

# gulf gourmet

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THE DEFINITIVE GUIDE FOR CHEFS  
volume 9, issue 8



## LET'S PAINT IT PINK

The story behind the Pink Brigade movement and why our Chefs have united behind Robbie Stokes

## EARTH LOVE

UFS presents Chef K.A.C. Prasad and his team who are on a mission to prove that luxury is not wastage

## RULES GALORE

Thinking of participating in DWHC or SIAL Middle East? We have the full listing of rules and regulations within

## SAY CHEESECAKE

Fonterra presents Stephen Botlero and his summer recipe for aspiring Pastry Chefs



## GOLDEN CHEFS

Le Meridien Al Aqah is this month's challenger for the Nestle Professional Golden Chefs Hat competition



## EMIRATI CUISINE

Chef Mukhtar Ahmed reveals his secret recipe to preparing the perfect Thareed using Nonions





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# president'sstation

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Dear fellow chefs, ladies and gentlemen,

Welcome to the October issue of our Gulf Gourmet. I would like to start by thanking all my peers who ordered a jacket and joined the Pink Brigade. We have more than 1,500 members! This reaffirms that we the CHEFS ARE UNITED when it comes to supporting great projects.

We have two very busy months ahead of us. High season in United Arab Emirates plus 3 big events starting with the Dubai World Hospitality Championship from October 30-November 1 at the Dubai World Trade Centre. Like last year, the Emirates Culinary Guild is supporting the organiser Zabeel Hospitality with the individual Classes and the national teams.

Professional chef competitions aside, we will even have amateurs competing and celebrities demonstrating. We can look forward to a great event. His Excellency Mohammed Hareb and his team have put a great event together. Make sure to tell your families and friends not to miss it. I am looking forward to learning even more about the country's food and culture.

A month later we have La Cuisine du Sial at ADNEC. Registration is still open but looking at the entries thus far it just might be the biggest Salon in Abu Dhabi.

Our National Team – Senior and Junior – will fly to Luxemburg on November 18 and compete against the best in the world. On November 8 and 9, the USPEC is hosting two hands-on workshops at the Radisson Blu Hotel Dubai Deira Creek – one day for US Chicken the other for US Turkey products. The invitation will be sent out soon by Mr. Bassam Bousaleh from AMFI's office in Beirut.

The next WACS Congress will be in Athens, Greece starting April 13, 2016. I recommend to the members to start putting aside a small amount of money now onwards and to join us in Athens.

If you have missed any of our previous



Gulf Gourmet magazines, please visit the dedicated Gulf Gourmet website [www.gulfgourmet.net](http://www.gulfgourmet.net).

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

Please do not miss the company profile of our corporate members, the long-time

supporters who have renewed their membership, as well the new ones. We really do appreciate your support. Also, do look at the Friends of the Guild pages to check all our supporters.

And finally, a big thank you to Chef Michel Miraton and his team at Coral Deira for hosting the September meeting.

Culinary Regards,

**Uwe Micheel**

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

# ggcontents

**09 » Editor's Note**  
Our Editor's take on all things F&B in the region

**10 » Friends of the Guild**  
Brands that support the Emirates Culinary Guild

**13 » News Bites**  
A quick round-up of what's happening in the Chef community and the food service industry

**14 » DWHC Preview**  
First look at what to expect at the second edition of the bigger and more dynamic DWHC taking place later this month



16

**16 » Golden Chef's Hat**  
by Nestle Professional  
Le Meridien Al Aqah is this month's challenger for the Nestle Professional Golden Chefs Hat competition

**20 » Pastry Power**  
by Fonterra  
Pastry Chef Stephen Botlero of Jumeirah Rotana shares his summer recipe for aspiring Pastry Chefs



20



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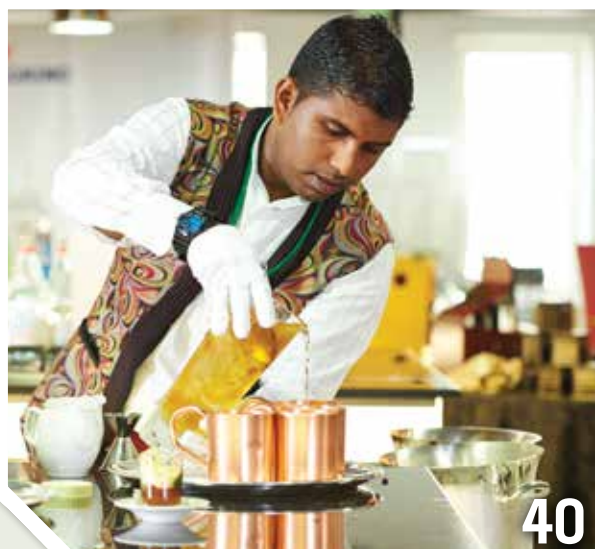


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33



40

## 24 » **Cover Story**

The story behind the Pink Brigade movement and why our Chefs have united behind Executive Chef Robbie Stokes of the Intercontinental Al Badia

## 33 » **Emirati Cuisine** by ANGT

Chef Mukhtar Ahmed reveals his secret recipe to preparing the perfect Thareed using Nonions

## 36 » **Sustainable Kitchens**

by Unilever Food Solutions  
Chef K.A.C. Prasad and his team are on a mission to prove that luxury is not wastage. The full story

## 40 » **Events**

Images from around the region related to the industry. This issue includes images from Dilmah High Tea competition, Kids Can Cook event by the ECGYCC and the Emirates Culinary Guild meeting

## 46 » **SIAL Rules**

Full listing of the rules and regulations for the upcoming La Cuisine by SIAL

## 52 » **DWHC Rules**

Full listing of the rules and regulations for the upcoming Dubai World Hospitality Championship

## 59 » **New Members**

Meet the new and renewed members of the Emirates Culinary Guild

## 62 » **Members Directory**

A listing of all leading food and kitchen supplies companies for this region

## 66 » **You're more than just a chef**

A monthly column by Rohit Bassi for young chefs to help improve their soft skills



43



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# editor'snote

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After a long gruelling summer, the weather is getting pleasant again and the line-up of events for chefs cannot even be counted on a single hand any more. The Dilmah High Tea competition and the Fonterra workshop with Master Pastry Chef Jean-Francois Arnaud took place recently (both at the amazing ICCA premises) and the enthusiastic participants were among the finest we have seen in this region. The images from the former are in this issue while the latter will appear in our DWHC special next month.

Talking of DWHC, we cannot even begin to fathom how an event in only its second edition has grown this big and powerful. Only goes to show that when teams like Zabeel Hospitality and the Emirates Culinary Guild come together, the outcome is nothing short of spectacular.

Our cover story this month is about an executive chef who in the face of despair decided to do something about it and brought together a community of chefs for a common purpose. The Pink jacket initiative for breast cancer awareness was supposed to sell just 70-80 pieces but ended up garnering over 1,500 orders before the organisers had to stop taking further orders.

It is heartening to know that in the time of need chefs can count on one another to come together and do their bit. Read the article on page 26 to get the full picture.

In keeping with our commitment to help young chefs we have



started a monthly column 'More than a Chef' where we try to get young boys and girls to come out of their shells and to excel not just in the kitchen but beyond that. We hope this monthly column will steer our youngsters to be more confident in their approach and further realise their potential.

This issue is packed with some great stories of chefs ranging from just 28-years-old (Golden Chefs Competition on page 16) to a 64-years-old chef from Ras Al Khaimah (Emirati Cuisine on page 33). All their great life stories and more converge on the pages of this issue.

And of course, we have the exclusive listing of all the rules and regulations for the upcoming competitions at Dubai World Hospitality Championship and La Cuisine by SIAL in Abu Dhabi.

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

**Aquin George**  
Editor

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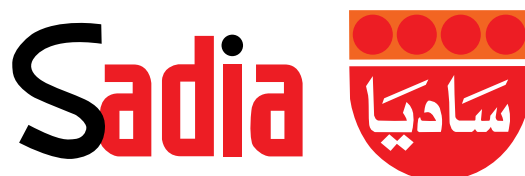
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# friends of the guild



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## newsbites

# Bringing art and food together, literally

What happens when you bring together a Middle Eastern art gallery and an Indian signature restaurant together? Not sure? Neither are we. However, if you do have AED700 to spare, you and a friend could find out. And if you do, do let us know.

We are talking about the 'Art of Food' promotion that's running this entire month at Ananta, the Indian restaurant housed within The Oberoi, Dubai. And the promotion is in collaboration with XVA Gallery, a Dubai-based home to contemporary art from in and around the region.

The works of four UAE-resident artists will grace the walls of the restaurant which in



turn has set the tone for the three-course promotion menu which includes banana leaf wrapped masala foie gras served with grape coulis, kumquat marmalade, curry leaf caviar, rechado spiced scallops with mango

and cilantro ceviche and Solkadi foam, pepper fried tiger prawns accompanied by fennel and spinach salad, Virgin Mary sorbet, and green apple wafer. The option to dine a la carte is also available.

## Guest gifts painting to hotel

We have often seen how guests are showered with gifts to stay loyal. However, it was a pleasant departure from the trend for Coral Beach Resort in Sharjah when two of its guests decided to give a gift to the hotel instead.

August and Matty Schmid, who were returning to Austria after living in the

UAE for over three decades, gave a beautiful painting as a parting gift to the hotel. This was a hotel where they had spent many happy moments during their long stay in the Emirates. The artwork – a classical piece reminiscing the Italian renaissance painting – was placed inside the Al Dente Italian restaurant, their favourite restaurant in town.



## Dinner for a Dirham is back

SoHo Bar & Grill at Century Village in Dubai has re-launched its Dinner for a Dirham promotion, which is basically AED 1 for a three course dinner. The re-launch kicks off its Ladies' Night and the new menu includes additions such as a wider offering of veggie options including Asian influenced Vietnamese salad and Veggie Burgers. SoHo staples such as the SoHo Slider Burger with chips and Kansas Back Ribs with coleslaw will still be there.

Dinner for a Dirham is available every Tuesday from 6pm – 10pm with live music from Emmanuel, a singer, composer, and recording artist, who will be playing a variety of music with styles ranging from the 50's until today's top chart hits.

## DUBAI WORLD HOSPITALITY CHAMPIONSHIP 2014 ORGANISING TOP CHEFS WORKSHOP

Culinary artists from leading hotels aim to take top spots in the Hospitality Sector Competition

Dubai World Hospitality Championship 2014 (DWHC), the latest prominent event positioning Dubai as a leading international destination for hospitality and industry, has started organising a series of UAE-wide workshops to promote its Hospitality Sector Competition, one of the main features of this year's cycle.

These workshops will increase more awareness on the competition and the Hospitality Sector category in particular as well as encourage the participation of professional chefs while providing full details on the guidelines, controls and standards.

The agenda includes a detailed presentation on the 21 categories of the Hospitality Sector Competition which range from cake decoration to the preparation of Arabic dishes. The workshop team explained the arbitration

criteria, rules and regulations and replied to audience inquiries on subjects like cooking duration, materials to be used per category, presentation, quantity of food to be cooked, supplies and equipment that can be brought in by competitors, and what food can be pre-prepared.

### Creativity and Innovation

Majid Al Marri, Operations Director of Hospitality Sector and International Competition, stated, "Increasing the categories in the Hospitality Sector Competition from last year's 14 to 21 has doubled the challenge for the participating chefs. The contestants will have to qualify based on various judging criteria and regulations such as taste, method of preparation, course of time elapsed, quantity of food, presentation, cleanliness, colour, smell and consistency.

In addition, Jenan Bader AlFassam, Hospitality Sector & International

Competition Coordinator said, "The Hospitality Sector Competition opens numerous opportunities for qualified chefs and specialist staff enabling them to achieve individual records and significant milestones. We are highly optimistic about a strong participation in this cycle compared to last year's with an approximate of a 1,000 participating chefs. Chefs working in leading local, regional and international hospitality facilities can be part of DWHC's platform to elevate their abilities and creativity in various categories of the competition."

Josephine Cuthbert from the Emirates Culinary Guild (ECG) showcased an introductory presentation on critical points regarding the health and food safety standards that are necessary for the chefs to oblige by in the competitions in order to get the highest ratings.

Farah Al Yasi, Head of Destination Development and Events at the Ras



A group picture of the DWHC committee alongside the workshop participants



The Hospitality Sector workshop attendees

Al Khaimah Tourism Development Authority, said, "We are delighted with the overwhelming response that the workshop has received from leading tourism facilities, restaurants and hotels in Ras al-Khaimah, which reflects their high confidence in the rapidly growing industry in the emirate. The workshop falls in line with our commitment to raise the bar on RAK's hospitality sector by encouraging local chefs, especially nationals, to participate in this year's Dubai World Hospitality Championship to display their culinary innovative solutions. Their participation will serve as the starting point to a promising career. We would like to commend the unparalleled efforts of all supporters, sponsors and

organizers of the championship which aims to promote the local hospitality culture worldwide."

#### Wide Participation with Competitive Atmosphere

Majed Al Sabagh, Head Chef - Banquet & Hospitality at the Sharjah Ladies Club, said, "The overwhelming response from chefs from all over the world to participate in the hospitality sector workshop is expected. The availability of the vast global platform will enable them to display their creative culinary abilities in front of the audience and a prominent jury. This makes Dubai World Hospitality Championship the perfect destination for professional chefs and experts."



Mr. Majid Sager Al Marri and Chef Majed Al Sabagh in the Hospitality Sector workshop



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# DOUBLE IMPACT

Two youngsters from Le Meridien Al Aqah have come together to create an eye-catching two-course menu for the ongoing Nestle Professional Golden Chefs Hat Competition

**T**wo young men of the exact same age bit from vastly different backgrounds have got together to be this month's contestants at the Nestle Professional Golden Chefs Hat Competition. We spoke to them soon after their efforts.

## Uday Jalinder Suryawanshi

28-yearold Uday Jalinder Suryawanshi from Mumbai is a promising Chef de Partie and you will normally find him busy dishing out Italian specialties

for guests at the acclaimed Sapora restaurant. His journey to the Le Meridien Al Aqah resort kitchens began when studying at the DY Patil Institute of Hotel Management.

He says, "I worked across all sections, but was passionate about what was being taught in the kitchen. Even during training I realised this is my call. It is hard work no doubt. But it is satisfying. The work is far from monotonous. No clerical work or paper trail to follow and

that attracted me to become a chef."

Chef Uday, whose parents work in the government sector, were fully supportive of his quest to follow a creative career path. Soon after his degree he joined Le Meridien in Mumbai and worked there for two years before coming to the UAE in 2008 and growing up the ranks within the same hotel chain.

Talking about the Nestle Young Chefs competition, he says, "Nestle is a brand



**Dilum Perera****Uday Suryawanshi**

that has products to excite people in all age groups. Growing up I associated the brand with chocolate. After joining the industry I realised they have such a wide variety of products such as mashed potato powder and coconut powder."

For the competition he says, "We took no short cuts and created a plate with preparations that most chefs avoid. For example, mashed potato is found everywhere you go, but we took it a step further and tried to create a mousse-like consistency. We wanted it to melt in the mouth rather than chew it. Again, rather than go with the easy cuts such as lamb chops which are simple to cook I went with lamb loin that is usually avoided. We even used green tea and herb crust on the lamb to give it a subtle difference in flavour and then some vegetables to add colour and taste to the final dish. Even the cooking style was sous vide."

He adds, "The Chef demi glace is amazing as it assures you of perfect consistency. It's a product I've used

before in my previous work place as well as in competitions. Mashed potato is a big favourite especially to cater to a huge turnover without wasting time or compromising on consistency." He ends by saying, "I'd like to thank Chef Abhishek for being such an inspiration. He was previously voted Sous Chef of the year and working around such great chefs has given us the confidence to perform at this competition."

### **Dilum Perera**

This 28-year-old Sri Lanka-born chef comes from humble beginnings. The son of an electrician and a homemaker, the boy grew up wanting to become a kitchen artist. When he went to showcase his work at competitions he realised that his true calling was within the walls of a pastry kitchen.

He made sure he completed three years of hotel schooling following which he worked across various hotels in Sri Lanka and then the Maldives before heading to the UAE. He even competed professionally

and won medals during this period.

Talking about the dish he created for the competition, he says, "Docello's products are extremely straightforward and easy to use. They have created such perfect products, that rather than destroy their creations, I focused more on shapes and presentation that truly brings out the artist in me.

About Nestle Professional products he says, "Docello's range of products are great for use especially in a property like ours where it's very busy and you need a good quality product that can be made in minutes without any compromise. I particularly liked the crème brulee."

Chef Dilum had been in the UAE just under 30 days during the time of the competition and he says, "I would like to thank my Executive Pastry Chef Sanjit for the chance he gave me even though I am a newbie here. Also our Executive Chef Bybee Chacko and his exceptional support to us."



## GREEN TEA CRUSTED LAMB LOIN, MAGGI POTATO AND COCONUT MOUSSE, GARLIC CUSTARD, OLIVE SOIL, ROSEMARY CHEF DEMI GLACE

### INGREDIENTS

#### LAMB LOIN

Lamb loin	140gms
Green tea powder	2gms
English parsley	25gms
Rosemary	2gms
Bread crumb	10gms
Sea salt	01gm
Black pepper powder	02gms

#### POTATO & COCONUT MOUSSE

MAGGI® Mashed Potato	30gms
MAGGI® Coconut Powder	20gms
Salt	To taste
Clarified butter	05ml
Nutmeg	dash
Gelatin	½ leaf

#### GARLIC CUSTARD

Garlic pod	10gms
Egg white	2gms
Parmesan grated	1gm
Whipping cream	2.5ml
Agar agar	0.5gms

Salt	To taste
------	----------

#### ROSEMARY CHEF DEMI GLACE

Chef® Demi Glace	5gms
Lamb stock	100ml
Rosemary	0.2gms

#### PICKLE BABY ONION

Baby onion	
Red wine vinegar	
Sugar	
Salt	

#### PEARL VEGETABLES

Green zucchini	
Yellow zucchini	
Carrot	
Butter	
Sugar	
Salt	

### PREPARATION AND COOKING

#### LAMB LOIN

- ♦ Vacuum pack lamb loin with rosemary, olive oil and chef demi glaze. Sous vide cooking at 64° C for 15 minutes. Sear the meat on a heated pan, crust with mixture of fine chopped parsley, green tea powder and breadcrumbs.

#### POTATO & COCONUT MOUSSE

- ♦ Soak gelatin in water, whip mashed potato powder in a pan with little hot water, mix

in Maggi coconut cream. Add clarified butter, grated nutmeg and gelatin along with the mousse mix in a blender. Set in a mould in a chiller for 10 minutes. Demould and warm just before serving.

#### GARLIC CUSTARD

- ♦ Blanch garlic three times. Whip egg white, blend garlic and mix in the whipped egg white along with parmesan, agar agar and salt. Fold in whipped cream to get a smooth consistency.

#### ROSEMARY CHEF DEMI GLACE

- ♦ Make demi glaze using demi glaze powder and lamb stock, flavor with rosemary, strain just before serving.
- ♦ Pickle baby onion:
- ♦ Make a pickle base using red wine vinegar, salt and sugar. Bring it to boil, add onions to it and simmer for 5 minutes.

#### PEARL VEGETABLES

- ♦ Blanch all the vegetables, sauté in a pan glazing with butter, salt and sugar.

### PLATING

- ♦ Arrange neatly lamb loin, garnish with pearl vegetables, pickled onions, portion potato mousse, arrange in the plate dusting with olive soil, garlic custard. Garnish with affilla cress and sprinkle sea salt just before serving. Serves 1 person



## PANNA COTTA WITH CHOCOLATE MOUSSE AND CRÈME BRÛLÉE MIX BERRY SALSA

### INGREDIENTS

<b>Docello® Panna Cotta</b>	8gms
Full cream milk	20gms
Whipping cream	20gms
Gelatin	3gms
<b>Docello® Chocolate Mousse</b>	10gms
Full milk	20gms
Gelatin	3gms
<b>Docello® Crème Brûlée</b>	5gms
Full cream	10ml
Whipping cream	10ml
Mix berry	55gms

### PREPARATION AND COOKING PANNA COTTA

- ♦ Combine full cream milk and cream and bring to boil
- ♦ Remove from heat and add in the panna cotta powder mix
- ♦ Stir until dissolved and then bring back to boil
- ♦ Finally add gelatin mix well

### CHOCOLATE MOUSSE:

- ♦ Put the cold full cream and chocolate powder preparation with full cream milk using a whip till it forms a homogeneous mixture
- ♦ Whip in the mixture for 2 minutes on a high speed

- ♦ Finally add the melted gelatin and mix it properly

### CRÈME BRÛLÉE

- ♦ Combine full cream and cream with crème brûlée power and mix
- ♦ On a medium heat bring to boil until thick
- ♦ Put into a small ramekin dish and set in the chiller

### MIX BERRY SALSA

- ♦ Mix all the ingredients together



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# SWEET SMELL OF SUCCESS

**Chef Stephen Botlero**, the pastry chef of Jumeirah Rotana Hotel, has cooking in his blood. The 'most creative chef' title winner of the Nestle Chefs Challenge 2002 is successfully carrying his family's legacy forward...

**M**ost men grow up swearing by their mother's cooking. Chef Stephen Botlero doesn't have that luxury.

With the Botlero family churning out one great cook after another for generations it's hard for him to pick out one favourite. Whether he got his culinary talent from his father, who was once a chef in Saudi Arabia, or his homemaker mother or his grandparents, Chef Botlero really can't tell. "I think I was born in the kitchen!" laughs the 38-year-old Bangladeshi chef, when you ask him when the culinary bug bit him.

The infection was in the air – Chef Botlero's village in Bangladesh was among the 18 villages known for producing chefs. "The main profession in that belt was cooking, with as many as 60 percent of the men being chefs," he elaborates.

As a kid, Chef Botlero was academically inclined, which got his father hoping that he would pick something other than cooking for a living. "But I never really stood a chance. We are four brothers and three of us are chefs, with one working in the garments export industry. My friends were also entering the same field. I just followed the pack."

Fourteen years of pots and pans later, Chef Botlero has no regrets. After getting a diploma in catering, he joined the Sheraton in Dhaka in 2000, warming



up for the big league. It came pretty soon - in just a year, he was called off to Dubai to join the Al Bustan Rotana Hotel. "Life was very different here and I saw the possibilities. I realised that a chef is way more than just being a cook. It was exciting."

The three years spent at the Al Bustan Rotana pushed Chef Botlero down the road that led to his ultimate calling. "I got to try my hand at pastry. It was sheer luck and I had good mentors."

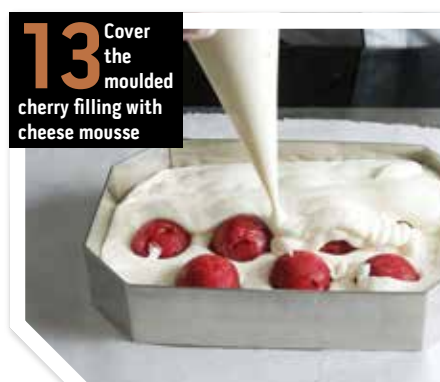
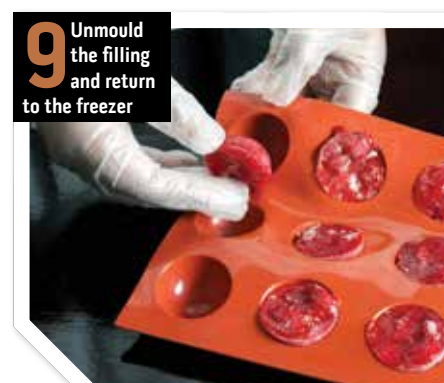
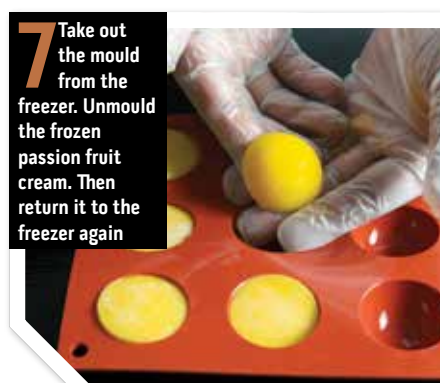
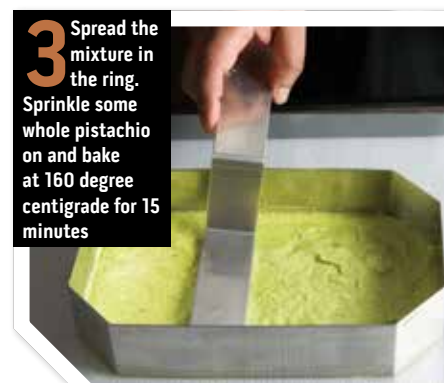
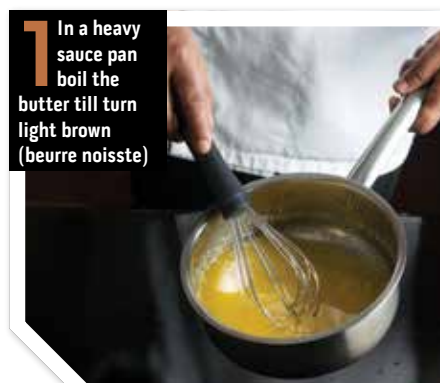
In 2004, he joined Al Ain Rotana Hotel but left in a little less than a year to head for Jeddah Intercontinental Hotel

in Saudi Arabia. Again, his romance with Jeddah Intercontinental fizzled out in a year. "I really couldn't adjust to Saudi Arabia and wondered how my father worked there for so long. Perhaps it was harder for me because I had seen a much better life in Dubai. Maybe it's easier if you go there directly from Bangladesh."

Returning to Dubai in a little more than a year, Chef Botlero joined Jumeirah Rotana, where he has completed as many as eight years and is still going strong. Though he is designated pastry chef, he does a lot more than just whip up desserts. Chef Botlero supports the executive chef, taking charge of







operations when he is away. "I handle menu, presentation, staffing and other operations. I am also responsible for training new chefs."

Being a master of desserts, the good-natured chef shares his recipes with budding chefs regularly. One of his latest creations is the summer forest cheesecake, a delicious blend of cheese, yoghurt, cherries and passion fruit. Every chef has his own favourite ingredients for his creations. Chef Botlero recommends Anchor butter and cream products for that perfect finish to desserts. "The texture and the taste of Anchor butter and cream are unparalleled. I have even requested

our sister properties to switch over to Anchor products when I found that other brands were not giving me the kind of finishing I wanted."

Even as the ladder to a great career unfolds before him, Chef Botlero has made plans for the future. On the radar is teaching in a culinary school or maybe even setting up his own institute in Bangladesh. "Unlike Sri Lanka, Bangladesh is yet to make a mark in the culinary world. I would like to help in that effort."

For now, however, all he has for young chefs is some sage advice. "Always listen to the senior chefs. Pay attention, don't take short cuts and learn the basics well.

My mentors told me to learn something new each day and that has stood me in good stead. Even today, I feel excited about learning something new."

Chef Botlero lists chefs Joris Rycken, Francis Rozario, Danis Yap, Rimaz Marzook, Lucien Pryssok and Vincent D'cruz as his mentors. "A good mentor can really make a big difference to your skill sets," he says.

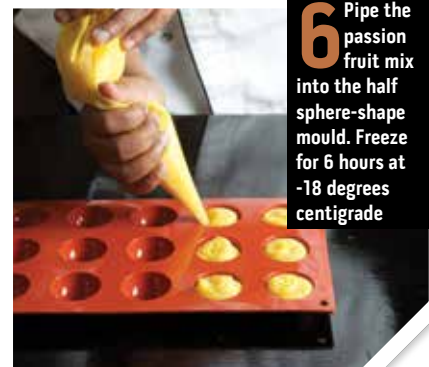
Just like friends can make a big difference to your mood. Once a month, Chef Botlero unwinds by catching up with his childhood buddies, who work as chefs in Dubai, Abu Dhabi and Sharjah. sweet little story?



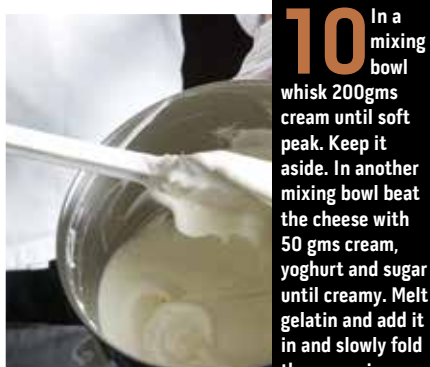
**4** In a sauce pan Boil butter, icing sugar and passion fruit puree together



**5** Mix egg yolk, whole egg, sugar then add to the boiling mixture. Turn down the heat. Stir constantly as bottom can get burnt. Carefully cook until mixture become thick. Remove from the heat and add gelatin.



**6** Pipe the passion fruit mix into the half sphere-shape mould. Freeze for 6 hours at -18 degrees centigrade



**10** In a mixing bowl whisk 200gms cream until soft peak. Keep it aside. In another mixing bowl beat the cheese with 50 gms cream, yoghurt and sugar until creamy. Melt gelatin and add it in and slowly fold the cream in



**11** Place the pistachio financier in a rectangular cake ring. Pipe cheese mouse on it



**12** Place half sphere cherry filling on top. Press down slightly



**15** Arrange the frozen fruit cream on top of the cake



**16** Spray the top of the cake by using spray gun



## PASSION FRUIT CREAM

### INGREDIENTS

Anchor Butter	100 gms
Passion fruit puree	50 gms
Icing Sugar	40 gms
Yolk	3 nos
Whole egg	1 no
Granulated sugar	40 gms

### METHOD

- ♦ In a mixing bowl mix yolk, whole egg and granulated sugar.
- ♦ In a sauce pan boil together butter, passion fruit puree and icing sugar. Slow down the heat, and add the egg mixture in it. Cook until it becomes thick. Stir constantly as it could get burn at bottom. Take out from the

fire and pass the cream through a stainless steel sieve.

## PISTACHIO FINANCIER

### INGREDIENTS

Anchor Butter	100 gms
Flour	35 gms
Icing sugar	100 gms
Almond powder	55 gms
Pistachio powder	10 gms
Pistachio paste	10 gms
Egg white	100 gms

### METHOD

- ♦ In a sauce pan boil the butter until golden brown. In mixing bowl mix all the dry ingredients together. Then add egg white

in it and mix well, slowly add warm brown butter in it. Add the pistachio paste.

## CHEESE CAKE BASE

### INGREDIENTS

Anchor Cream	250 gms
Cream cheese	150 gms
Icing sugar	100 gms
Fresh cream	250 gms
Yoghurt	100 gms
Gelatin sheet	3 nos

### METHOD

- ♦ Whisk 200 gms cream till soft peak. Beat the cream cheese and icing sugar together. Add cream and yoghurt gradually in it. Soak the gelatin in cold water then melt and add in the mixture. Then fold whipped cream in it.

October 2014 Gulf Gourmet

# A ST(R)ROKE OF PINK

Breast cancer may have torn apart Robbie Stokes' idyllic family life. But the Executive Chef of Al Badia Golf Club refuses to submit to the cruel hand that fate has dealt his wife. Instead, he painted UAE kitchens pink...





Faced with adversity, most people fall apart. Robbie Stokes started a pink revolution instead. When as many as 1,530 chefs and non-chefs don their 'pinked' Julius jacket in the UAE, they tell a story – of lives being shattered by a dreaded disease, of support, of love and of the human instinct. Chef Robbie went pink to show his wife Claire, a breast cancer victim, that he cared.

Today, his Pink Brigade has the entire hospitality industry in the Middle East calling out its support to breast cancer victims. It doesn't hurt that the initiative has raised a whopping 150,000 dirhams for Breast Cancer Arabia, a foundation that supports victims of the malignant disease.

The executive chef at Intercontinental's Al Badia Golf Club in Dubai, Chef Robbie has seen more ups and downs than a roller-coaster ride at Disneyland. At a young age, he climbed the proverbial ladder, notching up victory after victory through hard work and enthusiasm.

"I started in 1996 at a golf club. I was still in college at the time and I met my

# 1530

When as many as 1,530 chefs and non-chefs don their 'pinked' Julius jacket in the UAE, they tell a story – of lives being shattered by a dreaded disease, of support, of love and of the human instinct

mentor Chef John Wood at the club," recalls the 34-year-old Englishman. An alumnus of West Kent College in Tonbridge, he thought about going to Westminster college in London but dropped the idea after a chat with chefs, choosing instead to learn on the job.

"Then Chef John moved and I went with him to Chapter One in Farnborough. It was a 1 Michelin star restaurant and it was a whole new experience. I got completely absorbed in it."

The vibe, the atmosphere, the close-knit bunch of chefs in a stressful environment, all served to make Chef Robbie doubly sure of his choice of profession. Food was something he had grown up around, with his mother being a great cook and his father being a butcher. "We always had good meat at home and we ate well. But it was Chapter One that reinforced my love of cooking." Tagging along with Chef John, he moved then to Cliveden and Pavillion Spa in Berkshire, working there for a 1 Michelin star restaurant called Waldos. "It was this English style country house. I worked there for two years."

Sometime in 2001, Chef John moved to Dubai to work at the Burj Al Arab hotel. "Three months later, I called him and said I wanted to join him. He said he will fly me down for an interview. I said I don't need that and I will take the job if I am offered it."

The risk paid off. Unlike in the UK, Chef Robbie had his own room here, had a job at a seven-star hotel and a tax-free salary. For six years, he worked tirelessly for 16-17 hours a day. Starting as a junior sous chef, he went on to become the chef de cuisine at Al Muntaha and Al Mahara, a Mediterranean and a seafood restaurant at Burj Al Arab. The Jumeirah group hotel delivered to Chef Robbie much more than it promised. He travelled the world and took short-term training from the best chefs across the globe. "I did a month with Thomas Keller at the French Laundry in California, I did two weeks in Paris and two weeks in Monaco with Alain Ducasse, and a month with Hans Haas in Munich. Chef John arranged these for me. He told them I was crazy enough to want to work in my holidays," Chef Robbie laughs.







October 2014 Gulf Gourmet



It was quite a ride for both of us. The cancer had spread to her liver. The doctor put her on intravenous chemo, which is one of the strongest chemo



Somewhere along the way, he also fell in love. He met Claire in 2006 and they tied the knot in a year, Jumeirah graciously hosting the wedding. At the time, Chef Robbie's life was the stuff dreams are made of, made idyllic by a phone call that he had got a dream job at the Mandarin Oriental in Bangkok in Thailand.

"There is a French restaurant there called Le Normandie. That's where the high society goes. That restaurant has

hosted about 90 percent of all 2 and 3 Michelin star chefs of the world at some point or another. I loved working there." At the Mandarin Oriental, Chef Robbie managed two restaurants - Lord Jim's seafood restaurant and L'Espace de L'Oriental Cafe. His boss was executive chef Norbert Costner, a 47-year veteran with mastery over seven languages!

In the year and a half that Chef Robbie stayed in Bangkok, he became a father,

welcoming his daughter Yasmine into the world. But lack of opportunities for growth gnawed at him. "There was a sous chef and he had been there a while. He had been promoted when I joined. I knew he won't leave any time soon. I decided to move back to the UK." A promise to his wife that he would take the first Christmas off after having their first child also took the family back home.

After spending a few months in the



UK, the Stokes moved to Spain with an assignment to set up a restaurant in Marbella. The stint lasted four months, after which Chef Robbie joined a catering company, Gamma Catering, in Switzerland. In his two and a half years as executive chef there, he helped organise a number of events across Switzerland, Baselworld watch and jewellery fair and White Turf St Moritz being among the more notable ones. Switzerland brought yet

another bundle of joy, a son Ethan, to the Stokes. But the family would perhaps remember the country more for its life-changing news – Claire was diagnosed with breast cancer. Chef Robbie even remembers the date that shook his world – May 3, 2011. "It came as a huge shock to us," his voice adopts a sombre tone. "She had chemotherapy and a single mastectomy. We got the all clear by the end of November or the beginning of December."

A fresh start was necessitated. Also, money gained importance. Being an expensive country, Switzerland did not leave much in the bank after expenses. "Gamma Catering was also beginning to feel the pinch as the financial crisis meant companies like UBS and Credit Suisse started cutting back on corporate events. It was time to move on."

Dubai was an easy choice. The lifestyle was good, Claire had worked for

Emirates Airlines for two years and Chef Robbie's brother was also a chef here. "We settled in easily."

The Stokes moved back to Dubai in February 2012. July brought more heartache. Claire was diagnosed with secondary breast cancer and the malignancy had spread to her bones. She started again on chemotherapy for six months. The results were positive and she moved to home therapy, which was less invasive. But three months later, she had to return to chemotherapy. "It was quite a ride for both of us. The cancer had spread to her liver. The doctor put her on intravenous chemo, which is one of the strongest chemo. She had a bad reaction to it and they had to take her off it. Then, they put her on targeted chemo. It's very expensive but it is the latest therapy."

The hardest part was explaining to the kids. When Claire lost her hair in Switzerland during chemo, little Yasmine thought it was funny. All of 6 now, she asks questions. "We don't lie to them. We tell them we are going to the hospital. But we want to let them remain children for as long as possible."

In October last year, Chef Robbie realised that he hadn't done anything on an individual level to show support to Claire. So he had a 'pink' jacket made and donned it. The jacket caught the eye of Intercontinental executive chef Stephen Bishop, who requested one too to show support to his mother, a breast cancer survivor. "Then we thought, maybe we can do more. In February, we discussed it with management and approached Bragard, the top name in chef apparel. The idea was to get 80-100 jackets and sell them, use half the money to pay for the jackets and contribute the rest to Breast Cancer Arabia. We agreed on a 100 and set the price at 100 dirhams a jacket."

Along the way, the invitation got bigger and the pink fever caught on. Big hotels started buying the jackets and even non-chefs wanted them. "We ended up selling



We ended up selling 1,530 jackets, collecting 153,000 dirhams! It was far above my expectations

1,530 jackets, collecting 153,000 dirhams! It was far above my expectations."

It didn't stop at the jackets. Hotels have planned other events around Pink October to raise awareness and money for breast cancer victims. At Al Badia Golf

Club, every Tuesday will be a pink day in October. "From October 17 onwards, every Friday and Saturday, we will have a pink brunch. October 24-25 will be big pink brunches." Bungee jumping, golf days are other fundraisers planned.

Plans for next year are bigger. This time around, Chef Robbie wants to draw attention to other causes too.

His aim is to galvanise the hospitality industry to do more than satisfy foodies' palates. "The hospitality industry makes millions. Time to give some of it back to the society," he finishes. Time also to don the pink-tinted glasses. In a different way.



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# STAR OF THE EMIRATI KITCHEN

The military is hardly a romantic place for creative souls. But **Chef Mukhtar Ahmed** found his love of culinary arts at the Dubai army. Forty two years later, he's a renowned name in Emirati cuisine. Here's tracing his journey from ammunition to apron...



The monikers are plenty - 'Biryani Star', 'Harees Star', 'Emirati Kitchen Star'. Chef Mukhtar Ahmed has earned each one of them. After all, it took him 42 long, tireless years to get there. At many royal weddings in the UAE, Chef Mukhtar's name is mentioned. His Dum Biryani, Harees, Thareed and a host of other signature dishes add the traditional Emirati touch to weddings.

The authentic taste of his culinary artworks hides well the fact that Chef Mukhtar is not an Emirati by birth. But today, the senior chef de partie at Hilton RAK hotel is one of the finest Emirati cuisine chefs in the UAE.

Born and brought up in India's entertainment capital, Mumbai, he started his work life as a packer in a paints company, Garware Paints. Growing up with four sisters and three brothers, he did not think twice before following his brothers into the company. But somewhere along the way, Chef Mukhtar broke ranks, packing up and leaving India to join Dubai defence. The opportunity wasn't fancy – he was just a helper. Then fate recalibrated his life and within six months, he was made the cook.

That was quite a feat for someone who didn't even know his flours and flavours before entering Dubai. "The year was 1974. The chef there liked my work and he suggested that they put me in the kitchen," recalls the now 64 years old Chef Mukhtar.

The army was local and the cuisine had to be too. That's how his romance with Emirati cuisine began, culminating in a marriage that would last forever.

While cooking was something he definitely enjoyed, life in the army was hard. "There were days when I was sent to camps in jungles. The danger of the wild aside, there was nothing to do after dark. Even cooking and eating had to be completed before that." Coming from a glitzy city like Mumbai, Chef Mukhtar



There were days when I was sent to camps in jungles. The danger of the wild aside, there was nothing to do after dark. Even cooking and eating had to be completed before that

experienced boredom gnawing at him. Still, he braved it for nine years and was made in charge of training new cooks.

Around 1983, Chef Mukhtar had had enough of the military life. He returned home to Mumbai and turned entrepreneur for two years. Mumbai attracted a lot of Arabs for medical treatments and other purposes. Chef Mukhtar would supply home-cooked meals to them, gifting them the taste of home away from home. One customer was so impressed with Chef Mukhtar that he made a job offer. "I accepted, went to work in his home in Saudi Arabia. But I didn't quite take to the country. In a year and a half I was back in Mumbai again."

Another job in Abu Dhabi in a family's home brought him back to the Middle East but that didn't last too long either – just two years. It took one more job at a family's home in Qatar for Chef Mukhtar to realise domestic cook jobs were not his thing.

In 1992, he made his way to the UAE, joining Ras Al Khaimah hotel. "I was put in the operations of the wedding hall. I cooked for the weddings there."

More than two decades later, his

prowess in the Emirati kitchen is famous across the hotel. Being an industry veteran means he's able to whip up complicated dishes in a jiffy even as other chefs struggle to get their measures and mixes right. Dum biryani, a layered meat or poultry and rice dish, and Harees, a cracked wheat and meat fare, are his specialities. As is Thareed, a stew of vegetables such as carrot and potatoes with meat or chicken layered on a paper thin fried bread called Raqaq. Chef Mukhtar's co-workers marvel at the ease with which he churns out these dishes.

Of course, he does use some of the tricks up his sleeve, learnt while readying dishes for weddings, which is a cumbersome, time-consuming process. Ras Al Khaimah hotel has the largest wedding hall in northern Emirates, with capacity to accommodate as many as 5,000 guests.

To save time and resources, Chef Mukhtar uses substitutes wherever he can without compromising on taste and quality. "One of the products I really like using is Nonions. The paste is really nice. In my career, I have chopped a lot of onions and it's a tedious process. You have to peel them, chop them, fry them. With Nonions, you save oil and also time and effort."

He has passed on some of his passion for cooking to his son, who now is a chef at the Dubai airport. Married off at the tender age of 17, Chef Mukhtar also has a daughter.

With so much already accomplished, what does he want to do next? "Retire!" he laughs.

Jokes apart, Chef Mukhtar hopes to start a small business in the UAE someday, a tiny corner that serves Middle Eastern grilled eats. "I haven't left UAE for six years now. This feels like home and I would like to start something here."

Local foodies have much to look forward to!



## FAREED (THAREED LAHAM)

### INGREDIENTS

Lamb stew meat	1 kg (2 pounds)
<b>NONIONS Fried Onion Paste</b>	1 cup
<b>MIRAYA Ginger &amp; Garlic Paste</b>	20gms
Corn oil	1 tablespoon
Tomato paste	1 tablespoon
Potatoes	2 large, each potato quartered
Koosa (squash)	4 small, each piece cut into half
Carrot	1 large, cut into 4 pieces
Capsicum	2 pieces
Water	1 ½ litres (6 cups)
Tomatoes	4 medium, chopped
Whole dried lemons	2 pieces
Green chili	2 pieces
Maggi chicken stock	3 cubes
Cinnamon Stick	10 gms
Turmeric powder	1 tablespoon
Green Cardamom Whole	10 gms
Black pepper crushed	1 tablespoon
Cilantro (fresh Coriander)	¼ cup, finely chopped
Raqaq bread	5 large pieces

(note: tear the Raqqaq bread into large pieces)

### COOKING METHOD

- ◆ In a large pot, boil the lamb meat removing the foam when it

starts to boil. Boil for one hour.

- ◆ Strain and reserve the broth.
- ◆ In a large pot, heat the oil and sauté the fried onion paste until golden brown colour. Don't burn the onions. Add the garlic and ginger paste and stir until fragrant.
- ◆ Add the tomato paste and all of the vegetables, except the koosa (squash), mix together to coat the vegetables with the tomato paste.
- ◆ Take the two whole dried lemons and then pierce each with a knife.
- ◆ Add the lamb meat, reserved broth, Maggi cubes, and the remaining ingredients, except the koosa and the chopped cilantro.
- ◆ Add more water if necessary to make this stew a bit soupy. Taste for seasoning.
- ◆ Bring to a boil and then simmer until the potatoes are almost done. Add the koosa (squash) and the chopped cilantro and cook until the koosa is fork tender.

### PREPARATION

- ◆ Remove the meat and vegetables from the pot and keep aside on a platter.
- ◆ In a large deep sided bowl, add one layer of Raqqaq bread.
- ◆ Ladle the liquid from the pot onto the bread.
- ◆ Add another layer of bread and ladle some more liquid.
- ◆ Each layer of bread will be soaking with the liquid from the stew. None of the bread should be left dry.
- ◆ Now arrange the vegetables and lamb meat over the soaked bread.
- ◆ Garnish with chopped cilantro and serve.

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# ROAD TO GOOD EARTH

Lying in a picturesque corner of Fujairah, the Miramar Al Aqah Beach Resort is not just a pretty face. It's also the poster child of eco-love. With a number of sustainable practices, this resort is getting cosy with nature in more ways that one....

Nestled between the foothills of the Hajar mountains and the deep blue Indian Ocean, Miramar Al Aqah

Beach Resort in Fujairah is an ideal spot for a quiet tryst with nature. The lush greenery around and the sound of the lapping waves are enough to melt away the stress and exhaustion a city life comes bundled with. But that's not all that is distinguishing about this hotel... or more appropriately, ecotel.

It pays a worthy tribute to its surroundings through a series of sustainability practices that are a part of daily life at the resort. From segregating and recycling garbage to installing sensor-controlled lights in the public toilets to minimising waste, there's much substance under the style at the resort.

From the time the resort set its roots, General Manager Ashraf Hemly and Executive Chef KAC Prasad were clear that it was not going to be yet another



Many guests leave lights and appliances on in rooms when they step out. Our rooms open with access cards that have to be put in the slots to get electrical supply to the room

hotel straining the Earth's resources to provide luxurious stays to a few.

"I worked as a cruise manager on the Nile," says Hemly, an amateur diver and a card-carrying Mama Nature's boy. "My heart bled every time I saw how people threw trash into the Nile. That opened my eyes to a lot of other things too." Three or four months after the resort



opened, Ashraf started a conversation about sustainability. He didn't have to hard sell. Employees fell in quickly with his plans and embraced the idea.

The resort has come a long way since. Its efforts have won it the prestigious Global Green certification for four years running.

When asked to detail the sustainable practices, Chef Prasad, who heads the environment team at the resort, doesn't know where to begin. "We do so many little and not-so-little things daily," he laughs. He starts with what is perhaps





the biggest and most pressing issue for the world right now – wastage, of food, of electricity, of resources.

"Many guests leave lights and appliances on in rooms when they step out. Our rooms open with access cards that have to be put in the slots to get electrical supply to the room. We insist on giving just one card to each room, so guests are forced to shut off the supply before leaving the room," Chef Prasad says.

To minimise water wastage, the resort has installed aerators in taps so the

water flow is muted. These aerators can cut water consumption by as much as 50 percent!

Then, there are small notes in every room asking the guest if he or she would like her linen changed daily. "At home, we don't wash our bedsheets or towels daily. Why then do we want it in hotels? We change the towels when guests leave them on the floor. We ask them to leave the note on the bed if they want their linen changed on a particular day. Most don't."

All common area toilets have motion

sensors, so the lights and appliances there are not switched on all the time. These toilets are hardly used and when a guest goes in, the sensors sense their presence and switch the lights on. The energy savings are considerable. "We are also in the process of changing all bulbs and lights in our hotel to LED and CFL. They are brighter but use less energy."

With the average kitchen turning high-tech, many appliances there take up a lot of energy. "Our appliances switch off automatically when not in operation. Electric burners, ovens, microwaves,

deep fryers. We have been using oil filters for the past five years."

The filters have reduced oil consumption by about 50 percent. The resort has 12 deep fryers and uses about 200-300 litres of oil monthly. "In money terms,

that works out to thousands of dirhams. The first year of installing filters, we saved 35 percent on oil costs, the second year we saved 45 percent."

The resort is also working on installing 'intelligent' air-conditioners, which

adjust the temperature and in turn, the energy consumption, depending on how many people are in a room and what time of the day it is.

Garbage segregation and recycling is something that's now deeply ingrained



in Miramar Beach Resort's culture. There are bins all over the hotel to collect different items – newspapers, used paper, clothes, plastic, glass, cardboard and most importantly, batteries. "People don't realise that batteries have to be disposed off

differently because they are hazardous to the environment. We collect phone and other batteries and get rid of them properly," Chef Prasad says.

One unique way the resort has found of making good use of discarded items is an annual crafts competition. Members of the staff are given an opportunity to create showpieces and utility items from waste such as cloth, paper, crab shells, bamboo, wood, glass, cardboard, plastic, among others. Some of the winning items go under the hammer. At modest prices of 5-10 dirhams, these items managed to raise a good 7,000 dirhams last year! The amount is ploughed back into the corpus for environmental causes.

A cosy little garden is the visual embodiment of everything that Miramar Beach Resort believes in. This garden grows fruits and vegetables. "Last year, we had 22 types of fruits and vegetables which yielded nearly 27,000 items. We use these in our buffet." The garden is peppered with sugarcane, banana, green chillies, eggplant, tomatoes and herbs like basil, rosemary, thyme and mint. Loyal guests of the resort also have their footprints in the garden – the resort plants a plant with their name under it.

Other than its own efforts, Miramar Beach Resort participates enthusiastically in various ecological drives. Among these was the municipality's drive to clean Wadi Wurayah, a waterfall in Fujairah. "People keep throwing plastic bottles in the

waterfall. We helped clean the site." Celebrating Earth Hour every year is yet another energy-saver. For as much as two hours, all lights and appliances are switched off in the global effort to reduce electricity consumption. Blood donation is also a social effort employees of the resort make.

Both Hemly and Chef Prasad understand the importance of making the younger lot aware of the environment. At the resort, one wall is dedicated to pictures, posters and decorations from children about the environment. Some notable artworks get its young creator a gift from Miramar Beach Resort.

"We also have a programme where we teach children about gardening. Forget the past, children are our future. Educating them is easier than teaching adults, who are already set in their ways."

The hospitality industry is a big consumer of resources, be it for lighting up glitzy corridors or warming massive swimming pools or serving up sumptuous all-you-can-eat buffets. But more and more hotels are now waking up to the need to do their bit from the environment that they take so much from. For hotels that want to follow Miramar Beach Resort's clean, green steps, Chef Prasad has some pointers. "First and foremost, you have to believe in the cause. If you do it purely as a fad, you won't succeed. You also need a good team with a good manager willing to go that extra mile. Creating an annual calendar of goals is a good way to keep the discipline. You have to treat it like an assignment and take it seriously. Small goals add up to big achievements."

The depletion of resources is a serious matter than concerns us all, believe the management and employees of the resort.

Perhaps Hemly sums it up best. "Luxury does not have to be synonymous with wastage. Take only what you need. Tomorrow will not be like today."



Luxury does not have to be synonymous with wastage. Take only what you need. Tomorrow will not be like today







# DILMAH REAL HIGH TEA CHALLENGE UAE 2014

The second Dilmah Real High Tea Challenge UAE took place at the ICCA Dubai last month with contestants judged by **Chefs Bernd Uber, Uwe Micheel and Dilhan C. Fernando**

Everyone knows how to make a cup of tea don't they? That was the essence of the challenge that contestants of the Dilmah Real High Tea Challenge accepted. As the thirteen teams from around the GCC discovered, making tea is not quite as easy as often thought. Real Tea as defined by Dilmah Founder Merrill J. Fernando, is much more than the product of the same name that appears on supermarket shelves around the world.

Merrill J Fernando's reference to Real Tea is based on the traditional, artisanal style of tea making which offers beguiling and

indulgent variety of taste and aroma, natural goodness, a richness of experience on the eye, nose and palate that is unique.

Whilst it is the most popular beverage in the world after water, the enjoyment of tea is only growing. The scientific validation of the health benefits of tea has added to this growth. The Dilmah Real High Tea Challenge goes beyond exploring the influence of soils and natural climatic factors on the taste of tea, its terroir. There lies the luxury in tea which finds its best expression in combination with the culinary creativity of chefs and mixologists around the world.

The second Dilmah Real High Tea Challenge in the United Arab Emirates involved contestants from GCC countries and produced a tie – the Dilmah Real High Tea Champions were from the Shangri-La Hotel in Muscat and Radisson Blue Hotel Deira Creek. They won Gold and having the highest points for their teas, cuisine and general presentation, were judged winners of the Challenge. They will travel to Sri Lanka for the Dilmah School of Tea and will also participate in the Global Final of the Challenge in May 2015.

This is the most rigorous tea competition



in the world with singular emphasis on respect for tea expressed in myriad ways through food, beverage and presentation of tea. Contestants are required to understand water quality, brewing methods, have knowledge of tea and pair the teas with food in a harmonious way whilst also using tea as an ingredient in their food. They are expected to design their presentations with innovation, combining respect for tradition and quality in tea with contemporary culinary and mixology styles.

The contest is endorsed by the World Association of Chefs' Societies (WACS) represented by Presiding Judge Bernd

Uber. Chef and President of the Emirates Culinary Guild Uwe Micheel was the Culinary Judge whilst son of Dilmah Founder and Director of Dilmah, Dilhan C. Fernando was the Tea Judge.

Speaking at the Awards Ceremony in Dubai on September 18, Dilmah Founder Merrill J. Fernando thanked all the contestants adding that, "I devoted my life to tea, and the creativity and innovation that contestants of the Challenge have shown in using my tea, is extraordinary." He thanked Judges Bernd Uber and Uwe Micheel for joining the 'Dilmah Family' in their mission to share

the quality and natural goodness in tea with ethics and integrity.

Also speaking at the event, Tea Judge Dilhan C. Fernando said, "Tea is acknowledged by science to be a medicine but this Challenge goes beyond in exploring the luxury and indulgence in tea." He emphasized the importance of the Dilmah Real High Tea Challenge in taking tea to a new generation, with all its goodness and serenity. He concluded with thanks to the Emirates Culinary Guild for their co-operation and support, and to ICCA for providing an excellent venue for the challenge.



October 2014 Gulf Gourmet







# KIDS CAN COOK

The Emirates Culinary Guild Young Chefs Club (ECGYCC) recently organised a fun-filled children's cupcake decorating workshop at the Nasreen in Shangri-La Hotel Dubai. The two-hour event saw young kids learning the basics of cup cake decorating from the members of the ECGYCC followed by a themed afternoon tea party. Not only did the kids enjoy themselves but the proceeds of the Kids Can Cook events got donated to the UAE Down Syndrome Association. Here are some of the images from that event.





October 2014 Gulf Gourmet





## THE GUILD MEET AT CORAL

The Chef as well as corporate members of The Emirates Culinary Guild reunited, after a much needed two-month long summer break, last month at the Coral Deira Hotel in Dubai. The meeting which happens on the second Monday of every month was hosted last September by Chef Michel Miraton and his team at Coral. The turnout was good and pleasantries shared amongst chefs. Some of the corporate members present at the event even got a chance to promote their wares at the meeting. Here are moments captured at the event by our lensman.





October 2014 Gulf Gourmet



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## BRIEFS OF THE CLASSES FOR ENTRY

# LA CUISINE BY SIAL 2014

## BRIEFS OF THE CLASSES FOR ENTRY

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

### Class 01: Cake Decoration - Practical

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

brought.

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

### Class 02: Three-Tier Wedding Cake

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

### Class 03: Four Plates of Dessert

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

### Class 04: Pastry Showpiece

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

### Class 05: Baked Bread Showpiece

1. AGTHIA will supply flour mixes to entrants in this class.
2. Freestyle display of a baked bread showpiece.
3. Maximum area w90 x d75cm
4. Exhibit can be no more than 90cm. in height including base or socle where used.

### Class 06: Friandises Petites Four Pralines Nougatines

1. Five varieties.
2. Six pieces of each variety (30 pieces total).
3. Freestyle presentation.
4. Required one extra piece of each variety on a separate small platter for judges' tasting.



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5. Written description mentioning the theme is required.
6. Typewritten recipes are required.
7. Maximum area w90 cm x d75 cm.

### Class 07: Chocolate Carving Showpiece

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

### Class 08: Fruit & Vegetable Carving Showpiece

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

### Class 09: Open Showpiece

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

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

1. One dish must contain Australian Lamb as a main component.
2. Present a plated five-course gourmet meal for one person
3. The meal to consist of:

4. A cold appetiser,
5. A soup,
6. A hot appetiser,
7. A main course with its garnish
8. A dessert.
9. Hot food presented cold on appropriate plates.
10. Food coated with aspic or clear gelatin for preservation.
11. Total food weight of the 5 plates should be 600/700 gms.
12. Typewritten description and typed recipes required
13. Maximum area w90 cm x d75 cm.

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

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

### Class 12: New Arabian Cuisine

1. One dish must contain dates as a major component.
2. One dish must contain sustainable UAE fish as a major component.
3. Present a plated five-course gourmet menu for one person.
4. Free style presentation.
5. All menu ingredients used must be those found in the Arabian Gulf area.

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

### Class 13: Individual Ice Carving

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

### Class 14: Ice Carving Team Event

1. Freestyle.
2. Two persons per team
3. 120 minutes duration.
4. Hand-carved work from three large block of ice (provided by the organisers).
5. Competitors to use own hand-tools and gloves.
6. Non-slip mats are mandatory.
7. Great care must be taken with health and safety



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considerations. If an exhibit becomes in any way unstable or dangerous to competitors or public, it will be dismantled and destroyed by the organizers.

8. The use of power tools is forbidden.

### Class 15: Practical Fruit & Vegetable Carving

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

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

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

### Class 17: Australian Beef - Practical Cookery

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

### Class 18: Mezzeh – Practical Cookery

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

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

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

### Class No.18 A Medley of Mocktails by AGTHIA

AGTHIA will supply juices to entrants in this class.

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

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

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

## NOTES TO AID COMPETITORS

### Judging Points

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





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

### IMPORTANT NOTES ON THE PRACTICAL COOKERY CLASSES

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

#### WASTAGE and EXCESS MISE-EN-PLACE

1. Mise-en-place and brought materials will be checked at the time of arrival to the kitchen,
2. There will be a penalty deduction of up to five points for excess mise-en-place production.
3. Wastage will be calculated during and after the class.
4. There will be a penalty deduction of up to five points for excess wastage.
5. Due to the fact that only one hour is given to complete the competition; competitors are allowed to bring with them an extensive mise-en-place. However, there are restrictions on how much pre-preparation the judges will tolerate. In all cases, the preparation, production and cooking skills of each competitor must be demonstrated during her/his time in the kitchen.
6. All food items must be brought to the Salon in hygienic, chilled containers: Thermo boxes or equivalent. Failure to bring food items chilled will result in disqualification.
7. All dishes are to be served in a style equal to today's modern presentation trends.
8. Portion sizes must correspond to a three-course restaurant

- meal.
9. Dishes must be presented on individual plates with appropriate garnish not exceeding 250g total food weight excluding sauces.
10. Unless otherwise stated, competitors must supply their own plates/bowls/platters with which to present the food.
11. Competitors must bring with them all necessary mise-en-place prepared according to WACS guidelines in the hot kitchen discipline ([www.wacs2000.org](http://www.wacs2000.org)).
12. Competitors are to provide their own pots, pans, tools and utensils.
13. All brought appliances and utensils will be checked for suitability.
14. The following types of pre-preparation can be made for the practical classes:
  - Vegetables/fungi/fruits; washed & peeled – but not cut up or shaped.
  - Potatoes washed and peeled – but not cut up or shaped.
  - Onions peeled but not cut up
  - Basic dough can be pre-prepared.
  - Basic stocks can be pre-prepared.
  - Basic ingredients may be pre-weighed or measured out ready for use.
  - Fish may be scaled, gutted de-finned and de-gilled, but must otherwise be brought to the competition whole.
  - Meat may be de-boned and portioned and the bones cut up.
  - No pre-cooking, poaching etc. is allowed.
  - No ready-made products are allowed.
  - No pork products are allowed.
  - No alcohol is allowed.
15. If a farce is to be used for stuffing, filling, etc., at least one of the four portions of the farce must be prepared in front of the judges to show the competitor's

- skill
16. No help is allowed to be given to the competitor once the competition starts; the coaching of a competitor from the sidelines will result in the competitor being disqualified.
17. Within 10 minutes after the end of the competition, competitors must have the kitchen thoroughly cleaned and tidied and ready for the next competitor to use.
18. Two copies of the recipes typewritten are always required.
19. Submit one copy of the recipe/s to the clerk when registering.
20. Submit one copy of the recipe to the duty marshal at the cooking station.

### RULES AND REGULATIONS

#### NB

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

#### PARTICIPATION

4. Participation at competition is open to anyone professionally employed in the preparation of food.
5. Unless the organisers specifically mention a class as being a team event, all classes are for entry by a single competitor.
6. Competitors are restricted to one entry per class.



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7. With the exception of those entering for the Best Artist trophy, competitors are restricted to entering a maximum of three classes.
8. Competitors entering to win a trophy must participate fully in every class entered in order to qualify.
9. Competitors must attend and participate on the date and at the time allotted to them.

### COMPETITION ENTRY

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

### CERTIFICATES AND LETTERS OF PARTICIPATION

19. Ensure that your name (clearly written in block capitals) appears on your entry-form exactly as you would wish it to appear on any certificate, letter of participation or posting of results.
20. Any applications for amendments to letters or certificates will necessitate: a)

Return of the original certificate  
b) A written confirmation from the executive chef c) A pre-paid fee of Dhs: 100/- (AED: One-hundred) per certificate.

### HYGIENE:

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

### THE SECRETARIAT

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

### COMPETITORS AND HELPERS

29. Each competitor is allowed one helper to assist with carrying equipment. No other help is allowed to a competitor within the preparation area.
30. A helper must be junior in rank to the person he/she is helping.
31. A competitor must wear full; freshly laundered chef's uniform with appropriate headgear and footwear when attending at the exhibition.
32. A competitor's helper must wear full; freshly laundered chef's uniform with appropriate headgear and footwear when attending at the exhibition.
33. Incorrectly dressed competitors will not have their exhibits judged.
34. Incorrectly dressed helpers will not be admitted to the exhibition.
35. Logos, marks and identifying colours provided by the organisers must be worn by the competitor throughout the competition in the position indicated to them by the organisers at the time of registration.
36. Logos, marks and identifying colours provided by the organisers must be worn by helpers throughout the competition in the position indicated to them by the organisers at the time of registration.
37. A competitor entered in a practical competition must register at least thirty minutes before the commencement of the competition otherwise the competition slot will be given to a waitlisted competitor.
38. Any competitor not in place and ready to start at least five minutes before the time a competition commences, will be disqualified.
39. Competitors and helpers are



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

## EXHIBITS

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

for judging.

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

## COMPETITION MARSHALS

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

## AWARDS

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

arrangements are made with the organisers.

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

## COPYRIGHT

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

## DISCLAIMER

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

## QUERIES

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





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## BRIEFS OF THE CLASSES FOR ENTRY

# DUBAI WORLD HOSPITALITY CHAMPIONSHIP 2014

### RESUME OF CLASSES FOR ENTRY

- 01: Cake Decoration - Practical
- 02: Wedding Cake Three-Tier
- 03: Pastry Showpiece
- 04: Bread Loaves and Showpiece
- 05: Chocolate Carving Showpiece
- 06: Fruit & Vegetable Carving Showpiece
- 07: Open Showpiece
- 08: Four Plates of Dessert Arabic Themed
- 09: Five-Course Gourmet Dinner Menu
- 10: Four-Course Vegetarian Menu
- 11: Presentation of Tapas, Finger Food and Canapés
- 12: Friandises Petites Four Pralines Nougatines
- 13: An Arabian Wedding Feast
- 14: Practical Ice Carving Individual
- 15: Practical Ice Carving Team Event
- 16: Practical Fruit & Vegetable Carving
- 17: Traditional Arabic Mezzeh - Practical Cookery
- 18: Emirati Cuisine – Practical Cookery
- 19: Fish & Seafood Practical Cookery
- 20: Beef Practical Cookery
- 21: Arabic Main Course Practical Cookery

### Class 01: Cake Decoration - Practical

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

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

### Class 02: Three-Tier Wedding Cake

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

the two top layers.

8. Typewritten description and recipes are required.
9. Maximum area w60 cm x d75 cm.
10. Maximum height 75cm (including socle or platforms).

### Class 03: Pastry Showpiece

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

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

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



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brought to the competition for judging.

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

### Class 05: Chocolate Carving Showpiece

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

### Class 06: Fruit & Vegetable Carving Showpiece

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

### Class 07: Open Showpiece

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

### Class 08: Four Plates of Dessert

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

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

### Class 09: Five-Course Gourmet Dinner Menu

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

### Class 10: Four-Course Vegetarian Menu

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

### Class11: Presentation of Tapas, Finger Food and Canapés

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

### Class 12: Friandises Petites Four Pralines Nougatines

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

### Class 13: An Arabian Wedding Feast

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



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

#### Class 14: Practical Ice Carving – Individual.

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

#### Class 15: Practical Ice Carving - Team Event

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

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

#### Class 16: Practical Fruit & Vegetable Carving

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

#### NOTES ON THE PRACTICAL COOKERY CLASSES

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

in the kitchen.

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





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10. No pre-cooking, poaching etc. is allowed.
11. No ready-made products are allowed.
12. No pork products are allowed.
13. No alcohol is allowed.
14. If a farce is to be used for stuffing, filling, etc., at least one of the four portions of the farce must be prepared in front of the judges to show the competitor's skill
15. Within 10 minutes after the end of the competition, competitors must have the kitchen thoroughly cleaned and tidied and ready for the next competitor to use.
16. Two copies of the recipes typewritten are always required: Submit one copy of the recipe/s to the clerk when registering and submit one copy of the recipe to the duty marshal at the cooking station.

### Class 17: Traditional Arabic Mezzeh – Practical Cookery

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

equal portions.

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

### Class 18: Emirati Cuisine - Practical Cookery

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

### Class 19: Fish & Seafood - Practical Cookery

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

### Class 20: Beef - Practical Cookery

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

### Class 21: Arabic Main Course - Practical Cookery

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

## 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.



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2. The *Briefs of the Classes* for Entry document also forms part of these Rules and Regulations and must be read in conjunction with this document..
3. The competitions will take place at Dubai International Conference and Exhibition Centre October 30th – November 3rd 2014.

### PARTICIPATION:

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

### COMPETITION ENTRY

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

hundred) per certificate.

### HYGIENE

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

### THE SECRETARIAT:

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

all correspondence and inquiries referencing culinary competitions is: The Emirates Culinary Guild, PO Box 71963 Dubai, United Arab Emirates. Tel: + (9714) 3403128. Fax :+( 9714) 3473742. Email: theguild@eim.ae

### COMPETITORS AND HELPERS:

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 chef's uniform with appropriate headgear and footwear when attending at the exhibition.
24. A competitor's helper must wear full; freshly laundered chef's uniform with appropriate headgear and footwear when attending at the exhibition.
25. Competitors that are incorrectly dressed at a competition will not have their exhibits judged.
26. Helpers that are incorrectly dressed will not be admitted to the exhibition.
27. Logos, marks and identifying colours provided by the organisers must be worn by competitor throughout the competition in the position indicated to them by the organisers at the time of registration.

## AWARDS & TROPHIES

### Hospitality Sector Awards

CASH: Prizes for the highest judging points in each class

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

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

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

21 GOLD, 21 SILVER, 21 BRONZE MEDALS

Certificate for the winners

Certificate of participation for the rest



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28. Logos, marks and identifying colours provided by the organisers must be worn by helpers throughout the competition in the position indicated to them by the organisers at the time of registration.
29. A competitor entered in a practical competition must register at least thirty minutes before the commencement of the competition otherwise the competition slot will be given to a waitlisted competitor.
30. Any competitor not in place and ready to start at least five minutes before the time a competition commences, will be disqualified.
31. Competitors and helpers are forbidden from approaching or speaking with or at a judge without the express permission of the organisers.

## EXHIBITS

32. Each exhibit must be the bona fide work of the entering competitor. It must be solely the work of the competitor and must be certified as such by his Head of Department or General Manager.
33. Each exhibit must be a completely original work, it must not have been displayed previously (in whole or in part) in any competition or exhibition whether private or public.
34. All exhibits must be of edible substance except for framing, socles and stands where they are allowed.
35. It is forbidden to use any living entity whatsoever as part of an exhibit (e.g. tropical fish).
36. It is forbidden to depict religious, nude, semi-nude or political themes in an exhibit.
37. All exhibits must be suitable for presentation as a decorative item in a restaurant or banqueting setting.

38. An exhibit must not carry any logo, label or mark of identification; however, competitors must be able to identify their exhibit if required.
39. 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.
40. No preparation or finishing of exhibits is allowed in any area except the designated preparation area at the rear of the competition area.
41. Finished exhibits must be placed in the position indicated by the organisers.
42. No interference with an exhibit is allowed once the organisers have deemed it as submitted for judging.
43. 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.
44. Exhibits may, at the discretion of the organisers, be moved to a separate enclosure, there to remain for part or for the duration of the exhibition.
45. Failure by a competitor to register or exhibit at the specified time could result in disqualification.
46. Exhibits which are removed by competitors without permission of the organisers will not qualify for any kind of award.

## AWARDS:

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

circumstance.

53. Any medal or certificate that is not accepted by the competitor or his/her helper at the presentation ceremony for that day will be forfeit, unless prior arrangements are made with the organisers.
54. A competitor or his/her helper must be correctly dressed as stipulated in the rules when collecting medals or certificates.
55. Incorrectly dressed competitors/helpers will not be allowed access to the awards area.

## COPYRIGHT

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

## DISCLAIMER:

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

## QUERIES:

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

## CLOSING DATE:

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





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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 Chef's 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

## ENTRY FORM FOR INDIVIDUAL CLASSES

Company Name:

Contact Name:

Contact EmailAddress:

Contact Number:

Competitor Names

Class No

Class Description

# newmember



Mike Walden (4 Corners Commercial Director) and Nathalie Hall (Marketing Manager) receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.

**4 CORNERS** are a 'One Stop Shop' for the Middle East FMCG client base, serviced by multi temperature warehouses and a multi temperature fleet of vehicles, covering leading food customers rights across the spectrum, including Airlines, Retailers, Hotels, Restaurants, Ship Chandlers, QSRs, Coffee Shops, Hospitality and Independents. 4 Corners are one of the fastest growing food companies in the Middle East, with a business based on expertise, professionalism, integrity & exceptional service.

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- Flexible and adaptable, fast moving business
- ISO 9001/22000 and full HACCP certification
- Trusted by the largest brands in the world



- Market leading sourcing knowledge in food & non-food
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  - Bringing more than 100 years of International
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- At 4 Corners, we believe there is a gap in

the market to bring world class product sourcing & supply chain expertise to the Middle East & beyond. Customers & brands want to do business with people they can always trust & we bring huge integrity, knowledge & proactive thinking to the market.

It's all about the right products arriving safely & on time at the right price, & we are here to help lead the industry in bringing great products into people's lives everyday, whilst simplifying what is a complicated food supply chain.

If you have challenges with taking your products to market, or with food or non-food sourcing we are here to help.

We are the experts in Food Service and we are here to be the market leaders in the Middle East.

# US\$ 3 billion

## what's your GCC market share?

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

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

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

### Now you do the maths.

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

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

Gulf Gourmet is the only magazine endorsed by the ECG.

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

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## 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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## ECG Corporate member directory

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# THE EMIRATES CULINARY GUILD



## APPLICATION FOR MEMBERSHIP

Date of Application:

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

First Name/s:

Nationality:

Civil Status:

Date of Birth: dd/mm/yy

Name of Employer:

Address in Home Country:

Work Address:

Tel:

Web Address:

Email:

Telephone Office:

Professional Title:

Fax Office:

Type of Membership Required: (Please tick one)

Tel. Home:

Corporate ☐ Senior Renewal ☐

Fax Home:

Senior ☐ Young Chef ☐  
(under 25 yrs below)

Email:

Declaration to be Signed by all Applicants

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

Signed:.....

Proposed By:

Sig:.....

Seconded By:

Sig:.....

### FOR OFFICIAL USE ONLY

Remarks:

Payment received?

Certificate Given.

Pin Given.

Medal & Collar Given

Approved

Approved

President.....

Chairman.....

Fees:

Young Member: Junior members will receive a certificate.

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

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

150/=per year thereafter.

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

Corporate Member Dhs. 20,000 per year



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# FEEL THE FEAR & DO IT ANYWAY

*"I learned that courage was not the absence of fear, but the triumph over it. The brave man is not he who does not feel afraid, but he who conquers that fear."*

— Nelson Mandela

Over the past three months I have watched a number of chef-based movies. This includes Disney and Pixar's hilarious animation 'Ratatouille', 'Chef' starring Jon Favreau and the much appreciated 'From Bombay to Paris: The Hundred-Foot Journey' supported by the cast of Hellen Miller and Om Puri.

The core focus of these movies has been about the passion for cooking, to live your dream and being inspired from within to make a difference. In the world of culinary delights there must be heroes or inspirational individuals who have done what Manny Pacquiao has done for boxers around the world and whole a nation, Mary Kom has done for women boxers, Richard Branson has done for entrepreneurs and Anthony Robbins for public speakers.

In my quest for finding chefs that inspire I was fortunate to come across Ferran and Albert Adria, Massimo Bottura, Michel Bras, Davide Oldani, Carlo Cracco and Antonino Cannavacciuolo on what actually inspires each of these very different chefs.

In these chefs and other inspiring individuals across industries a number of things inspire them about their work. But the underlying factor to fulfil their dream was to overcome their fear; the fear of regret, rejection and resentment.

In this game called life many of you focus on the circumstances you are in

MORE THAN A CHEF

**ROHIT BASSI**



and strongly believe you cannot change the situation, there is no way out and this is the way your life is meant to be. Numerous justifications pop-up and even the blame game played.

The estimated population of the world is over 7 billion. Amongst these billions the likes of your inspirational heroes have broken away from the attachment to fear. They have used fear as energy to create positive outcomes. A transformation from a fear based mentality they have uplifted themselves to "I can do it", "I will do it", "I am doing it" attitude. And just like Nike says they have applied the tag line of "Just do it" to themselves. They have stopped waiting for life to happen or their life to be given to them.

Fear is something most of us hide or disguise. Yet your inspirational heroes decided to take 100% responsibility for their experience of life. Rather than justify it, they took the decision to change from within.

Your inspirational heroes have shifted the emotion of fear being an unpleasant emotion. They do not think of it as something dangerous or threatening. They look at it as one of the following four:

*False Evidence Appearing Real  
Feeling Excited, Adventurous & Ready  
Forget Everything And Refocus  
Face Everything And Rise*

These individuals do feel fear. However, they have learned to shift from the conventional thinking of negativity to positive thinking. As humans you love to have self-pity yet this is a ridiculous notion that has no positive productive outcome for our inner self.

It is said that your beliefs and values play a great part in the choices you make. These beliefs and values you learn from your parents, elders, family, schooling, friends and society.

You find it difficult to understand why you made some strange and painful choices; it was as if your thoughts strongly believed that the steps you took were the only actions that would allow you get to your outcomes.

It is amazing how thoughts play a magical role in the creation and development of your life. Look at your thoughts and remember, "Thoughts become things".

What thoughts will you choose to play the game of life?

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



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