

gulf gourmet

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volume 9, issue 9

DOWN UNDER TO SKY HIGH

Executive Chef Adam Rozmaryniewicz of Za'abeel Palace Hospitality soaked up scents and flavours of the world before becoming the brightest star in the royal kitchen

CHIEF SPEAK

H.E. Ahmed Bin Hareb gives us a glimpse into the upcoming Dubai World Hospitality Championship

SWEET MEMORIES

Chef Thilina Kasun of Zero Gravity shares his life story and a recipe for aspiring Pastry Chefs



GOLDEN CHEFS

Miu Shanghai's youngsters are this month's challengers at the Golden Chefs Hat competition



EMIRATI CUISINE

We uncover Chef Ahmed Aziz's personal recipe to preparing a delicious Emirati Lamb Ouzi





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Dear fellow Chefs, ladies and gentlemen,

Welcome to the special DWHC issue of our Gulf Gourmet. Once again, thank you to everyone who joined the Pink Brigade by ordering a pink jacket and a special thanks to the members who joined Chef Robbie and team for the photo shoot on International Chefs Day. If you did not manage to purchase a jacket you can support (donate) anytime to the Chefs United Foundation (please contact Chef Robbie at robbie.stokes@ihg.com).

The second DWHC will be even bigger and better than the first. H.E. Ahmed Bin Hareb and his team have put up yet again a great event. The international classes have lots more entries than last year. I really look forward to the Emirati themed show pieces and of course to the ethnic main course from all the Arabic national teams. Make sure you bring your family and friends and learn about Emirati cuisine and culture.

I'd like to thank our corporate partners who displayed their products at the monthly meetings for their ongoing support.

A big thank you goes to Samer Daher and Fonterra team for the great Pastry training done at ICCA. The feedback I received from the Pastry Chefs was great. I am sorry I missed it.

We also thank Electrolux for the workshops done, and look forward to the next one. I believe it will come up in December; our Chairman Andy Cuthbert will keep you informed.

Also keep the dates (November 8-9) for the US Chicken and Turkey workshops by US Poultry and Egg Export Council in your diary. Registration is open (space is limited).

I would like to wish all the competitors for the Dubai World Hospitality Championship all the best, keep in mind winning is not the most important thing,



but make sure you enjoy and be sure you have done your best and have learned something new during the event, during the training and from the Judges feedback at the show.

The next WACS Congress will be in Athens, Greece starting April 13, 2016. I recommend to the members to start saving now and join us in Athens.

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

I urge all members to go onto the Guild website to see what is happening on the calendar at emiratesculinaryguild.net and also to visit the WACS Young Chefs Facebook page on facebook.com/wacsyoungchefs and encourage your young chefs to join that page so they

can be in contact with over 4,000 chefs across the globe.

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

And finally, a big thank you to Chef Shibin and his team at Golden Tulip, Al Thanyah Dubai for hosting the October meeting.

Culinary Regards,

Uwe Micheel

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

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editor'snote

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This has got to be the most exciting month as far as chef competitions are concerned. There is the Dubai World Hospitality Championship which in just its second edition has grown to become one of the most prominent hospitality events in the entire region. And of course we have La Cuisine by SIAL in Abu Dhabi, which is expected to see the highest collection of chefs competing together in the capital.

As Editor of the most widely read magazine by professional chefs in the region, if there is one thing I can say with confidence it's this: Chefs in the UAE and its neighbouring countries are a fortunate lot. There is perhaps no other place in the world that has such a high concentration of multi-cultural culinarians working across nearly 1000-odd luxury properties with the finest world ingredients and equipment at their fingertips. Add to it, you have a large number of international level competitions to hone your skills and to learn from others including feedback from globally-renowned judges.

If you as a young chef are not actively using this opportunity to further your craft, you are missing out. And how?

If communication is your weakness, fret not. Most chefs I interview week after week are not all fluent in English or able to put across their thoughts to me in a clear and precise manner. However, they make an attempt to go beyond the walls of the kitchen



and communicate with others and that is what helps them to grow.

Last month we started a self-help column that is tailored for young chefs who want to come out of their shells. Titled 'You're more than Chef', the monthly column on page 66 will help you understand how to grow into a smart chef who not just cooks well but pushes the boundaries of one's limitations. And this month's column is aptly titled 'You Cannot Not Communicate'.

And finally, I must mention my meeting with H.E. Ahmed Bin Hareb. To create a successful event, you need a passionate individual leading the process. And this leader is filled with that passion for preserving tradition and pushing it forward under the directives he's received.

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

Aquin George
Editor

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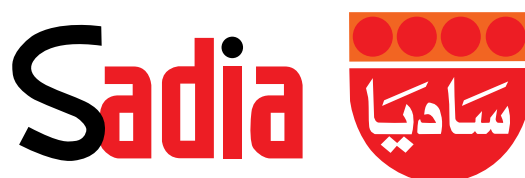
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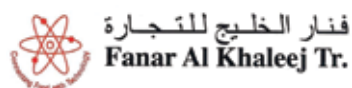
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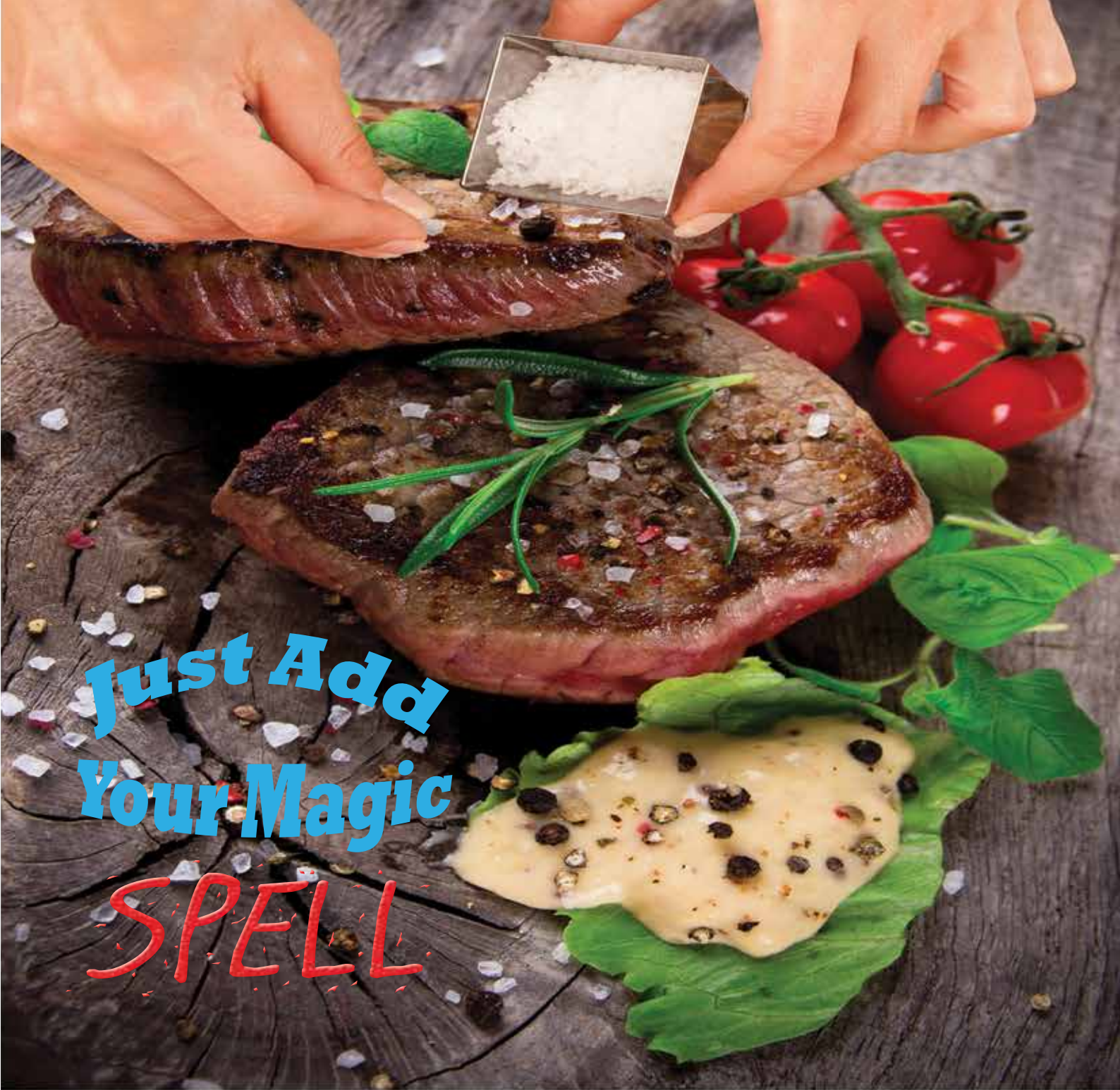


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newsbites

Jeddah hotel launches market style weekend lunch

Residents and weekend visitors in Jeddah are in for a new lunchtime treat. The Rosewood Corniche has launched The Saturday Market at its Habsburg restaurant providing guests a wide selection of fresh foods from a variety of market stations with live cooking.

The live cooking concept allows diners to see how fresh their meals are, selecting prime cuts of beef, fish and poultry, before they watch the art and skill which goes into perfectly cooking their dish.

Overlooking the Corniche and the Red Sea, the Habsburg team of chefs combines cooking styles from Europe, the Middle East and Far East, offering guests a true array of international customs and experience.



Golden anniversary extravaganza at Benihana

Rotana's hotels are set to celebrate the 50th anniversary of the world renowned American-Japanese restaurant, Benihana. Three of its hotels in Abu and Dubai will feature a host of promotions for its guests, all in the spirit of giving back for their support over these golden years.

The iconic restaurants at Al Bustan Rotana, Amwaj Rotana Dubai and Beach Rotana Abu Dhabi will offer a special Golden Anniversary platter consisting of four classic dishes that have remained unchanged over the 50 years along with the Golden Nugget, which is a special edition sushi, created exclusively for the occasion.

Every order of the anniversary platter is priced at only AED 50 and will also stand guests a chance to qualify for



the Golden Draw at each hotel to win a five-night stay at the 5-star Salalah Rotana Resort in Oman while groups of 5 guests or more will enjoy the platter on complimentary basis, when dining.

As part of the campaign's line-up, the Benigirls, an urban dance troupe assembled especially for this occasion, will be flown in from New York for a series of performances in Dubai at the Amwaj Rotana and Al Bustan Rotana between the 16th to the 23rd of November.

Marka partners with Chef Heinz Beck

Dubai-based retail and restaurant group Marka has announced the launch of a new restaurant in Dubai, to be operated in partnership with Michelin-starred chef Heinz Beck.

According to Gulf Business, the restaurant is among the first of five food and beverage outlets that Marka is planning to open by 2015 as part of its growth strategy. The F&B outlet, called Taste Of Italy by Heinz Beck, will be located at The Galleria on Al Wasl Road and will open by February 2015.

The restaurant will also have a fully-fledged retail store for desserts, gelato, pastry and breads, a statement said.

Brioche in the morning, jazz in the evening

St Tropez Bistro, the French bar and brasserie at the MoE West End is enticing jazz lovers in Dubai with the re-launch of the Jazz Nights whilst also helping to fight off the morning slump with the introduction of an indulgent new breakfast menu.

For the jazz nights, the chic French restaurant is introducing two new performers. You can unwind and relax in the lounge on Wednesday, Thursday and Friday evenings, listening to Yavor Penkov's sensational saxophonist skills, and the sublime and dulcet tones by vocalist Alexandra Varakraine. Yavor's sumptuous tenor sound and fluid technique is reminiscent of the saxophone aficionados of the 50's such as Stan Getz and Ben Webster.

As for the breakfast menu, Head Chef



David Cagle is offering all 7 days delicious French toast crafted from vanilla brioche and served with maple syrup. You could also choose from a selection of egg based dishes, be it Florentine, Benedict or Royal,



accompanied a tantalizing hollandaise sauce. Patrons looking for a lighter option can feast on smoked salmon served with the traditional scrambled eggs or a selection of homemade Viennoiserie.



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GROWING FROM STRENGTH TO STRENGTH

H.E. Ahmed Bin Hareb, General Manager of Za'abeel Palace Hospitality and President of the Dubai World Hospitality Championship, talks about the second edition of DWHC

H.E. Ahmed Bin Hareb is a passionate man who loves the idea of preserving local traditions and culture and is constantly looking for ways to keep it alive from generation to generation. So when the opportunity presented itself to create what is possibly the leading hospitality event on the Dubai calendar with a focus on Emirati cuisine and traditional recipes, he left no stone unturned in his quest to create the first successful Dubai World Hospitality Championship. And now with the second edition expected to be bigger, we bring you excerpts from a one-to-one interview.

Could you share with us the moment the idea of DWHC took shape?

Two years ago, H.H. Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai, and we were at the graduation ceremony of Zayed University. While leaving he caught my hand and said, 'Ahmed, I want you to organise a hospitality competition where the finest national culinary teams from around the world will participate'. That very same evening we got to work.

The first event was a huge success. It must have been challenging.

There were challenges. For example, to get the top national culinary teams from around the world to participate we had to go through the World Association of Chefs Societies. We had to organise a lot of things pertaining to the traditional

Emirati cuisine and competitions. DWHC was not just limited to the championship but was extended to Heritage village. There were in total over 11,000 people that participated. Luckily for us, we are in the business of hospitality and putting together an event as big as this is something we could organise successfully.

What's different this year?

We have actively worked on making the event bigger yet more focused on the region. For example, this year we decided to give a chance to all GCC and Arab countries to partake in the national culinary competition. The number of chefs to participate in individual competitions will increase from 400 last year to about 650-700. This year the event will feature programmes, activities and competitions highlighting the authentic cooking style that represents the true Emirati culture. The championship is designed to introduce the UAE's culinary traditions on a global level as well as promote the GCC hospitality culture among future generations.

What is your message to those who are looking forward to being there at the event?

Building upon the cultural foundations of the UAE, the Dubai World Hospitality Championship, a first-of-its-kind event that celebrates Emirati hospitality amidst strong global participation, will present its guests with a canvas of colours that capture the true essence of

authentic Emirati hospitality; promote the unique flavours of the UAE, and highlight the timeless recipes and handicrafts of the UAE homes.

The Dubai World Hospitality Championship will be an interactive platform that will provide visitors with a chance to watch the best cooking displays and activities, as well as witness the massive competition between amateur and professional chefs as they prepare the most delicious and tastiest Emirati and international dishes. The championship will include Competitions in Food Creations, the Gulf Products Competition, and the Hospitality Sector Competition, among others. It is a must visit event if you would like to know about our culture and heritage.

Could you share with us details of the event that is focused on professional chefs?

We are strongly encouraging the participation of professional chefs while providing full details on the guidelines, controls and standards.

The categories in the Hospitality Sector Competition have been increased from last year's 14 to 21 thereby doubling the challenge for the participating chefs. The contestants will have to qualify based on various judging criteria and regulations such as taste, method of preparation, course of time elapsed, quantity of food, presentation, cleanliness, colour, smell and consistency.



November 2014 Gulf Gourmet

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FROM CHINA WITH LOVE

Two young chefs from Miu Shanghai are this month's challengers at the ongoing Nestlé Professional Golden Chef's Hat Competition

This month's team has added further excitement towards the culmination of the year-long challenge; and for two good reasons. One, this is the first independent restaurant participating this season. And two, both the

youngsters have never before used even a single NP product that we had provided to them. Therefore, the outcome is pure imagination taking over.

RONG WEI (DANNY)

Long before Rong Wei, or Chef Danny as

he is popularly known, landed his current job as Chef de Partie at Miu Shanghai in the West End of the Mall of the Emirates in Dubai, he had made it his mission in life to become a world-renowned chef someday. A goal he hasn't lost sight of since. "I want to be an internationally renowned chef like





LI HENGFEI

Gordon Ramsay but in the field of Chinese cuisine," he says passionately.

Growing up in the province of Sichuan in China, Chef Danny watched his farmer parents cook with passion after a long tiring day at work and was drawn to the aroma and taste. "I liked cooking from childhood. I always watched my mom and dad cook delicious food and so I wanted to become a chef and do that full time. I went to a school and joined a restaurant and then when to a hotel and that's how I learned. Today, Chinese hot section is my specialty and I also dabble in Japanese cuisine and can create quite a few styles of food from sushi to teriyaki," he says.

Talking about areas where he would like to learn he says, "I would like to learn about the pastry side of things someday as I have always been focused on the hot kitchen."

About the dish he created for the competition he says, "I've used seabass

to create an end-product that looks like a chrysanthemum flower and placed it on a uniquely created base of potato and added colour. I've never used any of these products before. It was nice to try something new."

LI HENGFEI

Chef Li, a Demi Chef de Partie at Miu Shanghai grew up in Shanxi, China and is also a farmer's lad. "I decided to become a chef as I believed it would help me have a better future. I have not looked back since and hope to become a head chef someday," says the 24-year-old.

The idea that becoming a chef could take him places was instilled in him when he saw a video of professional chefs cooking in five-star environment. He wanted to learn all that there was to learn in order to be that person someday.

"I was excited to gain knowledge and become a professional school. I started with a restaurant and then went to



RONG WEI (DANNY)

school and have been in this profession for 4 years since. Having been in Dubai for well over a year and a half," he says, adding, "the main difference between a professional kitchen in China and in Dubai is the here you work with people from various cultures."

Proficient in Chinese and Japanese cuisine, Chef Li specialises in creating beautiful desserts. "I believe that creativity and thinking out of the box is my core strength that I bring as a chef."

For the competition used all three Docello products and created a three layer dessert to create a fusion of tastes. And by using varying degrees of solidification you probably get one layer that is crunchy while another that is soft and supple.

Talking about the products he says, "I liked the Docello range because the taste is good and you can attain perfection with ease."



CHRYSANTHEMUM FISH

INGREDIENTS

Seabass fish	300g
MAGGI® Mashed Potato	30g
MAGGI® Coconut Powder	30g
Strawberry juice	10g
Kiwi juice	10g
Mango juice	10g

MAGGI® Chicken Stock	10g
Sugar	10g
Salt	0.5g
Water	300ml

PREPARATION AND COOKING

♦ Put the mashed potato powder, coconut powder and sugar in a container and add water. Stir evenly and bake the mix in an oven.

- ♦ Slice the fish and then shred the fish. Marinate it with salt, chicken stock powder and leave for 10 minutes. Then wrap the fish in potato powder and fry it.
- ♦ Place the oven baked potatoes on a plate and place the fried fish on top of it.
- ♦ Finally add the various fruit juices on various tops of the fried fish to give it some colour and to give it a chrysanthemum look.

PUDDING CHOCOLATE MOUSSE

INGREDIENTS

PANNA COTTA

Docello® Panna Cotta 12.5 gms

Milk from MAGGI® Coconut Powder 40 ml

Cream 40 ml

CRÈME BRÛLÉE

Docello® Crème Brûlée 12.5 gms

Milk from MAGGI® Coconut Powder 50 ml

Cream 25 ml

CHOCOLATE MOUSSE

Docello® Chocolate Mousse 14 gms

Milk from MAGGI® Coconut Powder 25 ml

Black chocolate 10 gms

White chocolate 10 gms

PREPARATION AND COOKING

- ♦ Mix the chocolate mousse powder, cream and coconut milk, pour into a cylindrical mould and refrigerate for an hour.
- ♦ Mix the crème brûlée powder, cream and coconut milk into a liquid and pour 20

ml of it into the mould containing the frozen chocolate mousse and continue refrigerating it.

- ♦ Finally mix the panna cotta, cream and coconut milk into a liquid and pour 20 ml of it into the mould above the creme brulee and continue refrigerating it.
- ♦ Take the tri-colour dessert out of the mould and place it on a plate. Use a strawberry, mint, white chocolate, dark chocolate chip, and 10 wrapped chocolate liquid plant stem for the decoration.



THINK FRESH AND FULL OF LIFE

Interview with **Samer Abou Daher** on the growing impact of Fonterra in the region and the company's continuous push to train and support GCC-based chefs

Samer Abou Daher is arguably the most amiable personality of repute in the GCC food service sector. Every chef of consequence knows him well enough and his work within the industry during the last decade and a half has helped him gain the confidence of thousands of culinary specialists in and around the UAE.

We met him for an exclusive tête-à-tête to talk about Fonterra, where he looks after the food service division for the Gulf region, and to know more about the man himself. Here are excerpts from the interview.

Could you tell us about Fonterra?

Fonterra is a global, co-operatively-owned company with its roots firmly planted in New Zealand. It collects 22 billion litres of milk each year. Our business is based on sourcing secure, high quality milk and unlocking its natural goodness in ways that add real value to our customers and consumers around the world. From our humble beginnings nearly two centuries ago, we've become the world's largest dairy exporter, wholly owned by the ten thousand farmers who supply us.

The company came into being in its current form in 2001 and today represents 95% of all New Zealand dairy exporting to more than 100 countries. Our integrated operations stretch from fresh milk production to highest quality ingredients supply and some of the most loved brands like Anchor, Mainland, Anlene, Chesdale, Annum, and others.



From our humble beginnings nearly two centuries ago, we've become the world's largest dairy exporter, wholly owned by the ten thousand farmers who supply us

We stand for providing dairy nutrition to everyone, everywhere, everyday.

How long has Fonterra been in this region?

Fonterra has been operating in the Middle East and North Africa (MENA) for more than 30 years. We started our head office in Bahrain then moved operations to the UAE in 1994. Previously we were known as NZMP (New Zealand Milk Products), before the Establishment of Fonterra in 2001. Since then, the rising demand for dairy nutrition has seen our business grow strongly in the region. Our business in UAE focuses on dairy ingredients (supplying dairy factories), consumer brands (retail) and foodservice (Hotels / Restaurants / Cafes / Bakeries).

Many of the region's leading food manufacturers and operators choose our dairy ingredients. People across the Gulf trust our brands to provide top quality dairy nutrition for all stages of life. Commercial kitchens rely on our foodservice teams to provide them

with top quality dairy products and ingredients while our world-class chefs work alongside our foodservice customers to help them develop products that meet the changing needs of the region's consumers. Everyday across UAE, thousands of people are eating Fonterra dairy products or nutritious meals made with our dairy ingredients.

How important is the GCC and – especially the UAE – for Fonterra's global strategy?

The GCC in general and the UAE in particular is central to our global strategy and with the Middle East dairy appetite continuing to grow at a rapid pace, it is a key area of focus. UAE has had the history of being a change agent and a leader in most trends for the Middle East. Trade and food sector are no different.

With its position as a major trading hub for the wider region, UAE has developed some of the best standards and processes to enable both efficiency and quality. It also positions itself as a culinary capital of the region with a mix of traditional and international fine dining. All these elements create an interdependency of UAE's image with the requirements of the trade and food sector and therefore we see continued focus on its development.

We have a factory in Dammam, Saudi Arabia, which has five processing lines, packing Anchor and Anlene milk powders, producing processed cheese and white cheese (Feta), and cutting natural cheddar cheeses. The site is one of the largest multi-product dairy



Dairy for



processing sites in Saudi Arabia.

I have been with Fonterra for almost two years now and it's been a great journey... I love the company, culture, vision, products, people and the way we do business. We engage and inspire culinary professionals through the natural goodness of our dairy products.

How important are food imports to the UAE and the GCC?

Just by virtue of the tough natural terrain that the Arabian Peninsula has, local food availability is a challenge. The weather and water scarcity severely limit both quality and varieties of food that can be produced indigenously. This inevitably makes the GCC region dependent on imports and high population growth rates coupled with booming economies, this put further pressure on the demand-supply equation. While government sector has worked to increase local production and processing, the deficit is high as virtually

everything from fresh vegetables to dairy has to be imported. That trend is probably here to stay for some time to come.

Could you tell us a bit about the product categories and geographic reach under Food Service here?

Along with a strong retail business that includes the brands Anchor, Anlene and Chesdale, we run a foodservice division that includes four dairy categories – Butter, Creams, Cheese and Milk – all under the Anchor brand. Our MENA headquarters are in Dubai, and we operate in 28 countries across the region covering GCC, Africa, CIS countries and Sri Lanka.

Which of your products is the fastest selling in the region?

We have a broad range of products on offer that can be specially tailored to meet business needs. Our long history in research and development across a wide range of application areas means we can provide customers with the

best solutions to meet their needs. Our highest selling categories at Fonterra are Butters and Cheeses.

What changes do you see in terms of requirements from the hospitality industry?

The hospitality industry has been changing rapidly. I have been in the UAE for 12 years and I have seen the good times and the not so good times.... There are the basics, like quality and price and there are the new requirements that customers are looking at today which are efficiencies and reliability in terms of supply chain. Consolidation, group contracts and availability in different markets are examples. There is also a strong passion for learning and development where suppliers and manufacturers have a lot to do in order to support and drive the hospitality industry forward.

What have been the highlights for Fonterra food service in the year gone by?

Samer with his wife and three kids



Apart from the strong association and relationship we have with the Emirates Culinary Guild, we have been in the continuous improvement and development of culinary standards and professionalism in UAE.

Fonterra's Gulf Foodservice business has been responsible for one of the industry's most important and respected events to recognise and reward chefs – in January 2014, we proudly hosted a Pastry Workshops where 17 pastry chefs from 6 cities in the GCC met in our Kitchen in Al Quoz, Dubai with MOF Chef Jean Francois Arnaud who helped them fine tune their skills and shared with them the latest trends in modern pastries.

Such events give chefs the experience of working with industry leaders while at the same time recognizing and rewarding their talents. We had another work shop last month at the ICCA in Knowledge village, Dubai with a theme of "Back to Basics".

How are the distribution challenges met with?

Food is liable to pretty much all variables of trading like commodity pricing, availability, global consumption trends, production forecasts and investors' interests but what puts an additional twist is the sensitivity to shelf life. With consumption usually at mass scale (and direct to mouth) the aspects of quality and safety are paramount. You want the product to arrive as fresh as possible with maximum shelf life made available to the end consumer.

While trading in the food sector you have to be mindful of the suppliers you are dealing with and their credibility but also the distance the product has to travel. New Zealand for example is far away from most points on the globe and this is why Fonterra has developed processing technologies that help maximise the freshness of our dairy over long distances and over long periods.

What are the biggest challenges you face in this market?

22^b

Fonterra is a global, co-operatively-owned company with its roots firmly planted in New Zealand. It collects 22 billion litres of milk each year

Dairy prices have not been stable over the last 24 months. This is one of the major challenges we face. With the growing demand in China, the Russian ban of European dairy products, and the drop in production in some countries, managing distribution is not an easy task.

With margins shrinking how is Fonterra being affected?

This is a very sensitive question but I will answer because we have nothing to hide. We work on integrity and with all honesty. At times, we struggle to make profits. This is when the global dairy prices are through the roof and we are not able to pass this increase to our customers. At these times, we absorb the increase in cost. On the other hand, when dairy prices ease a bit (like these days), we review our prices, balance our margins and continue to build our market presence and volumes to secure long-term growth.

Could you tell us about your association with the Emirates Culinary Guild?

Fonterra Foodservice is a proud supporter of the Emirates Culinary Guild (ECG). In order to recognise and support the pastry chefs, we started a section in Gulf Gourmet called the Pastry Power that shows a step by step process of preparing a different dessert each issue. We were one of the main sponsors of

the East Coast Competition in June 2014. Moreover, our latest Anchor Pastry workshop was organized with the collaboration and support of the ECG. In this occasion, I would like to thank Chef Uwe and Mrs. Josephine for their support.

How did the food industry find you, Samer?

After studying hospitality management at the Lebanese American University (LAU) in Beirut, I moved to Kuala Lumpur for six months as a trainee at the Ritz Carlton Hotel. I started my career in the F&B department of few 5 stars hotels in Beirut before moving to Dubai and joining Horeca Trade as a Business Development Executive in 2003. That was my first sales experience... Coming from a food and beverage background helped me better understand my customers and provide them with the best possible service. I almost completed 10 years with Horeca Trade where my last position was the National Sales Manager.

I moved to Fonterra beginning of 2013 as the Food Service Manager handling the business in Gulf (UAE, Oman, Qatar, Kuwait and Bahrain). I have completed my Executive MBA from Hult International School of Business in 2013. Today I enjoy doing what I am doing and I do not consider myself working, the food industry is a life style, it runs in my blood. I eat 6 times a week outside home (this drives my wife crazy) networking with chefs, sales people from other companies, suppliers etc.... I am very keen to further develop the relationship between Fonterra and our partners while delivering profitable revenue for the business.

Could you tell us about your family?

This is my favourite question...and this is why I wake up every morning and come to office. I am married to a very supportive Math teacher, Pascale, who is crazy about healthy / fine dining. We have 3 kids: Nicole (7), Ramy (5) and Nathalie (4). I make it a point to have a healthy balance between work and family. We enjoy every minute of our weekends and week days (if I'm not travelling).



THE DIAMOND FROM DOWN UNDER

From green fields to the desert of joy,
Chef Adam Rozmaryniewicz of Za'abeel
Palace Hospitality has soaked up scents
and flavours of the world before becoming
a jewel in the royal kitchen's crown

With his mother's passion for food and entertaining as well as family genetics, it is little surprise that Chef Adam's destiny led him to the world of hospitality.

His mother hails from an illustrious family, members of which have left footprints in the history of Tasmania, an island state nestled in the southern-most part of Australia.

"My mother was one of 12 children and part of an extended family of 40. My great great grandfather Douglas Charles Reginald Hay was the first baker to the first Governor of Tasmania in Port Arthur. His son designed the racing bike "Torpedo", which now adorns a museum in Launceston. There is also a grand uncle, who was the first headmaster of the first school of Devonport in Tasmania. And many other family

members were success stories in their own right," he says.

But none have influenced as many lives as Chef Adam has or seen as much of the world as he has. Plate by plate, morsel by morsel, Chef Adam has served up perhaps a million smiles the world over. From the fresh catch and succulent meats of Australia to the dairy miracles of Switzerland to the spicy flavours of the Orient, he carries with him memories of the world kitchen.

This, coupled with his charming smile, makes Chef Adam the blue-eyed boy of Dubai's uber elite. The Executive chef at the Zaabeel Palace Hospitality decides what will please the royal palate daily and how Dubai's first family will wow its national and international guests.

THE BEGINNING

It was around the age of six that the

seeds of Chef Adam's passion for food were sown. Little Adam hung around his mother in the kitchen, where she was cooking up a storm for the family. "My father was not a chef by profession but he was a fantastic cook. He claims he taught my mother how to cook!" says the now 46 years old chef

Professionally, his mother started out as a hairdresser but later sold the salon and took up a full time job at a catering company, doing not only kitchen duties but also handling dining arrangements and related activities. "Spending a lot of time with her, I got used to the smells and flavours. Being in the professional kitchen was never really a choice. I just grew into it. And I ended up working as a kitchen hand on the weekends to help my mother out and earn my pocket money," he says.

He soon got himself a formal education





Spending a lot of time with my mother, I got used to the smells and flavours. Being in the professional kitchen was never really a choice. I just grew into it. And I ended up working as a kitchen hand on the weekends to help her out and earn my pocket money

in cooking and went straight to the mainland where he focused on acquiring experiences in fine-dining restaurants in Melbourne and Sydney.

When he turned 21, he decided he wanted to go to Switzerland. He bought the latest edition of a Swiss hotels magazine and sent out applications to 14 hotels in Switzerland, asking them if they had a job for him. "I received replies – 'no', 'no', 'no', 'no', 'no'. Then I opened the last reply and it said, 'yes'. The hotel needed someone for the summer season and I had two weeks to get to the Hotel near Interlaken."

Chef Adam's executive chef in Australia who was Swiss thought he was crazy but the determined budding chef managed to convince him and made it to Switzerland on time. Chef Adam's visa was valid for six months, at the end of which his boss made him an offer he couldn't refuse. "He said he had contacts in other parts of Switzerland and could help me get a job provided I came back to him next summer season. Of course I agreed."

The back and forth lasted two and a half years. Initially, Chef Adam was placed on what he calls the "back prep bench" – if you were not European, you would start



Chef Adam with his wife

at the bottom and you would not be taken seriously as a cook.

Chef Adam says, "This area was for the people who helped the chefs. Just prepping and cutting but no cooking. We were mainly non-Europeans and students from the Hotel School in Lausanne which included some Americans, Asians and Africans. The advantage was that you learn skills, precision, tradition and the basic grass roots of cooking. Things in Europe are done just the way they are supposed to be done, with generations of traditional recipes.

"In sharp contrast, Australia is a melting pot of cultures and cuisines from Europe, Arabia, Asia and so forth. In Australia we are not bound by a real traditional recipe. There are no real boundaries. Yes, school teaches you the basics but in your job you use and have access to so many diverse ingredients, influences, flavours and combinations," explains Chef Adam.

It was one fine day that fate gave him a chance to move from the back bench on to the stoves in the kitchen and do a full service. Chef Adam still remembers that day. "The hotel got busy, the section was

short manned, and I was called to quickly come and cook. It reminded me of my life back in Australia, I was happy with the buzz and thrill of cooking, the calling out of the dockets in French and German. At the end of that day, the executive chef called me into his office and told me in his Swiss English accent, 'Aussie Boy you did well today and there is no need to work on the back bench anymore.' The rest is history. By the time I came back for my second season I was promoted and was in-charge of a small restaurant with my own team."

Lady Luck played her card but hard work also stood Chef Adam in good stead. Most of the 'back benchers' would come in at 8 am, before the chefs arrived at 9. Chef Adam would be there at 6, setting up things. He even stayed back in the kitchen during breaks. The basics of structured cooking that Chef Adam learnt in Switzerland, he prizes to this day.

In 1992, he returned to Tasmania and a year later, he got an opportunity to work at the Sheraton in Perth, which was memorable for another reason. One fine day, Chef Adam hopped into the elevator and ran into a beautiful Norwegian girl, who would eventually be his wife. "I stepped into the elevator and went, 'wow'. Today, she's my biggest supporter and my rock," he says.

"We as chefs have a demanding occupation, or, as they say, lifestyle. It submerges every part of your life. I have been with my wife for 21 years and feel very fortunate that she is still by my side. Demanding careers can often bring people apart. We have managed to remain close as we really enjoy and treasure the time we have together and with our families. We focus on the time we spend together, not the time apart. We share common ground."

To some extent, his wife Heidi has even influenced the way Chef Adam cooks and eats. She introduced him to a holistic lifestyle with her passion for healthy

cooking, using organic produce and cooking styles like macrobiotics, which focus on raw food, super foods and what whole foods best suit our bodies.

Chef Adam says, "It has been an interesting experience to be able to combine my culinary background with my wife's. More than 20 years ago, before we chefs used certain ingredients in restaurants, my wife was using it in our home. When you mentioned miso and tofu back then, people would laugh. Today, these concepts are all the rage and people are beginning to understand that you can live an alternative, holistic lifestyle without giving up on luxuries."

Chef Adam points out, "Chefs have had to adapt. Customers are more aware and conscious of what they eat. Focus on health is important. Not necessarily vegetarian or organic, but all food in general. Our clients want smaller portions, more vegetables, less oils, fats, creams and butter. They also want a good quality cut of meat, or line caught fish. They demand to know where the food is sourced from...."

An interesting phase for Chef Adam was working with Bill Marchetti, a restaurant mogul in Australia. Creating awareness about Marchetti's restaurants took Chef Adam to Asia. During his roadshows and promotions, he interacted a lot with the famous Mandarin Oriental Hotel Group, which would eventually become his employer and his ticket to Asia.

"I went to work for them in 1998 for the pre-opening of the Hotel in Kuala Lumpur, Malaysia next to the Petronas Twin towers. I had gone with the intention of living there for just a year, but ended up working in KL for 3 years and we ended up staying in Asia for 13 years – working in China, Hong Kong, Philippines and Singapore working for 5 star hotels chains like Shangri-la and Kempinski."

Chef Adam credits Asia with teaching him people management, culture and

what drives and motivates people. In Asia, the priorities are a little different. But there are many very passionate but gentle people there too. I learnt a tremendous amount about Asian cuisine which defines a lot of what I cook today, and now in Dubai, the Middle East I have learnt even more.

Chef Adam came to Dubai with the Madinat Jumeirah Resort in 2007, handling 17 outlets, including



restaurants serving cuisines ranging from Italian and seafood to Chinese, Moroccan and Arabic.

After three years there, he was recruited by H.E. Ahmed Bin Hareb, General Manager of Zaabeel Palace Hospitality, and President of the Dubai World Hospitality Championship, who had a very clear vision about the future of the culinary offerings in the Zaabeel Palace kitchens and the future of UAE Culinary

development for tradition and that will leave a Legacy for the future.

Chef Adam and his team who boast more than 35 different nationalities and varied cuisines to offer, are the caterers to not only the royal family but also top officials and international dignitaries. "When I came here, I expected one small kitchen of 18 people. I saw 180 chefs and a vibrant kitchen! I then realised it could more interesting than I thought."

He wasn't wrong. There's much creativity involved though he admits that less uncertainty about guests and greater knowledge of their likes, dislikes and nutritional needs give him time to focus on new trends and products. He is also one of the flag-bearers of Emirati cuisine, something that H. E. Ahmed Bin Hareb with the full support of the DWHC committee are promoting heavily.

We are currently preparing for the





upcoming DWHC event which promises to be a bigger and grander festival than last year with a full display of the best Culinary talents in the region with local and international competitions, Emirati Professional and Amateur cooking competitions, UAE celebrities cook off, GCC master Chefs cooking class and home bake cooking and even a kids cooking competition.

"The vision is to take Emirati Cuisine and Hospitality to the international level. We want to encourage five-star hotels to have local dishes on their menus and buffets to highlight Emirati cuisine. We want Emirati cuisine to become a standalone concept, a notable and identifiable concept that you can find anywhere in the world."

It's no mean feat, given that Emirati chefs in the UAE hospitality sector are very few. Chef Adam believes the need of the hour is more hospitality colleges, roadshows to schools, work experience programmes for college students, supporting, encouraging, working with local farmers and growers to harvest



We need to attract local talent to the profession, in terms of both professional chefs, and farmers from the land which now gives a lot of room for growth. This is the future of the country, tourism and hospitality will shape the future

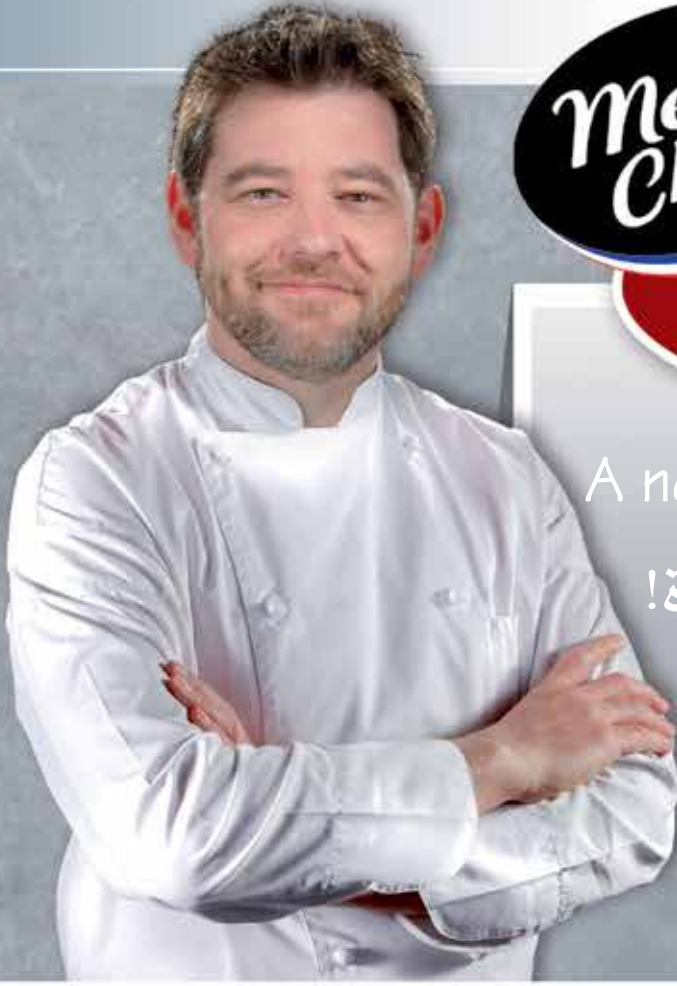
and sell local products to the hotels and restaurants, and so on. "We need to attract local talent to the profession, in terms of both professional chefs, and farmers from the land which now gives a lot of room for growth. This is the future of the country; tourism and hospitality will shape the future."

A demanding profession, hospitality

now requires a lot more from chefs than just tasty food. "Today, the chef needs a different thinking hat for financial meetings, another for a marketing meeting and then another for projects and kitchen renovations or new developments. He's pulled in a lot of directions."

When life gets stressful, Chef Adam retreats to the kitchen and indulges in his first love, cooking. For executive chefs, he advocates an open-door policy, something he religiously follows in his own kitchens. As for budding chefs, he has a simple advice, "Stay humble and take the time to learn and enjoy your chosen craft, have a sense of urgency but don't climb the career ladder too fast, you should be patient and find great chefs and mentors to study under, don't think you know everything, always be open to learn and have respect for the classical foundations of cooking, but be inventive, experiment and surprise your customers."

What we learnt from Chef Adam, is the ability to keep the inner fire burning. Down Under to Sky High, he's just warming up.



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FROM PRODIGY TO PROTAGONIST

Chef Ahmed Aziz, Cluster Executive Arabic Chef at Swiss-BelResort Ghantoot in Abu Dhabi barely entered his teens when he donned the chef's hat. A couple of decades later, he has no regrets trading his childhood for a culinary career...

Most people enter their teens with rebellion, first crushes, changing tastes and celebrity adulation. Chef Ahmed Aziz entered his with a step into what would eventually become his calling card.

At the age of 14, he left the warm confines of his home, the promise of a comfortable life, family and friends and even his country to follow his passion. Any mother will be happy if her son kept his rooms tidy at that age. Chef Ahmed's mother was taking pride in her son handling a professional kitchen – managing inventory, cooking meals and ensuring the kitchen stayed spic and span. Twenty-three years later, he's the person everyone depends on to drive innovations and quality at the Swiss-BelResort Ghantoot in Abu Dhabi. Chef Ahmed is also the resident expert on Arabic as well as the local cuisine, which is a priority for the UAE government.

The love of flavours and aromas was ingrained in Chef Ahmed from childhood. "My father owned a small restaurant in Aleppo in Syria, where I would help him after school. My summer holidays were spent in the restaurant," says the 36-year-old chef. Even without any formal education in hotel management, he headed for Lebanon at the age of 14, after finishing his schooling.

It was a bold step, but one that paid off.

Chef Ahmed took up a job at the Hotel and Arabi in Zahle in Lebanon, assigned initially to the butchery department. A keen student of the culinary arts, he would head over to the hot kitchen to help his executive chef after his own duties were done. For six years, Chef Ahmed played the ideal pupil. When his executive chef moved to Dubai, he left for Beirut, joining the Zad Al Kheir restaurant there.

Somehow the thought of going back to his roots and taking over his father's restaurant never crossed Chef Ahmed's



mind. "My brother is handling that now. He likes to be around family more than I do. I love my family but I also need to travel and gain new experiences. If I had stayed in Syria and worked only in my family restaurant, I would not have experienced all that I have so far."

In his eight years in Lebanon, Chef Ahmed worked in three restaurants, the longest for six years. He stepped into the UAE with an Executive Arabic Chef position at the Al Hamra Fort Hotel & Resort at Ras Al Khaimah. For 11 years, he oversaw operations, designed menus, trained chefs and ensured the restaurant delighted every guest who walked in.

During these 11 years he even travelled the world on assignments for high profile clients and helped with the pre-opening of a large 5-star deluxe property. He moved to Cassells Ghantoot Hotel in Abu Dhabi in 2013 and says, "There's much happening here now. We have been taken over by Swiss-Belhotel International of Hong Kong and are in the process of planning several new restaurants."

Being renamed the Swiss-Belresort Ghantoot, the resort lies on the Arabian Gulf and was actually built as a palace.

Although his experience has been mainly Arabic cuisine, Chef Ahmed has also honed his skills in Emirati cuisine. One of his favourite dishes is Lamb Ouzi, a slow-roasted lamb served on a bed of aromatic spiced rice. "I can make Lamb Ouzi in four different styles - Syrian, Lebanese, Emirati and Indian. The lamb has to be marinated for 24 hours and chilled and then roasted with spices. It is served with saffron rice." The spices and the marinade are what set Lamb Ouzi recipes of different countries apart.

The history of Lamb Ouzi is interesting. "It was a dish that was the symbol of generosity. In the ancient times, the Bedouins would share their meals with anyone who came to them. Any guest, even a stranger, would be invited to eat with the family and Lamb Ouzi would be shared with him," Chef Ahmed says.

Making the marinade is a long process but Chef Ahmed has managed to cut the time taken with the use of innovative ingredients such as Nonions. "It takes less work because the onion paste is ready but the result and the taste is the same. It is also a cost-effective substitution."

In the future, when he hangs up his apron, Chef Ahmed wants to follow in his father's footsteps and start an Arabic restaurant, but in the UAE. He also wants to pass on his knowledge to young chefs.

Chef Ahmed strongly believes that a chef's passion is what gives food its taste. "You have to cook straight from the heart. If your heart is not in it, it will show in the taste. But if you are cooking with passion, even if you don't use all the top ingredients, the dish will turn out fantastic. That's the beauty of cooking."

Truly, passion is one ingredient all the money in the world can't buy.



EMIRATI LAMB OUZI

INGREDIENTS

Lamb Ouzi whole	7 kg
Salt	to taste
Turmeric	10 gms
Carrots	500 gms
Potato	500 gms
Nonions sautéed onions paste	200 gms
Miraya ginger paste	50 gms
Miraya garlic paste	30 gms
Yellow dal boiled	½ kg
Miraya boiled chickpeas	½ kg
Emirati ouzi spices	15 gms
Cardamom powder	5 gms
Black pepper	15 gms

RICE INGREDIENTS

Basmati rice	3 kg
Local ghee	80 gms
Cinnamon sticks	3 pcs.
Bay leaves	3 pcs.
Nonions fried onions	100 gms
Miraya ginger paste	20 gms
Skinless tomato	200 gms
Tomato paste	10 gms

Dry lemon	2 pcs.
Water (to boil rice)	as required
Salt	to taste
Saffron	10 gms
Rose water	5 tbsp.
Mixed toasted nuts	100 gms
Raisins	100 gms
Fresh coriander	100 gms

PREPARATION AND COOKING

- ◆ Rub the lamb with a dry cloth and then rub with salt and turmeric. Set aside for two hours.
- ◆ Soak the saffron in the rose water for 30 minutes.
- ◆ In a hot pan, sauté diced carrots and potatoes, add the sautéed onions paste and ginger paste (20 gms). Sauté for few minutes and then add boiled yellow dal, boiled chickpeas, dry lemon. Add Emirati Ouzi spices and cardamom powder. Make the mixture hot and set aside.
- ◆ Preheat oven to 375 F/180 C.
- ◆ Take the marinated lamb and rinse it with water. Then rub ginger and garlic all over the lamb and inside the cavity.

- ◆ Fill the lamb cavity with the sautéed vegetables, and then sew it up. Rub black pepper all over the lamb. Place it on a rack in a large baking dish. Fill the baking dish half-way with water then cover it up securely with aluminum foil.
- ◆ Bake in the oven for 2 ½ hours. When the meat becomes tender, remove the foil and allow it to brown.
- ◆ Heat ghee in a pot, sauté ginger paste for a few minutes, add bay leaves cinnamon stick, skinless tomato, fried onions and water. Wait till it boils. Add tomato paste and turmeric. Then add the basmati rice and let it cook for 15-20 minutes. Add saffron with rose water, cover the rice and let it cook on very low flame for 10 minutes.
- ◆ In separate pan fry the mixed nuts and raisins. Set aside for garnish.
- ◆ Serve the lamb in a large plate covered with saj bread and a bed of saffron rice.
- ◆ Garnish with mixed nuts and chopped coriander.
- ◆ Serve with cucumber and yoghurt raita.

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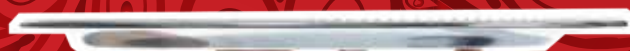
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GOING GREEN IN RAS AL KHAIMAH

We speak to **Executive Chef Nugraha Adi Wardhana** of the Banyan Tree Desert Resort and Banyan Tree Beach Club about the property's ongoing push to be earth friendly

I am glad that I work for a company where everyone from the GM to a Commis is actively involved in things that make us an eco-friendly property," says Chef Nugraha, as he is fondly known.

And he is right, the Banyan Tree properties have an initiative called the 'Green Imperative Fund' where guests can donate small amounts of money and the company matches that amount from their own revenues and use it for projects that benefit the community and the environment.

That's not all, when we sit down with the chef, who's previously worked around the world and in places such as Tokyo, Brunei, Singapore, Bali, Jakarta, Dubai, Nairobi and Manama, the list of things he says they do as a company is astounding.

If you look at the kitchen alone there are a few commendable initiatives that are driven to ensure we keep our planet as sustainable as we can.

"At our hotel, we do not use any of the red category fish," says Chef Nugraha. A red category fish is a species that is being so over fished that it is within the range of being extinct if the fishing does not decrease.

This is why Chef Nugraha's hotel management have taken a conscious decision to remove fish such as hamour, king fish, shaafi and shaary from all their menus.



"We use more of organic and farm fish as a first step. Fish aside, all the products we source are free of antibiotics and hormones. Also, we only use organic products to the maximum extent possible."

And to ensure that the carbon footprint of sourcing good quality food items is low, the property does its best to source locally. "If it is possible to use surrounding community-grown products, we do it. The challenge in using local products lies in getting the same international taste. But as chefs that's our job to get the final plate healthy and delicious."

The property also started their own

organic herb and vegetable garden last year and they have learned a few hard lessons. "We had managed to grow quite a large variety of herbs and vegetables in the garden but this summer all the plants withered away. Going forward we should now be able to have it growing all year long."

If you think the garden is a small gimmick, think again. Chef Nugraha admits that the garden actually helped him reduce costs while allowing him to freedom of using freshly plucked herbs and vegetables. "You could not have it any better," he says.

Chef Nugraha has also taken his own initiative to launch a yearly project. Every

second Friday of December, we host a Christmas Market charity program. It's a community market program with a market stall, entertainment, bbq and all proceedings go to a charity organisation. "We invite everyone and business partners to participate with us. Everyone is involved in this project and this initiative has become known in RAK over the last 3 years," he says.

"Also last week we started the 'Feeding the Children' programme where we invite local orphanages to spend their time with us. We spend an entire day on the beach with games and bbq."

ABOUT THE CHEF

Chef Nugi found his calling as 7-year-old who loved to cook his own rice. The Indonesian graduated from Bandung Tourism College (formerly managed by Swiss Montreux) and worked as an apprentice at a 5-star Hotel in Jakarta for a few months. He moved to the Gatwick Hilton at Gatwick airport for a couple of years only to come back to Jakarta as part of the opening team for the Grand Hyatt.

Grand Hyatt aside, Chef Nugi has been a part of four major hotel openings including Westin Surabaya, Century Hotel and Club, and Hard Rock Cafe in Bali, the first Hard Rock outside Las Vegas.

Chef Nugi first arrived in the Gulf to be a part of Gulf Hotel in Bahrain. Here he opened the first Asian Fusion cuisine restaurant. He then joined Chef Uwe Micheel at the Radisson Blu in Deria as Executive Sous Chef. He got promoted to Executive Chef at Radisson Media City and then ran a restaurant chain for Al Ghurair Group before returning to the hospitality industry with Banyan Tree.

Chef Nugi lives in Ras Al Khaimah with his wife and 14-year-old son and his future plan is to go backpacking around the many islands in his country and to make an Indonesian cookbook that is inspired by the 120 different tribes that live on the not so popular islands.



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SWEET DREAMER

Chef Thilina Kasun of Zero Gravity restaurant was all set to become a lifeguard. Luckily for dessertarians, he ended up coming to the rescue of many a sweet tooth...

Desserts are made of butter and love, say the Norwegians. If that indeed is true, Chef Thilina Kasun has a lot of love to give. The sous chef at the sea-facing Zero Gravity restaurant in Dubai puts his heart into every dessert that he plates up.

Though his speciality is desserts, Chef Kasun runs the show at both the hot and cold kitchens of Zero Gravity, a beachfront restaurant and bar next to Skydive Dubai. From breakfast to dinner, the restaurant serves up Mediterranean cuisine and seafood in its two-tier premises. On a busy day, Chef Kasun has to handle as many as 800-900 guests, a task he manages to accomplish without a single frown creasing his forehead.

Interestingly, Chef Kasun never had an inkling that he would end up being a dessert king. Born in a quiet little corner of Sri Lanka to a government employee father and a homemaker mother, food was never really a major part of his early life. It was sheer chance that he ended up donning the chef's hat. Set to become a lifeguard, Chef Kasun went to the Mandara Rosen Hotel in Kataragama. "The general manager said he had no lifeguard job but he offered me a position as a helper in the kitchen," recalls the 29-year-old pastry chef. Barely 17 years old back then, Chef Kasun took the opportunity but got bored soon enough washing the dishes and running errands.



A friend who ran a bakery called him over for help and he went along to break the monotony of his job. "Then a chef left the kitchen at Mandara Rosen and the executive chef asked me if I would like to do his job." The training at the bakery

helped and Chef Kasun started taking a keen interest in the kitchen.

A pastry chef who was a neighbour taught the chef the finer points of working with all things sweet. "I spent

two years learning from him. Then I worked at a couple of Sri Lanka hotels for some more time, before getting a chance to work in Abu Dhabi."

In 2006, he joined the Liwa Hotel in Abu Dhabi as a demi chef in pastry and bakery department. Six years and two stints in Sharjah and Fujairah later, Chef Kasun headed where every chef dreams of going – Dubai. Chef Kasun's office in Dubai was the Le Meridien hotel, where he joined as a sous chef for pastry. Exactly a year and 10 days later, he left Le Meridien for Brunetti in Dubai Mall, which is known for its scones, pastries and canopies.

Today, he's the go-to guy at Zero Gravity.

Ask Chef Kasun his signature dish and he whips up something he lovingly calls 'Sweet Memories'. "It has raspberry, dark chocolate mousse with berry inside and milk chocolate mousse with strawberry cream. There's also pistachio and raspberry sorbet and chocolate crumble." Chef Kasun loves to experiment with sugar, butter and cream. His favourite brand for cream, butter and cheese is Anchor, which he says gives his desserts the consistency and taste he values.

Chef Kasun's talent has not gone unnoticed in the culinary industry. He has won several medals at competitions, both in cold and hot food categories.

In 2009, he scooped up the gold medal for a four-plated dessert at the Emirates Junior Chef Competition, while in 2011, his open showpiece bagged a gold at the Emirates Salon Culinaire. Several silver and bronze medals too adorn his house.

Aspiring pastry chefs who want to walk in Chef Kasun's footsteps should pay heed to his words of wisdom. The trick, he says, is to follow a recipe accurately. "Don't try to take shortcuts or use artificial products. Your desserts may look good but your shortcuts will show in the taste. The best thing to do is to make as many components as you can from scratch. Stay natural!" he finishes.



SWEET MEMORY

(Raspberry opera with chocolate berry mousse. White chocolate mousse with strawberry cremeux with assorted crumble and streusel mix berry compot. Raspberry caviar)



CHOCOLATE AND ALMOND CRUMBLE

INGREDIENTS

Cocoa powder	100gm
Almond powder	200gm
Anchor butter	200gm
Sugar	200gm
White flour	100gr
Sea salt	05gm

METHOD

- ♦ Mix all ingredients together and baked it 180°C, 10min. Then remove from the oven and mix it and bake gain 10min



COMPRESSED STRAWBERRY

INGREDIENTS

Sugar syrup	75 ml
Fresh strawberry	200gm
Vacuum bag	01 pc
Cinnamon powder	01gm

METHOD

- ♦ Put all the ingredients in to vacuum bag
- ♦ Pleased in to vacuum machine and pressed
- ♦ Heat the water 75c and heat the strawberry with vacuum bag 15 to 16 minutes



DARK CHOCOLATE GLAZE

INGREDIENTS

Dark chocolate	50gr
Water	300ml
Sugar	475gr
Cocoa powder	165gr
Anchor Cream	250gr
Gelatin	45gm
Red coloring powder	05gr

METHOD

- Place the gelatin sheets in the ice water and set aside. Bring cream and milk to a boil. Add cocoa powder and continue to cook for 3-4 minutes. Remove from the heat, press gelatine sheets and whisk into the mixture. Whisk in dark chocolate. Pour in varies, cover with plastic food wrap and place in refrigerator. Setting will take 4hours and complete setting will take 15 hours.



MIX BERRY JELLY

INGREDIENTS

Mix berry frozen	500 g
Sugar	110 g
Gelatine	15g
Cinnamon	05g

METHOD

- Warm all liquids up to boiling point. Add the soaked and drained gelatine to dissolve.



OPERA SPONGE

INGREDIENTS

Icing sugar	750gr
Almond powder	750gr
Eggs	1lt
Flour	200gr
Anchor butter	150gr
Egg white	675gr
Sugar	100gr

METHOD

- Whip the egg and sugar until form and set aside. Add almond powder, flour together and mix the egg mixture. Whip the egg white for a minute at high speed. Add sugar. Mix the almond powder with the egg white mixture by hand, folding slowly. Place on a silicon mat. Layer it thin and bake 170c for 10-12 minutes.

OPERA FILLING

INGREDIENTS

Egg white	125gm
Sugar	250gm
Anchor butter	500gm
Vanilla essence	10ml
Raspberry puree	75 ml

METHOD

- Place egg white in a clean machine bowl with whisk.
- Sugar, water and raspberry puree must be cooked until 105c degrees and start machine with egg white.
- When boiled sugar touches 110c, start pouring in to the machine.
- Continue beating until merengue 35 degree Celsius.
- Add the butter and mix well.



PISTACHIO STREUSEL

INGREDIENTS

Pistachio powder	400gr
Flour	200gr
Anchor butter	200gr
Sugar	200gr
Anchor milk powder	50gr

METHOD

- Mix all ingredients together and bake it at 150c for 10 minutes. Remove from the oven and mix it and bake again for 10 minutes.



WHITE CHOCOLATE MOUSSE

INGREDIENTS

Sugar	700 g
Whole eggs	200 g
Gelatine	60 g
White chocolate	1000 g
Anchor whipped cream	3000 g

METHOD

- Dissolve the gelatine in cold water.
- Beat the eggs and boil sugar until it bubbles. Then pour it slowly into the eggs base until it gets creamy.
- Melt gelatine into the mixture.
- Add gelatine into the egg base, well chocolate fold under the base.
- Fill up into cake moulds.]



CHOCOLATE AND RASPBERRY MOUSSE

INGREDIENTS

Dark chocolate	340gm
Milk chocolate	150g
Whole milk	190gm
Gelatin	45g
Raspberry puree	24g
Anchor Whipping cream	750g

METHOD

- ♦ Boil milk, raspberry puree and set aside
- ♦ Add gelatine and pour on the 2 chocolates
- ♦ At 38 degrees Celsius mix delicately with whipping cream



RED BERRIES COMPOTE

INGREDIENTS

Raspberry puree	100gr
Strawberry puree	100gr
Sugar syrup	250gr
Frozen raspberry	125gr
Blackberry frozen	75gr
Gelatin leaves	8gr

METHOD

- ♦ Warm the puree and sugar syrup to 60c
- ♦ After heating set aside, add gelatine and blend
- ♦ Fold through the frozen berries.
- ♦ Pour into the mould or the trays and blast freeze.



RASPBERRY CAVIAR

INGREDIENTS

Raspberry puree	250g
Sugar	100g
Water	100ml
Agar Agar	4g
Sun flower oil	750ml

METHOD

- ♦ Firstly put sunflower oil into chiller. Then boil all ingredients together for 2-3 minutes.
- ♦ Put the boiled ingredients into a squeeze bottle and mix drop by drop with cool sunflower oil.



SUGAR COATED PISTACHIO

INGREDIENTS

Sugar	100gr
Water	50ml
Roasted pistachio	200gr
Green food coloring powder	01gr
Liquid glucose	25

METHOD

- ♦ Heat sugar water and liquid glucose to 110c and add pistachio. Mix with wooden spatula until it crystallizes. Put into the flat tray and set aside to cool.



STRAWBERRY CREMEUX

INGREDIENTS

Strawberry puree	270g
Eggs	100gr
Extra fine granulated sugar	90gr
Gelatin sheets, bloomed	2
Anchor soft butter	750ml

METHOD

- ♦ In a non-reactive saucepan heat strawberry puree to 90c
- ♦ In a bowl whisk the eggs and sugar very well until no strings remain. Temper the egg mixture with all the heated puree. Place the bowl over the Bain Marie and stir constantly using a rubber spatula to 87c. Remove from heat.
- ♦ Let it cool to 80c and stir and chill over an ice bath to 50c. Stir in the butter.
- ♦ Once cooled use an immersion blender for optimum smoothness



TOP CHEFS TEMPT TASTES WITH U.S. SPECIALTY CHEESES

From traditional to unique, regional chefs discover wide U.S. cheese spectrum.

Top chefs in the Middle East region and around the world demand ingredients to make culinary creations stand out and look to tap specialty cheeses from the United States to create a certain “wow” factor.

The diverse varieties and styles of U.S. cheese receive accolades from chefs, international cheese competitions and consumers around the world. Cheese maker expertise combines with high modern standards of excellence and innovation to create more than 600 varieties of U.S. cheese, from Old World traditional varieties like cheddar and mozzarella to a new range of popular American Originals like colby, cream cheese and monterey jack.

“U.S. cheese is a very innovative, quality-based, from A-to-Z product produced with a lot of enthusiasm and the personal involvement of quality cheese makers,” says Thomas Gugler, continental director of the Africa and Middle East for the World Association of Chefs Societies and director of food and beverage of the



If I mix Italian, French, and U.S. cheeses, I’m not sure if people would be able to identify where it came from, because there is no difference in the high-end cheeses

exclusive seven-star Al Mashfa Hospital, Jeddah, Saudi Arabia. “It deserves to be served all around the globe to cheese lovers, to upcoming cheese lovers, and to people who wish to and like to work with cheese.”

Chefs from the Middle East region toured (and tasted) U.S. dairy industry capabilities and dedication first-hand during a May 2014 mission visit sponsored by the U.S. Dairy Export Council (USDEC). Outreach efforts by USDEC enhance international buyer and end-user knowledge of U.S. dairy products, and the USDEC Middle East office supports regional chefs with resources such as information on U.S. cheese applications and distribution channels.

Import opportunities for U.S. specialty cheeses build on the ongoing success of more mainstream (bulk) cheese offerings. A long, enviable history of safe cheese and dairy product manufacturing is the direct result of farm-to-table dedication to quality that includes U.S. farmers, processing equipment manufacturers,

ingredient and packaging suppliers, and ultimately, the cheese makers.

Wide spectrum of U.S. cheese choices

The full range of U.S. cheeses—from the texture and flavour of parmesan to the mild, smooth blue cheese flavour profiles to the high-end, Old World favourites—caught the attention of regional chefs visiting the United States.

“We had amazing cheeses which easily can compete with European-style and European-produced cheeses,” Gugler says. The veteran chef is a member of more than 30 global chef associations who has worked in top hotels, restaurants and airlines in 13 different countries; he strives to enhance and support the efforts of up-and-coming chefs from around the world.

The regional chefs who tasted samples of U.S. cheese during the May 2014 mission urge fellow chefs to seek out and compare to cheeses currently in use, and to be open to the possibility of using U.S. cheeses as alternatives.

“The U.S. cheeses have reached a level now where I think they would appeal to any cheese lover anywhere in the world. If I would mix Italian, French, and U.S. cheeses, I’m not sure that the people would be able to identify where it came from, because there is no difference in the high-end cheeses,” says Uwe Micheel, a long-time Dubai culinary leader who has worked throughout Europe and the Far East. He currently serves as Director of Kitchens for the Radisson Blu, Dubai Deira

600

There are more than 600 varieties of U.S. cheese



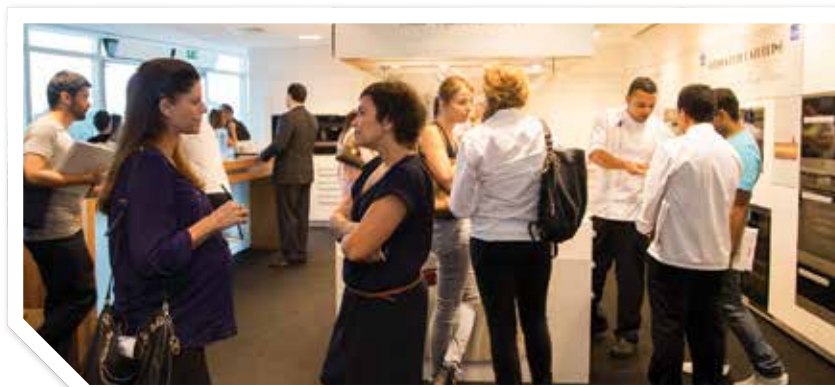
Creek, and is president of the Emirates Culinary Guild.

"The chefs really liked the whole range of cheeses. Each of them took the tasting very seriously; there was a lot of discussion," notes Ken Blazer, CEO and owner of Rogue Partners LLC, Chicago, Illinois, a global shipper of artisan cheese and specialty and commodity cheeses. Blazer met with the visiting chefs to discuss the potential to open Middle East kitchen doors to high-end U.S. cheeses as well as mainstream versions designed to meet taste expectations in large-scale volumes for the world-class food operations found in the region's top-notch hotels, conference centres and airlines.

To help strike a viable balance between artisan U.S. cheeses, readily available supply, the long-range planning cycles of future customers in the Middle East and the lead time required to provide large volumes of aged cheeses, Rogue Partners is working with several of the visiting regional chefs and recently sent a sample cheese shipment to a major Middle East importer. Blazer says, "These new markets take time to develop, but we are confident we will be sending significant quantities of U.S. specialty cheese to the Middle East region in 2015."



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CNIEL HOSTS FRENCH CREAM WORKSHOP IN DUBAI

CNIEL, the French Dairy Association, hosted la Crème de la Crème workshop in Dubai where foodies gathered to learn all about French cream. The attendees were treated to a fantastic cooking demonstration by two French Chefs: Chef Ludovic Audaux from The Westin Mina Seyahi Dubai, and French Chef Valentin Néraudeau who came directly from France for the event, who demonstrated different ways of cooking with the exquisite dairy products and revealed some of the secrets behind the popularity of French pastries. Here are images from the event.





BACK TO BASICS WITH FONTERRA

Meilleur Ouvrier de France-awardee Chef Jean Francois Arnaud was back in town for a second time this year to help Pastry Chefs at the ECG-Fonterra workshop held at the ICCA in Knowledge village, Dubai. The theme of "Back to Basics" saw 19 Executive and Senior pastry chefs from Dubai, Abu Dhabi and Northern Emirates participate and create some fantastic cakes and pastries from scratch.

"The back to basics theme was chosen at the advice of Chef Uwe Micheel," said Samer Abou Daher, Food Service Manager – Gulf, Fonterra. "We are glad we listened to him as we have received some of the finest pastry talent in the country to come participate in this workshop."

Pastry Chef Dammika of Radisson Blu Deira Creek said, "This work shop is fantastic. It just shows how one can never stop learning. This is quality training that can be passed on to your team members."

Pastry Chef Stephen Botlero of Jumeirah Rotana said, "Jean-Francois is a great guy to watch. This back to basics course is of great help regardless of what stage in your career you are at. I can't wait to put some of these techniques to practice with my chefs."

Fonterra is planning to do these workshops regularly. so Pastry Chefs who are interested can contact samer.daher@fonterra.com to be scheduled into the next Anchor Pastry workshop.

November 2014 Gulf Gourmet



THE GUILD MEET

The October edition of the Emirates Culinary Guild meeting took place at the newly opened Golden Tulip Al Thanyah Dubai. Chef Shibin and his team hosted the event where corporate members gave presentations and showcased their products. Most chefs turned up in their pink jackets they had purchased as a show of support to the cause. The event even saw Emirati girls who are currently training to complete the first ever professional culinary course in Arabic at McQueen's with Chef Amro Alyassin. Here are some of the moments captured at the event.





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BRIEFS OF THE CLASSES FOR ENTRY

LA CUISINE BY SIAL 2014

BRIEFS OF THE CLASSES FOR ENTRY

1. Cake Decoration - Practical
2. Wedding Cake Three-Tier
3. Four Plates of Dessert
4. Pastry Showpiece
5. Baked Bread Showpiece by AGTHIA
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
18. Mezzeh – Practical Cookery
19. A Medley of Mocktails by AGTHIA

Class 01: Cake Decoration - Practical

1. Two hours duration.
2. Decorate a pre-baked single cake base of the competitor's choice.
3. The cake base must be a minimum size of 30cm X 30cm or 30cm Diameter.
4. The cake can be brought already filled – ready to decorate.
5. All decorating ingredients must be edible and mixed on the spot.
6. No pre-modelled garnish permitted.
7. Chocolate and royal icing can be pre-prepared to the basic level, e.g., tempered chocolate can be

brought.

8. Competitors must provide all ingredients, cake base, utensils, and small equipment required.
9. A standard buffet table is provided for each competitor to work upon.
10. Water, electricity and refrigeration might not be available.
11. All cakes will be displayed until the end of the Salon and will be disposed of by the organizer.
12. The cake will be tasted as part of judging.
13. The Judges will cut the cake.

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. 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 03: Four Plates of Dessert

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

Class 04: Pastry Showpiece

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

Class 05: Baked Bread Showpiece

1. AGTHIA will supply flour mixes to entrants in this class.
2. Freestyle display of a baked bread showpiece.
3. Maximum area w90 x d75cm
4. 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.



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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:
 - A cold appetiser
 - A soup
 - A hot appetiser
 - A main-course with appropriate garnish
 - A dessert.
10. Total food weight for the entire menu should be 600/700 gms.
11. Typewritten description and recipes are required.
12. Maximum area 90w cm x 75d cm

Class 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



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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.

Class 18: Mezzeh – Practical Cookery

1. Time allowed: 60 Minutes
2. Prepare and present for four persons: Three types of hot mezzeh and three types of cold mezzeh.
3. Only one (if any) of the following types of mezzeh may be displayed:
 - Humus
 - Tabouleh,
 - Babaganough
 - Fatouche
 - Moutabel.
4. The mezzeh can be representative of any of the following countries:
 - Lebanon
 - Syria
 - Jordan
 - Morocco
 - Egypt
 - Tunisia
5. Dishes must represent a variety of cooking methods and the use

of ingredients as used in the Arabic restaurants of the UAE.

7. Present the mezzeh in four equal portions.
8. Two portions will be served in the public restaurant and two portions will be presented to the judges.
9. Typewritten recipes are required.

Class No.18 A Medley of Mocktails by AGTHIA

AGTHIA will supply juices to entrants in this class.

Display three portions each of three different alcohol-free cocktails using any combination of the following Al Ain Fresh juices:

- Orange
- Watermelon
- Pineapple
- Grapefruit
- Strawberry
- Lemonade
- Carrot
- Green Apple
- Mango
- Cocktail
- Guava
- Kiwi
- Pomegranate
- Mint Lemonade
- Lemon Concentrate

1. Competitors are allowed to use a maximum of two other ingredients per mocktail.
2. Ice, Salt, Pepper, Spices and Herbs used as seasoning are not counted as ingredients.
3. Competitors are to bring their own equipment, glasses, receptacles, etc.
4. Contact the organisers for juice samples after payment of entry fee.
5. The mocktails must be made entirely on-site; no pre-mixes or pre-mixing is allowed.
6. Garnishes, which can be made from any edible substance, must be prepared, cut and shaped entirely on-site.

NOTES TO AID COMPETITORS

Judging Points

TASTE	60	The highest percentage point possibility is given for a good tasting mocktail.
PRESENTATION	30	The preparation and use of the garnish, the type of glass used the overall look of the mocktail.
WORKING METHOD	5	Clean, hygienic and safe work methods.
INNOVATION	5	New thinking as to glassware, decoration or presentation.



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7. The competition will begin with a close pre-inspection by the judges to ensure that no pre-preparation has taken place.
8. Time allowed 30 minutes to include garnish preparation.
9. Recipes required.

IMPORTANT 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.

WASTAGE and EXCESS MISE-EN-PLACE

1. Mise-en-place and brought materials will be checked at the time of arrival to the kitchen.
2. There will be a penalty deduction of up to five points for excess mise-en-place production.
3. Wastage will be calculated during and after the class.
4. There will be a penalty deduction of up to five points for excess wastage.
5. 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.
6. 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.
7. All dishes are to be served in a style equal to today's modern presentation trends.
8. Portion sizes must correspond to a three-course restaurant

- meal.
9. Dishes must be presented on individual plates with appropriate garnish not exceeding 250g total food weight excluding sauces.
10. Unless otherwise stated, competitors must supply their own plates/bowls/platters with which to present the food.
11. Competitors must bring with them all necessary mise-en-place prepared according to WACS guidelines in the hot kitchen discipline (www.wacs2000.org).
12. Competitors are to provide their own pots, pans, tools and utensils.
13. All brought appliances and utensils will be checked for suitability.
14. 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.
 - No pre-cooking, poaching etc. is allowed.
 - No ready-made products are allowed.
 - No pork products are allowed.
 - No alcohol is allowed.
15. 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
16. 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.
17. 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.
18. Two copies of the recipes typewritten are always required.
19. Submit one copy of the recipe/s to the clerk when registering.
20. Submit one copy of the recipe to the duty marshal at the cooking station.

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.



STRATEGIC PARTNER



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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 Dh: 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. Incorrectly dressed competitors will not have their exhibits judged.
34. Incorrectly dressed helpers will not be admitted to the exhibition.
35. Logos, marks and identifying colours provided by the organisers must be worn by the 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



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forbidden from approaching or speaking with or at a judge without the express permission of the organisers.

EXHIBITS

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

for judging.

51. Competitors must leave the judging area as soon as their exhibits are in place or when instructed to leave by the marshals, whichever is the sooner.
52. Exhibits may, at the discretion of the organisers, be moved to a separate enclosure, there to remain for part or for the duration of the exhibition.
53. Failure by a competitor to register or exhibit at the specified time could result in disqualification.
54. Exhibits which are removed by competitors without permission of the organisers will not qualify for any kind of award.

COMPETITION MARSHALS

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

AWARDS

58. Gold, silver and bronze medals and certificates and certificates of merit are awarded solely at the discretion of the judges.
59. The decision of the judges is final and each competitor is required to abide by it without comment.
60. Medals will normally be presented at 18:00 each day. This may change according to circumstance.
61. Any medal or certificate that is not accepted by the competitor or his/her helper at the presentation ceremony for that day will be forfeit, unless prior

arrangements are made with the organisers.

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

COPYRIGHT

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

DISCLAIMER

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

QUERIES

68. All queries must be submitted by email to: theguild@eim.ae. The question and answer to each query will be broadcast to all entrants.
69. La Cuisine by SIAL will take place during SIAL Middle East at the Abu Dhabi National Exhibition Centre in halls 01 and 02.
70. Access to the Exhibition Centre is through access gate 01.
71. Access to the halls is through hall gate 2.
72. La Cuisine will run November 24th to 26th 2014.



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BRIEFS OF THE CLASSES FOR ENTRY

DUBAI WORLD HOSPITALITY CHAMPIONSHIP 2014

RESUME OF CLASSES FOR ENTRY

- 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: Four Plates of Dessert Arabic Themed
- 09: Five-Course Gourmet Dinner Menu
- 10: Four-Course Vegetarian Menu
- 11: Presentation of Tapas, Finger Food and Canapés
- 12: Friandises Petites Four Pralines Nougatines
- 13: An Arabian Wedding Feast
- 14: Practical Ice Carving Individual
- 15: Practical Ice Carving Team Event
- 16: Practical Fruit & Vegetable Carving
- 17: Traditional Arabic Mezzeh - Practical Cookery
- 18: Emirati Cuisine – Practical Cookery
- 19: Fish & Seafood Practical Cookery
- 20: Beef Practical Cookery
- 21: Arabic Main Course Practical Cookery

Class 01: Cake Decoration - Practical

1. Two hours duration.
2. Decorate a pre-baked single cake base of the competitor's choice.
3. The cake base must be a minimum size of 30cm X 30cm or 30cm Diameter.
4. The cake can be brought already filled – ready to decorate.
5. All decorating ingredients must

- be edible and mixed on the spot.
6. No pre-modelled garnish permitted.
7. Chocolate and royal icing can be pre-prepared to the basic level, e.g.. tempered chocolate can be brought.
8. Competitors must provide all ingredients, cake base, utensils, and small equipment required.
9. A standard buffet table is provided for each competitor to work upon.
10. Water, electricity and refrigeration might not be available.
11. All cakes will be displayed until the end of the Salon and will be disposed of by the organizer.
12. The cake will be tasted as part of judging.
13. The Judges will cut the cake.

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. The theme of the display must be inspired by the United Arab Emirates
3. Edible media, marzipan, pastillage, sugar, pulled-sugar, croquant, etc., may be used, singly or in mixed media.
4. Written description required.
5. Maximum area w90 x d75cm.
6. Maximum height 90cm (including base or socle).

Class 04: Baked Goods 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



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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. The theme of the display must be inspired by the United Arab Emirates
3. No frames or supports.
4. Natural colouring is allowed.
5. Minimal glazing is allowed.
6. No moulded work.
7. Maximum area: w80 cm x d75 cm.
8. Maximum height 75cm (including base or socle).

Class 06: Fruit & Vegetable Carving Showpiece

1. Freestyle presentation.
2. The theme of the display must be inspired by the United Arab Emirates
3. Light framing is allowed, but the construction of the piece must not depend upon it.
4. Maximum area w60 cm x d75 cm.
5. Maximum height 55 cm (including base or socle).

Class 07: Open Showpiece

1. Freestyle presentation.
2. The theme of the display must be inspired by the United Arab Emirates
3. Only showpieces made of edible food material will be accepted for adjudication.
4. Maximum area w90 cm x d75 cm.
5. Maximum height 75 cm. (including base or socle).

Class 08: Four Plates of Dessert

1. Prepare four different desserts, each for one person.
2. All Desserts must have an Arabic theme and influence
3. Each dessert presented singly on an appropriated plate.

4. Presentation to include a minimum of one hot dessert (presented cold).
5. Typewritten description and recipes are required.
6. Tasting will be part of the judging process if deemed necessary to determine quality and authenticity.
7. Maximum area w90 cm x d75 cm.

Class 09: Five-Course Gourmet Dinner Menu

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

Class 10: Four-Course Vegetarian Menu

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

Class 11: Presentation of Tapas, Finger Food and Canapés

1. Exhibit 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 gelatine 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: Friandises Petites Four Pralines Nougatines

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

Class 13: An Arabian Wedding Feast

1. Present a traditional Arabian wedding feast as it would be served at a five-star hotel in the UAE.
2. Suitable for 10 people.
3. Free-style presentation
4. The presentation to comprise the following dishes (both cold food and hot food presented cold).
5. Six cold mezzeh
6. Three hot mezzeh.
7. A whole Ouzi presented with



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

Class 14: Practical Ice Carving – Individual.

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

Class 15: Practical Ice Carving - Team Event

1. Freestyle.
2. Two persons per team
3. The theme of the display must be inspired by the United Arab Emirates
4. 120 minutes duration.

5. Hand-carved work from three large block of ice (provided by the organisers).
6. Competitors to use own hand-tools and gloves.
7. Non-slip mats are mandatory.
8. 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.
9. The use of power tools is forbidden.

Class 16: Practical Fruit & Vegetable Carving

1. Freestyle.
2. 120 minutes duration.
3. The theme of the display must be inspired by the United Arab Emirates
4. Hand carved work from competitor's own fruit\ vegetables.
5. Competitors to use own hand-tools and equipment.
6. No power tools permitted.
7. Pre-cleaned, peeled material is allowed, but pre-sliced/carved will result in disqualification.
8. 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.

1. All food items must be brought to the Salon in hygienic, chilled containers: Thermo boxes or equivalent. Failure to bring food items chilled will result in disqualification.
2. All dishes are to be served in a style equal to today's modern presentation trends.
3. Portion sizes must correspond to a three-course restaurant meal.
4. Dishes must be presented on individual plates with appropriate garnish not exceeding 250g total food weight excluding sauces.
5. Unless otherwise stated, competitors must supply their own plates/bowls/platters with which to present the food.
6. Competitors must bring with them all necessary mise-en-place prepared according to WACS guidelines in the hot kitchen discipline (www.wacs2000.org).
7. Competitors are to provide their own pots, pans, tools and utensils.
8. All brought appliances and utensils will be checked for suitability.
9. The following types of pre-preparation can be made for the practical classes:
 - Vegetables/fungi/fruits; washed & peeled – but not cut up or shaped.
 - Potatoes washed and peeled – but not cut up or shaped.
 - Onions peeled but not cut up
 - Basic dough can be pre-prepared.
 - Basic stocks can be pre-prepared.
 - Basic ingredients may be pre-weighed or measured out ready for use.
 - Fish may be scaled and filleted and the bones cut up.
 - Meat may be de-boned and the bones cut up.



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10. No pre-cooking, poaching etc. is allowed.
11. No ready-made products are allowed.
12. No pork products are allowed.
13. No alcohol is allowed.
14. If a farce is to be used for stuffing, filling, etc., at least one of the four portions of the farce must be prepared in front of the judges to show the competitor's skill
15. Within 10 minutes after the end of the competition, competitors must have the kitchen thoroughly cleaned and tidied and ready for the next competitor to use.
16. Two copies of the recipes typewritten are always required: 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 17: Traditional Arabic Mezzeh – Practical Cookery

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

equal portions.

7. Two portions will be served in the public restaurant and two portions will be presented to the judges.
8. Typewritten recipes are required.

Class 18: Emirati Cuisine - Practical Cookery

1. This class is designed to ensure that the tradition of Emirati Cuisine is preserved and promoted through professional chefs.
2. Prepare and present two plated portions each of three Emirati dishes according with the following criteria:
3. Prepare and present two plated portions of any one of the following dishes:
 - Balalit
 - Kabeesa
 - Assedat Bobal
4. Also prepare and present two plated portions each of any two of the following dishes:
 - Margougat Al Khudar
 - Thareed Laham
 - Margougat Al Dijaj
 - Maleh Biryani
 - Samak Mashwi
 - Machboos Samak
5. Emirati cuisine with traditional presentation and serving as would be found in a family home of the United Arab Emirates.
6. Competitors must bring their own plates/bowls for presentation and all necessary mise-en-place for the meals
7. The judges will check appliances and utensils for suitability
8. Typewritten description and recipes are required
9. Time allowed 60 minutes to present all three recipes

Class 19: Fish & Seafood - Practical Cookery

1. Time allowed 60 minutes
2. Fish must be a sustainable species and from the Gulf waters
3. Prepare and present three identical main courses using fish/shellfish as the main protein item.
4. Present the main courses on individual plates with appropriate garnish and accoutrements.
5. Typewritten recipes are required.

Class 20: Beef - Practical Cookery

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

Class 21: Arabic Main Course - Practical Cookery

1. Time allowed 60 minutes
2. Prepare and present three identical main courses that are representative of a GCC or Arabic country national cuisine.
3. Present the main courses on individual plates with appropriate garnish and accoutrements.
4. Typewritten recipes are required.

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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. The competitions will take place at Dubai International Conference and Exhibition Centre October 30th – November 3rd 2014.

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. Competitors must attend and participate on the date and at the time allotted to them.

COMPETITION ENTRY

11. 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.
12. 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

13. A professional food-safety company will oversee all aspects of hygiene practice at the competition.
14. It is quite possible that the Municipality Food Control Section will conduct its own hygiene inspections as and when it sees fit.
15. 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:

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20. The address of the ECG for

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COMPETITORS AND HELPERS:

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22. A helper must be junior in rank to the person he/she is helping.
23. A competitor must wear full; freshly laundered chef's uniform with appropriate headgear and footwear when attending at the exhibition.
24. A competitor's helper must wear full; freshly laundered chef's uniform with appropriate headgear and footwear when attending at the exhibition.
25. Competitors that are incorrectly dressed at a competition will not have their exhibits judged.
26. Helpers that are incorrectly dressed will not be admitted to the exhibition.
27. 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.

AWARDS & TROPHIES

Hospitality Sector Awards

CASH: Prizes for the highest judging points in each class

Class	Prize Money Per. Person
1st Place, highest judging points	AED 8,000
2nd Place, second highest judging points	AED 5,000
3rd Place, third highest judging points	AED 3,000

Total of 21 winners in 1st Place, Total of 21 winners in 2nd Place, Total of 21 winners in 3rd Place

Medals	Type
1st Place	GOLD
2nd Place	SILVER
3rd Place	BRONZE

21 GOLD , 21 SILVER , 21 BRONZE MEDALS

Certificate for the winners

Certificate of participation for the rest

28. 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.
29. 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.
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.

EXHIBITS

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 part) in any competition or exhibition whether private or public.
34. All exhibits must be of edible substance except for framing, socles and stands where they are allowed.
35. It is forbidden to use any living entity whatsoever as part of an exhibit (e.g. tropical fish).
36. It is forbidden to depict religious, nude, semi-nude or political themes in an exhibit.
37. All exhibits must be suitable for presentation as a decorative item in a restaurant or banqueting setting.

38. An exhibit must not carry any logo, label or mark of identification; however, competitors must be able to identify their exhibit if required.
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44. 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.
45. Failure by a competitor to register or exhibit at the specified time could result in disqualification.
46. Exhibits which are removed by competitors without permission of the organisers will not qualify for any kind of award.

AWARDS:

50. Gold, silver and bronze medals and certificates and certificates of merit are awarded solely at the discretion of the judges.
51. The decision of the judges is final and each competitor is required to abide by it without comment.
52. Medals will normally be presented at 18:00 each day. This may change according to

circumstance.

53. 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.
54. A competitor or his/her helper must be correctly dressed as stipulated in the rules when collecting medals or certificates.
55. Incorrectly dressed competitors/helpers will not be allowed access to the awards area.

COPYRIGHT

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

DISCLAIMER:

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.
59. 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:

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

CLOSING DATE:

1. Closing date for entries is October 15th 2014 - However,



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



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

ENTRY FORM FOR INDIVIDUAL CLASSES

[illegible]

US\$ 3 billion

what's your GCC market share?

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

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

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

Now you do the maths.

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

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

Gulf Gourmet is the only magazine endorsed by the ECG.

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

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REACH

ENGAGE

INFLUENCE

ABOUT GULF GOURMET

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

WHO READS IT?

▶ Executive Chefs	23%
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▶ Marketing / PR Managers	1%
▶ Others	2%

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▶ Oman	2%
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▶ Kuwait	1%
▶ Bahrain	2%
▶ United Kingdom	1%
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▶ 5-star Hotels	46%
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▶ Independent Restaurants (Elite)	18%
▶ Independent Restaurants (Standard)	12%
▶ Food Industry Suppliers	3%
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ECG Corporate member directory

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THE EMIRATES CULINARY GUILD



APPLICATION FOR MEMBERSHIP

Date of Application:

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

First Name/s:

Nationality:

Civil Status:

Date of Birth: dd/mm/yy

Name of Employer:

Address in Home Country:

Work Address:

Tel:

Web Address:

Email:

Telephone Office:

Professional Title:

Fax Office:

Type of Membership Required: (Please tick one)

Tel. Home:

Corporate ☐ Senior Renewal ☐

Fax Home:

Senior ☐ Young Chef ☐
(under 25 yrs below)

Email:

Declaration to be Signed by all Applicants

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

Signed:.....

Proposed By:

Sig:.....

Seconded By:

Sig:.....

FOR OFFICIAL USE ONLY

Remarks:

Payment received?

Certificate Given.

Pin Given.

Medal & Collar Given

Approved

Approved

President.....

Chairman.....

Fees:

Young Member: Junior members will receive a certificate.

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

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

150/=per year thereafter.

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

Corporate Member Dhs. 20,000 per year

YOU CANNOT NOT COMMUNICATE

"Genius is the ability to put into effect what is on your mind."

— F. Scott Fitzgerald

The foundation, building block, essence of all that we do is based on our communication. We are always communicating. Even, our act of silence is a form of communication.

Over 20 years ago this notion of "You cannot not communicate" was absurd and ridiculous in my map of the world. Until I came across the image of a Japanese person bowing down to greet while in response a Western person extends his/her hand to reciprocate the greetings.

This is a complete mismatch but both individuals are correct in their way of greetings. Their cultures have taught them that this is the best way to greet. So, you can easily see a message has been communicated in such a scenario. Both individuals could easily take offence and can accuse each other of being rude. On the other hand they could realise they need to adjust their greetings thus the communication being a good one.

No matter what you do, you are always communicating. The communication is happening through mediums such as verbal (language, words, sentences), non-verbal (body language, gestures, emotions) and voice (tone, pace, volume).

Indeed writing is another element but the most important critical one is the communication that is happening within your mind. When a person is unable to communicate with himself or herself in a positive and productive manner then the outcome will be unpleasant.

Your ability to communicate with yourself



is crucial and only then does it get easier to communicate with others. It is what is known as rapport. Rapport is all about creating the essence of trust, respect, understanding and cooperation, which all begins within you. It involves the use of your all of your senses.

For you to achieve success continuously comes from understanding yourself. To do this you have to comprehend your own perception of the world. Your perception impacts and influences your decisions and behaviour. A classic error that most of us make is blaming others but this leads to sabotaging our own success. This simply means to know how to communicate better with yourself thus achieve better outcomes for yourself. You need to realise every action you take, word or sentence you say is firstly dictated with the internal communication happening in your mind. This is where the true battle is and not out there.

In a recent interaction with a loved one of mine in her current situation and to add fuel to the fire with her internal communication she has decided to sacrifice her dreams and aspirations for others. In her communication with herself the picture she has painted is of gloom and doom. Her belief in that picture is so strong that her communication of silence clearly shows she is set on a path of becoming a martyr.

Your external communication reflects from your internal communication. It is seen through your body language, heard through your voice and through the words you use. Many people think it is about the outside appearance but what is happening internally matters more. Indeed, first impression matters but when there is no substance to you then that first impression is useless.

In a world where most of us measure success through material wealth and fame, we forget the foundations with great ease. Our focus is towards earning money by hook or crook and in this journey we forget to communicate with ourselves effectively.

There is an immense pull at worrying about what others think rather than what you think for yourself. People die with all kinds of regrets and the number one regret for people on their deathbed is "I wish I'd cared less about what other people think." In order to move away from such regret, start the internal communication of compassion and care for yourself.

You have the choice to decide how to communicate with yourself. Yes, many times it is tough and you want to give up. Yet, remember the words of my friend (well, a friend in my mind) Les Brown "You are bigger than your circumstances or your life situation."

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

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