & Weakness. **1.4** List & Explain 3 Objectives that you wish to achieve upon completion of this program. Explain how you would go about achieving them? **1.5** Also Enclose Letters of Reference and recommendation from your Executive Chef / Chef In-Charge. **1.6** Copies of all Certificates (Education & Training) and Full Resume.



THE EMIRATES CULINARY GUILD



APPLICATION FOR MEMBERSHIP

Date of Application:

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

First Name/s:

Nationality:

Civil Status:

Date of Birth: dd/mm/yy

Name of Employer:

Address in Home Country:

Work Address:

Tel:

Web Address:

Email:

Telephone Office:

Professional Title:

Fax Office:

Type of Membership Required: (Please tick one)

Tel. Home:

Corporate ☐ Senior Renewal ☐

Fax Home:

Senior ☐ Young Chef ☐
(under 25 yrs below)

Email:

Declaration to be Signed by all Applicants

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

Signed:.....

Proposed By:

Sig:.....

Seconded By:

Sig:.....

FOR OFFICIAL USE ONLY

Remarks:

Payment received?

Certificate Given.

Pin Given.

Medal & Collar Given

Approved

Approved

President.....

Chairman.....

Fees:

Young Member: Junior members will receive a certificate.

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

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

150/=per year thereafter.

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

Corporate Member Dhs. 20,000 per year

WHAT'S YOUR 30 SECOND PITCH?

"Half the world is composed of people who have something to say and can't, and the other half who have nothing to say and keep on saying it."

— Robert Frost

Ever heard of the '30-second pitch'? It is also known as the 'elevator pitch' and can be a very valuable tool for professional chefs to grow in their careers.

Before I explain the meaning, let me give you some context. The 30-second pitch is a very basic but important concept in marketing. It is like making mayonnaise from scratch. A chef knows how to do it perfectly while a cook can only survive on readymade.

30-second pitch is somewhat similar; it is easy if you learn, but only practice and hard work will allow you to perfect it.

Now here's the concept. Imagine you meet somebody important inside an elevator. Somebody who can give you more business, or a girl who is really pretty, or an Executive Chef who can give you your next big break in your career. You have just 30 seconds before he or she walks out of the elevator.

You have three choices. One, stay quiet. Two, say hello and smile. Three, say hello and introduce yourself.

A smart individual will use those 30 seconds to say something that will pique the important person's curiosity enough to elicit a response and hopefully turn into a conversation. Introducing yourself in a



manner that makes you interesting to even the busiest person in the world is what I would call the ideal 30-second pitch. Please don't confuse this with a sales pitch. You don't even need it to get a job. It is all about creating that powerful first impression.

Why 30 seconds? Why not 2 minutes? Well, research shows that the attention span of the average person is as low as 30 seconds. In fact, according to the National Centre for Biotechnology Information at the U.S. National Library of Medicine, our average attention span is now 8 seconds – 1 second less than a goldfish.

Therefore this pitch is all about grabbing attention quickly. Think about it. Would you like it if someone went on and on about himself? What you say has to be short, simple, yet powerful to be of value to someone you meet the first time.

Here are six key principles for the perfect pitch:

- ♦ Less is more, so talk less about yourself and focus on the other party
- ♦ Talk about how you can help or provide value, to get interest and participation

- ♦ Be clear, concise, courteous and pace yourself within the timeframe
- ♦ Practice your pitch the right way amongst friends, families, colleagues and clients
- ♦ Create a variety of different pitches to accommodate to different scenarios
- ♦ Continue to develop your pitch thus it is important to review it regularly to make it better

Avoid bragging or selling. It is about connecting with the other person and will even help you in a social gathering of friends.

If you are looking for inspiration, a great source for the elevator pitch is Daniel H. Pink's book, 'To Sell is Human'. In his book he talks about a variety of pitches such as the Pixar Pitch, Question Pitch and the Rhyming pitch. His insight on the pitch conversation is extremely enlightening and will assist you to get creative with it.

It is critical for you to realise and be aware to create, practice, and develop your pitch. More importantly, it should provide a true and genuine depiction of you. And remember to evolve the pitch intuitively in relation to the conversation in hand.

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

Full of taste. Full of life.



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

Bayara branded packaged food business is one of the fastest growing food businesses in GCC, driven by the market standing and consumer franchise of its popular brand – Bayara.

With a wide portfolio of more than 1400 products backed by specialized delivery service, Bayara is able to design and deliver products that meet customers' precise specifications and quality requirements. Produced at our state-of-the-art factory in Dubai, with a robust system for product identification, traceability and quality control, the Bayara range stringently meets customer requirements.

Contact our foodservice specialists to start a new journey of taste.



Like us on  /bayaramae

Contact us at foodservice@gyma.ae

Gyma Food Industries LLC, Dubai Investment Park, Dubai, UAE.

Tel: +971 4 8857478 | Fax: +971 4 8857479 | e-mail: info@gyma.ae | Website: www.bayara.ae



FoodService



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