

gulf

## gourmet

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THE DEFINITIVE GUIDE FOR CHEFS  
volume 8, issue 8

## YOUNG GUNS

Dubai Marriott Harbour Hotel dazzles  
at the Nestle young chefs contest

## SIAL RULES

EXCLUSIVE: Rules & classes for  
La Cuisine by SIAL in Abu Dhabi

## Abu Dhabi calling

Executive Chef **Raghu Pillai** is leaving no stone  
unturned to attract young chefs to compete at  
La Cuisine by SIAL in the capitalCHEF OF  
THE MONTHExecutive Chef  
**Saeed Fawaz**  
shows how  
catering can be  
classyTHAT'S A  
MASTER CHEFMeet **Tarek  
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½ teaspoon tahini (or sesame oil)  
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Lemon juice, to taste  
Rice paper  
Smoked salmon  
Arugula (rocket)  
Sesame seeds, caramelized  
Salmon roe and dill leaves, as garnish

#### Procedure:

Combine U.S. cream cheese with oriental five spice mix, tahini, cilantro and lemon juice and chill for 30 minutes. Soak rice paper in cold water until softened and dry with towel. Spread cheese mixture on each sheet of rice paper, then top with smoked salmon, arugula, sesame seeds, and roll. Refrigerate until 20 minutes before serving, and slice in half. Garnish with salmon roe and dill leaves.

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## president'sstation

email theguild@eim.ae

Dear fellow chefs, ladies and gentlemen,

Welcome to October issue of our Gulf Gourmet. Everybody is back from their summer holidays and business in town has picked up.

Our September events were well received. I thank all ECG members and my colleagues from the Radisson Blu who joined me for the charity blood donation. We had over 100 donors at the half day event, which I believe is one of the most important events on our calendar. Another big thank you goes to Bassam and the AMFI team from Beirut for organising a wonderful 3-day hands-on workshop sponsored by US Poultry and Egg Expert Council.

The third event still on-going is a social responsibility event where the ECG is supporting the Rezidor Group with the Annual Box Appeal campaign. The aim is to collect what you have to offer for Dubai labourers. Please email me at uwe.micheel@radissonblu.com for more details.

November will be extremely busy with the Dubai World Hospitality Championship 2013 at Dubai World Trade Centre and SIAL 2013 at ADNEC in Abu Dhabi. Registration for both major culinary competitions is now open with the organising committees working very hard these last few months.

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

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

I wish all the competitors a great



training period; remember the learning process starts from training day 1 and continues until the judges' feedback is done. Good luck to everyone.

Our Young Chef Team had a great competition in South Africa and will fly to South Korea beginning November. Please see few details in this issue. We wish them a good and safe trip and all the best for the competition. A big thank you to our team partners, Nestle Professional, Bragard MRS and Nonions.

Please do not miss the company profile

of our corporate members. We really do appreciate your support. Also do look at the Friends of the Guild pages to check all our supporters. And finally, a big thank you to Chef Michel, Hossain and the Coral Deira team for hosting our September meeting. Thank you also to our corporate partners for all the great product tasting.

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



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Revealing a new us.





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## editor'snote

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I had two back-to-back meetings a few months ago. One was at a super luxury hotel with jaw-dropping interiors while the other was at a large factory in the middle of a deserted industrial zone. Both meetings were with senior decision makers. And the quality of hospitality accorded to us at these two places had to be experienced to be believed.

At the five-star hotel, we spent two hours with the senior Executive and his PR manager and neither one offered even a glass of water. In sharp contrast, the meeting at the factory was for 30 minutes and the senior Executive offered us mocktails (using fruit juices freshly squeezed at his factory) and asked us for our opinion. He then requested us to join him for lunch at his factory mess hall where we sat on a wooden bench and shared a humble vegetarian 'thali' along with hundreds of his workers.

Now you must realise, at the 5-star hotel we were seated in luxurious leather chairs and surrounded by expensive fixtures. The factory interiors on the other hand were just like most factory interiors.

However, true hospitality was only to be found at the industrial zone.

Hospitality is not about uniformed staff carrying golden trays and flashing forced smiles. It is about speaking to a guest and finding out if he or she is comfortable and if they would like something more to enhance their experience during their stay. And if the concern is



genuine it will have the kind of impact that no amount of designer furniture or state-of-the-art technology can offer.

I have stayed in at least 5 of the top 25 hotels between San Francisco and Sydney. And I can tell with full confidence that we have better built hotels and facilities here. Thankfully, many of these properties have extremely well-trained staff who understand the business of hospitality.

A great example would be the Sofitel Hotel in JBR Dubai. The superb service was like a breath of fresh air. It was almost as good as the service we had received during our stay at the Sofitel in New York – genuine, helpful and fast. And if you are wondering, no I didn't go there as a journalist.

If some properties can do it, so should the others. After all, it's only fair that our chefs' hard work is accompanied with a generous helping of true hospitality.

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

**Aquin George**  
Editor

October 2013 Gulf Gourmet

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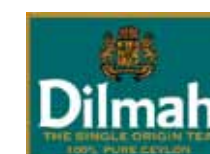
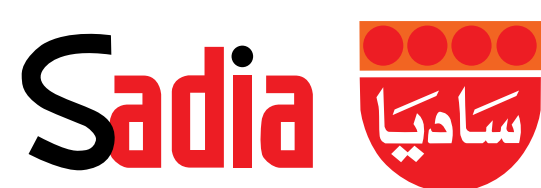
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# friends of the guild



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## newsbites

### Dammam! He's good

23-year-old, Jonathan Kahano won the regional final of the Barista of the Year 2013 held last August. The barista who works at Dammam Airport Costa Coffee store since 2011 defeated the other 11 finalists with his 'Maple Rose' speciality drink. He will be flying to London for the prestigious "Champion of the Champions" grand finale.



Jonathan says, "The win is gratifying considering the extraordinary skills of the other contenders. I am thrilled at the opportunity to represent the Middle East and Asia region at the London final. If I am here today it is because Costa Coffee gave me the opportunity to transform my passion into work and transformed me into an expert Barista through rigorous and regular training".

The contenders were tested on skills such as their ability to produce a technically impeccable cup of hand-made coffee and their knowledge and understanding of the industry. They were also tasked with creating their own unique signature drink which was judged on its taste, presentation and innovation.

The second place went to Josephine Mempo, who works for the Two Four 54 Costa Coffee branch in Abu Dhabi; the third place to Hassan Mahriz, from the Wakra Costa Coffee Store in Qatar; and a 'Specialty Drink' award was given to Talgat Zhetpisov, who works for the Costa Keruen store in Astana, Kazakhstan, for his 'Choco Banana' specialty drink creation.

Originally from the Philippines, Jonathan has been working in Saudi Arabia for Costa Coffee for 2 years now. His dream is to bring coffee lovers from all over the world together, believing that coffee is more than just a drink; it's a way of life.

The Regional final of the Barista of the Year competition is the third stage of the annual global Costa Coffee competition that recognises the passion and talent of all Costa baristas around the world. In this year's contest, over 700 competitors have already made more than 2000 espressos in heats taking place across the globe. Just 12 baristas made it to the final for the Middle East and Asia region.

The Champion of the Champions Final will take place in London this month.



### Park Regis Kris Kin welcomes new Executive Chef

Chef Abderrahim Lhannaoui has joined the Park Regis Kris Kin Hotel Dubai as its new Executive Chef. A Moroccan national with 16 years of experience, he has sound knowledge in cuisines from all around the world including Continental, Mediterranean, Arabic, Italian and Asian.

Before joining Park Regis Kris Kin Hotel, he was Executive Sous Chef at the Kempinski Hotel & Residence, Palm Jumeirah Dubai, where he restructured the kitchen to improve the service standard for all-day dining, room service, pool bar, evening a la carte fine dining and events.

He also implemented an Arabic menu to satisfy local and Middle Eastern guests, besides creating an Italian and Arabic fusion menu for Brunello restaurant. He played an instrumental role in the opening and operation of Sezzam, the largest restaurant in Dubai with over 1000 seats, at the Kempinski Hotel Mall of the Emirates, Dubai.

"Abderrahim Lhannaoui has gained invaluable international experience working in renowned properties. I am confident his vast repertoire will allow us to pleasantly surprise the guests with new offerings. He will lead the team not only in presenting authentic regional and international cuisine but also in following the contemporary food trends," said Scott Butcher, General Manager, Park Regis Kris Kin Hotel Dubai.



### Meet the UAE team

These are our finest chefs representing the UAE as a team and currently training to compete against 11 other countries at the Dubai World Hospitality Championship next month. The team at Gulf Gourmet wishes you all the very best.

### Zomato launches Connoisseur's Guide at international restaurant summit

Zomato, the world's fastest-growing restaurant and nightlife guide, held their first international restaurant summit in Dubai last month with over 400 seasoned industry professionals in attendance.

One of the key highlights of the summit was the unveiling of the first edition of Zomato's print guide – The Connoisseur's Guide to Eating Out in Dubai 2014. The Guide is a unique occasion-based guide recommending restaurants to a user based on his/her mood. The 2014 edition features reviews by top Connoisseurs and Super Foodies on Zomato.

"Since this is our first international summit, our objective is to understand the various aspects of growth in the

restaurant industry. The opportunity to discuss a wide range of contemporary topics with industry stalwarts was a great one. Today is a special day for everyone involved with bringing Zomato Dubai to where it is today, and we aim to continue offering people the best dining options," said Rohin Thampi, CEO, Zomato, UAE.

In his keynote, Pankaj Chaddah, COO and Co-Founder of Zomato, took a look back at the exponential growth the company has seen over the past year, their foray into international markets and gave everyone a peek at what's in store in the coming few months. Pankaj also mentioned that Zomato plans to further expand its reach into Turkey, Brazil and Indonesia before the end of 2013.

### UAE TV channel searching for chef talent

Abu Dhabi based television production company Twofour Arabia is making 13 episodes of a brand new chef show for a major UAE based broadcaster.

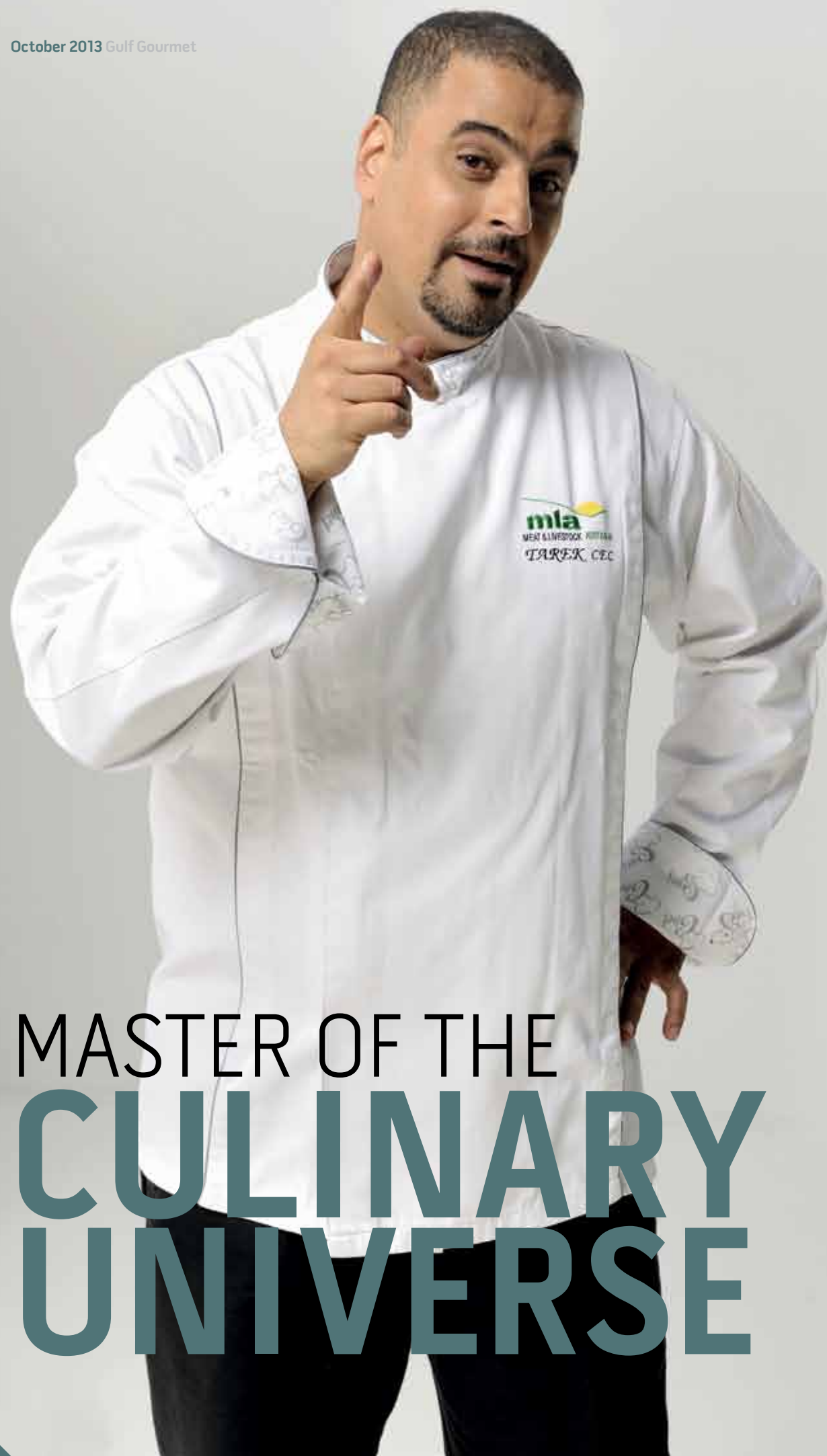
In each programme they'll be filming two ambitious professional or amateur chefs as they compete for one job opportunity in some of the UAE's very best restaurants. The placements will be real and the chefs will be filmed as they undertake challenges to see who is up to the task of filling the role on offer. The jobs available will range from entry level to senior positions. The producers are aiming to showcase the excellent food and service on offer in the region. Twofour Arabia is looking for Arabic speaking chefs interested in taking part. Filming will take place both in the restaurants being featured and at a bespoke kitchen in Abu Dhabi.

"This is an amazing opportunity for any chef keen to make their mark in the UAE. It will be a tough process but they'll have the chance to show off their skills and receive really meaningful feedback from some of the region's most prominent Executive Chefs," says Reem Nouss, Executive Producer for Twofour Arabia. The series will be featuring restaurants that present a fantastic range of world cuisines, so chefs with skills or an enthusiasm for any style of cooking are encouraged to apply. Filming will take place between October and December 2013 on location in Abu Dhabi and Dubai.

If you think you might be interested in taking part, please email [chef@twofourarabia.ae](mailto:chef@twofourarabia.ae) for more information.

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





# MASTER OF THE CULINARY UNIVERSE

A pilot, a singer and the first ever Arab Masterchef, **Tarek Ibrahim** may well rename himself Mr. Versatility. And he's only getting started....

It's not every day that you meet a guy who can cook a mean meal, fly a plane and be a rockstar. Introducing chef Tarek Ibrahim, the man who can serve up songs and sirloins with equal ease.

Prepare to be awed.

Chef Tarek is the first ever Arab to become a World Association of Chef Societies Masterchef. The Egyptian is also a 'class A' judge at WACS, an honour that many would give an arm and a leg for.

Despite his cap full of gold-plated feathers, chef Tarek believes his journey has just started. "To me, a masterchef title is not about being bigger and better than the others. It's a recognition of my skills and an opportunity to pass on my culinary knowledge to others – just like a kung fu or karate master does," he says. Chef Tarek humbly believes he has to prove himself worthy of holding the title.

That shouldn't be too hard, if his professional profile is any indication.

Born to a conservative Arab family, chef Tarek was expected to stick to tradition by becoming a doctor or an engineer. "My father dismissed my career aspirations of becoming a pilot or a singer or a cook. So I went to a surveying school to please him. Once that was over, I asked him if I could now spread my wings and fly. He let me."

Those wings took him to the US. The first thing he did there was to find a place to learn to cook. It didn't take chef Tarek too long to open his own restaurant – a bakery called Upper Crust – in Minneapolis, Minnesota. "I was the owner of a restaurant and after taking

care of everyday operations, I would go and work part-time in someone else's restaurant to learn a particular cuisine," he laughs.

From Chinese to Italian to French, chef Tarek picked up the finer nuances of all kinds of cuisine, a tool that came handy when he first started training chefs at The Art Institutes International in Minnesota.

In between all this, he managed to find the time to head a music band as the lead singer and even get a pilot's licence. His musical memories are still fresh. "My band opened for The Carpenters," he says, the pride unmistakable in his voice. "Those were good times and a lot of fun. But I knew cooking was my passion."

In 1995, chef Tarek participated in his first ever competition, winning three golds in the American Dairy Association contest, including the Premier Chef of America title. Many more were to follow in the years ahead.

Answering his homeland's call, chef Tarek moved back to Egypt in 2006, taking up a corporate job and becoming a senior chef instructor at the Egyptian Chef Association. "I started doing workshops and seminars and went all over the world – from Australia, India, Maldives, Singapore, Thailand and Indonesia to North Africa, Germany, Europe. You name it and I was there."

Exposure to so many kitchens helped chef Tarek sink his teeth into what he considers the 'soul of the kitchen' – meat. "Today, I can look at a cut from a mile away and tell you what you can make with it."

Little wonder then that chef Tarek is the

senior consultant for Meat and Livestock Australia, a company that provides marketing, research and development services to over 47,500 meat producers in the country.

Known for its succulent meats, Australia holds a special place in the chef's heart. Asking about the country makes him gush, "Australia is pristine and unpolluted. It has about 37 million heads of cattle, about 80 million heads of sheep. The country has very strict rules about bringing in any produce or items to prevent diseases. It spend a lot of research to ensure it sends out only the best of meats."

Australia exports meat and meat products to 120 countries. "The Australian meat is just right – it has been raised right, it has been researched right, it has been cut right."

Chef Tarek's keen eye extends beyond meats to techniques and talent, thanks to the competitions and training sessions he attended. "When you are teaching, the young chefs ask you the weirdest of questions. You have to be able to answer them. You give a recipe to 25 students. Five will get it perfect, 10 will do an okay job but the remaining 10 will have a disaster on their hands."

"They will say, 'we did what you told us to'. Then, you make them do it again and watch. 'No, it is not caramelised enough', 'No, you have to boil it more'. You start noticing the tiny things that make the recipe perfect."

At competitions, he would jot down every single thing he saw the chefs doing and every comment the judge made, sometimes going as far as posing as a journalist to interview judges.



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Today, the 'class A' judge has some valuable tips for aspiring judges. "If you are not an experienced judge, walk around with one. If you don't know, admit it instead of making something up. You will hurt people if you bluff your way through judging. If you know what you are looking for, it is very easy. Even if you have a certification, spend a couple of years just walking around and listening. And look at the whole dish - what are the components, where is the chef going with this dish, is he following all the rules properly."

Chef Tarek's has a simple formula for those looking to become culinary gurus – go to different chefs with five new questions and get the answers. Do this daily for five years and you will become an expert. After all, "knowledge is power".

With most dreams fulfilled, chef Tarek now wants to share his expertise with new kids on the block and amateur cooks. Through his television shows, he has entered 250 million homes in the Middle East, teaching viewers to dice, cube, cut, sauté, grill, boil, bake, fry and poach their way to the tastiest of meals.

On his radar now is further education. "I am a big fan of education. We can make young chefs come to the event to learn something. They will take new knowledge back with them," chef Tarek says.

Culinary artists must learn the science behind a cuisine, he believes. "Cooking is a science because you have to know how things work – like, the temperature at which the natural sugar in the meat caramelises. But how you put flavour together is an art. So cooking is both a science and an art."

Stay tuned for more from this versatile master of the culinary arts.



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# ENGINEERING PLATEFULS OF HAPPINESS



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Chef **Raghu Pillai** of Beach Rotana has a valuable advice for young chefs – don't even try to take over your wife's kitchen. Jokes apart, the India-born executive chef believes youngsters must make an effort to preserve core skills if they really want to excel in their chosen field....

**F**ood and mood go hand-in-hand. Remember how that chocolate truffle pudding washed away the tiredness of a stressful day? Or how your sulk disappeared as soon as mama served up her special beef chilli fry?

For Chef Raghu Pillai too, food is a mood thing. The only difference is that he dishes his mood out on a plate. And that, he says, is true for every chef. "If your chef is having a bad day, you will see it on your plate," says the India-born chef, who has for 16 years wowed food connoisseurs with his culinary art.

The son of Malayali parents employed at India's insurance powerhouse Life

Insurance Corporation, chef Raghu was all set to become a civil engineer. A simple twist of fate made him choose pots and pans over bricks and beams.

Today, he wears the executive chef's hat at Rotana and Centro hotels at Yas Island in Abu Dhabi.

"My parents devoted their careers to the insurance industry. Even the house they have built is called Jeevan Vihar (from jeevan beema, which means life insurance in Hindi). I wanted to get out of it," he recalls.

While his parents had absolutely no objections to him taking up hotel

management, his grandmother was way less than happy. "She asked my dad if he wanted his son to open a tea stall!" he laughs. "I don't think she was fully convinced that I was in a respectable profession even after I did well in my career."

After getting his hotel management degree from Mangalore in south India, chef Raghu started his professional journey with the Taj Hotels in 1997. Month after month, his classmates dropped out of Taj, as the gruelling training took its toll on them. "Those who were passionate about what they were doing, stayed. Those who weren't, dropped out."



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Chef Raghu's perseverance and passion didn't go unnoticed. He was eventually sent to handle the affairs of Taj Ernakulam, in his native state of Kerala. Steadily, he climbed the ladder to the position of senior chef de partie at the Taj.

The glitter of the Gulf attracted chef Raghu in 2000, for the pre-opening of the Emirates Tower. "I was awed. There were things I saw that I had seen only in magazines. You didn't have to keep special items such as cheese, olive oil locked up in a cupboard because they were too expensive. There were wheels of cheese, herbs by the kilos, fresh seafood flown in from Europe. Wow!"

So went an extensive tutorial on exotic cooking products. A couple of years later, when Jumeirah Hospitality was merged with Emirates Tower kitchen, chef Raghu plunged his hands into catering. "My knowledge of products expanded."

After a brief stint with Crowne Plaza "down the road" from Emirates Towers, he left for Kuwait to kick-start the Art+Tech concept business hotels at Le Meridien as the sous chef.

These small business hotels were meant to cater to all the needs of the high-flying executive. "It was a chic kind of setting. There was a steakhouse, a pastry shop, brasserie, all-day dining, banqueting – the works."

Chef Raghu's personal favourite was the Al Marsa seafood restaurant, which became famous for its traditional Arabic grills.

Sometime later in 2006, he returned to Emirates Tower in Dubai, this time as the chef de cuisine for Rib Room Steakhouse and also as the chef garde manger.

Le Meridien Kuwait called him again a year later, sweetening the deal with the



Everyone knows what Tournedos Rossini is, thanks to Wikipedia. But most don't know how to serve turned mushrooms with it. The skill to make turned mushrooms has eroded

executive chef position. Although he stayed there for a couple of years, Kuwait failed to satisfy his creative streak. "Gastronomically, Kuwait is a bit behind the United Arab Emirates. Getting the right produce to ensure quality is difficult in Kuwait. Also, people with the right motivation and the right skills find

it difficult to survive in Kuwait. Keeping your crew motivated is hard."

For chef Raghu, an executive chef is only as good as his team. "You are what your boys are. You can be Superman but if your boys are not good enough, then you are not good enough." Keeping them constantly excited proved to be a difficult task and Kuwait's unwillingness to accept new cuisines and ideas became suffocating. "My family also wasn't happy there. So we returned to Abu Dhabi in 2008 and I joined Beach Rotana."

Thus began his longest stint with a company. As executive sous chef at Beach Rotana, he has his fingers in as many as 10 types of cuisines – from Italian, French, Polynesian, Indian to German, Arabic and Japanese.

While chef Raghu is rather happy with the way his career has turned out, (he





was recently promoted to Executive Chef at Yas Rotana, Abu Dhabi) he admits to missing being in the kitchen. "You see a boy in the kitchen doing something wrong and you tell him that. But you don't have time to stand there for 40 minutes and show him how to do it because you have to go attend your next meeting. You become more of an administrator. But you have to embrace change if you want to move up in life," he philosophises.

One change he does not like at all is that finding skilled people has become very tough these days. Chef Raghu attributes this to the rapid evolution and growth of the food industry. "That's what every experienced chef would tell you. We have a huge boom in the industry here. The industry is growing at a much faster pace that the cooks can adjust to. Now, you have a boy who would pass the interview, he would be trained in basic techniques. And he would talk

the right language in the interview, he would have the right approach, he will also cook you four beautiful dishes. But that's where it ends."

The reason is dilution of core skills. "Gone are the days when you would crack 100 eggs to make mayonnaise, separate the yolk, butter up the pastry chef to use the whisk or do it by hand if you couldn't. You knew how to manage if the egg split. Today, mayonnaise comes in jars, you get pre-cut meats and readymade sauces. How then will you know the difference between top sirloin and sirloin?"

Chef Raghu cites a classic example of how erosion of core skills is affecting food - Tournedos Rossini. "Everyone knows what Tournedos Rossini is, thanks to Wikipedia. But most don't know how to serve turned mushrooms with it. The skill to make turned mushrooms has eroded."

Yet another challenge the food industry

is facing these days is competition. It's no longer about the food but also about the whole experience. But duplicating a winning formula in different places may not work too well, he warns. "A concept could be a unique crowd puller in one place but not in the other."

The younger lot does have its finer points, chef Raghu is quick to point out. "Today, they are much more customer-friendly and not afraid to go out and speak to the customer. The older style was that the waiter would take care of the customer's needs. Now they are quite open and they like to talk to the customer, make an impression."

Entrepreneurship is also a trait that sets the younger generation apart. "Many new chefs have gone ahead and opened their own restaurants. It's a good thing."

Chef Raghu has been associated with the Emirates Culinary Guild since 2000.

He began as a junior member, turned into an avid competitor and later worked for the Guild as a Marshall. He was elected as the Event Secretary of the Abu Dhabi chapter of the Guild last year.

He has been involved with the organising committee of SIAL since its inception in Abu Dhabi and has been organising various events and workshops in the Abu Dhabi region in order to encourage young chefs to come out of their shells and participate in competitions.

He says, "Competitions are like R&D – you push yourself, research and develop a dish that will win you a medal when executed well, and then give it your best."

Talking about La Cuisine by SIAL, he says, "There was very little response in the beginning for SIAL; but it is gaining momentum and now we see more and



Gone are the days when you would crack 100 eggs to make mayonnaise, separate the yolk, butter up the pastry chef to use the whisk or do it by hand if you couldn't. You knew how to manage if the egg split

more young chefs participating – there was always an excuse among the chefs in Abu Dhabi that competitions in Dubai were too far to travel; but now we have it in our own backyard which makes it convenient for them to participate."

For now, chef Raghu has no plans to

leave Yas Rotana, thanks to the bond he shares with General Manager Mark Deere. "He is a man of fine details and a visionary. He is a great influencer."

Outside of work, Chef Raghu likes to spend quality time with his wife Ambily who has been a great support over the years and with his son Sreejith and daughter Shreya.

Someday, chef Raghu hopes to own a small vegetable farm and run a culinary school for the underprivileged. "I want to cook for some more time. Then, I want to give back what I learnt. I want to give the underprivileged an opportunity in the food industry – teach them how to cook. These days, education is expensive. It's all about getting a break and I want to help some people get that break."

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# MARRIOTT'S MAVERICKS

The chemistry between two young chefs from the Dubai Marriott Harbour Hotel & Suites sizzled on the plates at the Nestle Young Chef Contest this month...



Delvin Lawrence Fernandes



Kalaiselvan. M

## Kalaiselvan. M

Sous Chef at Dubai Marriott Harbour Hotel & Suites, serves up sweet smiles with each of his mouth-watering dishes. In an industry where chefs change jobs as often as their toothbrushes, south India-born Kalaiselvan has spent a good seven of his 10 years as a chef at the Marriott group of hotels.

"I like working at the Marriott because you have the freedom to work on your own. You can put forward your ideas and if they are good, the management will implement them. Most hotels are interested only in keeping the guests happy. Marriott believes that it is important to also keep the associates happy, so they take better care of the guests," he says, explaining his long stint at the Marriott.

Securing a diploma from the State Institute of Hotel Management and

Catering Technology at Trichy in southern India in 2002, Kalaiselvan donned his first apron as a professional at the Radisson GRT Hotel in Chennai. A year later, he moved on to the Oberoi Udaivilas in Rajasthan.

In 2009, Kalaiselvan stepped into the Courtyard by Marriott in Dubai and quickly climbed the ladder. Now, he plans the menu and oversees all the operations at the main kitchen of the Dubai Marriott Harbour Hotel & Suites. Under his supervision are Counter Culture, a breakfast restaurant that turns into a lounge in the evenings; AZUR, a Mediterranean restaurant; and The Observatory, a bar-cum-restaurant, other than the meeting rooms and banquets.

An old hand at competitions, Kalaiselvan made it to the finals of the Nestle Menu of Masters 2010. Probe

him on what he likes the most about Nestle contests and he says, "You have just certain ingredients and products to create something unique. Anyone can create something different when the world is open to you. Here, all the chefs have the same stuff. How you put them together differently is what makes you win or lose."

In his own kitchen, he loves to toss some Nestle Coconut Powder and Nestle Curry Mix into his preparations. And he just can't get enough of Nestle Kit Kat. "It adds that punch to desserts!" Sweet, huh?

## Delvin Lawrence Fernandes

Junior Sous Chef at the Marriott Dubai Harbour Hotel & Suites, loves to experiment with cuisines and ideas. In just six years of being a chef, he has tried his hand at Italian, Spanish and

Mediterranean cuisines and a plateful of desserts.

If that doesn't impress you much, chew on this – Delvin has dabbled in molecular gastronomy, alongside none other than Chef Jordi Servalls!

Originally from India's Mumbai, the home of Bollywood, Delvin got his hotel management degree from Ahmedabad. Starting out in 2006 at Shangri-La's Barr Al Jissah Resort & Spa in Muscat, the novice chef was given the responsibility of cooking up an Italian storm in the Oman city.

Two years later, he jumped ships, landing at the Mediterranean kitchen of the Emirates Harbour Hotel & Suites

in Dubai (now Dubai Marriott Harbour Hotel & Suites). The gamble paid off, with the Marriott fast realising Delvin had what it takes. "They put me in charge of AZUR, their Mediterranean restaurant," he says.

Delvin admits he likes to be a jack-of-all-cuisines than be the master of one. "The more I can play around with food, the happier I am."

But desserts seem to be his sweet spot. At the Nestle Young Chef Contest, he whipped up the Catalan cream, which is similar to Creme Brulee but has the tingle of orange. Nestle Condensed Milk added the creaminess. "I didn't give it the normal effect of baking it and then torching it or cooking it and

torching it. I froze it to give it more of an ice-cream texture."

Delvin used a secret potion – the new Nestle Kit Kat mix – to make the Kit Kat Gravel, another one of his delicious desserts. "It gave that gravel kind of finish. I plated it like gravel. There are berries in it and nuts and mint. Kit Kat gave a really rustic appeal to the plate."

Getting the Catalan Cream frozen in the scheduled time was tough but somehow he pulled it off. He threw in a bit of molecular gastronomy with the Apple Ravioli. "I soaked apple slices in syrup for a transparent cooked finish. The air in the apple was replaced with syrup, giving it a zing."







### FILLET MIGNON AND SOUS VIDE LOBSTER WITH COCONUT CURRY COULIS, MUSHROOM RAGOUT, CONCOCTION OF BABY VEGETABLES

#### INGREDIENTS FOR BEEF

Waghu beef fillet	150 gm
Mix herbs	pinch
Salt and pepper	to taste
Oil	10 ml

#### PREPARATION AND COOKING

- ♦ Marinate the beef with oil and season with salt pepper and herbs. Grill it on the grill until it is done as desired.

#### INGREDIENTS FOR LOBSTER

Lobster tail	100 gm
Chives	a few
Salt	to taste
Nestle Curry Mix	a pinch
Olive oil	15 ml

#### PREPARATION AND COOKING

- ♦ Marinate the lobster tail with all other ingredients and vacuum the lobster in a plastic bag.
- ♦ Cook it in bailer at 60 degree C for 20 minutes.

#### INGREDIENTS FOR COCONUT CURRY COULIS

Nestle Coconut Milk Powder	100 gm
----------------------------	--------

Nestle Curry Mix	to taste
Fresh cream	50 ml
Salt	to taste
Warm water	50 ml
Onion	5 gm
Garlic chopped	1 clove
Oil	5 ml

#### PREPARATION AND COOKING

- ♦ Saute onions and garlic with Nestle Curry Mix.
- ♦ Mix the water and coconut milk powder in a bowl and add it to onion mix.
- ♦ Add fresh cream and curry. Boil and simmer.
- ♦ Season with salt. Strain with a fine strainer.

#### INGREDIENTS FOR MUSHROOM RAGOUT

Nestle Demi-Glaze Powder	20 gm
Shallot chopped	1
Rosemary	a sprig
Butter	10 gm
Stock	15 ml
Shimeji mushroom	20 gm

#### PREPARATION AND COOKING

- ♦ Saute the shallot and mushroom with a little butter. When cooked, add the stock and rosemary.
- ♦ When the stock boils, simmer it and add the Nestle Demi-Glaze Powder and mushrooms. Finish with butter.

#### INGREDIENTS FOR CONCOCTION OF BABY VEGETABLES

Baby carrots	3
Baby corn	2
Baby potatoes	3
Plum tomatoes	a few
Baby marrow	2
White asparagus	2
Green asparagus	4
Orange reduction	5 ml
Star anise	1
Honey	a few drops
Garlic	1 clove
Parmesan cheese	5 gm
Saffron	a little
Rosemary	a sprig
Butter	10 gm
Garlic chopped	1 clove
Basil leaves	2

#### PREPARATION AND COOKING

- ♦ Cut the vegetables into shapes and blanch them, except potatoes and tomatoes.
- ♦ Toss the carrots with orange reduction and star anise with a little butter.
- ♦ Add the honey with baby corn and caramelize it. Cook the potato with saffron and rosemary.
- ♦ Roast the tomatoes with basil and garlic, toss the baby marrow and green asparagus with butter.
- ♦ Add parmesan cheese on top of white asparagus and melt it.
- ♦ Each vegetable will have different flavour and taste.



### FROZEN CATALAN CREAM, APPLE RAVIOLI, KIT KAT GRAVEL, COCONUT AND MINT AIR

#### CATALAN CREAM

Egg yolks	6
sugar	200 gm
Milk	500 ml
Nestle Condensed Milk	150 ml
Cinnamon	1 stick
Orange Peel	half
Corn starch	40 gm
Vanilla pod	1

#### METHOD

- ♦ Beat the egg yolks until light, then whisk in 150 gm of the sugar and the corn flour.
- ♦ Place the milk in a saucepan together with the cinnamon and orange peel. Bring to boil and then remove from the heat and strain.
- ♦ Whisk the milk with the condensed milk and egg mixture
- ♦ Place the mixture over a low heat and cook, stirring constantly until it begins

to boil.

- ♦ Put the custard into a half sphere mould and place into the freezer for minimum 30 minutes or until frozen.

#### APPLE RAVIOLI

LRed apple	1
Mix berries (chopped)	50 gm
Sugar	50 gm
Water	50 ml

#### METHOD

- ♦ Make syrup with the sugar and water, and let it cool.
- ♦ Slice the apple thinly about 1mm and place in vacuum bag, pour the syrup and vacuum at 100%. Keep aside
- ♦ Remove and cut into circles. Place a teaspoon of the chopped berries on the slice. Fold and serve

#### KIT KAT GRAVEL

Nestle Kit Kat Mix	200 gm
Raspberries	30 gm
Roasted Walnut	20 gm
Mint sprigs	5
Orange peel	half

#### METHOD

- ♦ Take the Kit Kat mix in a bowl; to this add the crushed and roasted walnut.
- ♦ Place it on the plate in a rough manner.
- ♦ Cut the raspberries into quarters and place them on the gravel
- ♦ In the same manner place the orange peel and the mint sprigs.

#### COCONUT AND MINT AIR

Nestle Coconut Milk Powder	50 gm
Water	200 ml
Sugar	40 gm
Gelatine	1 leaf
Mint leaves chopped	4-5

#### METHOD

- ♦ Soak the gelatine leaves in cold water. Leave aside.
- ♦ Heat the water, then add the coconut milk powder and the sugar. Let it come to a boil.
- ♦ Remove and add the mint and gelatine whisk to remove all lumps. Strain and pour into siphons.
- ♦ Use two gas chargers and leave it to cool in the chiller.





## THE EDIBLE GARDEN ON A PLATE

Chef **Leandro Lanuza**, Cold Kitchen Sous Chef, Mina A'Salam tells us about his Edible Garden and how it came to fruition

### How would you describe an edible garden?

The Edible Garden is exploration of a vast category of micro and petit vegetables, herbs, micro cress, baby mixed lettuces, and edible flowers. We created an impressive visual display.

### What exactly is the 'edible' part of this garden?

You can eat everything in an edible garden - everything from rocks, pebbles, mud, micro-vegetables, herbs and even flowers.

### How did the idea for something so different come about?

I've had the idea for creating such a garden for years. I was just waiting for the right time and place to feature it. The time came when we decided to include a crudité station at a special function in Madinat Jumeirah, which I think was the perfect opportunity for our edible garden to be showcased.

### What was it that sparked the idea years ago?



I'm inspired by landscape and nature! As a kid I used to spend my time on my father's garden in the Philippines. My wife and I love gardening as well as cooking.

### Please give us an insight into how you make rocks, mud and other features?

The soil is made of pumpernickel bread which was turned into crumble, mud and powder. The rocks and the white pebbles are made of extra virgin olive oil and maltodextrin.

Trunks and big stones are country and rye bread. And the sauces are beetroot hommus, green tea aioli, mango

wasabi, truffle mayonnaise, ranch and cocktail dressing.

### Are you the first hotel in Dubai offering this to guests?

I'm not sure about that but the guest feedback has been really positive and receptive, all our guests love it and they do say they have never seen anything like this before, so maybe we are the first in Dubai to have an edible garden.

### How has the reception been?

Guests were fascinated and amazed. It is a really good talking point for the whole evening.



**YOUNG GUNS!** (From left-right) Biljana Srpsko Milisavjevic (Jumeirah Beach Hotel), Chef K.A.C.Prasad, Karan Mohan Naik (Madinat Jumeirah), Fodil Baghal (Madinat Jumeirah), Sagar Khadkikar (Madinat Jumeirah), Supritam Basu (Madinat Jumeirah), Jain Song (Madinat Jumeirah), Adam Garrido (Jumeirah Beach Hotel).

## UAE's Young Culinary Ambassadors From South Africa to South Korea

Once again the United Arab Emirates Young Chef Culinary Ambassadors will be representing the country and the Emirates Culinary Guild in another fantastic Young Chef Competition. The Korean Chefs Association are hosting a global competition for 20 young chef teams from around the world and our team will be in action again following their great performance in South Korea.



The team is made up of young chefs from the Jumeirah Group (from Madinat Jumeirah and Jumeirah Beach Hotel) and have been training hard for long hours with Executive Chef KAC Prasad of the Miramar Al Aqah Beach Resort. They seem well trained to bring back the gold. Go UAE!





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# CLASSY CATERER TO THE CROWDS

Some chefs have culinary skills in their genes. **Saeed Fawaz** is one of them. The Executive Chef at Royal Catering in Abu Dhabi is one of United Arab Emirates' most valuable imports from Syria. His ability to cater to huge orders without breaking into a sweat is what makes him our Chef of the Month...

While most chefs dislike cooking for a huge crowd, Chef Saeed Fawaz loves to put the 'mass' in culinary 'masterpieces'. So much, that he almost immediately jumped into handling large orders after finishing his hotel management studies.

The Hilton may be a big name worldwide but it owes chef Saeed a big one for helping the hotel beef up its catering business in Abu Dhabi. Other big brands that adorn his CV are the Intercontinental, JW Marriott and Le Meridien.

Chef Saeed found his true calling at Abu Dhabi-based Royal Catering, the official caterer for the Formula 1 Grand Prix. Dishing out one dish after another for thousands of people is what he enjoys most – an opportunity that Royal Catering gives him.

In his illustrious 25-year career, chef Saeed has won numerous awards for his excellence. Among the more notable ones are those at competitions such as Emirates Salon Culinaire, Hilton New Arabian Cuisine, Oriental Feast, and the Oriental Buffet.

In a casual chat, he tells us what gets his adrenalin racing....

**Is there any particular cuisine you are partial to?**



In fact, it's been easier doing corporate catering. At five stars, when you need any equipment or tools, you have to get a lot of approvals. It takes very long. But here, the management ensures that we get whatever we need immediately

I like Indian, Italian, Thai, Chinese, and Arabic cuisine. But oriental cuisine is something I really enjoy. I also like local foods of different places. Here in the UAE, there are very few chefs who know how to cook local food.

**What made you decide to become a chef?**

My family owns a restaurant in Damascus in Syria. I used to go to the kitchen there after school. My uncle and my grandfather were also chefs. I finished my hotel management in 1987 and started working at a five-star hotel, Cham Palace, in Damascus in 1991. I came to Dubai in mid-1990s and joined Al Koufa restaurant, which is an A-la carte restaurant with capacity of 1,500 heads.

Between 1997 and 2000, I worked at the Intercontinental Dubai. Then I went to Hilton Al Ain. I was shifted to Hilton Abu Dhabi in 2002. There, I spent six years, doing catering for embassies, palace events and big weddings. In 2003, we won 32 medals at the Emirates Salon Culinaire. After Hilton, I worked at Le Meridien Al Aqah, where we did the catering for large high-level government events and other major parties.

**You seem to be drawn to large banquets...**

Yes, I love large crowds and weddings. I can't cook for one or two people. I started at Royal Catering in 2010. I joined work on August 1 and was told there is a Madonna concert involving 60,000 guests on August 16! Our kitchen was not ready, we had not tied up suppliers... nothing. Then we brought in our mobile kitchens, each of which caters to 5,000 people. We didn't even have enough time to hire staff. Thankfully, it all passed off peacefully, without any complaints from guests.

**After five-star catering, what were the challenges doing corporate catering?**

In fact, it's been easier doing corporate catering. At five stars, when you need any equipment or tools, you have to get a lot of approvals. It takes very long. But here, the management ensures that we get whatever we need immediately. The volumes that Royal Catering does daily,

no one in Abu Dhabi does. We're talking at least 45,000 heads daily.

**Tell us about your Formula 1 experience...**

We started Formula 1 after 2011. The first time was very tough. There were 80,000 guests who had to be taken care of from 8 AM to 8 PM. We used 12 mobile kitchens and supplied food at so many locations. We had buffets, canape and sandwich counters, Italian food counters. We were making 100s of pizzas every hour! There was no room for any mistakes. The hygiene and the food

quality had to be top-notch. We had 140 chefs for F1, some at location and some at central kitchen. Also, you could enter the F1 area only between 8 PM and 5 AM. If you forgot to bring something in, you couldn't enter or go out to get supplies. It was tough! The second time onwards it got easier. We started all our planning three months before the event.

**What secret products do you use to speed up your output?**

We do very large orders. Even weddings have 4,000-5,000 guests. One product I really love is Nonions onion pastes,

which I started using in 2007. You can save so much time, energy and money using them. For example, if we have an order to cater to 12,000 heads, we have to buy huge amounts of onions, peel them, cut them and then saute them. Now, we just have to buy the readymade Nonions paste and save that much time and effort.

The taste is perfect and it is available in so many flavours – with ginger garlic, with tomato, fried, curry. We buy more than 1,900 kg Nonions pastes monthly. We've even tried new dishes with them.







## BEEF BASMASHAKAT

### INGREDIENTS

Flank steak 1/3	(100gm)
<b>NONIONS - sautéed onions</b>	<b>(50gm)</b>
Egyptian rice	(50gm)
Mushroom	(20gm)
Green peas	(15gm)
Corn oil	(10 ml)
Ground sea salt	(1 tsp)
white pepper	(1 tsp)

### FOR THE FILLING

- ♦ Cook all Ingredients Egyptian rice while adding **NONIONS** – Sautéed Onions, Green peas, Mushroom, demi-glaze.

### STUFFING

- ♦ Roll The steak along with the stuffing

tightly and neatly. Sprinkle salt and pepper the outside of the steak.

- ♦ Heat a skillet with corn oil and sear the steak on high for 2-3 minutes, and turn it so every side of the steak has a nice brown colour.
- ♦ Then place the skillet with the meat into a 350-degreeF, oven for about 15-20 minutes until medium doneness. If you like it cooked more, keep it in longer.

## NONION SAUCE

*This sauce is fabulous not just on steak and works well with other flavour combinations.*

### INGREDIENTS

button mushrooms sliced	(50gm)
<b>NONIONS - sautéed onions</b>	<b>(60gm)</b>
corn oil or butter	(10ml)

Whipping Cream	(50ml)
ground black pepper	(1 tsp)
ground sea salt	(1 tsp)

### INSTRUCTIONS

- ♦ Heat oil in a medium saucepan over medium-high heat. Add sliced mushrooms and stir-fry with oil/butter until they are lightly browned, reduce heat to medium.
- ♦ Add cream, salt and pepper and bring to a boil. Cook for 5-8 minutes, stirring occasionally and watching that the cream doesn't over boil.
- ♦ Once the sauce has reduced by half, add **NONIONS** – Sautéed Onions and simmer for 1 minute for the flavours to mix in. Remove from heat and serve over your favourite Beef Basmashakat.



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# Déjà vu? Not.

What you saw earlier was the United Arab Emirates Young Chef Culinary Ambassadors team getting ready for South Korea. This is them partaking in the first "African & Middle East Cup" where participants below the age of 25 had to create 30 appetizers, 30 main course and 30 desserts within a time span of 4 hours.

The team had to have a captain and three participants and a total of six teams participated. Alongside UAE were Zimbabwe, Kenya, Namibia, Sutu

& South Africa. Namibia won the cup at the inaugural event and our team did a fine job.

The UAE contingent was made up of Fodil Baghal, Karan Mohan, Supritam Basu, Jain Song, Sadam Alexander Garrido, and Biljana Milisavljevic and of course team manager K.A.C. Prasad.

Andy Cuthbert organised the competitors together and has given tremendous support as junior development director of WACS. The ECG fully supported the event too.





# JOINING A GOOD CAUSE

Members of the Emirates Culinary Guild and employees of Radisson Blu including Chef **Uwe Micheel** came together for the charity blood donation last month. Over 100 people donated their blood at the half day event. Here are images from the event.







# THE GUILD MEET

The Emirates Culinary Guild's September meeting following a 2-month break was hosted by Chef **Michel Miraton** at the Coral Deria Hotel in Dubai. The event saw a large turnout including corporate members from the industry. At the meeting the young chef challenges in South Africa and Korea were talked about as was SIAL Abu Dhabi and DWHC. Chef Prasad felicitated the senior members of the Guild for their support of the East Coast Competition earlier in the year. Here are moments captured at the event.



## WORKING UP A VISUAL APPETITE

The way to a person's heart may be through the stomach. However, the way to their stomach is through their eyes. Little wonder then that there is much demand in today's age for mouth-watering food photography among food establishments and food products.

The Emirates Academy held a workshop recently where photographer **Amaresh Bhaskaran** and food stylist **Fiona Archibold** got together to teach industry professionals about the intricacies of food photography and styling. The event was a huge success providing a generous serving of professional techniques and trade secrets for making pictures look good enough to eat. Master chef Michael Kitts provided all the dishes for the workshop.

At the contest held within the workshop, the team made up of Philip Sykes, Mengdi Zhou, Joselito Villena and Stacey McMurtrie were adjudged winners. Here are some images shot by the participants during the workshop.





## SWEET THOUGHTS

- ▶ **Name:** Dinesh Prasad
- ▶ **From:** India
- ▶ **Position:** Commi-1
- ▶ **Best part of the job:** learning new things, opportunity to show my talent and experience and support from the team
- ▶ **Tough part:** Making do with limited facilities
- ▶ **Future plans:** Need to learn the finer nuances of Pastry making

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



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



## BRIEFS OF THE CLASSES FOR ENTRY DUBAI WORLD HOSPITALITY CHAMPIONSHIP 2013

### Resume Of Classes for Entry Class No. Class Description

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

### Class 01: Cake Decoration - Practical

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

### Class 02: Three-Tier Wedding Cake

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

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

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

### Class 03: Pastry Showpiece

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

### Class 04: Baked Good and Baked Bread Showpiece

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

8. Tasting will be part of the judging criteria

9. Typewritten recipes are required.
10. Maximum area w90 x d75cm

### Class 05: Chocolate Carving Showpiece

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

### Class 06: Fruit & Vegetable Carving Showpiece

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

### Class 07: Open Showpiece

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

### Class 08: Five-Course Gourmet Dinner Menu

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





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

#### Class 09: An Arabian Wedding Feast

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

#### Class 11: Practical Ice Carving - Team Event

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

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

#### Class 12: Practical Fruit & Vegetable Carving

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

#### NOTES ON THE PRACTICAL COOKERY CLASSES

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

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

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

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



#### Class 13: Traditional Arabic Mezzeh – Practical Cookery

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

#### Class 14: Emirati Cuisine - Practical Cookery

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

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

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

## RULES AND REGULATIONS

#### NB:

- Please read the following regulations carefully. The instructions contained herein are mandatory. Non-compliance with any of the points mentioned could lead to loss of marks or complete disqualification.
- The Briefs of the Classes for Entry document also forms part of these Rules and Regulations and must be read in conjunction with this document.
- The competitions will take place at Dubai International Conference and Exhibition Centre November 16th through 19th 2013.

#### PARTICIPATION

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

#### COMPETITION ENTRY

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



- Submit the completed form to the organisers.

#### CERTIFICATES AND LETTERS OF PARTICIPATION

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

#### HYGIENE

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

#### THE SECRETARIAT

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





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

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

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

[illegible]

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

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

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





## BRIEFS OF THE CLASSES FOR ENTRY LA CUISINE BY SIAL 2013

### Class No. Class Description

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

### Class 1: Cake Decoration - Practical

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

### Class 2: Three-Tier Wedding Cake

1. All decorations must be edible and

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

### Class 3: Four Plates of Dessert

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

### Class 04: Pastry Showpiece

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

### Class 05: Baked Bread Showpiece

1. Freestyle display of a baked bread showpiece.

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

### Class 06: Friandises Petites Four Pralines Nougatines

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

### Class 07: Chocolate Carving Showpiece

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

### Class 08: Fruit & Vegetable Carving Showpiece

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

### Class 09: Open Showpiece

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



### Class 10: Australian Lamb Five-Course Gourmet Dinner Menu

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

### Class 11: Presentation of Tapas, Finger Food and Canapés

1. Produce eight varieties.
2. Six pieces of each variety (total 48 pieces)
3. Four hot varieties
4. Four cold varieties
5. Hot food presented cold
6. Food coated with aspic or clear gelatin for preservation
7. Presentation on suitable plate/s or platter/s or receptacles.
8. Eight pieces should correspond to one portion.
9. Name and ingredient list (typed) of each variety required.
10. Maximum area 60cm x 80 cm.

### Class 12: New Arabian Cuisine

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

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

### Class 13: Individual Ice Carving

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

### Class 14: Ice Carving Team Event

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

### Class 15: Practical Fruit & Vegetable Carving

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

### Class 16: Fish & Seafood - Practical Cookery

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

### Class 17: Australian Beef - Practical Cookery

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

### Notes on the Practical Cookery Classes

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







3. All food items must be brought to the Salon in hygienic, chilled containers: Thermo boxes or equivalent. Failure to bring food items chilled will result in disqualification.
4. All dishes are to be served in a style equal to today's modern presentation trends.
5. Portion sizes must correspond to a three-course restaurant meal.
6. Dishes must be presented on individual plates with appropriate garnish not exceeding 250g total food weight excluding sauces.
7. Unless otherwise stated, competitors must supply their own plates/bowls/platters with which to present the food.
8. Competitors must bring with them all necessary mise-en-place prepared according to WACS guidelines in the hot kitchen discipline ([www.wacs2000.org](http://www.wacs2000.org)).
9. Competitors are to provide their own pots, pans, tools and utensils.
10. All brought appliances and utensils will be checked for suitability.
11. The following types of pre-preparation can be made for the practical classes:
  - > **Vegetables/fungi/fruits; washed & peeled – but not cut up or shaped.**
  - > **Potatoes washed and peeled – but not cut up or shaped.**
  - > **Onions peeled but not cut up**
  - > **Basic dough can be pre-prepared.**
  - > **Basic stocks can be pre-prepared.**
  - > **Basic ingredients may be pre-weighed or measured out ready for use.**
  - > **Fish may be scaled, gutted de-finned and de-gilled, but must otherwise be brought to the competition whole.**
  - > **Meat may be de-boned and portioned and the bones cut up.**
12. No pre-cooking, poaching etc. is allowed.
13. No ready-made products are allowed.
14. No pork products are allowed.
15. No alcohol is allowed.
16. If a farce is to be used for stuffing, filling, etc., at least one of the

- four portions of the farce must be prepared in front of the judges to show the competitor's skill
17. No help is allowed to be given to the competitor once the competition starts; the coaching of a competitor from the sidelines will result in the competitor being disqualified.
18. Within 10 minutes after the end of the competition, competitors must have the kitchen thoroughly cleaned and tidied and ready for the next competitor to use.
19. Two copies of the recipes typewritten are always required.
20. Submit one copy of the recipe/s to the clerk when registering.
21. Submit one copy of the recipe to the duty marshal at the cooking station.
  - > **Vegetables/fungi/fruits; washed & peeled – but not cut up or shaped.**
  - > **Potatoes washed and peeled – but not cut up or shaped.**
  - > **Onions peeled but not cut up**
  - > **Basic dough can be pre-prepared.**
  - > **Basic stocks can be pre-prepared.**
  - > **Basic ingredients may be pre-weighed or measured out ready for use.**
  - > **Fish may be scaled and filleted and the bones cut up.**
  - > **Meat may be de-boned and the bones cut up.**

## RULES AND REGULATIONS

### NB:

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

on the last page/s of this document.

### PARTICIPATION

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

### COMPETITION ENTRY

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

### CERTIFICATES AND LETTERS OF PARTICIPATION

19. Ensure that your name (clearly written



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

### HYGIENE

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

### THE SECRETARIAT

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

### COMPETITORS AND HELPERS

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

### EXHIBITS

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

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

### COMPETITION MARSHALS







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

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

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

LA CUISINE DU SIAL 2013 - BEST CATEGORIES

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



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

COPYRIGHT

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

DISCLAIMER

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

QUERIES

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

VENUE & ENTRY FEES

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

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

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

TROPHY ENTRY

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

The required trophy classes to be entered are:

BEST CUISINIER

- i. Class #10. Five-Course Dinner Menu by Australian Meat
- ii. Class # 17. Beef Practical Cookery by Australian Meat
- i. Class # 16. Fish & Seafood Practical Cookery

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

BEST PASTRY CHEF

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

BEST ARTIST

- i. Class # 07. Chocolate Showpiece
- ii. Class # 09. Open Showpiece
- iii. Class # 13. Individual Ice Carving
- iv. Class # 15. Practical Fruit & Vegetable Carving

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

BEST ARAB NATIONAL



- i. Class #12. New Arabian Cuisine
- ii. Class # 11. Tapas Finger Food & Canapés
- iii. Class # 16. Fish & Seafood Practical Cookery.

In order to qualify for inclusion in the points tally for Best Arab National Trophy a competitor must win at least one medal.

CLOSING DATE

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

JUDGING AND THE AWARDS SYSTEM

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

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

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

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

The scaling for awards in all classes is as follows

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





Jay Kumar Dhanrajani and Tim Walsh (Managing Director) receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Michael

**MEIKO DEVELOPS**, manufactures and distributes professional dishwashers AND waste management systems especially for the hospitality sector.

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

Meiko dishwashers can be found in many



The clean solution

of the region's leading hotels such as Burj Al Arab, Grand Hyatt, Park Hyatt and St Regis on Saadiyat Island, Emirates Palace, Atlantis, One&Only Royal Mirage Dubai and The Palm, Fairmont Bab Al

Bahr, Marriott Marquis, Etihad Towers, Sheraton, Le Meridien, Intercontinental Hote, Sofitel on the Palm, Ritz Carlton Abu Dhabi, Jumeirah Creekside, St Regis Nation Towers, Conrad Dubai, Hyatt Capitol Gate, plus several new hotels soon to be opened.

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



Soula Baroudi (Marketing and Supplier Relation Manager) and Ahmad Al Masri (Channel Manager - Restaurants and Cafe) receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Michael



**HORECA Trade** is the first company fully dedicated to the distribution and development of food and beverage brands to the foodservice channel in the UAE. Established in 2003 then became part of Bidvest group in 2005. Bidvest is an international service, trading and distribution company, listed on the Johannesburg Stock Exchange, South Africa, and operating globally.

Being a SOLUTION provider, HORECA Trade aim at offering our customers (Hotels, Restaurants, Cafes and Catering) a wide range of high quality products and brands (I.e.: S.Pellegrino, De Cecco, Lambweston, Emerald valley and many more) which could add value to their menu, increase profit, guarantee high service Levels and build strong relationships.



# US\$ 3 billion

## what's your GCC market share?

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

There are over 7,000 independent restaurants in the UAE.  
Each restaurant has a Head Chef.  
Each Head Chef has an annual budget.  
It ranges from AED 100,000 - US\$ 1 million.

### Now you do the maths.

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

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

Take advantage of our platform.  
Positively impact your market share!  
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### ABOUT GULF GOURMET

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

### WHO READS IT?

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

### REACH BY COUNTRY

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

### MARKET SEGMENTATION

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

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Date of Application:

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

First Name/s:

Nationality:

Civil Status:

Date of Birth: dd/mm/yy

Name of Employer:

Address in Home Country:

Work Address:

Tel:

Web Address:

Email:

Telephone Office:

Professional Title:

Fax Office:

Type of Membership Required: (Please tick one)

Tel. Home:

Corporate ☐

Senior Renewal ☐

Fax Home:

Senior ☐

Young Chef ☐  
(under 25 yrs below)

Email:

Declaration to be Signed by all Applicants

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

Signed:.....

Proposed By:

Sig:.....

Seconded By:

Sig:.....

FOR OFFICIAL USE ONLY

Remarks:

Payment received?

Certificate Given.

Pin Given.

Medal & Collar Given

Approved

Approved

President.....

Chairman.....

Fees:

Young Member: Junior members will receive a certificate.

Senior Members: Above the rank of chef de partie (or senior chef de partie on executive chef's recommendation).  
Dhs.350/=joining. Includes certificate; member-pin, member medal and ECG ceremonial collar. Dhs.  
150/=per year thereafter.

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

Corporate Member Dhs. 20,000 per year

October 2013 Gulf Gourmet



## THE FARCE OF THE FRENCH FEAST

I apologise if the above might be too forward. I just want to state my opinion and tell you how I feel about this subject. A few days ago I was watching a cooking show on TV and the presenter would not stop, going on about how you should arrange your flowers on the table like this because this is how the French do it, or brush your pastry like this because that's how the French do it, and only have this beverage with you fish because, you guessed it, ... that's how the French do it.

After watching the show for 10 minutes

I had had my dose of French for one day and reached for the remote. It got me thinking, why is it that in our industry the French are accredited and accepted as the authority in food preparation and etiquette. Just think about it, how many culinary affiliates are often granted unquestionable authority on food just because they have a French accent? How many restaurants thrive on the sole fact that the head chef is French regardless of what's on the menu? It's as ill-founded as assuming that people with an Asian accent are mathematicians and anybody who speaks with an Australian accent

wrestles crocodiles.

I have to state that I did my formal studies in a French curriculum and appreciate the amount of knowledge and attention given to the methods and techniques. Furthermore, let me again mention that I am fully aware of the outstanding contribution the French have had to the culinary world. I have studied Chef Auguste Escoffier's work, whom amongst many other things, standardised and harmonised many cooking techniques. I am most grateful for his work on making cuisine organised





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There is no question that the contributions the French have had to the culinary evolution is well-documented throughout history. Furthermore, there is no doubt that these documentations are well founded and true. The French culinary circle, both Chefs and wannabe chefs, also known as food critics, have done a superb job of conceitedly keeping us in line with the "proper" ways of food. Which only begs the question: were we all starving or eating off the floor before , King Louis XIV's personal chef, came to our rescue?

(continued from page 65)

and simplified. However I am confident that starches were used to thicken sauces and eggs were used in baking spongy pastries thousands of years ago, long before Escoffier came along.

Okay, I need to stop picking on the French, and instead try to highlight that there are many great cooking techniques and delicious ingredients that are used in everyday kitchens that are rooted from all corners of the world. Grilling, smoking, steaming, Pecan Pie, stir-frying, sun-drying are a few techniques that I am sure Jean-Pier Bechamel did not know about.

Nor did he ever use turmeric, bird eye chilies, water chestnuts, sauerkrauts, wasabi, BBQ sauce or make a Pecan Pie. Those are just a few favourites that came to my mind. I guess what I am trying to get at is that we, not only chefs, but all should pay more attention to other cooking techniques and ingredients regardless of whether or not they were mentioned in

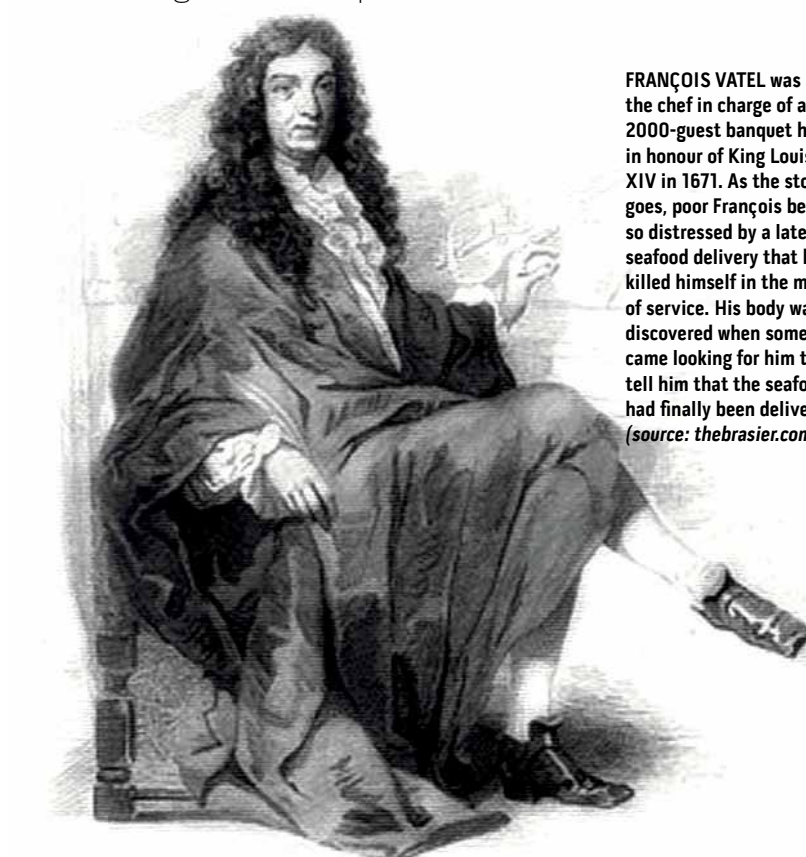
"le Guide Culinaire". Our art is alive and evolving, to limit it to one attitude and

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FRANÇOIS VATEL was the chef in charge of a 2000-guest banquet held in honour of King Louis XIV in 1671. As the story goes, poor François became so distressed by a late seafood delivery that he killed himself in the middle of service. His body was discovered when someone came looking for him to tell him that the seafood had finally been delivered. (source: thebrasier.com)

approach and presume something will be tasty because it starts with a "le" or ends with "ion" is just... well let's just say I don't agree with it. And for the record, it is possible to eat your dessert with a salad fork. I tried it nothing happen to me!

By the way, the name of King Louis XIV's personal chef was not Jean-Pier Bechamel; I just made that up! His name was Vatel and was referred to as "Prince of

Cooks". Legend has it that he believed to have prepared a bad meal so he took his own life. As it turns out, the meal was fine and it was a miscommunication. Oops!

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

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

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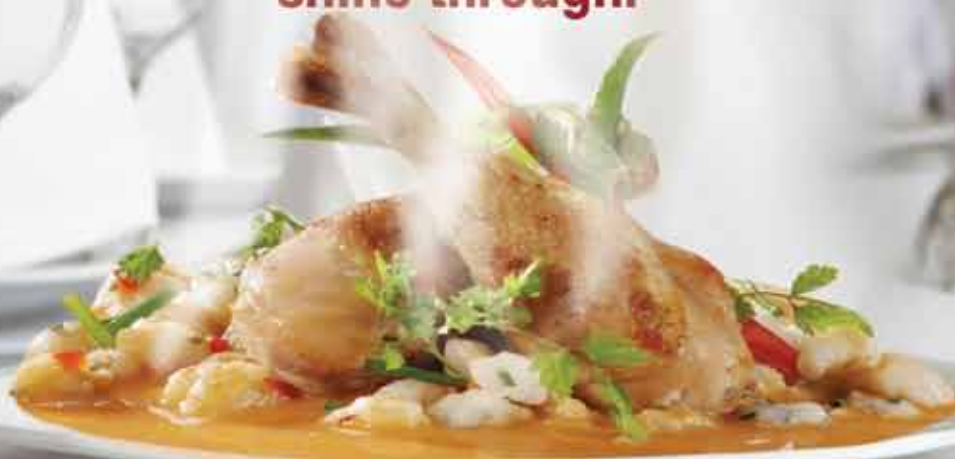
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