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THE MAGAZINE CHEFS LOVE TO READ
volume 10, issue 9

TAREK vs. TAREK

They share a name, a nationality,
a profession and a vision. But
that's where the similarities end

MIGHTY GRILL

Executive Chef
Ryan Waddell of the
Reform Social and
Grill and the Black
Lion restaurants



PASTRY POWER

Why you couldn't ask
for a better mentor
than Executive Pastry
Chef **Francois Leo** of
Rosewood Abu Dhabi



MILAN TO MALAYSIA

Full report from
Milan and Malaysia,
where our chef
teams made their
culinary mark



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Dear fellow chefs, ladies and gentlemen,

Welcome to the November issue of our Gulf Gourmet. Here is a quick insight into all that's been happening at the Guild.

We have an update from our young chefs team and their experience in Malaysia, whose achievements we are very proud of. Check out the training and event coverage in this issue.

Our Pastry Chefs represented us at the Pastry World Cup in Milan, which was won by Japan. Congratulations to the Japanese Team. Our team led by our Honorary Vice President Andreas Kurfurst was made up of Achala Weerasinghe from Madinat Jumeirah, Kapila Aramatunga from Sheraton Dubai, Dammika from Radisson Blu Hotel Dubai Deira Creek, Rohita Kasthuriarchchi from Burj Al Arab. The team won the best Technical Team Award and achieved fourth place, which I believe is fantastic considering this is the first time our pastry team competed together at an international event. Thank you team.

We recently had our first team meeting with Team Erfurt. Your ECG team will compete for the first time with a Senior and Junior National Team at the IKA, the Culinary Olympics in Erfurt. We will also have individual competitors with us trying to repeat the amazing results we achieved in 2012 (16 gold medals and 1 silver). A very high target but I do believe we have enough talent in our team to do it again. Eleven months of hard work are ahead of us.

Classes, Rules and Regulations for the Cuisine Du Sial in Abu Dhabi, which will be hosted at Adnec from December 7-9, have been released and the registration is now open. Some classes are booked so register fast. The next WACS Congress is less than a year away in Greece. I recommend members to start saving and to join us in Greece.



Due to his vast experience; our very own Chairman, Andy Cuthbert has been appointed Conference Chairman. Mabrouk! And all the best.

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

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

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

A final thank you to Chef Diyan and his team from Radisson Blu Hotel DDC for hosting the September meeting.

Culinary Regards,

Uwe Micheel

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

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editor'snote

email editor@gulfgourmet.net

Let me begin with the exciting news about a great chefs' challenge taking place right now.

In line with our quest to encourage, identify and promote culinarians of outstanding calibre, Gulf Gourmet is proud to present the Clearwater Innovative Shellfish Challenge for professional chefs based in the UAE. The champion will receive an all-expenses paid trip from Clearwater to visit their headquarters in Nova Scotia, Canada.

To be part of this initiative email your shellfish recipe along a photograph of your dish to clearwater@gulfgourmet.net before the 15th of December. Details are available in this issue and on www.gulfgourmet.net.

Also in this issue are two men named Tarek who are in their 50s and have so much in common, but couldn't be more different from each other. Their professional journeys have been captured and presented to you by our reporters.

As promised we bring to you the story of Executive Pastry Chef Francois Leo from Rosewood Hotel Abu Dhabi. He is mentor to all three winners of Best Pastry Chef title at the last three biggest chef competitions in town. If you'd read about his trials and tribulations without seeing his photograph, there is no way you would have



guessed that Chef Francois is still in his early 30s. Truly inspiring. He also shares a special recipe for our young pastry chef readers.

We have younger chefs too thanks to the support from Nestle Professional. Competing this month in the Nestle Professional Golden Chefs Hat Competition are two smart young men from Dubai Marriott Harbour Hotel and Suites. The 23-year-old Suman and 24-year-old Yogesh were an absolute delight to talk to considering they said all the right things and understood the right way forward to empowering their career. Enjoy their combined effort towards their recipes in this issue.

Our chefs have been representing us in various parts of the world from Milan to Malaysia and we have brought you images of our guys in action from all over exclusively in this magazine.

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

Aquin George
Editor

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newsbites

Cristal Hotel Abu Dhabi Appoints New Executive Chef

John Taylor has been appointed as the new executive chef at Cristal Hotel Abu Dhabi. In his new role, John Taylor will run and oversee the hotel's food and beverage outlets as well as Park Station, with desire to introduce creative fusions of various cuisines to food enthusiasts of Abu Dhabi.

Upon joining Cristal Hotel Abu Dhabi, John said, "I was lucky enough to grow up in New Zealand where the produce of meats and fresh fish are of an extremely high standard. The culinary training there is not only college-based but industry-related, where you get a

grasp of what the hospitality industry is all about. I am delighted to bring that experience to Cristal Hotel Abu Dhabi."

John's food journey counts more than 25 years of experience in the UK, Sweden, New Zealand and the Caribbean, in recognized restaurants and hotels, where he has made a name for himself with his unique signature dishes.

John also has an exquisite touch with seafood, beef, lamb and game meats. He accredits this talent to the high quality food markets and culinary academies of New Zealand where he lived and studied.



Stephane Buchholzer appointed Director of Culinary – Complex

Stephane Buchholzer has been officially announced as director of culinary – complex as Starwood Hotels & Resorts has revealed its senior management team for three luxury hotels that it will operate in Al Habtoor City as the project approaches completion.

The company will operate Dubai's first St Regis (234 rooms), the UAE's first W hotel (356 rooms) and the largest Westin (1,004 rooms) in the Middle East.

The three hotels, collectively presenting nearly 1,600 rooms, 21 restaurants and lounges, two spas and three state-of-the-art ballrooms supported by 25 meeting rooms, are scheduled to open in a staggered formation, starting with The St Regis Dubai before the end of



this year, followed by W Dubai - Al Habtoor City and The Westin Dubai, Al Habtoor City.

Leading the team and overseeing all three hotels as general manager - complex, is luxury hospitality veteran, Andreas Oberoi, previously general manager of Trump SoHo New York.

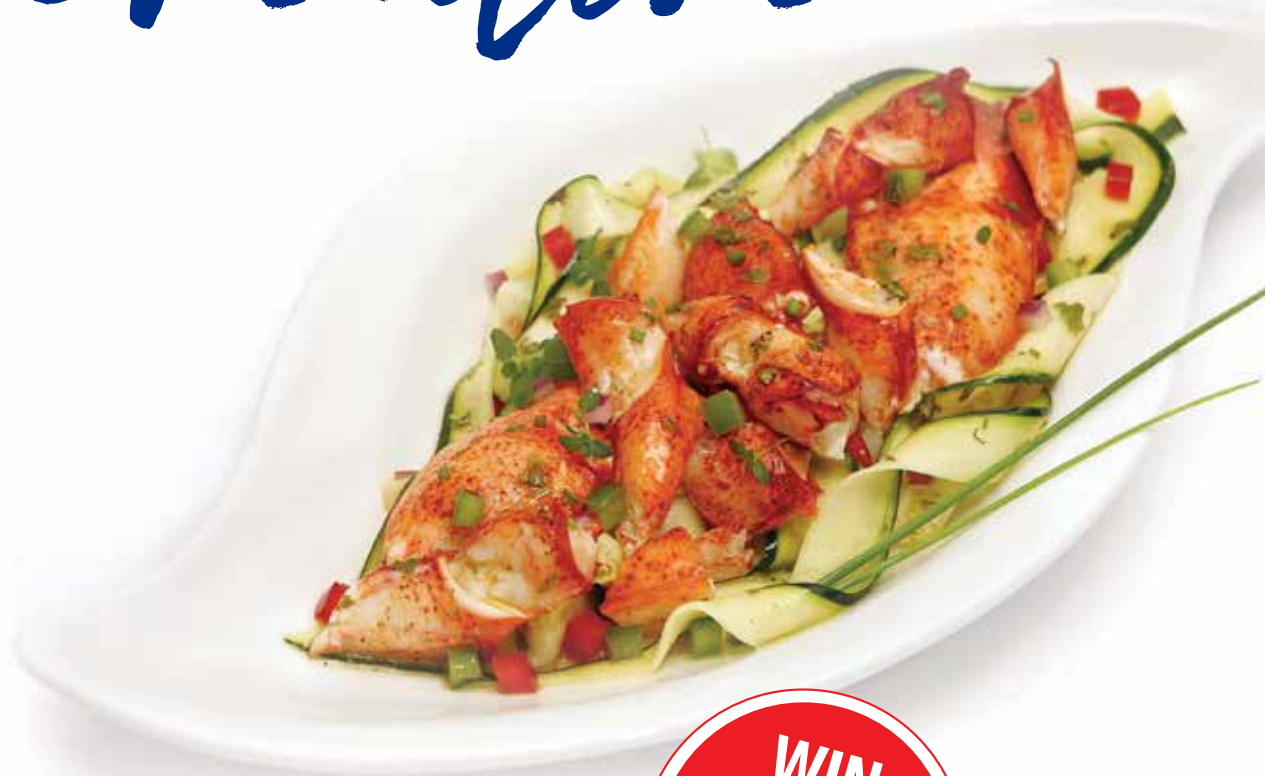


Ajman Palace Hotel Appoints New F&B Manager

The Ajman Palace Hotel has appointed Ghazi Louhichi as its new food and beverage manager. Ghazi brings more than eight years' experience to his new role, having worked at prestigious properties such as Hilton London Metropole, Europe's largest conference and banqueting hotel, and Al Bustan Rotana Hotel Dubai, winner of Dubai Leading City Hotel 2013 at the World Travel Market.

Get creative

the best shellfish deserves
the finest chefs



Create the perfect shellfish dish for our first **Innovative Shellfish** challenge and you could be winging your way to Canada and be featured in Gulf Gourmet magazine.

Choose from our range of premium lobster, prawns, snow crab, Hokkigai and succulent Canadian Sea and Patagonian scallops to create an exciting and innovative recipe, using your culinary imagination.

***See reverse for full details.**

Entries to clearwater@gulfgourmet.net.



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Challenge Rules & Regulations

Please read the following rules and regulations carefully. Instructions contained herein are mandatory.



HOW TO PARTICIPATE

This challenge is only open to those professionally employed as a cook or chef in the UAE.

Develop an original innovative shellfish recipe containing at least one type of shellfish from the list below. (Note: You can use more than one type of shellfish. Shellfish can be paired with other proteins as well):

• Raw lobster meat

Clearwater premium Nova Scotia Prime lobster is only harvested twice a year, when its energy levels are at their highest. Available in convenient ready-to-cook formats - tails, claw and knuckle meat and combo packs – no shelling or waste involved.

• Canadian Sea scallops

Clearwater's 100% natural sea scallops are frozen at sea within less than one hour of harvesting, thereby locking in the flavour, texture and goodness of a fresh scallop.

• Patagonian scallops

Pure and natural, with a sweet, succulent taste, Clearwater Patagonian scallops are wild harvested in the temperate waters of the Continental shelf.

• Arctic surf clams – Hokkigai

Clearwater Arctic surf clams (or Hokkigai) are sweet and delicious, with brilliant red tongues, which add visual appeal to any sushi or sashimi dish.

• Cooked & peeled prawns

MSC certified wild harvested prawns which come from the pristine, icy waters of Newfoundland, Labrador and the Gulf of St Lawrence. They have a firm texture and a bright pink colour.

• Snow crab

Wild harvested snow crab from the pristine, icy waters of Nova Scotia and Newfoundland has a firm texture with a delicious, sweet taste.

- The recipe has to be for one individual main course.
- Total weight of shellfish on a plate must be 150 grams. Clearwater shellfish must be the hero of the recipe.
- Recipe must include starch, protein, and vegetables.
- The typewritten recipe and a photograph or drawing of the dish must be emailed to clearwater@gulfgourmet.net.

- The email must also contain your:

- Full name
- Contact details
- Current designation
- Company/Hotel name
- Name of employer (if different from above)
- Last date for receiving the entries is **December 15th, 2015**.

SHORTLISTING & FINALS

1. Up to 20 of the best recipes will be shortlisted based on innovation and nutritional balance in the recipe as well as the presentation of the dish in the photograph/drawing.
2. Shortlisted finalists will be informed by January 15th, 2016 and Clearwater shellfish will be provided to them for practice for the purposes of preparing the recipe which will be submitted for the Challenge.
3. Finalists must participate in a live cook-off in Dubai at the given date, time and location.
 - a. Clearwater shellfish and a cooking station will be made available.
 - b. Finalists will have to bring all other ingredients themselves.
 - c. Finalists must carry their own utensils and crockery.
 - d. 60 minutes will be provided to prepare and present the recipe as well as clean up the cooking station.
 - e. Must prepare and present four identical main courses on four individual plates.
 - f. Plates must be white and cannot exceed 32 cm in diameter/width.
4. Marks will be accorded to:
 - a. Innovation 30%
 - b. Taste 30%
 - c. Presentation 20%
 - d. Nutritional balance 12%
 - e. Hygiene 8%

DISCLAIMER:

Shortlisted finalists will have to sign an Authorization and Release Form stating, in part, that the recipe belongs exclusively to Clearwater and that Clearwater can use the recipe along with the name of the chef, designation of the chef, photograph of the chef, and name of the chef's employer for marketing purposes.

The winning Chef must complete his or her visit to Clearwater's Headquarters in Canada in 2016 and it is the winning chef's responsibility to obtain the visa. An official letter of invitation to visit Canada will be provided by Clearwater.



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Fresh Food Shopping Goes 3D at Dubai Metro Station

Trolley.ae, a Dubai-based online grocery store that provides groceries and fresh food delivery service to the local market, has launched its first-of-a-kind Virtual Store service at the Dubai Metro stations in cooperation with Etisalat and the Road and Transport Authority (RTA). With a total of six planned locations, the first Virtual Store in the Middle East began operations at the Mall of the Emirates station last month.

The Virtual Store enables shopping while waiting for the metro on a 3.5m x 2m 3D touch screen. Shoppers can select items from the virtual shelves, check-out, and choose a suitable time and location for their groceries to be delivered to their doorstep.

Five more virtual stores are scheduled to be installed over the next few months at other metro stations including Baniyas Square, Dubai Internet City, Damac (Dubai Marina), Financial Center and ADCB (Al Karama).



Spotted in Budapest

Our very own Rahil Rathod (back row, centre) was among the 22 young chefs representing Baillages from around the world at the 39th International Final of the Jeunes Chefs Rôtisseurs Competition in Budapest recently. Michael Christiansen from Canada, Laura Virolainen from Finland and Adam Mede from Hungary were awarded the gold, silver and bronze medals respectively.

Bring out your biggest burger

Can you imagine racing to finish eating one kilogramme worth of food? Well, he can. Last month, the Butcher Shop & Grill hosted its first giant burger eating competition. Winners from all over Dubai were selected on air from Channel 4 Radio and Al Rabia Radio to compete against each other in an intense, neck-in-neck race to finish eating one kilogram worth of food.

The extra-large half kilo burger was served with a side of fries, onion rings and coleslaw, which made this challenge a truly huge feat. The winner was awarded vouchers to dine in at Butcher Shop and Grill or to use at their in store Butchery for one year!





WALK LIKE THE EGYPTIANS

They share a name, a nationality, a profession and a vision. But that's where the similarities between Chef Tarek Mouriess and Chef Tarek Ibrahim end. One has zen-like calm, another is a restless maverick. One loves to stay behind the scenes, the other doesn't shy away from the spotlight. Together, both chefs are making Egypt famous in the culinary world...

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MEAT THE MASTER

Don't mix business with pleasure. Except if you are Chef **Tarek Ibrahim**. The Corporate Executive Chef of Meat and Livestock Australia can carry a tune, fly you to the moon and make your taste buds swoon...

If wishes were horses, Chef Tarek Ibrahim has ridden them all. He flew on these horses from Egypt to the US and finally to the UAE. Flying beyond his wildest dreams, Chef Tarek accomplished something that no one will ever accomplish – he's the first ever Arab chef to become a masterchef.

His day job of corporate executive chef of Meat and Livestock Australia is but just one of his introductions. A meats expert, a celebrity chef, a singer and even an entrepreneur, Chef Tarek is a lot of things in a happy-go-lucky bundle.

And there's so much more still left to come. Growing up in Alexandria, Chef Tarek had a home full of women who didn't mind a curious young boy hanging around their kitchen. He helped them cut, peel, chop in return for tips on cooking and an occasional treat.

His curiosity extended beyond his home. When he hung around the beaches of the historic Egyptian city, he wondered what lay across the sea. Find out he would eventually, but not before satisfying his father's condition that he get qualified for a "respectable" job. "My father wanted me to be a doctor or an engineer. I studied to be a surveyor to please him and once I graduated in 1982,



You have to know the science behind an ingredient to cook it just right – the right temperature, the right treatment and what reacts with which ingredients and how. On the other hand, combining flavours to complement each other is an art.

I asked him to let me go abroad. He agreed," says the chef.

Abroad turned out to be the United States, the land of dreams. The idea was to join the Culinary Institute of America, but a heavy price tag of nearly 30,000 dollars quickly killed any hopes. "What I decided to do instead is learn from other chefs. I learnt so much that I opened my own coffee shop-cum-bakery in just two years."



The business, Upper Crust in Minneapolis, Minnesota, was the first of six that Chef Tarek would open. When he downed the shutters of his shops

at night, he would hop over to other restaurants to work part-time in the kitchen, an effort that helped him hone his skills across cuisines.

The life of work had play too. Despite his hectic schedules, Chef Tarek managed to indulge his love of music as the lead singer of a band. "My band opened for The Carpenters!" Along the way, he also took to the skies with a pilot's license. "All this was fun but I knew I want my career to be in the kitchen."

After making a success of his businesses, Chef Tarek turned his attention to teaching at The Art Institutes International in Minnesota.

Culinary competitions were also a part of having fun. In his very first competition in 1995, he bagged three golds in the American Dairy Association contest, including the Premier Chef of America title. Towards the beginning of 2000s, Chef Tarek walked away with the Taste of Elegance (Central Region, USA) Chef Par Excellence Award.

His most cherished title, however, is the Masterchef status from the World Association of Chef Societies (WACS). With good reason - in 2013, Chef Tarek became the first Arab chef to secure



As a judge, you have to know what you are looking for. Observing a contestant and knowing the basics to the minutest detail are very important for a judge

this title. The WACS also made him a 'class A' judge.

Proud as he is of this achievement, Chef Tarek sees it as means, not an end. "This is not proof that I am bigger and better than the others. It's just a chance for me to further the cause of cooking. I can't rest on these laurels. I have to stay on the top of the game to show I continue to deserve this title."

Few would disagree that he deserves every bit of recognition that comes his way. Chef Tarek is a household name in the Middle East, with Fatafeat TV shows such as 'Min Misr' (which means 'from

Egypt'), '100 Makarona' (100 pastas) and '100 Lahma' (100 meats) taking his skills to as many as 21 countries in the region.

"Keeping people interested in your shows is hard. You have to know your craft well and also find innovative ways to present it. If you try to fake it, you will be caught immediately. Presenting on TV is also about communicating with the audience, not just about being a great cook."

Today, he's in 250 million Middle Eastern homes, teaching foodophiles to cut, chop, sauté, grill, bake, fry and poach good dinners and lunches and everything in between.

Personally, meats fascinate the cook in Chef Tarek the most. And his preferred source is Australia, which is probably why he chose to take up a job with Meat and Livestock Australia, a company that provides marketing, research and development services to over 47,500 meat producers Down Under.

"Most cooks have some kind of fear of meat because it is an expensive item and if you don't get it right, it's a lot of money wasted. But there are so many techniques to cook meat. All you have to do is be methodical."

Australia's skills in animal farming has always impressed Chef Tarek. "The country has 37 million heads of cattle, about 80 million heads of sheep. It spends a lot of money to keep its meat disease-free and the best in quality. Australian meat is raised right, researched right, cut right."

Having been exposed to kitchens from countries as diverse as India and Thailand to North Africa to Europe, the Egyptian chef has developed a keen eye for meat, or what he calls "the soul of the kitchen". "Now, I can see a cut from a mile away and tell you what it is best suited to make."

The whole world may have been his playground but Chef Tarek's heart lies



Tarek with wife Sharon and daughters Aliyah and Zayna.

back home in Egypt. His fondest wish is to see more Egyptian chefs in the culinary hubs of the world.

Much has changed in the country's culinary scene from when he started. There was a time when a career in cooking was looking down upon and buying a recipe book was an expensive affair that needed pooling of resources. Today, with the internet and growing respect for the profession, Chef Tarek hopes world-famous restaurants will soon begin to dot Egypt's landscape.

Chef Tarek did his bit to develop his homeland's talent when in 2006, he trained aspiring culinarians as an instructor at the Egyptian Chef Association.

Training young chefs is a learning opportunity for the instructor too, he believes. "They ask the most unpredictable questions and when you see what they are doing, you tend to notice a lot of small things that could easily ruin a recipe."

Attention to detail is a skill a judge at competitions also needs. Chef Tarek does not advocate faking knowledge at competitions, which he insists could ruin careers. "As a judge, you have to know what you are looking for. Observing a contestant and knowing the basics to the minutest detail are very important for a judge." The best way to do that is to "ask experienced chefs and listen, not just hear".

An exciting profession, Chef Tarek considers cooking "a mix of science and art". "You have to know the science behind an ingredient to cook it just right – the right temperature, the right treatment and what reacts with which ingredients and how. On the other hand, combining flavours to complement each other is an art. Cooking is incomplete without both the science and the art of food."

An artist, a scientist, a musician, an entrepreneur, Chef Tarek is a magic mix you're unlikely to find anywhere else.



ZEN AND THE ART OF KITCHEN MAINTENANCE

"Fusion food is great, confusion food is not." Chef Tarek Mouriess has a lot more life and kitchen nuggets to offer. Patience, perseverance and philosophy are what guide the Executive Chef of Fujairah Rotana Resort, Al Aqah. Why wonder then, how lies easy this head that wears the crown...

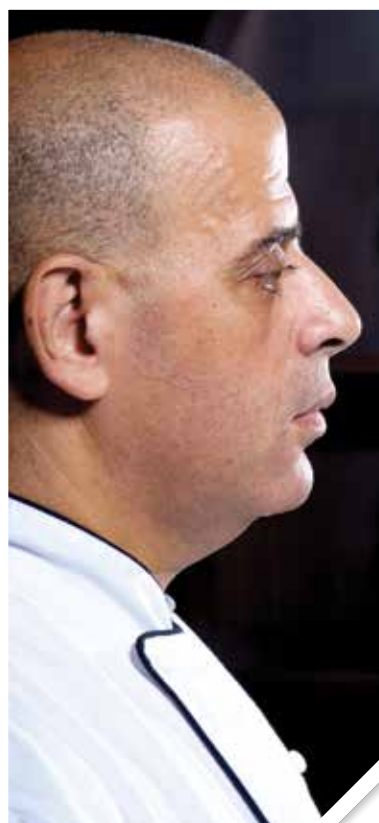
If the UAE ever holds a Mr Congeniality contest, Chef Tarek Mouriess will win it hands down. Few chefs can run a challenging show, encourage junior chefs, dish out one surprise after another, keep the peace while dealing with management and do the thousands things that go into the working of a hotel day in and day out, without once losing their cool.

And these are not even his most distinguishing features. What probably is, is the stark difference between the Egyptian chefs high-flying glamorous career and his inner simple man.

Perhaps it is humble roots that make Chef Tarek a humble man. His enviable executive chef position at the Fujairah Rotana Resort & Spa has come after decades of hardships, starting from his early years, when he lost his father while still a student.

Many others would go astray at the loss of a role model early on in life. Instead, Chef Tarek got more determined, graduating from the Technical Institute of Hotels at Helwan University in Cairo in 1981. Starting at the very bottom of the ladder as a busboy, he climbed his way into the kitchen in just six months.

There on, Chef Tarek worked for a Swiss



company in Egypt, Marriott hotels and moved to Switzerland. Six years later, he returned to Cairo as a kitchen instructor. "I learnt different values in different countries – punctuality in Switzerland, team work in China, efficiency in

Germany and versatility in the UAE."

The Hilton group brought Tarek to Dubai in 1989. The job was a fun assignment, something that gave Chef Tarek an opportunity to travel.

Within two years he was promoted to Executive Sous Chef at the Dubai Hilton Trade Centre. "This was a big eye opener for me. As executive sous chef, I learnt tolerance, resilience and the virtues of listening from my executive chef back then," Chef Tarek recalls. "I wasn't aggressive but a narrow focus on the kitchen did prevent me from seeing the bigger picture, including the management's point of view."

By 1996 he was made Executive Chef at Hilton Al Ain where he worked until 2003 before moving to Ras Al Khaimah where he managed the kitchen operations of both Hilton's city and beach properties.

After working with the Hilton group for two decades Chef Tarek yearned for a better opportunity. This opportunity came from Fujairah Rotana Resort, Al Aqah, which offered him the creative space to do bigger things. "Hilton is like a school. You learn something new every day. Rotana's appeal lies in its vision and principles. It is very focussed on quality



and it takes care of its employees. Rotana also carries the local Arabian culture, focusing on F&B as well as ensuring guests receive quality service during their visit and making it memorable for the guest. These are very attractive qualities in an employer for me."

"I feel proud when I tell people that I am associated with the Rotana group, which is on par with the biggest international hotel chains in the region. We are exceptionally strong in the F&B space and we expanding into new territories including Turkey and Africa. Being part of this growth is exciting. Here, life is all about focusing on the Long-term, pushing for Innovation, being Friendly and Ethical. As a Chef, you just cannot ask for more."

Chef Tarek came to Rotana looking for

a challenge and he found it. Training young chefs and maintaining the hotel's top-notch quality and experience without cost blowout screamed for innovation and creativity in the kitchen. "We are focussing on reducing wastage, recycling and using all usable parts of the raw ingredients, like off-cuts for soups or excess bread for puddings."

For the 55-year-old chef, cost reduction is just one aspect of smart cooking. A bigger and more important aspect is sustainability and awareness of the environment.

Working in the UAE is a blessing for young chefs, believes Chef Tarek. "Here, you get opportunities that other countries don't provide. A friendly atmosphere and exposure to global

trends and high-quality ingredients from all over the world."

Unfortunately, many young chefs these days lose out on the opportunity because they focus only on the financial and career aspects of their jobs. "Very few chefs these days are passionate about their craft," he rues. "Our profession is like none other. You can satisfy someone's appetite. And you have to approach it like a mother cooks for her child. If that love and passion is missing, this profession is not for you."

A big problem is also the lack of a strong foundation in cooking. "Many chefs these days can't even fry an egg properly! How then do you expect to churn out complicated continental or Asian dishes?"



Basics are important also when it comes to combining different kinds of cuisine. Chef Tarek has a bone to pick with what he calls "confusion" cuisine. "The other day, someone asked me if I had tried masala chocolate tea! Is that even a thing? Who comes up with these disasters?" The flavours and tastes have to complement each other. "Otherwise 'fusion' can easily turn into 'confusion'," he says.

Part of the problem could be the Internet. Recipes are easily available online these days and that prevents chefs from making an effort to come up with their own creations and figuring things out slowly but surely. "When I was starting out, we had to cut out pictures of dishes from foreign magazines and try to replicate them without the faintest idea of what went into them. We didn't understand the language of the text. And you would have the head chef screaming at you and throwing things at you. Life for chefs is much easier now but they must use these tools to improve, not to cut corners."

Staying grounded is very important for a young chef. "A good way to judge your cooking is to ask yourself if you would pay for this dish you just created if you go to a restaurant. A dish can't get by only on beauty. It has to taste great too."

Although the kitchen is a demanding office, remaining ethical to your craft is the way to success, says the Egyptian chef.

On a personal level, Chef Tarek enjoys his mother's and grandmother's cooking more than the best dishes served in restaurants. A simple man, he also likes to visit smaller joints that satiate his craving for a falafel sandwich.

When he's not rifling through recipe books or reading the newspaper, Chef Tarek loves to absorb the finer points of Asian philosophy. Catching up with friends and holidaying in Egypt are other activities that complete his personal life. "I love sitting by the river Nile or listening



Tarek with his family; sons Daniel and Sherief



Many chefs these days can't even fry an egg properly! How then do you expect to churn out complicated continental or Asian dishes?

to the sound of the waves at the beach." On his bucket list is also a spiritual experience with monks in Southeast Asia.

Chef Tarek doesn't know what the future holds for him. Having already trained young chefs at his workplaces and the

Emirates Culinary Guild for decades, he is well positioned to get into pedagogy. As one of his junior chefs sums it up, "He just doesn't give up on you. He will keep working on you till you get it right. And all this without a single hint of irritation."

A great career, passion for his craft and spiritual satisfaction, Chef Tarek seems to have set up a pretty good life. Completing the happy picture are his two sons Daniel and Sherief, the apples of his eyes. Daniel has completed his bachelors in media communications at York University and now works for BMW in Toronto and Sherief wants to be a pilot. "I live for them each day," Chef Tarek finishes.

'And for the love of cooking', is the unspoken promise.

November 2015 **Gulf Gourmet**



Lobster fishing vessel



Lobster tails with asparagus and peafoam sauce



Scallops and asparagus



Snow crab sections

CHEFS! IT'S CANADA CALLING

Clearwater ties up with Gulf Gourmet in its search for UAE's most innovative shellfish chef. The champion will have the opportunity to visit the headquarters of Clearwater in Canada, see a lobster fishery, and enjoy culinary innovation sessions...

Are you a professional cook or chef working in the UAE with a great recipe using shellfish? Then the Clearwater Innovative Shellfish Chef challenge is for you.

Choose from at least one of the following six Clearwater shellfish products – Nova Scotia Prime raw lobster meat, Canadian sea scallops, snow crab, Arctic surf clam, cooked and peeled prawns or Patagonian scallops – and create an innovative main course recipe for us. It is that simple.

The Clearwater Innovative Shellfish Chef Challenge encourages chefs to get their creative juices flowing to develop an innovative dish which is both the chef's pride and the guest's joy.

About Clearwater

Canadian-based Clearwater Seafoods, which was founded in 1976 by John Risley and Colin MacDonald, started out with just a pickup truck and a vision. "Today, Clearwater is one of the world's leading seafood companies, offering a variety of shellfish from Canadian sea scallops and lobster to Patagonian scallops, Arctic surf clams and snow crab to top restaurants and hotels across the world," says John Ashmore, Clearwater's Marketing Director for Europe, Middle East and Africa.

"All our shellfish is wild-caught and 100

Accept the challenge and win a trip to Canada

Email your recipe and a photograph or a drawing of the shellfish dish along with your details to clearwater@gulfgourmet.net. Please read the rules and regulations carefully on www.gulfgourmet.net/home/clearwater. Deadline is **December 15th, 2015**.



percent natural. While our Sea Scallops are frozen within minutes of harvest to preserve their nutrients, texture and natural goodness." A strong believer in sustainability, Clearwater contributes heavily to marine science research. It has the widest selection of Marine Stewardship Council-certified species of any shellfish harvester globally.

Food safety is paramount in hospitality and related industries. Clearwater maintains strict standards and

processes at its facilities to ensure food safety at every level of its supply chain, from the fishing vessel to the processing plant and customer delivery channels. With its integrated monitoring systems, tamper-evident packaging and secure shipping containers, Clearwater strives to ensure its products reach the customer's kitchen in peak condition.

About the challenge

The challenge is being put together to encourage creativity and innovation among professional chefs in the UAE, as well as to promote the use of shellfish in the most original way.

Shortlisted chefs will be provided with the shellfish and invited to cook their recipe for a judging panel. **The chef behind the winning dish will receive the opportunity to visit Nova Scotia, Canada, the headquarters of Clearwater, see a lobster fishery and participate in innovation sessions with the Clearwater corporate chef, Stefan Czapalay, c.c.c.**

There's more! The best recipes will be promoted by Clearwater in its marketing material, with due credits to the winner and their employer.

Time to put on that thinking toque and get the creative juices flowing!

November 2015 Gulf Gourmet



MIX AND MATCH

This month, two youngsters from Dubai Marriott Harbour Hotel & Suites are taking the contest a notch higher as they trade skills to push for innovation

These two smart young lads from humble origins have come a long way in their short career span. And they have tried something never done before in this competition. Chef Suman from the hot kitchen and Chef Yogesh from the pastry section have trained one another to learn new skills and techniques so that they could offer macaroons for mains and a dish that looks like a halibut fish for dessert. Here are their stories:

Chef Suman Maharjan

This 23-year-old is the first chef we've met in a long time who credits his father (rather than his mother) for making him aspire to be a great chef. While a young Suman was growing alongside his elder sister and younger brother eating his mom's food and having a good time in Kathmandu, Nepal, he always watching what his dad was up to.

His father worked 16 long years as a chef in Nepal before the five-star hotel he worked for went into trouble and the family was forced to start their own small restaurant serving local cuisine to make ends meet.

When a young Suman told his father he too would like to follow in his footsteps and become a chef, his father did everything in his capacity to steer him away from a job that would require endless hours working inside a kitchen and to protect his son from an environment that he thought would



Chef Suman Maharjan

mean little or no appreciation for endless hours of hard work.

But Suman was adamant and told his dad that he was willing to take full responsibility for his decision. With little to no option to turn his mind, his father steered him towards education, something nobody ever told him to do.

While his sister and mother supported dad with the restaurant, Suman completed his Hotel Management Diploma from Caspian Valley and followed it up with another diploma from Culinary Solutions Australia International and a certificate in commercial cookery from the academy of culinary arts in Kathmandu.



Chef Yogesh Puri

He says, "While my dad inspired me every time he showed me images of his creations it is only after donning the coat that reality sets in. However, I have loved the entire process of getting here."

At his culinary school he was one of just three students hand-picked to join the Intercontinental Hotel Doha. With his first stint abroad, he soon learned the tricks of the trade and before he knew it was working at the steakhouse of Sofitel Hotel on Palm Jumeirah. Just over a year ago, he joined the Dubai Marriott Harbour Hotel & Suites as Demi Chef de Partie.

Ask him about his steady growth in career and he says, "I've been very fortunate to work with chefs who have



extraordinary skills and whom I have watched and learned from and grown."

In his current role he "supervises juniors and cooperates with seniors to ensure there are no hiccups in the workplace." And when he has free time he connects with Nepali chefs from around the world looking for ways to promote Nepali cuisine and make it popular globally.

Check out the recipe he's created with the help of his partner from pastry to create potato brulee and demi glace macaroon and a tomato cloud!

Chef Yogesh Puri

"I met him just a few months ago but this guy has something in him that is special. He has the kind of creativity in his fingers that will take him places," is how Chef Suman describes his competition partner Chef Yogesh.

All of 24 years old, Chef Yogesh was raised by his father who works in the private sector in Chandigarh city in northern India.

The cooking bug bit Chef Yogesh when at the age of eight he would visit the bakeries owned by his relatives. "I

simply couldn't hold back my curiosity. I wanted to know how they made it. Why the bread would turn out the way it did in the oven."

Unable to shake of the inquisitiveness for years, he went in to hotel school only to get a diploma in bakery and confectionery. "I wanted to learn anything and everything there is to know about bakery and I didn't want to learn anything more," he says with a passion that still reverberates in his voice.

He completed a rigorous training course at the JW Marriott near his hometown alongside the pre-opening team. He says, "There were so many highly skilled people around. I grasped all that I could and went on to be a part of the pre-opening team at Radisson Blu, also near his hometown.

"All I did was make chocolates here," he says with pride. He lived and breathed chocolate for his entire stint there and has almost mastered 26 types of chocolate for the hotel.

He later moved to Vivanta by Taj and explored all things confectionery before joining the Hyatt in Amritsar as Demi Chef

de Partie supervising the bakery section.

Just about six months ago, he wanted to learn more, and work with high quality equipment and decided that moving to Dubai would be a great career move. When the opportunity for a Commis, which is two positions below his designation at Taj, opened up he took it. Today he manages plating, bakery, confectionery and chocolate making at the hotel.

"I wanted to grow and learn. I have no regrets. Position and money are secondary for me. I realise that this is my age to learn and I want to make the most of it while I can."

The artist who believes his biggest strength lies in chocolate and plating of desserts, is always enthused to learn about new techniques and take on new challenges. For example, part of dessert is a mousse made to look like chocolate wafers but it melts in the mouth.

He says, "This is my first time using Docello products and I absolutely liked the chocolate mousse. My melt in the mouth wafer would not be possible to create without Docello."



PISTACHIO CRUSTED LAMB RACK, TRUFFLE POTATO BRULEE, TOMATO COULIS, CLOUD, DEMI GLAZE & MACAROON AND NOUGAT JUS

FOR THE LAMB

Lamb Rack	1.no
Pistachio Chopped	50g
Bread Crumbs	50g
Dijon Mustard	10g
Salt & Pepper	To taste

FOR THE POTATO BRULEE

MAGGI® Mashed potato	50g
Egg Yolk	150g
Cream	100ml
Water	150g
Truffle Oil	2 Drops
Salt & Pepper	To taste

FOR THE CLOUD

MAGGI® Tomato Coulis	400g
Water	100g
Gelatin	15g
Salt & Pepper	To taste

FOR THE MACAROON

Chef® Demi Glaze	25g
Water	30g

Almond Flour	120g
Caster Sugar	120g
Egg White	50g
MAGGI® Coconut Powder	20g
Goat Cheese	30g

FOR THE NOUGAT JUS

Chef® Demi Glaze	5g
Water	100g
Kit Kat® Mix In	20g
Sugar	10g

FOR THE LAMB

- ♦ Marinate the lamb and Set Aside for 10 min. Then cook it to desired doneness.
- ♦ Mix the Pistachio and bread crumbs to form a crust and coat it on the lamb.

FOR THE POTATO BRULEE

- ♦ Heat the Cream and water, to this add the potato mix and remove from heat,
- ♦ Then add the egg yolk and truffle oil and mix and place in mold and double boil for 15 minutes at 160 degrees Celsius. Remove and chill.
- ♦ Sprinkle the sugar on top and torch it. Set Aside.

FOR THE TOMATO CLOUD

- ♦ Soak the gelatin in cold water till soft.
- ♦ Boil the water, then add the tomato coulis, and heat, remove then blend

to form a smooth puree, then add the gelatin stir till dissolved and then strain.

- ♦ Place in a mixer, and whisk till formed, then place in the chiller to set, repeat this 5 to 10 times.

- ♦ Pipe in a mold chill till set then de mold

FOR THE MACAROON

- ♦ Mix the demi glaze mix with the water bring to a boil and set aside.
- ♦ Now mix the Goat Cheese with the coconut powder and set aside as well.
- ♦ Place the egg white in a bowl and whisk to firm peak, slowly add the powdered sugar and then the almond flour. Now add the cool demi glaze mixture and fold in slowly.
- ♦ Pipe the mixture on a parchment paper and air dry in a hot cupboard.
- ♦ Spread the cheese and coconut mixture in the center.

FOR THE NOUGAT JUS

- ♦ Heat the sugar in a pan till caramelized, then add the Kit Kat mix.
- ♦ In a separate pot boil the water then add the demi glaze powder.
- ♦ Reduce to sauce consistency, and then add the Kit Kat mix.

Assemble the dish as shown.

CRISPY CRÈME BRULEE, PANNACOTTA CANNELLONI WITH BERRY RATATOUILLE AND CHOCOLATE MOUSSE SLATE

FOR THE BRULEE

Docello® Crème Brulee	50g
Milk	200g
Cream	100g
Sugar	25g
Strawberries	6 n.o

FOR THE PANNACOTTA CANNELLONI

Docello® Panna Cotta	60g
Milk	200g
Cream	200g

FOR BERRY RATATOUILLE

Mix Berries	100g
MAGGI® Tomato Coulis	5g
Water	10g
Sugar	5g

FOR THE CHOCOLATE MOUSSE

Docello® Chocolate Mousse	100g
Milk	200g
Kit Kat® Mix In	25g

FOR THE BRULEE

- ♦ Boil the milk and cream and then add the mix and stir, cool then set in a mold.
- ♦ Caramelize the sugar and press it to form a thin sheet. Keep aside.
- ♦ Assemble as shown in the picture.

For the Cannelloni

- ♦ Boil the milk and cream, then add the mix and place it in sheet pans to cool.
- ♦ After it has set cut in to lasagna sheets and keep aside.
- ♦ For the ratatouille boil the water to this add the tomato mix, and then add the berries and sugar and cook till berries are soft. Cool the mixture.
- ♦ Place a spoonful in the sheets and roll to form cannelloni, set aside to chill.

FOR THE MOUSSE

- ♦ Mix the cold Milk and the mix and whisk it till fluffy.
- ♦ Spread it on to parchment paper and keep to chill.
- ♦ Break it into desired shapes.
- ♦ Use as shown in picture.



brought to you by



DESTINY'S CHILD

Lady Luck and Aunt Attitude, both like Chef Francois Leo very much. With his boyish charm, his tenacity and talent and his creative fingers, the executive pastry chef of Rosewood Hotels and Resort in Abu Dhabi has made fans everywhere he has gone. Gordon Ramsay is one of them...

Prodigies are born, not made.

You know this the minute you meet Michelin three-star Chef Francois Leo. Barely out of his 20s, the French chef has a cap filled with feathers, all dipped in gold. At a time other chefs his age are struggling to make a mark in their field, he's taken on the responsibility of overhauling an entire hotel's pastry operations. And is doing a spectacular job of it!

What 32-year-old Chef Francois calls his career graph, most would call a dream life. He became a pastry chef at the age of 19, caught the eye of the celebrated Gordon Ramsay at 23 and became the head pastry chef at a premium property at 26! Don't be awed yet. These achievements don't even begin to tell his real story.

Cooking isn't in his genes. His father was a butcher but Chef Francois didn't spend much time with his dad after his parents parted ways when he was just 2. You could say he borrowed the passion for the kitchen from his mother's colleagues.

In his picturesque hometown of Annecy in France, a 12-year-old Chef Francois regularly followed his mother into the four-star hotel she worked in as an assistant director of rooms. While she handled her daily work, he hung around the kitchens, chatting up chefs and asking a hundred questions, all patiently



Being nice to people is important, no matter how successful you are. What I dislike in new chefs these days is that they are fixated on what they have learnt

answered by the indulgent chefs. Taking an instant liking to the talkative young boy, the chefs offered pocket money to help around the kitchen. Starting with tiny jobs, he graduated to making starters and got seriously hooked on to cooking by the time he turned 16. "Cooking was always 'fun' rather than 'work' for me," he reminisces.

Soon, he enrolled for formal education in hospitality, working in the kitchen for three weeks a month and studying for a week, a routine that lasted for two years. Chef Francois's cheerful countenance, combined with his talents, won him a strong supporter in the chef leading his classroom and workplace. He placed Chef Francois in a top hotel under a Michelin two-star chef. In a couple of years, Chef Francois received his diploma in plated desserts.

Lady Luck smiled at Chef Francois for the

first time around then. "The 50-year-old head pastry chef where I was working suddenly developed an allergy to sugar. He quit and the open-minded executive chef allowed me to take over and he told me to work on a new menu." Talent never in short supply, Chef Francois whipped up some new creations that his boss was more than happy to put on the menu. Within six months of getting his diploma, Chef Francois donned the pastry chef's hat.

Subsequently, he moved to another top restaurant – the only one to have been rated 20/20 by Gault et Millau, an influential French restaurant guide in France. "I don't know if it was my luck again but the pastry chef and the head chef had a fight. The pastry chef left and I was given his responsibilities." Full of enthusiasm and passion, Chef Francois not only toiled hard but also put up with a moody boss. "I would pray each morning that the head chef wouldn't make my life difficult. The owner of the restaurant was 3 star Michelin chef Marc Veyrat and he liked me. So he would protect me from the head chef." One day, however, things came to a head when the grumpy chef pulled up Chef Francois over a trivial matter. "I went to Marc and I told him I couldn't continue. I was tired, not earning enough, sacrificing my personal life and dealing with a difficult boss. Chef Marc then made me the pastry chef and gave me a massive raise.



After that, the head chef backed off and the owner trusted me."

That trust didn't come automatically. It was an unlikely outcome of an initiative taken by Chef Francois. "Everyday, the chefs would place some desserts on Marc's table at his apartment. Most of the times, it would be caramelised fruits and herbs that did not look particularly appetising in the morning. One day, I made bonbons with caramelised macademia nuts and placed them on the table."

It so happened that the owner invited a famous food critic to his apartment that morning. "Later, the owner came to the restaurant and started searching for me. I had forgotten what I had done the night before and when he asked me what I had put on his table, I thought I messed up. He then told me to make 2,000 pieces more because the food critic wanted to take them back to New York!" The incident proved to be a turning point in Chef Francois's relationship with Marc Veyrat.

A year and a half later, the travel bug bit Chef Francois. A friend in London who had a cheese business invited him over and introduced him around to

TRIPLE WHAMMY

Picture this. The best pastry chef at last year's La Cuisine by SIAL, the best pastry chef at this year's Salon Culinare, and the winner of the HUG tarlettes competition who won a trip to Switzerland are three different chefs. All three of them work in the same kitchen, report to the same Executive Pastry Chef and are trained by the same exemplary culinarian. We are talking about none other than Executive Pastry Chef Francois Leo of Rosewood Hotel Abu Dhabi, who has pulled off a feat never before witnessed in the UAE.

WHY APPLE PIXIE?

For our young pastry chef aspirants, Chef Francois has created a dessert aptly named Apple Pixie (Crick Crack Crock). Chef Francois says, "I chose Pixie as it is an Apple from the state and because of the Pixie imaginary fairy.

The idea behind this creation is to have fun and to transform three different coloured apples in to three small yet uniquely magical desserts that respects the product and its flavours.

Turn the page over for a step-by-step visual guide to creating the dessert.

many client chefs in restaurants and hotels. One of the clients was Gordon Ramsay, one of the most famous chefs in the world. "Gordon was then opening a French-style restaurant called La Noisette. He told me to meet the main chef and I got the job of the head pastry chef. That restaurant got a Michelin star in just a few months!" Although the restaurant became really popular, it was shut down in less than two years because the lease on the Sloane Street property was expiring and it would have been very expensive to renew it.

Ramsay did not want Chef Francois to leave his company. So he persuaded the chef to join a new hotel he was opening in Versailles in France. "It's a beautiful hotel next to the castle of Versailles. I was fascinated. I had 15 chefs working for me and that was the first of many things for me. He sent me there as a head pastry chef consultant." The hotel, Trianon Palace, won Michelin two stars within seven months of opening and was a big success.

A year later, Chef Francois returned to London to work with Chef Bjorn Van



Der Horst, La Noisette Chef Patron and "my mentor", with whom he had worked earlier as executive pastry chef. After a year of working in London, Chef Francois headed for Chia Laguna Resort, nestled in the lap of nature in Sardinia Islands, Italy.

A couple of stints in Switzerland and the Caribbean later, Chef Francois got curious about the United Arab Emirates. "A different culture, different tastes, different style of working, I felt a pull. So when a good opportunity presented itself with Rosewood, I accepted."

Borrowing from his experience of mass production in Sardinia and Versailles, Chef Francois is working on upgrading Rosewood's pastry offerings and



innovating with the menu. "The trick is to have fun with your work. For example, there's so much experimenting you can do with something as simple as chocolate fondant. Fill in ganache in the middle, put in caramelised popcorn, experiment with fruits, you will have a whole new dessert."

Chef Francois also believes in doing the non-traditional. Christmas is not a festival celebrated much in the UAE. His first dessert display at Christmas reflected that lack of enthusiasm. After some retrospection, Chef Francois decided to play around with ideas during Easter and tone down the characteristic features to involve a larger population. "We then made things for Easter which were not

typical Easter. We made ducks, sheep, rabbits and other items which attracted anyone and everyone. On the first day of display, a local businessman bought all the chocolates from us! We had to do the whole display again." He hopes to replicate the same model during Christmas this year, toning down on the Santa Claus bit and focusing on the colours and flavours to expand the appeal of Christmas.

Under his tutelage, Rosewood's chefs have also been excelling at top culinary competitions, giving more experienced chefs from Dubai and other parts of the world a run for their honey. Rosewood chefs swept notable pastry titles at the recent Salon Culinaire and SIAL Middle East competitions.

Having achieved so much at such a young age, Chef Francois knows it's your attitude that determines where life takes you. "Being nice to people is important, no matter how successful you are. What I dislike in new chefs these days also is that they are fixated on what they have learnt. You have to keep trying to improvise and experiment and add your own ideas. Some risks have to be taken if you want to distinguish yourself from the others."

But perhaps the most important ingredient in any dish is "fun". "The more fun you have, the better your creations will be!" he signs off.

Sweet dreams are indeed made of these.

APPLE PIXIE CRICK, CRACK, CROCK

APPLE CRICK

> Savarin with Granny Smith Apple & Basil Sorbet

GRANNY SMITH & BASIL SORBET

Granny Smith & Basil Sorbet	
Fresh Basil	45G
Fresh Granny Smith apple juice	1liter
Acid ascorbic	1G
Lemon juice	85 g
Water	400 g
Caster sugar	270 g
Super Neutrose	5 g
Glucose Powder	50 g
Dextrose	35 g

Preparation

- ◆ Boil the water then add all in once the sugar, Neutrose, glucose and dextrose.
- ◆ Cool the mix down and add to the lemon and apple juice. Add the Basil and blend it for 2 minutes. Leave the mix to mature for 12 hours and then it's ready to churn.

SAVARIN PASTRY

Full fat milk	25cl
Water	25cl
Salt	10g
Caster sugar	20g
Anchor Butter	225g
Plain flour	275g
Fresh eggs	9

Preparation

- ◆ Mix flour, butter, salt, honey and fresh yeast together.
- ◆ Used the hook and add eggs one by one.
- ◆ The dough as to unstick from the ball and become smooth.
- ◆ Leave the dough on the marble for 5 min then portion and filled the mould 1/3. Let it proved till the extremity of the mould.

EXOTIC SYRUP

Water	1l
Sugar	500g
Passion fruits puree	250g
Orange zest	1Pcs
Lemon zest	1Pcs
Vanilla pods grated	1Pcs

Preparation

- ◆ Boil the sugar with the water. Add the passion fruits puree, vanilla and the citrus zest..

DRY FRUITS BISCOTTI



Granny Smith & Basil Sorbet



Savarin pastry



Exotic syrup

Sugar	310G
Egg white	225G
Salt	3G
Vanilla essence	2G
Flour	340G
Almond with skin	200G
Pistachio	50G
Mix dry fruits	150G

Preparation

- ◆ Beat sugar and egg white, add Salt and vanilla then fold in the flour .Mix slowly

then add all the dry goods.

- ◆ Freeze then slice when needed and cook at 180 degrees for 15 min.

> **Plating:** Soak the Savarin in the exotic syrup, glaze with apricot glaze and zest on the top some fresh lime. Mould the Granny and basil sorbet into small sphere, freeze it then assembly together. Start with the Savarin then add the sorbet on the top and then the Biscotti.

APPLE CROCK

> Mini Tatin On A Sable Breton

ROLLING APPLE TATIN

Anchor Butter	80 G
Apple Royal Gala	5 pcs
Sugar for the caramel	250 G
Vanilla bean	2 pcs

Preparation

- ◆ Use the Japanese slicer machine to peel and slice the apples in ribbon.
- ◆ Roll out the apple to the size of your dish; Cook slowly 200 gr of caster sugar in a dry pan until dissolved and caramel coloured add the butter and vanilla bean.
- ◆ Pour into a mould 10 cm diameter and 5 cm high. Let it cool down. Place the ribbon of apple into your mould.
- ◆ Cook the apples for 15 minutes in an oven at 180 degrees.
- ◆ Let it cool down and then is ready to use.

SABLE BRETON

Anchor Butter	400 g
Sugar	400 g
Salt	05 g
Eggs yolk	200 g
Flour	550g
Baking powder	35 g

Preparation

- ◆ Combine the flour and baking powder.
- ◆ Beat the yolks until is creamy texture
- ◆ Add the sugar and mix until the mixture is light and fluffy
- ◆ Using the rubber spatula fold in the dry ingredients.
- ◆ Shape in to the ring of 5 cm diameter.

MANGO & PASSION FRUIT CONFIT

Sugar	70G
Pectin NH	5G
Mango puree	250G
Passion fruits puree	105G
Lime juice	5G

Preparation

- ◆ In a sauce pan mix together the sugar and pectin, add the fruits puree and boil together. Add at the end of cooking the lime juice. Cool into the Flexipan and reserved in the refrigerator.

> **Plating:** Glaze the apple Tatin and assembly with the Sable Breton and place on the plate. Cut the mango confit into long rectangular strips then roll it and place on the plate.



Rolling Apple Tatin



Mango & Passion fruit confit

November 2015 Gulf Gourmet

APPLE CRACK

> Red Profiterole Caramel, Raspberry mousse, Tonka Bean Chantilly & Apple Compote

CHOUX PASTRY

Milk	225G
Anchor Butter	100G
Salt	10G
Caster sugar	10G
Flour	150G
Eggs	260G
Milk	25G

Preparation

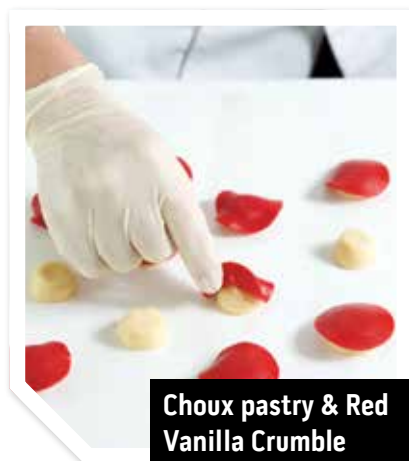
- In a saucepan, bring the milk, the butter, the salt and the sugar to the boil. Remove from heat and stir in the flour and dry. Transfer in a bowl and gradually add the eggs. (Add more hot milk if necessary). Use a n 4nozzle to pipe some 2cm large choux .Cover with a red color vanilla crumble disc on each choux. Bake in a convection oven at 170 degree for 25 min. place on a rack to cool down.

RED VANILLA CRUMBLE

Anchor Butter	100G
Sugar	125G
Flour	125G
Homemade red vanilla sugar	10G
Red food coloring	1G

Preparation

- Mix all ingredients but not too long. Keep in the refrigerator at 5 degrees. Spread the pastry between 2 plastic sheets. This recipe should give sheets 1X60cmX40cm. Keep in the freezer then cut in 3 cm large disc for the choux and store in the freezer.



Choux pastry & Red Vanilla Crumble



Red Mirror Glaze

RASPBERRY MOUSSE

Cream	150G
Raspberry puree	300G
Egg yolks	80G
Sugar	80G
Gelatin	6Pcs
Anchor whipped cream	300G

Preparation

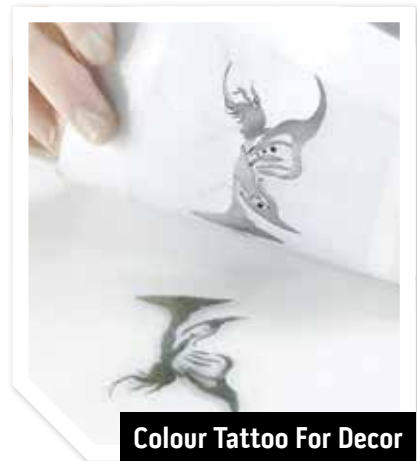
- In a saucepan, boil the cream and add the raspberry puree and mix well. Mix together the egg yolks and sugar and add to the saucepan, cooking to 85°C. Add gelatin and cool to 35°C. Fold through lightly whipped cream. Set aside for the assembly.



Raspberry mousse



Apple compote and filled the Choux Pastry



Colour Tattoo For Decor

TONKA BEAN CHANTILLY

White chocolate	750g
Anchor cream	1l
Tonka bean	2pcs
Gelatin	2pcs

Preparation

- ♦ Boiled the cream then add the Tonka bean .Poor the cream into the white chocolate and your gelatin.
- ♦ Reserved for 12 hours in the refrigerator then whipped like a Chantilly before using.

APPLE COMPOTE

Red apples	4pcs
Sugar	80G
Cinnamon powder	3G

Vanilla Pod	1Pcs
Lemon juice	10g

Preparation

- ♦ Cut the apples into small cubes add the sugar and cook in the sauce pan until the apple gets soft. Add the lemon juice, vanilla and cinnamon powder. Reserved in the fridge.

RED MIRROR GLAZE

Water	150 g
Caster sugar	300 g
Glucose	300 g
Sweet condensed milk	200 g
Gelatin	8 Pcs
White chocolate	300 g

Red food coloring	10 g
PCB gold powder	2 g

Preparation

- ♦ In a saucepan, cook the water, the sugar and the glucose at 103°C. Pour over the condensed milk, the gelatin, the white chocolate and the red coloring powder. Mix and keep in refrigerator. The following day, heat the glaze at 40° and use at 30/35°C.

> **Plating:** Filled the profiterole with the apple compote and the Tanka bean cream. Glaze the Raspberry mousse and place on the top of the profiterole ups side down. Add the chocolate garnish.



APPLE PIXIE - Crick, Crack, Crock

SCOT IN TRANSLATION

Chef **Ryan Waddell** has gone through many trials by fire to become the expert that he is. The executive chef of Reform Social & Grill is changing Dubai's gastropub culture, bridging the gap between the western and the Middle Eastern world...

What happens when you take a farm boy and an accountant and put them together in the kitchen? You get someone who can balance fresh flavours just as well as financial statements. And that's why Chef Ryan Waddell is a restaurant owner's dream employee.

The executive chef of Reform Social & Grill gastropub traded a life in the high-flying world of finance for satisfied smiles on his guests' faces.

Today, he's gone beyond that, bringing to the UAE the British gastropub culture of laughter and light moments over drinks and some good food. In a twist to the story, he's opened another gastropub, The Black Lion, marrying the idea of a British gastropub to the American way of life.

A self-confessed "country boy", Chef Ryan loved the farming community of Peebles, where he grew up on the banks of the river Tweed. His playground was a 1,000-acre sheep farm and farming tools were his toys. "My father was a sheep farmer. So everything I ate was fresh and homemade. We had vegetable patches in the garden. My mother did a lot of baking and I learnt to bake at a very young age. That's when I fell in love with food, I guess," says the 32-year-old.

The love of food seems to be a common thread in the Waddell family. Chef Ryan's younger brother chose to become a farmer and his father now works for the

Scottish farm development and forestry department. Chef Ryan, however, initially took an altogether different path. "When I was around 17-18 years old, I studied accounting for a couple of years. Numbers came easy to me when I was in school. Math and physics were my favourite subjects."

However, accountancy couldn't hold Chef Ryan's interest for too long. He took up a job as a trainee accountant in an office but didn't "enjoy that lifestyle". In fact, washing dishes in restaurants on weekends to earn some extra money gave him more satisfaction.

At 21, the part-time job helped Chef Ryan "get into the rhythm". "I started on preparation, then moved into the kitchen." Eventually, he landed a job at a "beautiful, old-fashioned country house hotel with 15 bedrooms and walled gardens". The Cringeletie House Hotel was quaint and the few months that Chef Ryan spent there gave him a solid start in the industry. Moving from there to Macdonald's Hotels, a young Chef Ryan worked at the Cardronna Golf & Country Club as chef de partie. Another short stint was at the Braids Hill Hotel in Edinburgh, before he went on to Glasgow to join 1 Devonshire Garden.

Chef Ryan's big break came in mid-2006, when he moved to London to the well-known Hoxton Grill. "That kickstarted my career. I moved to London as junior sous chef and then worked my way up to head chef." A good three-four years were spent

at Hoxton learning the skills that give Chef Ryan the edge.

Today, he's an expert on gastro cooking, or as he puts it, "cooking the way it should be". "I fell in love with gastro cooking at Canbury Arms, a gastropub in southwest London. All the ingredients used in my kitchen came from within a 50-mile radius. That really appealed to the country boy in me."

Chef Ryan recalls his fishmonger calling him at 10 AM to tell him what came on the boat that morning. "By afternoon, it would be in my kitchen. Everything was that fresh."

At the time, the UK was moving from mass produce kitchens to refined ones that sourced ingredients locally. Going back to basics was right up Chef Ryan's alley. "I'd grown up around blackberry farms. We'd pick the fruit on our breaks. At that time, it was all about preserving things because seasons were small and they changed drastically. Certain produce grew only at certain times of the year. There were ways to preserve those and keep them available throughout the year."

The old-fashioned techniques of cooking are still dear to Chef Ryan. From making pickles to curing salmon or beef to smoking meats, he's fascinated by every technique to extend the life of food.

After spending three years in Canbury Arms, Chef Ryan was approached to bring his expertise to Dubai and open 'Reform





Social & Grill'. A different world awaited him here. What were the challenges? "Everything. Not knowing the market, not knowing the kind of staff, the work culture and the produce. It took me six months to settle in. Some of my staff understood flavours and seasoning but it was different from what we needed. I brought in a British sous chef to support me. And I got two Indian colleagues who had experience in London."

Although Reform is a British brand, Chef Ryan had to adapt the Dubai gastropub to suit the local market. Initially, the menu was rather standardised. "We had to develop our price points without compromising on quality. Plus we had to stay a destination restaurant. Reform London is more of a restaurant, here we promote it as a gastropub."

One of the fundamentals of gastro cooking is local sourcing. That is one challenge Chef Ryan has not been able to overcome in Dubai yet. "We don't source that much local products and it's something I want to look at and start doing more of but quality and consistency are big issues." Some ingredients are available locally like tomato, parsley, coriander and lettuce leaves. However, the climate doesn't support farming of a lot of things. "Fortunately, Dubai has a great supply chain and it gets stuff from everywhere. You have a lot of choice, you don't have to depend on UK seasons. We can source from Europe or Australia when the UK season is not conducive."

Chef Ryan is especially taken with the meats from Australia, which he finds top quality. Personally, he prefers farm raised animals to industrial ones for meats. "While I do care about animal welfare, it's not always economically viable. I can't pay 4 dirham for an egg from a cage-free bird. Who will be willing to pay 100 dirhams for an egg florentine?"

Pricing pressures aside, Chef Ryan has managed to maintain the sanctity of Reform's menu, mainly because there is



I set small goals. I became head chef by 27, got into kitchen operations by 35. Life has pretty much turned out the way I wanted. It's been a great journey so far

not much difference between the palates of the guests here and back in London. "Our clientele here is predominantly western - European, South African, Australian, British, Irish, American... For them this is a home away from home. That's what our brand is about."

His own taste buds favour Thai and spicy food. "But you won't find too much spice or chilli or lemongrass in my menu," Chef Ryan laughs.

He has rigidly held out against making Reform a mass-appeal restaurant with all kinds of offerings from pizzas to pastas to chili. "I know many do it but you risk losing yourself and your identity. Your distinct food is what stands out about you."

Distinct identity is what he is aiming for also with the newly opened Black Lion, an American-British style gastropub at The H Dubai. The team took the idea of a British pub where patrons hang out two-three times a week and Americanised it, throwing in American classics. "The gastropub culture is growing rapidly in the US. We based ours on a few concepts

in New York. The Lion New York is a very well-known gastropub."

The ambience of the pubs is in line with the experience of the two countries. Reform plays British pop music from the 1960s, while Black Lion does the same with American music.

Black Lion opened in mid-July and has got glowing reviews so far. Chef Ryan is happy not to "push" the pub. "We want it to grow slowly, so it gives us time to develop."

Perhaps it's the business acumen of the accountant in him that sees merit in allowing Black Lion to grow slowly. "That might be true. I can see not just the food but also the business as a whole. That's one of the reasons I made it to executive chef. We chefs don't like discounts because it's hard to produce quality food when you discount. But I understand what discounts can do and how they add to the business. I understand budgeting and marketing and everything that makes a business successful. Being a chef is not just about cooking, it's also about helping your employer stay profitable. Otherwise you will have no job."

Paying attention to the cost of ingredients is important for any chef, young or old, he believes. That's key to reducing wastage and even innovating with dishes. "Talent alone isn't enough. Efficiency is also necessary." As is understanding how a human body works because food has everything to do with how the body reacts to it.

On Chef Ryan's own learning list is Caribbean cooking, something he wants to "play with". But for most parts, he's content to go with the flow. "Everyday is different. Six months later, maybe we will have more restaurants and grow. I like to take each day as it comes. I set small goals. I became head chef by 27, got into kitchen operations by 35. Life has pretty much turned out the way I wanted. It's been a great journey so far," he says.

EMIRATES CULINARY GUILD SUPPORTS SCHOOL FUND IN EGYPT

The ECG is supporting Egyptian village kids through a special School Fund, which has been initiated by dedicated volunteers.

"The Emirates Culinary Guild has also been extremely generous. This year it made an immense contribution by sponsoring 40 children. This was a tremendous boost to our fund-raising efforts. Bravo also to Chef Tarek Ibrahim who deserves a very special mention as he personally financed 35 children this year. These contributions are additionally moving because they are a message of support from donors who live outside Egypt or do not even know the villages, but who appreciate the difficulties facing children here. Their donations have enabled these kids to improve their level of education and develop their potential for the future," says Mirjam van Ijssel, one of the key people behind the initiative.

Living in the Oasis of Fayoum and spread across three small rural communities, life here is far from easy and gainful employment is rare. Most of the children come from homes where the parents are illiterate and poor, yet these hardworking country folk like parents everywhere want their kids to have the chance to education they never had.

"Many parents are often unable to send more than one of their offspring to school and they usually choose the boy. Our fund gives special support to girls. They now constitute approximately 50% of the children we help. Four of them have just reached the Secondary stage."

Contributions pay for the registration



fee, buys each child their stationery needs and provides the really needy ones with clothes as without decent attire many kids would be unable to attend school. Among the more than hundred children the fund finances, many are orphans.

"One of our major fund-raisers is the Egyptian Chefs Association (ECA). The chefs and administrative staff of ECA have given us their full financial and moral support throughout the project. We send them our sincere thanks," says Mirjam.

ECG YOUNG CHEFS COMPETE IN MALAYSIA

At Food Hotel Malaysia 2015 the Emirates Culinary Guild's Young Chef National Team were competing in the inaugural Young Chef Tiger Cup Challenge. Led by Sagar Khadkikar from Madinat Jumeirah who has led the young team for the past 3 years, the team made up of Rahil Rathod from Radisson Blu Deira Creek, Saravana Bhagavath Narayanan from J.W. Marquise, Madawanage Emmanuel Remold Gonsal Fernando from Madinat Jumeirah, and Jonathan Blatter from Atlantis the Palm competed alongside 11 other teams from across Asia and also competed in individual hot kitchen classes.

They had to produce a 3 course meal from a semi mystery basket of ingredients in 2 hours. The team came up with an excellent well balanced meal. Their efforts were awarded with a bronze medal which was an outstanding achievement for such a young team who have never competed together before, they made us proud.



The team trained for the past 6 months together every Saturday and then twice a week for the last 6 weeks before the competition at the J.W. Marquis under the watchful eye of Executive Chef Sebastian Nose and Executive Sous Chef Steven Peter. The Emirates Culinary Guild extends its grateful thanks to both chefs for their dedication to the young team. We also thank the J.W Marquis

General Manager Bill Keffer for the use of their kitchens and his continued support to the young team and the Emirates Culinary Guild.

Chef Tarek Ibrahim, who is on this month's magazine cover, also provided special training for the team using Australian Meat cuts. In Malaysia we were supported greatly by Executive



Chef of the Kuala Lumpur Convention Center Richmond Lim and his team who provided us with unwavering support for the whole week and we are very grateful to him and his team.

The young chefs also competed in hot kitchen individual classes with Lionel Honorato Pereira from Madinat Jumeirah, and Sarath Vadakkepurackel from Taj Hotel for Class 21 Live cooking – Cod Fish Category, Jonathan Blatter for Class 22 Live cooking – Chicken Category, Rahil Rathod for Class 22 Live cooking – Lamb category, and Saravana Bhagavath Narayanan for both Class 21 Live cooking Cod Fish category and Class 22 Live cooking – Beef category. The categories were well attended by chefs in the competition with 104 competitors in the seafood class alone. Our young chefs won the following medals, Bronze Medal for Jonathan Blatter; Bronze Medal for Saravana Bhagavath Narayanan for Class 21 Live cooking Cod Fish category and a Gold Medal for Rahil Rathod for his Class 22 Live cooking – Lamb category another great achievement but more importantly a great learning experience for the young chefs.

The aim of the young chef national team is to continue working together over the coming 12 months and competing in Singapore in April and then traveling for the ultimate competition experience the Culinary Olympics in Erfurt Germany



in 2016. Andy Cuthbert, Guild Chairman Emirates Culinary Guild and Chairman World Young Chefs Development Team, said, "I would like to thank the team for their professionalism

shown at the recent FHM 2015 and their commitment to the team and each other. We start work almost immediately for Singapore and we are excited for the future."





SWEET SURRENDER IN ITALY

For the past 10 months, our team of top pastry chefs, including Achala Weerasinghe, Dammika Herath and Kapila Amaratunga have been working hard and practicing to compete in the World Pastry Championships that took place in Milan Italy.

The chefs had to come up with a theme built around technology and this theme was represented in the 3 show pieces they had to produce. The team also make cakes, chocolates and ice cream as part of the criteria.

The competition was held over 3 days with 17 countries competing. Our team came 4th overall and took home the award for Technical expertise. Japan came 1st followed by Italy and Austria.



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SEAFOOD SUPREME



Last month we told you about the Seahorse Workshop on Hamachi Fish that was held at the Radisson Blu Hotel, Deira Creek, Dubai, as part of its masterplan to create a platform for the Chefs in UAE to understand the trends in Fish & Fresh Seafood processing, handling & cooking.

The event saw a packed attendance of pre-registered chefs from various hotels in Dubai and the Guild President Chef Uwe Micheel.

Chef Tetsuya Inomata from the Hyoshoku Co, Japan showcased the Hamachi fish and the show was compered by Chef Anil Kumar, the brand's culinary ambassador. Here are images from the event.





EGG-TASTIC

On the side-lines of the Emirates Culinary Guild meet last month was a special evening for the chefs organised by the USA Poultry and Egg Export Council. The event held at the Radisson Blu Hotel Dubai Deira Creek saw a huge turnout of chefs enjoying time off from their busy schedules and interacting with one another and staying abreast of the latest trends in the culinary landscape.

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THE GUILD MEET

Last month's Guild meeting was held at the Radisson Blu Hotel Dubai Deira Creek. It was hosted by Chef Uwe and his team and the event saw a huge turnout of both chefs and corporate members of the Guild. The chefs took the opportunity to don the pink jacket and help raise awareness for breast cancer. Here are moments captured at the most powerful monthly gathering of chefs in the city.





LA CUISINE BY SIAL 2015

Briefs of the Classes for Entry

Class No. - Class Description

1. Cake Decoration - Practical
2. Elegance Stylish Wedding Cake –Three Tier
3. Four Plates of Dessert by Nestle Docello
4. Pastry Showpiece
5. Baked Bread Showpiece by AGTHIA
6. Friandises Petites Four Pralines Nougatines
7. Chocolate Carving Showpiece
8. Fruit & Vegetable Carving Showpiece by Barakat
9. Open Showpiece
10. Australian Lamb Five-Course Gourmet Dinner Menu by MLA
11. Tapas, Finger Food and Canapés by Grand Mills Bakeries
12. Individual Ice Carving
13. Ice Carving Team Event
14. Practical Fruit & Vegetable Carving by Barakat
15. Sustainable Fish & Seafood - Practical Cookery by J.M Foods
16. Australian Beef - Practical Cookery by MLA
17. Mezzeh – Practical Cookery by Boody's
18. Emirati Cuisine - Practical Cookery -
19. A Medley of Mocktails by AGTHIA
20. Etihad In flight meal sponsored by Etihad Airways
21. Ovo-Lacto Vegetarian Four-Course Menu by Egg Station
22. Dressed Lamb – Practical Butchery by Meat and Livestock Australia

Practical Pastry (Patisserie)

Class 01: Cake Decoration

1. Two hours duration.
2. Decorate a pre-baked single cake base of the competitor's choice.
3. The Theme for the cake decoration will be "Beauty of Nature"
4. The cake base must be a

minimum size of 30cm X 30cm or 30cm Diameter.

5. The cake can be brought already filled without coating – ready to decorate.
6. The cake must be delivered and set up hygienically with cold box or dry ice storage. Not up to hygiene food product will not be judge.
7. All decorating ingredients must be edible and mixed on the spot. (Chocolate/Sugar/Marzipan/Fondant) minimum height is 30cm, it should be able to enhance and harmonize with the overall presentation
8. No pre-modelled garnish permitted.
9. Chocolate and royal icing can be pre-prepared to the basic level,
10. Competitors must provide all ingredients, cake base, utensils, and small equipment required.
11. A standard buffet table is provided for each competitor to work upon.
12. Water, electricity and refrigeration might not be available.
13. The cake will be tasted and cut by the Judges, as part of the judging criteria

Pastry Displays

Class 02: Elegance Stylish Wedding Cake –Three Tier

All decorations must be edible and made entirely by hand.

1. Pillars or stands may be inedible but, unless decorated by hand, must be plain and unadorned.
2. Fine, food-quality wiring is allowed for the construction of flowers but must be properly wrapped and covered with flower tape or paste.
3. Royal icing, pastillage, pulled sugar, etc., may be used in the construction, but the finished display must not be dependent on these items.
4. The bottom layer of the cake must be edible. A section of the finished

edible cake should be cut for the judges' inspection

5. The cake will be tasted by the judges.
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.
9. Maximum height should not exceed 1 meter (including socle platforms)
10. Points will be deducted for non-compliance.

Class 03: Plated Dessert by Nestle Docello

1. Prepare four different types desserts each for one person.
2. Displayed cold, each portion for one person, suitable for a la carte service.
 - a) 1 x Hot and Cold dessert composition
 - b) 1 x Vegetarian without eggs and animal fat
 - c) 1 x Arabic Dessert Free Style creation
 - d) 1 x Dessert serve in glass
3. Practical and up-to-date presentation is required.
4. Typewritten description and recipes are required.
5. Tasting will be part of the judging process if deemed necessary to determine quality and authenticity.
6. Maximum area w90 cm x d75 cm
7. Showpieces are allowed but will not be judged.
8. One of the plates must use Docello by Nestle as the main ingredient.

Class 04: Pastry Showpiece

1. To display a showpiece of either
 - a) Chocolate
 - b) marzipan/sugar / pastillage
 - c) dough/bread dough
 - d) Asian dough figurine
2. No frames, moulds or wires are allowed. Points will be deducted



for non-compliance.

3. Edible media 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 05: Baked Goods and Baked Bread Showpiece

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

1. A baked bread showpiece.
2. Two types of bread loaves 200-300 grams (competitor's choice) two pieces of each loaf to be displayed.
3. Two types of bread roll 25-40grams (competitor's choice)) three pieces of each roll to be displayed.
4. Two types of baked sweet breakfast items 25-40grams (competitor's choice) three pieces of each item to be displayed.
5. Two types of baked savoury breakfast items 25-50grams (competitor's choice) three pieces of each item to be displayed.
6. One extra piece of each variety to be displayed on a separate platter for judges' tasting.
7. All breads & dough must bake at own work place as fresh as possible and deliver to the competition venue for judging.
8. Poor hygiene standard of handling bakery products will not be judged.
9. Typewritten products description and recipes are required.
10. Maximum area w90 x d75cm

Class 06: Petites Four & Pralines

1. Exhibit six varieties.
2. Six pieces of each variety (36 pieces total) plus one extra piece of each variety on a separate small platter for judges' tasting. each piece to weight between 8-12grams)
3. Freestyle presentation and theme
4. Present the exhibit to include a

small showpiece.

5. Showpieces should enhance the presentation, and will be judged.
6. Written description mentioning the theme is required.
7. Typewritten products description and recipes are required.
8. Maximum area w90 cm x d75 cm.

Artistic Displays

Class 07: Chocolate Carving Showpiece

1. Free-style presentation.
2. Natural colouring and minimal glazing is allowed.
3. No frames, moulds or wires are allowed.
4. Points will be deducted for non-compliance.
5. Maximum area: w80 cm x d75 cm.
6. Maximum height 75cm (including base or socle).
7. Written description mentioning the theme is required

Class 08: Fruit & Vegetable Carving Showpiece by Barakat

1. To bring in already prepared one display of fruit and / or vegetable carving, no visible supports are permitted
2. Freestyle presentation.
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 09: Open Showpiece (Free Style Showpiece)

1. Freestyle presentation.
2. Only showpieces made of edible food material will be accepted for adjudication.
3. Frames and wires support are allowed but must not be exposed.
4. Maximum area w90 cm x d75 cm.
5. Maximum height 75 cm. (including base or socle).
6. Special note: To enhance the overall level of competition and to aid competitors to demonstrate superior modeling skills, it is permitted to use, frames and

supports

.i.e. Styrofoam support must not pre-molded and simply sprayed, a round cylinder to form the base of a body is permitted, and under no circumstances will pre-carved detailed Styrofoam of any other media be permitted. If the judging committee deems that the finishing has been aided by excessive moulding work it may not be judged.

Class 10: Five-Course Australian Lamb Gourmet Dinner Menu by MLA

1. Present a plated five-course gourmet meal for one person
2. One of the appetisers for the meal must contain Australian Lamb as the main ingredient.
3. The meal to consist of:
 - > A cold appetiser,
 - > A soup,
 - > A hot appetiser,
 - > A main course with its garnish
 - > A dessert.
4. Hot food presented cold on appropriate plates.
5. Food coated with aspic or clear gelatin for preservation.
6. Total food weight of the 5 plates should be 600/700 gms.
7. Typewritten description and typed recipes required
8. If Australian Lamb is not used then 5 points shall be deducted from the judging
9. Maximum area w90 cm x d75 cm.

Class 11: Presentation of Tapas, Finger Food and Canapés by Grand Mills Bakeries

1. Exhibit eight varieties. Weight between 15-20 grams per piece
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. 2 of the cold items must use selected bread supplied from Grand Mills bakeries in their composition as a base.
10. Sponsored Bread Items will be given to competitors prior to the event and a list of varieties.
11. Name and ingredient list (typed) of each variety required.
12. Maximum area 60cm x 80 cm.

Practical Artistic Class 12: 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 13: Ice Carving Team Event

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

Class 14: Practical Fruit & Vegetable Carving by Barakat Fruit and Vegetables

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.

Practical Cookery

Class 15: Sustainable Fish & Seafood - Practical Cookery by J.M Foods

1. Time allowed 60 minutes
2. Prepare and present four identical main courses using the following Fish and seafood provided by the sponsor as the main protein item of the dish and no other fish can be used, Sturgeon, Irish Oysters 8 pieces, Caviar 25 grams
3. Weight of fish per portion on the plate to be 150 grams
4. Present the main courses on individual plates with appropriate garnish and accoutrements.
5. Failure to use all three sponsors items will result in a 5 point reduction of judging points
6. Typewritten recipes are required.

Class 16: Beef - Practical Cookery by Meat and Live Stock Australia

1. Time allowed 60 minutes
2. Prepare and present four identical main courses using Australian Beef as the main protein item.
3. Any cut of beef with the exception of tenderloin, rib eye and sirloin, can be used.
4. Weight of beef per portion on the plate to be 150-170grams
5. Present the main courses on individual plates with appropriate garnish and accoutrements.
6. Typewritten recipes are required.
7. If Australian beef is not used then 5 points shall be deducted from the judging points, competitors

must bring with them proof of purchase of Australian beef.

Class 17: Mezzeh – Practical Cookery by Boodys

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. Boodys olive oil and Tahina must be the only olive oil and Tahina used in the creation of these dishes and will be available in the competition venue for use in the kitchens
7. Present the mezzeh in four equal portions.
8. Two portions will be presented and two portions will be presented to the judges.
9. If Boodys products are not used then 5 points shall be deducted from the judging
10. 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: 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**
- > **Pinapple**
- > **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.
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.

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 - 05 - Clean, hygienic and safe work methods.

INNOVATION - 05 - New thinking as to glassware, decoration or presentation.

Class No 20: In Flight Meal by Etihad

1. Create a lunch/dinner menu for business class passengers flying ETIHAD airline on Abu Dhabi/ London sector. A economy class ticket to home country for the winner of this class shall be awarded as a prize.
2. Menu must be practically reproducible for two hundred covers. All food items to be Western cuisine no Arabic food is required to be presented.
3. Durable enough for in-flight

service (i.e. suitable for chilling and re-heating without deterioration in quality).

4. Meal must be totally acceptable to Muslims.
5. One portion of the main-course will be re-heated and tasted as part of the judging process.
6. Menu to comprise: A choice of 2 hors d'oeuvre (each approx 90grams), One salad with a choice of 2 dressings, A choice of two main courses, one to be vegetarian (each approx. 280gr inclusive), One cold dessert (approx. 90g).
7. The Main courses must be suitable to be able to be reheated and served within 12 minutes.
8. Prepare and exhibit three portions of each dish. One for display as per pre-service set up in foils, one set for display as per service to guest (glazed), one set complete appetizers and main course for judges tasting this portion to be kept chilled ready for reheating once judges request. An oven shall be provided.
9. A written menu is required.
10. Typed recipes are required.
11. The organizers will provide the dishes for presenting the in-flight meals.
12. The main-course used for presentation purposes can be glazed with aspic to keep a good appearance.
13. The main-course used for reheating and tasting, must be covered with the foil provided.
14. All competitors shall be sent a guideline for the plating and portion sizes, these guidelines must be followed. Also a recipe sheet and photograph to be provided as per sample specification sheet provided.
15. Competitors will be provided with the dishes as soon as possible after receipt of their entry-forms and fees. Maximum area 120cm x 75cm

Class 21: Ovo-Lacto



Vegetarian Four-Course Menu by Egg Station

1. Present a plated three-course vegetarian ovo-lacto meal for one person.
2. Suitable for dinner service
3. The meal to consist of:
4. An appetizer containing EGG STATION egg product
5. A soup
6. A main course
7. A dessert
8. To be prepared in advance and displayed cold on appropriate plates.
9. No meat, chicken, seafood or fish to be used, (meat-based gelatin glaze to enhance presentation is accepted).
10. The appetizer can either be cold or hot presented cold to contain a minimum of 60% egg product from EGG STATION as the main ingredient of the dish. Egg Station product will be made available to all competitors as required.
11. Total food weight of the four plates should be 600/700 gms.
12. Typewritten descriptions and recipes required.
13. Maximum area w75cm x d75cm

Class 22: Dressed Lamb - Practical Butchery by Meat and Livestock Australia

1. Prepare a whole, fresh, dressed lamb carcass into various ready-to-cook joints and pieces, some as required by the organisers, the others to competitor's choice. A training/ demonstration will be provided by MLA prior to Salon event
2. Make a presentation of the finished cuts and off-cuts for exhibiting to the judges.
3. Competitors must use the fridges provided to store their finished cuts prior to judging
4. Cuts/joints can be suitable for foodservice or suitable for a retail butchery display.
5. Organisers will supply the dressed lamb for this class.

6. Each competitor will have one banquet table (supplied by the organisers) on which to work.
7. No power tools permitted.
8. Competitors to supply their own:
 - > **Tools and knives**
 - > **Twine or netting**
 - > **RED cutting boards (this is a municipality requirement and will be strictly enforced)**
 - > **Garnishing**
 - > **Display trays**
 - > **Sundries**
9. Time allowed: two hours
10. All tools and sundries will be inspected to ensure that they are hygienically suitable for food use. 11. Cuts required by the organisers are:
 - a) **Neck slices or Neck boned.**
 - b) **1 x shoulder, boned and rolled, tied or netted ready for roasting.**
 - c) **3 pieces shoulder chops.**
 - d) **Spare ribs.**
 - e) **1 x 8 rib Frenched rack.**
 - f) **Mid-loin chops from a short loin**
 - g) **1 x Eye of Loin.**
 - h) **1 x Tunnel-boned leg tied or netted for roasting.**
 - i) **1 x Seam-boned leg trimmed into its 4 primal cuts plus its bone-in shank.**

VENUE & ENTRY FEES

1. La Sial will be held during the La Sial Middleeast Exhibition from December 7th to 9th 2015.
2. The venue is at the Abu Dhabi National Exhibition Centre
3. The entrance fee for single entries is Dhs.100 (AED. One Hundred) per person per class, unless otherwise stated in the Rules and Regulations or the Class Briefs.
4. The fee for entry to the trophy classes is as follows:
 - i. **Best Cuisinier - La Sial Abu Dhabi 2015 - AED:500/-per person**
 - ii. **Best Pastry Chef -**

- La Sial Abu Dhabi 2015 - AED:400/- per person
- iii. **Best Artist -**
- La Sial Abu Dhabi 2015 - AED:500/- per person
- iv **Best Arab National - La Sial Abu Dhabi 2015 - AED:300/- per person**

CLOSING DATE

5. Closing date for entries is December 1st 2015 However, many are often fully subscribed and closed well before the closing date.

TROPHY ENTRY

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

The required classes are:

BEST CUISINIER

- i. **Class #10. Five-Course Dinner Menu**
- ii. **Class # 16. Beef Practical**
- iii. **Class # 15. Fish & Seafood Practical Cookery**

In order to qualify for inclusion in the points tally for Best Cuisinier Trophy a competitor must win three medals, at least one of which must be a gold medal.

BEST PASTRY CHEF

- i. **Class # 01. Practical Cake Decoration**
- ii. **Class # 03. Four Plates of Dessert**
- iii. **Class # 06. Friandises, Petites Four**

In order to qualify for inclusion in the points tally for Best Pastry Chef Trophy a competitor must win at least two medals one of which must be a gold medal.

BEST ARTIST

- i. **Class #10. Five-Course Dinner Menu**



- ii. *Class # 17 Arabic Mezzeh - Practical Cooker.*
- iii. *Class # 18 Emirati Cuisine – Practical Cookery*
- iv. *In order to qualify for inclusion in the points tally for Best Arab National Trophy a competitor must win at least one medal.*

BEST ARAB NATIONAL

- i. *Class # 07. Chocolate Showpiece*
- ii. *Class # 09. Open Showpiece*
- iii. *Class # 12. Individual Ice Carvin*

HYGIENE AWARD

A special hygiene shall be commissioned with a trophy from the Hygiene partner of La Sial. The award shall be presented to the chef showing the highest standard of food safety and hygiene in the practical classes in the kitchen. A special hygiene jury shall be present.

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.worldchefs.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:
 - > *Vegetable / Fungi / Fruits; washed and 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-weight 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 recipes 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.
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. Competition runs 7th -9th December 2015
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:
Bank Name: Mashreq Bank
Account Name: Emirates Chefs Guild FZ LLC
Account Number: 0190000017926
IBAN: AE600330000019000017926
SWIFT: BOMLAHAD
Branch: Dubai Internet City
16. Entries are accepted strictly on a first-paid, first-accepted basis
17. No entry is accepted until the appropriate fee has been received.
18. Entry Fees are non-refundable.

CERTIFICATES AND LETTERS OF PARTICIPATION

19. Ensure that your name (clearly written in block capitals) appears on your entry-form exactly as you would wish it to appear on any certificate, letter of participation or posting of results.
20. Any applications for amendments to letters or certificates will necessitate: a) Return of the original certificate b) A written confirmation from the executive chef c) A pre-paid fee of Dhs: 100/- (AED: One-hundred) per certificate.

HYGIENE

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

THE SECRETARIAT

24. The Emirates Culinary Guild (ECG) is the body responsible for the creation, organisation and administration of the competition.
25. The competition is governed by and construed according to the rules of the organisers.
26. The organisers have sole authority to adjudicate on any matters pertaining to the competition.
27. Entrants' acceptances of participation in the competition are construed as confirmation of their undertaking to the jurisdiction of the organisers in regard to all aspects of the Emirates Salon Culinare.

28. The address of the ECG for all correspondence and inquiries referencing culinary competitions is: The Emirates Culinary Guild, PO Box 454922 Dubai, United Arab Emirates. Tel: + (97156) 8014089.
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 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 recognizable 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 hall 7
70. Access to the Exhibition Centre is through loading gate 3
71. Access to the halls is through hall door 7.1
72. La Cuisine will run December 7th – 9th 2015.

newmembers



Syed Iqbal Afaq - General Manager, Riyadh Hassan - Pastry Division Manager, Arnel van Erck - Food Service Division Manager receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.

Aramtec is an importer and distributor of Food and allied non-food products throughout the UAE, supplying the finest Hotel, Restaurants, Institutions and Retail markets with highest quality food products and Service and Operates from Dubai & Abu Dhabi.

We represent leading international brands including Pillsbury, Green Giant, Old Al Paso, Hungry Jack, Hunts, ACT II Microwave Popcorn, Orville Popcorn, Lutos, Pureland Angus Beef, US Prime Beef, Margaret River Waygu Meat, Western Australia Meat Packers, Dutch Veal, Beef & Lamb, Butterball Turkey, Maple Leaf, Bon Bon Buddies, The Jelly Bean, Pomi, Cool Blue, HUG AG, Dobla, Martin Braun, Rich's Diary & Cookies, Shredded Variety Cheese, and Kafe Quality products.

ARAMTEC is a 100% locally owned



Company established in 1979 with main activities in importation and distribution of premium Food products throughout the U.A.E. supplying the finest hotels, restaurants, institutions and retail markets. Aramtec is the pioneer in introducing the highest quality U.S. Beef and Poultry as well as fast food concept restaurants in the U.A.E.

Some of ARATMEC's premium brands

include; Pillsbury, Green Giant, Old Al Paso, Hungry Jack, Hunts, ACT II Microwave Popcorn, Orville Popcorn, Lutos, Pureland Angus Beef, US Prime Beef, Margaret River Waygu Meat, and many more.

We pride ourselves on obtaining HACCP Certification and its procedures are our priority. Our HACCP Team is responsible for implementing all necessary guidelines and procedures. Temperature of our stores is monitored continuously and records are kept in our database. Critical Control Limits and Points are identified and strict adherence taken.

Aramtec is known in the U.A.E. marketplace as a foodservice specialist with main focus on USDA Premium Meat. Our sales executives are experts in our chilled and frozen product lines which is critical to our sales efforts.



Vitaly Seyba, General Manager for Vitaimax Trading LLC, Evgenii Poletaev, Sales&Marketing Manager for Vitaimax Trading LLC and Emma Nazranova, General Manager for Tamal Int FZE, foodstuff supplier receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.

Vitaimax is a fast developing and innovative company, based in UAE, with significant presence in:

- High grade organic food
- Frozen food, fruits and berries (with Tamal International FZE and other producers)
- Wide range of light snacks(chips, crunchy cheese, nuts and sunflower seeds)
- Wide range of cheese(with Tamal International FZE)
- Confectionary and sweets(bars, zephyr-marshmallow, corn sticks)
- Naturally flavoured soft drinks, lemonades, juices, and mineral water
- Vegetable and sunflower oil products
- Grains
- Fresh sea-food products(fish, mussels, oysters)
- Individual orders on request

Since Vitaimax has been established in 2011, we have successfully grown up



from a trading company to import-export distribution center for food makers-companies from C.I.S. countries - still undiscovered source of high quality traditional and internationally recognized food products , while providing producers with full range of supporting services - marketing and promotion, advertisement, custom clearance, warehousing, retail network distribution (Eppco-ZOOM, Sunrise/Deals, etc.)

Sourcing food products from Belarus Republic to Far East of RF, Vitaimax importing high grade foodstuff only, with full certification and quality control in cooperation with producers.

This "One Company-Full services"

approach allows Vitaimax to become a key player in our field business at the nearest future, according to a wide variety of customers needs.

Vitaimax is dedicated to serve the customers with "Great Service, Quality and Value". This partnership is based on trust, trust that is proven daily through listening to our customer's needs and providing them with the best possible professional advice.

Vitaimax - natural choice if you looking for reliable partner, who can provide cost effective solutions combined with high quality products and services. Vitaimax Trading LLC dedicate efforts to continuing to grow relationships with our partners across the UAE and region, with our company mission to be : "The trusted and preferred provider of high quality and value added foods for everyone and every day".



ECG Corporate member directory

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US\$ 3 billion

what's your GCC market share?

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

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

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

Now you do the maths.

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

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

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REACH

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

WHO READS IT?

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MARKET SEGMENTATION

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



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Application 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 <input type="checkbox"/> Senior Renewal <input type="checkbox"/>	
Fax Home:	Senior <input type="checkbox"/> Junior <input type="checkbox"/>	
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

STAND OUT FROM THE CROWD

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LEVELS

Certified Professional Cook (Commis Chef)
Certified Professional Chef (Chef de Partie)
Certified Sous Chef
Certified Chef de Cuisine
Certified Executive Chef
Certified Master Chef
Certified Pastry Chef
Certified Master Pastry Chef
Certified Culinary Educator

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