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gourmet

THE DEFINITIVE GUIDE FOR CHEFS
volume 9, issue 6**SUSTAINABLE
KITCHENS**

Special report on Unilever's push to ensure better livelihood for 500,000 smallholder farmers

**DEVELOPING
EXPERIENCES**

The growing influence of chefs in the restaurant design process for healthier profits

**CULINARIAN
EXTRAORDINAIRE**

Meet Executive Chef Majed Al Sabagh, arguably Sharjah's best import from Syria....

**SWEET
TOOTH**

Deepu Kurup of the JW Marriott Marquis is our Pastry Chef of the month

**GOLDEN
CROWNE**

Crowne Plaza SZR takes up the Nestle Professional Golden Chefs Hat challenge

**EMIRATI
CUISINE**

Talal Al Jaradat is steering the Bikers Café kitchen with an Emirati touch





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Dear fellow chefs, ladies and gentlemen,

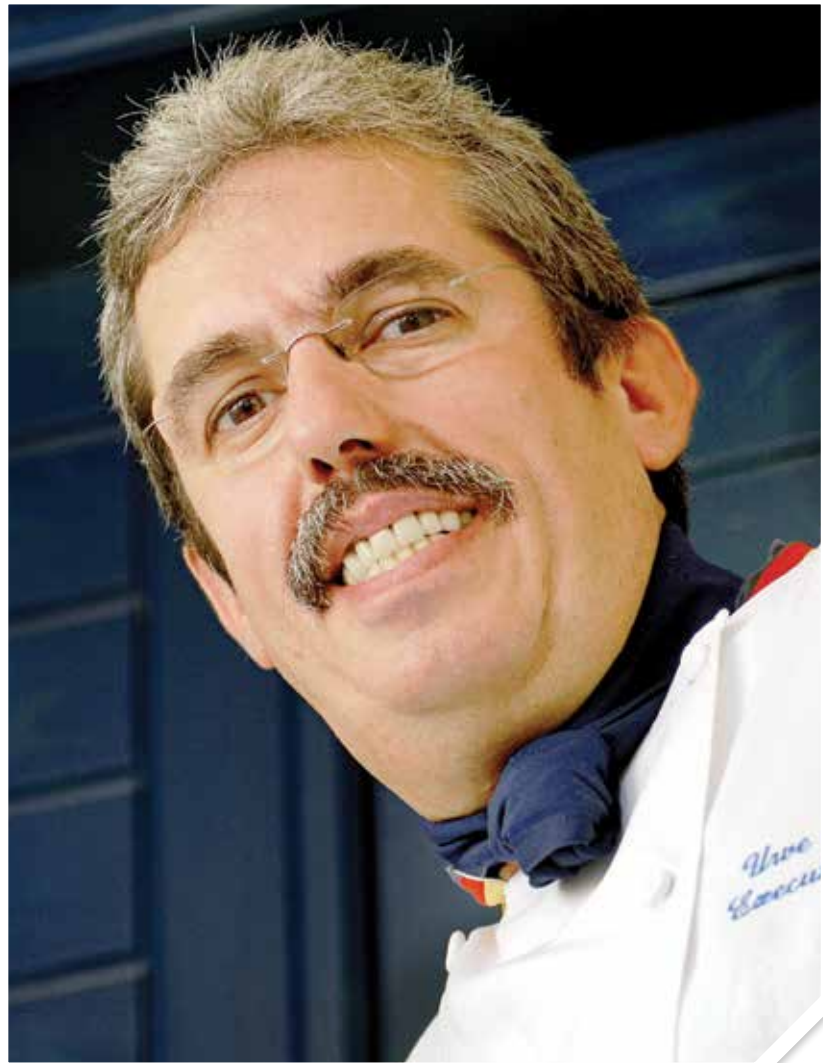
Welcome to the June-July issue of our Gulf Gourmet, the last before Ramadan and summer vacation. On this stage I would like to wish everyone Ramadan Kareem and good healthy fasting period. Hope that you all have some time to spend with your families and friends.

I am sure everyone is ready for the East Coast Competition. I have seen some of the competitors working very hard. Chef Prasad and his team are ready to welcome everyone in Fujairah. This will soon be followed by our next event on June 14-15, which is a hands-on training at the Radisson Blu Dubai Deira Creek. We will experience the underutilised cuts of US Beef like flank, rump or hanging tender. The event is sponsored again by the US Meat Export Federation.

On June 16, we will have our monthly meeting; the date is changed due to the East Coast Competition on the 2nd Monday. On the same day we will have the mini plated competition. This is a great opportunity to train as there is no entry fee and the US Meat Export Federation is taking care of all the expenses plus invites everyone for a small celebration that evening. Please register with Mrs. Josephine for the competition and/or the evening cocktail in order to plan the catering. I wish everyone the very best for Fujairah and mini plated competitions.

I am very pleased to let you know that our team for Stavanger comprises 31 members. I am sure that we will be one of the biggest delegations at the Congress. Chef Achala Weeransinghe and Rahil Rathod are in full training for The Global Pastry Chef and the Hans Bueschens finals respectively.

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](https://www.facebook.com/wacsyoungchefs) and encourage your young chefs to join that page so they



can be in contact with over 4000 chefs across the globe.

Please do not miss the company profile of our corporate members, the long-time supporters who have renewed their membership, as well the new ones. We really do appreciate your support. Also, do look at the Friends of the Guild pages to check all our supporters.

And finally, a big thank you to Chef Akshay Nayyar and his team at Melia Dubai for hosting the May meeting.

Culinary Regards,

Uwe Micheel

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

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Competing side-by-side with their European counterparts, American cheese makers consistently win top accolades at international competitions. The United States won 72 medals at the World Cheese Awards (London-2013) and 181 medals at World Championship Cheese Contest (Madison, WI-2014).

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

U.S. Soft Farmers Cheese and Fire-Roasted Leeks

Ingredients:

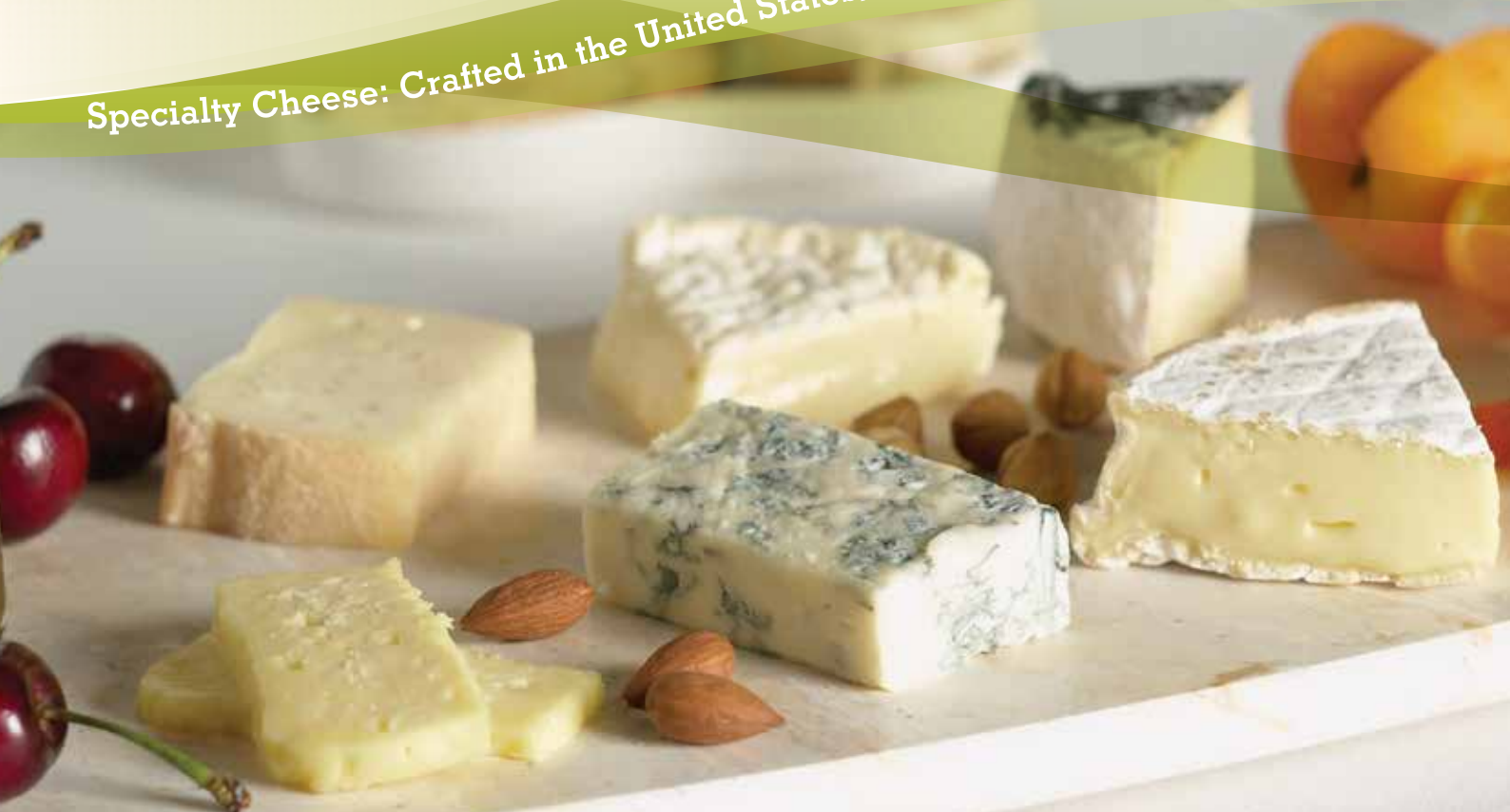
10 leeks, white part only
Honey, to taste
100 ml balsamic vinegar
50 ml extra virgin olive oil
150 g soft, U.S. farmers cheese
3 mint leaves, julienned
Cumin powder, to taste
Cinnamon powder, to taste
Heavy whipping cream, if needed
Cherry tomatoes, dill and mesclun leaves, as garnish

Procedure:

Grill leeks until outer layer is charred. Gather leeks together tightly in aluminum foil, and keep warm for 30 minutes or until tender. Peel leeks and discard burnt layers. Prepare vinaigrette, mixing the honey, balsamic vinegar and olive oil. Cover the leeks with vinaigrette, and refrigerate for at least 12 hours. Mash the U.S. farmers cheese with mint, cumin and cinnamon until homogeneous (if necessary add a little cream). Place cheese mixture in piping bag and refrigerate. To serve, pipe the cheese mixture around the leeks and garnish with cherry tomatoes, dill and mesclun.



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





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AUSTRALIA 2011

AUSTRALIA 2012



AUSTRALIA 2012

NEW ZEALAND 2012



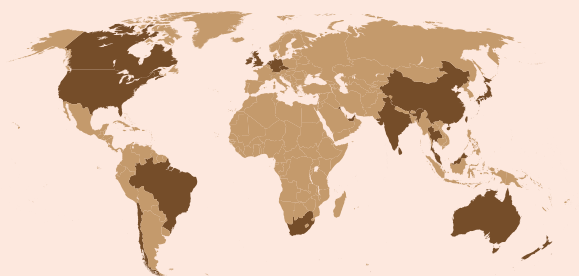
SINGAPORE 2012

NETHERLANDS 2013



AUSTRALIA 2013

AUSTRALIA 2013



The Dilmah Real High Tea Challenge began in 2007 as an exploration of a contemporary high tea. It has traversed continents with this quest, starting in Colombo, Sri Lanka and continuing through Australia, New Zealand, Singapore, UAE, Netherlands, Chile, Thailand, Hong Kong, Macau, England, Scotland, France, Malaysia... Not merely a culinary challenge, our Real High Tea demands an intelligent and creative approach to tea.



NEW ZEALAND 2013

CHILE 2013



Dilmah Real High Tea UAE

Congratulations to our winners!



Welcome to the global tea gastronomy elite!

Congratulations to the winners of the Dilmah Real High Tea UAE Haresh Mohihani and Michael Kitts from The Emirates Academy of Hospitality Management! Now that you have claimed the top spot in the national Challenge it's time to get ready to test your skills against those of a new generation of tea loving culinary geniuses from around the world at our Dilmah Global Challenge due to be held in Sri Lanka in 2014.

Passionate about the tea we produce, we see the Dilmah Real High Tea Challenge as an intrinsic part of the global tea renaissance, as the world looks to discovering the many fascinating and as yet underexplored facets of tea.

The Challenge is endorsed by WACS and began in 2007. The idea is to challenge culinary and hospitality professionals to discover the delicious luxury in tea.

The Challenge continues its journey as some of the world's finest chefs and hospitality professionals combine their ingenuity, flair and knowledge of food and tea in a series of national Challenges spread around the world, counting up to the Dilmah Real High Tea Global Challenge – the ultimate test of greatness in the company of the global tea gastronomy elite.





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editor'snote

email editor@gulfgourmet.net

We all know how important first impressions are to ensuring a successful restaurant business. Most people make up their mind about the quality of a restaurant long before they have had the opportunity to taste the food.

The food must be laid out on a beautiful plate, which must be placed on a classy table accompanied by comfortable seating and all of this must blend seamlessly with the interior décor that emphasises the theme of the restaurant which in turn must be linked to the taste of the food that is placed on the table.

Not an easy task.

If you get all the nuances right, the restaurant will be a guaranteed success. Skimp on any one aspect and you are already on slippery slope.

This is why Chefs are now part of the decision making process more than ever before. Gone are the days when business owners designed the restaurant and asked chefs to prepare just the menu to fit the outlet's theme.

Today, the top tier restaurants are built around the Chef, and we are not just talking about celebrity chefs like Marco Pierre White and Sanjeev Kapoor. Executive Chefs and Sous chefs are involved in the restaurant design from scratch.

We have a special report on this trend on page 40.



Also in this issue is Unilever's sustained push towards ensuring better livelihood for 500,000 smallholder farmers. Full report on page 36.

As we head into the summers and most of our readers head out for their annual vacation, here's wishing everyone a safe journey. On your return we will have the full coverage of the East Coast Culinary competition in the August-September issue.

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

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

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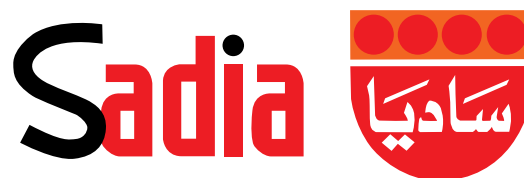
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newsbites

The Ajman Palace Hotel & Resort appoints New Director of Sales & Marketing

Deepak Dahiya has been appointed as Director of Sales & Marketing at The Ajman Palace Hotel & Resort – managed by HMH-Hospitality Management Holdings – tasked with driving new business into Ajman's first five-star certified hotel.

Deepak joins The Ajman Palace Hotel & Resort from the Dubai Marine Beach Resort & Spa where he held the post of Director of Sales & Marketing, following a five-year stint with the Gold Swiss Belhotel Dubai where he headed sales and

marketing for the hotel launch and then took it through a rebranding to Mercure.

An Indian national, Deepak gained a Professional Diploma in Hotel Management from the New Delhi Institute of Hotel Management before going on to secure a BA and then Masters in Business Administration. In addition, he has got a number of certificates from prestigious institutes such as Cornell University: School of Hotel Administration and Princeton Global Network, USA among others.



Caring for cancer patients and friends

The Ramada Downtown Dubai has formalised a CSR policy with the UAE's Friends of Cancer Patients (FOCP) with a memorandum of understanding that provides support throughout the year for activities organised by the society.

According to General Manager Samir Arora, under the hotel's new Hope For Cancer initiative, the hotel will offer selected patients and their family complimentary accommodation to enable them to enjoy all the entertainment and excitement of the Dubai Mall, BurjKhalifa and other attractions in Downtown Dubai.

"In consultation with FOCP, we will be extending invitations to come and stay for free, offering half board plus tickets for an afternoon at Reel cinemas or a trip up to the top of the world's tallest building, BurjKhalifa," he said.

FOCP is a charitable, volunteer-based foundation established in 1999 that provides financial and emotional support for UAE cancer patients, distributes information and runs programmes for prevention and early detection as well as workshops and free cancer screening.

New GM takes charge at Corp Amman Hotel

Veteran hotelier, Erik Huyer, has joined the Corp Amman Hotel as General Manager, responsible for building on the success of its first year in the Jordanian capital where the hotel has gained a reputation for quality service at competitive rates.

An Australian national and Dutch by heritage, Erik began his career in hospitality with Hilton in Australia as the chain's first management trainee, later spending 10 years working at its hotels in Sydney and Melbourne before moving on to the Regent in Auckland, New Zealand.

For the past seven years, he has been General Manager of the prestigious Hotel Al Khozama in Riyadh, a Rosewood Hotel, responsible for operations at the hotel and executive apartments as well as a sports centre, retail and office complex.

According to Laurent A. Voivenel, CEO, HMH – Hospitality Management Holdings, which operates the Corp Amman Hotel, Erik is a great addition to the team given his extensive regional and global experience.

"Few hoteliers can boast such a comprehensive pedigree that covers three major global markets – the Middle East, Asia and Australasia – including strong experience in the GCC," he said.





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Spirit of L.A. now in Dubai with Lemonade



One of the region's leading food and beverage operators, Magnolia Restaurants Management Group (MRM), recently opened its first UAE branch of a prominent restaurant chain from Southern California the Lemonade. It was launched last month at Ibn Battuta Mall's China Court in the presence of select local and regional media. Also present during the opening ceremony was Chef Alan Jackson who reiterated the significance of healthy eating and Lemonade's commitment to it.

Speaking out at the restaurant launch, Nael Mustafa said, "We are undoubtedly extremely excited about launching a fresh, healthy and innovative restaurant in a place that loves food – Dubai! Lemonade is a perfect fit for the people of Dubai who are always on the move and constantly looking out for healthy and nutritious yet appetizing food to eat."

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



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THE MOTORCYCLE DIARIES

What's Emirati cuisine got to do with helmets and highways? At the Bikers Cafe, lots! A traditional Emirati breakfast awaits those who want to take a fun-filled gastronomic ride on two wheels...

Dubai's wide roads, fresh air and loads of enthusiasm are a heady combination for motorcycle enthusiasts. Throw in a cafe dedicated to the maverick on the machine and it's hard to resist a thrilling ride down the highway.

Most cowboys on steel horses are probably familiar with Bikers Cafe, the first ever motorcycle-themed cafe in not just the United Arab Emirates but also the entire Middle East. Full of motorcycles, memorabilia and merchandise, the cafe on Jumeraih Beach Road attracts bikers and non-bikers alike with its fourth M – the menu.

You'd think a place full of adrenalin junkies has room only for bread and eggs - or something equally basic. But group corporate chef Talal Al Jaradat, the man steering the kitchen in this unique cafe, has added the Emirati flavour to the menu.

Motorcycles may be more a western hobby but it's the flavours of the Emirates that get people's motor running at the Bikers Cafe. "We opened this cafe in 2011. The owner had an idea that we should also offer Emirati dishes along with continental here. We added our own special Emirati breakfast to the menu, which is a big hit," says the Jordan-born chef.

With the seating capacity of 170 people,

the cafe offers some Emirati dishes for breakfast and lunch. Among the most wanted items is the 'Flavour of Arabia', an Emirati breakfast platter of Khameer, Chebab, Balaleet, and Muhalla served with jam, honey, dates and cream cheese. "Even our foreigner guests ask for this dish," says chef Talal.

When the cafe was opened, Emirati cuisine was in the shadows of home kitchens. "I had to go to the owner's house and learn how to cook Emirati food from their kitchen. It was colleagues' and friends' mothers who taught us how to make them. We evolved our own style from that to suit every palate."

To keep the taste as authentic as possible, chef Talal advocates the use of traditional techniques to cook. "I don't use an electric grill or oven. I make the dough and then put it on the conventional grill to bake. That's what gives Emirati cuisine its taste."

The menu also sports Emirati desserts such as Khabees and Luqymat. Bikers Cafe is expanding fast. Chef Talal rues the fact that there are not too many Emirati-born chefs that could give this cuisine a boost and take over operations of the upcoming branches.

"We are opening new branches, including one in Abu Dhabi, soon. I would love to see more and more young

chefs being proficient in Emirati food and bringing it out of the home kitchen into the culinary world."

Heavy on spices, Emirati cuisine is just finding its voice in the dining industry of the UAE. Chef Talal, who has previously worked with the likes of Grand Hyatt, Kempinski and Dubai Marine Beach Resort, experiments with efficient products that minimise the labour involved with cooking this elaborate cuisine without compromising on taste. "One such product is Nonions. I have used this brand products and the time to prepare for dishes is reduced. But taste the dish and it's as good as using fresh onions and other ingredients."

For someone who has never been to a hospitality school, 36-year-old chef Talal is surprisingly versatile in his cooking styles. He's proficient in different kinds of cuisines – from Italian and French to Thai and Asian. His own favourite cuisine? "I love Indian food, especially for lunch. Yemeni food is also my favourite, especially rice dishes."

The father of three sons started out helping in the kitchen and then worked his way from ground up, learning from chefs. At Bikers Cafe, he also organises barbecue sessions to liven up the experience.

There's a lot more chef Talal has up his sleeve. Gear up for a delightful ride!





FISH SALONA BADAWIYA WITH SAFFRON GINGER RICE

INGREDIENTS

FISH SALONA

Fish sherry	750 gr
Nonions Sautéed Onions paste	1 table spoon
Miraya Garlic paste	1 table spoon
Potato	150 gr
Tomato	150 gr
Green capsicum	100 gr
Dry lemon	3 pcs
Cardamom	5 gr
Turmeric powder	1 table spoon
Cumin powder	1 table spoon
Ginger past	1 tea spoon
Black pepper whole	1 table spoon
Coriander powder	1 table spoon
Coriander fresh	½ cups
Salt & pepper	to taste
Fish stock	1 ltr

SAFFRON RICE INGREDIENTS

Uncooked rice	2 cup
Miraya Ginger paste	1 table spoon
Saffron	gr
Nonions Fried onions	2 tblspn
Nonions Fried onions	1 tblspn garnish
Salt & pepper	to taste
Ghee	1 spoon
Cloves	4
Boiling Vegetable broth	3 cups

METHOD

- ♦ Mix all marinade ingredients together. Thoroughly rub with the fish with marinade and set aside for 20 minutes.
- ♦ Heat 1/4 cup of corn oil in a wok or deep frying pan. Add the marinated fish pieces. Lightly fry until just golden brown. You do not want to thoroughly cook the fish because you will be letting it simmer and finish cooking in the stew in just a little bit. Drain on a plate lined with paper towels.
- ♦ In a medium sized pot, heat the 2

tablespoons of gee. Add Miraya Garlic paste, Sauté for few minutes and add the Spice Mix, fish stock, turmeric, cumin, cinnamon, and dried lemons with some water and cook for 3-4 minutes.

- ♦ Stir in diced tomatoes, Potatoes, capsicum and Nonions Sautéed Onions Paste. Cook until the tomato has become soft.
- ♦ Add the cilantro and then gently add the fried fish chunks. Cover and simmer for another 20 minutes.
- ♦ Serve in individual soup bowls accompanied with saffron rice and garnished with Nonions Fried Onions.

SAFFRON GINGER RICE:

- ♦ Heat Ghee in a pot, add cloves and Miraya Ginger Paste, saute for few minutes. Add stock, salt, pepper and saffron and bring to boil. Add soaked rice, Nonions Fried Onions and cook for 15 minutes. Lower the heat, cover and cook for another 5-10 minutes.

Enjoy Cooking!

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THE SWEET TALKER

Life's sweet for guests at the JW Marriott Marquis hotel in Dubai. For, the world's tallest hotel has a pastry pro who can turn the staunchest of sugar-haters into dessert lovers. Meet Chef **Deepu Kurup**...

“I’ve never met a problem a proper cupcake couldn’t fix,” said author Sarah Ockler. If she is right, Deepu Kurup should be your go-to guy whenever you have a problem.

The senior chef de partie for pastry at the JW Marriott Marquis hotel in Dubai has quite a few fail-safe solutions for all kinds of problems. The India-born chef Deepu has spent close to a decade ruthlessly beating the eggs and whipping the cream to create a number of melt-in-your-mouth moments. And he's just warming up.

Most chefs get their passion for food from their mothers. Chef Deepu caught the cooking bug from his brother, Dinu Kurup.

Ask the 30-year-old chef what his inspiration was and he can't help but gush about his brother. “My older brother joined a hotel management school in Kerala in India and whenever he came home for vacations, he would tell us about his life at the institute. His life there sounded like it was fun!” says Chef Deepu.

Today, Dinu is the Executive Chef at a five-star hotel in London, an achievement Chef Deepu is extremely proud of.

“He told me about both the good and



the bad aspects of being a chef. He said I would have to work hard and long hours. He sparked my interest in cooking but he also prepared me for this job.”

Signing up for a course at the DY Patil Institute of Hotel Management & Catering Technology in Mumbai, Chef Deepu cut his teeth on the job at Hotel Leela Palace in Bangalore. In 2006, he returned home to Mumbai with a job at the Taj Land's End, where he worked for

two years before joining a cruise liner. “I worked in cruises for four years – two years with a UK company and the rest with a US company. The good thing about joining a cruise was that I had to play different roles there. Sometimes you do end-to-end production, sometimes a la carte.”

The cruises, which would last roughly six months followed by a two-month vacation, took chef Deepu around the

western world. "I went to Europe and to the US. It was fun."

Sometime in late 2012, Chef Deepu got his big break – a chance to work in Dubai, the culinary capital of the world. "Prashant Sabne, the ex-pastry chef of JW Marriott Marquis, was the man who made it possible. He knew me from Taj Land's End and he's always been a friend, philosopher and guide to me."

Chef Deepu's Dubai tryst has begun with an employer that most chefs would give an arm and a leg to work with. JW Marriott Marquis, which is famous as the tallest hotel in the world, has had the chef on its rolls since its pre-opening in 2012. "I have enjoyed great support from chef Sebastian Nohse, chef Herwig Knapen and chef Steven Peter, who have contributed greatly to my growth here."

Chef Deepu considers Dubai a land of abundant opportunities for career chefs. "You don't have to make an effort to stay motivated here. You see top-notch ingredients, read so many culinary magazines and experience the best of the best in foods. That automatically makes you want to go to work."

Inspiration for his creations comes from just about anywhere. With Ramadan around the corner, chef Deepu has designed a fitting tribute to the holy month with a dessert he calls 'Full Moon'.

A melting pot of banana pudding, dates crumble and banana jelly topped with pistachio and home-made vanilla ice-cream, the dessert is shaped like a moon to capture the essence of Ramadan. "I used Anchor products like butter and cream in it. You can feel the excellent texture of the butter in the pudding. We used the cream in the caramel sauce. Anchor cream has good stability."

Although he's an Indian, chef Deepu specialises in European desserts, mainly French pastries, rather than in Indian sweetmeats. "To master Indian desserts, you have to go really deep into the

subject. I can make some basic four-five Indian items but that's about it. Same with Arabic desserts. You need someone who is an expert in them," he elaborates.

Becoming an expert in pastry takes time and effort and loads of patience. Those just starting out should give it a good six-seven years to learn the ropes, believes chef Deepu. "Don't

chase money, chase knowledge. Initially, it will be tough and you will have to endure a lot of gruelling hours. But that will eventually pay off and prepare you for a chef's life," is his advice to budding chefs.

Chef Deepu wants young chefs to see the romance in pastry. Truly, what could be sweeter than a life of sweet nothings?



FULL MOON

Banana pudding, date crumble, chocolate sphere, honey comb, pistachio

HONEY COMB



INGREDIENTS

Sugar	375 grams
Honey	225 grams
Water	125 grams
Baking soda	15 grams

METHOD

- ◆ Bring the sugar, honey and water to 145°C
- ◆ Once it reaches the required temperature, remove it from the flame and add in baking soda
- ◆ Whisk till everything is mixed together
- ◆ Pour the mixture into a container and cool it down, using an ice bath

DATES CRUMBLE



INGREDIENTS

Dates	50 grams
Cocoa butter	15 grams
Maltodextrin	30 grams

METHOD

- ◆ Blend dates with cocoa butter until smooth
- ◆ Add in malto-dextrin
- ◆ Mix into crumbly texture

CHOCOLATE SPHERE



INGREDIENTS

Dark chocolate (55%)	250 grams
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Coco butter	25 grams
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METHOD

- ◆ Melt the chocolate and mix with the butter
- ◆ Coat the silicon mold using a brush (maybe has to be done twice)
- ◆ When set, take out and store in cool and dry place

BANANA & DATES PUDDING



INGREDIENTS

Fresh banana	200 grams
Dates	200 grams
Butter	90 grams
Brown sugar	280 grams
Eggs	150 grams
Flour	400 grams
Baking soda	4 grams
Baking powder	4 grams
Water	286 grams
Salt	4 grams
Vanilla essence	5 grams

METHOD

- ◆ Boil dates, soda and water together
- ◆ Once dates are soft, blend into paste
- ◆ Cut bananas into small slices

- ◆ Sieve flour, baking powder and salt together
- ◆ Whisk cream butter and sugar until creamy and fluffy
- ◆ Add eggs slowly into the mix
- ◆ Fold in the flour mix
- ◆ Add the date paste and banana, then mix together
- ◆ Pipe the mixture into silicon molds
- ◆ Bake at a temperature of 150°C in a bain-marie for 50-60 minutes.



SALTED CARAMEL SAUCE

INGREDIENTS

Caster sugar	250 grams
Anchor cream	200 grams
Anchor butter	45 grams
Fleur de sel (sea salt)	3 grams

METHOD

- ◆ Heat up the cream and set aside
- ◆ Slowly melt sugar until golden brown caramel has formed
- ◆ Add the butter to stop the cooking process
- ◆ Pour the warm cream little by little while whisking it continuously
- ◆ Bring back to boil for a minute and put aside

BANANA JELLY



INGREDIENTS

Banana puree	100 grams
Castor sugar	10 grams
Liquid glucose	10 grams
Gelatin leaf	8 grams

METHOD

- ◆ Soak the gelatin in ice water and set aside
- ◆ In a pan, warm up the puree, sugar and glucose
- ◆ Add the soaked gelatin and whisk till dissolved
- ◆ Pour the mix into a frame, then freeze

VANILLA ICE CREAM



INGREDIENTS

Milk	250 grams
Anchor cream	250 grams
Egg yolk	120 grams

Castor sugar	125 grams
Vanilla bean	1 stick

METHOD

- ◆ Remove from heat and set aside for 10 minutes
- ◆ Whisk the egg yolk and sugar until thick pale yellow, then whisk in the warm milk/cream mixture
- ◆ Pour into a new pan stir on top of a double boiler until thickened
- ◆ This will take about 10 – 15 minutes.
- ◆ Cool mixture to room temperature
- ◆ Once cool add it into an ice cream machine
- ◆ When ready, take out and store in ice cream freezer

CHOCOLATE SPRAY



INGREDIENTS

Dark chocolate (55%)	100 grams
Coco butter	80 grams

METHOD

- ◆ Separately melt the chocolate and coco butter
- ◆ Mix together
- ◆ Pour into a spray gun.

GARNISH

- ◆ Gold leaf
- ◆ Brownie cubes
- ◆ Coco nibs
- ◆ Pistachio powder
- ◆ Feuillantines (french biscuits)
- ◆ Banana crisps
- ◆ Caramelized banana

CHEF EXTRAORDINAIRE

Meet Executive Chef **Majed Al Sabagh**, arguably Sharjah's best import from Syria....

They say it's just not possible to please women. Well, they haven't met chef Majed Al Sabagh yet. For more than a decade, chef Majed has given the members of Sharjah Ladies Club much to be pleased about. The corporate executive chef of the Club is known for transforming a simple cafeteria into a vibrant chain of clubs. And that's just the tip of the iceberg of his achievements.

If we were to list each of chef Majed's achievements, our ink supply will probably run out. He's a chef, a manager, an author, a teacher, a celebrity and a dreamer, all rolled into one.

Interestingly, food never held any fascination for the Syria-born chef in his early days. "I had never thought I would become a chef," he recalls. "Even when I was selected for the exclusive Damascus Hotel and Tourism Training Centre in Syria, I remained unenthusiastic." A



I had never thought I would become a chef. Even when I was selected for the exclusive Damascus Hotel and Tourism Training Centre in Syria, I remained unenthusiastic

math whiz in high school, he applied to the college merely because he did not want to spend five-six years studying further. The opportunity to travel was another promise that made him sign on for the hotel school. Not keen on most aspects of running a hotel, he chose the kitchen. The decision was a wise one, cemented further after a teacher of the first class left an imprint on chef Majed's young mind.

The teacher asked the students why they joined the kitchen. Some said parents persuaded them to sign up, others said the money was good.

"I don't remember my answer but I do remember what he said after that - 'If you have come here thinking cooking is only about cutting onions and putting something on the plate, don't waste your time. Go to a restaurant and work there a few years. But if you take food seriously, then stay. You will be cooking for different people and feeding different emotions. You will cook for the sick, the healthy, the child, the elderly, for weddings, for mournings. Food is serious business.'"

An impressed chef Majed wrote the words down, something he still treasures. Taking the advice to heart, he spent three years learning all he could at the institute, finally passing out in 1996. Two of the summers during the course were spent training at the Sheraton Damascus. Chef Majed's first job was





at the Meridian Damascus's oriental kitchen.

Soon seeking greener pastures, he headed for Dubai on a tourist visa to find a better outlet for his creative urges. Within seven days, he found a new employer – and a very fertile training ground – in Crowne Plaza. For five years, chef Majed gave the hotel his blood, sweat and tears, in return for extensive experience in every aspect of the kitchen. "I chose not to work in the Arabic kitchen because that cuisine I already knew well. Also, there was not much scope to experiment with Arabic cuisine then," he says. Selecting French cuisine instead, he found a good teacher in one of the experienced chefs.

Curiosity about the other sections got the better of chef Majed and he dabbled in each aspect of the kitchen during his years at the Crowne Plaza. "I spent six



I spent six months in the butchery, one and a half years in the cold kitchen, six months in the pantry. I worked in the steakhouse, the banqueting. I spent the last one and a half years there in the fine dining restaurant

months in the butchery, one and a half years in the cold kitchen, six months in the pantry. I worked in the steakhouse, the banqueting. I spent the last one and a half years there in the fine dining restaurant," elaborates the 38-year-old chef.

Despite a gruelling schedule of 16- to 18-hour work days, chef Majed earned little in those years. "I didn't mind much. There were budget constraints and I got returns in terms of knowledge. I had learnt every aspect so well that once at a banqueting event, a senior chef told me I was a 'one-man army of chef, steward and waiter'. It was a huge compliment."

Sometimes, a big chunk of his meagre salary went into buying books. A self-confessed bookworm, chef Majed would not hesitate to shell out as much as 400 dirhams of his 1,500-dirham salary on a recipe book. "No regrets. That was long-term investment that paid off."

Hard work and willingness to learn helped chef Majed build a strong reputation. When the general manager of Crowne Plaza joined Radisson SAS Resort in Sharjah, chef Majed was the only one he poached from among 82



chefs. Although that stint lasted for close to two years, it was creatively not very satisfying. Yearning for Dubai's vibrancy, he tried to return to the eclectic city but fate had other plans. "I applied for jobs in Dubai but I got a call from a chef I knew. He told me he was joining at this place in Sharjah and asked if I was interested."

Not one to leave any opportunities unexplored, chef Majed went for an interview and stumbled upon a chance to overhaul a basic place meant for families to spend time together. He took up the challenge, something the ladies have much to thank him for.

"That was in 2003. I started out as an acting executive chef. The place needed a lot of changes and with support from management, we transformed it into one of the best fine dining places in the UAE. Today, we have 500-900 covers, only ladies - no men, no children." The club is not just that. There's also a banquet service for weddings and other events, for catering to as many as 1,000 covers. Branches of the club are now sprinkled across Sharjah, each unique in its own way and yet, holding the exclusive essence of the original. In a few months, a restaurant called 'Collage' will be added to the mix. "It will mostly be a pastry shop kind of place but we will also have items for lunch and breakfast. The restaurant here is called Lafeef and in the branches it's called Marasi."

The menus vary across the different sections of the club. Each restaurant also has several menus - one for teatime, one for afternoons and so on. Themes excite chef Majed and he likes to keep the menu consistent with the aim of a section or an event. "For example, for an event under the Pink Caravan breast cancer campaign, a lot of the foods were pink."

Chef Majed admits that catering to a population that is an expert in running the home and the kitchen is very challenging. "Flexibility is key. I have to



Chef Majed with his family

be open-minded and patient because there are a lot of ideas and demands that come our way. Also, we have to keep an eye on the latest food trends in the market. Money and prices don't matter to our clientele. They value quality and the experience much more."

He's expanding his teams fast to cope with the rising demand. And he's using

the same strategy that worked for him. "I move my staff around to train them in every aspect of the kitchen. You have to adapt fast here."

The menus also change as fast as the chefs' assignments. There are six-seven different kinds of menus at each club. "We look for healthier options, we introduce new trends, we use organic



Chef Majed with his team

items. We keep experimenting."

How different is to cater to a ladies' club vis-a-vis a men's club? "Men are more practical and look only for practical and basic things. Women have different tastes and different interests. They have to connect with something to really like it. So it's more challenging to cater to women."

Matters are made even more challenging by the fact that chef Majed and most of his team members cannot directly interact with the guests and seek their feedback. "I am not allowed to go into the restaurant area. If a guest wants to talk to me, she has to come to the kitchen. Communication is important and so, we try to do it via our female chefs."

The need to communicate with his patrons is also what drove chef Majed's television and writing career. 'Marami',



For one year, I read a lot of books on how to grow medicinal herbs and use them for cooking. When I finished, my teacher said I should publish it

a magazine on family issues, wanted to feature food. Asked to contribute, chef Majed refused to restrict his contribution only to recipes and wrote articles that went deeper into the subject. Today, the magazine is in its 89th edition and the chef has been involved since the first edition was printed. "The first thing I wrote about was Fattoush (a pita bread salad made with vegetables). I like to tell a story about the food – where it

came from, its cultural significance. For example, when someone is a confused person, you call him a Fattoush!" he laughs.

These stories enhance a guest's connect with the dish and make the experience more enriching. "In my industry, feedback is very important and you have to know how to not take it personally. I have received a lot of constructive feedback on my articles."

On the television front, chef Majed's calling card has been a slot on the show 'Sharjah Morning'. He's also working on his own show 'Salt and Sugar', which is mostly about pastry. "I do Sharjah Morning only on Saturdays now because of my heavy work load. For Ramadan, I am working on another show."

The versatile chef has also authored three books. The first was his project in college that was done so well that it

eventually turned into a book. Written in 1996, the book was on medicinal herbs in the kitchen. "For one year, I read a lot of books on how to grow medicinal herbs and use them for cooking. When I finished, my teacher said I should publish it."

The second book, 'Hany w Afee', was published in 2008 and was about Arabic and continental dishes. "Hany w Afee' is an Emirati phrase said after finishing a meal," he explains. The third book, 'Wajabat Na'ama', was published in 2010 to introduce young girls to cooking. "These are simple recipes of juices, sandwiches, main courses, soups and other items that are easy to make." For his readers, though, chef Majed has a piece of advice – use it as a base and adapt it to your own culture and your own tastes. "Sometimes the readers blame the chef, saying he hasn't given a good recipe. But you have to understand that the context differs. For example, if you are making bread, if a recipe says take 50 gm yeast, in the Emirates, 20 gm may be enough but in Europe you may need 100 gm. Customise it to your own context."

You'd think with so much on his plate, chef Majed would have little time for other activities. But this bundle of energy is a teacher too. He teaches at a university and even gives lectures in schools on healthy eating and cooking. "Sharing knowledge also teaches you a lot," he believes.

A cherished dream is establishment of a training centre in the UAE not just for those looking to become professional cooks but also for the amateurs.

While training his own chefs, he takes the help of the Emirates Culinary Guild, of which he is an active member. Taking his teams to competitions is chef Majed's way of compensating for the lack of feedback from his clients. The first ever Syrian chef to be a World Association of Chefs Societies judge, chef Majed stays in touch with the latest



events in the culinary world through the guild. "Competitions are not about winning or losing, they are about ideas and learning," he says.

Chef Majed, the man, is as interesting as the professional. A great fan of salads, he believes in fitness – his favourite sports being football and basketball. He has a weakness for 'Mujaddara', a Syrian dish made of bulgur and lentils. Reading and travelling are his other hobbies as is spending time with family. Prod him a little about his family life and he gets candid. "I was in love with my wife for

seven years before we got married in 2000. I have two sons – one is 13 years old and the other is four – and a daughter who is nine." You can hear the affection for his family in chef Majed's voice when he tells you his daughter's name, Fajar, means 'early morning'.

Vacations with family may be few and far in between but they are precious. "As a chef, you sometimes tend to forget your own life and time just flies by."

Time may have zipped by for chef Majed but he has much to show for it. Do we see the ladies nodding in agreement?

June - July 2014 Gulf Gourmet



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 Creative Food & Beverage Solutions

Passion and earnestness ON THE TABLE

The boys from Crowne Plaza Dubai are this month's challengers at the Nestle Professional Golden Chefs Hat Competition



Prarit Sumonratanakul



Vikesh Tiwari

This time around we have two individuals that are poles apart yet possess talent that is in sync with one another.

One is 22-year-old Prarit Sumonratanakul, who is a Commis I working at the Wagamama kitchen at Crowne Plaza Hotel on Sheikh Zayed Road in Dubai. His colleague and partner for the competition is 28-year-old Vikesh Tiwari, also a Commis I working in the pastry section of the hotel.

Together they have created what they call a restrained approach to creating a

two-course meal that is focused purely on flavour over everything else.

Prarit, who is the son of an Executive Chef, has always understood the workings of the industry having been raised seeing how the life of a Chef can be. He says, "I realise how lucky I am to have my dad guide me, something most of my colleagues do not have."

He says, "The biggest challenge for me was trying to use all of the ingredients provided to create a good meal. Rather than overkill, I decided to stick to the products that got me the flavour I was

looking for and would proudly serve to a guest."

Vikesh, who hails from Delhi in India, had to leave his hotel studies midway due to a family crisis and arrived in Dubai to land a job with Crowne Plaza in Abu Dhabi. After a brief stint away, he returned to the IHG property in Dubai.

He says, "I have always wanted to partake in contests and when Nestle Professional provided the opportunity, I jumped. I used all three Docello products and added a twist of my own to give it a signature style."



Seared Lamb Loin with Chocolate and Crispy Sweetbread

SEARED LAMB LOIN

INGREDIENTS

Lamb loin	250 gm
Olive oil	as required
Butter	as required
Salt and pepper	to taste
Thyme, Rosemary & Garlic clove	2 gm

METHOD

- Season the lamb loin with salt and pepper then heat the olive oil in a pan and sear the lamb loin with thyme, rosemary and garlic clove and cook to medium. Then add butter at the end for smell and taste.

ASSORTED SAUTÉ VEGETABLES

INGREDIENTS

Baby Carrot	3 p
Zucchini round shaped	2p
Turnip round shaped	2p
Water	300ml
Butter	10gm
Olive oil	as required
Salt and pepper	to taste

METHOD

- Boil the vegetables in water until cooked and then sauté in pan with olive oil and season with salt and pepper then add butter for smell and taste.

SEARED LAMB SWEETBREAD COATED

WITH SEASON PANKO BREADCRUMB

INGREDIENTS

Sweetbread	50gm
Milk	200ml
Water	300ml
Carrot	1p
Onion	1p
Celery	1p
Leeks	1p
Thyme	2gm
Bay leaf	2gm
Rosemary	2gm
Olive oil	as required
Panko breadcrumb	50gm
Garlic clove	2p
Coriander leaf	10gm
MAGGI® Mashed Potato	30gm

METHOD

- Soak the sweet bread in milk for an hour and then boil it in the water with all the vegetables and herbs. After the sweetbread is cooked, drain and remove the sweetbread, then sauté the sweetbread in olive oil till crispy then remove. Blend the panko breadcrumb, garlic clove, coriander leaf, mash potato powder together. Then sauté the panko breadcrumb in a pan and add the sweetbread to coat it.

POTATO SOABE

INGREDIENTS

Potato	150gm
Butter	100gm
Salt and pepper	to taste

METHOD

- Boil the potato until cooked, then peel off the skin and mash it with hand then mix it with butter and sauté it in pan and after bake it in the oven until crispy and cook then season with salt and pepper.

CRISPY ONION BREADSTICK

INGREDIENTS

White onion	100gm
Flour all purpose	75gm
Egg White	75ml
Water, Salt and pepper	to taste

METHOD

- Boil the onion until cook then slice it finely and then mix it with the flour and egg white and season with salt and pepper then put it on the baking sheet and spread it in thin layer and bake in the oven until crispy then cook in the shape needed and put in the plate.

CHOCOLATE DEMI – GLAZE

INGREDIENTS

Brown Stock	200ml
Water	100ml
Chef® Demi Glaze	30gm
Dark bitter Chocolate	60gm

METHOD

- Heat water till boil then add the demi glaze powder and mix nicely until all the powder is well mixed and then add it to the brown stock after both is well mixed in slow heat add in the dark chocolate until well mix and taste.

Docello Delight

DOCELLO® CHOCOLATE MOUSSE

INGREDIENTS

Milk	250 ml
Docello® Chocolate Mousse	125 gr

METHOD

- ♦ Mix in machine with whisk until the volume will come up

DOCELLO® CRÈME BRÛLÉE

INGREDIENTS

Semi Milk	500gr
Cream	250gr
Docello® Crème Brûlée	125gr

METHOD

- ♦ Milk and cream put in the pot for boiling when they boil remove from heat and add the mixer then put in any kind of mold or pot after 25 mint when is cool down put some sugar on top then burn nicely with burner then use.

DOCELLO® PANNA COTTA

INGREDIENTS

Milk	250gr
Cream	250gr
Docello® Panna Cotta	75 gr

METHOD

- ♦ Boil milk and cream then add the powder let them cool demold from mold then served with your choice garnish or compot.

MANGO SPHERE

INGREDIENTS

Mango puree	250 gr
(sosa) agar agar	4 gr
Water	250 ml
(sosa) Align powder	3 gr
Mango juice	250 gr

METHOD

- ♦ Pour mango puree into a pot. Make it hot and add agar agar in the mango puree. Put in small jelly sill pad mold, put in freezer to cool then spread in a bowl of water and align powder mix using a hand blender. Put mango jelly for 10 minutes

and take it and put it in mango juice

CHOCOLATE MARBLE

INGREDIENTS

Melted milk chocolate	250gr
Melted white chocolate	250gr
Sugar	500gr

METHOD

- ♦ Use half sugar with white chocolate, half sugar with milk chocolate mix, then put any mold or ring and use as base

CHOCOLATE DEMI – GLAZE

INGREDIENTS

Butter	100gr
Sugar	100gr
Glucose syrup	100gr
Flour	100gr

METHOD

- ♦ Add butter, sugar and glucose in a pot and make sure butter is melted. Add flour and take out from heat and bake it at 180 degrees centigrade for 7-8 minutes. Use any shape for garnish.



June - July 2014 Gulf Gourmet

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ENSURING BETTER LIVELIHOOD FOR SMALLHOLDER FARMERS

From the tea cultivators of Kenya to the vanilla bean growers of Madagascar to the cocoa bean producers of Ghana, smallholder farmers across the world have seen their lives revolutionised by Unilever's sustainable farming practices initiatives...



A silent revolution is under way in the food world. And leading the revolution is none other than one of the biggest names of the industry – Unilever.

The next time you sip a warm brew of Lipton tea or dig into that deliciously cold Magnum vanilla ice-cream, know that you are doing your bit for the globe. Unilever is helping smallholder farmers build a better life. What's more, it's also teaching them a thing or two about sustainable farming practices, the biggest need of the hour and a tool to equip the planet to support the impending explosion in population.

By 2030, the world's food production has to rise as much as 50 percent to meet global nutrition needs. But resources such as water and land are scarce and so, crop yields have to be maximised to prevent food shortage in the future.

Towards this end, Unilever has been tying up with a number of government and private entities to train small farmers in lesser developed nations in sustainable farming practices.

Smallholder farmers – those who grow their crops on less than 2 hectares of land - constitute a whopping 85 percent of the farmer population globally. Lacking in education and training, these farmers are unaware of the techniques that can help them enhance crop yields and income. Unilever is arming them with knowledge and also with good quality seeds and fertilisers, which could double and even triple their crop yields.

Unilever aims to include at least 500,000 smallholder farmers in its supply network. By the end of 2013, it had managed to help 570,000 farmers grow their expertise and earnings.

While Unilever is running a number of projects across the world, among its bigger case studies have been countries such as Kenya, Indonesia and Madagascar. Here's how small producers of tea, vanilla and cocoa beans and black soy bean have benefited hugely from the initiatives...

TEA

As the largest private buyer of Kenyan smallholder tea, Unilever had much to gain from empowering the farmers in the region. In 2006, Unilever took a huge step in this direction by setting up a private-public partnership with the state-run Kenya Tea Development Agency and others.

The initial plan was to train 120 tea cultivators through farmer field schools, which were based at four factories where growers brought their tea for weighing and collection by Kenya Tea

Development Agency. At these schools, farmers discussed their problems and with a little assistance, arrived at sustainable solutions. They also received training in book-keeping, health, safety and efficient farming techniques. The successful project eventually ended up covering 720 farmers. At the end of 2008, the three-year project had managed to improve the participants' profitability and raised their tea yields by an average of 5 to 15 percent.

Sustainable agricultural practices also helped 38,000 smallholder farmers in Kenya get Rainforest Alliance certification by the end of 2009. The certification, which weeds out middlemen and helps farmers cut costs, has put more money in their hands for their produce.

Taking the initiative forward, Unilever tied up with the Sustainable Trade Initiative Tea Improvement Project to clear bottlenecks that prevent small farmers from adopting sustainable practices.

Between 2010 and 2013, Unilever and

its partners targeted farmers in Kenya, Rwanda, Indonesia and Sri Lanka.

The results were impressive.

As many as 250,000 smallholder tea farmers in Kenya, or half of the total in the country, had been trained by the end of 2011. Across Rwanda, Sri Lanka and Indonesia, nearly 45,000 tea farmers learnt better tricks of the trade. A smaller project in Turkey reached out to 5,000 smallholder tea growers.

In 2012, the number of tea farmers the Unilever trained rose 50 percent from the previous year to 450,000. Of these, as many as 300,000 – most of them in Kenya – can now proudly flash their Rainforest Alliance certification. And that's just the tip of the iceberg.

COCOA

In West Africa and South America, Unilever's Magnum ice-cream brand partnered with the Rainforest Alliance to work with farmers in key cocoa-producing countries such as Ghana, Ecuador and Cote d'Ivoire on

sustainable farming practices. Covering more than 10,000 farmers in the first year itself, the initiative widened the supply channel for the company to source good-quality cocoa beans. So much so, that Unilever even launched two products - Magnum Ghana and Magnum Ecuador – that use cocoa sourced from certified farmers.

The company's supply partner, Barry Callebaut, runs training schools across West Africa, where local farmers are educated. The farmers in turn impart their knowledge to others in the community, building collective skills.

BLACK SOY BEAN

In Indonesia, Unilever worked with farmers to develop a high-quality sustainable supply of black soy bean for Bango sauce. The story began way back in 2000, when Unilever started working with a local university to engage small farmers, providing them technical assistance and financing to improve productivity.

Currently, there are around 7,500 farmers engaged in the programme, of whom 2,000 are women. Together, these farmers now produce around 600 tonnes of black soy beans annually.

VANILLA

Who doesn't enjoy the taste and scent of vanilla? In April this year, Unilever tied up with Symrise and the Deutsche Gesellschaft fuer Internationale Zusammenarbeit to sweeten the livelihoods of about 4,000 vanilla farmers in the Sava region of Madagascar. The three-year programme, which will involve about 32 communities and 44 schools and colleges, has the potential to touch 24,000 lives in this impoverished nation that ironically produces 79 percent of the world's natural vanilla.

Even as it builds farmers' lives, the programme will secure a supply channel for Unilever's ice-cream brands such as Magnum, Breyers and Carte D'Or. An





important aspect of this programme is teaching farmers about crop diversification to keep their income stream open even during lean vanilla season.

A smaller project in the Diana region of Madagascar between 2010 and 2012 had trained 500 farmers on sustainable agricultural practices, fair trade standards and principles

of certification and marketing. These vanilla producers saw an average increase of 24 percent in their income by the end of the programme.

Expanding its footprints across the globe, Unilever hopes to positively impact a whopping 5.5 million lives by 2020 through programmes to improve the livelihoods of smallholder

farmers and small-scale retailers and by involving young entrepreneurs in its value chain. A bigger goal the company has its heart set on, is stimulating economic development and alleviating poverty and hunger in emerging economies by supporting farmers.

If its success so far is any indication, there's no stopping Unilever now.



DELECTABLE IN EVERY 'SENSE'

Ruqya Khan finds out why the chef's mandate goes beyond just food and includes the need to ensure an experience that is appealing to all senses

Ask anyone in the restaurant business about the importance of first impressions to know how critical a factor it is to ensuring a healthy bottom line. Truth be told, most people make up their mind about the quality of a restaurant long before they have had the opportunity to taste the food.

This is why most restaurateurs, especially in a competitive space like

the UAE, have a lot of work that goes into making a place both inviting and comfortable.

The food must be laid out on a beautiful plate, which must be placed on a classy table accompanied by comfortable seating and all of this must blend seamlessly with the interior décor that emphasises the theme of the restaurant which in turn must be linked to the taste of the food that is placed on the table.

Add to it, the whole experience has to be different from the 10,000+ outlets competing for attention.

If you get all the nuances right, the restaurant will be a guaranteed success. Skimp on any one aspect and you are already on slippery slope.

The business of restaurants are so high risk that the role of the Chef in the decision making process is more



Indeed you have to satisfy your clientele and appease all their senses. The feel of a place can never be neglected. The things that make up the restaurant say who you are as a restaurant and what type of level you set

important than ever before. Gone are the days when business owners designed the restaurant and asked chefs to prepare just the menu to fit the outlet's theme.

Today, the top tier restaurants are built around the Chef, and we are not just talking about celebrity chefs like Marco Pierre White and Sanjeev Kapoor. Executive Chefs and Sous chefs are involved in the restaurant design from scratch.

Chefs now have a say in everything from the design of the plate all the way to the interior lighting. This is because at the end of the day what will bring in return customers is the food. With senior chefs being part of the design process, they have – more often than not – the maximum knowledge on how to heighten the sensory appeal of the meal.

Chef Christopher Lewis, Executive Chef at Taste of Fame has been in the food industry for about 12 years. Being at the helm of a Hollywood themed restaurant at Jumeirah required him to bring uniqueness not just to the food but its ambience as well. "Ambience is very important. Honestly, it is almost as important as the food. When people walk into a restaurant they want something clean, something unique, they have certain expectations. Everything works



Asma Al Naboudah

to create the bigger picture – right from the way your waiters are dressed to what paintings you have on the wall and what comes to the table. The dish has to be plated to please and appeal. That adds to the value of the first bite."

"Indeed you have to satisfy your clientele and appease all their senses. The feel of a place can never be neglected. The things that make up the restaurant say who you are as a restaurant and what type of level you set. It's the little things. People have so much choice here in every possible way and to ensure that you have a lasting impact you have to take that additional step to cater to all their senses. We are a relatively young

restaurant but people know us for the feel of the place. They come back because our food is good but they also return because they know they will enjoy the ambience."

Raphael Saxod, Managing Director, Restofair has close to two decades of experience in the business and works closely with restaurants, caterers, institutions and hotels to supply all kinds of small operating (kitchen) equipment like chinaware, glassware, cutlery, kitchen utensils and all accessories. In an interview to Gulf Gourmet earlier, he said, "More often than not, it is the Chef who decides the products and the purchasing manager

simply fulfils his requirements. So you have to be close to all."

Currently Dubai attracts approximately 10 million people each year and according to Dubai's Department of Tourism and Commerce Marketing (DTCM), this number is expected to grow to 25 million visitors by 2020. On a global scale travel and tourism contributed to about 10% to the global economy in the last year, according to World Travel and Tourism Council (WTTC). Furthermore travel and tourism's contribution to the world economy has grown for the fourth consecutive year and is expected to show even stronger growth in 2014.

Well versed with the changing trends not just locally but also internationally, Saxod says, "Over the years we seen trends change from bold deigns, block

colours to minimalistic look and now we are going retro. By and large people are looking for simple. They want something that has a rustic and natural appeal.

"A lot of old products like glass jars (from my grandmother's times) and thick glasses are making a comeback. Life is so fast paced and erratic that people want an anchor of comfort at their table – something not too formal. Having said that, I cannot ignore that this region has diners of all tastes and choice and that eating out means different things to different people.

"While some see it as a refuge from their own cooking and a break from routine, others see it as a time to celebrate and give themselves a unique experience. Therefore needs of the fine dining sector cannot be ignored. Customers expect nothing but the best when they are at

signature restaurants and high star rating hotels. Some industry names even have personalized cutlery and tableware to match with their theme and design. It is therefore a varied market that we cater to and the customers are spoilt for choice!"

According to World Trade Organisation the tourism sector will grow worldwide in the next 25 years. In addition, according to the same reference the region that will benefit the most from this growth is GCC.

Furthermore, with Expo 2020, the tourism growth in UAE will certainly exceed the forecasts.

An evidence of this future growth of tourism industry in UAE and in GCC is the actual and planned investments of international hotel brands in UAE.



Chef Christopher Lewis

Brands like Fairmont, Accord Group, InterContinental Hotels, Starwood, Rezidor, Mandarin Oriental, etc. are planning to open several hotel units in the next 5 years.

Says Saxod, "We are following the industry trends quite closely to be able to provide the most relevant equipment that our clients will need. We have our own in house designer to be available to match the specificity of high end markets. Efforts are being made to bring up the standards of three and four star properties in a way that they can be in line with higher rating place. Progressing forward I predict that the hospitality industry will be more targeted towards making the market more affordable.

Asma Al Naboudah owner of Fenyal Café, an Emarati themed restaurant at Qanat Al Qasba, says "How you serve and what you serve in is important. What is that one thing that pulls a customer into your restaurant? It cannot be the food because he has not tasted it yet. It could be that he has heard of the place so he chose to give it a try but the one thing that really draws him in and makes him content with his decision is the presentation of the place. A person can choose to visit a place because they have heard about it from friends and family but they will enjoy their stay and keep an open mind about it based on what they see and how they are served. The ambience sets the bar and the food raises it!"

She adds, "Our menu is simple and what we serve is traditional food in the typical Emarati style. Copper kettles, enamel plates, porcelain cups and antique cutlery all add to the flavour of stepping back in time to enjoy old favourites. Sometimes a little is a lot. Attention to detail is what separates a good experience from the best. While some people today love to visit high end places to do their business and create an impression but they will not mind going out of the way when they want to feed their soul. Ambience is essentially king and its kingdom is the food."



Raphael Saxod

June - July 2014 Gulf Gourmet



Cook and Chill

Last month saw Andy Cuthbert, Chairman of the World Association of Chefs Societies' Young Chefs Development Team and the Chairman of the Emirates Culinary Guild, host the first of four special Chef2Chef workshops for 20 senior and young chefs. The initiative by World Association of Chefs Societies and powered by Electrolux Professional took place in Dubai at the ICCA in Knowledge Village in Dubai.

The first in the series of workshops was focussed on Cook and Chill system and sous-vide. The workshop was designed to merge the latest technology that incorporates an oven and blast chiller in a single solution and an innovative approach to sustainable cooking to improve chefs' daily activities, and moreover to extend the range of their skills and techniques and build on their knowledge on nutritional value, texture, flavour and colour, while applying the art of sous vide cooking in modern day cuisine and culinary arts.

Assisting Andy Cuthbert at the seminar was Chef Silvano Costantini from Electrolux Professional. The event was inspiring and insightful experience for both ICCA students as well as the Chefs from across the UAE and from all sectors of the hospitality industry.

The second event of the series will take place this June 24 in London followed by a workshop in Dubai in September. We bring you images from the event.



June - July 2014 Gulf Gourmet



June - July 2014 Gulf Gourmet





The Guild Meet

The Emirates Culinary Guild's meeting last May was hosted by Chef **Akshay Nayyar** and his team at Melia Dubai. The event saw a large turnout including corporate members from the industry. Here are moments captured at the event.



June - July 2014 Gulf Gourmet





The Emirates Culinary Guild is a member of the World Association of Chef's Societies



RESUME OF CLASSES FOR ENTRY

EAST COAST CULINARY COMPETITION

Class No. Class Description

1. Three-Course Gourmet Dinner Menu
2. Tapas, Finger Food & Canapés
3. Three – Course Gourmet Arabic Dinner Menu
4. Friandise/Petite Four/Pralines & Nougatines
5. Three Plated of Desserts International
6. Three Plated of Desserts Arabic
7. Bread Loaves & Showpiece
8. Three Tier Wedding Cake
9. Live Practical Cake Decoration
10. Open Showpiece
11. Chocolate Showpiece
12. Vegetable Carving Live
13. Practical Cookery Beef (only US Beef)
14. Cocktail Championship

Class 01: Three - Course Gourmet Dinner Menu

Present a plated three-course meal for one person.

1. Suitable for dinner service
2. The meal consist of:
 - > An appetizer or soup
 - > A main course
 - > A dessert
3. To be prepared in advance and displayed cold on appropriate plates.
4. Total food weight of the three plates should be 420/480 gms.
5. Food coated with aspic or clear gelatin for preservation
6. Typewritten descriptions and recipes required.
7. Maximum area w60cm x d75cm.
8. One participant per entry is allowed.

Class 02: Presentation of Ta pas, Finger Food and Canapés

1. Produce six varieties.
2. 6 pieces of each variety - total 36 pcs
3. Three hot varieties
4. Three cold varieties
5. Hot food presented cold
6. Food coated with aspic or clear gelatin for preservation
7. Presentation on suitable plate/s or platter/s or receptacles.
8. Six pieces should correspond to one portion.

9. Name and ingredient list (typed) of each variety required.
10. Maximum area 60cm x 75 cm
11. One participant per entry is allowed.

Class 3: Three Course Arabic Dinner Menu

Present a plated three-course meal for one person.

1. Suitable for dinner service
2. The meal consists of:
 - a. An appetizer or soup
 - b. A main course
 - c. A dessert
3. To be prepared in advance and displayed cold on appropriate plates.
4. Food coated with aspic or clear gelatin for preservation.
5. Total food weight of the three plates should be 420/480 gms.
6. Typewritten descriptions and recipes required.
7. Maximum area w60cm x d75cm.
8. One participant per entry is allowed.

Class 04: Friandises P etites-Four Pralines Nougatines

1. Present the exhibit to include a small showpiece; the showpiece is for effect only and will not be judged as part of the class.
2. Exhibit six varieties.
3. Six pieces of each variety (36 pieces total) plus one extra piece of each variety on a separate small platter for judges' tasting.
4. Freestyle presentation.
5. Written description mentioning the theme is required.
6. Typewritten recipes are required.
7. Maximum area w70 cm x d75 cm.
8. One participant per entry is allowed.

Class 05: Three Plates of Dessert

1. Prepare three different desserts, each for one person.
2. Each dessert presented singly on an appropriated plate.
3. Total food weight of one plates should be 80/100 gms.
4. Presentation to include one hot

- dessert (presented cold).
5. Typewritten description and recipes are required.
6. Tasting will be part of the judging process if deemed necessary to determine quality and authenticity.
7. Maximum area w70 cm x d75 cm.
8. One participant per entry is allowed.

Class 06: Three Plates of Dessert (Arabic)

1. Prepare three different Arabic desserts, each for one person.
2. Each dessert presented singly on an appropriated plate.
3. Total food weight of one plate should be 100 /120 gm's.
4. Presentation to include one hot dessert (presented cold).
5. Typewritten description and recipes are required.
6. Tasting will be part of the judging process if deemed necessary to determine quality and authenticity.
7. Maximum area w90 cm x d75 cm.
8. One participant per entry is allowed.

Class 07: Bread Loaf & Bakery Showpiece

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

1. Bread is to be displayed with a baked bread showpiece.
2. Four types of bread loaves (competitor's choice) minimum of two pieces of each loaf to be displayed.
3. Four types of bread roll (competitor's choice) minimum four pieces of each roll to be displayed.
4. Four types of baked sweet breakfast items (competitor's choice) minimum four pieces of each item to be displayed.
5. Four types of baked savoury/salt breakfast items (competitor's choice) minimum four pieces of each item to be displayed.
6. Doughs prepared and breads baked at place of work and brought to the competition for judging.



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7. Tasting will be part of the judging criteria & Type written recipes are required.
8. Maximum area w70 x d75cm
9. One participant per entry is allowed.

Class 08: Three-Tier Wedding Cake

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

Class 09: Cake Decoration - Practical

1. Decorate a pre-baked single cake base of the competitor's choice.
2. Two hours duration.
3. Free-style shapes
4. All decorating ingredients must be edible and mixed on the spot.
5. No pre-modeled garnish permitted.
6. Chocolate and royal icing can be pre-prepared to the basic level.
7. Competitors must provide all ingredients, cake base, utensils, and small equipment required.
8. The cake base must a minimum size of 30cm X 30cm or 30cm Diameter.
9. A standard work table with a 13 amp power socket is provided for each competitor to work upon.
10. Water and refrigeration will not be available.

11. The cake will be tasted as part of judging.
12. The Judges will cut the cake.

Class 10: Open Showpiece

1. Freestyle presentation.
2. Only showpieces made of edible food material will be accepted for adjudication.
3. Maximum area w60 cm x d75 cm.
4. Maximum height 75 cm. (including base or socle).
5. One participant per entry is allowed.

Class 11: Chocolate Carving Showpiece

1. Free-style presentation.
2. No frames or supports.
3. Natural colouring is allowed.
4. Minimal glazing is allowed.
5. No molded work.
6. Maximum area: w60 cm x d75 cm.
7. Maximum height 75cm (including base or socle).
8. One participant per entry is allowed.

Class 12: Practical Fru it & Vegetable Carving

1. Freestyle.
2. 120 minutes duration. {02 hrs}
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.
8. One participant per entry is allowed.

Class 13: Beef Or Chicken Practical Cookery

1. Time allowed for 40 minutes.
2. Prepare and present two {02} identical main courses using Beef as the main protein item.
3. Only US beef with can be use accept tenderloin. Need to write in the recipe card supplier & the badge number.
4. Present the main courses on

- individual plates with appropriate garnish and accompaniments.
5. Typewritten recipes are required.
6. One participant per entry is allowed.

Class 14: Cocktail of the day

1. 02 identical cocktails & mocktails to be present with in 20 min.
2. Competitor should bring his/her own alcohol, juices, liqueur, etc.. & the Judges live his/her preparation.
3. Hygiene practices will highly inspect by the hygiene auditors.
4. One participant per entry is allowed.

NOTES ON THE PRACTICAL COOKERY CLASSES

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

Due to the fact that only 45 min. is given to complete the competition; competitors are allowed to bring with them an extensive mise-en-place; however, there are restrictions on how much pre-preparation the judges will tolerate. In all cases, the preparation, production and cooking skills of each competitor must be demonstrated during her/his time in the kitchen.

1. All food items must be brought to the Salon in hygienic, chilled containers: Thermo boxes or equivalent. Failure to bring food items chilled will result in disqualification.
2. All dishes are to be served in a style equal to today's modern presentation trends.
3. Portion sizes must correspond to a three-course restaurant meal.
4. Dishes must be presented on individual plates with appropriate garnish not exceeding 250g total food weight excluding sauces.
5. Unless otherwise stated, competitors must supply their own plates/bowls/platters with which to present the food.
6. Competitors must bring with them all necessary mise-en-place prepared according to WACS



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guidelines in the hot kitchen discipline (www.wacs2000.org).

7. Competitors are to provide their own pots, pans, tools and utensils.
8. All brought appliances and utensils will be checked for suitability.
9. The following types of pre-preparation can be made for the practical classes:
 - > Vegetables/fungi/fruits; washed & peeled – but not cut up or shaped. Potatoes washed and peeled – but not cut up or shaped.
 - > Onions peeled but not cut up
 - Basic dough can be pre-prepared.
 - Basic stocks can be pre-prepared.
 - > Basic ingredients may be pre-weighed or measured out ready for use. Fish may be scaled and filleted and the bones cut up.
 - > Meat may be de-boned and the bones cut up.
10. No pre-cooking, poaching etc. is allowed.
11. No ready-made products are allowed.
12. No pork products are allowed.
13. No alcohol is allowed.
14. If a farce is to be used for stuffing, filling, etc., at least one of the four portions of the farce must be prepared in front of the judges to show the competitor's skill.
15. Within 10 minutes after the end of the competition, competitors must have the kitchen thoroughly cleaned and tidied and ready for the next competitor to use.
16. Two copies of the recipes typewritten are always required.
17. Submit one copy of the recipe/s to the clerk when registering.
18. Submit one copy of the recipe to the duty marshal at the cooking station.

RULES AND REGULATIONS

Organized by Miramar Al Aqah Beach Resort - With Advice & Guidance of Emirates Culinary Guild

NB:

1. Please read the following regulations carefully. The

instructions contained herein are mandatory. Non-compliance with any of the points mentioned could lead to loss of marks or complete disqualification.

2. The Briefs of the Classes for Entry document also forms part of these Rules and Regulations and must be read in conjunction with this document.
3. Other regulations relevant to a particular competition would appear on the last page of this document.

PARTICIPATION:

4. Participation at competition is open to anyone professionally employed in the preparation of food within UAE and Internationally.
5. Unless the organizers specifically mention a class as being a team event, all classes are for entry by a single competitor.
6. Competitors are restricted to one entry per class.
7. Competitors are restricted to entering a maximum of three classes.
8. Competitors entering to win must participate fully in every class entered in order to qualify.
9. Competitors must attend and participate on the time allotted to them.
12. Completed photocopies of the entry form are acceptable.
13. Submit the completed form to the organizer **15th of May** before the event.

CERTIFICATES AND LETTERS OF PARTICIPATION

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

HYGIENE

15. Competitors must bring their items in a high standard of

hygiene.

16. As the event will be held in the Al Farha Ballroom of the organizer, official Hygiene Officer will judge all the live cooking participants with points and award a special award for highest points achieved chef as best hygiene practice chef award in the presentation ceremony. Organizer has the right to inspect and give **black points** for any objection.

THE SECRETARIAT:

17. Iberotel Miramar Al Aqah Beach Resort & Emirates Culinary Guild is the soul responsible for the organization and administration of the competition. For the final calculation of the event will be admin by minimum of secretarial personals from 03 different hotels to make the calculation more transparent.
18. The competition is governed by construed according to the rules of the organizer.
19. Competitors acceptance of participation in the competition will mean as confirmation of their undertaking to submit unconditionally to the jurisdiction of the organizer.

EXHIBITS:

20. Each exhibits must be completely original work, it must not have been displayed previously.
21. All exhibits must be of edible substance except for framing and stands.
22. It is forbidden to use any living entity, depict religious, nude, seminude or political themes in an exhibit.
23. All exhibits must be suitable to presentation as a decorative item in a restaurant.
24. An exhibit must not carry any logo or mark of identification however; they should identify their own work, if needed.
25. Competitors are responsible for their exhibits and should ensure



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that they are available in their proper place for judging on the day and time specified.

26. No preparation or finishing of exhibits is allowed in any area except designated preparation area.
27. Finished exhibits must be placed in the position indicated by the organizer. It has submitted for judging.
28. Competitors must leave the judging area as soon as their exhibit is in place or when instructed to leave.
29. Failure by competitor to register at the specific time could result in disqualification.
30. Exhibit which is removed by competitors without permission by the organizer will not qualify for any awards.

COMPETITION MARSHALS:

31. A Marshall at arm will recognize by the badge displaying the logo of the organizer.
32. Marshalls are charged with the ensuring that the rules and regulations of the competition are observed by all concerned.
33. Competitors, helpers and visitors are all obliged to cooperate with the marshals.

AWARD:

34. Gold, silver and bronze medals and certificates are awarded solely at the discretion of the judges.
35. The decision of the judges is final and each competitor is required to abide.
36. The medals will be present at the end of the competition. Certificates will be present after the event. This will communicate with concern ex. Chef of the property by the organizer.
37. Special awards will be given to all category winners. Special award to be given for highest points achieve the live cooking fish/seafood category.

DISCLAIMER:

38. The organizers are entitled to cancel or postpone the East Coast Culinary

Competition or alter the duration, timing or schedule of any event.

39. The organizer reserved the right to cancel any classes or limit the number of entries or extend.
40. The organizer will not under any circumstances be held liable or responsible for the loss, Damaged of any exhibit, equipment, goods or personal affects.

To continually raise the standards of UAE's East Coast Culinary excellence and to promote camaraderie and educational opportunities among culinary experts and Professionals.

To act as a staging area for development of culinary concepts by:

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

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

Judging Guidelines and Awarding System

A team of WACS Approved Judges will adjudicate at all the classes of competition using WACS-approved method led by chef Thomas Gugler continental director WACS middle east africa, criteria and documents.

After each judging session, the judges will hold a debriefing sessions at which each decision.

Competitors will not be competing

against each other rather they will be striving to reach the best possible standard. Judges will then apportion marks that accord with their perception of the standard reached. The competitor will then receive an award commensurate with his/her points tally for the classes.

In theory, therefore, everyone in the particular class could be awarded with gold medal Conversely, it could be possible that no awards at all are made.

The scaling for awarding all classes is as follows:

100 - Gold medal with distinction with Certificate.

99 – 90 - Gold medal with Certificate

89 – 80 - Silver medal with Certificate

79 – 70 - Bronze medal with Certificate

70 – 50 - Certificate of merit

Awards

1. Best Gastronomy award will be given to the highest points earned in Two Classes; **Three-Course Gourmet Dinner Menu and Beef Live Cooking.**
2. Best Arabic Chef award will be given to the highest points earned in Two Classes; **Three-Course Gourmet Arabic Main Course Dinner menu and Three plated of Desserts Arabic.**
3. Best Pastry Chef award will be given to the highest points earned in Two Classes; **Three plated of desserts internationally and Live Practical Cake Decoration.**
4. Best Kitchen Artist award will be given to the highest points earned in Three Classes; **Open Showpiece, Chocolate Showpiece and Vegetable Live Cooking.**
5. Best Bartender Award will be given to the highest points earned in Cocktail Championship Entry.
6. Best Hygiene Award will be given to the highest points earned in Beef Live Cooking Entry.
7. East Coast Culinary Champion Trophy will be given to the Establishment who got the highest Medal Points.



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Day / Date	Class No	Class Description	Reg	Start	Judging Start	Clear Time	No of Entries Max. Can Participate	Sponsored Supplier
Day		STATIC DISPLAYS	Time					
Monday 09th June								
	01	Three -Course Gourmet Dinner Menu	0700	0900	1200	1700	30	
	02	Tapas, Finger Food and Canapes	0700	0900	1200	1700	20	
	03	Three -Course Gourmet Arabic Main Course Dinner Menu	0700	0900	1200	1700	30	
	04	Friandises/Petit Four/ Pralines & Nougatines	0700	0900	1200	1700	20	Sponsored By Iffco
							100	
		PASTRY CLASS STATIC / PRACTICAL /						
	05	Three Plated Of Desserts International	0700	0900	1200	1700	30	Sponsored By Nestle
	06	Three Plated Of Desserts Arabic	0700	0900	1200	1700	30	
	07	Bread Loaves & Showpiece	0700	0900	1200	1700	15	Sponsored By Master Baker
	08	Three Tier Wedding Cake	0700	0900	1200	1700	15	
	09	Live Practical Cake Decoration	0700	0800	0900	1700	40	
							130	
		ARTISTIC CLASS / PRACTICAL						
	10	Open / Pastry Show Piece	0800	0900	1100	0900	1700	
	11	Chocolate Showpiece	0800	0900	1100	0900	1700	
	12	Vegetable Carving Live	0800	0800	0900	1700	1700	Sponsored By Barakat
							100	
		PRACTICAL LIVE COOKING CLASS						
	13	Beef Practical Cookery	0700	0800	0900	1115	30	Sponsored By Us Beef Any cut accept tenderloin / need the supplier & Badge num. to be mentioned in the recipe card.
		BAR & COCKTAIL						
	14	Cocktail Championship	0700	0800	0830	1700	40	
Total Expected Participation							400	Hyg. Class Sponsored By Sealedair
		GRAND AWARDS CEREMONY				1730 hrs		

newmembers



Suresh K.P. (AGM - Business Development) receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

Diamond Meat Processing LLC began operations in 1997 and is one of the most reputed and trusted meat processing companies in the region. After being acquired in 2007 by the respected \$300 Million Zenath Group, the company received a complete face-lift. The facilities and processes were upgraded. Capacity was increased. And an international quality standard was put into practice. Not surprisingly, the company has grown rapidly to become a dominant player in the region.

Today, the company offers processed meat products from Beef, Chicken and Turkey – in various flavors and sizes. Customized products are specialty and Diamond Meat offers a wide range of Mortadellas, Sausages, Salamis, Pepperonis and Prime cuts.



Accredited with the ISO 9001 and HACCP certifications, the company has adopted the best international industry practices. Strict production procedures are maintained, including sourcing of high quality meat products from certified Halal supplies, to ensure that Halal guidelines are followed.

Apart from exporting products to over 15 countries in the region, the company enjoys a long association with leading

supermarket brands and key industry players, which extends to developing private label brands as well.

Taking into consideration the high potential offered in the region and trust already developed amongst customers, Diamond Meat Processing LLC has put into place an ambitious growth plan which includes capacity expansion of the existing facility. Setting up of a new manufacturing facility and expanding the product portfolio to include seafood, poultry and dairy products and frozen meat from New Zealand and Japan.

With over 100 varieties in 300 packaging options, Diamond Meat today offers a truly sumptuous spread –for all those who value good food.



Simon Parke-Davis (Chief Representative - RATIONAL International Middle East) & Khalid Kadi-Ameen-Director Technical Services receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

RATIONAL manufactures cooking appliances for large-scale and commercial kitchens. The German market and technology leader has sold more than 600,000 appliances in over 100 countries and holds a 54 percent share of the market worldwide.

In May 2014 RATIONAL came up with a significant innovation for professional kitchens: the SelfCookingCenter® 5 Senses. It is the only intelligent cooking system that senses, recognizes, thinks ahead, learns from you and even communicates with you. The unit consumes much less energy than traditional cooking appliances and is especially flexible and easy to use.

Rational presented its latest innovation in Dubai on 13th of May



2014. The SelfCookingCenter® 5 Senses is the first intelligent cooking system that senses, recognises, thinks ahead, learns from a chef and even communicates with him. The new Rational unit includes a wide variety of typical Middle East and Indian cooking items like Pulao, Tandoori, Dal and Samosa. The world market leader for professional cooking appliances was thus once again able to set a new performance standard in Indian industrial and commercial kitchens.

With the SelfCookingCenter® 5 Senses, Rational has succeeded in making even more significant improvements in the

interplay between the chef and his kitchen technology. "It was important for us to develop technology that supports chefs, works for them, understands them, knows what they need and always and consistently delivers the desired results according to their specifications," explains Simon Parke-Davis, Director of Rational in Middle East.

The product leader has therefore now equipped its SelfCookingCenter® with five senses and has developed the cooking appliance into an intelligent cooking system, which once more simplifies processes in industrial kitchens and also brings the cooking quality to an even higher level. Another novelty are the applications which were especially developed for Indian cuisine like Pulao, Tandoori, Dal and Samosa.

US\$ 3 billion

what's your GCC market share?

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

There are over 7,000 independent restaurants in the UAE.

Each restaurant has a Head Chef.
Each Head Chef has an annual budget.
It ranges from AED 100,000 - US\$ 1 million.

Now you do the maths.

The largest body that speaks for this group of Chefs is The Emirates Culinary Guild (ECG).

ECG organises Salon Culinaire at Gulfood Dubai, La Cuisine by SIAL in Abu Dhabi and world-record breaking food events in the city.

Gulf Gourmet is the only magazine endorsed by the ECG.

It also influences non-ECG Chefs across the GCC and is distributed at World Association of Chefs Societies events around the globe.

Take advantage of our platform.

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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?

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

REACH BY COUNTRY

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

MARKET SEGMENTATION

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



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ECG Corporate member directory

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

Mr. 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

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

ANGT LLC - NONIONS / SIPPY

Mr. 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@amfime.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

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

Barakat Quality Plus

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

Baqer Mohebi

Mr. 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

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

Convotherm

Mick Jary
Projects Manager
Manitowoc Foodservice MEA
Tel: (+971) 4 8862677
Mob: +971 (0) 561743584

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 Laundr, Tel: 97148819470, Mob:
97148819488, Email: peter.kanneth@sealedair.com,
Web: www.sealedair.com | www.diversey.com

Dole Chine Limited (ME branch)

Ritika Ahmed
Unit No. Almas-09-A, Almas Tower | Plot No. LT-2 |
Jumeirah Lakes Towers | Dubai UAE
P.O Box: 340593 | Tel. #: +971 4 447 2206, Mobile
No.: +971 55 378 7653
Email: ritika.ahmed@dole.com
Website: http://www.dole.com

Ecolab Gulf FZE

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

Elfab Co.

Ms. 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

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

Emirates Snack Foods

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

Faisal Al Nusif Trading LLC

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

Fanar Al Khaleej Tr

Martin Mathew, Sales Manger, 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
Focus International
UAE Office: +971 (0) 4 350 7272
UK Office: +44 (0) 1625 560778
Email: james.everall@fmcl.ae
Website: www.focusinternational.uk.com
Corporate Website: 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

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

Hi Foods General Trading L.L.C

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

Horeca Trade

Mr. Hisham 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

Mr. Riyadh Hessian

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

Mr. Craig Finney

Mobile: +971 555 138 698, Tel: +971 650 29436

Email: cfinney@iffco.com

Johnson Diversey Gulf

Mr. Marc Robitzkat

Mobile No: 050 459 4031, Office No: 04 8819470

marc.robitzkat@johnsondiversey.com

John Holt Foods

Mr. Alen Thong

Tel: 0097150 347 20 49

Email: jathong@emirates.net.ae

Kerry

Danielle Perry, Sales Manager - Branded Food

Service MENAT, Tel: 9710403635900,

Email: danielle.perry@kerry.com, www.kerry.com

Lamb Weston

Mr. Sajju Balan

Mobile No: 050 4907980

Email: sajjubalan@lambweston-nl.com

Manitowoc Foodservice MEA

Mick Jary

Projects Manager

Tel: (+971) 4 8862677

Mob: +971 (0) 561743584

Masterbaker

Mr. Sagar Surti

General Manager - Operations

Mob: 00971 50 5548389, Phone: 04 3477086

Email: - sagars@uae.switzgroup.com

Meat Livestock Australia (MLA)

Mr. 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

Mr. Jagdish Menon

Mobile No: 050 6546661, Office No: 04 3523001

Email: jagdishm@eim.ae

MKN Maschinenfabrik Kurt Neubauer GmbH & Co

Mr. 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

NRTCC

Ali Nasser, Al Awir Central Market, Dubai, UAE, Tel:

+971-4-3208889, nrtcc@emirates.net.ae

Nestlé Professional Middle East

Arzu Alibaz, General Operations Manager

Tel: 04-4088100, Arzu.Alibaz@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

Mr. 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

Pro Chile

Carlos Salas

+971 4 3210700, email: carlos@chile-dubai.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

Mr. Daniele Machado

Email: Daniele.Machado@sadia.com.br

SAFCO

Mr. 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

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

Mr. 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

Mr. Hani Kiwan

Office No: 04 334 9993 Ext 386

Email: hani.kiwan@transmed.com

Truebell Marketing & Trading

Mr. 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

Mr. Saju Abraham, Sales Manager

Mobile: +971 505215702

Email: sabraham@winterhalter.ae



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

Impossible is Nothing

- > **Name:** Ajithkumar Erumbullyparambil
- > **From:** Kerala, India
- > **Age:** 28
- > **Position:** Demi Chef De Partie (Pastry)
- > **Employer:** Le Meridien Al Aqah
- > **Best thing about being a chef:** Ability to indulge in different flavours and endless creativity. Recently for example, we made black velvet sponge served with white sesame cremeux.
- > **Inspiration:** My brother. He would regularly bring back different kinds of pastries from France, which inspired me to recreate them.
- > **Future goals:** To open my own chain of Pastry shops, and hopefully have people buy them to take back for friends and family in France.

Every month we choose one Social Media Superstar from our many fans who like the Gulf Gourmet page on Facebook. You could be next!





THE WOES OF BEING UNWANTED

One of the more fascinating reads lies in the classifieds columns of a newspaper. It reflects the values of our times and the things, not always delightful, that we do to each other.

Like selling unwanted gifts. Dozens of people in town receiving things they don't want and then wanting to make a buck on it. Seeing as how I don't often find myself at the receiving end of presents or giveaways, it always saddens me that someone's act of grand thoughtfulness should be dispensed with such crass commerce.

Hello, I got a gift I don't want, so I am going to make some money on it and sell it. Imagine if you gave someone a gift all wrapped up in shiny paper with a shiny ribbon on it and a shiny card with shiny heartfelt word and a few days later there was Ad no CW357 in Domestic category in the paper and someone was dispatching your gift to the highest bidder. Pretty stupid you'd feel. Not only is it bad manners, it is insensitive. You don't like the gift you get then pass it on, wrapped in fresh, shiny paper with fresh, shiny thought ensuring that no trace of it having lain in the top shelf of the cupboard for weeks. Now, this is acceptable conduct because it falls in the recycling category and, who knows, it might find its way back to the original owner somewhere down the line.

But really, the phrase itself is unique, in that you can't want a gift, you just simply receive it. Consequently, by my powers of deduction, if you cannot want it you can hardly unwant it.

What is breath-taking is that after



Like selling unwanted gifts. Dozens of people in town receiving things they don't want and then wanting to make a buck on it

having mumbled their gratitude and their 'oh, just what I wanted,' how lovvvvvvvelly,' such recipients are feverishly doing mental maths....wonder how much we can hock this for?

Then we have these second hand sellers telling us that whatever it is they are selling is 'almost new,' 'as good as new' and 'nearly new.' Now, I am a pretty naïve sort of chap and I can fall for any good line but what exactly is almost new? Like being almost pregnant. Either you are or you are not. You can say, well maintained, you can say it is in good condition but how can it be almost new if it isn't.

Then, you think of the things people want to sell and you ask yourself how did they get into this position in the first place.

An encyclopaedia with the E volume missing. So you'll never know Etna, Eire, Engine or Ecology. Big gap in your knowledge.

A bicycle with one pedal. Well, thanks very much.

Warm, friendly, cordial, family offers single person accommodation in lovely

home, only individual of certain region need apply, no smokers, no visitors, no music, no cooking. Wonder what they'd be like if they were unfriendly and less than cordial.

Air tickets to Malta/Mauritius, Chennai, no longer feel like going, for sale, cheap.

How do you sell international air tickets in your name to someone else. This baffles me completely.

But the ads that go up my nose are those that want people educated from a specific part of the world. They are so mealy mouthed and unctuous and it would be far less ugly if you just said it out straight rather than camouflage the call in transparent academia. Give over, will you?

Similarly, while I can understand people electing to be houseboys and maids in western homes where they will get an indisputably better deal I am at a loss to understand the fascination in the furniture world with things western. Every ad for furniture asks to buy or sell second hand furniture that comes from European or American homes only. Is this some sort of indictment of everyone else's choice of furniture? I take this very personally. I have a great taste in furniture and I cry myself to sleep at night that no one is interested in it.

Now, that's what I call unwanted malice....at least unwarranted.

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

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



Create your sweet signature

Contact us at: Nestlé UAE L.L.C., P. O. Box 52185,
3rd Interchange, Nestlé Building, Al Quoz, Dubai, UAE
T: +971 4 4088102 F: +971 4 3410159
aenporder@ae.nestle.com

