

gulf

gourmet

www.gulfgourmet.net f gulfgourmet

THE DEFINITIVE GUIDE FOR CHEFS
volume 8, issue 9THE WORLD
IN DUBAI

His Excellency **AHMED BIN HAREB** gives an exclusive insight into Dubai World Hospitality Championship 2013

DWHC RULES!

Rules, regulations & classes for Dubai World Hospitality Championship 2013 (full listing inside)

WACS
ELOQUENT

Meet Gissur Gudmundsson, the head of the World Association of Chefs' Societies (WACS) – a global network representing over 10 million chefs in 93 countries

CHEF OF
THE MONTH

Executive Chef **Bybee Chaco** dishes out a signature Kashmiri recipe

CHASING
CHARLOTTE

Chef **Jean Francois Amaud** gives young pastry chefs something new to learn

YOUNG
WINNERS

Mithun Chamika and **Sachitra Danendra** win Nestle Young Chefs Contest





INTRODUCING THE NEW PACKS OF SUCCESS



Unilever
Food
Solutions
Inspiration every day

Try the new, easy-to-use packs
by Knorr for the same great taste



president's station

email theguild@eim.ae

Dear fellow chefs, ladies and gentlemen,

Welcome to the special Dubai World Hospitality Championship issue of our Gulf Gourmet. November is a very busy month with DWHC, La Cuisine by Sial in Abu Dhabi, F1, Golf Championship and the Air Show, just to name a few big events. I would like to thank all our partners and committee members for their time and support at such a busy period.

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

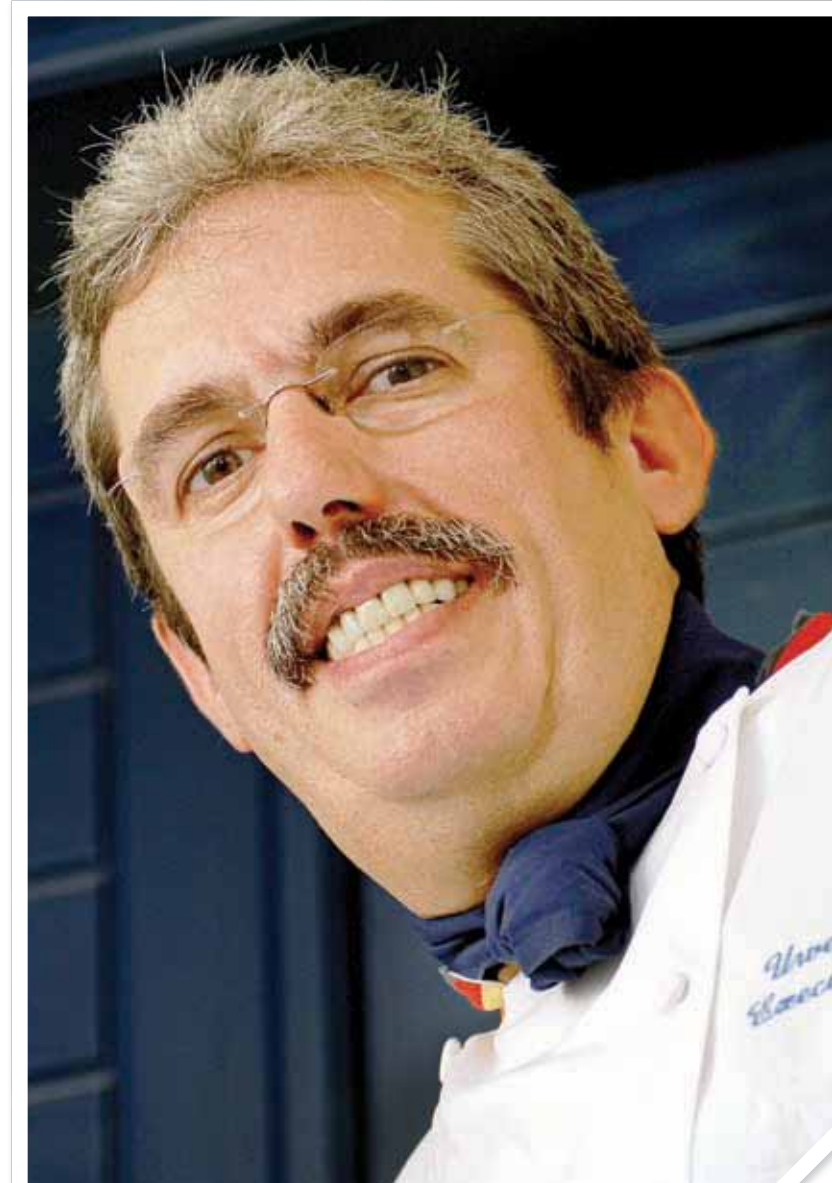
We just concluded a very successful Green Box competition with 12 teams preparing amazing meals using prime Irish products ranging from beef, lamb, salmon and oysters to cream, butter, honey and special spices. Congratulations to all the winners.

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

No event is complete without our partners and I would like to use this platform to salute some of our key partners. RAK Porcelain, Convotherm/Manitowoc and Ginox have all pledged their support from day 1 for the DWHC 2013.

I wish all the competitors a great training period; remember the learning process starts from the first day of training day and continues until the judges' feedback is done. Good luck to everyone.

Please do not miss the company profile of our corporate members. We really do appreciate your support. Also do look at



the Friends of the Guild pages to check all our supporters.

Culinary Regards,

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

And finally, a big thank you to Chef Youssef and the Taj team for hosting our October meeting and our corporate partners for all the great product tasting.

ggcontents



- 07 » **Editor's Note**
Our Editor talks about the growing focus on quality hospitality in the Gulf
- 08 » **News Bites**
A quick round-up of what's happening in the Chef community
- 10 » **Friends of the Guild**
Brands that support the Emirates Culinary Guild
- 14 » **Seafood Special**
Chefs and suppliers from around the city tell us about the intricacies of handling seafood
- 18 » **Young Winners**
Mithun Chamika and Sachitra Danendra win Nestle Young Chefs Contest
- 20 » **Welcoming the World to Dubai**
His Excellency Ahmed bin Hareb gives an exclusive insight into Dubai World Hospitality Championship 2013

- 22 » **Cover Story**
Exclusive interview with the head of the World Association of Chefs' Societies (WACS)
- 28 » **Pastry Power**
Chef Jean Francois gives young pastry chefs something new to learn
- 32 » **Global Young Chefs**
Interview with Andy Cuthbert, Chairman of the WACS Young Chefs Development Team
- 36 » **Chief Speak**
Antony Treston, General Manager of The Meydan, believes that an original idea is a joy forever
- 38 » **Chef of the Month**
Chef Bybee Chacko from Le Meridien Al Aqah is our Nonions Chef of the Month
- 44 » **Social Media Superstar**
Meet our Facebook fan of the month
- 45 » **DHWC rules**
Full listing of the rules and regulations for the Dubai World Hospitality Championship
- 50 » **SIAL rules**
Full listing of the rules and regulations for the La Cuisine by SIAL contest



? Did you know...

Competing side-by-side with their European counterparts, American cheese makers consistently win top accolades at international competitions. In 2012, the United States won 82 medals at the World Cheese Awards, including 4 Super Golds in the top 16 cheeses.

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

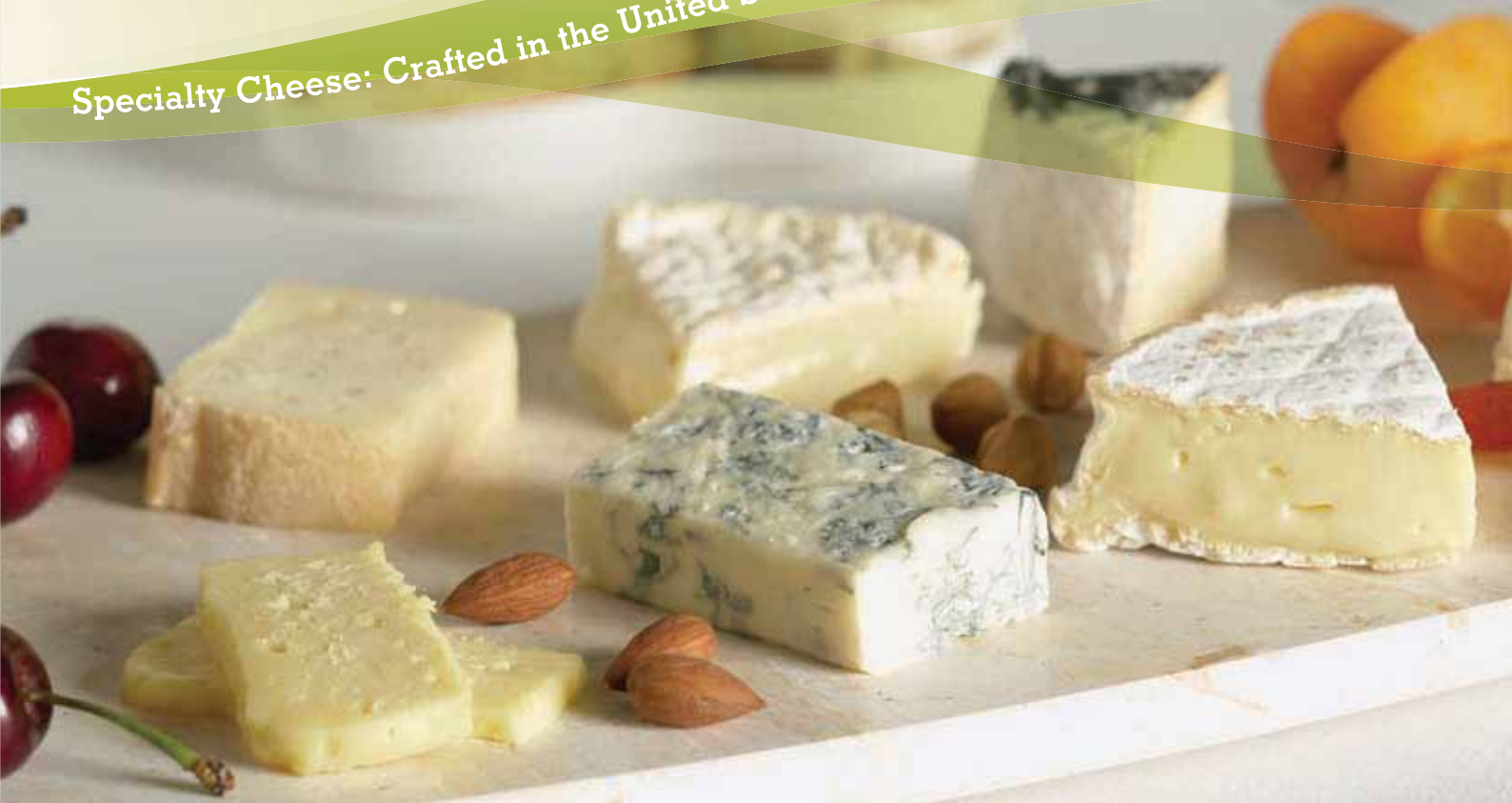
U.S. Soft Farmers Cheese and Fire-Roasted Leeks

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

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



Specialty Cheese: Crafted in the United States, captivating chefs around the world



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

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

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



MIRAYATM
PREMIUM CUISINE SOLUTIONS

READY TO USE

GINGER GARLIC PASTE



PERFECTION OF THE NATURAL TASTE



A NEW RANGE OF NATURALLY DELICIOUS QUALITY FOODSTUFF
ALSO AVAILABLE



طبيعي
**100%
NATURAL**



ANGT

NONIONS
READY TO USE ONION BASE

SIPPY
DELIGHT WITH EVERY BITE

MIRAYA
PREMIUM CUISINE SOLUTIONS

CONSISTENCY & QUALITY GUARANTEED
GULFOOD AWARDS 2010 | SIAL INNOVATIONS AWARDS 2011
Best Food Service Product - Finalist | Nominated as Most Innovative Product in the Middle East

FOR MORE INFORMATION AND RECIPES
www.angtnonions.com
Tel: +9714 4565878 | Fax: +9714 4565879 | impex@angtnonions.com

editor'snote

email editor@gulfgourmet.net

For the global food and beverage industry with business interests in the Middle East, February and November are two calendar months that cannot be ignored. February as we all know is Gulfood and November with two mega shows – SIAL Middle East and now the inaugural Dubai World Hospitality Championship – the HORECA industry has been spoilt for choice with enough opportunity to further its businesses.

Careers too are made here. We are talking about culinary craftsmen who delight the senses of judges from around the world with their gastronomic creations. Young chefs, especially those working in the UAE, are a privileged lot as they can see, learn and compete at international platforms and grow within their professions.

A select few, who win the top prizes, even grace the cover of this magazine. Daniel Edwards, Benjamin Koidl, Mohamad Asham, Ruche Thammitage, Wu Lei, Karan Naik, Prarit Sumonratanakul, Amila Rupasingha, Rangana Athapaththu, Rahil Rathod, Bholanath Pandey and Mahesh Aruna are just some of these youngsters who have made it to our cover by proving that they are better than their peers. And many of these youngsters are not even 25!

Our quest to identify and nurture tomorrow's Executive Chefs is now 8 years in the making. And as a result, we are privileged to be associated with some of the world's biggest names in the food service industry. The partnership is to help Chefs from all walks of



life to reach their goals and to receive the respect they deserve.

We have Nestle Professional using our magazine as a platform to host their globally successful initiative 'Nestle Golden Chefs Hat Awards' for young chefs. We have Unilever pushing forth their global program for sustainable food practices by partnering with this magazine to highlight individual Chefs who are doing their bit for our planet. We have Fonterra on board to ensure that Pastry Chefs are not left far behind – top local Pastry Chefs will be sharing their expertise in this magazine. And we have ANGT/Nonions who are putting the spotlight on those Executive Chefs whose talent lie hidden within the four walls of their hotels.

If you are a young talented chef reading this we hope you will be participating either at SIAL or DWHC this month. If not, we suggest you start working hard for next year. Who knows, you may be on the cover of this magazine in the months to come.

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

.Aquin George
Editor

November 2013

CREDITS

THE EMIRATES CULINARY GUILD *President* Uwe Micheel
Phone +971 4 340 3128
Fax +971 4 347 3742
Email theguild@eim.ae

EDITORIAL *Editor & Publisher* Aquin George
Phone +971 50 504 5033
Email editor@gulfgourmet.net

Associate Publisher Amaresh Bhaskaran
Phone +971 50 456 8161
Email amaresh@gulfgourmet.net

CREATIVE *Seeing Things Photography*
Phone +971 50 547 2477
www.seeingthings.ae
Amro Fahed Al Yassin

CONTRIBUTORS Lincy Varghese
Olivia Atkinson
Ruqya Khan
Content-Farm.com

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

DESIGN *Art Director* PeeCee
Graphic Designer Natalie King

PRODUCTION Al-Ghurair Printing Press

LICENSED BY National Media Council

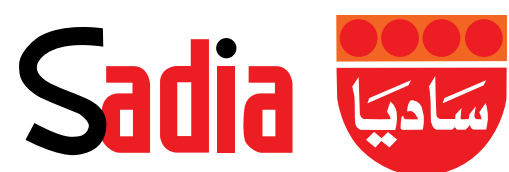
PUBLISHED BY SMARTCAST GROUP FZ-LLC
PO Box 34891, Dubai Media City,
Dubai, United Arab Emirates

COPYRIGHT All material appearing in Gulf Gourmet is copyright unless otherwise stated or it may rest with the provider of the supplied material. Gulf Gourmet magazine takes all care to ensure information is correct at time of printing, but the publisher accepts no responsibility or liability for the accuracy of any information contained in the text or advertisements. Views expressed are not necessarily endorsed by the editor and publisher.

friends of the guild



دائرة السياحة والتسويق التجاري
Department of Tourism and Commerce Marketing

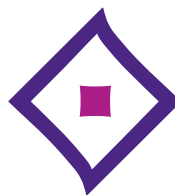




JM Metal Trading LLC



الغريير للأغذية
Al Ghurair Foods



Master of Performance



فنار الخليج للتجارة
Fanar Al Khaleej Tr.



newsbites

GREAT GOING CHEF!



Chef Uwe Micheel, Director of Kitchens at Radisson Blu Hotel Dubai Deira Creek and chief visionary at Gulf Gourmet, was recently awarded the Sustainability Champion at ProChef awards. This is yet another recognition he's received this year for his focus on sustainable kitchen practices. He's seen here with Bobby Kishna Thulasi, Senior Food Studies and Surveys Officer, Dubai Municipality

LIVE MUSIC AT CORAL BEACH RESORT

The festive season is round the corner and Coral Beach Resort - Sharjah has got talented music duo, Ray Israel and Christine Mutia, to entertain guests with their live performance at Marhaba every evening.

Jean Pierre Simon, Regional General Manager, Northern Emirates, Coral Hotels & Resorts says, "Marhaba is the perfect place for music lovers to hang-out this season. We have introduced live entertainment by Ray and Christine who sing popular numbers from the past and present in their beautiful voice, while you sit back and enjoy your coffee."

Ray and Christine have got mastery over different genre of music ranging from Jazz, Latin, R&B, Flora to Pop music.



Enticing New Japanese Restaurant Opens

Watatsumi is the newest Japanese restaurant located in Le Meridien Mina Seyahi Beach Resort & Marina. "We are excited about Watatsumi's Opening in Dubai", said Nikolai Shashirin, General Manager of the group that founded Watatsumi Restaurant. He also added, "Dubai is the centre of now and the location encompasses everything we aim to achieve as leaders of the Japanese fine dining industry."

The culinary concept behind "Watatsumi" is the combination of traditional Japanese cuisines with a contemporary twist. The restaurant creates the best of Japanese delicacies that are put together to create unique recipes with very best of Japanese flavours. The restaurant's Chef and Bar Manager are always available at the restaurant to customize dishes for guest visiting the restaurant.

Watatsumi boasts an elegant restaurant with a stylish cocktail bar. The restaurant features exquisite signature dishes including the ever-

popular Black Cod, Umeboshi Lamb, Scampi Tempura, Maki Rolls, Gyoza, Kushiyaki, Tartars and Wagyu Beef which are all prepared using traditional Japanese techniques. Following the "Izakaya" style of dining food is served to share. First-time visitors are advised to order the Wasabi Prawns and King Crab California Maki these are the restaurant's best sellers.

For those who love sugar, Japanese desserts are a must try. The restaurant has also launched the "Friday Omakase Brunch".



Back to South East Asian roots

The noodle house, Jumeirah Restaurant's flagship restaurant has recently launched its exclusive new menu complete with forty new main dishes and five new dessert dishes, inspired by the authentic culinary methods, flavours and ingredients of Singapore, Indonesia and Malaysia.

Designed to enhance the famed noodle house experience, the new menu will allow diners the chance to enjoy delicious and authentic South East Asian dishes they are not currently able to enjoy elsewhere. From indigenous ingredients such as 'la mian noodles, turmeric root and kway teow noodles', as well as and nine must try dishes such as black pepper beef, steamed sea bass and chicken or beef satay, diners can expect the same noodle house culinary excellence with added adventure. Diners will also have a plethora of flavours and tastes inspired by hawker stalls and street vendors of South East Asia.

Commenting on the new menu launch, Executive Development Chef of Jumeirah Restaurants Lloyd Carter said, "Rather than stick to a safe menu covering a variety of different countries, we wanted to add a little flavour of the adventurous culinary methods and tastes of Singapore, Malaysia and Indonesia to the menu. Over time, we hope to continue introducing diners to new flavours and tastes inspired by the local dishes of these vibrant countries, creating delicious dishes in tribute to the culinary heritage of South East Asia."

The new menu can now be enjoyed across all the noodle house restaurants in Dubai and soon in Abu Dhabi.

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

FRESH CATCH TO SUCCULENT TREAT

Rugya Khan met with senior chefs from the industry to understand the finer details of fish fare and what goes on behind the scenes as the delicate white meat makes its transformational journey from being a fresh catch to a succulent treat on the table



Chef Uwe Micheel, Director of Kitchens at Radisson Blu Hotel DDC

Fish has always been the staple food of the Gulf region. The tradition of fishing using large nets and weaved baskets is one that the Emirates takes pride in. The elderly recall days of the past when lunch was a humble meal of fish machboos made with minimal spices and oil. Excess fish would be salted and dried or stored away in large containers filled with salty preservatives. Between then and now times have changed by the love for seafood still reigns.

Chef Uwe Micheel, Director of Kitchens at Radisson Blu Hotel DDC has about 35 years of kitchen experience behind him he is happy to share his know how in the matter. At Radisson's

Fish Market Restaurant there is an average consumption of close to 3000 kilos of fish in a month. On any given day, a variety of 30 seafood



Seafood is very sensitive to temperature drifts. It is best to store at around zero degree centigrade

items are on display for sale from local sustainable fishes like Faskar, Shaari and Naiser, imported fishes like salmon, black cod, oysters, mussels, clams, prawns and lobster, including lobsters and crab in the live tanks at the restaurant.

"Seafood is like any other food product, it's the best when really fresh. When cooking we need to look at the different species and their technique of cooking – while some should be cooked medium or less others are better well done even braise. All seafood cannot be handled the same. Moreover, seafood is very sensitive to temperature drifts. It is best to store at around 0 degree centigrade and if you are using frozen seafood then make sure that it is defrosted in the fridge and not at room temperature. Seafood is also influenced by flavours and strong odour; do not store it next to peeled garlic or onion," says Chef Uwe.

"The job of the chef is to make sure that there is no surplus or waste. It is important to plan the purchasing well. But if for whatever reason seafood has gone bad, it has to be discarded straight away," he adds.

Chef Edi Pancamala, Chef de Cuisine of Chinwaggery + Soul Bar, Lounge and



Chef Edi Pancamala, Chef de Cuisine of Chinwaggery + Soul Bar, Lounge and Restaurant at the Movenpick Hotel Jumeirah Beach



We get the sea bass with history of which ocean it was caught including GPS coordinates

Restaurant at the Movenpick Hotel Jumeirah Beach is responsible for all aspects related to the restaurant daily operation – right from hiring the team, creating the menu, daily trainings, maintaining the cost and the quality of the food and of course talking to the most important people, his guests. "With people turning to healthier options of eating seafood is becoming more and more popular. Salmon is an all-time favourite among all nationalities but there is a demand for other seafood too."

At the restaurant Chef Edi uses diver caught scallops, clams, cockles, crayfish, oysters, Omani prawns, Omani lobsters, razor clams and a variety of fish like

Dover sole, salmon, black halibut and sea bass.

Speaking about the finer details of seafood sourcing and the hurdles therein he says, "We called it traceability; first of all we need to get the right reputable HACCP certified supplier, who can provide the product with the history, let say we talk about sea bass. We can get the sea bass with the history detail from which ocean or sea it was and what GPS coordinate the fish was caught including the name of the fisherman. This adds to credibility and a sense of quality assurance."

"Seafood is sensitive and needs proper handling. It is a very delicate product that spoils not only by temperature drifts but also if there is any cross contamination or wrong storage between other products. The person who handles the product needs to have basic food hygiene training, good hygiene practice and a good control system. Basically don't interrupt the chilling process and deliver fast," he says with emphasis.

Chef Corrado Pani, Executive Chef at Sheraton Hotel Abu Dhabi seconds his opinion. "Seafood is a very delicate platter to handle – right from sourcing to serving. Buying from a referenced and ASAP certificated supplier is important. Moreover the staff receiving, processing and checking the products must be well trained and aware of the proper storage and preparation process. Mishandling can be risky."

"We use different kinds of sea food at the hotel as we have different outlets and restaurants. Prawns, lobsters, sea scallops, sea bass, local hammour, octopus, clams and sardines are popular. Octopus is our hotel's speciality and the grouper and clams are in demand as a local product unbeatable in freshness and taste. Steadily a preference is seen for prawns and lobster too, guests like to enjoy their fish simply grilled accompanied with butter lemon sauce or simply extra virgin olive oil and some fresh lemon squeezed. Keeping the external flavours latent brings out the real taste of the seafood," he pointed out.

Freezing does not affect the quality of fish if it is done properly. The

purpose of freezing fish is to lower the temperature and slow down spoilage so much that when the product is thawed after cold storage it is virtually a fresh fish. By lowering the temperature of the fish, spoilage can be retarded and, if the temperature is low enough, spoilage can be almost stopped. Freezing is the means of preparing fish for storage at low temperature but is not of itself a method of preservation.



The staff receiving, processing and checking the products must be well trained and aware of the proper storage and preparation process



Chef Corrado Pani, Executive Chef at Sheraton Hotel Abu Dhabi

"The best way to store fish is remove first the head, gills and the internal organs (viscera) because they are a source of bacteria that can invade the meat and lower product quality by producing compounds, which create that undesirable "fishy" taste and other "off-flavours", and keep in under a lot of ice.



The Horeca market in the UAE is worth tens of millions of dollars annually with sales growing year on year



Chef Marco Kouch, Meat & Seafood Category Manager at Horeca Trade

Seafood companies need to follow these seven steps of the HACCP system to weed out seafood hazards:

1. Analyse hazard that could be biological, such as a microbe; chemical, such as mercury or a toxin; or physical, such as ground glass.
2. Identify such as cooking or cooling, where the potential hazard can be controlled or eliminated.
3. Establish preventive measures with critical limits for each control point.
4. Monitoring, this might include determining how cooking time and temperatures will be monitored and by whom.
5. Establish corrective actions, such actions might include reprocessing the seafood product or disposing of it altogether.
6. Establish procedures to verify that the system is working properly.
7. Establish effective recordkeeping.

The second and simplest step is to adequately ice your fish – dressed carcasses or fillets – in a well-insulated container. Fish and ice should be mixed as evenly as possible," explains Chef Corrado. "It is important to mention that fresh, iced crab; crawfish; or freshwater shrimp cannot be held on ice for more than 48-72 hours because the muscle begins to digest itself and becomes soft. It is important to keep storage containers well drained. The fish must be frozen if not have been eaten soon or by then will spoil. The secret to bringing home fish with that fresh caught or farm fresh flavour is immediate processing and plenty of ice."

Chef Marco Kouch, Meat & Seafood Category Manager at Horeca Trade has been in the hospitality industry for more than 20 years now. He is currently responsible for creating the meat and seafood categories for Horeca Trade UAE, sourcing and creating a sustainable portfolio. He says, "We source, MSC certified fish (Marine Stewardship Council), a governing body that endorses and encourages sustainable sourcing and catching of fish globally. We have been very successful in introducing two very innovative fish species to the UAE – the Hoki fish fillets, sustainable wild caught fish from New Zealand and the Barramundi fish fillets, sustainably farmed free from antibiotics and animal protein."

"The Horeca market in the UAE is worth tens of millions of dollars annually with sales growing year on year, the switch for healthier protein, allowed for fish and seafood sales to keep growing on all fronts, crustaceans, white fish fillets, salmon and shell fish," he adds.

When handling fish there are certain things to be careful about and this is not just while cooking but also through the entire process of receiving from the supplier to serving at the table. "Storing fish properly at the right temp is paramount to the quality. Ideally if the fish is frozen, it needs to be stored at -18 degrees Celsius. To defrost properly, fish fillets need to be placed in a fridge for 2 days, although the fast pace of operations nowadays does not allow for this, so fish usually is defrosted at room temp, which can be a very risky way of doing it.

"All fish and seafood products are delicate in nature; they have delicate taste, texture and therefore require delicate handling. It is important to know that you cannot refreeze any seafood product after defrosting. Ideally seafood should be checked for smell (light sea smell not a strong stink which usually indicates spoilage) no discolouration of the flesh (no yellow taint on fish, dark discolouration on shrimps and crustaceans or bad smell, always watch out for that. If in doubt, throw it out, golden rule of seafood)."



Delivered Fresh Daily.



Made by Nature. Delivered by Al Ain Fresh.

Only the freshest and finest fruit go into creating the Al Ain Fresh range of Fruit Juices. We're constantly at work, refining our product and processes to meet your needs. So you can serve your guests only the best. Give us a call, for if it's high quality you seek - we deliver.

YOUNG CHEFS CONTEST WINNERS ARE...

Boys from Radisson Blu Hotel Dubai Deira Creek win the inaugural Nestle Professional contest

It's amazing how simple things turn big overnight. A genuine idea discussed by Chef Uwe Micheel and Chef Thomas Haller to help identify and nurture young culinary talent culminated in the 5-month long Nestle Professional Young Chefs Contest late last month.

Two young chefs each from Kempinski Mall of the Emirates, Raffles Hotel Dubai, Bonnington JLT, Marriott Harbour Hotel and Radisson Blu Deira came up with inspirational recipes month after month. Following this, Gulf Gourmet invited five certified judges from the World Association of Chefs Societies to grade all the recipes. The judging team was made up of chefs Atim Suyatim (Indonesia), Salvatore Silvestrino (Italy), Amro Fahed Al Yassin (Syria), Daniele Bolognesi (Italy) and Poonsak Sumonratanakul (Thailand).

The judges were handed all 10 recipes (two from each hotel) without the hotel names. They graded all 10 recipes based on multiple criteria including originality, innovation



Judging should have ideally taken 30-45 minutes but stretched to a whopping 3 hours

and techniques to name but a few. Particularly frowned upon was the 'lazy' use of Nestle ingredients and the quantity of the other ingredients used. High marks were given to good presentations with a clever use of ingredients.

What should have ideally taken 30-45 minutes stretched to a whopping 180 minutes as 3 of the 5 competing hotels scored very close to each other forcing the judges to review, argue and rethink the marks provided to each dish.

The judges were divided into two teams. Each recipe was given points out of 100 by both teams of judges.

The teams conferred to find an average score if the points given were relatively close to each other. If they were not, it was a completely different scenario – voices were raised, observations were scribbled furiously and at times a major debate ensued! This process was repeated twice for each recipe.

Towards the end the points for each hotel were calculated (average between dessert and main course participants). The winning team by a narrow margin was the pair made up of Chef Sachitra Danendra and Chef Mithun Chamika from the Radisson Blu Deira.

Chef Sachitra's dessert was so impressive during the live cooking contest that the Nestle representative who tasted the dish at the time, immediately signed him on for a recipe book containing his recipes. And this even before the winners were announced!

The same contest, in an all-new bigger and better avatar, is starting next month right here in Gulf Gourmet. And if you want to be a part of the contest read the details in the accompanying box.



Chef Sachitra Danendra



Chef Mithun Chamika

Nestle Professional announces Nestle Golden Chef Hat Award Competition 2014 for the UAE

In a marked move from tradition, Nestle Professional has chosen Gulf Gourmet magazine as the platform to host its coveted Golden Chefs Hat Award competition for the UAE. To run over a period of 10 months starting next month, the winner will be announced after the contest ends in 2014.

Two contestants from each competing hotel/independent restaurant will be featured in the magazine month after month along with their recipes. This is a reward in itself given the extensive reach of the magazine within the professional chef industry in the Middle East.

To be a part of this contest, your hotel or establishment will have to nominate two young chefs below the age of 30 (one for main course and one for dessert). You will be given 40 minutes to create your dishes using select Nestle products that will be provided prior to the live cooking contest. If you are interested and have the right partner to win this contest, email your details to amaresh@gulfgourmet.net

A CHAMPIONSHIP LIKE NO OTHER

His Excellency **Ahmed bin Hareb Al Falahi**, President of the Dubai World Hospitality Championship (DWHC), talks to **Gulf Gourmet** about the upcoming championship and how it is poised to become a landmark event on the global hospitality scene

Tell us about the inaugural edition of DWHC and the work that has gone behind it.

Under the directive of His Highness Sheikh Hamdan bin Mohamed bin Rashid Al Maktoum, Crown Prince of Dubai, Zaabeel Palace Hospitality is organising the Dubai World Hospitality Championship 2013. The event was initially announced on the sidelines of Gulfood 2013.

To ensure the success of the championship, a study and future plan was developed by working teams comprising several committees. We also

conducted a thorough benchmarking review of similar championships and tournaments held internationally as part of our effort to benefit from and build on the success that these events have achieved. We visited the Germany Olympiad, held once in four years and considered to be one of the largest cooking championships in the world. Around 50 countries participated in the event, including the United Arab Emirates.

For Dubai World Hospitality Championship, we cooperated with the World Associations of Chefs' Societies and the Emirates Culinary Guild. The event is set to take place at Dubai World Trade Centre from 16 – 18 November and will feature a host of competitions that celebrates the skills and creativity of professional and amateur chefs, at a regional and international level.

A key feature of the event will be the Emirati Championship that will showcase the legacy of the UAE hospitality, including authentic home-cooked recipes that have been passed on through generations.

Dubai World Hospitality Championship is an initiative that seeks to spotlight Dubai amongst the finest multicultural culinary destinations of the world.

How different is the final blueprint looking compared to the original idea.

Dubai World Hospitality Championship was announced with the support of the World Association of Chefs Societies (WACS), the Emirates Culinary Guild (ECG). During the preparatory stage, we have met with various government

organizations including but not limited to Department of Tourism and Commerce Marketing, Community Development Authority, Dubai Municipality, Road and Transport Authority, Mohammed bin Rashid Establishment for SME Development, Dubai Culture and Arts Authority who showed great enthusiasm and interest and extended support in various methods to the championship.

Additionally, the women's associations across the seven emirates have collaborated closely with us to ensure the success of this inaugural edition of the event.

Moreover, we have received an overwhelming response from various companies that have joined Dubai World Hospitality Championship as sponsors: Emirates, the official airline partner; Meydan, the official hotel sponsor; Dubai Media Inc the official media sponsor; Convotherm and Ginox, the official sponsors; Media Office, the Government support partner and Rak Porcelain, a supporting sponsor.

The overall vision of the event has remained unchanged since its launch, but we have taken into consideration all suggestions and propositions made.

Could you tell us about the exciting culinary activities planned for the event?

From 16-18 November, 2013, Dubai World Trade Centre will feature a host of competitions that celebrate the skill and creativity of professional and amateur chefs, at a regional and international level.

The Championship comprises three

different competitions: the International Competition, the Hospitality Sector Competition and the Emirati Competition.

Twelve teams of renowned international culinary masters will educate and entertain the visitors with their culinary talent as a part of the International Competition. The teams will prepare and present a five-course gourmet menu for 50 seated guests. The dishes will be evaluated by the distinguished panel following a strict guideline of criteria set out by the World Association of Chefs.

The highlight of the DWHC is the Emirati Competition which is open to UAE Nationals and will consist of 4 distinct categories: Professional, Amateur, Emirati Homemade Dishes and Emirati Homemade and Innovative Products.

- The Professional Category invites 112 teams of UAE Nationals from all 7 Emirates to compete in creating authentic Emirati Cuisine.
- The Amateur Category invites 119 UAE Nationals between the ages of 15-25 years old to compete in creating authentic Emirati Cuisine.
- The Emirati Homemade Dish Category invites UAE Nationals to compete in creating Authentic Emirati Cuisine.
- The Emirati Homemade and Innovation Product Category is a platform that will develop, encourage and nurture local talents to bring their "home businesses" into the retail market.

The Hospitality Sector Competition of the DWHC is specifically targeted to encourage the participation of chefs from within the UAE. Over 700 chefs will showcase their artistic and aesthetic competencies in various categories ranging from Ice Carvings and Sugar Displays to Chocolate Carvings and Wedding Cakes. In addition, the chefs will have the opportunity to compete in the preparation of authentic Emirati cuisines.

Additionally, Dubai World Hospitality Championship will host a Hospitality and Heritage Exhibition where visitors can experience true Emirati culture while watching and listening to folklore. Display and sale of handcrafted indigenous items will be another aspect of the DWHC. The event will also be a platform for celebrity chefs, who will partake, demonstrate and

Objectives of the Dubai World Hospitality Championship

- To position UAE as a leading destination for international hospitality creativity and excellence.
- To encourage visitors and residents to learn about Emirati cuisine and gain knowledge about Emirati dishes in UAE and abroad and to promote these dishes internationally and preserve them.
- To reinforce Dubai as the regional leading hub for hospitality standards.
- Highlight and support young talents in the hospitality field and to form an Emirate team to compete internationally and to preserve local products and help in promoting them in local markets.

share succulent recipes with visitors. Famous Emirati chefs such as Chef Khulood Atiq, Chef Mussabab Al Kaabi, and Chef Ali Salem and renowned chefs such as Osama Al Sayed, Chef Martha Yanci and Chef Silvena Rowe will take centre stage and perform live cooking demonstrations and engage with the audience.

In launching the DWHC, Dubai has taken a quantum leap towards becoming the world's hospitality hub. A Championship like no other, the DWHC is in keeping with the true spirit of Dubai that welcomes and encourages innovations and universal participation even as it stays rooted to its soil. The success of the Championship lies in the fact while it reaches out to a worldwide audience; the concept is built on a very strong foundation of profound understanding and respect for the Emirati culture.

What are the highest challenges you faced during the lead up to the event?

This is the inaugural edition of Dubai World Hospitality Championship. As we embarked on this assignment, we had to consider every detail in the planning

stage and even revise at times the strategy to match our objectives. Our main target was to reach to all Emiratis and encourage them to participate.

The Emirati Competition has been strategically planned to incorporate all elements of the UAE's traditional cuisine. Emirati homes are a wealth of culinary heritage that needs to be revived and preserved for posterity. Thanks to the involvement of charity and women's associations, we have been able to engage Emiratis across the UAE in this culinary extravaganza.

In order to ensure that participants are well informed about the competition we have conducted several workshops with the different associations in the seven emirates to introduce the competition, its rules and regulations and drive registration. We have also joined hands with Dubai Municipality as part of our priority to maintain the highest levels of health and food safety standards throughout the competition and several workshops were given to provide guidelines and instructions on food safety and hygiene.

What are the future plans for DWHC?

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, has expressed his full support to the championship, and hopes to attract the participation of the largest possible number of international teams and chefs.

The future editions of this championship will be on a grander scale, with more international participants competing for this prestigious award. His Highness Sheikh Hamdan bin Mohammed has expressed unlimited support to all Emirati participants in promoting local products. His directive guarantees international visibility and local market presence for Emirati products.

The International Competition and the Hospitality Sector Competition will be held on a bi-annual basis whereas the Emirati Competition will be a yearly entry on the Dubai calendar of events.

I would like to extend my gratitude to all organisations and entities that have worked on making sure that this event will be a success.

Ahmed bin Hareb Al Falahi, President of the Dubai World Hospitality Championship

BUILDING THE HOUSE OF WACS

From steering boats in freezing Icelandic seas to helming the World Association of Chefs' Societies, **Gissur Gudmundsson** has come a long way. As president, he wants to ensure the world's top chefs' bodies have their hearts in the right place. He tells **Aquin George** what's on his huge plate right now...

As an eight-year-old, Gissur Gudmundsson loved returning from the cold seas of Iceland to the warmth of his mother's kitchen. That warmth turned into a burning passion that eventually put him in the food world's hottest seat.

Little Gissur had not known back then that he would someday be steering the World Association of Chefs' Societies, a global network of 93 chefs associations representing over 10 million chefs.

Growing up in the tiny Icelandic fishing village of Sudureyri, fresh foods were Christmas holiday treats for him. Cold winters and snow cut the village off from the rest of the world for a few months every year, leaving its 300 inhabitants with just fish, whale meat and root vegetables to eat.

"Even apples and oranges were something we saw only at Christmas," he recalls.

Cut to today, when the world is Gissur's oyster. And oysters, exotic fishes and the freshest and tastiest of produce and products are his world. Most foodies can only dream of what he has lived through — there's little served up on plates across the world that he has not seen.

While most of us discover the pleasures of seafood somewhere along the way, Gissur was born to it. "My father used to be in the sea most of the year, and my mother worked a lot in the fish factory. I got many chances to accompany my father into the seas. I think that was what made me decide to become a chef," he says.

Once the decision was made, destiny acted fast. "I became a young father early on and had to suddenly provide for a small family." An entry to the professional kitchen, however, took a long two years. Getting an apprenticeship contract proved to be

rather difficult with very few restaurants in Iceland having master chefs back then.

After a couple of years' struggle, Gissur managed to find a place to hone his skills. "A friend of my mother's family knew a chef at the time and he vouched for me. That's how I got an apprenticeship contract at Gullni Haninn (the Golden Rooster), which was one of the best classic French style restaurants in town at the time."

That was the beginning of an illustrious career that catapulted him to the top of the food chain.

Initially, the going was tough because Gissur was the only employee in the kitchen with a master chef for two whole years. "Chef Brynjar Eymundsson was my master in Gullni Haninn. We were like oil and water at first because I could be very stubborn. He fired and rehired me





Chef Gissur talking to a judge at a culinary competition

many times," Gissur laughs, likening the process to learning to swim by jumping into the deep end of the pool.

At home too, there were challenges. Gissur already had a family and his student salary was too meagre to take care of everyone's needs. To make ends meet, he started a business on the side. "It was a candy store that my wife ran. I worked there when I had some time off the kitchen. It was a hard time for us."

The end of studies brought some relief when Gissur moved to Norway and became the head chef at a big restaurant. After working there for three years, Gissur, along with his two Icelandic colleagues, opened an Icelandic restaurant called 'Geysir'.

The restaurant had a good run for four years but family duties pulled Gissur back to Iceland and he took up a job as the rector of the only private culinary arts school in the country. "My then wife and I also took over her family's flower shop. I started working again for Chef Brynjar in the largest catering company in Iceland as the food and beverages

manager."

Once bitten by the business bug, Gissur found it hard to stick to a conventional job. In 2001, he returned to his first love – seafood – with a speciality restaurant in the Old Harbour of Reykjavik. For six years, this restaurant served up the best of seafood and fish dishes possible but bowed out in 2007 when Gissur decided to run for the presidency of WACS.

Familiar with the workings of WACS as continental director for northern Europe for four years, Gissur travelled a lot as an international culinary judge.

In 2008, he took over the president's crown. This meant sacrificing his personal businesses and dedicating his time solely to WACS. "I had high goals for what could be done to this organisation. I sometimes forget to set limits for myself," he admits.

His duties as WACS president continue to eat into his family time to this day. Gissur spends as much as 200 days a year travelling, covering a whopping 500,000 kilometres annually!

But the effort has not been in vain. Much has changed since he took the helm at WACS. He realised early on that the association had grown a little too quickly and had reached a turning point. "Its structure needed some changes to go to the next level. We decided to build on the foundation but rethink some of the ideas, look at some of the programmes and create new ones where there was a need. We called that phase the 'Rethinking Tradition' phase."

When Iceland was re-elected to head WACS in 2012, Gissur decided to spend the next four years ensuring the stability and sustainability of the programmes that had been restructured and created.

Events are a big part of WACS' development programmes. This November is a busy one. The association is co-organising the Dubai World Hospitality Championship 2013 between November 16 and 19. The competition is one among the so many that have hit the food circuit in recent times, with many large companies and food associations looking to promote young talent. "What sets Dubai World

ZOMATO'S CATERING SECTION IS HERE!



Introducing the Catering section on Zomato, which helps users explore great options, including detailed descriptions of cuisines, occasions, types of live counters, estimated price ranges, and the number of guests that can be catered to. Get yourself listed, and let people choose your services to make their special day memorable.

Visit zomato.com/catering for more details.

zomato

November 2013 Gulf Gourmet

Hospitality Championship apart is that it is all about edible foods. So there will be no food glazed in gelatine to make beautiful displays that can't be eaten. This is part of our campaign to reduce wastage of food in kitchens."

Later this month, Abu Dhabi will also host a fair, the SIAL Middle East 2013, which includes a chef competition - La Cuisine by SIAL. Gissur lauds the effort, saying local contests are bringing young talent to the fore. "The value of these local contests is greater than the organisers think it is. They benefit our profession greatly," he says.

For Gissur, next year will also be crucial, when the WorldChef Congress takes place in Norway between July 2 and 5. From meetings to trade shows and cooking competitions to a special discussion on the 'Feed the Planet' initiative, there is much to look forward to at the congress. "We learnt in Korea that WACS needs to be more involved in the organising and structure of the congress and there needs to be more emphasis on the educational side and the political aspect needs to be toned down." The WorldChef Congress will be



held in the Norwegian city of Stavanger.

Education of young chefs is something that WACS sees as the way forward. Playing a key role in the association's efforts in this direction is Andy Cuthbert, who heads the WACS Young Chefs Development Team. "Andy is a great leader for the young people and has done great things by bringing young chefs clubs together from around the world. His task is important because it is forward-looking. It's the future of WACS – how young chefs perceive the industry and how to develop their abilities so

they can be the leaders tomorrow," says Gissur.

With so many things on his plate, it must be hard for him to give any time to family or even unwind. Gissur admits that his travels leave him little 'me' time and even when he is home, he is usually buried in work. "I have a strong wife who can take this and raise our young son alone most of the year in a country that is not her own," he says.

From his previous marriage, he has two daughters. He's also a grandfather to a little girl! "Of course, everyone in my family complains that I travel too much but they also understand that this is something I really have to and want to do at this stage of my life."

Unwinding is a luxury rues Gissur as he has not been able to afford this year. But some small renovations at home take his mind off work for a while. "I tend to give myself to my work completely, neglecting the simple things in life," Gissur finishes.

All those foodies out there are not complaining!



CONTINUING THE LEGACY OF EMIRATI HOSPITALITY

16 -18th November 2013

Opening Hours

Saturday 16th November 11:00 to 22:00
Sunday 17th & Monday 18th November 09:00 to 22:00

The Dubai Government and Zaabeel Palace Hospitality invite you to the inaugural Dubai World Hospitality Championship which is set to take the centre-stage this November. The three-day event will witness professional and amateur chefs from around the world converging in Dubai to craft a memorable, first-of-its-kind culinary experience.

Participate in this traditional gastronomic journey to explore:

- The timeless taste of Arabian culture and heritage
- The mysteries of classic Emirati recipes handed down from generation to generation
- The finest blend of home-made products
- Renowned chefs from 12 different countries displaying award-winning culinary skills
- Support over 200 UAE National culinary connoisseurs and amateur chefs
- Regional chefs creating culinary art from cakes, fruit, vegetable and ice carvings

Cheer on the participants as they attempt a unique world record, whilst enjoying folkloric entertainment at the specially created Traditional Heritage Village and Culinary Museum.

For further information please contact: EMAIL INFO@DWHC.AE | WWW.DWHC.AE | TEL +971 4 308 6915

facebook.com/DWHCDubai

www.instagram.com/DWHCDubai

twitter.com/DWHCDubai



Chef Gissur overlooking the judging at Gulf Food

Organised by



Supported by



Official Airline Partner



Official Hotel Partner



Official Media Partner



Official Sponsors



brought to you by



ADDING POWER TO PASTRY



Chef Jean-François Arnaud

Fonterra, who is already working closely with the Emirates Culinary Guild, has helped jumpstart this initiative with Gulf Gourmet by liaising with the finest Pastry Chefs in and around the region. In the months to come we will share their knowledge and skills with you.

The Chef kick-starting this section, aptly titled 'Pastry Power', is French genius Jean-François Arnaud who was awarded the title, 'Un des Meilleurs Ouvriers de France' in 2000 at the Pâtisserie Confiserie. After ten years of service with Christian Lacoste in Toulouse in pastry catering & events, he joined Yves Thuries in Cordes-sur-ciel where he undertook the task of overlooking the operation of a unique sugar museum, doing permanent exposition of sugar artwork pieces in glass displays.

Chef Jean Francois, who is a global consultant and an Ambassador for Fonterra and the Anchor brand, is using the opportunity to help readers bake one but two kinds of Charlotte Cakes.

He says, "The cake derives its name from Charlotte, the wife of King George III. Originally, the 'Charlotte' cake was



baked, with sides covered with sandwich loaf slices and filled with fruit compote. Years later, Antonin Carême, the father and founder of the actual pastry, was the first to use the lady finger, arranged around a mould and filled it with bavaoise cream. He called this cake the 'Russian Charlotte' as he was working for the Tsar Alexander in Russia when he created it.

"Today we still follow this tradition of the Charlotte cake. Using this concept, we can create many different variations, like the sponge, covering the sides of the cake. The strawberry is done in a traditional way – using a strawberry bavaoise and lady finger around. The second uses the trendy idea of the rainbow – the specific lady finger sponge I used offers a nice texture. The centre of the cake is filled with saffron and passion fruit bavaoise."



Starting this month, we are dedicating four pages in every issue to our friends who are working tirelessly in the pastry section of various hotels and restaurants in the region. This is a first-of-its-kind initiative supported exclusively by Fonterra to help pastry chefs learn step-by-step processes to create new desserts and to learn new trends. The idea is to keep enhancing the standards of the already spectacular culinary scene in the region.



STRAWBERRY CHARLOTTE

UPSIDE DOWN MOUTING:

- ♦ Cover the outside of a 16 cm ring mould with plastic film and line the inside of the ring mould with acetate sheet.
- ♦ Cast a layer of strawberry bavaoise, push a soaked lady finger sponge in strawberry syrup.
- ♦ Pipe the strawberry jelly, and cover with a second soaked lady finger sponge.
- ♦ Cast another layer strawberry bavaoise, and close with a third layer sponge.
- ♦ Freeze.
- ♦ Glaze with strawberry glazing, and stick lady fingers all around.
- ♦ Decorate with white chocolate ribbon and fresh strawberries.

LADY FINGER SPONGE:

INGREDIENTS:

Egg white	200 g
Sugar	160 g
Egg yolks	130 g
Vanilla pod	1 no
Corn starch	80 g
Flour	80 g



STRAWBERRY JELLY:

PROCESS:

- ♦ Whip the egg white, add in the sugar and whip until hard peak.
- ♦ Add the colouring.
- ♦ Add the egg yolks and the vanilla seeds
- ♦ Stop the mixer.
- ♦ Using a spatula, add in the sifted flour and starch.
- ♦ Pipe onto baking paper, sprinkle the top with icing sugar and leave it to rest for 10 minutes.
- ♦ Sprinkle icing sugar again and bake for seven minutes at 190°.

INGREDIENTS:

Strawberry puree	420 g
Glucose	75 g
Sugar	60 g
Pectine NH	8 g

PROCESS:

- ♦ Heat up the strawberry puree with glucose.



- ♦ Mix the sugar with pectine and sprinkle on top the puree.
- ♦ Mix and bring to a boil. Cook two minutes, and let it cool.
- ♦ Before using, blend it using hand blender.

STRAWBERRY BAVAROISE:

INGREDIENTS:

Anchor extra whip cream (to cook)	170 g
Anchor milk	80 g
Egg yolks	125 g
Sugar	125 g
Gelatine	20 g
Strawberry puree	350 g
Anchor extra whip cream (to whip)	450 g

PROCESS:

- ♦ Bring to a boil the cream with the milk.
- ♦ Mix the egg yolks with sugar.
- ♦ Cook cream and milk together with egg yolks and sugar until 83°, and add gelatine.
- ♦ Add the strawberry puree, and let it cool.
- ♦ Mix with the whipped cream.



RAINBOW CHARLOTTE:

UPSIDE DOWN MOUNTING;

- ◆ Cover the outside of a 14cm x 8cm high ring mould with plastic film and line the inside of the mould with acetate sheet.
- ◆ Cut the colourful sponges 8cm x 2cm. Stick and press around the ring mould.
- ◆ Cast a layer of saffron and passion fruit bavarise, push inside a soaked lady finger.
- ◆ Cast another layer of bavarise, add some peach cubes and cover again with a second soaked sponge.
- ◆ Start again two more times and cover the cake with a vanilla lady finger sponge.
- ◆ Freeze.
- ◆ For the top part, cast mousse in silicone mould and freeze.
- ◆ After removing from the freezer, unmold the cake and glazed separately the top part with passion fruit glazing.

RAINBOW SPONGE:

INGREDIENTS FOR 2 FLEXIPAT 30X40:

Egg white	210g
Sugar	160g
Egg yolk	130g
Vanilla extract	5g
Corn starch	80g
Flour	80g
Anchor Butter	120g
Colouring	an

PROCESS:

- ◆ Whip the egg white and add in the sugar whip until hard peak.
- ◆ Add the egg yolks and the vanilla.
- ◆ Stop the mixer.
- ◆ Using a spatula, mix the sieved flour and corn starch.
- ◆ In a separate bowl, emulsify the warm melted butter with part of the sponge and then mix everything.
- ◆ Add in the colouring.
- ◆ Measure the sponge mixture 350g for one frame..
- ◆ Cast in a flexipat, spread and bake at 180° for eight minutes in a convection oven.
- ◆ Cool down and cut.

VANILLA LADY FINGER:

INGREDIENTS:

Egg white	200g
Sugar	160g
Egg Yolk	130g
Vanilla extract	5g
Corn flour	60g
Flour	80g

PROCESS:

- ◆ Whip the egg white and add in the sugar until hard peak.
- ◆ Add the egg yolks and the vanilla

extracts and mix just before to stop the mixer.

- ◆ Using a spatula, mix the sieved corn starch and flour.
- ◆ Pipe round on a baking paper and sprinkle the top with icing sugar two times.
- ◆ Bake at 180°C for 9-10 minutes.

SAFFRON AND PASSION FRUIT BAVAROSE:

INGREDIENTS:

Anchor extra whip cream (to cook)	300g
Passion fruit puree	200g
Mango puree	100g
Saffron stygmate	0.5 g
Egg yolks	125g
Sugar	125g
Gelatine	22g
Anchor extra whip (to whip)	500g

PROCESS:

- ◆ Boil the cream and infuse with saffron stygmates.
- ◆ Add the fruit puree and boil again.
- ◆ Mix egg yolks with sugar and cook everything until 83°.
- ◆ Add in the gelatine.
- ◆ Strain and cool down.
- ◆ Add in the whipped cream.
- ◆ Cast in the moulds.



1 prepare the colorful lady finger emulsify the warm butter in a separated bowl and



2 Dispose the colorful rectangular sponge on a greased plastic cover with film s



3 dispose in a ring mold



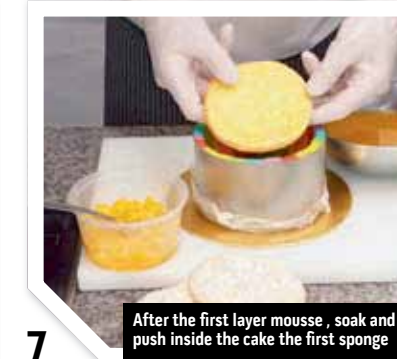
4 bis Infuse the saffron stygmate in the cream



5 Mix the whipped cream in the saffron and passionfruit sauce



6 cast the mousse in silicon mould for the top part of the cake



7 After the first layer mousse, soak and push inside the cake the first sponge



8 add some peach cubes in the mousse



9 close the upside down mounting with a 4th soaked sponge



10 after cover with film, press the last layer sponge and freeze

KEEPER OF THE FUTURE

Andy Cuthbert wants to go clubbing with young chefs. The Chairman of the WACS Young Chefs Development Team tells us why...

He believes in catching them young and helping them grow. You can safely call him the World Association of Chefs' Societies' link to the future. He is the man tasked with grooming the future leaders of not just WACS but also the global food industry.

Meet Andy Cuthbert, the Australia-born head of the WACS' Young Chefs Development Programme.

WACS has more than 90 countries as its members. On Andy's wishlist is at least one young chefs club in each of these countries. Clubs that are run by budding gastronomists under the age of 25 years. Clubs that bring old skills to new blood. Clubs that expose budding culinary artists to the fine art of global cuisine.

Three years ago, when Andy was asked if he would like to head the Young Chefs Development Team and the Billy Gallagher Young Chefs Forum, he jumped at the chance to put his experience to good use.

With seven 'young chef ambassadors' under him, he has set ambitious goals for his team. "Wherever there is a WACS chapter, we want a young chefs club," he says. That means nearly tripling the number of young chef clubs, which currently stand at 30-32 globally.

Luckily for Andy, he has some powerful tools at his fingertips to reach that goal, the biggest being social media. "Every



kid today has a smart phone. We want to use websites like Facebook to reach out to young chefs." His team started a Facebook page about three and a half years ago. Today, it has the attention of as many as 5,300 members.

The challenge, however, is communicating with budding chefs in countries with low social media penetration. "In places like China, we are going to get a Weibo account. It is the Chinese equivalent of Facebook."

With Chinese food being the most loved cuisine in the world, it's not possible to ignore the up and coming chefs of the country. Andy plans to enlist the support of the Chinese Chefs Association, which has under it some 3,000 culinary schools, to scale the great wall of China. "That is a wealth of Chinese chefs to approach!" he says.

For Andy, competitions and events are

other treasure troves of fresh talent. He is looking forward to the WorldChef Congress in July 2014 in Norway, where he expects to mobilise young chefs.

In his three-plus years on this mission, he has managed to expose many new chefs to a world beyond their own. "Recently in Malaysia, we had Young Chefs Asia forum. We went to the market, had a traditional Malay breakfast, and had these kids from Taiwan, Indonesia, Malay, Hong Kong and other places tell each other about their cuisine and cultures."

Exposure to different cuisines infuses versatility in a chef, an ingredient essential for a long and successful career. But lack of travel opportunities prevents most newbies from expanding their horizons. That's one opportunity Andy and his team is working on giving young chefs. "We want to put together a competition-cum-exchange programme, where large food companies give apprentice chefs a chance to learn the basics and classics and innovate with new approaches in their kitchens and headquarters," says the Australian.

Slow and steady is passé, this race is on full-throttle. The word is already out and young chefs worldwide are taking note. "In the past 18 months, we have seen a boom in the number of clubs. These young people are a passionate lot!"

For Andy and WACS, this push to



Andy Cuthbert,
Chairman of the
WACS Young Chefs
Development Team



promote young talent is not just to beef up the glamorous and glitzy world of food. It's the backbone of the WACS' two big social initiatives - Feed the Planet and Chef Without Borders.

Andy points out that the world population will balloon to 9 billion over the next decade. The Earth's resources will then not be enough to feed such a huge population. "The issue of food sustainability will face us all soon. There is a need to educate chefs, people and the industry on what can be done to ensure enough food as the world population grows."

The UAE's hotel industry has already started taking baby steps towards correcting certain imbalances. One example that comes readily to Andy's mind is hammour. "When I came here 22 years ago, you could find a hammour as big as me - 1.0-1.5 metre Groupers were common in the market. Now you are lucky if you get one even 40-50 centimetre in size."

Depleting population of these fishes has caught the attention also of the UAE government, which released a list of 4-5 endangered species of fish. Most hotels have now stopped serving these fishes. "The hammour is the favourite fish of the Emirati. But we want our

children to enjoy the fish as much as our grandparents did," Andy says.

Shark fin is another thing that hotels are now shying away from serving. "Feeding the Planet is everybody's responsibility and if we, as chefs, can educate the general public and our young chefs, we can look to a better future."

Reducing portion size is yet another initiative. Andy recalls a study in Europe where researchers reduced the size of the plate in a buffet to 24 centimetres from 27 centimetres. "That reduced food consumption by 20%! The research showed that humans are inherently designed to take less food. Most people didn't go back for second helpings."

Of course, educating the customer isn't easy. There's a fine line to walk between being preachy and being effective. "There's a restaurant in the US that charges you \$5 extra for everything you leave on your plate. I'm not too sure how that would work in some countries but there are these different approaches to ensure people don't waste food."

Andy admits it's no mean task to bring people from various countries to the same page, given the different cultural and social norms. "But it has to be done."

This is where young chefs come in. The lower the wastage in the kitchen, the greener the world.

Then, there's Chef Without Borders, which speaks the universal language of food. "Recently, there was a launch of a young chefs club in Palestine. That was quite a big deal. Even the United Nations heard about this. These small steps are quite interesting."

Andy recalls his visit to Malaysia for the Asian Presidents' Forum. Representatives of the feuding North Korea and South Korea sat across each other at the table, discussing how to grow the food industry. China, Hong Kong and Taiwan sat around the same table.

These reasons drive Andy's passion for educating young chefs. But a greater driver is a lesson he wants to give his own children. "I want to show my kids that you don't have to work only for money all the time but also do something for other people. What comes of it, comes of it."

"Ask not what you can do for your country. Ask what's for lunch," said the great Orson Welles.

In Andy's perfect world, they are not two different questions.



BISTRO
- safety and comfort for the Chef

crocs @ work™
CERTIFIABLY COMFORTABLE™



Brought to you by:



Tel: +971 4 341 71 71
Email: radwan.mouselli@baqermohebi.com

RACING AHEAD WITH THE MEYDAN

From the West to the East and then to the Middle East, Antony Treston has been there and done that. The General Manager of The Meydan Hotel believes that an original idea is a joy forever and details are what give the guest a unique experience...

Could you tell us about your career? How did your journey begin and how has it been so far?

I've been in the industry for over a hundred years! I started off in the UK as a management trainee and spent a number of years in London hotels in the mid-1980s. In 1990, I started on an adventure of a lifetime – the opening of the China World Hotel in Beijing. I worked there for two and a half years.

After that, I worked at Browns Hotel, Dover Street in London as resident manager. Then, I was involved in the opening of the Conrad Centennial Singapore as the executive assistant manager for rooms and as resident manager. I was the general manager at Mount Juliet Estate in Ireland and also for the opening of The Aman in New Delhi. I worked at The Address Dubai Marina as general manager and now, I am the general manager at The Meydan Hotel.

As general manager, how involved are you with the food & beverages operations?

My career has developed mainly through the rooms division. Although I have very strong views on what I like personally, I rely heavily not only on the executive chef and his team but also the food and beverages director.



The management of the kitchen should be open and engaging. We don't want any 'Hell's Kitchens' at The Meydan! And we should always be thinking of coming up with something different.

There is a huge difference in the way F&B works in a city hotel and a resort hotel. What is The Meydan Hotel's approach to F&B?

The Meydan Hotel is in a unique position because of its location and its appeal to a variety of customers. We have a vast F&B operation, ranging from the Lobby Lounge to the VIP and royal catering business, which is connected to the racing calendar.

Going forward, The Meydan Hotel is committed to offering one-of-a-kind F&B experiences.

Which are the various F&B outlets in your hotel?

The F&B experience at The Meydan Hotel is extensive. There is the Millennium Lounge, with its amazing pastries, wonderful afternoon tea, and a terrace that overlooks the racecourse. The lounge converts into a bar in the evenings, with the lights dimmed and the chandelier crystals and ceiling lighting adding to the mood. The Terrace, with its dulcet tones, shisha, and extensive cocktails list, is the perfect 'chill out' venue. Prime Restaurant has been recognised as one of the best steakhouses in Dubai and enjoys the huge support of its regulars and the hotel guests. Shiba, our Asian restaurant, offers a wide range of Asian cuisines in a Zen setting. In winters, the restaurant is complemented perfectly by the terrace and an extensive view of the racetrack. Qube is our sports restaurant and bar and is the favourite hang-out of golf and sports enthusiasts.

Which is your personal favourite among these and why?

For me and my family, the Prime Restaurant is a special place. Sharing a chateaubriand with my two children was a new experience. Now, a visit to the restaurant is a constant demand of my family.

Do you work with your executive chefs in devising new concepts and promotions?

I rely heavily on the expertise of my F&B colleagues, both in the kitchen and in our services. We collaborate to create different and special experiences for our guests.

What is your brief to your executive chef?

That he should ensure his team is consistent and his team members enjoy their jobs. The management of the kitchen should be open and engaging. We don't want any 'Hell's Kitchens' at The Meydan! And we should always be thinking of coming up with something different.

How important is the relationship of the general manager with his executive chef?

Extremely important, as it is with all the departmental experts, who come together to give the guest a complete Meydan experience.

Has any concept at any other hotel impressed you?

Yes, a concept that has always stood out in my mind is the Mezzanine Restaurant at the Hyatt Singapore. This restaurant is a proof of the longevity of an original idea.

An entire floor of the hotel, with a number of individual restaurants, was closed and redeveloped into a truly unique and memorable dining experience. In every area, the details were amazing and thought through from A to Z - from crockery, presentation, glassware to uniforms, everything was exceptional and raised the bar. This restaurant has stood the test of time. It remains hugely successful and is much copied to this day!



The Meydan Hotel is in a unique position because of its location and its appeal to a variety of customers



brought to you by



'YOU'RE NEVER BORED AS A CHEF'



CHEF OF THE MONTH —
Bybee Chacko, Executive
Chef, Le Meridien Al
Aqah Beach Resort

Constant pressure, hectic weekends, smoke, heat and long hours makes a chef's job a challenging one. But the compliments that come with a well-cooked meal make the hard labour worth it, believes **Bybee Chacko**, Executive Cat the Le Meridien Al Aqah Beach Resort. Here's why he loves being a chef...

What made you decide to become a chef? After high school, my conservative parents wanted me to become a doctor or an engineer. I didn't decide to become a chef. It just happened. I applied for a hospitality school and got through. There, I started liking the culinary side of hospitality because of the intensity and creativity involved.

Can you tell us about your career as a chef?

After passing out of the hospitality school, I started at the Taj hotel in India as a kitchen trainee. The work was demanding, the hours were long and the pay was small. There was a lot of prep work and I had to earn the trust of the chef. Later, I got the chance to work at various global companies such as Starwood hotels, Hyatt hotels and Six Senses in various roles.

What are the pros and cons of being a Chef?

Being under constant pressure to deliver the food fast without sacrificing quality, standing for long hours, enduring cuts and burns, lifting heavy utensils, noise, heat, smokes and fumes, working on evenings, weekends and holidays when the rest of the world is not working are some of the challenges of being a chef.

That said, you are never bored as a chef. There is always something going on in a kitchen. You will always try to outdo yourself and cook the most memorable meal possible for each of your guest. Then, there is the appreciation of your customers, the satisfaction that comes with a job well done, the camaraderie and teamwork in the kitchen, the chance to be creative daily and the lifelong learning that make it a great profession.

Could you share with us your most memorable moment as a chef?

Every moment is a memorable one. Each time you cook a good meal and are appreciated by the customer, you get deep satisfaction and the moment becomes memorable.

What is your advice to young chefs?

Work ethic and attitude are everything. Learn the basics well and don't ever think you are above learning from anyone.

How was it using Nonions in your recipes?

Nonions ready-to-use onion bases are good for bulk preparations in the kitchen. We use them for bulk prep for our associate dining room. Nonions help us save a lot of time and are a huge help when we are short of hands in the kitchen.



Each time you cook a good meal and are appreciated by the customer, you get deep satisfaction and the moment becomes memorable



KASHMIRI ROGAN JOSH

INGREDIENTS

Lamb Shank	800 g
Garlic- ginger paste	15 g
Yakhni/Lamb stock	500 ml
Vegetable oil	100 ml
Asafoetida	2 g
Cardamom Powder	6 g
Bay leaves	6 g
Cloves	6 g
Black Peppercorns	6 g
Cinnamon	6 g
Nonions Sautéed Onions Paste	80 g
Coriander Seeds -- ground	20 g
Cumin Seeds -- ground	20 g
Kashmiri Chili Powder	60 g
Salt	5 g
Fennel Seeds Powder	2 tsp
Plain Yoghurt	100 g
Garam Masala	10 g
Ratanjot Small	5 pieces
Ginger Powder	1 tsp

METHOD

- Heat oil in a wide pan, brown lamb shank. Put the cardamom, bay leaves, cloves, peppercorns, asafoetida and cinnamon into the same hot oil.
- Put in ginger-garlic paste and stir. Then add the coriander, cumin, Kashmiri chili powder, cayenne, and the salt.
- Stir fry for another 30 seconds. Add the browned meat and the meat juices. Now put in 1 tablespoon of the yogurt and stir for about 30 seconds until yoghurt is well blended. Add the remaining yoghurt, a tablespoon at a time in the same way.
- Now add stock and Ratanjot bring the contents of the pot to a boil. Now put in the **Nonions – Sautéed Onions Paste**. Stir and Cover, turn to low heat and simmer for about an hour or until meat is tender, take off the lid, and turn the fire to medium high, stirring all the time, until the sauce is thickened.

GCC FOOD CONSUMPTION TO REACH 49.1 MILLION TONNES BY 2017

More than 1,000 exhibitors target SIAL Middle East as revised GCC food sector report highlights substantial sector growth



SIAL Middle East, the region's fastest growing professional business platform for the food, drink and hospitality industries opens in Abu Dhabi this month.

Gulf countries will consume 49.1 million tonnes of food annually by the end of 2017, with the UAE the hungriest nation per capita of the six Arabian Gulf states, according to the investment bank Alpen Capital's revised 2013 GCC Food Industry Report. The report said that over the next four years, the GCC region's food consumption is expected to grow at a Compounded Annual Growth Rate (CAGR) of 3.1 per cent, while the UAE's per capita of food consumption currently stands at 1,486kg

per year – 27 per cent more than the next hungriest Gulf country Oman, which consumes 1,095kg of food per capita annually.

Saudi Arabia currently consumes 872kg of food per capita, Qatar 852kg, Kuwait 634kg, and Bahrain 453kg per capita, while by 2017, per capita food consumption for the entire region is forecasted to reach 983kg.

Owing to its considerably larger population, Saudi Arabia will continue to

be the biggest food consumer by volume, accounting for 59 per cent of GCC food by 2017 (29 million tonnes), while Qatar's appetite will outpace that of other Gulf countries, increasing by 5 per cent by 2017 to reach two million tonnes.

Looking to satisfy the growing appetites of the region will be more than 1,000 food, beverage and equipment companies from 40 countries at SIAL Middle East, taking place from 24-26 November at Abu Dhabi National Exhibition Centre (ADNEC).

Estimated food consumption (2017) and food consumption growth in GCC (2012-2017)

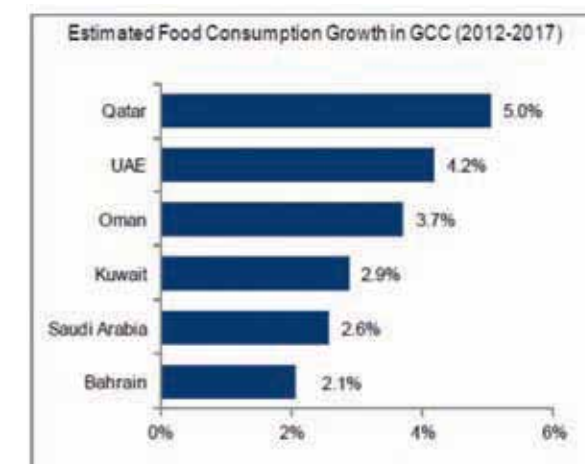
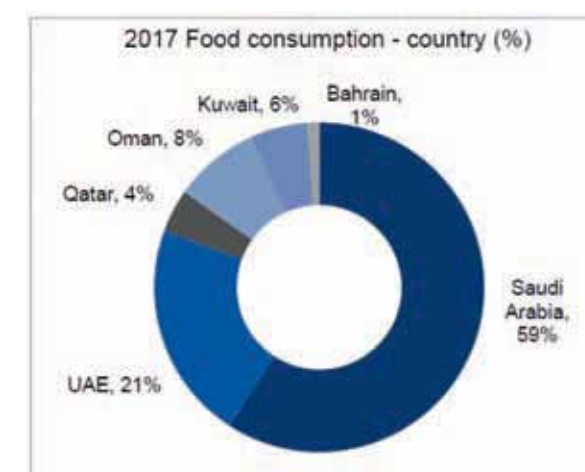
Country	Amount (Tonnes)	Percentage	Growth (%)
Saudi Arabia	29 million	59%	2.6%
UAE	10.4 million	21%	4.2%
Qatar	2 million	4%	5%
Oman	4 million	8%	3.7%
Kuwait	3 million	6%	2.9%
Bahrain	0.7 million	1%	2.1%
Total	49.1 million	100%	3.1% (CAGR)

Held in strategic partnership with Abu Dhabi Food Control Authority (ADFCA), SIAL Middle East 2013 is the region's fastest growing professional business platform for the food, drink and hospitality industries. The three-day event is part of SIAL Group, the world's largest network of professional B2B food exhibitions which include SIAL Paris, SIAL China, SIAL Canada, and SIAL Brazil.

Mohammed Jalal Al Rayssi, Director of Communication and Community Service at ADFCA and President of the SIAL Middle East organising committee, said: "Population growth, increasing income per capita, and a booming tourism industry are the main drivers of food consumption in the GCC region, while food is currently the largest segment of consumer expenditure in the entire region.

"All reports indicate toward a fast growing market, with consumer spending on food in the GCC expected to reach US\$106 billion in the next five years. This clearly underlines huge opportunities for private sectors players to expand within the region, and SIAL Middle East provides the all important stage to capitalise on the opportunities that lay ahead."

More than 15,000 trade visitors are expected to attend SIAL Middle East 2013,



Source: FAOSTAT, Arab Agricultural Statistics Year Book, Alpen Capital



Almost 65 per cent of the exhibitors at SIAL Middle East 2013 are new to the region

which is co-located with ITCA (International Travel Catering Association) Abu Dhabi, and the Emirates International Date Palm Festival.

"Almost 65 per cent of the exhibitors at SIAL Middle East 2013 are new to the region to access this important market," said Joanne Cook, SIAL Middle East Director. "The SIAL Group focuses on innovation and having such a high percentage of new comers to the Middle East reinforces our mission to encourage food evolution.

"Our partnership with ADFCA, who encourage and assist as well as regulate the industry, has created an unrivalled business platform where there is time and space for visitors and exhibitors to conduct serious trade talks and close deals."

SIAL Middle East 2013 returns with a three-day conference, a hosted buyer programme, La Cuisine by SIAL international chef competition, and the prestigious SIAL Innovation Observatory, showcasing the world's most innovative food and beverage products, including winners from the global competitions from events in China, Brazil, Canada and Paris.

For more information and to register for SIAL Middle East, go to www.sialme.com.

November 2013 Gulf Gourmet

AL AIN FRESH SUPPORTS CHEFS AT LA CUISINE BY SIAL

A division of AGTHIA company, Al Ain Fresh is the platinum sponsor for the event



As preparations are on in full swing for SIAL Middle East, which will be held between 24-26 November 2013 in Abu Dhabi, so is the frenzy surrounding La Cuisine by SIAL.

Running in tandem with the show, La Cuisine by SIAL is a culinary extravaganza created and organised by the Abu Dhabi Chapter of the Emirates Culinary Guild.

La Cuisine is a celebration of food and food presentation in all its pleasing forms.

Impressive edible set-pieces and centrepieces, chocolate figurines, spectacular pastry showpieces, live ice carving and real-time cooking competitions will be just some of the

attractions available to visitors.

Also featured at the show will be hotly-contested competitions to find the best cuisinier, the best patissier and the best kitchen artist in the region.

At stake for the competitors participating in the competitions will be trophies and gold, silver and bronze medals and certificates.

Al Ain Fresh (a Division of AGTHIA company) is the platinum sponsor for the event and have introduced a new feature at La Cuisine this year – the Al Ain Fresh Mocktail Fusion. A competition aimed at the region's mixologists, designed to honour the barman or lady who can create the most interesting, impressive and balanced amalgam of

Al Ain Fresh juices combined with any other two ingredients.

Entries at La Cuisine will be adjudicated upon by a panel made up of International judges all of whom are approved by the World Association of Chefs Societies. Such judges are voluntary and give up their free time in order to encourage the young chefs of the industry.

All members of the Emirates Culinary Guild are voluntary. The Abu Dhabi Chefs step up each year at La Cuisine to ensure that the competitions run smoothly and to the advantage of the young competitors.

The whole of La Cuisine is for chefs, by chefs – not a boast that can be made at many culinary events worldwide.

UNDER THE PATRONAGE OF H. H. SHEIKH MANSOUR BIN ZAYED AL-NAHYAN
DEPUTY PRIME MINISTER OF THE UAE, MINISTER OF PRESIDENTIAL AFFAIRS AND CHAIRMAN OF ABU DHABI FOOD CONTROL AUTHORITY



THE AUTHENTIC BUSINESS CLASS EVENT

1000 FOOD, BEVERAGE AND EQUIPMENT COMPANIES FROM 40 COUNTRIES

MORE INTERNATIONAL PARTICIPATION THAN EVER BEFORE

21 NATIONAL PAVILIONS COVERING 5 CONTINENTS

SIAL

2013

The Middle Eastern Food Exhibition
Middle East

50 YEARS OF INNOVATION

EXPERIENCE THE WORLD'S MOST INNOVATIVE FOOD PRODUCTS

LA CUISINE BY SIAL

SEE MORE THAN 600 CHEFS COMPETING

Strategic partner:



PRE-REGISTER YOUR VISIT TODAY!
www.sialme.com/register

Headline sponsor:

aldahra agriculture

Platinum sponsor:

agthia

Culinary partners:

WORLD ASSOCIATION OF CHEFS SOCIETIES

Official publications:

Caterer Hotelier

Alongside:

itca Abu Dhabi

Organised by:

SIAL GROUP

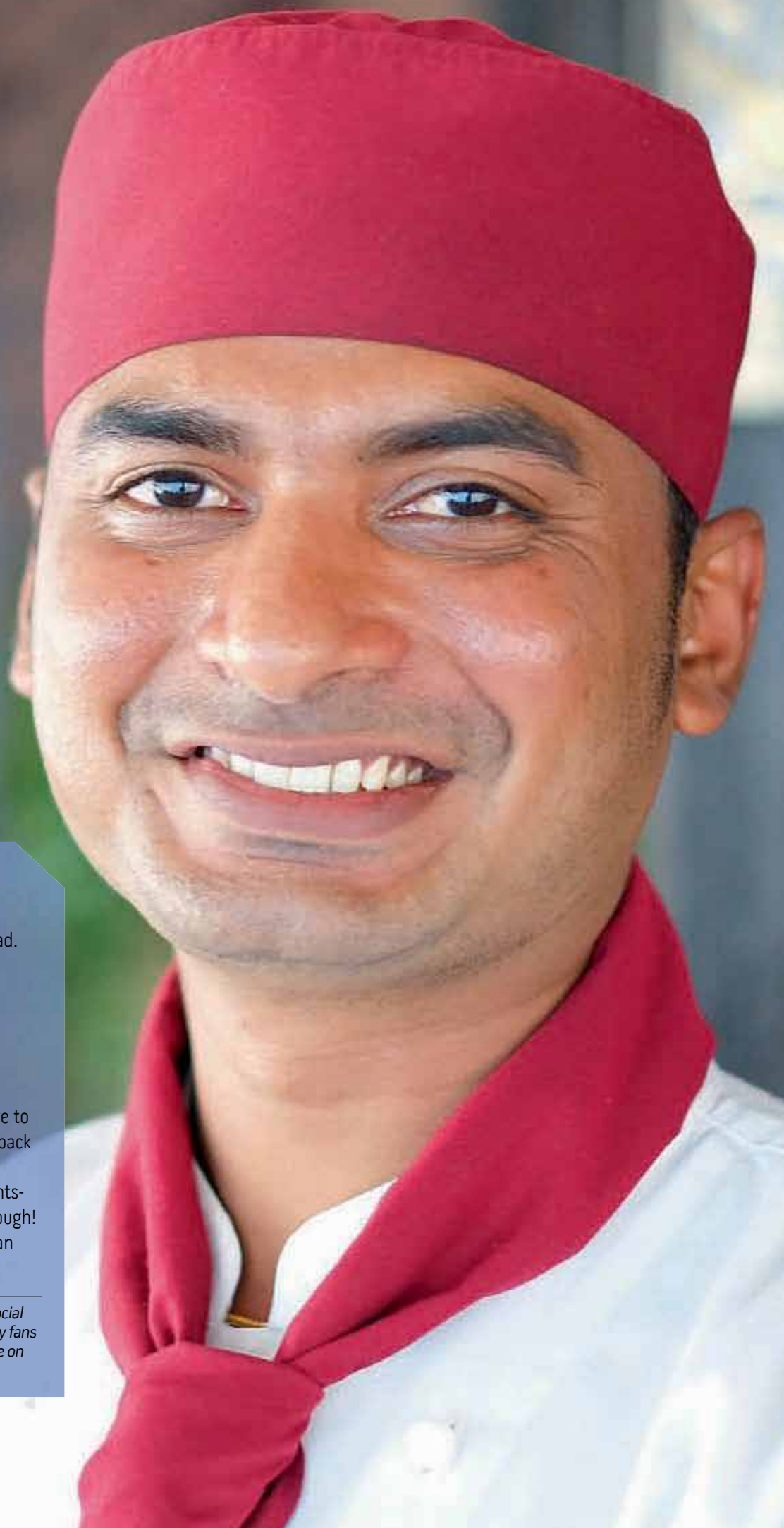
an event by comexposium

SIAL, a subsidiary of Comexposium Group

SWEET THOUGHTS

- **Name:** Yuva Durga Prasad.
- **From:** Chennai, India.
- **Age:** 28
- **Working:** 7 Years
- **Position:** Chef de Partie
- **Hotel:** Miramar Resort, Fujairah
- **Love:** I love my job, I love to cook. And i love good feedback from the guests.
- **Fear:** Handling complaints- Does not happen often though!
- **Ambition:** I want to be an Executive Chef

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



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



BRIEFS OF THE CLASSES FOR ENTRY DUBAI WORLD HOSPITALITY CHAMPIONSHIP 2013

Resume Of Classes for Entry Class No. Class Description

- 01: Cake Decoration - Practical
- 02: Wedding Cake Three-Tier
- 03: Pastry Showpiece
- 04: Bread Loaves and Showpiece
- 05: Chocolate Carving Showpiece
- 06: Fruit & Vegetable Carving Showpiece
- 07: Open Showpiece
- 08: Five-Course Gourmet Dinner Menu
- 09: An Arabian Wedding Feast
- 10: Practical Ice Carving Individual
- 11: Practical Ice Carving Team Event
- 12: Practical Fruit & Vegetable Carving
- 13: Traditional Arabic Mezzeh - Practical Cookery
- 14: Emirati Cuisine – Practical Cookery

Class 01: Cake Decoration - Practical

1. Decorate a pre-baked single cake base of the competitor's choice.
2. Two-and-a-half-hours duration.
3. All decorating ingredients must be edible and mixed on the spot.
4. No pre-modelled garnish permitted.
5. Chocolate and royal icing can be pre-prepared to the basic level, e.g. tempered chocolate can be brought.
6. Competitors must provide all ingredients, cake base, utensils, and small equipment required.
7. The cake base must be a minimum size of 30cm X 30cm or 30cm Diameter.
8. A standard work table with a 13 amp power socket is provided for each competitor to work upon.
9. The cake will be tasted as part of judging.
10. The Judges will cut the cake.

Class 02: Three-Tier Wedding Cake

1. All decorations must be edible and made entirely by hand.
2. Pillars or stands may be inedible but, unless decorated by hand, must be plain and unadorned.
3. Fine, food-quality wiring is allowed for the construction of flowers and the

like, but must be properly wrapped and covered with flower tape or paste.

4. Royal icing, pastillage, pulled sugar, etc., may be used in the construction, but the finished display must not be dependent on these items.
5. The bottom layer of the cake must be edible.
6. The cake will be tasted by the judges.
7. Inedible blanks may be used for the two top layers.
8. Typewritten description and recipes are required.
9. Maximum area w60 cm x d75 cm.
10. Maximum height 75cm (including socle or platforms)

Class 03: Pastry Showpiece

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

Class 04: Baked Good and Baked Bread Showpiece

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

8. Tasting will be part of the judging criteria
9. Typewritten recipes are required.
10. Maximum area w90 x d75cm

Class 05: Chocolate Carving Showpiece

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

Class 06: Fruit & Vegetable Carving Showpiece

1. Freestyle presentation.
2. Light framing is allowed, but the construction of the piece must not depend upon it.
3. Maximum area w60 cm x d75 cm.
4. Maximum height 55 cm (including base or socle).

Class 07: Open Showpiece

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

Class 08: Five-Course Gourmet Dinner Menu

1. Present a plated five-course gourmet meal for one person
2. One of the appetisers for the meal must contain Australian Lamb as the main ingredient.
3. The meal to consist of:
 - > A cold appetiser,
 - > A soup,
 - > A hot appetiser,
 - > A main course with its garnish
 - > A dessert.
4. Hot food presented cold on appropriate plates.
5. Food coated with aspic or clear



- gelatin for preservation.
- Total food weight of the 5 plates should be 600/700 gms.
 - Typewritten description and typed recipes required
 - Maximum area w90 cm x d75 cm.

Class 09: An Arabian Wedding Feast

- Present a traditional Arabian wedding feast as it would be served at a five-star hotel in the UAE.
- Suitable for 10 people.
- Free-style presentation
- The presentation to comprise the following dishes (both cold food and hot food presented cold).
- Six cold mezzeh
- Three hot mezzeh.
- A whole Ouzi presented with rice and garnish
- A chicken main course (Emirati Cuisine)
- A fish main course (Emirati Cuisine)
- A lamb main course
- A vegetable dish
- Three types of kebabs, one of chicken, one of lamb, one of beef, each with appropriate accompaniments.
- One hot dessert (presented cold)
- Three cold desserts.
- Two of the above desserts (competitors choice) must be typically Emirati
- Only the above dishes are to be presented, no other dishes are to be added.
- Maximum available space for presentation is 180 cm x 75 cm.
- Competitors must ensure their exhibit is presented neatly so as to fit the available space.

Class 11: Practical Ice Carving - Team Event

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

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

Class 12: Practical Fruit & Vegetable Carving

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

NOTES ON THE PRACTICAL COOKERY CLASSES

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

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

- All food items must be brought to the Salon in hygienic, chilled containers: Thermo boxes or equivalent. Failure to bring food items chilled will result in disqualification.
- All dishes are to be served in a style equal to today's modern presentation trends.
- Portion sizes must correspond to a three-course restaurant meal.
- Dishes must be presented on individual plates with appropriate garnish not exceeding 250g total

- food weight excluding sauces.
- Unless otherwise stated, competitors must supply their own plates/bowls/platters with which to present the food.
- Competitors must bring with them all necessary mise-en-place prepared according to WACS guidelines in the hot kitchen discipline (www.wacs2000.org).
- Competitors are to provide their own pots, pans, tools and utensils.
- All brought appliances and utensils will be checked for suitability.
- The following types of pre-preparation can be made for the practical classes:
 - > *Vegetables/fungi/fruits; washed & peeled – but not cut up or shaped.*
 - > *Potatoes washed and peeled – but not cut up or shaped.*
 - > *Onions peeled but not cut up*
 - > *Basic dough can be pre-prepared.*
 - > *Basic stocks can be pre-prepared.*
 - > *Basic ingredients may be pre-weighed or measured out ready for use.*
 - > *Fish may be scaled and filleted and the bones cut up.*
 - > *Meat may be de-boned and the bones cut up.*
- No pre-cooking, poaching etc. is allowed.
- No ready-made products are allowed.
- No pork products are allowed.
- No alcohol is allowed.
- If a farce is to be used for stuffing, filling, etc., at least one of the four portions of the farce must be prepared in front of the judges to show the competitor's skill
- Within 10 minutes after the end of the competition, competitors must have the kitchen thoroughly cleaned and tidied and ready for the next competitor to use.
- Two copies of the recipes typewritten are always required: Submit one copy of the recipe/s to the clerk when registering and submit one copy of the recipe to the duty marshal at the cooking station.



Class 13: Traditional Arabic Mezzeh – Practical Cookery

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

Class 14: Emirati Cuisine - Practical Cookery

- This class is designed to ensure that the tradition of Emirati Cuisine is preserved and promoted through professional chefs.
- Prepare and present two plated portions each of three Emirati dishes according with the following criteria:
- Prepare and present two plated portions of any one of the following dishes:
 - > *Balalit*
 - > *Kabeesa*
 - > *Assedat Bobal*
- Also prepare and present two plated portions each of any two of the following dishes:
 - > *Margougat Al Khudar*
 - > *Thareed Laham*
 - > *Margougat Al Dijaj*
 - > *Maleh Biryani*
 - > *Samak Mashwi*
 - > *Machboos Samak*
- Emirati cuisine with traditional

presentation and serving as would be found in a family home of the United Arab Emirates.

- Competitors must bring their own plates/bowls for presentation and all necessary mise-en-place for the meals
- The judges will check appliances and utensils for suitability
- Typewritten description and recipes are required
- Time allowed 60 minutes to present all three recipes

RULES AND REGULATIONS

NB:

- 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.
- 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.
- The competitions will take place at Dubai International Conference and Exhibition Centre November 16th through 19th 2013.

PARTICIPATION

- Participation at competition is open to anyone professionally employed in the preparation of food.
- Unless the organisers specifically mention a class as being a team event, all classes are for entry by a single competitor.
- Competitors are restricted to one entry per class.
- Competitors must attend and participate on the date and at the time allotted to them.

COMPETITION ENTRY

- Complete the entry-form according to the instructions on the form.
- Completed photocopies of the entry-form are acceptable.



- Submit the completed form to the organisers.

CERTIFICATES AND LETTERS OF PARTICIPATION

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

HYGIENE

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

THE SECRETARIAT

- The Emirates Culinary Guild (ECG) is the body responsible for the creation, organisation and administration of the competition.
- The competition is governed by and construed according to the rules of the organisers.
- The organisers have sole authority to adjudicate on any matters pertaining to the competition.
- Entrants' acceptances of participation in the competition are construed as confirmation of their undertaking to submit unconditionally to the jurisdiction of the organisers in regard to all aspects of the Emirates Salon Culinaire.
- The address of the ECG for all correspondence and inquiries referencing culinary competitions is:



21. Each competitor is allowed one helper to assist with carrying equipment. No other help is allowed to a competitor within the preparation area.
22. A helper must be junior in rank to the person he/she is helping.
23. A competitor must wear full; freshly laundered chefs uniform with appropriate headgear and footwear when attending at the exhibition.
24. A competitor's helper must wear full; freshly laundered chefs uniform with appropriate headgear and footwear when attending at the exhibition.
25. Competitors that are incorrectly

given to a waitlisted competitor.

30. Any competitor not in place and ready to start at least five minutes before the time a competition commences, will be disqualified.
31. Competitors and helpers are forbidden from approaching or speaking with or at a judge without the express permission of the organisers.

32. Each exhibit must be the bona fide work of the entering competitor. It must be solely the work of the competitor and must be certified as such by his Head of Department or General Manager.
33. Each exhibit must be a completely original work, it must not have been displayed previously (in whole or in

[illegible]

47. A Marshal-at-arms will be recognisable by a badge displaying the logo of the Emirates Culinary

57. The organisers are entitled to cancel or postpone the Salon, or to alter the duration, timing or schedule of any event.
58. The organisers reserve the right to cancel any classes or limit the number of entries or extend, modify or revoke any of the rules and conditions without being held liable for any claims for compensation whatsoever.

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

After each judging session, the judges will hold a debriefing session at which each competitor attending may learn something of the thinking behind the judges' decision.

Competitors will not be competing against each other: rather, they will be striving to reach the best possible standard. The judges will then apportion marks that accord with their perception of the standard reached. The competitor will then receive an award commensurate with his/her points tally for the class.

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

Points	
100	Gold Medal with Distinction with Certificate.
99 – 90	Gold Medal with Certificate.
89 – 80	Silver Medal with Certificate.
79 – 70	Bronze Medal with Certificate
60 – 69	Certificate of Merit
Thereafter	Certificate of Participation



BRIEFS OF THE CLASSES FOR ENTRY LA CUISINE BY SIAL 2013

Class No. Class Description

1. Cake Decoration - Practical
2. Wedding Cake Three-Tier
3. Four Plates of Dessert
4. Pastry Showpiece
5. Baked Bread Showpiece
6. Friandises Petites Four Pralines Nougatines
7. Chocolate Carving Showpiece
8. Fruit & Vegetable Carving Showpiece
9. Open Showpiece
10. Australian Lamb Five-Course Gourmet Dinner Menu
11. Tapas, Finger Food and Canapés
12. New Arabian Cuisine
13. Individual Ice Carving
14. Ice Carving Team Event
15. Practical Fruit & Vegetable Carving
16. Fish & Seafood - Practical Cookery
17. Australian Beef - Practical Cookery

Class 1: Cake Decoration - Practical

1. Decorate a pre-baked single cake base of the competitor's choice.
2. Two-and-a-half-hours duration.
3. All decorating ingredients must be edible and mixed on the spot.
4. No pre-modelled garnish permitted.
5. Chocolate and royal icing can be pre-prepared to the basic level, e.g., tempered chocolate can be brought.
6. Competitors must provide all ingredients, cake base, utensils, and small equipment required.
7. The cake base must a minimum size of 30cm X 30cm or 30cm Diameter.
8. A standard buffet table is provided for each competitor to work upon.
9. Water, electricity and refrigeration might not be available.
10. All cakes will be displayed until the end of the Salon and will be disposed of by the organizer.
11. The cake will be tasted as part of judging.
12. The Judges will cut the cake.

Class 2: Three-Tier Wedding Cake

1. All decorations must be edible and

made entirely by hand.

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

Class 3: Four Plates of Dessert

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

Class 04: Pastry Showpiece

1. Freestyle display.
2. Edible media, marzipan, pastillage, sugar, pulled-sugar, croquant, etc., may be used, singly or in mixed media.
3. Written description required.
4. Maximum area w90 x d75cm.
5. Exhibit can be no more than 90cm. in height including base or socle where used.

Class 05: Baked Bread Showpiece

1. Freestyle display of a baked bread showpiece.

2. Maximum area w90 x d75cm
3. Exhibit can be no more than 90cm. in height including base or socle where used

Class 06: Friandises Petites Four Pralines Nougatines

1. Five varieties.
2. Six pieces of each variety (30 pieces total).
3. Freestyle presentation.
4. Required one extra piece of each variety on a separate small platter for judges' tasting.
5. Written description mentioning the theme is required.
6. Typewritten recipes are required.
7. Maximum area w90 cm x d75 cm.

Class 07: Chocolate Carving Showpiece

1. Free-style presentation.
2. No frames or supports.
3. Natural colouring is allowed.
4. Minimal glazing is allowed.
5. No moulded work.
6. Maximum area: w80 cm x d75 cm.
7. Exhibit can be no more than 75cm in height including base or socle where used.

Class 08: Fruit & Vegetable Carving Showpiece

1. Freestyle presentation.
2. Light framing is allowed, but the construction of the piece must not depend upon it.
3. Maximum area w60 cm x d75 cm.
4. Exhibit can be no more than 55 cm in height including base or socle where used.

Class 09: Open Showpiece

1. Freestyle presentation.
2. Only showpieces made of edible food material will be accepted for adjudication.
3. Maximum area w90 cm x d75 cm.
4. Exhibit can be no more than 75 cm. in height including base or socle where used.



Class 10: Australian Lamb Five-Course Gourmet Dinner Menu

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

Class 11: Presentation of Tapas, Finger Food and Canapés

1. Produce eight varieties.
2. Six pieces of each variety (total 48 pieces)
3. Four hot varieties
4. Four 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. Eight pieces should correspond to one portion.
9. Name and ingredient list (typed) of each variety required.
10. Maximum area 60cm x 80 cm.

Class 12: New Arabian Cuisine

1. One dish must contain dates as a major component.
2. One dish must contain sustainable UAE fish as a major component.
3. Present a plated five-course gourmet menu for one person.
4. Free style presentation.
5. All menu ingredients used must be those found in the Arabian Gulf area.
6. To be prepared in advance, and presented cold on appropriate plates.

7. Food coated with aspic or clear gelatine for preservation.
8. Dishes are to be presented in an up-to-date setting and decoration.
9. The meal to comprise:
10. A cold appetiser
11. A soup
12. A hot appetiser
13. A main-course with appropriate garnish
14. A dessert.
15. Total food weight for the entire menu should be 600/700 gms.
16. Typewritten description and recipes are required.
17. Maximum area 90w cm x 75d cm

Class 13: Individual Ice Carving

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

Class 14: Ice Carving Team Event

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

Class 15: Practical Fruit & Vegetable Carving



1. Freestyle.
2. 120 minutes duration.
3. Hand carved work from competitor's own fruit/vegetables.
4. Competitors to use own hand-tools and equipment.
5. No power tools permitted.
6. Pre-cleaned, peeled material is allowed, but pre-sliced/carved will result in disqualification.
7. Each competitor will be supplied with a standard buffet table on which to work.

Class 16: Fish & Seafood - Practical Cookery

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

Class 17: Australian Beef - Practical Cookery

1. Time allowed 60 minutes
2. Prepare and present four identical main courses using Australian beef as the main protein item.
3. Present the main courses on individual plates with appropriate garnish and accoutrements.
4. Typewritten recipes are required.

Notes on the Practical Cookery Classes

1. These notes pertain to all practical cookery classes. They should be read in combination with the brief of the class entered.
2. Due to the fact that only one hour is given to complete the competition; competitors are allowed to bring with them an extensive mise-en-place. However, there are restrictions on how much pre-preparation the judges will tolerate. In all cases, the preparation, production and cooking skills of each competitor must be demonstrated during her/his time in the kitchen.



3. 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.
4. All dishes are to be served in a style equal to today's modern presentation trends.
5. Portion sizes must correspond to a three-course restaurant meal.
6. Dishes must be presented on individual plates with appropriate garnish not exceeding 250g total food weight excluding sauces.
7. Unless otherwise stated, competitors must supply their own plates/bowls/platters with which to present the food.
8. Competitors must bring with them all necessary mise-en-place prepared according to WACS guidelines in the hot kitchen discipline (www.wacs2000.org).
9. Competitors are to provide their own pots, pans, tools and utensils.
10. All brought appliances and utensils will be checked for suitability.
11. The following types of pre-preparation can be made for the practical classes:
 - > **Vegetables/fungi/fruits; washed & peeled – but not cut up or shaped.**
 - > **Potatoes washed and peeled – but not cut up or shaped.**
 - > **Onions peeled but not cut up**
 - > **Basic dough can be pre-prepared.**
 - > **Basic stocks can be pre-prepared.**
 - > **Basic ingredients may be pre-weighed or measured out ready for use.**
 - > **Fish may be scaled, gutted de-finned and de-gilled, but must otherwise be brought to the competition whole.**
 - > **Meat may be de-boned and portioned and the bones cut up.**
12. No pre-cooking, poaching etc. is allowed.
13. No ready-made products are allowed.
14. No pork products are allowed.
15. No alcohol is allowed.
16. 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
17. No help is allowed to be given to the competitor once the competition starts; the coaching of a competitor from the sidelines will result in the competitor being disqualified.
18. 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.
19. Two copies of the recipes typewritten are always required.
20. Submit one copy of the recipe/s to the clerk when registering.
21. Submit one copy of the recipe to the duty marshal at the cooking station.
 - > **Vegetables/fungi/fruits; washed & peeled – but not cut up or shaped.**
 - > **Potatoes washed and peeled – but not cut up or shaped.**
 - > **Onions peeled but not cut up**
 - > **Basic dough can be pre-prepared.**
 - > **Basic stocks can be pre-prepared.**
 - > **Basic ingredients may be pre-weighed or measured out ready for use.**
 - > **Fish may be scaled and filleted and the bones cut up.**
 - > **Meat may be de-boned and the bones cut up.**

RULES AND REGULATIONS

NB:

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

on the last page/s of this document.

PARTICIPATION

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

COMPETITION ENTRY

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

CERTIFICATES AND LETTERS OF PARTICIPATION

19. Ensure that your name (clearly written



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

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

HYGIENE

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

THE SECRETARIAT

24. The Emirates Culinary Guild (ECG) is the body responsible for the creation, organisation and administration of the competition.
25. The competition is governed by and construed according to the rules of the organisers.
26. The organisers have sole authority to adjudicate on any matters pertaining to the competition.
27. Entrants' acceptances of participation in the competition are construed as confirmation of their undertaking to submit unconditionally to the jurisdiction of the organisers in regard to all aspects of the Emirates Salon Culinaire.
28. The address of the ECG for all correspondence and inquiries referencing culinary competitions is: The Emirates Culinary Guild, PO Box 71963 Dubai, United Arab Emirates. Tel: + (9714) 3403128. Fax: +(9714) 3473742. Email: theguild@eim.ae

COMPETITORS AND HELPERS

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

EXHIBITS

40. Each exhibit must be the bona fide work of the entering competitor. It must be solely the work of the competitor and must be certified as such by his Head of Department or General Manager.



41. Each exhibit must be a completely original work, it must not have been displayed previously (in whole or in part) in any competition or exhibition whether private or public.
42. All exhibits must be of edible substance except for framing, socles and stands where they are allowed.
43. It is forbidden to use any living entity whatsoever as part of an exhibit (e.g. tropical fish).
44. It is forbidden to depict religious, nude, semi-nude or political themes in an exhibit.
45. All exhibits must be suitable for presentation as a decorative item in a restaurant or banqueting setting.
46. An exhibit must not carry any logo, label or mark of identification; however, competitors must be able to identify their exhibit if required.
47. Competitors are responsible for their exhibits and should ensure that they are available in their proper place for judging on the day and time specified.
48. No preparation or finishing of exhibits is allowed in any area except the designated preparation area at the rear of the competition area.
49. Finished exhibits must be placed in the position indicated by the organisers.
50. No interference with an exhibit is allowed once the organisers have deemed it as submitted for judging.
51. Competitors must leave the judging area as soon as their exhibits are in place or when instructed to leave by the marshals, whichever is the sooner.
52. Exhibits may, at the discretion of the organisers, be moved to a separate enclosure, there to remain for part or for the duration of the exhibition.
53. Failure by a competitor to register or exhibit at the specified time could result in disqualification.
54. Exhibits which are removed by competitors without permission of the organisers will not qualify for any kind of award.

COMPETITION MARSHALS



- 55. A Marshal-at-arms will be recognisable by a badge displaying the logo of the Emirates Culinary Guild and the legend 'Marshal'.
- 56. Marshals are charged with ensuring that the rules and regulations of the competition are observed by all concerned.
- 57. Competitors, helpers and visitors are all obliged to cooperate with the

- marshals - without question, at all times.
- AWARDS**
- 58. Gold, silver and bronze medals and certificates and certificates of merit are awarded solely at the discretion of the judges.
 - 59. The decision of the judges is final and each competitor is required to abide

- by it without comment.
- 60. Medals will normally be presented at 18:00 each day. This may change according to circumstance.
 - 61. Any medal or certificate that is not accepted by the competitor or his/her helper at the presentation ceremony for that day will be forfeit, unless prior arrangements are made with the organisers.

LA CUISINE DU SIAL 2013 - BEST CATEGORIES

Company Name:		
Contact Name:		
Contact EmailAddress:		
Contact Number:		
Competitor Names	Class No	Class Description
		Best Cuisinier
	10	Five-Course Dinner Menu by Australian Meat
	17	Beef Practical Cookery by Australian Meat
	16	Fish & Seafood Practical Coockey
		Entry Fee: AED. 500.00
		Best Pastry Chef
	01	Cake Decoration Practical
	03	Four Plates of Dessert
	06	Friandises, Petit Four Pralines, Nougatines
		Entry Fee: AED. 400.00
		Best Artist
	07	Chocolate Showpiece
	09	Open Showpiece
	13	Individual Ice Carving
	15	Practical Fruit & Vegetable Carving
		Entry Fee: AED. 500
		Best Arab National
	12	New Arabian Cuisine
	11	Tapas Finger Food & Canapes
	16	Fish & Seafood Practical Coockey
		Entry Fee: AED. 300



- 62. A competitor or his/her helper must be correctly dressed as stipulated in the rules when collecting medals or certificates.
- 63. Incorrectly dressed competitors/ helpers will not be allowed access to the awards area.

COPYRIGHT

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

DISCLAIMER

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

QUERIES

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

VENUE & ENTRY FEES

La Cuisine by SIAL will be held during the SIAL Middle East Exhibition from November 24th through 26th 2013 at the Abu Dhabi National Exhibition Centre. The entrance fee for single entries is Dhs.100 (AED: One Hundred) per person per class. The fees for entry to the trophy classes are as follows:

- i. Best Cuisinier – The Emirates Salon Culinaire- Dubai 2013 AED:500/- per person
- ii. Best Pastry Chef – The Emirates Salon Culinaire- Dubai 2013

- AED:400/- per person
- iii. Best Artist – The Emirates Salon Culinaire- Dubai 2013 AED:500/- per person
- iv. Best Arab National – The Emirates Salon Culinaire- Dubai 2013 AED:300/- per person

TROPHY ENTRY

Entrants to a trophy class must enter and finish in all and only those classes that pertain to the trophy for which they are entering. No other classes may be entered into by a trophy entrant. Trophies are awarded on the highest aggregate points from all three classes.

The required trophy classes to be entered are:

BEST CUISINIER

- i. Class #10. Five-Course Dinner Menu by Australian Meat
 - ii. Class # 17. Beef Practical Cookery by Australian Meat
 - i. Class # 16. Fish & Seafood Practical Cookery
- In order to qualify for inclusion in the points tally for Best Cuisinier Trophy a competitor must win three medals, at least one of which must be a gold medal.

BEST PASTRY CHEF

- i. Class # 01. Practical Cake Decoration
 - ii. Class # 03. Four Plates of Dessert
 - iii. Class # 06. Friandises, Petites Four
- In order to qualify for inclusion in the points tally for Best Pastry Chef Trophy a competitor must win at least two medals one of which must be a gold medal.

BEST ARTIST

- i. Class # 07. Chocolate Showpiece
 - ii. Class # 09. Open Showpiece
 - iii. Class # 13. Individual Ice Carving
 - iv. Class # 15. Practical Fruit & Vegetable Carving
- In order to qualify for inclusion in the points tally for Best Artist Trophy a competitor must win at least three medals one of which must be a gold medal.

BEST ARAB NATIONAL



- i. Class #12. New Arabian Cuisine
 - ii. Class # 11. Tapas Finger Food & Canapés
 - iii. Class # 16. Fish & Seafood Practical Cookery.
- In order to qualify for inclusion in the points tally for Best Arab National Trophy a competitor must win at least one medal.

CLOSING DATE

- 1. Closing date for entries is October 01st 2013. Many classes are often fully subscribed and closed well before the closing date.

JUDGING AND THE AWARDS SYSTEM

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

After each judging session, the judges will hold a debriefing session at which each competitor attending may learn something of the thinking behind the judges' decision.

Competitors will not be competing against each other: rather, they will be striving to reach the best possible standard. The judges will then apportion marks that accord with their perception of the standard reached. The competitor will then receive an award commensurate with his/her points tally for the class.

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

The scaling for awards in all classes is as follows

Points	
100	Gold Medal with Distinction with Certificate.
99 – 90	Gold Medal with Certificate.
89 – 80	Silver Medal with Certificate.
79 – 70	Bronze Medal with Certificate
60 – 69	Certificate of Merit
	Thereafter Certificate of Participation



The Baqer Mohebi Establishment – HORECA Management Team receiving the Emirates Culinary Guild membership certificate from Chef Uwe Micheel

BAQER MOHEBI Establishment is the main arm of Zainal Mohebi Group for marketing and distribution covering UAE, Qatar, Oman and Iran. The company imports and markets over three thousand SKUs within fast moving consumer goods and institutional products inclusive of food, non-food and tobacco and is a well-respected and reputed firm since its inception in 1931.

For three decades, BME's HORECA department has served the hospitality sector in the UAE, Qatar and Oman. We distribute and market the world's top food and related non-food brands. Our reach extends from luxury hotels to restaurants, bakeries, malls, offices, hospitals and catering companies. We have 100% coverage of all the prestigious 4 and 5 star hotels in the UAE.

With various premium brands under our



belt, we cater to the needs of the F&B, kitchens, housekeeping and hygiene departments in hotels. Additionally we are the distributors for the world leading bakery ingredients manufacturer. With an aggressive growth strategy in place, HORECA has been adding more brands to its portfolio and aspires to be the one stop hotel supplier in the near future.

To be able to cater to the market efficiently, HORECA emphasises on

recruiting the best people and building up a quality workforce for whom the priority is customer delight. Various corporate trainings are organised to sharpen the skills of the team.

For HORECA, there is no greater priority than to cater to the needs of our clients. Our team is known for going the extra mile to ensure that our customers are delighted with our services every time.

A lot of additional marketing and PR activities are carried out by HORECA. We participate in various trade shows, hold competitions for the connoisseurs in the service industry, generate new leads by being actively involved in various business summits, organise trainings for our clients and last but not the least are most well-known for the swanky cigar events we host in partnership with our prestigious clients.

Is your message loud and clear?



Content-Farm.com is an international network of business and lifestyle journalists, copywriters, graphic designers, web developers and communication specialists that have come together to create an ecosystem for content marketing.

Our role is to understand your target audience, get the message right and to deliver your message in a format that is cost-effective, has maximum impact and increases the return on your marketing dollars. We have:

- **Wordsmiths** to fine-tune your message to suit your audience profile.
- **Designers** to package your message for web, print or social media.
- **Editorial** teams to publish newsletters, brochures, magazines and books.
- **Digital** experts to build websites or to manage your email and social media communication.

To know more contact info@content-farm.com or call +971-55-7174842.



write. edit. convey.
PRINT & DIGITAL PUBLISHING



(left-right) Haroon Moeen, Assistant Sales Manager and Himanshu Kothari, Manager – Food Services (MENA Region) for Bayara, receiving the Emirates Culinary Guild membership certificate from Chef Uwe Micheel, President of the Emirates Culinary Guild.

Started in 1992, **BAYARA** branded packaged food business is one of the fastest growing food businesses in GCC, driven by the market standing and consumer franchise of its popular brand – Bayara. It has built its reputation with a strong presence in the local Retail, Souk, Kiosk and Foodservice market as well Export markets in GCC. Bayara has a wide array of product under its portfolio in categories like dry fruits, nuts, spices, dates, grains, pulses and herbs.

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

With a wide portfolio of more than 1,400 products backed by specialised delivery service, Bayara is able to design and deliver products that meet customers' precise specifications and quality requirements. Produced at our state-of-the-art factory in Dubai, with a



robust system for product identification, traceability and quality control, the Bayara range stringently meets customer requirements.

Bayara (Arabic meaning: 'garden or plantation') refers to our natural products and personality of a warm-hearted mother; much loved and trusted to take care of the family's wellbeing. The landmark is a reflection of Bayara's core values, 'simply healthy and happy!'

Bayara is continuously striving for the development of new ranges and categories based on the market requirement. In October 2013, Bayara entered the snacking segment by launching Bayara Snacks. Full of

goodness, each pack of Bayara Snack pack is truly different. Launched in 5 variants, based on carefully picked nuts from across the world and roasted it in our state-of-the-art production facility in Dubai, UAE. Recently Bayara also launched Premium range of Saudi and Jordanian dates. It is a collection of exclusive selection of single dates and is available in 7 varieties.

Bayara is a natural choice for several high profile hotels in UAE such as Atlantis, Kempinski, Movenpick and so on. Bayara is closely working with chefs, bakers and pastry chefs to provide unique cost effective solutions and quality food product to restaurants and kitchens across the UAE.

Bayara's genuine qualities will ensure the brand continues to be a market leader renowned for its good value, quality, integrity and innovation. Bayara will always be the starter for delicious food and happy moments, loved and cherished by all the family.



Lucas Dolfuss (right), Head of Channel Marketing - Middle East, Pakistan & Sri Lanka at Unilever Food Solutions and Ahmed Saraya (left), Customer Development Consultant – UAE, receiving the Emirates Culinary Guild membership certificate from Chef Uwe Micheel, President of the Emirates Culinary Guild

As the dedicated foodservice business of **UNILEVER** we lead the industry in providing innovative and high quality professional food ingredients and value adding services. These ingredients are used by chefs to create nutritious and delicious meals that delight their guests and keep them coming back for more. Our services are also designed to support chefs in running their business



more smoothly and efficiently and therefore improving their profitability.

We understand the challenges chefs face because we're chefs too. Our global team of more than 500 chefs work closely with chefs from Local eateries to 5-star hotels in more than 74 countries to serve. Helping chefs since the 1880s, we are home to some of the world's favourite brands and staples of professional kitchens – Knorr, Hellmann's, Lipton and Carte D'or.

US\$ 3 billion

what's your GCC market share?

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

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

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

Now you do the maths.

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

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

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

ABOUT GULF GOURMET

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

WHO READS IT?

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

REACH BY COUNTRY

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

MARKET SEGMENTATION

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

gulf
gourmet



ECG Corporate member directory

Abu Dhabi Farmers' Services Centre

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

Advanced Baking Concept LLC (Probake)

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

Agthia Consumer Business Division

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

Al Ghurair - Foodservice Division

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

Al Seer

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

ANGT LLC - NONIONS / SIPPY

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

Arab Marketing and Finance, Inc. (AMFI)

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

Aramtec

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

ASAAT (Al Sharq Al Aqsaa Trading Co)

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

Atlantic Gulf Trading

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

Bakemart International

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

Barakat Quality Plus

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

Baqer Mohebi

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

Boecker Public Health Food Safety

Mr Antoine A Sater
Office No: +961 (3) 209 817
Email: ceo@boecker.com

Convotherm

Mr. Gerhard Eichhorn
Tel: +49 (0) 8847 67 815
Fax: +49 (0) 8847 414
Mobile: +49 (0) 176 17617252
UAE mobile: +971 (0) 56 6047411
Mail: g.eichhorn@convotherm.de

Diamond Meat Processing Est. (Al Masa)

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

Dilmah Tea

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

Diversey Gulf FZE

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

Dole Chine Limited (ME branch)

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

Ecolab Gulf FZE

Mr. Andrew Ashnell
Mobile No: 050 5543049
Office No: 04 88736 44
Email: andrew.ashwell@ecolab-gulf.ae

Elfab Co.

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

EMF Emirates LLC

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

Emirates Snack Foods

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

Faisal Al Nusif Trading LLC

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

Fanar Al Khaleej Tr

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

Farm Fresh

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

Federal Foods

Lina El Khatib
Director Food Service Mobile: 056 6817557

Focus International

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

Fonterra

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

Golden Star International

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

Greenhouse

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

Gulf Food Trade - UAE

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

Gyma Food Industries LLC

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

Horeca Trade

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

HUG AG

Mr. Riyadh Hessian
6102 Malters / Switzerland,
food-service@hug-luzern.ch,
www.hug-luzern.ch, www.facebook.com/hugfood-
service 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 Foodservice

Mr. Syed Kazim Najam
Mobile No: 050 634 5481
Office No: 06 5029239
Email: Snajam@ifcco.com

Johnson Diversey Gulf

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

John Holt Foods

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

Lamb Weston

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

Masterbaker

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

Meat Livestock Australia (MLA)

Rodney Sims
Office: +973 17223003, Mob: +973 39965655
Email: rsims@mla.au

MEIKO Middle East FZE

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

Mitras International Trading LLC

Mr. Jagdish Menon
Mobile No: 050 6546661
Office No: 04 3523001
Email: jagdishm@eim.ae

MKN Maschinenfabrik Kurt Neubauer

GmbH & Co
Mr. Stephan Kammel,
Tel: +49 (5331) 89207, Email: km@mkn.de
Elias Rached, Regional Director - Sales MENA (Ex-
port Dept.), T: +97172041336, F: +97172041335,
M:+971505587477
Email: rac@mkn-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 ME

Mr. Vikram Subbiah
Vikram.Subbiah@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

Pear Bureau Northwest

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

Pro Chile

Carlos Salas
+971 4 3210700
carlos@chile-dubai.com

Promar Trading L.L.C.

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

RAK Porcelain

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

Rational International [Middle East]

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

SADIA

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

SAFCO

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

TECHNOLUX

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

Tramontina Dubai UAE LLC

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

Transmed Overseas

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

Truebell Marketing & Trading

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

Unilever Food Solutions

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

US Dairy

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

US Meat Export Federation

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

US Poultry

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

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

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

Winterhalter ME

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



Date of Application:

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

First Name/s:

Nationality:

Civil Status:

Date of Birth: dd/mm/yy

Name of Employer:

Address in Home Country:

Work Address:

Tel:

Web Address:

Email:

Telephone Office:

Professional Title:

Fax Office:

Type of Membership Required: (Please tick one)

Tel. Home:

Corporate ☐

Senior Renewal ☐

Fax Home:

Senior ☐

Young Chef ☐
(under 25 yrs below)

Email:

Declaration to be Signed by all Applicants

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

Signed:.....

Proposed By:

Sig:.....

Seconded By:

Sig:.....

FOR OFFICIAL USE ONLY

Remarks:

Payment received?

Certificate Given.

Pin Given.

Medal & Collar Given

Approved

Approved

President.....

Chairman.....

Fees:

Young Member:

Junior members will receive a certificate.

Senior Members:

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

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

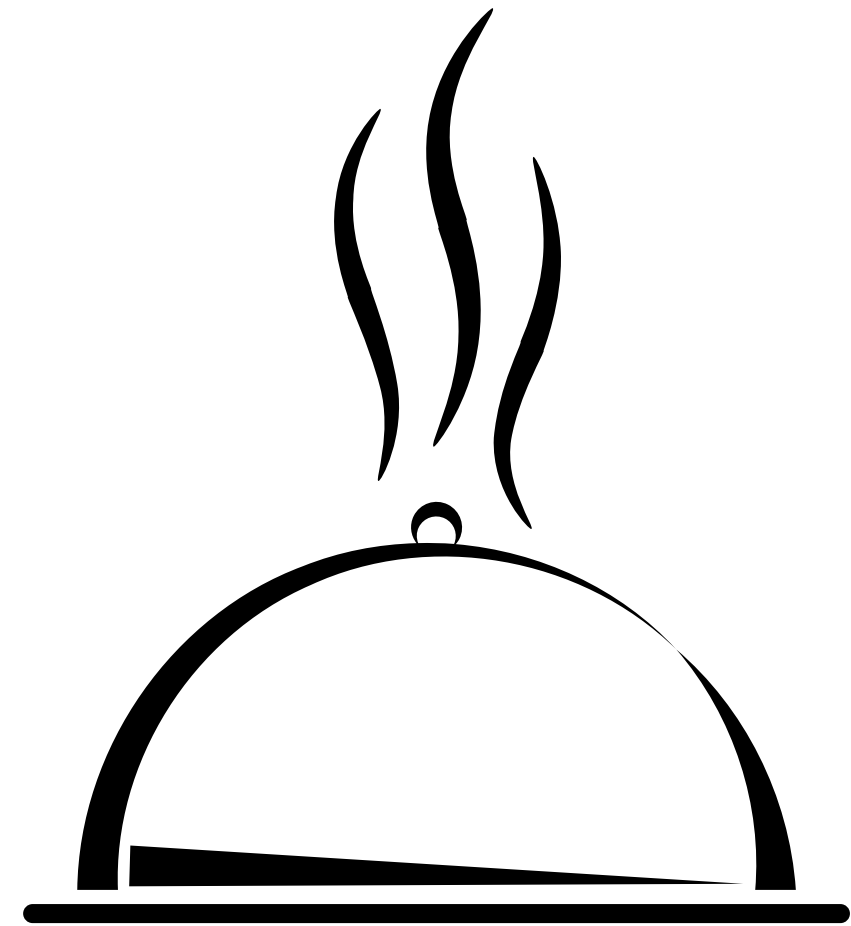
150/=per year thereafter.

Affiliate Member:

Dhs.350.00 for the first year. Dhs.300 per year thereafter.

Corporate Member

Dhs. 20,000 per year



DIFFERENT STROKES FOR DIFFERENT FOLKS!

I would not claim to be an expert in world cuisine, but I have had my fair share of foods from different parts of the world. And by that I don't mean going down to the mall and trying food from a restaurant that sounds African or Mexican, I mean going to Kenya or Mexico and trying the local food the same way the natives have eaten it for

generations. So when it comes to foods from different regions, even though ingredients used are different from one place to another, which I fully appreciate and encourage, I have started to notice some similarities in cooking techniques and at times equipment.

So here are a few examples that I can

think about off the top of my head and I would welcome some feedback. I know I tend to exaggerate at times, but that's not the feedback I am looking for. Don't tell me what I already know; what I am really looking for is more of these examples so I can strengthen my case. Okay.



**big
daddy's**
kitchen



So if you've read my previous articles you get an idea about how I feel about the origin of culinary arts and the fact that they can and should not be treated as an intellectual property belonging to a special group. The way I see it, cooking is an art and not so much a science and therefore cannot be patented. Imagine how rich the guy would be who invented the grilled cheese sandwich if he could patent it!

(continued from page 65)

Example 1: Tahini (sesame paste) and Peanut Butter. Tahini is from the Middle East, and Peanut Butter, I dare say is a very American product. Think about it, how close are these two in principle. Both extracts from a seed, both have a tart and very rich taste, used in both sweet and savory preparation, and both can be consumed in their original state as a product. If only somebody would make chunky tahini, then we could put this one to rest.

Example 2: Waraq (stuffed vine leaves) and Sushi Nori. Again, the stuffed vine leaves are from the Middle East and Sushi is from Japan. Both are leaves stuffed with rice and vegetables or rice and some sort of a protein. Staying in this region, think about Sashimi platters and the Lebanese meza known as "Khashba". Both are collections of premium grade meats consumed raw. Both accompanied with distilled beverages to lessen the chance of getting sick from eating raw meat...

www.BDsKitchen.com

@BDsKitchen
f BDsKitchen
BigDaddysKitchen



that's just a theory I have, not yet proven.

Example 3: Arayes and Quesadillas. Arayes is a flat bread (usually pita) stuffed with meats and grilled until the meat is cooked and the bread is toasted and golden brown. They are simply divine! Quesadillas are tortilla stuffed with meats and cheese. They too are very yum! So one is from the Middle East and the other is from Central America, Mexico to be exact. But are they really that different?

Example 4: Umm Ali and Bread Pudding. Umm Ali is of course a dessert prepared with baked and dried puff pastry that is then rehydrated with a sweet milk, layered with nuts and raisins and baked again, depending on which Middle Eastern kitchen, spices are also added.

Bread Pudding, the staple of the English kitchen, is old stale bread prepared the same way. Both very tasty but I am biased towards one!

I think you get the idea! Come to think of it, I think I might have a strong argument in claiming that the origin of most foods prepared around the world is in fact the Middle East! Above are 4 clear examples. But all jokes aside, I am giving you Middle Eastern examples because that's my background and what I am most familiar with. Some one from Peru could make the same argument with comparisons from their region, and I would love to hear them.

The fact is, in my humble opinion, the outlook of Different Strokes for Different Folks does not hold any merit when it comes to our business. If you consider our basic needs to eat and our desire for self-expression through the culinary arts, we are really not that different from each other and our kitchens are a clear reminder of that.

Anyways, I will leave it there and leave the rest for next time.

I am Big Daddy and this is my Bread & Butter!

Full of taste. Full of life.



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

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

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

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



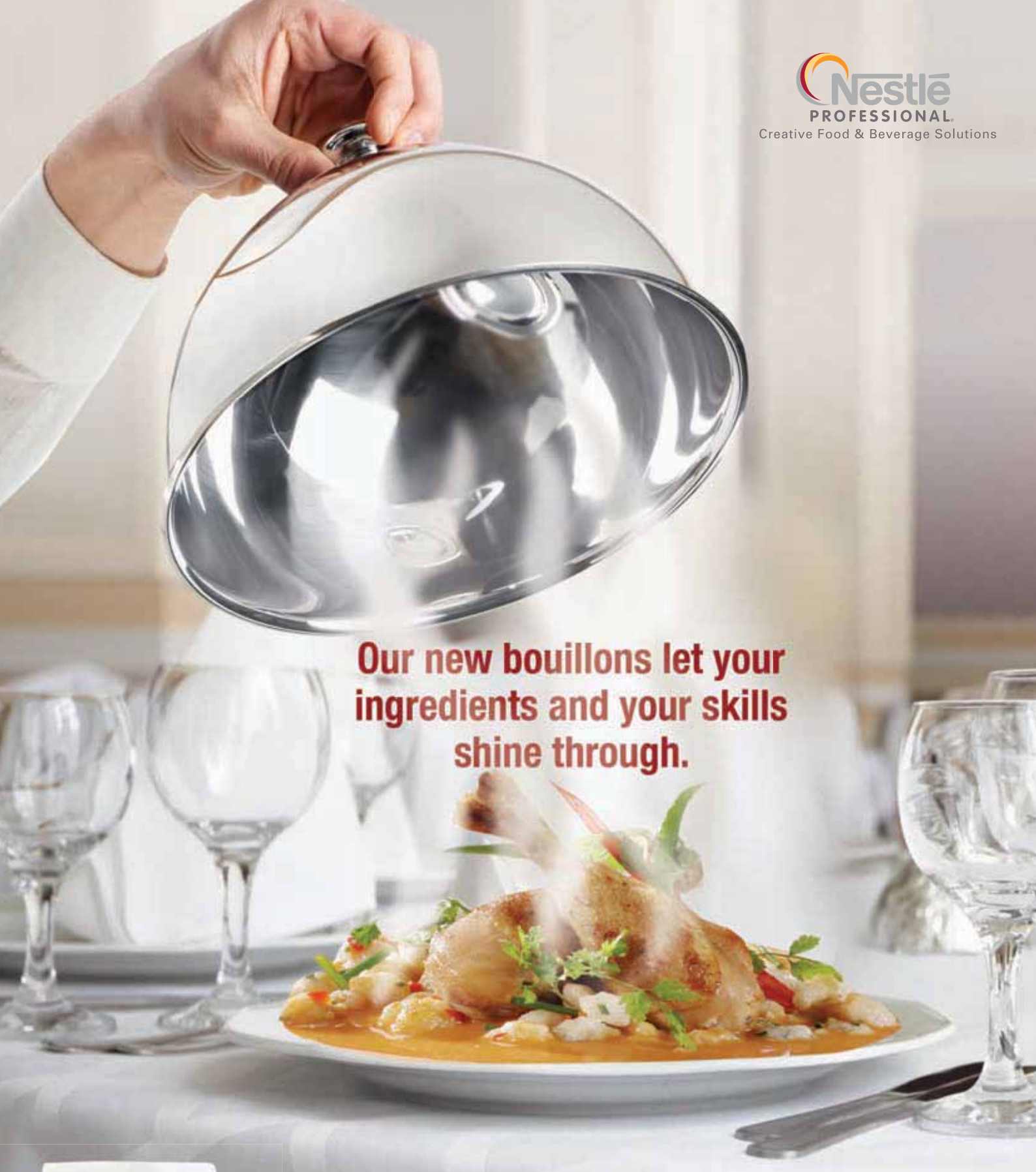
Like us on [f /bayaramex](https://www.facebook.com/bayaramex)

Contact us at foodservice@gyma.ae

Gyma Food Industries LLC, Dubai Investment Park, Dubai, UAE.
Tel: +971 4 8857478 | Fax: +971 4 8857479 | e-mail: info@gyma.ae | Website: www.bayara.ae



FoodService



**Our new bouillons let your
ingredients and your skills
shine through.**



Rich, subtle flavours that harmonise with your ingredients? It's possible with MAGGI® bouillons. Made with actual chicken and beef extracts, and without a trace of preservatives, bouillons have never been so tantalizing, tasted so fresh or captured such succulent flavour. Let MAGGI® bouillons assist you in your creations.

Available in your markets as of September.



Assisting the amazing
since 1883