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THE MAGAZINE CHEFS LOVE TO READ
volume 10, issue 5THE
GOOD
FOOD
GUIDEFrom chef to mentor,
the amazing journey of
Daniel Hiltbrunner**CHIEF
SPEAK**

Exclusive interview with **Tim Cordon**, the newly appointed regional director for the Rezidor Hotel Group

**SWEET
FASHION**

Chef **Roland Eitzinger**, executive pastry chef at Raffles Dubai and the pioneer of fashion inspired high-tea in Dubai

**GOLDEN
HAT**

Meet this month's young chefs vying to win the Golden Chef's Hat competition for 2015



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Dear fellow chefs, ladies and gentlemen,

Welcome to the May issue of our Gulf Gourmet with pictures from the great Congress our colleagues from India have hosted in Chennai. Once again, Chef Gill Singh and team well done.

I would also like to congratulate Chef Thomas Gugler and his team for the Salon Culinaire held in Jeddah in April. You will see some photos of the event in our June issue.

Last month, I visited the Hotel and Tourism Management institute in Sorenberg, Switzerland, and I bring back greetings from our Honorary V.P. Chef Andreas Kurfürst.

Also well done to the winners and all competitors of our US Beef Mini Plated last month, Chef Prasad, Chef Atim and the judging team had a tough task. Thank you to the US Beef Export Federation, Bassam Bousaleh and the AMFI team for their support.

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

Along with the East Coast Salon we will also have our Annual General Meeting 2015 on 8th June at 14:00 at the Miramar Al Aqah Beach Resort. I invite all Senior ECG Members to join and hope to see you all as your ECG Board will step down and will hold new Elections.

After the AGM we will then invite all our corporate and junior Members to join us in our monthly networking meeting with your new Ex Committee.

The Classes – Rules and Regulations for the Cuisine Du Sial in Abu Dhabi which will be hosted at Adnec from 7th to 9th December have been released and the registration is now open.

The next WACS Congress will now



be in September 2016 in Greece. I recommend members to start saving small amounts of money each month and to join us in Greece.

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

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

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

A final thank you to Chef Diyan and the Radisson Blu Dubai Deira Creek Team for hosting our April meeting. Thank you also to our corporate partners for all the great product tasting.

Culinary Regards,

Uwe Micheel

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

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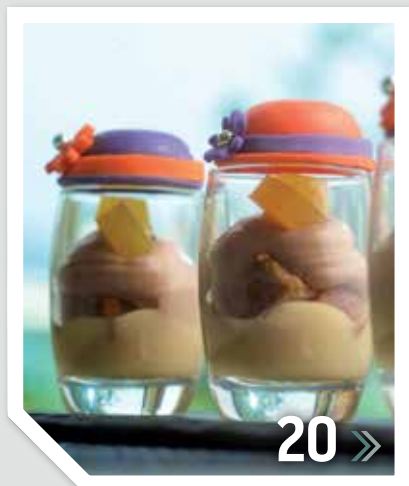
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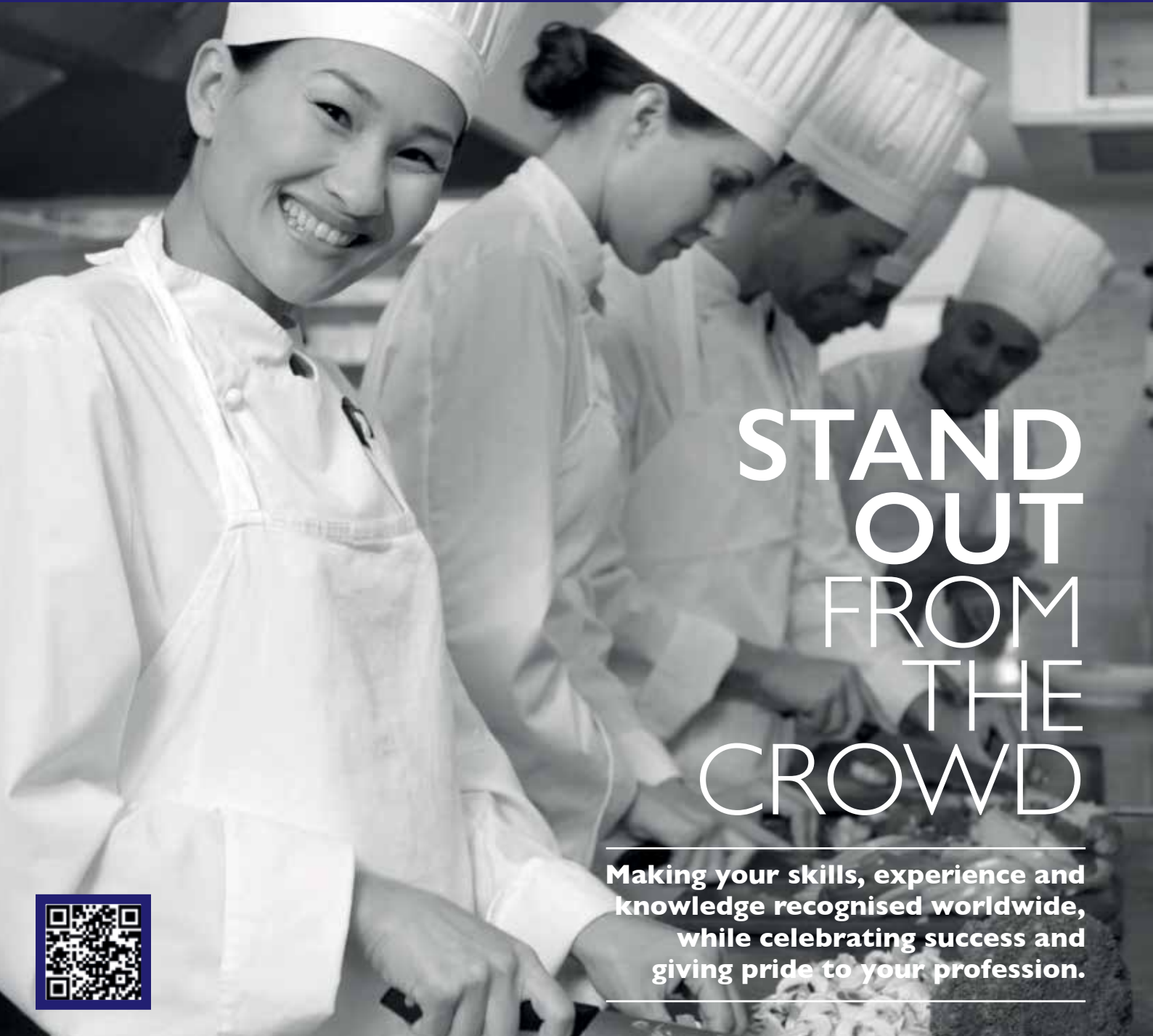


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editor'snote

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I was at the café of a five-star hotel on Sheikh Zayed road waiting for my salmon and avocado sandwich and my chicken tikka sandwich to be packed when I see a customer walk-in to pick up a cake he had ordered. From the conversation that followed I gathered that he had enjoyed their black forest cake the previous day and was so enamoured by the taste that he ordered a whole cake.

Unfortunately, as he opened the box to see his cake, his face dropped. He was clearly unhappy with what he saw and said "this is not Black Forest, what I ate yesterday was completely different". The pretty ladies at the counter started scrambling to get a hold of the chef. By this time, my order was packed. While walking out I heard him say he was going to complain to the F&B Director.

I reached home and dug into my sandwich when two thoughts crossed my mind. One was, damn, this salmon avocado sandwich is awesome. And two, did the fight resolve or was a complaint really forwarded against the chef?

So I called to inquire and found out that the chef had gone out of his way to create a black forest that was fancy looking. Just like I had envisaged. But then, like they say, no good deed goes unpunished.

I realised that most people love to complain but rarely do people compliment on a job exceptionally done. I therefore called back a second time and told the girl at the café that I'd like to leave a message for the chef.

Girl: What would you like to tell him, sir?

Me: Please tell him that the



sandwich of the day was really delicious.

Girl (clearly awakened): What?!

Me: I've eaten many a Salmon and Avocado sandwich but nothing has ever tasted this good.

Girl: You did not like the sandwich?

Me: No. The salmon avocado sandwich was freaking brilliant.

Girl: Would you like to make a complaint?

Me (realising this conversation is going nowhere): Yes, please tell him the chicken in his tikka sandwich was undercooked and I didn't like it.

Girl: Sure sir. I'll make sure he gets the message and sorry about that.

The reason I am narrating this incident is to assure you that there are a lot of people out there who appreciate the great work you are doing inside the kitchen. And if the appreciation does not reach you, you now know why.

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
Jehan Khan
Claire Watson
Content-Farm.com

ADVERTISING **Sales & Mktg.** Andrew Williams
Phone +971 4 368 6450
Email advertise@gulfgourmet.net

DESIGN **Art Director** PeeCee
Graphic Designer Natalie King

PRODUCTION Masar Printing & Publishing

LICENSED BY National Media Council

PUBLISHED BY SMARTCAST GROUP FZ-LLC
PO Box 34891, Dubai Media City,
Dubai, United Arab Emirates

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newsbites

Spinneys introduces 'no-added hormones' meat to UAE consumers

Spinneys, the UAE-based Supermarket chain, recently announced the launch of its 'No Added Hormones' meat across all its stores in UAE as part of its continued effort to provide quality food to its customers. All the meat sold at Spinneys including beef, chicken, and lamb, is now free from added hormones making Spinneys the first food retailer to implement this one of its kind initiative in the UAE.

Spinneys decided to make this switch to hormonal growth promotants (HGP) free meat with the growing concerns from customers regarding additives in food. Hormonal Growth Promotants are used in livestock feed to increase the weight of the animals during a shorter period of time which simultaneously reduce the cost of raising them. A range of scientific studies have confirmed HGPs can adversely impact the eating quality of meat.

Commenting on this, Colette Shannon, Communications Manager, Spinneys UAE, said, "Spinneys are focused on sourcing from producers who follow a more natural approach in farming practices. And by switching to Hormonal Growth Promotants free meat, we offer our customers the best in quality, taste and welfare. With this important move we ensured that customers were not affected financially by retaining the same price."

Shawurger what?!

We love the staple menu at JW Street Food. Unfortunately, we will have to refuse their recent innovation called the Shawurger. And the reason it's called that is even more frightening.

Available exclusively at the Dubai Marina branch, the shawurger is a "hybrid between two much-loved classic sandwiches, the shawarma and a hamburger". They've used pretty much all the ingredients that go into our shawarmas and have placed it with onions into a potato bun rather than the good old quboos.

Their press release states that they "are confident that shawarma and hamburger lovers alike will enjoy our tasty fusion".

We beg to differ. We say please leave the



shawarma alone. We absolutely love it the way it is as we do our burgers. This hybrid is taking a wrong turn into Elm Street. Thankfully, there is a silver lining to this story. This shawurger is available only as a limited time offer and ends June 15.

Just hope, someone does not return with a brilliant idea called the "burgarma".

18 Degrees gets a 180 degree twist to its menu

Executive Sous Chef Michele Mueller of the Hyatt Capital Gate Abu Dhabi has introduced an all new menu at the award winning 18 Degrees, while adding her personal style and taste. She says, "The cuisine's main source of inspiration comes from the Levant region and the Eastern Mediterranean essence is further enhanced with the freshest ingredients, judicious flavours and a healthy twist to make lunch or dinner a wholesome experience."

Her menu's specials include Cecina de Leon ham with roasted peach and date chutney and Pan fried foie gras with slow cooked sumac onions or Yoghurt ice cream with strawberry, crispy kunafa vermicelli.



Chef Michele Mueller

Can I have some food please?



This image is of the main course served by one of the teams participating at the Southern Europe Culinary Competition at Thessaloniki in Greece earlier this year. The portion size was so small, even the term 'austerity' sounded lavish in comparison. What do you think? Email your thoughts to the editor@gulfgourmet.net

Novotel Al Barsha appoints F&B Director

Novotel has announced the appointment of Timothy Jay as Food & Beverage (F&B) Director to oversee all F&B operations at the group's three Dubai Al Barsha properties including, Novotel and Aparthotel Adagio Premium and Ibis Dubai, Al Barsha. A highly experienced industry veteran Jay's in depth skill set is set to strengthen the hotels' existing premiere offerings.

Jay holds a B.S. in business management, from National Louis University, Chicago, USA, brings with him a vast expertise in restaurant operations across both international restaurant chains and local start-up operations.



Timothy Jay

May 2015 Gulf Gourmet

New Chefs at Amwaj Rotana

Amwaj Rotana, Dubai, has appointed Gary Rodricks, previously of the Hilton Dubai Creek, as its new Executive Sous Chef. Gary will manage the hotel's portfolio of five restaurants, banqueting and room service including the world-renowned American-Japanese restaurant, Benihana, and the newly revamped private catering arm of the hotel's banqueting operation.

Not new to the Middle East, where he's spent the last 8 years, Gary first began his career in his home country of India at the JW Marriott Mumbai following which he joined the Mövenpick in Doha, Qatar, and the Grand Hyatt in Muscat, Oman.

Also newly appointed to the kitchen team of Amwaj Rotana is Emanuele Di Tullio as Specialty Outlet Chef of the multiple award winning restaurant – Rosso. A native of Lazio, Italy, Emanuele has

spent a number of remarkable years of his career in the UAE including Al Gusto at the Avenue at Etihad Towers and the Radisson Yas Island in Abu Dhabi.

A firm believer of showcasing the richness and diversity that Italian cuisine offers, Emanuele will work on unveiling a new menu at Rosso for the summer while retaining customers' firm favourites. He has already introduced four special dishes such as a Pearl Barley Summer Salad and Risotto made with luscious gorgonzola cheese. The new menu he will soon introduce will also include the use of organic and locally produced ingredients as part of the hotel's sustainability plan.

Commenting on their appointments, Rainer Mueller, Executive Chef of Amwaj Rotana, shares, "We warmly welcome our new team members and look forward to taking the hotel's culinary scene to new heights."



Gary Rodricks



Emanuele Di Tullio

Rotana set to mark its presence in Turkey

Rotana will open two new properties in Istanbul next month, marking the brand's maiden foray into the Turkish market. The "Burgu Arjaan by Rotana" and "Tango Arjaan by Rotana" will officially open their doors to guests on June 1, adding a total of 318 keys to Rotana's existing 13,359—strong room count across the region.

The "Burgu Arjaan by Rotana" - divided into two connected towers will have a total of 162 key, while the "Tango Arjaan by Rotana" will be a 156-key hotel, from studios to one bedroom and two bedroom suites. The two hotels will share a host of vital facilities such as the lobby, lounge café, business centre, restaurant, Fitness & Wellness Club, indoor and outdoor pools and landscaped areas, as well as a number of meeting and conference rooms.

"A breakthrough into Turkey is a significant achievement for Rotana



as it's a crucial territory to penetrate for us to solidify our standing as the leading hotel management company in the region," said Omer Kaddouri, President & CEO of Rotana. "The new

properties will offer Rotana's signature blend of comfort and refinement, complemented by state-of-the-art business and leisure facilities and a choice of dining options."

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Contact us at: Nestlé UAE L.L.C., P. O. Box 52185,
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ENGINEERING A LEGACY

It's not everyday that a young British schoolboy knocks on the doors of a pub and asks for a kitchen helper job. But **Tim Cordon** did and the bet paid off. The regional director of the Rezidor Hotel Group tells us how his journey to mechanical engineering ended in the decorated corridors of five-star hotels...

It's not guts and glory but inspiration that drives the white jacket. That's precisely what drove a "weekend pot wash boy" to become a top executive of a renowned hotel. But if you are looking for a rags-to-riches story, this may not be the place to look for it.

Tim Cordon was all set to follow his family into the more conventional profession of engineering until a simple twist of fate landed him at the top of a food chain.

The general manager of Radisson Blu Dubai has just taken the reins at the hotel's parent, the Rezidor Hotel Group, as regional director for the United Arab Emirates, Egypt, Jordan and Oman.

And he's just warming up.

There were no epiphanies to help a little Tim start off on his career path. In fact, the beginnings were rather unromantic - weekend jobs in "the great British institution of a pub" in a small village in the UK at the young age of 15. "There were hardly any businesses in my village. So I walked over to the kitchen of one of the 3-4 pubs there, knocked on the door and asked if they wanted help washing the dishes and cleaning the pots," Tim recalls.

Eager to learn as he was, a teenaged Tim was allowed to dabble with food

preparation and even serving guests at the bar. These little weekend and holiday jobs continued alongside academics. A good student, Tim did his A-levels in maths, physics and chemistry - "not exactly subjects for a career in hospitality," he laughs. Tim carried his ritual of weekend jobs well into Nottingham University, where he started his mechanical engineering studies.

Just shy of getting his mechanical engineering degree, "which I did get", he was offered a job by the general manager of the hotel he was working at part-time. "The GM told me, 'You are about to become an engineer. We have a job in sales. Do it for six months. If you like it you stay. If you don't, we'll see what to do'. I agreed."

Having operational and on-ground experience of hotels and restaurants under his belt, Tim climbed the ladder to deputy general manager of a Midlands hotel rather fast. He moved to an Edinburgh hotel then on, which was eventually taken over by the Radisson group. Several assignments later, he joined Radisson Blu in Dubai two years ago as general manager.

These couple of years have been spent "defining what we want the hotel to be for the next 20-30 years". "Radisson

Blu was the first 5-star hotel in Dubai, opened in 1975. This year is our 40th anniversary. We want to be a heritage hotel to celebrate our legacy. Anyone can build a bigger, better, taller, shinier hotel in Dubai. But you can't ever build the first one again. That's something we will always have."

Over its four decades, Radisson Blu has built a sizeable fan following. According to Tim, the hotel has managed to turn many guests into loyalists with its unparalleled quality and service. "Recently, we threw a party and we had guests there who had also attended our opening party four decades ago! We also have some employees who have been with us that long." Sure enough, Radisson Blu has that history, heritage and longevity in a market which is now so fiercely competitive.

On an individual level, Dubai's greatest attraction for Tim is the importance of food and beverage operations to a hotel's business. "If you go to more developed markets, even London, hotels outsource such operations. Even a very large hotel will have only 2-3 restaurants because dining tends to be outside of hotels."

In Dubai, F&B is core to a hotel's operations, with Radisson Blu boasting of 16 restaurants, each catering to





a different taste. "Shabestan" is a wonderful Persian-Iranian restaurant and one of the top restaurants in Dubai for that kind of food. It has won multiple awards. 'Fish Market' has been in our hotel for 25 years. It was the original fish market concept in Dubai - often copied but never matched." 'China Club' was one of the first authentic Chinese restaurants in the city, while casual dining concept Yum is a popular noodle house. "Mix that with a jazz bar and an English pub, a Japanese restaurant and Al Mansour Dhow, a boat sailing down the creek every evening for dinner, and we have something fantastic for everyone."

Tim realises that the restaurant scene in Dubai has "exploded". The number of restaurants has grown exponentially because "every time a hotel opens, it opens with 5-6 restaurants". A bigger explosion has been in the casual dining space. "So you see Tim Hortons, Starbucks, Costa Coffee and many others in the casual dining sector, which has seen massive growth over the past 2-5 years. That puts pressure on traditional restaurant operators in terms of price, value and location." Radisson Blu is addressing this challenge with its own casual dining concept, Yum. It's also adapting the spaces in its hotels to utilise them better.



It's tempting to but the strategy we have embraced is to celebrate our heritage, our character and uniqueness. That needs to be retained. When you think about China Club and Fish Market, these names are synonymous with our hotel

However, Tim firmly believes in not fixing what isn't broken. Radisson Blu has left some of its legacy restaurants as they are, resisting the temptation to experiment with them or restyle them. "It's tempting to but the strategy we have embraced is to celebrate our heritage, our character and uniqueness. That needs to be retained. When you think about China Club and Fish Market, these names are synonymous with our hotel. It's very dangerous to try and change them too much or remove them from the property because they are so integral to it. They give character to this hotel."

Tim also resists the temptation to bring in concepts he finds attractive in other hotels to Radisson Blu. "What I like outside may not necessarily fit in with this hotel. It's one thing to go out and enjoy a great dinner with your friends on a relaxed holiday and another to fit that concept to your strategy and vision. A great concept outside may not fit in with the business I am in."

Besides, Tim is acutely aware of his "expat" tastes. "I am British. My tastes will obviously be different from an Asian or an Arab expat's tastes. They make up 60-75 percent of our business. I have to be conscious of that at all times."

This self-awareness seems to be Tim's greatest strength also as a manager. He believes in keeping his teams aligned with his vision and yet, not being a micromanager. "The danger in micromanaging is that you risk missing the bigger picture. I am lucky to have a team that understands our larger strategy."

Bidding adieu to Radisson Blu as he moves on to a bigger role, Tim admits this property will be the closest to his heart.

With good reason, the hotel's blu blood is running through Dubai's veins.

ساديا Sadia



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FOOD AND FASHION

Food is always in fashion. But this time around, fashion is in food. Chef **Roland Eitzinger**, the executive pastry chef of Raffles Dubai, was the first to plate up the catwalk and the cake in Dubai. Today, his Fashion Afternoon Tea concept is the neighbour's envy and owner's pride...

You'd think fashion and food don't mix, given the size on those ramp-walking supermodels. Chef Roland Eitzinger is here to prove your thinking wrong.

Having designed the concept of Fashion Afternoon Tea in Dubai, he's the architect of a languid, stylish ritual that condenses the trends, colours and flavours of the catwalk into a plate.

We'd like to crown him the Versace of the bakery. But Chef Roland respectfully refuses us that privilege.

"I'm not an artist. Food was just something that happened," is his humble claim, even as he whips up one delicious delight after another to satisfy both your tastebuds and your eyes.

For 15 long years, Chef Roland has roamed the kitchens of the world, picking up a trick here and a treat there to hone his pastry skills. An Austrian by birth, there was nothing in the family to push him into a bakery. "It's just that Austria has a traditional baking culture. We have a rich history of making desserts. Making pastry was nothing that inspired me or anything. I just learnt to do it and then developed a passion for it," says the 45-year-old chef.

Back home, there's a culture of



Depending on the fashion scene, we adopt the colours and tastes of the season. There is, of course, a lot of research involved in what colours are coming up next year and what flavours and trends are likely to hit the catwalk next

coffee houses, perhaps Chef Roland's strongest connection to his roots. In his small village in Austria, he did his apprenticeship in a coffee house, working alongside two other chefs to make and serve cakes and desserts that his countrymen spend afternoons enjoying. Three years later, at the age of 21, he left the country.

And never looked back. "I have been around the world a few times. I worked in Hong Kong for six years before coming to Dubai. I have also been in Saudi Arabia, the United States, Germany and Switzerland."

Hong Kong was a delight, even though work days were six a week and a day off

meant just half a Sunday. Annual leaves were too few at 12 and Chef Roland would spend a couple of days going to and coming back from Austria. "My holidays annually were just 10 days in Austria. That was Asia for me. But Hong Kong is a really vibrant city and even half a day off gave me so much to do." Finding Swiss, Austrian and German friends there wasn't tough, with so many bakeries dotting the social landscape. Language and the love of food bound them together.

The lure of Dubai, however, was hard to resist. More so in comparison with the Caribbean, which was sleepy and "boring". "Even in terms of ingredients there was so little in the Caribbean – lime juice, rum and watermelon. Here, the sheer variety of ingredients is awe-inspiring for someone like me."

The multiculturalism of Dubai holds strong attraction for Chef Roland. "You can choose people from so many cultures to work with. From Indians to South Asians to Sri Lankans to Europeans and Americans, it's a really multicultural society here."

For someone with that kind of experience, Chef Roland is refreshingly unambitious. "I am not interested in being a food and beverage director or a suited guy sitting upstairs in a cabin.



I am very happy being in the kitchen, making things I like." Boredom, however, is not a buddy he's willing to live with. Even when it comes to his creations. That's probably why Chef Roland doesn't even have a signature dish. "It changes all the time. If I am suddenly excited about something, I do it. And then something else comes up," he laughs.

The genial chef loves to experiment with ingredients. Fortunately, fashion trends change so fast that they give him plenty of room to get something new on the plate regularly. "Depending on the fashion scene, we adopt the colours and tastes of the season. There is, of course, a lot of research involved in what colours are coming up next year and what flavours and trends are likely to hit the catwalk next."

Today, fashion-oriented afternoon tea is a popular concept in Dubai, with a number of hotels offering the service. But it was Chef Roland who rolled out the stylish ritual in the city for the first time, back in 2011.

It's been an eventful six years for Chef Roland at the Raffles. He believes that quality and consistency are what win the hotel a number of loyalists. True to the reputation of his employer, Chef Roland refuses to compromise on the quality and standard of his offerings. "Here, I don't have to keep a tight leash on my food costs. If there is something new and trendy in the market, we like to bring it in. I don't have to fight for that. Nor do I have to change my ingredients every two weeks because someone else is offering me a cheaper price."

His choice dessert of the day right now is "banana passion hatstand" from the Raffles' afternoon tea menu. "It's a nice little dessert, served in individual portions in glasses. It's three-four recipes in one glass."

There's much going on in the present for Chef Roland to really bother about the future right now. The idea of owning a coffee house is appealing but

Chef Roland admits he's not really a "businessman". What's he planning for his future? "Saving up for retirement!" he laughs, then adds, "You never know where life takes you." Owning a Porsche Carrera S is another dream he would like to realise.

For now, however, Chef Roland is happy to with work-life balance. "My family lives here with me. My wife and I have two children," he says.

At home, Chef Roland is happy to be the only dessertarian. But in his industry, he wants more chefs to sugar-coat their lives. Working hard is the best way to do that, he believes. "There is no easy way out in the kitchen. You need to have a passion for it. Else, you will waste a few years doing it and then be stuck to a job you don't like. Do it only if you love doing it and stick to your dream."

Take it from this dreamweaver. From the catwalk to the sugar cart, he's served up many a delicious dreams.



BANANA PASSION HAT STAND

CARAMELIZED BANANA CAKE

Sugar	30 gr
Bananas, chopped	130 gr
Brown Sugar	100 gr
Anchor Butter (Liquified)	125 gr
Eggs	125 gr
Cake Flour	135 gr
Baking Powder	6 gr

Milk Chocolate, melted	50 gr
Banana, chopped	100 gr

BANANA PASSION FRUIT CREAM

Banana Puree	250 gr
Passion Fruit Puree	20 gr
Sugar	15 gr
Gelatin	2 gr
Water	10 ml
Lemon Juice	10 ml

CHOCOLATE MOUSSE

Anchor whipped Cream	400 ml
Chocolate	130 gr
Egg Yolks (Pasteurized)	40 gr
Sugar	30 gr

MANDARIN JELLY

Mandarin Puree	700 ml
Water	300 ml
Sugar	300 gr
Agar Agar	10 gr



- ◆ Slice the bananas evenly.



- ◆ Melt the sugar into a caramel liquid.



- ◆ Mix the bananas and caramel.



- ◆ Add the banana caramel blend into the cake mixture.



- ◆ Beat the mixture gently.



- ◆ Spread the mixture out on a sheet.



- ◆ Soak the gelatin in cold water.



- ◆ Combine banana and passion puree.



- ◆ Add melted gelatin.



- ◆ Layer the mixture at the bottom of the glasses.



- ◆ Cut the banana cake into cubes.



- ◆ Place two cake cubes in each glass.



- ◆ Whip egg yolks and sugar.



- ◆ Add the chocolate into the egg and sugar spread.



- ◆ Fold chocolate mix into the whipped cream.



- ◆ Pipe chocolate mousse on top of the banana cake.



- ◆ Add two mandarin jelly cubes into each glass.



- ◆ Decorate the glasses with little chocolate hats.

May 2015 Gulf Gourmet

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THE CULINARY WHIZKIDS

They may still be in their twenties but Chefs Fabio and Anthony from Frankie's Italian Bar & Grill, Rmal Hospitality have proved their mettle and they are giving it their best to win the coveted Golden Chef's Hat

This month's challengers are an Executive Chef and a Senior Sous Chef team who are young and raving to become tomorrow's master chefs. For now they are competing for the Nestlé Professional Golden Chef's Hat. We bring you're their stories and their competition recipes.

Fabio Nompleggio

The young Executive Chef at Frankie's Italian Bar & Grill was born in a small town close to Rome, Italy. He says, "My

love affair with food began when as a child I would watch my grandmother cook and she passed on her own passion and food culture onto me."

Chef Fabio started his professional career, while still studying at Anzio Culinary School. At the age of 16, he joined a small restaurant in Anzio, by the coast of the Lazio region.

He ensured he was formally trained in all aspects of Italian cuisine and

he worked in a variety of renowned restaurants including San Lorenzo in Rome, Unico in Milan, Andre (ranked 33 in the world) in Singapore, Armani Milano, as well as a Michelin star restaurant Acetaia among others.

Chef Fabio moved to Dubai when he was 25, and has worked for Armani Ristorante at the Armani Hotel as a Chef de Partie and was promoted to Sous Chef. He soon joined Frankie's Italian Bar & Grill as an Executive Head Chef in 2013.



Fabio Nompoggio

Chef Fabio says he moved to Dubai to see for himself the “happening” place everyone was talking about. Realisation didn’t take long, as Fabio strongly felt that this will be a great culinary adventure for him and his career, somewhere he is ready to stay for at least a few years.

Although Chef Fabio likes to experiment in the kitchen and learns through experience, his favourite dish to cook is a Tomato & Basil Pasta, which really reflects his cooking philosophy – “keep it simple, original, and tasty, and give your best with each product.”

Having bagged over 12 years of experience, Chef Fabio believes that the key to a successful restaurant is having all ingredients – food, people, ambiance – fall in place.

Chef Anthony Reilly

This Senior Sous Chef is one of the



Chef Anthony Reilly

youngest members of Rmal Hospitality team. He started cooking at the age of 16, when he decided that the culinary college in Liverpool would be his ticket to becoming a masterchef someday. This was 2006. And today, at the age of 24, he’s already cooked under the guidance of legends such as Marco Pierre White and has made his mark in the UAE.

Anthony says that once he learnt all the basics at culinary school, he joined his first restaurant The London Carriage Works – a multi award-winning restaurant serving modern international dishes – as a pastry apprentice. After a few months he joined Panoramic 34, a fine dining restaurant in Liverpool, where he worked his way up through the kitchen, learning from people he describes as “talented head chefs”.

“My commitment and passion for cooking paid off when at the age of 21 I was given the opportunity to prove

myself as head chef,” he says During this period he made a visit to Dubai on holiday and he knew instantly that he had to work here.

“I was attracted by the diversity of cultures, the high standard of food quality and service, and I knew it would help my career in many ways,” he says.

After working for a restaurant management company based in Abu Dhabi for a few months, Chef Reilly was offered a chance to fulfil his dream and work under the guidance of legendary Chef Marco Pierre White.

Anthony Reilly has been with Rmal Hospitality for over a year and his experience is best summed in his own words. He says, “Working at a Marco Pierre White restaurant is a rewarding career, studying his past and his values brings me inspiration to work with the same commitment.”

SEARED AND RAW SEABASS, COCONUT GELE', DATTERINO TOMATOES AND POTATO

INGREDIENTS

Wild seabass	200gm
MAGGI® Coconut Powder	20gm
Coconut milk	20gm

METHOD

- ♦ Take fillet of seabass, use the central part for the searing, the tail part for the carpaccio. For the gelee, bring to boil coconut powder and coconut milk together. After boiling blend with xantana gum and cool down.

INGREDIENTS

MAGGI® Mashed Potato	75gm
Egg white	1gm
Corn flour	1gm
Corn flour	12gm
Fresh baguette	5gm
Frying oil	50ml

METHOD

- ♦ Cook your potato puree with water and olive oil for 5 minutes. After that blend in thermomix, put in silpat, and dry overnight in the dehydrator. The next day using the ring, stick together with corn flower and egg white, and puff in frying oil.

INGREDIENTS

Datterino tomatoes	10gr
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Icing sugar	1gm
Thyme	3gm
Chef® shellfish stock	200g
Salt fine	2gm

METHOD

- ♦ Blanch the datterino tomatoes in shellfish stock for 30 seconds. Cool down in ice bath for 45 minutes then bake in the oven at 75 degrees with icing sugar and salt.
- ♦ For the plating, cook the sea bass in the oven for 4 minutes. Adage the seabass carpaccio on one side of the plate, put the potato pomme de terre on the bottom, and seabass fillet on the top, drop coconut gelee', datterino tomatoes, spread fresh herbs, finish with olive oil and maldon salt.





CHOCOLATE DELICE, COCONUT TUILE, RASPBERRY SOIL, COCONUT ICE CREAM AND WHITE CHOCOLATE & COCONUT RASPBERRIES

CHOCOLATE DELICE

Cream	425gm
Dark chocolate 72%	250gm
Leaves gelatin	2
Vanilla pod	1
Kit Kat® Mix In	30gm

METHOD

- Firstly melt the crushed Kit Kat and create a thin base in a ring mould, leave to harden in the chiller.
- Bring the cream and vanilla to 80c, add the soaked gelatin and strain.
- Once the cream has cooled slightly, pour onto the chocolate and whisk together.

- Fill the mould with the delice mixture and leave to chill for 2 hours.

COCONUT TUILE

Isomalt	150gm
Glucose	100gm
MAGGI® Coconut Powder	50gm

METHOD

- Boil together the glucose and isomalt just until it starts to colour (around 170c). Pour onto a Silpmat a thin layer.
- Using a template shape the tuille, allow to cool and dust with the coconut milk powder.

RASPBERRY SOIL

Raspberry puree	20gm
Tapioca starch	50gm

METHOD

- Mix together until a soil like consistency, keep covered and store in a cool dry place.

COCONUT ICE CREAM

Docello® Panna Cotta	200ml
Coconut mixture	200ml
Egg yolk	100gm
Sugar	50gm

METHOD

- Bring the liquid to the boil, whisk onto eggs and sugar, return to pan and cook until thick.
- Place into ice cream machine or Paco and freeze.

WHITE CHOCOLATE & COCONUT RASPBERRIES

White chocolate	50g
Cream	30g
MAGGI® Coconut Powder	1 tbsp

METHOD

- Bring Cream and coconut powder to the boil then whisk in the chocolate, allow to cool.
- Pipe the mixture into the raspberries.

May 2015 Gulf Gourmet



EAT, PRAY,
LOVE



The holy month of Ramadan is a period of spiritual reflection. It's also a time when people come together as a community. For hotels and restaurants, it's a time to strengthen their bonds with guests and attract new clients.

Exciting as the period is, it's no mean feat to put together iftars and suhoors. Meeting high expectations of guests, churning out meals after meals with a strict eye on costs and wastage, and lower profitability are some of the challenges the hospitality industry faces during Ramadan.

Our Editor **Aquin George** moderated a table around which, Chef **Uwe Micheel**, the director of kitchens at Radisson Blu hotel; Chef **Sebastian Nohse**, the culinary director of JW Marriott Marquis; Chef **Harald Oberender**, the director of kitchens at Dubai World Trade Centre; Chef **Mohammed Bahzad Barafi**, the executive oriental chef of the Jumeirah Group; Chef **Omar Harbaly**, the executive chef of Al Safadi Restaurants; and Chef **Jean Westhuizen** of Unilever Food Solutions discussed the treats, trials and tribulations of catering to the local palate during Ramadan...

Is profitability a challenge for hotels and restaurants during Ramadan?

CHEF SEBASTIAN: Yes, profitability does take a massive hit in the period. We do 500-600 covers in the ballroom per night for iftar and around 450-



We close our restaurants during Ramadan. So our staff from our restaurants helps at the live stations. It's a big setup. As for wastage, we have a lot of small portions - cold buffets and mezze
— **Chef Sebastian Nohse**

500 covers for suhoor. Suhoor doesn't affect us that much because it's mostly a-la carte. But iftar has a great effect because we offer it at price points of 160-195 dirhams at different areas in our hotel. Though the price point is low, the quantity, quality and variety of the food offered have to be great. It's well below our normal price point for a buffet spread like that.

CHEF UWE: I think all of us are in the same boat. Profits in an average hotel in Dubai during July or Ramadan are about half that in normal periods. It's like a double whammy. It's summer and Ramadan. For a few years, the impact has been double on us because Ramadan has been falling in summer. In restaurants, you have fewer covers but you still need enough food and variety. Alcohol consumption also falls because many people don't touch it during

Ramadan. Non-Muslims use this time to detox and change their eating habits. Like Sebastian said, we have to offer a lot of things at a low price point. Also, there are so many iftar events – daily iftar, a-la carte iftar, catering events for companies. Many companies use this opportunity to thank their staff. And they pay half what they would for an event during normal months. It's become a norm in the market now to offer iftar events much cheaper.

CHEF HARALD: For us, Ramadan period becomes like corporate social responsibility. We get requests from government, charities and organisations to hold events for their staff. It's like appreciation for their year-long work. So our price point goes down and it's a 20-30 percent discount - if you can call it a discount - from even the basic. Companies say they want to give back to their staff but indirectly it is us who are giving back to society. Our business is somewhat different from that of hotels. We do mostly exhibitions and conventions. Banqueting for this period has to be very cost-conscious. We take into consideration our costs during this period when we make our budgets for the entire year. Ramadan has different food costs and revenue budget. We try to balance that out the rest of the year.

CHEF BAHZAD: It is definitely challenging because of the fierce competition in the market. Every hotel tries to do it better than the other in every aspect. Staffing is also a challenge during Ramadan. Employees want to work only six hours a day in that period.

CHEF OMAR: In Ramadan, our restaurants are open only eight hours, versus 14 hours in normal months. I also give some of my chefs time off to visit their home countries. We bear their salary costs but we reduce headcount and also the number of food items we make in the period. Our profit doesn't fall that much during the period.



Chef Sebastian Nohse

Five-star hotels have to keep their res-



restaurants open in the afternoon during Ramadan. But footfalls are much lower, aren't they?

CHEF UWE: It make little sense to keep the restaurants open. We keep only two of our 10 restaurants open for lunch. There's not much lunch business during Ramadan. We keep the minimum open for our hotel guests.

Other than profitability, is food wastage a big challenge during this period?

CHEF UWE: Whenever business is slow in a restaurant, food wastage will be higher. During Ramadan time, a big buffet is a highlight. What has been changing in the past few years is that now there are a lot of small dishes in the buffet instead of big bowls and big plates. The presentation is changing. When a customer orders food for 100 people and 120 people eat, we can't say there's no more food. Extra food for buffer is part of the culture here.

CHEF SEBASTIAN: We are moving many of our food items to live stations in the evening. So, dishes are prepared in batches and there is a lot of churn. If you book 600 covers for iftar in the ballroom, you know that once the prayers are over,

there will be a huge number of people at the buffet. After that, for refills, you can cook in batches and keep the buffet fresh. Once you have the bookings and that understanding, it is controlling waste just like in any other buffet.

CHEF BAHZAD: You want your guests to come to you for Ramadan and you have to respect your guest. During iftar, people do take a lot of food thinking they are hungry and then they don't finish it. It's a big wastage and you need to educate your guests.

Does reducing your plate size during Ramadan help? How can you educate guests about wastage?

CHEF UWE: We just keep trying. You can't give up on trying to do something useful. There are instances where the guests don't understand. A guest told me once - "I pay you because I want to enjoy my food". I had no answer.

Do you think the education has to come from a higher authority like the Dubai municipality?

CHEF UWE: The municipality does try. For the past few years, they have been trying to educate people about the

environment and sustainability. The way to go is to educate school children and to start working on the next generation. The impact this way will be greater.

CHEF HARALD: There are guests who book in many different places for one event. And then at the last minute, they decide where they want to go. Around 4-5 PM, we have a confirmed booking for 600 people, of which 400 will show up. Luckily, we have some walk-in guests too in our restaurants. We have to feed all of them. If they don't find a certain dish again in the buffet, they will be upset.

Chef Omar, do you find wastage a big problem for restaurants as well?

CHEF OMAR: Restaurants don't have as much wastage because we don't do buffet. We have only a-la carte for iftar also. So whatever the guests order, they eat. They don't waste it. This is a formula that has worked well for us.

Chef Jean, you have met a lot of chefs. Is there any food wastage story you can share?

CHEF JEAN: I have seen some chefs do a review of the food that is wasted and then try to come up with creative ways

to recycle that. Recycling is a big option for wasted food. The key is to educate your staff and teach them to separate organic waste from other waste such as plastic and paper. We could have more organic farms and greenhouse farming in this region to sustain all the organic waste recycling and use it effectively.



We keep only two of our 10 restaurants open for lunch. There's not much lunch business during Ramadan. We keep the minimum open for our hotel guests
— **Chef Uwe Micheel**

CHEF UWE: I agree. For example, there are not enough places here to use compost. I wanted to start that but our consumption would be very low because we are a city hotel. I talked to people and found that we had to pay for them to take our compost. Then no one will do it. Because it becomes more expensive to do composting than to leave the waste in a garbage truck.

What other measures can be taken to reduce food wastage during Ramadan?

CHEF UWE: Planning is key. All of us do a lot of planning. Like Sebastian said, a good idea is to cook in batches, so you know how much you need. Cooking fresh and putting smaller dishes on the menu also help. More live stations means less wastage and better quality of food. The problem is having enough staff for these live stations. Especially qualified staff. The speed with which the hospitality

industry has grown has made availability of qualified staff a problem.

CHEF SEBASTIAN: We close our restaurants during Ramadan. So our staff from our restaurants helps at the live stations. It's a big setup. As for wastage, we have a lot of small portions - cold buffets and mezze. We don't have big bowls of hummus anymore where half of it goes into the bin.

Planning for Ramadan events is something of a scientific event for all of us. I know how much protein I need to cook per person, how much starch. Then, I divide that number by different dishes, add another 15-20 percent to have a buffer and that's how much food I produce. Minimising wastage and reutilisation of wasted food are two different things.

What I have left over in the buffet and



Chef Uwe Micheel

what I have left over in the kitchen. In the kitchen it's easier for me to minimise wastage because I cook in small batches. We cook in one backup for each line that is active and the rest is uncooked. As the backup goes out, we recook the backup and refill the hot box.



As for UFS, we need to continue working with chefs and understanding the challenges they face during Ramadan. We have to reach out to the smaller restaurants and chefs there — **Chef Jean Westhuizen**

So I don't cook all my food at one go and have all the food for up to 9 PM ready at 6 PM and sitting in hot boxes. For expensive foods, we have live stations. We don't do tenderloin carvings anymore. Our live stations cook little medallions and serve it with pomegranate syrup and some rice. It's better to have things cooked portion by portion instead of having one carving sitting there, getting cold and its quality deteriorating.

With carvings, you have one big chunk of meat left over in the buffet. That meat should not be reused. These are some small ways to prevent wastage.

CHEF BAHZAD: The problem sometimes is that you have so many halls and locations. In many of these, it becomes tough to cook in batches. The food has to be prepared and delivered. Then, if only half the guests booked for turn up, you

have ready food waiting in hot boxes. You can give that food off to charities but it's tricky. That food in the hot boxes has not been touched, it has not even been opened and lying outside. But if the charities don't handle that food properly before giving it to people, there could be cases of food poisoning.

CHEF UWE: There are risks involved with giving to charities. A few years ago, we did try doing that. But we told them reheating food could make it unhealthy for consumption. Some charities told us to cook fresh food and give them. That doesn't make sense for us. That's not minimising wastage. It's a touchy topic. We may add a disclaimer about the quality of food but once the food is out of our hands, it's not in our control anymore.

CHEF SEBASTIAN: That's true. How the food is handled during transportation and



Chef Jean Westhuizen



stored also matters. I am not comfortable with the risks. The charities come with vans that have no transportation containers or insulation. The food will sit in the van before it is given to someone. We have no control over what happens to the quality. Whatever food we have left over, we use in our staff cafeteria. At least then, I can control the quality and ensure that no one falls ill.

CHEF OMAR: We don't have these problems because of our a-la carte menu. Whatever the customer wants, he picks up. So there is little wastage. Reservations make it easy for us to know how many guests are coming. We make 10 percent more as cushion for any extra we need. Our staff of 120 people finishes

whatever is left over. In buffets, people tend to take more food on their plates. But in a-la carte, they order according to menu and take as much as they want. Wastage is much less.

Chef Jean, how can UFS help hotels during Ramadan?

CHEF JEAN: We try to advise chefs on possible substitutions. For example, if you usually make stock from scratch, you can use stock powder or cube to maintain profitability. Same for demi-glaze. Try demi-glaze powder during Ramadan instead of making it from scratch. You can use convenient products instead of cooking everything from ground up. It reduces wastage and also minimises complexity.

This is more for chefs of small and mid-tier restaurants. Unlike the expertise around this table, they don't know how to work with numbers, with staff and how to reduce wastage. That's where our focus should be. We have to try and help them.

CHEF SEBASTIAN: Changing products for us may not be an option. Because we have to protect our reputation. Our teams work hard all year to establish a good reputation. People expect the same quality from us even during Ramadan. If I change products as a short-term fix, it will have long-term negative impact on my business. What we do to minimise the hit on our profitability is seek our suppliers' support. Our suppliers give us discounts.



Chef Mohammed Bahzad

We have to overdeliver in this market. If I put out one bad iftar, I will have to shut shop in a year. Criticism spreads like wildfire. We have to take a hit on profitability rather than let our quality suffer. That's not an option at all.

CHEF UWE: Exactly. We have higher food costs during Ramadan and we plan our annual budgets accordingly. We expect our partners to also share the burden and give us discount of 5-10 percent. That's why we call them partners and not suppliers. Lowering the quality and changing products is not an option at all.

In this period, you find out who are your partners and who are only your suppliers.



It is definitely challenging because of the fierce competition in the market. Every hotel tries to do it better than the other in every aspect
— Chef Mohammed Bahzad

CHEF HARALD: I would say it's a matter of budgeting. So you don't have that urge to cut costs. You can make up for lost profits in the peak season of

October and November. You have the opportunity to make up that extra when you plan properly. Chefs in established hotels and restaurants have that ability to forecast budgets accurately.

CHEF UWE: True. You know what your food costs are from month to month and you plan your budget accordingly.

CHEF BAHZAD: Ramadan is a month of marketing for us. The standard and quality of our food has to be great in this period. We get good support from our suppliers. A lot of people don't travel in this period. So they spend their money here. That does help to some extent.

CHEF OMAR: We too get discounts from

our suppliers during Ramadan. UFS is a great example of that.

How can chefs effectively participate in marketing during Ramadan?

CHEF UWE: Today, a chef is no longer just a cook, stuck in the kitchen like he was 50 years ago. He used to work in the background then. Nowadays, he has to be involved in everything from operations to marketing. Celebrity chefs on TV have also increased the profile of the white jacket. Not all of them are great cooks but I am still thankful to the chefs on TV, even the bad ones, because they help our cause.

You switch on any TV channel these days and there is at least one cooking show. The problem is that you have a lot of people wanting to become chefs but when they enter the profession, they realise that the real kitchen and the TV kitchen are not the same. Then they run away. I was talking to my teacher back in Germany and he said now 50 percent of the recruits drop out in the first three months. In my time, hardly anyone dropped out.

CHEF SEBASTIAN: We have a weekly marketing meeting and our chefs are highly involved in the collateral design. We work with our marketing and public relations teams closely and we review and brainstorm together. Our chefs provide a lot of context and help make the plans more practical. A lot of operational advice comes from the kitchen.

We also try to give identities to our ballroom and work on things that differentiate us from other iftar parties. You have to create the atmosphere you want to deliver.

CHEF HARALD: Social media is a part of marketing. You have to be on Instagram, Snapchat and other platforms. People have to experience our services and put them up on these platforms. We also have to have a presence on social media.

CHEF BAHZAD: A chef can do good marketing during Ramadan. He can



Chef Harald Oberender



For us, Ramadan period becomes like corporate social responsibility. We get requests from government, charities and organisations to hold events for their staff. It's like appreciation for their year-long work

— Chef Harald Oberender

tell guests what he's doing. If he communicates with children, they force their parents to come back. You have to attract the younger generation.

CHEF OMAR: During Ramadan, we make large meal boxes and guests can choose

from many options. These are discounted boxes. These kind of innovations help with marketing our brand.

Chef Jean, suppliers work on a tight budget in the period. How do you work with chefs?

CHEF JEAN: We have built a very successful campaign wherein we offer 5 dirhams cash back on products. We have moved forward with that campaign and taken it to social media. That cashback can be redeemed through mobile, SMS or social media sites. Chefs can also choose to donate that money to charity. To our surprise, a large number of chefs do donate the money. Some redeem some of the money and donate a percentage to charity.

This has been an interesting discussion. Your final thoughts...

CHEF SEBASTIAN: Ramadan is an important time for us to establish ourselves in the market for the next



Chef Omar Harbaly

year, especially within the local community. A lot of our guests are not locals but they are residents of Dubai. We try to deliver something unique as well as come up with innovative ways to reduce wastage and the negative impact on our profitability. It's a time for us to offer something unique to the community and embrace the culture of the beautiful country we live in.

CHEF UWE: In the past, we were busy with iftar for our Muslim customers and at 9 PM, our restaurants got busy for our regular customers. Now, the iftar business has increased a lot because more and more non-Muslims are joining iftar parties. There are two reasons. One is that the offerings are at great prices. Many people take that opportunity. The second reason is many expats want to show their families and their children a different culture. They want them to experience iftar.



Restaurants don't have as much wastage because we don't do buffet. We have only a-la carte for iftar also. So whatever the guests order, they eat

— Chef Omar Harbaly

Now, it has become a one-meal affair. Earlier, it was iftar and then dinner.

CHEF HARALD: Ramadan is the month of giving. We also give back to the community and use the opportunity to promote our business. It's our way of saying 'thank you' to our guests.

CHEF BAHZAD: We like to get feedback

from our guests on our Ramadan offerings. It's motivating to know how we fare in the face of tremendous competition.

CHEF OMAR: Well, I hope we have fewer breakdowns this year. I have a feeling it will be a difficult Ramadan this time around.

CHEF JEAN: As for UFS, we need to continue working with chefs and understanding the challenges they face during Ramadan. We have to reach out to the smaller restaurants and chefs there. We have started trying to do that by partnering with the Dubai government. I think it will be a great Ramadan. We look forward to building on our experiences from this year into the next year.

We would like to express our thanks for the hospitality given to us by Chef Uwe Micheel and the staff of the Radisson Blu Dubai Deira Creek

THE GOOD FOOD GUIDE

Chef **Daniel Hiltbrunner** has been there, done that. And now the Swiss chef is sharing his knowledge gained over three decades with budding chefs at the International Centre of Culinary Art in Dubai. In a quick chat, the senior instructor at the centre tells *Gulf Gourmet* about his life and times...



It's hard to introduce Chef Daniel Hiltbrunner, what with versatility being his middle name. While most chefs pick their specialisation early on and stubbornly cling to it, Chef Daniel refuses to be cast in a single mould.

From cooking to business development to food delivery to training chefs, he's been there, done that. That's probably what makes him one of most sought-after instructors at the International Centre of Culinary Art, Dubai. The sheer breadth of his 30-odd years in hospitality make him the perfect mentor.

Born in a village close to Basel in Switzerland, Chef Daniel had little inkling that cooking was actually in his genes. "My great-grandparents had a restaurant in Lucerne. But it was something I came to know much later. My grandfather was a border guard in Switzerland and my father was an army officer. I guess the cooking genes skipped two generations," laughs the 50-year-old chef.

The spark was lit somewhat unknowingly when Chef Daniel's school introduced cooking as an extracurricular activity for boys. "I signed up. Most of the boys would finish school and go home and the ones who wanted to learn to cook would stay back afternoons. We cooked our lunch and washed up after that. I loved it!"

The spark shined brighter when the second level of cooking classes was introduced the next semester. Chef Daniel signed up again. When the time came to decide on a more permanent career, he realised that it was creativity and not academics that inspired him. "I love working with semi-precious and precious stones. I even had a collection of rough stones. But I had weak eyesight and jewellery making needed a lot of detailing work. I had to rule that out. The other option was cooking."

Working in a couple of restaurants gave Chef Daniel a greater taste for hospitality. Switzerland had a system of apprenticeship for three years, wherein



There are always show ponies and work horses. I think I am a work horse

a day in the week is spent in college and the rest in the kitchen. "I did my apprenticeship in what you today call a boutique hotel close to my house."

The initial couple of years were tough. "We had to do everything from scratch – stock, demi-glaze, cleaning the meats and filleting the fish. There were no fancy machines or readymade ingredients to help us."

What seemed like a chore at the time turned out to be a learning curve. Tough love from senior chefs also shaped Chef Daniel's skills. "Back then, senior chefs would throw things at you if they were dissatisfied with what you did. I realised it only after a few years that what I learnt was really valuable."

After his apprenticeship, Chef Daniel took a break to accompany his father to the United States for a few months. However, his white jacket followed him there. His father threw parties for his army circles and Chef Daniel gladly donned the apron for them. His prowess in the kitchen meant requests for his help for other parties.

Returning from the US in his early 20s, Chef Daniel had to sign up with the army in Switzerland. Not surprisingly, he chose the army kitchen. In a short time, he was promoted to sergeant head chef. "My father was the commander, which no one knew. Sometimes, the commander would have a coffee with the head chef," he laughs.

When his mandatory stint in the army ended, Chef Daniel joined a hotel in Bern and then went on to work at the Hilton

in Basel. Two years later, he got "itchy feet". "There were three countries on my wishlist – New Zealand, Australia and Canada. There was a vacancy in New Zealand that I applied for and got the job. The Kiwi company had 13 hotels. For me, New Zealand was like a nicer version of Switzerland with fewer people and no pollution."

The assignment was in Mount Cook. For some time, the scenic mountains mesmerised Chef Daniel but eventually, he moved out to Wellington to the Park Royal hotel, which is now the Intercontinental hotel.

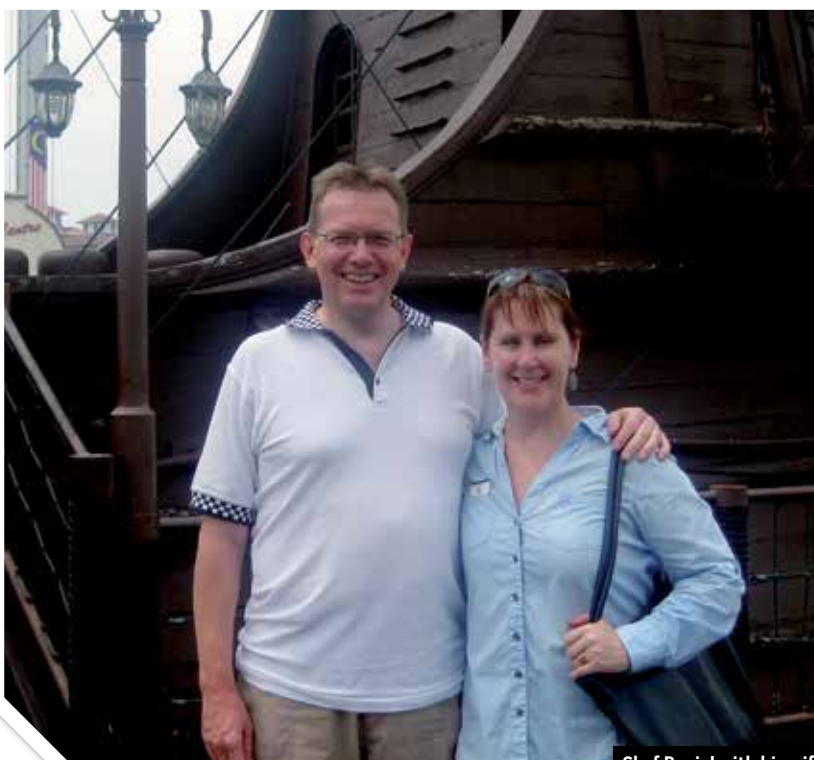
Around then, cupid struck Chef Daniel. He fell in love with a Japanese woman and followed her back to Japan when she got homesick. "I got a job at a Tokyo hotel. It was one of the biggest hotels I worked in - 760 rooms, 10 food and beverage outlets. It was exciting."

The new culture also excited Chef Daniel. He spent five years in Japan but was never treated like an outsider because his wife was Japanese. However, wanderlust washed over him again.

Chef Daniel headed for the next country on his wishlist – Australia. A shortage of chefs Down Under made it easy to get a residency. "We went to Brisbane. I got a job at the Hilton there. Then, Hilton opened the Conrad International Treasury Casino in Brisbane."

Although the job was entertaining, Chef Daniel realised that climbing up the career ladder in the hospitality industry meant he had to move around a bit. Five years later, he headed for the Brisbane Entertainment Centre, which pulled him out of his comfort zone and pushed him into the big league. "It was completely different from working in a hotel. They had big concerts, seating capacity was for 30,000 people and there were so many outlets. We had the last Goodwill Games opening ceremony. There were beds for chefs in the office because there was not





Chef Daniel with his wife

enough time to go home and sleep. We barely slept for a few hours for a week."

A couple of years later, Chef Daniel joined NutriFresh, a production kitchen responsible for supplying food to elderly care nursing homes and facilities. Cooking for this clientele was tough. For the first time ever, Chef Daniel had to worry about calorie count, healthy ingredients, diet specifications and transportation of food. "It was a good learning curve. We did 50,000 meals in four days. It was cooking food in bulk. We also had contracts with hospitals, theme parks, movie sets."

Quite the nomad, Chef Daniel left three years later to join the Hospitality Training Association as a business relations officer. The association had apprentices placed in hotels and restaurants and his job was to build relations with these outlets. "Australia allowed only five-stars to hire apprentices. So the association hired apprentices and then leased them to smaller hotels and restaurants." The school grew exponentially and Chef Daniel had to double up as a teacher to the students.

But he began to miss the kitchen. A contact at Accor offered him a chance



This generation has not been subjected to criticism. We now don't want to 'hurt their feelings' but you need negative feedback to help you grow

to return to the hotels fold with an executive sous chef vacancy in Novotel in Brisbane. "I was in charge of banqueting, something I love because I love to work with big numbers. I worked there for two years and then was sent to Melbourne as executive chef."

There was much happening in Chef Daniel's life at the time. After 15 years together, his Japanese wife and he parted ways and he met another woman, who incidentally was from New Zealand. "Interestingly, she worked as a waitress in a restaurant opposite my flat in Wellington. But I never went into it and years later, we realised that when I showed her photos of my house and she saw a car that used to be parked there. I guess it was fate!" The lady, who

became his wife in 2008, readily agreed to accompany him to Melbourne.

Joining at the Novotel Melbourne on Collins, he spent two and a half years catering to the needs of the busy hotel.

Inevitably, the Middle East called Chef Daniel.

"I was given a chance to come to a new Novotel in Abu Dhabi." In a little over a year, he passed on to join Al Ain Rotana as executive chef, an experience he says where "the connection was missing."

Chef Daniel then returned to something he had earlier enjoyed – teaching – with a senior instructor role at the International Centre of Culinary Art. Today, he trains young chefs and even grooms them for top competitions.

Of his so many roles, Chef Daniel admits to have enjoyed working for hotels the most. "A hotel may not be as glamorous as working in a Michelin-star restaurant but it operates like a well-oiled machine." Chef Daniel says he is not "into these fancy and celebrity stuff". "There are always show ponies and work horses. I think I am a work horse." The mix of personalities and skills at hotels is also a big draw for the Swiss chef.

Working with young chefs, Chef Daniel witnesses the stark difference between aspiring chefs in his days and now. "This generation is different. Everyone now wants everything immediately. But you have to master the basics to get ahead." Discipline is another thing that Chef Daniel feels is lacking in the kitchen nowadays. "This generation has not been subjected to criticism. We now don't want to 'hurt their feelings' but you need negative feedback to help you grow," says the World Societies of Chefs judge.

And what about his own personal goals? "My grandfather is 103 years old. I am not even halfway there. There's still a lot I have to do," he says.



ICCA students win battle of the culinary schools

Last month, ICCA students Hamze El Cheikh and Sara Suwaidan won a roundtrip to Australia and an internship in two of the top 10 restaurants in Australia.

This is because they were adjudged the winning team among the top five culinary schools in the UAE for their excellent plate that had clearly impressed the judges including Chef Uwe Micheel and Chef Tarek Ibrahim. Culinary students competed in the ultimate innovation test on April 7, where each team had a mystery box of ingredients and access to a community table to invent and cook one stunning plate of food with two portions.

Each team was given access to a mentor—an executive/master chef—who could advise, guide and direct them but could not cook for them. The mentors' role was to act as the voice of experience and offer suggestions and tips as to how their team might take their innovation to the next level. The teams were given a station to work from and needed to demonstrate the following skills: namely, team work, time management, hygiene management, waste management, taste management and innovation.



The competition comprised of five teams of two students each and two, one-hour rounds. The first round saw three teams eliminated and a panel of three judges decided the ultimate winner to be ICCA after round two with EMA team.

This was their third culinary cook-off organised by Australia Unlimited MENA with the top five culinary schools in attendance. School of Culinary and Fine Arts (SCAFA) team was mentored by Chef Greg Malouf, a Michelin-starred Executive Chef of Cle Dubai; European International College (EIC) team was mentored by Chef Justin Galea, Executive Chef at Le Royal Meridian, Abu Dhabi; International Centre for Culinary Arts (ICCA) team was mentored by Chef Mathew Goodlet, Executive Sous Chef in Atlantis, The Palm; McQueen's team was mentored by Chef Alex Ferris, the Executive Sous Chef of Jones the Grocer and Emirates Academy (EMA) team was mentored by Chef Tom Arnel, the co-owner of Tom & Serg.





THE GUILD MEET

Last month's Guild meeting was hosted by the chefs at Radisson Blu Deria and the turnout was larger than usual. The Mini Plated competition was held the very same day followed by a cocktail event thereafter hosted by the US Beef Export Federation. The region's most influential chefs were in attendance and people from the food trade took the opportunity to network with industry peers.



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DID YOU KNOW?

Pine Seed Facts



- The Pine Seed is protein packed with all 20 amino acid and very high in concentration in 8 of the 9 amino acids necessary for growth.
- The pine nut harvest began in the late summer and lasted into the fall. It was essentially the last big food-gathering opportunity of the year Before retirement into winter lowland quarters.
- Cracked peanuts are yellow-orange, translucent and soft. They can be eaten at this point and are delicious
- Pine nuts have been eaten in Europe and Asia since the Paleolithic period. They are frequently added to meat, fish, salads and vegetable dishes
- Pine nuts produced in Europe mostly come from the stone pine (*Pinus pinea*), which has been cultivated for its nuts for over 6,000 years, and harvested from wild trees for far longer

Brought to you by





UWE CHARMS INDIA CONGRESS



The 6th IFCA (Indian Federation of Culinary Associations) International Chefs Conference was held in Chennai last March and saw 650 chefs from across the country and abroad coming together for the three-day event.

The event saw leading chefs, gourmands, culinary connoisseurs and food writers participating in various panel discussions on topics such as Modern Culinary Procurement,

World Chefs Certification, Schools Recognition, Canadian Culinary Insights, Trends, Diversity and Healthy Trends in Future Menus.

Our very own Chef Uwe Micheel and Chef Thomas A Gugler were part of the elite panel alongside the likes of Cornelia Volino, Chef Willment Leong, Charles Carroll and John Sloane. Also present were gourmands Vir Sanghvi, Inderjit Bajaj, Kiruba Shankar and Kanishka Mazumdar.



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EAST-COAST CULINARY & COCKTAIL COMPETITION 2015

RESUME OF CLASSES FOR ENTRY

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

Gastronomic Creation

Class 01: Three - Course Gourmet Dinner Menu

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

9. One participant per entry is allowed.

Class 02: Presentation of Tapas, Finger Food and Canapés

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

Class 3: Three Course Arabic Dinner Menu

Present a plated three-course meal for one person.

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

8. One participant per entry is allowed.

Class 4: Arabian Feats

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

Pastry Display

Class 05: Friandises Petites-Four Pralines Naughtiness

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

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

Class 06: Three Plates of Dessert (International)

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

Class 07: Three Plates of Dessert (Arabic)

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

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

Class 08: Bread Loaf & Bakery Showpiece

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

Class 09: Three-Tier Wedding Cake

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

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

Practical Pastry

Class 10: Cake Decoration

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



provided for each competitor to work.

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

Artistic Display

Class 11: Open Showpiece

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

Class 12: Practical Fruits & Vegetable Carving

1. Freestyle.
2. Two hours duration.
3. Hand carved work from competitor's own fruits & vegetables.
4. Competitors to use own hand-tools and equipment.
5. No power tools permitted.
6. Pre-cleaned, peeled material is allowed, but pre-sliced/ carved will result in disqualification.
7. Each competitor will be supplied with a standard buffet table on which to work.
8. One participant per entry is allowed.

Notes on the Practical Cookery Classes (13 & 14)

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

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

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

may be brought but not as finished sauce

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

Practical Cookery

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

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

- One participant per entry is allowed.

Class 14: Arabic Mehheh - Practical Cookery

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

Class 14: Cocktail of the day

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

Addendum: East-Coast Culinary & Cocktail Event 2015

VENUE & ENTRY

- East- Coast culinary & cocktail competition will held 08th & 09th of March 2015
- The venue is "Iberotel Miramar Beach resort Al Farah Ballroom" Fujairah
- Free entry fees for all classes

Closing Date:

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

TROPHY ENTREES:

- Entrance to best trophy awards, must enter and finished all mentioned classes
- Best individual awards, Highest Medal points in mentioned category
- Champhions Trophy: Best Effort by Individual Establishments {calculated only meddle points}

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

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

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

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

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

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

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

- Class # 05: Friandise/ Petit Four/ Pralines & Nougatines
- Class # 10: Practical Cake decoration

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

for both categories.

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

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

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

Best hygienic Chef: By Our Hyg. Sponsor

- Class # 13: Beef Practical Cookery

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

Highest Medal points awards for Non best category classes

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

Champions Trophy:

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

Judging Guidelines and Awarding System

A team of WACS Approved Judges will adjudicate at all the classes of competition. After each judging session, the judges will hold a debriefing sessions at which each decision. Competitors will not be competing against each other rather they will be striving



to reach the best possible standard. Judges will then apportion marks that accord with their perception of the standard reached. The competitor will then receive an award commensurate with his/her points tally for the classes. In theory, therefore, everyone in the particular class could be awarded with gold medal. Conversely, it could be possible that no awards at all are made.

The scaling for awarding all classes is as follows:

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

RULES AND REGULATIONS FOR CULINARY COMPETITION

(Organized by Miramar Al Aqah Beach Resort with Advice & Guidance of Emirates Culinary Guild)

NB:

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

would appear on the last page of this document.

PARTICIPATION

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

COMPETITION ENTRY

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

CERTIFICATES AND LETTERS OF PARTICIPATION

15. Ensure that your name (clearly written in block capitals) appears on your

entry form exactly as you would wish it to appear on any certificate, letter of participation or posting of results.

HYGIENE

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

THE SECRETARIAT

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

COMPETITORS & HELPERS

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

25. Competition area will be monitored by East-Coast Event committee

EXHIBITS

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

COMPETITION MARSHALS

37. A Marshall-at-arm will

recognize by the badge displaying the logo of the organizer.

38. Marshalls are instructed to ensure that the rules and regulations of the competition are observed by all concerned.
39. Competitors, helpers and visitors are all obliged to cooperate with the marshals.

AWARD

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

DISCLAIMER

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

ENQUIRY

49. All enquiries must

submitted by email to (theguild.eim.ae. / kacprasad@iberotel.ae) To continually raise the standards of UAE's East Coast Culinary excellence and to promote camaraderie and educational opportunities among culinary experts and Professionals. To act as a staging area for development of culinary concepts by:

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

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

May 2015 Gulf Gourmet

newmembers



Olga Noskova (Food Service Manager) and Rodica Olaru (Food Service Manager) receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.

Emirates Snack Foods (ESF) has been distributing products from leading and unique international brands in the UAE for over 17 years, covering a wide range of Food Service and Grocery, including ingredients and packaging products. Recent portfolio additions have been in the Health and Wellness area which is expected to grow fast.

ESF's dedicated Food Service Team covers the entire UAE's high end



HORECA sector including catering companies and independent outlets.

It counts on its own fully equipped demo kitchen which the team's support personnel (corporate chefs, barmen and baristas) use for product demonstrations, training and recipe formulation.

The company's direct distribution in the UAE to its Food Service customers is supported by two large distribution centers in Dubai and Abu Dhabi, backed by smaller regional warehouses in Al Ain, Ras Al Khaimah and Fujairah, covering over 6000 points directly.

Modern temperature-controlled storage facilities and vehicles allow handling of temperature sensitive products from frozen to ambient.



Leanne Hart, Commercial Support & Colum Brosnan, Commercial Director of Food Service MENAT receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.

Kerry Foodservice Solutions: We know you want the items on your menu to be consistently delicious and easy for your staff to prepare, but they also need to be cost-effective for your business. Kerry can help you make over your menu or review it and suggest on-trend improvements.

We are a global manufacturer and supplier of premium flavors, ingredients and systems for your foodservice needs. With expertise in every aspect of new product development, production and commercialization, we partner with you to deliver appetizing, relevant and profitable solutions for your business.

Kerry Foodservice Brands

DaVinci: Our premium supply of beverage solutions, DaVinci Gourmet prides itself on creating new and unparalleled flavoured syrups and sauces. Combining art, craft and science



to enable baristas to create theatrical recipes without limitation, DaVinci Gourmet brings a unique palette of flavours to your traditional offering of speciality beverages. Now available in over 60 countries, DaVinci Gourmet is dedicated to helping grow your business to meet the needs of the ever-expanding speciality coffee industry.

Big Train: The Big Train success is due in part to a diverse, high quality product line that includes frappes, hot cocoas, soft serve products, real fruit smoothies and innovative protein drink mixes. We offer an exceptional service and resources to support our varied customers by providing great products that stand out.

Other Kerry brands include RaviFruit, Kerrymaid and Orley.

Kerry Ingredients: Kerry has the largest, most innovative portfolio of Taste & Nutrition Systems and Functional Ingredients & Actives for the global food, beverage and pharmaceutical markets.

Our unique, integrated approach to customer-specific innovation and product solutions is driven by our technology, market application, culinary and sensory expertise. By leveraging our cross-category experience, we help you grow your business. From beverages to desserts and everything in between, Kerry can help you develop products that are preferred by consumers in your region and around the world.

Kerry has a dedicated sales team in the Middle East to support your business needs, help grow your business and advise on market trends.



Tim Walsh, Managing Director and Jaykumar, Sales Manager receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.



Meiko develops, manufactures and distributes professional dishwashers AND waste management systems especially for the hospitality sector.

Founded in Germany in 1927, Meiko has established production facilities in Germany, China and United States and is now considered to be one of the world's market leaders.

Meiko dishwashers can be found in many of the region's leading hotels such as Burj Al Arab, Grand Hyatt, Park Hyatt and St Regis on Saadiyat Island, Emirates Palace, Atlantis, One&Only Royal Mirage Dubai and The Palm, Fairmont Bab Al Bahr, Marriott Marquis, Etihad Towers, Sheraton, Le Meridien, Intercontinental Hote, Sofitel on the Palm, Ritz Carlton Abu Dhabi, Jumeirah Creekside, St Regis Nation Towers, Conrad Dubai, Hyatt Capitol Gate, plus several new hotels soon to be opened.

Meiko is also the choice of several high profile restaurants such as The Ivy, Hakkasan, Zuma, La Petit Maison, Atmosphere, Spectrum-on-one.....etc



Mrs. Thassia Castro, Marketing Assistant and Mr. Elias Eid, Operations and Marketing Manager receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.

Tramontina invites you to learn a little bit more about its history as a Brazilian company, since 1911.

Innovation, design, and technology plus, above all, human resources, laid the foundations for building this company. In Tramontina's view, people are the most important asset. Thus, it lays stakes its reputation on the expertise of its 6 thousand strong associate team.

Respect for differences and diversity are the pride and joy of the trademark which is soundly rooted in the most diverse area, and through each one of its 17 thousand products.

The value assigned to social awareness and the respect for the environment are major concerns that dictate the actions of the ten manufacturing units, which

TRAMONTINA

are always concerned with the welfare and the quality of life in the surrounding communities.

The brand that has won the hearts of the Brazilians is, today, present in over 120 countries. Regard for the cultural differences in each one of these countries is one of the business principles of Tramontina. In this respect, it blends in-house values with local traditions, which generates a cohesive and harmonious organizational atmosphere in all its units around Brazil and the world.

A company can only reach such a threshold with the support of the

associates and partners who share the same goal: customer and consumer satisfaction.

From the beginning of its journey, Tramontina has always relied on personnel and, little by little, has gradually gained confident and settled relevant partnerships that allowed for its growing market share and, above all, has cemented two-way respect relationships.

This is what Tramontina is about. Reliability, principles, partnership and respect, guide all of our business deals, with pro-active yields for the companies involved and also customers and consumers.

This is the kind of relation Tramontina believes in.

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.

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Contact us now

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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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May 2015 Gulf Gourmet



ECG Corporate member directory

4 Corners

Nathalie Hall / Mike Walden
Marketing Manager / Commercial Director
Mobile: +97148847248, Phone: +971526475455
Email: nathalie.hall@4cornersuae.com
www.4cornersuae.com

Abu Dhabi Farmers' Services Centre

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

Advanced Baking Concept LLC (Probake)

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

Agthia Consumer Business Division

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

Al Ghurair - Food service Division

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

Al Islami Foods Co.

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

Al Seer

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

American Garden

Majid Ali, Regional Sales Manager - MEA
Mob: +971 56 6441578, +971 50 5042425
Email: majid@globalxport.com
web: www.americangarden.us

ANGT LLC - NONIONS / SIPPY

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

Arab Marketing and Finance, Inc. (AMFI)

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

Aramtec

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

ASAAT (Al Sharq Al Aqsaa Trading Co)

Godly John Varghese,
Asst. Manager Business Development,
Mob: +971 56 174 7763

Atlantic Gulf Trading

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

Bakemart International

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

Barakat Quality Plus

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

Baqer Mohebi

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

Black Iris Trading LLC

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

Boecker Public Health Food Safety

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

Convotherm/ Manitoowoc Foodservice

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

Chef Middle East LLC

Frederique Simon, Marketing Manager
Tel: (+971) 4 815 98 41, Mob: +971 50 88 25 620
Email: frederique@chefmiddleeast.com
Web: www.chefmiddleeast.com

Del Monte Foods (U.A.E) FZE

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

Diamond Meat Processing Est. (Al Masa)

Suresh K.P, Mob: +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

Ecolab Gulf FZE

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

ELFAB CO LLC

M/s Priya Malhotra, Executive Director
P.O. Box 3352, Dubai Investments Park, Phase 2
Jebel Ali, Dubai, UAE, Tel.: 9714 8857993,
Direct: 9714 4885775, Fax.: 9714 8857993,
Email: elfab@emirates.net.ae,
web: www.elfabco.com

EMF Emirates LLC

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

Emirates Snack Foods

Olga Noskova / Rodica Olaru, (Food service managers)
Mob: +971 55 1477455, Off: +971 4 2855645
Email: olga@esf-uae.com; rodica@esf-uae.com
Web: www.esf-uae.com

Faisal Al Nusif Trading LLC

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

Fanar Al Khaleej Tr

Nazarii Zubovych, Ass. Sales Manager,
Mob: +971 55 894 01 69
email: nzubovych@fanargroup.ae
Martin Wathew, Sales manager,
Mob: +971 50 263 83 15,
email: mmathew@fanargroup.ae
Braj, Food Technologist, Mob: +971 55 467 87 42,
Email: braju@fanargroup.ae, Web: www.fanargroup.ae

Farm Fresh

Feeroz Hasan, Business Development Manager
Al Quoz, P.O. Box 118351, Dubai, UAE
Office No : +971 4 3397279 Ext: 253
Fax: +971 4 3397262, Mob: +971 56 1750883

Federal Foods

Lina El Khatib, Director Food Service
Mobile: 056 6817557

Focus International

James Everall, Regional Director - Middle East
UAE Office: +971 (0) 4 5520606
UK Office: +44 (0) 1625 560778
Mob: +971 (0) 553175154
Email: james.everall@fmcl.ae
Website: www.focusinternational.uk.com
www.focusmanagementconsultants.co.uk

Fonterra

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

Food Freshly AFC GmbH

Sukhdev Singh, CEO
Tel : +9520691525, +91608024720
Email: info@food-freshly.de

FSL Food FZE (Dubai Branch)

Syed Najam Kazim, General Manager
Tel: 04-8131500, 04- 8131504,
email: najam@fslfoods.com, web: www.fslfoods.com

Golden Star International

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

Greenhouse

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

Gulf Food Trade - UAE

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

Gyma Food Industries LLC

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

Hi Foods General Trading L.L.C

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

Horeca Trade

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

HUG AG

Riyadh 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

Craig Finney, Head Sales UAE
Mobile: +971 555 138 698, Tel: +971 650 29436
Email: cfinney@ifco.com, Web: www.ifco.com

Johnson Diversey Gulf

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

John Holt Foods

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

Kerry

Leanne Hart, Commercial Support
Tel: +971 4 3635900
Email: leanne.hart@kerry.com, web: www.kerry.com

Lamb Weston

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

Masterbaker

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

Meat Livestock Australia (MLA)

Jamie Ferguson, Tel: 00971 44 33 13 55
Mobile: 00971 55 1000 670
Jferguson@mla.com.au

MEIKO Middle East FZE

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

Mitras International Trading LLC

Arun Krishnan K S, Business Head
Mobile: 971-55-1089676, Office: 971-4-3623157,
Email: info@mitrasglobal.net
Web: www.magentafoods.com

MKN Maschinenfabrik Kurt Neubauer GmbH & Co

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

M.R.S. Packaging

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

NRTC

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

Nestlé Professional Middle East

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

Oasis Foods International LLC

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

Ocean Fair International General Trading Co LLC.

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

Pasta Regina LLC

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

Pear Bureau Northwest

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

Promar Trading L.L.C.

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

RAK Porcelain

Raphael Saxod, Managing Director,
Tel: 97172434960, 97143285951
Email: restofair@rakporcelain.com
Web: www.rakrestofair.ae

Radikal Foods DMCC

Chakradhar, Regional Manager,
Tel: +971 4 4470449, +971 50 4742307
Email: chakradhar@radikalgroup.com
Web: www.radikalway.com

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

Restofair RAK

Raphael Saxod,
Tel: +971 7 2434960, +971 97143285951,
Email: restofair@rakrestofair.ae
Web: www.restofair.aew

SADIA

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

SAFCO

Ajit Sawhney, Tel: 009716 5339719
Email: ajit@sawhneyfoods.ae

Supreme Foods Group

Jiji Mathews, General Manager - Sales
Tel: 0097148868111, Mob: 00971505578118
Email: jiji.mathews@sfgarabia.com,
Web: www.sfgarabia.net

Sopexa Middle East

Edwina Salvatori, Senior Account Manager
Tel: 04 439 17 22, Email: edwina.salvatori@sopexa.com
Web: www.sopexa-me.com/en7/agency_word

Technolux

Zer Boy A. Rito, Sales Manager
P.O. Box 52530, Al Bada, Dubai UAE
Tel. No.: (04) 3448452, Fax No.: (04) 3448453
Mobile No.: 0555237218

Tramontina Dubai UAE LLC

Elias Eid, Operations and Marketing Manager
Tameem House, 5th Floor - Off. 501/502, Tecom C
P.O.Box: 28924, Tel: +971 4 4504301, +971 50
4570466, Email: elias@tramontina.ae,
Web: www.tramontina.ae

Transmed Overseas

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

Truebell Marketing & Trading

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

Unilever Food Solutions

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

US Dairy

Nina Bakht El Halal
Mobile: 050.358.9197, Beirut: 961-740378
email: halal@cyberia.net.lb

US Meat Export Federation

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

US Poultry

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

Vito Kitchen and Restaurant Equipment Trading U.A.E.

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

Winterhalter ME

Saju Abraham, Sales Manager
Mobile: +971 505215702
Email: sabraham@winterhalter.ae



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Date of Application:

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

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Civil Status:

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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 ☐ Junior ☐

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

YOU TOO ARE IN SALES

"To me, job titles don't matter. Everyone is in sales. It's the only way we stay in business." — Harvey Mackay

MORE THAN A CHEF

**ROHIT
BASSI**



Many individuals who are not in sales have a strong notion that that selling has nothing to do with them. This is totally absurd and is absolutely incorrect. Such thinking is not only unethical but also sabotaging to any business.

Many of us resist assisting prospects in the sales process as we feel and believe we have nothing to do with it. The reason being our mind-set. Unfortunately, we have been educated to believe that selling is all about the money transaction. This is totally untrue.

Selling is an astonishing field no matter which industry you belong to. There is a notion amongst buyers that most salespeople are liars. In fact when I talk to salespeople most salespeople feel and believe they are liars. I would imagine with such a thought a sales person would come across numerous challenges when selling. No wonder non-sales people want to stay away from selling.

Mahatma Gandhi had a great saying "A

customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption to our work; he is the purpose of it. He is not an outsider to our business; he is a part of it. We are not doing him a favour by serving him, he is doing us a favour by giving us an opportunity to do so."

So, it is crucial for anyone in sales or not in sales to be aware that sales is the same as customer service. So, rather than thinking of the customer in terms of Always Be Closing (ABC) it is about time to think of them in terms of Always Value Before Closing (AVBC). In other words can I give them value in what I provide.

Everyone in an organisation is involved in customer service thus being a sales person. Just like in customer service you are there to help, serve, assist and guide the customer to a solution that will fulfil their needs and wherever possible their wants. That is exactly what happens in sales.

Never be mistaken that selling is

the sole responsibility of those few individuals who have the word "sales" in their job title. In simple terms it is the responsibility of every person the organisation.

This is the reason I strongly believe sales is all about Soul Based Service Excellence, which not about a transaction, it is about creating a positive customer service experience for your customer.

Remember you are always selling. A prime example is when you go for a job; you need to sell your skills and competence to your future employer.

"Pretend that every single person you meet has a sign around his or her neck that says, 'Make me feel important.' Not only will you succeed in sales, you will succeed in life." — Mary Kay Ash

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

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