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THE DEFINITIVE GUIDE FOR CHEFS
volume 8, issue 7

EASTERN LANDSCAPE

Full coverage of the East Coast culinary contest in the UAE

CHIEF SPEAK

Deen Sadiq of Landmark Hotels & Suites reveals his passion for F&B

The Syrian Tastemaker

How Chef Amro Al Yassin is slowly but steadily making his mark in the UAE's culinary scene

CHEF OF THE MONTH

Master Chef Patrick Bischoff and his love for food captured



TRADE TALK

Why Wael Al Jamil of HORECA Trade is excited about the future



KA-CHANG!

Philip Chiang, founder of P. F. Chang's, talks power of simplicity



president's station

email theguild@eim.ae

Dear fellow chefs, ladies and gentlemen,

Welcome to the August -September issue of our Gulf Gourmet. I hope many of you had a great summer and were able to spend some quality time with your family.

We are looking forward to a busy year-end for 2013 starting with a hands-on poultry workshop organised by our partners USA Poultry Egg Export Council through AMFI. Please book early as spaces are limited.

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

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

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

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

Our young chefs' team is at present in Jo'burg in South Africa and will then stay in training for the big WACS young chefs' event in Korea. Best wishes from all members of the Guild. A big thank you to the team supporters led by Chef Thomas and the team from Nestle Professional.



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

At last, a big thank you to Chef Prasad of Miramar Fujairah and all organizers and sponsors of the East Coast Culinary Competition 2013 and finally thank

you to Chef Hessam and the team of the Millennium Plaza Hotel on Sheikh Zayed Road.

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

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Revealing a new us.

The United States is the world's largest cheese producer, with an award-winning portfolio of over 400 premium cheese varieties, from European-style cheeses to American Originals

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



Roasted Mushroom and U.S. Pepper Jack Ravioli

Makes approximately 140 raviolis

Ingredients:

1k cremini mushrooms, quartered
300g yellow onions, chopped
150g garlic cloves, chopped
200ml olive oil
2 tbsp Italian herbs, dry
1 tbsp salt
1 tbsp black pepper
700g U.S. Pepper Jack cheese, shredded
15g flat leaf parsley, minced
Pasta sheets, thawed (or your own fresh house-made sheets)

Procedure:

Pre-heat convection oven to 200 C. Place mushrooms and onion in a large bowl. In small bowl mix garlic, olive oil, herbs, salt and pepper; pour mixture over mushrooms and toss well. Place mixture on sheet pans in a single layer. Roast for 10 minutes; decrease oven temperature to 140 C and roast for another 30 minutes. Take mushroom mixture, chop fine and chill. When chilled, mix in cheese and parsley. Place 10g of mixture into each ravioli and seal tightly. Filled ravioli can be steamed or boiled; they can be fresh frozen on parchment paper for later use.

"The U.S. Pepper Jack cheese makes a nice creamy blend with the deep flavors of the roasted vegetables. The pepper heat from the cheese is a great combination with a rich red sauce, but also works well in a white sauce. Don't forget to top the dish with some U.S. Parmesan or U.S. Asiago."
—Chef John Esser, Consultant Chef for USDEC

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

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



editor'snote

email editor@gulfgourmet.net



Respect for a Chef does not increase or decrease based on designation or lineage. It is directly proportional to the little things he or she does that reflect true talent.

I was at an Abu Dhabi restaurant last month overlooking a photo shoot for a dish made exclusively for this magazine. Before the shoot could begin, the Executive Chef looked at the plate and decided it could look more impressive. He asked his boys to get him a couple of colourful choices that could enhance the dish's visual appeal.

He picked the red chilli powder to draw a fluent line across the sloping edge of the plate. His juniors quickly pointed out that if you first draw a line using oil, the powder would stick to the plate. He decided otherwise. He took the tougher route and painstakingly created the line using sheer will power.

I am guessing most of the junior chefs must have thought of him as arrogant. And hopefully, at least one of them would have cared to ask why he chose the painstaking path. To me, the answer was obvious. That extra bit of hard work made the final product look like a true five-star dish. A line of oil and the dish would have automatically reminded me of the plate of hummous I buy at my local store.

Great Chefs like him are featured throughout this issue of Gulf Gourmet. From Chef Patrick Bischoff of Beach Rotana, Abu Dhabi to Chef K.A.C. Prasad of Miramar Al Aqah Beach Resort, Fujairah, and even Philip Chiang the founder of P.F. Chang's have spoken their minds in this inspiration packed edition.

Enjoy the read and keep cooking with passion.

Aquin George
Editor

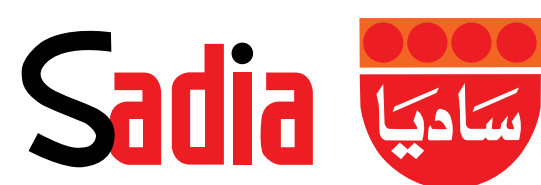
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newsbites



Azra Razak "can cook!"

Banker Azra Razak was adjudged best chef at the 'So you think you can cook?' 2013 Glad Arabia Cooking Challenge. The judging panel included Chef Uwe Micheel, Chef Bobby Kapoor and Chef Nouf from Kuwait. Over 100 contestants competed for the grand prize of an all-expenses paid culinary trip for two to Thailand.

Earlier this year, food lovers who enjoy cooking uploaded images of their homemade signature dish on the competition's Facebook page. Top 20 contestants were selected based on votes and the top six contestants were further shortlisted for a live finale.

Contestants were given four mystery ingredients to be used in their final dish. The dishes were judged on taste, aroma, presentation, the use of Glad products, originality and hygiene.

Krishna Kumar, marketing manager, GLAD MENA said, "The cooking challenge is a good testimony of how GLAD can enhance the food protection and preservation experience."

Foodex Saudi this December

Saudi Arabia's only major exhibition dedicated to the food sector, Foodex Saudi, will take place in Jeddah from December 8-11, 2013. The exhibition aims to capitalise on the growing Saudi food market, which has been identified by BMI and IMF as the food market with the most potential in the MENA region over the next 10 years.

Foodex is looking at going beyond generalist Horeca or agriculture events to bring together the entire food sector. In Foodex Saudi exhibitors can look for



Import / Exporters, Distributors and Buyers from the Retail and Horeca channels.

Foodex will also be organizing the Saudi Food Forum, bringing together experts in Food Security, Safety, Halal, Supply chain and Food Marketing.

Head-y Humour



Michelin-award winning chef, Oliver Dunne, might have taken a step too far in his distaste for the media. The Dublin-based chef caused some controversy last month after tweeting an image of himself holding the "severed" head of a well-known U.K. food critic, report Fox News.

The image, modelled after promotional material for Dunne's restaurant The Cleaver East, showed Dunne with the disembodied head of restaurant critic Lucinda O'Sullivan. Dunne shared the photoshopped image with his nearly 3,000 followers, with the caption: "Lol, look what I got in the post!"

According to the Irish Independent,

the tweet was in response to critical review O'Sullivan wrote for the Sunday Independent with headline "Chop Chop" in the newspaper's Life Magazine. The day after the article was published, Dunne wrote a scathing blog about the review, calling it "completely inaccurate and unacceptable".

When contacted by the Irish Independent to explain his tweet and blog post, Dunne said, "I stand by my word...I've no problem with people coming through my door and critiquing the restaurant. That's the nature of the beast. I've been at this 20 years I know that." Dunne has since told the Independent that he is sorry for posting the photograph and for causing offense.

Emanuele is Chef de Cuisine at Radisson Blu Yas Island



Radisson Blu Hotel, Abu Dhabi Yas Island has announced the appointment of Emanuele Di Tullio as Chef de Cuisine to oversee its Italian restaurant, Filini bar and restaurant.

Chef Di Tullio, originally from Italy, joined the Yas Island hotel from Al Ain Palace in Abu Dhabi, where he was working as Sous Chef. He brings more than 10 years' experience in hotels and restaurants. From Europe to Middle East, he has worked in several hotels and restaurants across Italy, the UK and the USA before joining the Rezidor Group on Yas Island in May 2013.

The Italian native, who grew up in Larriano, a small city in the Province of Rome, says, "It is a pleasure to work the Radisson Blu brand as a Chef de Cuisine, especially in Filini since it has been recognised in Abu Dhabi as a leading Italian Restaurant."

Chef Di Tullio is expected to bring his originality to the authentic traditional cuisine and to the brand new menu he has designed. In Filini, pizzas and lasagnas are already staples. Now, those classics will be part of the new menu which includes healthy spring soups, Italian regional dishes such as the "Ossobuco alla Milanese", a larger choice of pastas but also new signature pizzas and Tuscan "Tagliolini all'astice": a tasty and seasoned cherry tomato sauce featured with handmade long thin pastas and lobster.

Not to mention that Chef Di Tullio is a specialist in vegetables carving. This will definitely bring style and avant-garde to his creations. Talking about his passion for vegetables carving he says, "I started it when I was young because I found in this art the design that every Chef wants to express through his creations."



Dinner made of desserts

This has to be a culinary breakthrough. A dinner made entirely of desserts! Thanks to Roger van Damme, Belgium's "godfather of molecular pastry", many of our childhood dreams just came true.

The master patissier showed off his beautifully crafted dishes during an innovative five-course "dessert for dinner" event as part of the Four Seasons Hotel Bangkok's annual World Gourmet Festival. "I'm inspired by everything from Belgian painter Roger Raveel and the architecture of the famed Brussels Atomium to the Antwerp botanical gardens and the colours of Lego blocks," he said when speaking to CNN's travel team.

He acknowledges that an entire meal made of dessert might be too sugary for some. While some may have craved something salty by the end of the meal, the taste combinations and ingredients were amazing. It included bergamot, five-spice, gingerbread, pistachio and clove, as well as fresh fruits, tonka and Belgian chocolate, making the meal of desserts less daunting than it sounds.

"I try to seduce the diner with the beautiful appearance of the dessert, using different textures and interesting tastes," says Van Damme. "There's a large difference between the levels of sweetness in each dessert – if they were all very sweet, it would indeed be too much."

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

EMERGING EAST COAST LOCAL FLAVOUR, GLOBAL ESSENCE

Once a small community of talented chefs, the UAE's East Coast is now serving up a contest that is ready for the international platter...

There's something special brewing in the United Arab Emirates' East Coast. It's slowly and steadily clawing its way into the country's culinary map, giving Abu Dhabi and Dubai some serious competition.

There's one man you have to thank for helping this small community put its best aprons forward - K.A.C. Prasad, executive chef of the Miramar Al Aqah Beach Resort and vice president (East Coast) at the Emirates Culinary Guild.

With support from his hotel and the guild, Prasad founded a culinary competition for the young chefs of the East Coast. The competition is in just its second year but has already grown leaps and bounds.

It was a simple internal contest that first planted the seeds of such a competition in Prasad's mind. "We had done a small contest in the meeting room of Miramar Al Aqah with 65 chefs participating. I then realised we could do this in a much bigger way," he recalls.

When he communicated his idea to Miramar Al Aqah's General Manager Ashraf Helmy, he got an enthusiastic response. Long impressed by Prasad, Helmy had absolutely no doubts that the competition would be anything less than spectacular. "There are no half-baked



Our young chefs make the effort, they push themselves, they read more, they learn more. They get more exposure to things they have not seen in their own kitchens

efforts with him. He either does the best he can or he doesn't do it at all. This convinced me to let him try it out," says the general manager.

The idea enthused the Emirates Culinary Guild, too. After days of frenzied planning, negotiations, organising and strategising, the first contest took place in 2012. The competition proved to be a winner from the word go, expanding more than expected in the second year. "We had 170 participants this year compared with 115 last year. We had more than 40 suppliers, up from 23 suppliers last year," Prasad elaborates.

There were more than 70 judges and marshalls, many recognised by the World Association of Chefs Societies.

It wasn't easy. The Miramar team

whipped up breakfast for as many as 100 people and for lunch, there were 350 guests! "We also provided cocktails for around 250 people this time," says Chef Prasad.

Where seven hotels had participated last year, the number went up to nine this year. Several hotels from Dubai and Abu Dhabi also showed interest in participating in the contest. One was the Al Murooj Rotana Dubai, which won three gold medals.

"A top chef told me this contest is as good as any global competition as far as the standards are concerned. That was a huge compliment," says Prasad.

The compliment was well-deserved. The launch of the competition was anything but a cake-walk. "I had barely 45 days to put the entire plan and its execution in place. We had the first contest after the vacations. From finding suppliers, judges and sponsors to arranging documentation and medals, all was done in a month and a half," he says.

This year, things were rather different. The process was smoother but there were challenges, mainly because the team pushed to raised the standards and expand the basket of categories and events. This year's contest had a beverage and bartending competition too. More than 65 executive chefs



Chef K.A.C. Prasad

visited, of which seven were from Abu Dhabi and 35 from Dubai. In all, there were more than 300 chefs, including participants and visitors, and 1,500 guests. That's the scale the competition managed to gain in just one year!

"This time we increased the number of dishes and gave ourselves enough time. We did the contest before the vacations. So we had three months to put it together," Prasad says.

Helmy noted that there was greater interest among suppliers to subsidise the products for the contest. "The suppliers realise that they get great exposure. Even young chefs start to know these companies and that builds their brand. Also, there are executive chefs and general managers visiting. They are the



Ashraf Helmy

ones who decide on buying or not buying the products. They get to know these suppliers and what they are doing and what is new in the market," he says.

If anything, he is busy preparing the hotel to accommodate more and more participants and visitors as the contest gains traction. "We are now building a huge meeting room and a banquet. I have also decided to open two big doors to the football court. Next year, I am going to cover this court and we will have a huge area for the competition."

It's not just the organisers but also the young chefs that are excited about the competition. They begin preparing months earlier and put in extra hours after work to hone their culinary skills. "Our young chefs make the effort, they

push themselves, they read more, they learn more. They get more exposure to things they have not seen in their own kitchens," Helmy says.

Medals and adulation apart, the contest serves a larger purpose – readying trained chefs for the sea changes in the hospitality industry. "We have to impart our knowledge to young chefs. We have to give them the chances that we did not get," Helmy says.

Someday, he hopes the contest makes history by going international and carrying the legacy of the East Coast forward. "And our names will be famous as its founders," laughs Helmy.

Seeing the way things are going, that doesn't seem too far.

THE BIG PICTURE

Hamid Mohinudin Sadique better known as Deen Sadiq, the Group Director of Landmark Hotels & Suites, talks to Gulf Gourmet about his passion for food and his involvement with all things F&B

As the Group Director of Landmark Hotels and Suites, how involved are you with the F&B operations?

I always get involved in Hotel Operations be it F&B or Rooms Division. Having said that, I believe in achieving the perfect order even if it is a tall order. In Food and Beverage I consciously get involved with my team to achieve that goal. Exactly what constitutes "perfect order" may vary from company to company but whatever is your standard meeting them is what ultimately that matters.

Can you tell us about the various F&B outlets in your hotels?

We have built our main restaurant Delights around a particular theme and can be seen all our properties. Apart from that we have many international brands with whom we work with and I am proud to say that we have our own themed restaurant called Pisthahn (Focusing on Filipino cuisine) at the Landmark Grand, which will be soon rolling out to many other parts of Dubai as a standalone concept.

What are your future plans for your hotel's F&B?

For any F&B operation to maintain its position as a leader, it must analyse its environment and market conditions, along with its consumer and travel trends. Keeping the above in mind we have in pipeline projects in terms of standalone as well themed restaurants, which will roll out by 2014/2015.

Do you work closely with your Executive Chef in devising new concepts and promotions?

Yes! "When the Fish is Frozen – we Grill the Chef" Just kidding. A chef's job is more than a profession – it's a passion, and in the right hands food is much more than a biological necessity. A good Chef can nourish the body and please the palate – and these final products come out through our team efforts and dedicated food trials and interactions where I participate very actively.

What is your brief to your Executive Chef?

Basic five finger rule

- 1) Sensitive Palate
- 2) Creativity
- 3) Team work
- 4) Determination
- 5) Organisation

How important is the relationship between the MD and his/her Executive Chef?

The Executive Chef is a Hotel's real ambassador! Gone are the days where you see them less involved in admin and more on range. Today you see a great blend of both in modern chefs. "Hands on while the Range on" - with vertical interactions with the Director.

Is there a conceptual difference between F&B outlets in city hotels and resorts?

I must say yes to a large extent. In the resort you have a more relaxed atmosphere as well as guests in comparison to the city. The whole concept changes from uniforms to

“

The Executive Chef is a Hotel's real ambassador! Gone are the days where you see them less involved in admin and more on range

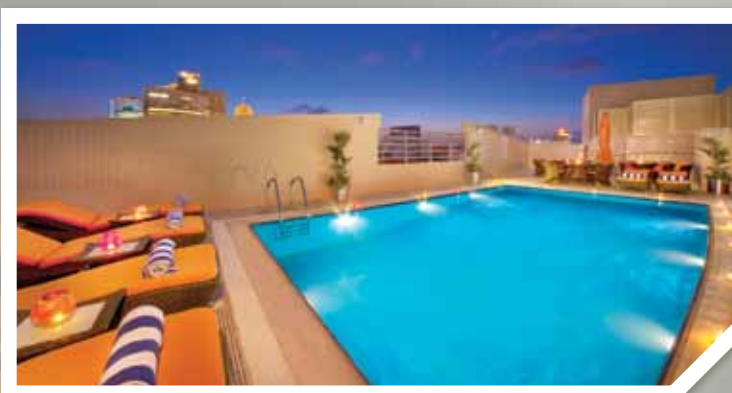
menu and from time to approach to theme.

Have you been so impressed with a concept in another hotel or resort that you would like to introduce in your present property?

When you dine out you come across many ideas and concepts, some get deeper into your thoughts and some stay afloat and pops up as a new concept, but I don't believe in copying a theme.

Is there a novel F&B concept you would like to bring to your property?

I recall once in Mexico, on a train, at a stop in a village. It was common then, may be even now that some of the young girls with baskets of baked stuff board the train and sell and jump off before the train leaves. I bought from a little girl "a corn meal and water and a little sweetener." Well, let me stop at that otherwise the new concept I have in mind will soon be out in the open. Just wait and see!



Deen Sadiq

MASTER OF THE ART OF FOOD

Philip Chiang found art not in paintings but on the plate. Twenty years ago, the Shanghai-born Chiang co-founded the PF Chang's China Bistro. Today, the restaurant chain is perhaps the first one you will think of when you crave a mean Mongolian beef.

For Chiang, the journey has been long - from the Art Centre College of Design in Los Angeles to the kitchen of his mother's upscale restaurant 'Mandarin' to his own eatery 'Mandarette' and then to PF Chang's China Bistro.

Despite his strong love for the arts, it's not creativity that Chiang celebrates the most. It's simplicity and attention to detail that he holds above all else.

In a quick chat, Chiang talks about his journey, his philosophy, his likes and dislikes, and his need to 'feel' the food he cooks. Edited excerpts from an interview:

Which part of being a chef excites you the most?

Interestingly, it's the simple tasks that I find exciting. The creative part is always fun but you have to learn to do the basic things well. I try to instil that in our chefs. It's difficult not just for me but for all chefs to do the simple and basic things perfectly. Attention to those tiny details is really important.

You've studied art. Then where did you learn cooking?

In restaurants, starting with my mother's restaurant and then my own. I spent a lot of time in the kitchen. I watched the chefs cut and satay and wok. I watched and tasted. That's how I learnt. A lot of it is also feeling the food, not just knowing the specific details of how to make a



Philip Chiang

dish. And that's something that just can't be taught. I picked it up as I went along.

You moved away from your mother's restaurant 'Mandarin' and started 'Mandarette'. Why did you not continue your mother's legacy?

Mandarin is a high-end and fancy restaurant. And that's not my nature. I am more casual. High-end dining - what we call the white table cloth dining - is more appropriate to my mother and her generation. I like to keep things more informal and casual. So there was a bit of a generation gap. Mandarette was a reflection of my nature.

When you created your first menu for PF Chang's, what was your winning formula? What part of Mandarette did you bring to PF Chang's?

We took the most popular dishes from Mandarette. The best and the most popular dishes at PF Chang's are still the simplest ones - the Mongolian beef, wraps. They are simple and yet, tasty. Those dishes were the ones we brought with us to PF Chang's.

How different is the menu today compared with your first menu 20 years ago?

As much as 70 percent of our menu today is the original one - the one we opened PF Chang's with. That's

something we are really proud of. Our bestsellers today have been the bestsellers from the very beginning. And they are liked all over the world.

Did you ever wonder why your Chinese menu is more accepted globally than that of any other Chinese restaurant?

After all, there are a million plus professional chefs from China. We offer a menu that has mass appeal globally. We don't serve odd, exotic dishes from China. We are not here to give any message. We just want people to enjoy our food and so, we stick to the formula - 'keep it simple, tasty and make sure that you do the simple things well'. We don't like food that is pretentious. For example, we don't garnish our food. We keep it as natural as possible.

How often does PF Chang's change the menu or tweak it? Is there some percentage of the menu that has to stay constant across all the 200-odd outlets?

The system is different for international restaurants and restaurants in the United States. In the US, we are tweaking the menu all the time. We have seasonal specials there. In the international space, we are relatively new. Our international menu is smaller, partly because we can't buy the ingredients easily. It's difficult to find everything and costly too. So we have to adjust the menu. That said, the core menu remains the same throughout the world. For example, the Mongolian beef is the same in all our restaurants. We do cater to the local taste in our international restaurants but through very few dishes. Like in Argentina, they like their meats a certain way. So we have one dish that suits the local palate. But that's on a very small scale. People come to PF Chang's because they like what we do, what we have been doing for the past 20 years.

Some executive chefs are now moving into corporate consultant roles. What is your advice to them?

My advice to them is the same as to any chef - do the simple things well. When



If a five-star hotel fulfils your needs, go for it. Personally, I prefer a small, neighbourhood restaurant

I go out to eat, whether it is a fancy restaurant or a simple one, I measure the quality by how they do the simple things. As far as creative and fancy stuff goes, everyone has a different idea of what creativity is. But can you do a simple salad well? Can you do a good hamburger well? That's what counts.

What is your advice to a young chef who is creating his first menu?

Stick to what you know; what you can do really well. Don't try to be too fancy. Also, if you can't feel the food yourself, you can't sell it. You have to know your food well enough to tell the customers about it. Keep it simple. Don't get too creative in the beginning. And don't forget to keep the prices reasonable.

Many chefs believe that working in a five-star hotel is better than working at a restaurant, except those run by

celebrity chefs. What is your opinion?

That's a personal thing. Everybody is different and has different needs. If a five-star hotel fulfils your needs, go for it. Personally, I prefer a small, neighbourhood restaurant. I'd rather work at a 'hole-in-the-wall' than at a big fancy restaurant.

What do you like about Dubai and what do you dislike about it?

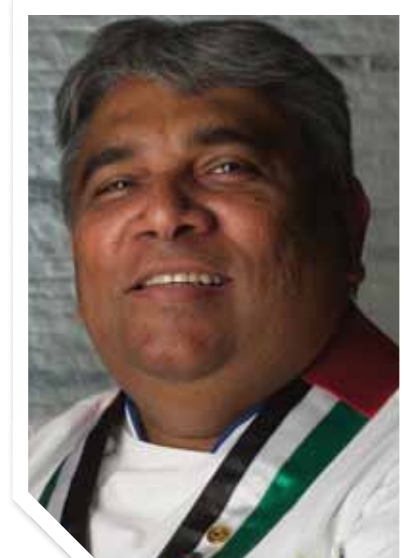
Diversity is the best thing. In terms of the kind of food you get here. But the most important thing about food is that it shouldn't be just upscale - upscale Italian or upscale French or Japanese. It should be at all levels. The mom and pop family restaurants are as important - maybe even more important. What I would love to see more in Dubai are these neighbourhood restaurants.

They are important to have a culinary scene that covers all levels. These more real, wonderful neighbourhood restaurants are actually more influential.

Perhaps my least favourite thing is the drive to restaurants. It's not so much about the traffic as it is about not having this advantage of being able to walk down and have a lot of choices. Dubai is a new city and it may take a while for that culture to build.

WACS-certified and raring to go

Meet some of our brand new judges who were certified by WACS to adjudge culinary contests and help young chefs to compete better



“I have reached a stage in my career where I can only go further by imparting my skills and knowledge. Helping juniors maintain or increase the standards and to improve their standards is my goal. What I have learnt is not to comment too much and to put our feedback across without hurting a participant's feelings.”

— **Chef Peter DeKauwe**



“I am looking forward to the experience helping me become a better chef by knowing about the details required to produce quality products at the same time to interact among my peers from different backgrounds. We learn something new every day. A perfect judge is knowledgeable about the required criteria, he/she is fair and unbiased and should be always objective, and that's how I too aspire to be.”

— **Chef Poonsak Sumonratanakul**



“Having been a young chef competitor myself I have a lot of empathy and a great deal of admiration for young competitors. I plan to achieve my goals of becoming a great judge by working hard, working smart, listening and learning from others who are experts in the field and obtaining further education as needed to grow more in my career and a step further as a judge.”

— **Chef Suresh Babu**



“I have been thinking of becoming a judge for three years and the idea came about when I saw the need for a new generation of young judges. One of things I learned was how to look deeply into the details and improve my tasting and better understand presentation skills. To me a perfect judge is one who is fair and gives constructive feedback and encourages competitors to improve themselves.”

— **Chef Amro Al Yassin**



“I opted to become a judge because I am passionate about my industry and I want to share with the younger generation my knowledge and encourage them in their efforts to become better. I have, in my run-up to being certified, have learned to listen to young chefs and to observe how they can process and improve in their effort to compete.”

— **Chef Michel Miraton**



“Way back in 1999 when in Indonesia, I was picked to be a judge and that experience was extremely fulfilling and has stayed with me since. Like many of my peers who have become WACS certified judges, I too have been a Marshall at many Guild competitions. When preparing to become a judge one of the things I learnt was that all judging rules come from WACS, which we have to follow. We can't change or make any rule based on self-opinion.”

— **Chef Atim Suyatim**

THE SYRIAN TASTEMAKER

Wise men say there is no love greater than the love of food. It's this love that brought **Amro Fahed Al Yassin** from Syria to Dubai. For years, he's been serving up this love on the platter to food lovers. And he's only just getting started...

Sometimes, it's the misses that make you a hit. Who knows this better than Amro Fahed Al Yassin, the executive sous chef at the Time Grand Plaza Al Qusaies in Dubai? It was a miss at becoming an engineer that landed him in the kitchen.

And what a landing it was! The kind that would put the best of pilots to shame.

A World Association of Chefs Societies-certified international judge, founder of the Arabic Chefs in UAE association, a sous chef par excellence and the man

that bridged the divide between French and Arabic cuisine, Amro has a little too many feathers to adorn his cap with.

But the journey wasn't easy. It spanned countries and cultures and cuisines. Not that the 34-year-old chef has any



regrets. "It was destiny. This is what I had to do and this is what I was destined to do," he says.

Born in Syria to an engineer father and a teacher mother, Amro had always been conditioned to think he would follow in his father's footsteps. A construction design engineer is what he was aspiring to be. A single mistake in the form for admission changed his life path. "I was given a choice of professions in the admissions form. By mistake, I wrote 'lawyer' instead of 'engineer'. They offered me a seat in law," he recalls. Fate had other plans, though Amro's father was agreeable to the idea of a lawyer son.

Amro chose the hotel and tourism training centre in Damascus instead, a choice that didn't quite please his father. "My brother told me to take tourism. My fiancée – now my wife – said 'absolutely not!' when I told



The opportunities are unlimited. I could stay here or move to other five stars or open my own concept restaurant

her I wanted to be a chef," he laughs. His mother, however, was pleased.

One wonders how an engineering aspirant landed up in the kitchen? Ask Amro and he says, "When I was 14 years old, I would work in restaurants to make some extra pocket money in Damascus. Between semesters, I had vacations for 15 days, one month and sometimes, even three months. So I worked as a steward. One of the chefs took me

under his wing. He taught me how to make appetisers."

The flame of his real passion lit, Amro started making Arabic appetisers and soon moved to the hot kitchen.

At the age of 19, he joined a hotel training centre. It helped that Amro would experiment with cooking at home too. Playful teasing by his brother turned into meaningful advice somewhere along the way. "I remember cooking this French chicken dish for my family. I put a lot of things in it – mushrooms, cheese and a lot of herbs. So my brother told me that if I put so many exotic things in any dish, it is bound to taste good. Can I make something tasty without overloading it with lots of things?"

The comment found its target. Amro realised that a good chef has to be able to make simple and yet, tasty

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August-September 2013 Gulf Gourmet

food. "Good cooking is essentially about simple ingredients but perfect taste," he says.

Amro's first real job was in Syria – the pre-opening of the Regency Park hotel, now a big brand in the country. He was 20 years old at the time. After working for around a year at the Regency Park, he joined a Chinese restaurant, picking up the nuances of the most popular cuisine in the world. "That was authentic Chinese food. Chinese chefs are usually reluctant to share their recipes but this chef where I worked did so gladly."

After seven months, life took Amro to Saudi Arabia, where he ended up working for five years. "I was in the team that started this restaurant called Amu Hamza. It was a seafood speciality restaurant. We started two restaurants in Riyadh. After three years, we expanded to nine restaurants in Riyadh and two in Jeddah," Amro elaborates.

As a student of design engineering, designing comes naturally to Amro. This is why he enjoyed pre-openings of a number of high-end hotels. "Sometimes, I have spent three whole days with no sleep, just planning the pre-opening," he says, the pride evident in his voice.

When in Riyadh, Amro also worked at the Holiday Inn and the Marriott. "It was a confusing time. There were visa and sponsorship issues. That's when I decided to move to Dubai."

The year was 2004 and the month was August. Initially, Amro worked at a restaurant called Asaz for a year but soon moved on to high-end hotels. Sheraton Jumairah Beach became his first high-end port, where he worked for two years. InterContinental Hotel came next, Amro being part of the pre-opening team.

Sofitel City Centre Hotel was yet another stop, where he managed the entire Arabic kitchen and drew up the banquet menu. It was here than he went to Malaysia for a food festival

and impressed the Malaysians with his Arabic fares. His outstanding work won him a place in Time Out magazine's list of the top ten Arabic chefs in the region.

Amro then joined the Layia (now Time) Oak Hotel as the oriental chef. From handling new events and promotions to training talent and attracting five-star chefs, Amro honed his managerial skills at the Hotel. His achievements did not go unnoticed. When the hotel chain decided to launch the Time Grand Plaza Al Qusais, he was a natural choice for executive sous chef. "The management wanted a comfortable 'knit' between Time Oak and the new hotel. I knew

2,500

Challenges have been plenty, the toughest when Amro handled cooking for 2,500 guests daily for a week at the Sheraton

the concepts of Time Oak well. So I brought them to this new hotel and implemented them," Amro says.

Although he has mastered the Arabic kitchen well, Amro's speciality remains Chinese and oriental cuisine. "At Sofitel, I also collaborated on a French cookbook. I shared my Arabic recipes and customised it to French tastes and ingredients."

Going from a chef to a manager was not easy. "But you have to trust your team and give them everything they need. You have to train them well and communicate your ideas before you develop expectations from them."

With so much already achieved, where

does Amro want to go from here? "The opportunities are unlimited. I could stay here or move to other five stars or open my own concept restaurant. A top chef in Dubai told me it is time I had my own concept restaurant. But even if I start something of my own, I will still do the cooking. That's what my passion is."

Maybe someday, he could also be a celebrity chef on television. His first tryst with television invited pride and laughter from his wife. "The show was all done in half an hour. But when I saw the show on TV, I wondered how I managed it. My wife laughed when she saw me on TV," he smiles.

Amro doesn't forget to credit his wife for the support she has always given him. The two have a four-year-old daughter together. "My wife has struggled with me in my challenging times. She has been my support."

Challenges have been plenty, the toughest when Amro handled cooking for 2,500 guests daily for a week at the Sheraton. "It was South African cuisine week. We brought three chefs from South Africa and 50 kitchen staff from outside. It was a food festival. Our hotel had turned into a factory. That was the biggest event I had ever handled."

Amro is also a senior member of the Emirates Culinary Guild, which he considers his 'culinary family'. "I like to attend all their events. It's great to be a part of that family."

For young chefs aspiring to be like him, he has some simple advice – always listen to the seniors. "Do whatever you think is right but first you have to listen to what the seniors say. If they say something is wrong, ask them why it is wrong."

But more importantly, don't forget to dream. "You alone can make your dream come true. Don't rest on your laurels. Move on to the next dream," he finishes.

Sounds like a sure recipe for success!



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BISTRO

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HATS OFF TO BISCHOFF

Chef Patrick Bischoff, Director of Kitchens at the bustling Beach Rotana Hotel in Abu Dhabi, brings to fore an ideal mix of traditional cooking values and a positive attitude to nurture young talent. **Aquin George** tells us why he's been selected our Chef of the Month

It does not take long to realise you are in the company of a great leader who is honest, direct and one who is not afraid of humour. In the case of Chef Patrick Bischoff, it took me just minutes.

The man walks like an army commander, receives genuine respect from his team members, is quick to make jokes to keep you at ease and is willing to do whatever it takes to make the moment right. Be it cooking food, giving the final touches to a plate or simply posing for the camera, he has no qualms in taking the lead. Our quickest photo shoot in the last 24 months has to be with Chef Bischoff. All of 60 seconds is what it took for our Photo Editor to get his shot right.

So how does a Chef manage to get this close to perfection over and over again? From what we saw, it had to be his disciplined nature while maintaining a fair level of flexibility – a rare but potent combination. Here are edited excerpts from an interview:

Tell us about your childhood and why you chose to be a Chef?

I grew up in Alsace (France). By the age of 13 I was very clear in my mind that I

wanted to become a Chef. My mom and my love for food were major influences. I still remember, at that time we only used only local seasonal products, and the flavours were amazing. Till today I try some of my mom's recipes, but I can't get the same taste. By the age of 14, I joined a Hotel school in Strasbourg.

Your career as a Chef is quite amazing.

Yes, I would not change anything. I was 17 when I began as a Commis in Paris and since then I have worked in 12 countries. I've seen so many cultures, products, cooking methods and most importantly, I've seen many of my junior chefs grow in their careers. It makes me feel like a mentor. I'm also extremely happy to have found my soul mate Joanna in the hospitality industry, which for a chef this is a big plus.

What are your responsibilities as a Director of Kitchens?

Director of Kitchens is a big term. At the end of the day, I'm still the Chef, and that means you are basically in charge of everything, from the food production and quality, to recruitment, customer interaction and satisfaction, creation of new menus and promotion, keeping a close relation with all other

employees and managers from the hotel, controlling costs, participating in social activities, keeping a well maintained, operational and clean kitchen, greeting all your chefs on a daily basis (160 chefs), staying in touch with the service and stewarding team, keeping an open door policy, looking after each of them for their future career growth, enhancing and upgrading systems of working and cooking, but most of all, staying close to my team and smiling every day.

Could you share your most memorable moment as a Chef?

There can't be only one memorable moment in a career of 35 years. Cooking for a private function for Julio Iglesias in the Bahamas, having Roger Moore next to me cooking in Cannes at the Palm Beach with Omar Sharif, serving 3000 covers pre-plated in Paris, working with Chef Alan Ducasse and Chef Georges Blanc in Dubai, cooking for King Hassan II of Morocco, winning Chef Of the Year 2012 for Gourmet Abu Dhabi, these are all good memories and experiences.

What is your advice to young Chefs?

Young chefs must understand that they will have to make a lot of sacrifices. Being a chef is not as



Young chefs must understand that they will have to make a lot of sacrifices. Being a chef is not as glamorous as shown on a lot of TV programmes

glamorous as shown on a lot of TV programmes. Most of the time, a chef works when others are off; and this is not only evenings but also on all celebration dates ranging from New Year's Eve to Valentine's day and Eid.

But the best advice I could give, is that all young chefs must learn about the product, the ingredients, how to use them, how to cook them to get the best flavour, how to mix different ingredients, how to respect the product, where it comes from, last but not the least, to study all cooking techniques, which in our chefs jargon "master the eat" (grilling, poaching, steaming, roasting, pan-frying, slow cooking, braising, frying, vacuum cooking, boiling, stir frying, baking, etc.)

How was it using Nonions?

Regarding the taste, we have conducted blind tasting using fresh onions and Nonions and the results were the same in terms of flavour. Nonions is just like onions. Ever wondered how many litres of tears have been spilt by chefs peeling onions? That said our main reasons of using Nonions are it's a readymade very good quality product, very convenient to use for last minute requests and good for large banqueting.





Prawn Moilee

INGREDIENTS	
fenugreek oil	3 tbsp
lemon leaves	12
green chillies, shredded	2
NONIONS sautéed onion paste	40 gm
tomato sliced	1 large
turmeric	1/2 tsp
tiger prawns, shelled, tail left on	750 g

water	150 ml
coconut milk	200 ml
Juice of	1/2 limes

PREPARE MARINADE

- Heat the fenugreek oil in a large saucepan and toss in the lemon leaves and green chillies.
- Add sliced tomato into it and cook till the tomato softens, then sprinkle in the

turmeric. Add the **NONIONS** sautéed onion paste and cook for about 10 minutes, and stir to mix.

- Tip in the prawns, stir and fry for a minute or two and then pour in the water. Simmer until the prawns are just tender - about 5 minutes.
- Pour in the coconut milk, reheat and add a squeeze of lime juice to sharpen.
- Serve straight away.



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Wael Al Jamil

FROM DISTRIBUTOR TO PARTNER

HORECA Trade is in the midst of implementing a strategic growth plan which began with a renewed brand logo and a state-of-the-art distribution centre in Abu Dhabi. **Maria Kavalam** gets us a quick insight into the food service distributor's journey thus far and its goals for the future

HORECA Trade has come a long way in the food distribution space over the past decade. Since its inception, the organisation has steadily increased its portfolio of quality food products for the industry without ever wavering from its long-term vision to provide innovative solutions to the food service channel.

When Gulf Gourmet caught up with Wael Al Jamil, Sales and Marketing Director, HORECA Trade at his office, he says, "A decade ago we were a food service operator that was trying to be a part of the food solutions channel. Today we remain the same dedicated company; except now, we have arms to reach the whole nation as well as Saudi Arabia and the neighbouring GCC countries."

These strengthened arms have resulted in HORECA Trade looking at enhancing its brand perception as well as fortifying its presence in its operational markets. Talking about HORECA Trade then and now, Al Jamil says that today is markedly different from 2003, a time when concepts in the market were as minimal as the growth. "In today's market, the growth is phenomenal." He adds that he loves the fact he is a part of history being made.

PERCEPTION & EXPANSION

Just last month, the company revealed a brand new logo, which they call "upgraded" but is clearly a visual reaffirmation of HORECA Trade's seriousness about becoming the leading foodservice partner for the region.

Wael Al Jamil says, "The previous logo had just regular letters of the alphabet. Today it comprises of a chef hat, a fork and a beverage drink and that's really relevant to what we do. These are the products that would complement a kitchen or any food service operation."

At the time of the logo reveal, which was the first stepping-stone to a series of strategic initiatives, Hisham Al Jamil, Managing Director, HORECA Trade, had said, "I believe it (the new logo) has the strength and power to translate our dedication, dynamic relationship management, quality and upgraded services as we embark on this new journey."

What he clearly meant was there are many initiatives in the pipeline to help support HORECA Trade as a dynamic, reliable and focused partner.

One of these initiatives followed soon in the form of expansion – a brand new facility in Musaffah, Abu Dhabi to better serve their customers, distributors and all their partners. "With the growth of Abu Dhabi, it is essential for the organization to expand majorly within the capital," says Al Jamil. Their recent set up in Musaffah combines state-of-the-art warehouse facilities with offices that will be able to deliver effective service on a daily basis.

PARTNERSHIPS

Talking about maintaining a market leading partnership, Wael Al Jamil says, "The one thing that is different about us is our partnership. We look at each and every one of our stakeholders as a partner; starting with our employees to our suppliers to our customers, the community and of course our shareholders."

That's what makes us unique; that's our unique selling proposition. We try and improve the brand distribution and equity of our suppliers; we provide the best quality service to our customers who are essentially the most important entity of our business by improving their profitability and sustainability."

As for the community and stakeholders, he says, "We always try to give back to the consumer and make sure the end consumer is always serviced with the best product from a logistical as well as safety standpoint. We also make sure the profitability of our stakeholders is always on the rise for the generous investments they have made in our company."

To add to their supportive partnerships, the Emirates Culinary Guild (ECG) has always been a promising partner in all their endeavours. "ECG is the gateway to everything food related and their valuable recommendations makes them an integral part of HORECA Trade's success."

QUALITY SOLUTIONS

HORECA Trade is no stranger to our food service industry. The channel to some of the world's biggest brands including Lurpak, Pacific West, San Pellegrino, Maggi and Vegware, HORECA Trade believes in being suppliers of a solution rather than a product. "It's about how you can give a chef or a purchasing manager of a restaurant a solution of different products from different categories that would be tailored to meet their needs," says Al Jamil.

Horeca believes that their contribution to the market place is its constant strife to find innovative ways of giving its stakeholders improved sustainability, better service and of course, profitability. "We keep challenging ourselves every day to come up with innovative approaches to better the positions of our stakeholders," says Al Jamil.

With such a clear approach to business and a renewed value system, HORECA Trade is well on its way to becoming a leading food service partner.

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RAFFLING CULINARY INSIGHTS

This month, Raffles Hotel Dubai has two young Demi Chef de Parties vying for the top prize with their recipes for the Nestle Young Chefs Contest



S. Syed Ibrahim

S. Syed Ibrahim

Demi Chef de Partie at Raffles Dubai, is a proactive personality you just cannot ignore. When it came to creating a recipe for the contest, he remembered his grandmother's recipe for guinea fowl egg and went through all lengths to procure one. When he could not find it in Dubai, he sought his dad's help, who went to a remote village and purchased the eggs from a family who were not too keen on



Shaukath Ali K.P.

selling it. "This is a rare ingredient and the family who had it was keeping it for medicinal purposes. Thankfully, my dad convinced them and had it sent across to me in Dubai for this contest," he says.

Chef Syed is a quick learner, a hard-working individual and has a list of achievements that stand testimony to his skills as a Chef. He won two bronze medals and a merit at this year's Salon

Culinaire and yet he's disappointed – considering he had set a better benchmark at last year's competition when he took home a Gold and a Silver. "I'll do better next time," is all he says hoping his talent will do the talking for him next year. He's also appeared in a corporate cook book where top 18 recipes of young chefs from around the UAE were selected and featured.

The Indian national with a Diploma in Catering Technology and Applied Nutrition from IHM in Chennai is also a stickler for Food Safety and Hygiene. Apart from cooking, Chef Syed is also an avid carver especially vegetables. Talking about his entry into this career, he says, "My dad runs a college canteen and I grew up loving everything about food. He wanted me to become a medical professional but I wanted to

get into the food industry. On his advice I got myself relevant education and thanks to that here I am today."

Talking about the contest he said, everything about it was just right. Only hiccup was that they had created a recipe based on Nestle products they knew and when they received the box from Nestle the ingredients were quite different. "We quickly trashed our recipes to create new ones and we are quite proud of it."

Shaukath Ali K.P.

Demi Chef de Partie at Raffles Hotel in Dubai has over six years of experience in Bakery and Pastry in the UAE. He has previously worked at the Media Rotana Hotel right from its pre-opening days and grew up the ladder there. He then completed a year-long stint at the Bonnington Hotel JLT before moving

to the Raffles two years ago. He takes pride in his ability to place himself in responsible and challenging positions and enjoys proving his talent in pastry preparation. However, he's quick to add that he maintains his knowhow with an eagerness to learn new things and to work as a team.

Born and raised in the Indian state of Kerala, Chef Shaukath never ever thought of creating a career for himself in the kitchen. However, before he knew it, he had successfully completed a Diploma in Hotel Management from the Food Craft Institute (a government sponsored initiative) and joined as a trainee at a Techno Park guest house and specialized in bakery and confectionary. His skills quickly landed him a job at the luxurious Taj property

in Managlore, India and he was soon satisfying the sweet tooth of many of Dubai's food aficionados.

Contests are nothing new to Chef Shaukath who has been competing since 2011 and has many medals to his credit. Talking about the Nestlé contest he says, "I've been using Nestle products in my creations for a long time now. I had prepared a recipe in my mind and all the Nestle products I had expected turned up in the box barring one. The one which was different was KitKat mix instead of KitKat bars as I had never seen the powder version before."

About his recipe he says, "I tried to be different by showcasing all elements expected in a plated dessert from creamy to crunchy to make this a complete dessert."



PAN SEARED GUINEA FOWL WITH POACHED FOWL EGG, CURRIED HOLLANDAISE, SEASONAL VEGETABLES

FOR GUINEA FOWL

INGREDIENTS

Guinea fowl breast	175gm
Thyme	3sprigs
Salt	To Taste
Pepper	To Taste

PREPARATION AND COOKING

- ♦ For Guinea Fowl
- ♦ Marinate the Guinea Fowl breast with thyme, salt, pepper and sear it.

FOR FOWL POACHED EGG

INGREDIENTS

Guinea fowl egg	1no
Vinegar	10ml
Water	1000ml

PREPARATION AND COOKING

- ♦ Bring water in a saucepan to almost boil. At this point, add one or two teaspoons of vinegar to the water. Crack a fowl egg into a small cup, then place the cup near the surface of the hot water and gently drop the fowl egg into the water. Let sit for 4 minutes, until the egg whites are cooked.

FOR CURRIED HOLLANDAISE

INGREDIENTS

Nestle Curry mix	To taste
Egg yolk	1no
Butter	50ml
Vinegar	1tbsp
Salt	To Taste
pepper	To Taste

PREPARATION AND COOKING

- ♦ Beat egg yolks, add the white vinegar and beat in a double boiler until it thickens.
- ♦ Melt butter. Leave to cool a little, but beat it into the egg mixture whilst still warm.
- ♦ Add Nestle curry mix powder a pinch at a time and season with salt and pepper.

COCONUT SCENTED POTATO MASH

INGREDIENTS



Nestle Coconut powder	40gm
Nestle Potato powder	40gm
Salt	To Taste
Pepper	To Taste

PREPARATION AND COOKING

- ♦ Dilute the Nestle coconut powder with hot water, Add Nestle mashed potato powder stir it well until smooth. Season it. Finally finished with butter.

FOR VEGETABLES

INGREDIENTS

Daikon Radish	15gm
Artichoke	10gm
Carrot	10gm
Zucchini	10gm
Baby Marrow	6gm
Corn	5gm
Broad beans	5gm
Asparagus	10gm
Cherry tomato	5gm

PREPARATION AND COOKING

- ♦ Cut the Vegetables into fine shapes and blanch it. Finish with salt, pepper and butter.
- ♦ Daikon Radish cut it into rectangular shapes and parboil it. Finish it with seasoning and butter.
- ♦ Season the cherry tomatoes with salt, pepper, thyme and slow roast it.

FOR EGGPLANT CHIPS

INGREDIENTS

Baby Eggplant	4gm
Salt	To Taste
Pepper	To Taste
Oil	150ml

PREPARATION AND COOKINGS

- ♦ Slice the Baby Eggplant extremely thin and season it. Fry it in oil at a slow temperature.

FOR CINNAMON JUS

INGREDIENTS

Nestle Demi glaze powder	20gm
Cinnamon	3gm
Butter	6gm

Basil cress for Garnish

PREPARATION AND COOKING

- ♦ In a pot, add 20g sauce powder (4 Tbsp.).
- ♦ Add 1 litre of lukewarm water, 3gm cinnamon powder whisk to break lumps.
- ♦ Bring this mixture to the boil and simmer for 5 minutes, stirring occasionally. Check the seasoning. Finish with butter.

KEY LIME PIE WITH CHOCOLATE SMARTIES MOUSSE, LEMON AND MINT JELLY

FOR LIME PIE

INGREDIENTS

Nestle Condensed Milk	180gm
Egg yolk	30gm
Invert sugar	5gm
Corn flour	30gm
Lime pulp	75ml

PREPARATION AND COOKING

- ♦ For cream, combine all the ingredients and whip until a homogenous mix. Pour it in a flexi pan round mould. Bake it in a convection oven by water bath method at 150 degree Celsius for about 20 minutes. Keep it in freezer and demould, then spray it with white chocolate velvet colour.

FOR LIME PIE BASE

Nestle Coconut powder	20gm
FeuillIntine crisps	20gm
Nestle Kit Kat mix	20gm
White Chocolate	75gm
Rice crisps	10gm

PREPARATION AND COOKING

- ♦ Mix all the ingredients except chocolate and keep aside.
- ♦ Melt the chocolate at 30 degree Celsius, add the above mixture and make it into a thin layer then keep in a freezer for few seconds.

FOR ALMOND COCOA STREUSEL

Almond powder	38gm
Cocoa powder	7gm
Flour T45	28gm
Salt	To taste
Butter soft	38gm
Castor sugar	38gm

PREPARATION AND COOKING

- ♦ Mix all the ingredients until it gets crumble, and then bake it at 180 degree Celsius for around 10 minutes.

FOR TOFFEE ICE-CREAM

Milk	500ml
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Cream	50ml
Milk powder	25gm
Glucose powder	37gm
Stabilizer	2gm
Sugar	100gm
Egg yolk	80gm
Butter	30gm
Toffee cream	100gm

PREPARATION AND COOKING

- ♦ Boil the cream and milk; add 50gm castor sugar with stabilizer, glucose powder, milk powder and cook 1 minute.
- ♦ In a separate bowl, mix egg yolk and 50gm castor sugar to pour into the cream mixture. Cook it in a slow temperature until it gets thick. Add Toffee cream and mix it, allow it to cool.
- ♦ Transfer cooled mixture into an ice cream maker, follow the manufacturer instruction.

FOR CHOCOLATE MOUSSE

Whipped Cream	212gm
Dark Chocolate	125gm
Egg whole	37gm
Sugar	15gm
Gelatin	1leaves

PREPARATION AND COOKING

- ♦ Soak the gelatin leaves in ice water. Double boil the sugar and egg until it reaches 78 degrees Celsius.
- ♦ Keep stirring it, add the chocolate mix,

and then add the gelatine. Remove it from the fire and finally fold the cream pour in to flexi pan mould. Make two of these and keep it in a freezer until it sets after being sandwiched with Nestle chocolate smarties

FOR LEMON AND MINT JELLY

Lemon juice	150ml
Fresh Mint Puree	50gm
Water	50ml
Sugar	50gm
Gelatin	2leaves

PREPARATION AND COOKING

- ♦ Bring to boil water and lemon juice and sugar add fresh mint puree add gelatin then strain it, set in chiller.
- ♦ Cut it into cubes.

FOR GARNISH

- ♦ Chocolate stick
- ♦ Sugar ring
- ♦ Crushed Nestle Smarties
- ♦ Mint leaves



Best Bartender Presented by MMI



East Coast Competition Judges



Best Gastronomic Presented by JM Foods



Bread Showpieces



Chef Prasad and His Family

Scenes from the EAST

We bring you some of the moments captured at the second edition of the East Coast Culinary Competition held this summer.



Chef Prasad Received Special Award From Chef Thomas Gugler



Chef Ajith Best Pastry Chef Presented By London Dairy



Stuart and Rakesh Bar Judges



Chef Samantha Best Kitchen Artist Presented by Vito



Chef Songsak Best Hygiene Presented By Jhonson Diversey



Live Vegetable Carving



ECG Youth Marshalls



Gold Medal Winner for Arabic Main Course Static



ECG Members





Gold Medal Winner for Arabic Sweet Static



Live Cooking



Meridien GM Mr.Patrick with one of his medal winners



Mr. Helmy Received Champions Trophy Presented by Transmed



Mr. Helmy Recieved Special Award From Chef Thomas Gugler



Special Award to Chef Prasad from Mr. Helmy



Gold Medal Winner for Live cooking Fish & Seafood



Culinary Marshalls



Best Arabic Presented by Unilever



Chef Tarek and His Fujairah Rotana Team

thankyou



S.H. Ali Trading LLC
Hotel, Catering and Ship Chandler Supplies





DARWIN WONG

► **From:** Philippines

► **Position:** Commis 2

► **Best:** To know that people enjoy the food I cook for them!
 ► **Worst:** The stress of the job. Towards the end everyone is fatigued and so am I. Tempers flare!

► **Future:** Continue to work in the hospitality industry and ultimately start my own restaurant in the Philippines. I want to dish out food presented in a European style with distinctly Asian flavours!

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



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



BRIEFS OF THE CLASSES FOR ENTRY DUBAI WORLD HOSPITALITY CHAMPIONSHIP 2013

Resume Of Classes for Entry Class No. Class Description

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

Class 01: Cake Decoration - Practical

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

Class 02: Three-Tier Wedding Cake

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

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

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

Class 03: Pastry Showpiece

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

Class 04: Baked Good and Baked Bread Showpiece

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

8. Tasting will be part of the judging criteria

9. Typewritten recipes are required.

10. Maximum area w90 x d75cm

Class 05: Chocolate Carving Showpiece

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

Class 06: Fruit & Vegetable Carving Showpiece

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

Class 07: Open Showpiece

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

Class 08: Five-Course Gourmet Dinner Menu

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



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

Class 09: An Arabian Wedding Feast

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

Class 11: Practical Ice Carving - Team Event

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

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

Class 12: Practical Fruit & Vegetable Carving

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

NOTES ON THE PRACTICAL COOKERY CLASSES

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

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

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

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



Class 13: Traditional Arabic Mezzeh – Practical Cookery

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

Class 14: Emirati Cuisine - Practical Cookery

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

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

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

RULES AND REGULATIONS

NB:

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

PARTICIPATION

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

COMPETITION ENTRY

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



- Submit the completed form to the organisers.

CERTIFICATES AND LETTERS OF PARTICIPATION

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

HYGIENE

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

THE SECRETARIAT

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



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



BRIEFS OF THE CLASSES FOR ENTRY LA CUISINE BY SIAL 2013

Class No. Class Description

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

Class 1: Cake Decoration - Practical

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

Class 2: Three-Tier Wedding Cake

1. All decorations must be edible and

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

Class 3: Four Plates of Dessert

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

Class 04: Pastry Showpiece

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

Class 05: Baked Bread Showpiece

1. Freestyle display of a baked bread showpiece.

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

Class 06: Friandises Petites Four Pralines Nougatines

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

Class 07: Chocolate Carving Showpiece

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

Class 08: Fruit & Vegetable Carving Showpiece

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

Class 09: Open Showpiece

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



Class 10: Australian Lamb Five-Course Gourmet Dinner Menu

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

Class 11: Presentation of Tapas, Finger Food and Canapés

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

Class 12: New Arabian Cuisine

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

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

Class 13: Individual Ice Carving

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

Class 14: Ice Carving Team Event

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

Class 15: Practical Fruit & Vegetable Carving



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

Class 16: Fish & Seafood - Practical Cookery

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

Class 17: Australian Beef - Practical Cookery

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

Notes on the Practical Cookery Classes

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



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

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

RULES AND REGULATIONS

NB:

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

on the last page/s of this document.

PARTICIPATION

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

COMPETITION ENTRY

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

CERTIFICATES AND LETTERS OF PARTICIPATION

19. Ensure that your name (clearly written



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

HYGIENE

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

THE SECRETARIAT

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

COMPETITORS AND HELPERS

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

EXHIBITS

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



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

COMPETITION MARSHALS



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

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

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

LA CUISINE DU SIAL 2013 - BEST CATEGORIES

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



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

COPYRIGHT

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

DISCLAIMER

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

QUERIES

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

VENUE & ENTRY FEES

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

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

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

TROPHY ENTRY

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

The required trophy classes to be entered are:

BEST CUISINIER

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

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

BEST PASTRY CHEF

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

BEST ARTIST

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

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

BEST ARAB NATIONAL



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

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

CLOSING DATE

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

JUDGING AND THE AWARDS SYSTEM

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

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

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

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

The scaling for awards in all classes is as follows

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

US\$ 3 billion

what's your GCC market share?

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

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

Now you do the maths.

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

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

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

ABOUT GULF GOURMET

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

WHO READS IT?

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

REACH BY COUNTRY

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

MARKET SEGMENTATION

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

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Email: sabraham@winterhalter.ae

Date of Application:

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

First Name/s:

Nationality:

Civil Status:

Date of Birth: dd/mm/yy

Name of Employer:

Address in Home Country:

Work Address:

Tel:

Web Address:

Email:

Telephone Office:

Professional Title:

Fax Office:

Type of Membership Required: (Please tick one)

Tel. Home:

Corporate ☐ Senior Renewal ☐

Fax Home:

Senior ☐ Young Chef ☐
(under 25 yrs below)

Email:

Declaration to be Signed by all Applicants

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

Signed:.....

Proposed By:

Sig:.....

Seconded By:

Sig:.....

FOR OFFICIAL USE ONLY

Remarks:

Payment received?

Certificate Given.

Pin Given.

Medal & Collar Given

Approved

Approved

President.....

Chairman.....

Fees:

Young Member: Junior members will receive a certificate.

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

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

Corporate Member Dhs. 20,000 per year



I have a lot of respect for the farmers and growers still doing it the old fashioned way; hard work, patience, a little bit of luck and more hard work. I was recently in Jordan visiting my wife's family, which always includes a large group of the family gathered around a table enjoying feasts prepared by some of the best cooks using recipes that have been handed down through generations. It's truly a joyous occasion and the generosity and hospitality humbles me every time. I had a little more time during this visit to drive around the town, which is not for the light hearted – the driving that is, and made a little observation.

In the corner of every 3-4 block or so you will find a makeshift structure, ranging from a canopy to a large tent selling

freshly grown local produce. With the exception of a handful of items, almost everything was growing and ripening on the vine less than 48 hours ago. No over-sea shipping in chilled containers, no little stickers with a corporation's logo and no shrink-wrap/styrofoam packaging. The produce is usually displayed in well-arranged piles on a table and the root vegetables usually in wooden crates. The vendor is seldom idle. He is constantly polishing the fruit with a cloth and re-arranging them to make sure they are as appealing to the eye as possible.

So finally I could not fight the urge and stopped at the "fruit tent" down the street from our residence. An elderly man with a gentle smile and hands that were an unmistakable proof of many years of hard work in the fields stood up and

greeted me, "ahlan va sahlan" to which I replied the same. I walk around the tent surveying the produce and vegetables and all the while conscious of the old man's presence and anticipation to see what I was interested in. He was quite polite to keep his distance and not be pushy. Later at home when I took a bite of the nectarines I realised why he was not acting like a sales man, the fruits speak for themselves, and the nectarine was singing!

So as I was looking through the produce I came across some watermelons. I tried to look the part so I picked one up and tapped on it not sure what exactly I was listening for, and soon I realised that I was not doing a very good job as the old man approached me with a bigger smile, produced a little paring knife from his



**big
daddy's**
kitchen



It's delightful to meet and talk to people, especially in the food business, who are passionate about what they do. I am not talking about the cheap-suit sales guy who just wants to meet his quota and collect his 5% and he won't stop talking until you buy something. I am referring to the farmers, caretakers and cooks who are in direct contact with their products and often care more about the quality of their harvest than how much profits it will yield

(continued from page 65)

pocket, took the watermelon and cut a slice into it, very similar to how sushi-grade tuna is sampled at the Japanese fish markets.

He removed the small slice and asked me to take a bite... I was a little embarrassed at first, because I thought I had offended the old man by questioning the quality of his product, but I was later told that this is a normal practice referred to as the "knife condition", basically a guarantee that the product is good before you pay money. It made me wish some of the supermarkets back home would adopt the "knife condition".

So having tasted the delicious watermelon, I was confident enough to buy the whole lot now. Fifteen minutes later, I was at the cash register which comprised of a two pan scale, some weights and a small box of coins. The bills stayed safe in the old man's pocket. I did a quick calculation and figured back home I would be looking at around AED 500. As the old man inventoried everything and generously made sure

the balance is always tipped in the fruits favour, he scribbled down numbers on a small piece of paper.

Now I was a little curious, I had already blown my cover when I attempted to speak Arabic with the man and he put me at ease with his English that was much better than my Arabic. If I were going to get ripped off as tourists usually do, this would be it. I waited anxiously for the verdict while he finally wrote on a piece of paper 31 and quickly crossed to make it JD 30, that's about AED 150. I was a little taken a back as the number was much lower than my calculations and I even got a discount to round the number. I happily paid what seemed to be a bargain and started talking with the old man as a younger boy loaded the goods in to the car.

So as it turns out the tent has been there for about 10 years now, the old man used to run the farm, which now was being taken care of by his son. The young boy was the old man's grandson. What a simple yet efficient family business. Everybody does his or her part. The young boy learns the business side of things and learns first hand that only good product sell. He then serves his time in the farm doing the hard work of growing the product already fully aware that if his product is not good, he will not be able to sell it. As he grows

older and can no longer work the fields, will move back to the tent and enjoy the fruits of his labour.

This really got me thinking back to the "Food Heroes" and their lasting passion for producing good food, not for monetary gains but to contribute to the society. The symbiosis between food providers and consumers is a delicate link built on mutual trust. The consumers have a guarantee of quality and the vendors are guaranteed customers. I was very pleased to see that the big corporations have not been able to eliminate the little guys here and hope they never do. I fail to comprehend our need for artificial connivance and one-stop shops where you can pick up everything including TV-dinners and the TVs to eat in front of.

Unfortunately in some parts, long gone are the days where we know the name of our butcher, bakers or fruit vendor. I truly hope we can bring back the little shops, vendors, and growers and have once again at our disposal the most important ingredient, love and human connection to food.

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

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

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