

gulf

## gourmet

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THE DEFINITIVE GUIDE FOR CHEFS  
volume 8, issue 4**NESTLE  
CONTEST**Kempinski Mall of the  
Emirates makes the first move  
at the Young Chefs Challenge**SWITZERLAND  
ANYONE?**Find out how you could win  
an all-expense paid trip to  
Switzerland in May**New Chef  
On The Block**In conversation with **Bholanth Pandey**, winner of  
the 'Young Chef of the Year' at Salon Culinaire 2013**CHIEF  
SPEAK**J S Anand of  
Holiday Inn gives  
us his take on  
F&B operations**CHEF  
OF THE  
MONTH**Interview with  
Corporate Chef  
**Colin Campbell** of  
Abela & Co.**GINGER  
GUARD**Chef **Joseph  
Gomes** shares  
his recipes  
full of Asian  
flavours





# 1. Creative Tartelettes CONTEST



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Trip to Switzerland

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BURJUMAN

April 2013 Gulf Gourmet

## president's station

email [theguild@eim.ae](mailto:theguild@eim.ae)

Dear Fellow Chefs, Ladies and Gentlemen,

Welcome to the latest edition of Gulf Gourmet. Our Chairman Andy Cuthbert has won the most prestigious award we have in this country for an Individual F&B Professional – the Time Out Award for outstanding effort towards the industry. I am sure you all agree with me when I say that the judges made the right decision again.

While the Salon Culinaire 2013 is behind us (don't miss more Salon images in this issue), the registration is now open for the Burjuman Young Chef Competition from 19th – 25th May, and two of our partners are offering great prizes for the winners.

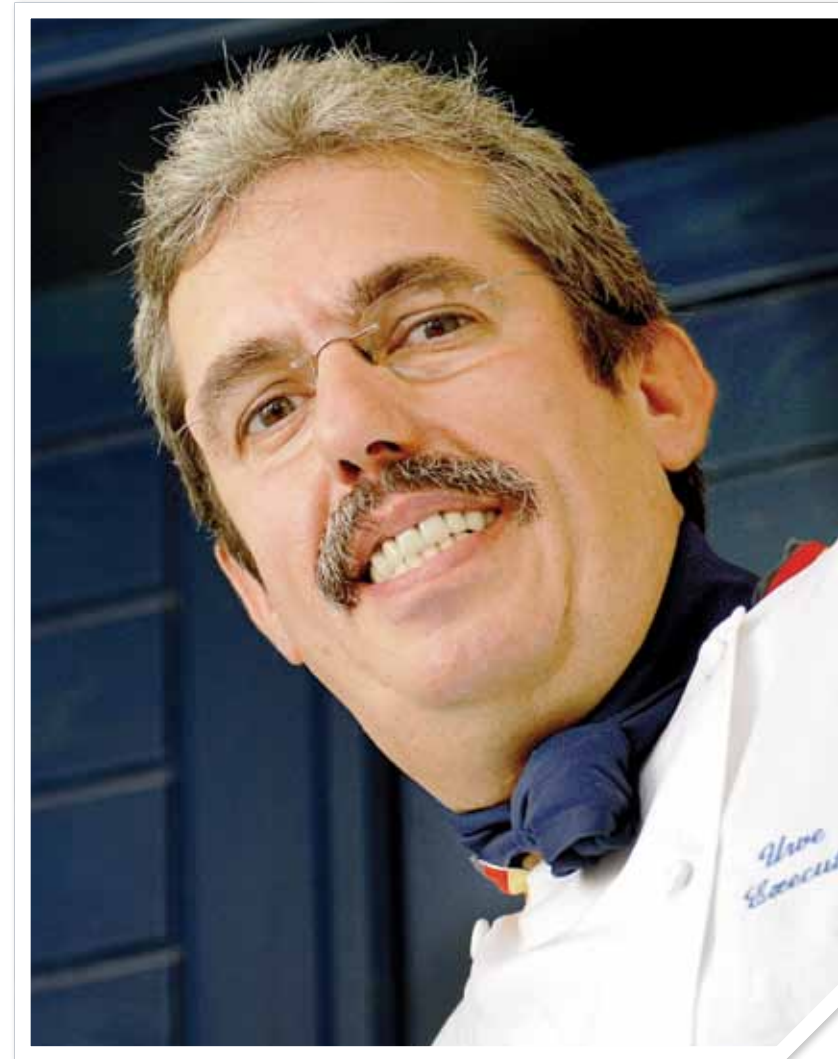
HUG Pastry Shells from Switzerland are inviting the winners of both Sweet and Savory Classes for a 5-day training trip to Switzerland, plus cash for 1st and 2nd runner ups.

Fanar is offering cash prizes for the winners of 4 Plated Dessert prepared with natural sugar and for the sugar free breakfast drink. If you have not decided to register yet, I am sure you will now.

Our next event is Dilmah High Tea Final on 15th April in Dubai and 17th in Abu Dhabi. We look forward to this great new event in our calendar. Even here, the winner gets a trip to Sri Lanka.

The Taste of New Zealand is on in full swing as well. Ronel Stembull from the NZ Consulate tells me how many amazing entrants they have received. Good luck to all the participants in all these events.

I have great news for November; the team is working on a fantastic new competition together with the Zabeel Hospitality team, the



organizer of the event. We will keep you updated soon.

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



And finally, a big thank you to Chef Salvatore and the Deira Movenpick Team for hosting the March meeting.

Culinary Regards,

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



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38 &gt;&gt;

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## editor'snote

email editor@gulfgourmet.net

There has been no better time than now for Chefs to showcase their skills and get rewarded for it. HUG in association with ECG, Gulf Gourmet and BurJuman is rewarding Chefs with a 5-day trip to Switzerland while another ECG corporate member is offering a trip to Sri Lanka. And all you have to do is prove that you are good at what you do.

There are also cash prizes from some sponsors while there are training trips from others. At last count there were 8-10 different competitions lined up in the coming months exclusively for professional chefs in the UAE.

My favourite is the HUG competition because it offers the trip to Switzerland and cash prizes and training all in one competition – for details turn to page 34.

If you are still on the fence about whether or not to be a participant at one of these challenges, then just take a look at the cover of this magazine and turn to page 28 to read the story of Chef Pandey. This 23-year-old is a Commis II at Atlantis The Palm and has won this year's coveted Young Chef of the Year trophy at Salon Culinaire.

Yes, the very same Salon that saw over 1,300 Chefs compete for various honours. He is not a prodigy from a Le Cordon Bleu nor has he trained under some 3-star Michelin Chef. All he did was garner support from his senior Chefs, participate once



to get the fear out of his system and then go back again to nail it spot on the following year.

You too could be the next big star but you will never know about it unless you take the plunge.

Another big event that's launched is the Nestle Professional sponsored Young Chefs Challenge with Kempinski Mall of the Emirates Dubai getting the ball rolling. Both Senthil and Dragan from Kempinski have set the benchmark quite high with their recipes and presentation. Read all about it on page 16.

Our Facebook page has been abuzz ever since the images from Salon were uploaded on to it. If you have won a prize at Salon, then feel free to tag yourself on the relevant picture online. It's only fair that your friends and family know all about your good work.

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

**Aquin George**  
Editor

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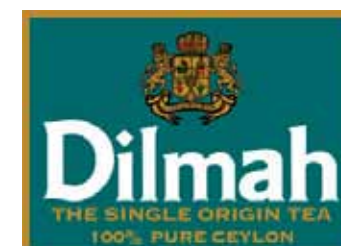
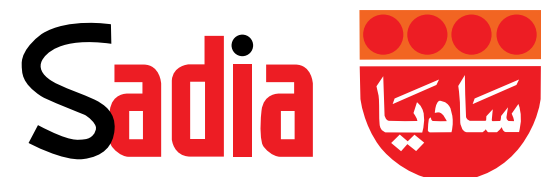
# friends of the guild



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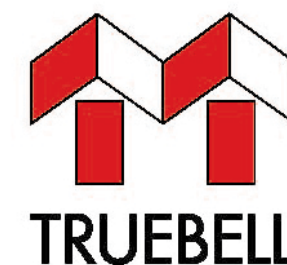
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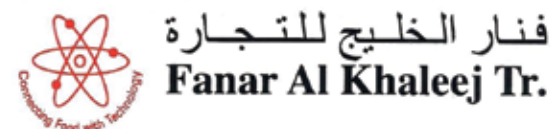
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## newsbites



### UAE team in Thailand

The UAE team led by Chef Poonsak of Park Regis and comprising Master Chefs Tushara and Asham, both from The Address, returned home victorious after they came third at the 1st Thailand Culinary World Festival Challenge last month. 15 international teams participated in the challenge where each team had to cook authentic Thai cuisine followed by authentic local cuisine from the country which they are representing.

The UAE team did exceptionally well in both cuisines but were bested by Singapore and Australia. Says Chef Poonsak, "Our team did a great job considering third among 15 top nations is no easy task. We had a great experience at the event and look forward to the next edition."



### World Chefs President Attends Glamorous ECA 15 Years Gala

The Egyptian Chefs Association (ECA) celebrated its 15th anniversary with a unique Gala evening, featuring the culinary talents of Egypt's Culinary Ambassadors. The event was attended by the President of the World Association of Chefs Societies (WACS), Gissur Gudmundsson, along with 150 distinguished guests. The scrumptious 5-course menu was served in the elegant Al-Hambra ballroom of the InterContinental Cairo Citystars. All the proceeds of the gala event will go to Chefs education.



### New Culinary Director at Kempinski Palm Jumeirah

Kempinski Hotel & Residences Palm Jumeirah has found a new Culinary Director in Deff Haupt. Since the beginning of January Deff has been overseeing the culinary creations at the Kempinski's stunning property on Palm Jumeirah.



Deff started his career in Germany in 1983. In the late 80's he had the privilege of working during six years with many of the most renowned Three-Star Michelin chefs in France such as Paul Bocuse, Joel Robuchon and Emile Jung. After his time in France, he spent five years in Sao Paulo, then returned to Germany in 1999 and opened as executive chef and partner the restaurant Theodor Tucher in Berlin, where he had the pleasure of serving politicians such as George W. Bush and Bill Clinton, diplomats such as Henry Kissinger, and other international celebrities.

Deff was invited to move to Abu Dhabi in 2011 to open the new Sofitel at the Corniche. Under his leadership, the hotel was awarded the title of Best Seafood Restaurant in Abu Dhabi by What's On magazine in its first six months of operation.

### Jumeirah restaurants win more awards

Jumeirah restaurants won four awards at the Time Out Dubai Restaurant Awards 2013 that took place last month. This includes Best Afternoon Tea, Sahn Edar, Burj Al Arab; Best Latin American, La Parrilla, Jumeirah Beach Hotel; Best Romantic, Pierchic, Al Qasr Hotel, Madinat Jumeirah; and Best South-East and Pan Asian, Voi, Jumeirah Zabeel Saray. A number of Jumeirah restaurants were also Highly Commended including Best Afternoon Tea, Al Qasr Hotel, Madinat Jumeirah; Best Brunch, Al



Qasr Hotel, Madinat Jumeirah; Best Family, Rivington Grill; Best Seafood, Al Mahara, Burj Al Arab; Best Steakhouse, Rib Room, Jumeirah Emirates Towers; and Best British,

Rivington Grill. Andy Cuthbert, General Manager – Madinat Jumeirah C&I and Jumeirah Hospitality won the Outstanding Contribution to the Industry award.

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





# Nestle **Young Chefs Challenge** takes off

Kempinski Mall of the Emirates was a last minute entry into the contest after another hotel was forced to drop out. Suprisingly, the lack of time was hardly a hindrance for the two young Chefs. They prepared brilliant recipes and recreated the dishes within the stipulated time much to the marvel of Nestle officials.

If you thought going first may have been a set-back for this team, think again. Their use of the products given to them and the design of the dish have been reproduced here for your benefit.

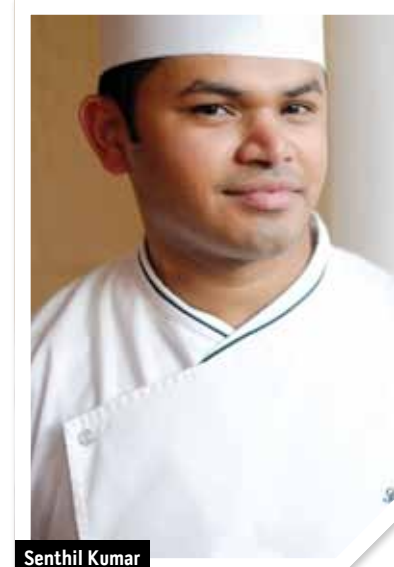
Here's a quick insight into the two marvellous contestants from Team Kempinski MoE:

## Dragan Susa

The 27-year-old Croatian-Serbian finished 4 years of high school and followed it up with 3 ½ years of university where he studied gastronomy. He worked in Belgrade, then on a Greek island and eventually joined Kempinski in Bahrain before being transferred to Kempinski Mall of the Emirates this January. The Chef who works in the Aspen kitchen says, his first Middle East was totally different having moved out from his comfort zone.

His overcame the challenges and enjoyed working across many kitchens together in one place with people from across cultures. The Chef De Partie says that when the contest started he was nervous about implementing everything inside the timeframe given but was happy to have successfully done so.

"We used every product provided to us. Trying curry mix in the dessert



Senthil Kumar

did not work like wasabi or chilli powder, however the use of coconut powder in the main course turned out really good."

## Senthil Kumar

This Sous Chef in his late 20s hails from the southern part of India. Having completed a 3-year Diploma in Hotel Management, he started his career in France. Here he learnt the finer nuances of French cuisine before returning to India to work for the Taj. Maldives happened soon after followed by Bahrain, his first stint in the region. He joined the Kempinski Mall of the Emirates around 2 ½ years ago and



Dragan Susa

is absolutely mesmerised by Dubai as a city. "You get all the world-class products here. Sourcing high quality food products here is like a dream. It does not matter which part of the world you want your ingredients from," he says.

Chef Senthil grew up watching his mom cook and he believes that observing her has helped him become a good chef at his core. Talking about the contest, he says, "We thought the time was too short but once we started playing with the products we realised we could do it faster than what we had envisaged."



DUO OF LAMB

INGREDIENTS

80 grams	lamb loin
120 grams	lamb rack
100 grams	<b>Nestle mashed potatoes</b>
20 grams	parmesan cheese
2 grams	saffron
10 grams	butter
20 grams	<b>Nestle coconut powder</b>
10 grams	dried coconut
1 medium size	zucchini
1 medium size	eggplant
1	red capsicum

1	yellow capsicum
20 grams	<b>Nestle curry powder</b>
100 ml	tomato sauce
10 grams	salt
5 grams	pepper
10 grams	parsley
5 grams	rosemary
5 grams	thyme
50 ml	olive oil
2	eggs
30 grams	flour
50 grams	bread crumbs

FOR THE SAUCE

20 grams	<b>Nestle demi glace</b>
5 grams	butter
10 grams	cherry tomatoes (approximately 10 cherry tomatoes)
10	mint leaves
5 grams	salt
2 grams	pepper

METHOD OF PREPARATION

- ♦ Marinate the lamb loin and lamb rack with a mixture of the herbs, olive oil, salt and pepper
- ♦ Make the crust mixture by using bread crumbs, **Nestle coconut powder**, dry coconut, parsley, the 2 eggs white, and parmesan cheese. Bread the lamb loin with the mixture.
- ♦ Heat the olive oil in a large sauté pan. When hot, cook the lamb rack to your desired cooked. Preheat the oven at 180 degrees and place the breaded lamb loin in the middle of the oven and bake for 15 minutes.

- To make the vegetable mille-feuille**
- ♦ Slice the capsicum, eggplant and zucchini
  - ♦ Marinate the vegetables with the **Nestle curry powder**, olive oil, herbs, salt, pepper and tomato sauce
  - ♦ Place the vegetables in layers in the oven dish and bake it in the oven for 10 minutes at 180 degrees.

- To prepare the saffron flavored potato fettuccini**
- ♦ Put the **Nestle mashed potatoes** in a bowl, add the parmesan cheese, flour, egg yolk, melted butter, salt and pepper
  - ♦ Mix the ingredients all together until you have a smooth texture. Leave the dough stand for 45 minutes
  - ♦ From the dough, slice fettuccini at the desired thickness.

- To make the sauce**
- ♦ Take a saucepan, add the lamb stock and bring it to the boil. Add the **Nestle demi glace mixture** beat by beat while mixing and continue to cook until you have a consistent sauce. Add the cherry tomatoes and mint leaves, leave to simmer for 5 minutes. Add and stir in the butter to finish the sauce. Season to taste before serving.



CRUNCHY COCONUT LAYERED MOUSSE

INGREDIENTS

200 grams	dry coconut
100 grams	<b>Nestle coconut powder</b>
200 ml	whipped cream
200 ml	<b>Nestle condensed milk</b>
300 ml	fresh milk
6 grams	gelatin
50 ml	mango puree
10 grams	green tea powder
100 grams	<b>Nestle Kit Kat mix</b>
30 grams	Nestle Smarties mini
100 grams	Isomole Sugar (color)
2 pinch	red colour powder
5 grams of	dark chocolate stick
2	spring gold leaves
30 grams	of fresh berries

METHOD OF PREPARATION

- ♦ Boil the fresh milk in a saucepan and add the **Nestle coconut powder**
- ♦ Stir until the powder is fully dissolved; leave to simmer for 5 minutes
- ♦ Add the **Nestle condensed milk** into the mixture. When the mixture comes to a boil, add the dry coconut.
- ♦ Sprinkle the gelatin over the milk mixture and let stand for 1 minute to soften
- ♦ Heat over moderate heat, whisking occasionally, until gelatin is dissolved (do not bring to the boil).
- ♦ Quick-chill the mixture by putting the bowl in a larger bowl of ice and cold water and stirring occasionally until it becomes smooth.
- ♦ Separate the mixture into three bowls
- ♦ In the first bowl add the hot mango puree.
- ♦ In the second bowl add the green tea powder
- ♦ Prepare a layer of Kit Kat flakes in three small shot glasses.
- ♦ Pour the three mixtures in the three glasses.
- ♦ Leave the mousse in the chiller for 15 minutes, garnish with smarties, chocolate sticks, berries and sugar candies.

**Note:** In the picture the glasses are disposed on isomole colored sugar





# 'My Chef must prioritise on correct purchasing strategies'

**J S Anand**, General Manager, Holiday Inn Dubai – Al Barsha knows exactly what he wants and is doing all it takes to ensure his hotel is successfully competing with the best in the business

**Could you tell us a bit about your career? How did it all begin and the journey thus far?**

My journey in hospitality began in the Indian market with brands like The Leela and the Oberoi. I started my career in sales and marketing and gradually went up the ladder. The opening of the first Marriott Hotel in India, which was a resort in Goa, gave me great exposure in understanding how to establish an international brand in the local market.

I then moved on to gaining exposure in South East Asia, mainly Philippines and Thailand. I took my forte in operations into a luxury property in Vancouver Canada, and 4 years later became the Regional Director of Sales with Hilton in Toronto and then General Manager of one of the Marriott properties in Toronto.

The recent move to Dubai has been very rewarding especially since this is a very strong, dynamic and vibrant market. The passion, dedication and commitment that the workforce in Dubai brings to the table are

absolutely impeccable.

**As GM of the property how involved are you with the F&B operations?**

I am actively involved on a day-to-day basis from conceptualisation to delivery. We are introducing new promotions and exciting new offers in all our F&B outlets and revamping all our menus. Our outlets will have menus with an outstanding new look with the introduction of eMenus. We are implementing websites for The Royal Budha, The Gem Garden and Gharana. We are upgrading our meeting rooms, introducing new audio visual technologies, along with an extensive selection of well-tailored DDR packages.

**Could you tell us a bit about the various F&B outlets in your hotel?**

Our hotel features a variety of fabulous dining outlets. The Royal Budha, our Thai Fine Dining restaurant, was nominated to the top 10 Fine Dining Restaurants of 2012 across the Middle East and North Africa (MENA) by TimeOut in

the South Asian category.

Gharana our specialty Indian restaurant with live music was nominated to be among the leading 3 Asian Restaurants at the Masala Awards for 2012.

The Gem Garden is an all-day dining restaurant offering continental cuisine. Our sophisticated Sports bar, The Q is designed to deliver a winning blend of entertainment and atmosphere. Indulge in a hearty game of pool or watch a live sporting fixture on massive cinema screens. And finally we have our roof top shisha terrace Xennya and the Dolphin Bar which offers views of the Burj.

Our 6 naturally day-lit meeting rooms with state of the art equipment and dedicated on-site technical assistance for business meetings and casual gatherings add to our offerings.

**Which is your favourite among these and why?**





In general any outlet that serves great menus in terms of variety, quality and freshness would be my favourite.

**Could you tell us how you work with your executive chefs in devising new concepts and promotions?**

We work very closely in developing our concepts based on our analysis and capture ratio and try to stand out in terms of our innovative concepts. Also every time we try new cuisines it is closely monitored by our marketing team as to the happenings in the city and always trying to create strategic alliances.

**What is your brief to your Executive Chef?**

The brief is to always maintain high quality of ingredients and make sure he selects the best suppliers and does not compromise on our food quality. It should be in line of maintaining our food cost at required level. To prioritise on correct purchasing strategies and keep consistency on staff education in HACCP and good food control.

**How important is the relationship between the GM**

**and his Exec Chef?**

The relationship is crucial with every member of the operations team specially the outlet managers and the chefs of the individual outlets in understanding guest needs, taking feedback at every level, implementation of feedback and suggestions through brand voice and also social media, and brand website.

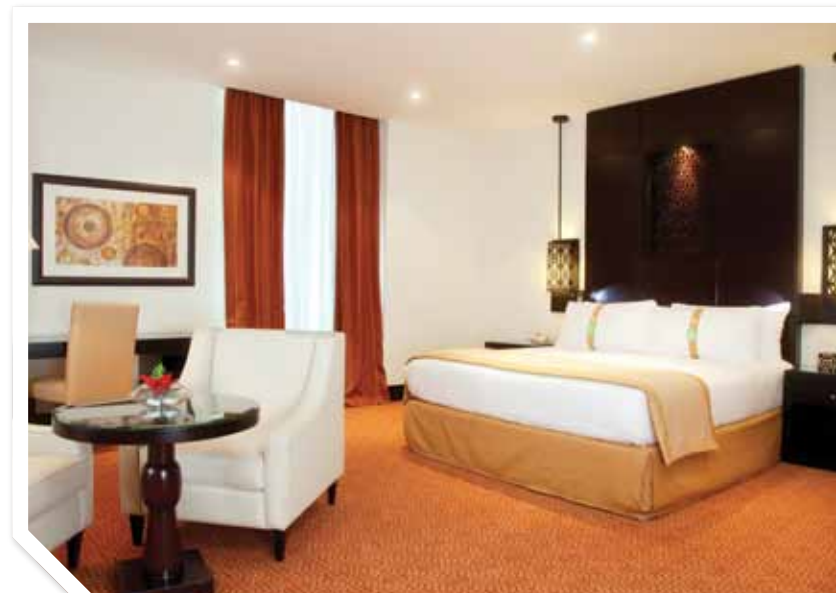
**Have you been so impressed**

**with a concept in another hotel or resort that you would like to introduce it in your property?**

Yes, but not every concept will fit into any hotel.

**Is there a novel F&B concept of your own that you would like to bring to one of your property someday?**

Yes and it requires adequate analysis for further implementation. It's in the pipeline...



# The most prestigious culinary event will soon be born in Dubai



## WATCH THIS SPACE!



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Abela & Co's Corporate Chef **Colin Campbell** is responsible for a team that dishes out 100,000 meals a day. We find out how he manages menu matrixes and client relations with so much confidence

**Could you tell us a bit about your career?**

I studied law and my ambition was to become a lawyer. However, hospitality was my destiny. With the help of my uncle, I began working in the UK at a hotel front office and kitchen eventually happened. I then worked in Spain before going back to South Africa. There was a passion for the industry as a whole and I was fortunate to come under the mentorship of the dynamic Kevin Dereik. I spent a considerable amount of time working in his kitchen relearning the basics but it paid off. And I never looked back since.

**Is law a part time hobby for you now?**

It's just a memory now (laughs). It's quite difficult for a lot of young chefs at the age of 17 or 18 as they do not know what to do. Most of them use influence and choose their careers. It was a similar situation with me too.

**How did Dubai happen?**

I came to Dubai in 2004 to work for the Dubai Country Club. I was the last chef there and after that I was fortunate enough to arrive at Abela, which is catering and is completely different from what I was doing. It is a different dynamic – large volumes, corporate environment, multiple brands, contracts from varied industries and sizes.

**What is your role these days?**

I spend much time outside the kitchen now. Most of my time is spent on menu management, menu planning, menu matrixes, costing, spending, time standardising, consistency, meeting contract clients, getting feedback and endeavouring

for the best possible results.

**What is it about the catering business that you enjoy?**

Be it a big or a small kitchen, they are quiet organic. The great thing of working in a kitchen is that there will always be challenges. In this part of the world, the challenge is bigger because of the multi-cultural aspect, different languages and different levels of training. This is why we have a very strong educational aspect. The Chefs Academy, which is in house, was developed 5 or 6 years ago to provide comprehensive training.

That apart it is great to interact with people ranging from junior cooks to retail and corporate clients. We feed staff to most of the 5 star hotels. We have operations in Dubai, a new central kitchen in Abu Dhabi, we are in Qatar and Egypt and it's very exciting to be a part of the team.

**How big is the volume of things done at Abela & Co.?**

The Dubai production house alone does about 36,000 meals a day which is quite a high volume. On the whole I think we cater about 100,000 meals a day. We have an Executive Sous Chef for each centre



It's quite difficult for a lot of young chefs at the age of 17 or 18 as they do not know what to do. Most of them use influence and choose their careers

and cover industries ranging from higher education to petroleum and even hospitals.

**What is your biggest challenge today?**

Because we have such a diverse range of clients it's always a challenge to keep everyone happy. Also keeping it young and vibrant, keeping it fresh, maintaining the variety, it's all quite challenging. The selling process in contract catering is different and getting this right gives us immense satisfaction.

**How does Abela and Co. maintain this level of vibrancy?**

Our executive management is very good. They are incredibly supportive of the staff and are inspiring them to embrace new ideas.

**How was it using Nonions in your recipe?**

We have been using Nonions for about 2 or 3 years now. I think we are one of its biggest consumers. It's an excellent product, has got good flavour, is easy to use and works very much in our favour. The packaging is excellent for large caterings. We can store them in boxes and don't need chiller space. If we were processing raw onions, we would be processing 1,400 kgs a day. This creates challenges related to hygiene, machinery, water, and so on.

This thankfully has been a one-stop solution and is a very good product. We have never had an issue with the standard as they have maintained quality and consistency all these years. It is obvious that the guys at Nonions are very proud of their product.

AYE AYE  
**CAPTAIN!**



April 2013 Gulf Gourmet



## Honey-mustard and Nonions Roast Chicken

### INGREDIENTS

Whole Grilled Chicken	cut into 4
Season chicken and set aside	
1 tsp	Dijon mustard
3 tsp	Pouring honey
50 grams of	Nonions
	(ready to use from packet)
As required	Corn Oil

### PREPARE MARINADE

- ◆ Add mustard, honey and Nonions to a blender
- ◆ Pulse-drizzle corn oil slowly until a liquid consistency is achieved
- ◆ Place seasoned chicken plus marinade in sealable portion bag
- ◆ Shake well, seal and refrigerate for at

least 4 hours (longer is also good)

- ◆ Once marinated, remove from bag, place on oven racks.
- ◆ Pre-heat oven to 190C (375F)
- ◆ Roast chicken for approximately 60-70 minutes
- ◆ Make sure chicken is cooked – gently pierce making sure juices run clear
- ◆ If you have a core probe – check core temperature at thickest part (must be 75C)

### Lentil

#### INGREDIENTS

1 cup	red lentil
Vegetable stock cube (you can make your own)	
20 grams	Nonions
2 cups	water

#### PREPARE LENTIL

- ◆ Cover lentil with stock and cook – approx 20 minutes (until soft)
- ◆ Keep aside half of the cooked lentil
- ◆ Add cream and Nonions in pan – heat gently, blend using stick blender

#### FOR GARNISH

- ◆ Sweat mushroom (quartered), pearl onion and cherry tomato

#### PLATE

- ◆ Add cooked lentil
- ◆ To this spoon creamed Nonions and lentil puree
- ◆ Add or place garnish as required, decorative effect
- ◆ Place chicken as required
- ◆ Top with warmed Nonions and garnish with sprig of coriander or parsley
- ◆ Dust plate with spices for effect (optional)



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# A good day for PANDEY

**Bholanath Pandey**, from Atlantis The Palm, won the 'Young Chef of the Year' trophy at Salon Culinaire 2013.

**Aquin George** met the upcoming Chef for a tête-à-tête

It is always tricky interviewing a young Chef. Unlike Executive Chefs who share years of experience and give advice to others, young stars just have aspirations and the determination to be the best. And of course, the medals to prove, that they have an edge over their peers.

Meet Chef Bholanath Pandey, one such young Chef. Not just any young Chef, but the winner of the Young Chef of the Year 2013 at Salon Culinaire in Gulfood. Winning this medal is a sure shot way of knowing that you have what it takes to cook good food, present it well and get international judges appreciating the taste of your cooking. And of course earn a place on the cover of this magazine.

I caught up with the young lad at his hotel, Atlantis The Palm, Dubai inside Plato's, their traditional Arabian Coffee House. Finding himself surrounded by a journalist, a PR Manager and Roshan Fernando, his Executive Sous Chef, Pandey did everything in his power to show that he was not all nerves.

During our short conversation the 23-year-old reveals that he was born and raised in a remote village in Nepal by his dad, who is a farmer and his mom, who is a homemaker. One



The first time was a bit scary. My hands were literally shaking. This time I was very confident and it was much easier for me

of six children, his elder brother too is a chef and was the first to leave the country to dabble in professional cookery. His elder brother did a stint in Qatar and later returned to Nepal to start his own restaurant.

Is that why he became a Chef too? Was he following in his brother's footsteps? "Nothing like that," is his quick reply. He says, "I just like to cook."

The Commis II elaborates by saying, "From a very young age we began cooking with our mother. Sometimes when mom used to go out, we would help with the cooking in the house. I did this right from the age of 9."

Chef Pandey studied until the 10th standard in Nepal and then went to Goa, India where he worked as an apprentice for 9 months in a restaurant.

So how does a school-going youngster decide to pack his bags and move into a different country in his quest for a job?

"I had a friend over there," is his short and simple answer.

Moving up the ladder was not all that difficult for the ever-smiling and pleasant looking Chef. During his apprenticeship, a Chef from the Radisson in Goa happened to taste his food and liked it. "That's when I joined Radisson, where I worked for six months. I left because the Chef had resigned and joined the Holiday Inn, also in Goa. I just went along with him. I worked there for 8 months and left again to follow my Chef into the Goa Marriott Resort where I worked for a year."

Two years ago he got a call from a friend, who was working at the Atlantis and that's how he landed here. Talking about the difference between working in Goa and Dubai he says, "In Goa my focus was on Indian cuisine, in Dubai its multi-cuisine. That's the difference."

In his current role at Atlantis The Palm, Chef Pandey works for the banquet. Here he works on Indian cuisine as well and Western and sometimes Arabic. He says, "I work with my own







willingness. I am allocated for the Indian section but we have other sections – Cold Kitchen, Asian, Indian, Western, Arabic and Artistic. We help out in all sections wherever manpower is required.”

His Executive Sous Chef is also all praise for him. “Pandey is a real motivator. He is always trying to learn and is a fast learner,” says Chef Fernando.

This year was Chef Pandey's second attempt at the coveted prize. “My first competition was the 2012 Salon Culinaire where I won the bronze medal for the live cooking category for fish. Chef Fernando had asked if I had an interest in joining the competition. I said yes, I wanted to do something new.”

Explaining the difference in

experience between last year's competition and this time, he says, “The first time was a bit scary. My hands were literally shaking. This time I was very confident and it was much easier for me.”

His winning formula he believes was his experience and well-thought out recipes. “We have to make our dish within an hour and practice makes you perfect. I actually practiced the same dish like 10 times. We started practicing a month before and we would spend 2-3 hours every day after 9 hours of duty.”

Chef Pandey had to successfully participate in three competitions to bag the title. He took part in Live Cooking – Beef, Emirati Cuisines and Practical Butchery. He won the silver for the live cooking and the practical and won a bronze in Emirati cuisine.

# 59

“We improved our performance this year too by walking away with 59 medals”



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When it came to medal tally he had tied with the Indonesian Chef from The Atlantis (featured in the March 2013 issue). Thankfully the score tally went in Chef Pandey's favour.

From what we heard, Chef Pandey's winning advantage at the competition lay in his cooked beef curry, which was both different as well as tasty. In the practical butchery, his arrangement in a black tray was well received by the judges.

"Credit goes mainly to Chef Fernando who helped me improve my dishes and ensured I had a winning plate right from the get go," he says.

The Atlantis has always had a phenomenal success rate at the Salon Culinaire. Chef Fernando says, "We began participating three years ago and the first year was a struggle since everyone was new. We received a lot of support from the management and last year we won the best hotel award. We improved our performance this year too by walking away with 59 medals, the highest tally by any hotel. 40 chefs participated this year and we have bigger plans for the coming year."

The Chefs are already working on their mistakes with their VP and are looking at the possibility of organising an internal competition at the end of this year. "Some of the chefs who are really young have never seen a culinary competition and that's why we want to give more training, more practice," says the Chef.

If this pace is maintained, it wouldn't be surprising to see yet another Chef from Atlantis The Palm, grace the cover of our magazine next year as well.



# Creative Tartlettes Contest comes to the UAE

After Germany and Switzerland, HUG – one of Europe's most trusted food service brands – brings its popular contest to Dubai this May. We find out how chefs can participate and also talk to **Andreas Hug**, Chairman of the Board



## Could you tell us about HUG's contest and the idea behind it?

More than 10 years ago, we started the 'Creative Tartelettes Contest' in Germany and a year later in Switzerland. We believe that we produce very good tart shells, which are of the best quality, with the best raw materials, and available for every occasion. That said the tart shell (we call it tartelettes) without a nice filling/décor is not a big deal. We need open minded and creative chefs and pastry chefs. Our tagline for the tart shells, "We bake – You fill" is maximised through this contest.

## What does HUG aim to gain with this contest?

Of course, increasing our brand recall value is a major aim with this exercise. However, that's not the only aim. A big part of this contest is to showcase to the chefs/pastry chefs the never ending possibilities that you could prepare with our tartelettes. We try and help them to think out of the box and be creative and understand the various



advantages of using our tartlettes, say for example long duration of the filled tartelette.

## How long has HUG been present in the UAE market?

We started by partnering with Aramtec 10 years ago.

## What was your biggest challenge as a supplier?

One of our biggest challenges was distribution. We are very happy that we solved this challenge in the UAE with Aramtec. Aramtec is well-known in the UAE and is a fantastic distributor for us with access to all the professional kitchens. Also important is the spirit and the understanding for food service of the Aramtec employees. We are "never" out of stock and that's one of the most important points. Chefs like to have the products at the right time, in the right amount in the right condition. We guarantee it.

## What is your hottest selling product?

It's different from market to market.

We produce from small to big tartelettes in different shapes, flavors and doughs. In the UAE smaller tartelettes are more popular because there are a lot of events / receptions wherein they are used creatively.

## What is HUG's USP? What other advantages do you bring to the table?

We have an own 'Charta of Raw Materials'. We believe that this is getting more and more important. Our Raw Material Charta guarantees that raw materials are left as natural as possible. We use free-range eggs, non-hydrogenated vegetable oil from sustainable sources and we use as few additives as possible. In addition, all our products are free from preservatives, artificial colourings and flavourings and contain raw materials produced without genetic engineering.

Furthermore, all of our tartelettes are coated and guarantees crispness that endures. When catering for large events, our tartelettes can be

prepared with hot or cold fillings hours before the guests arrive.

We also guarantee a functional packaging design. In fact, the packaging is so strong that the tartelettes can be filled and transported without the risk of damage. Many chefs even bake the tartelettes in the blister packs.

## How did you enter the business of food? Has food always been a passion?

That's a long story. To make it short, more than 130 years ago, HUG's company history began in a bakery in Lucerne/Switzerland. Josef Hug-Meyer laid the foundation for success in 1877 when he invented the Zwieback or Rusk. Since then, a number of delicacies have been added, some resulting from company acquisitions, including spiced biscuits, cracker, frozen snacks, bricelets and of course restaurant bakery goods. Today we are into the fourth generation, represented by my brother Werner and myself.



Food has always been a passion for us and that's the base to be successful in this business.

### Which countries do you operate? How big is UAE and the GCC market for HUG?

We operate all over the world. Our focused markets are of course Switzerland, Germany, the United States of America, the UAE and 4-5 other countries.

### How has growth been year on year?

We have a total turnover of CHF 120 Mio. 30% of it is from Food Service. Our main market is Switzerland with cookies. With our restaurant bakery goods we are growing all over the world. It's proof that we are on the right track with our marketing strategy. Our aim is not to grow too fast. We like to grow slowly and operate in a sustainable manner.

### In the years to come, what new products are you looking at launching do you intend to launch?

We just introduced our 'Mini Snack-Tartelettes assorted'. In this mixed box you find 5 blisters. Each blister has a different flavour and colour. The flavour is not very strong the natural colour is more important because the chef is responsible for the flavour. The colours are: green (spinach), red (tomato), yellow (curry), light brown (standard) and brown-black (olives).

Each year we launch at least one new tartlette.

### How has ECG helped?

ECG helped a lot. It's fantastic how open minded Uwe and his team are. We are already sponsors of the Culinary Guild in Switzerland and Germany. For us it was just a question of time before we joined the ECG. After a few months we realised how well-organized the ECG is and we like it very much. We have been very impressed of the world record of 2,847 chefs in one place



Chefs are very honest and open minded. We love to work with them

in Dubai. It shows us the power the ECG yields. Congratulations again for it. We are very happy that the ECG has supported the "Creative Tartelettes Contest" here. With the ECG we are sure that the contest will be as successful as it already is in Switzerland and Germany.

### How are the chefs you deal with here?

Every chef is of course different. We are always impressed by the chefs. They work a lot, they work hard and ensure good quality. Chefs are very honest and open minded. We love to work with them.

### What kind of growth do you foresee in the near future?

As I told you before, we like to grow slowly and prefer to operate in a sustainable way. We believe in the UAE-market and will push it together with our distributor Aramtec.

### Tell us about yourself.

Well, I'm not as interesting as our products (smiles). My brother and I are in the 4th generation of our family owned company. In my free time I like skiing and hiking very much. I also play trombone in a band and of course I like to go out to nice restaurants and enjoy the creativity of the chefs.

### Finally any trends you see in the industry?

Trustworthy and safe products of the highest quality are always the need of the hour and therefore we stand with our brand HUG.



## Want to win a trip to Switzerland?

Swiss Tartelettes producer HUG is bringing its successful "HUG Creative Contest", this time to the United Arab Emirates. The contest has been considered one of the most successful contests in Switzerland and in Germany for over 10 years.

The winner of both categories, 'Sweet' and 'Savoury', will be invited to Switzerland for 5 days, inclusive of airfare, accommodation, etc. The first two places will receive AED 2,000 in cash, and 3rd place will receive AED 1,200.

All finalists will receive an ECG certificate and a small gift. The winners will also receive the official ECG medals.

As in Europe, there is only one requirement in the UAE too: to use the defined HUG Tartelettes. The participants can choose between the sweet task OR the savoury task. The professional contest is geared toward pastry chefs and other chefs.

### The task

> You choose either the 'Sweet/ Pastry Chefs' category or the 'Savoury/Chefs'



### > Using HUG Tartelettes create the following seven plates:

1. Produce three different plates, each containing two HUG Tartlettes (sweet or savoury); i.e. six shells in all, each with a different filling. These three plates can be made in the place of work and brought to the event for static display.

2. Produce in real time in the event kitchen two plates each of two different desserts or savouries each

plate to contain two HUG dessert or savouries shells. These four plates will be used for exhibition, tasting and judging.

3. Time allowed in the event kitchen: forty-five minutes.

### Contest process/application

Register for the contest with the Emirates Culinary Guild: [www.emiratesculinaryguild.net](http://www.emiratesculinaryguild.net) or via HUG Tartelettes Distributor Aramtec, [www.aramtec.com](http://www.aramtec.com). Deadline is 11 May 2013.

The final will take place in Burjuman Center, Dubai on 19 – 20 May 2013.

### The jury

The jury will be selected by World Association of Chefs Societies [www.wacs.org](http://www.wacs.org)

### Questions

Contact Josephine at the Emirates Culinary Guild on 04-3403128 or email [theguild@eim.ae](mailto:theguild@eim.ae). You could also contact Riyadh Hassan of Aramtec on 050-7648434 or email [riyadh@aramtec.com](mailto:riyadh@aramtec.com)

For recipe ideas log on to [www.hug-rezepte.ch](http://www.hug-rezepte.ch) or connect with HUG on [facebook.com/hugfoodservice](https://www.facebook.com/hugfoodservice)





# BROWN IS BETTER

Chef **Joseph Gomes** shares his recipes full of Asian flavours using his favourite ingredient, ginger

## What is your specialty?

My specialty is Indian cuisine with Asian Fusion.

## Could you tell us a bit about your previous experience?

I have been in this profession for over two decades. I originally hail from Kolkata, the city of joy, but my career took off right here in Dubai with Abela Emirates. At that time I had to put in a lot to learn proper cooking techniques.

I moved to Al Bustan Rotana as a Commie where I worked in the banquets and all-day dining. Working at Rotana was a turning point in my life. It was here that I learnt about international cuisine and how it can tie into various theme nights.

All my senior chefs supported me. I then moved to Grand Hyatt in Muscat as a Chef de Partie for its Italian kitchen followed Shangri-La Barr Al Jissah as Sous Chef.

I then moved to the UK for a few years to further enhance my culinary skills following which I returned to the Middle East to be part of the Yas Island Rotana's pre-opening team.

I now work at the City Seasons Hotel in Dubai. We just implemented my new menu as the new Seasons restaurant.

## What is your favourite cooking ingredient?

I love to work with ingredients that add a touch of Asian flavour; like lemon grass, ginger, fresh coriander, fresh whole spice, fresh coconuts, mustard oil, peanut oil, soy bean oil. Of these my favourite is ginger.

## Why do you like this ingredient so much?

There are many reasons. It goes well with most Indian and Asian dishes and is easily available in any supermarket. It adds a nice flavour, is great for digestion, and is absolute value for your money.

## How does this ingredient enhance the dishes you create in terms of flavour, colour and taste?

Indian spices and Asian spices have a lot of commonality. Ginger being one of them. It can help change the

colour and taste of any preparation from basic tea to gourmet cuisine. It can turn a bland dish into an interesting one.

## How you were first introduced to this ingredient?

My first gourmet experience with this ingredient was at the Al Bustan Rotana during the curry night. I learnt a lot of new techniques for using this ingredient which added to all the awesome cooking lessons I got from my mother. In fact, I have even implemented my mother's recipe in five-star cooking and it's turned out fantastic.

## From where do you get the best quality product?

The beauty of this product is the good quality ginger is easily available at most supermarkets and grocery stores in the region.

## How versatile is ginger and in how many kinds of dishes and cuisines can these be used?

Ginger can be used across cuisines and add an element of interest to almost any dish be it a soup or a heavy-duty meat preparation.

## If, for some reason, you cannot get this ingredient, then is there a substitute available?

Not really. Ginger is an absolutely understated ingredient that has its space in almost every Chef's kitchen.



Indian spices and Asian spices have a lot of commonality. Ginger being one of them. It can help change the colour and taste of any preparation from basic tea to gourmet cuisine





## Chicken Soup

**Mulligatawny Soup with chicken and rice, papaddum basket**

### INGREDIENTS

Red split lentils	500g
Chicken stock	800ml
Ground turmeric	1tsp
Potatoes	200g
Cloves garlic, peeled	6nos
Ginger, peeled and coarsely grated	3nos
Water plus	9tbs
Green apple	1nos
Chicken breast or thigh (i used thigh), boned and skinned	300g
Tsp salt, divided	as per as chef
Freshly ground black pepper	4 nos
Canola oil or other vegetable oil	3tbs
Ground cumin	2tsp
Ground coriander	2tsp
1/4 To 1/2 tsp cayenne	1/4 to 1/2tsp
About 2 tbs	lemon juice

Papaddum basket with rice and chicken

Papaddum	2 nos
Basmati rice	100g
Chicken	200g

### METHOD

- Makes approximately 8 to 10 1-cup servings
- Combine lentils, chicken stock and turmeric in stock pot or large saucepan and bring to a boil. Cover, leaving lid slightly ajar, turn heat to low and simmer 30 minutes.
- While soup is simmering, peel potatoes (i leave skins on) and cut into 1/2 in dice. After 30 minutes of cooking, add potatoes and continue simmering another 30 minutes with lid slightly ajar.
- Put garlic and ginger in electric blender or food processor with 9 tbs water and blend into a smooth paste.
- Remove all fat from chicken and cut

into 1/2 in dice. Put chicken in a bowl. Sprinkle 1/2 tsp of the salt and some pepper over it and toss to mix.

- After the soup has cooked for 60 minutes total, puree. Add remaining 2 tsp salt and mix.
- Pour oil into empty skillet or saucepan over medium heat. When oil is hot, add the garlic/ginger spice paste, the cumin, coriander and cayenne. Fry, stirring continuously until spice mixture is slightly browned and separates from the oil. Put in the chicken pieces. Stir and fry another 2-3 minutes, until the chicken pieces become opaque. Add 16 oz of water and bring to a boil. Cover, turn heat to low and simmer for 3 minutes or until chicken is cooked. Add to the puree's soup and add lemon juice. Taste for
- Seasoning. Simmer soup very gently for another 2 minutes, and garnished with papaddum and basmati rice.

## Starter

**Chicken lolly pop with tangy BBQ sauce, Mellon ball, and mint chifinodo**

### INGREDIENTS

Fresh chicken wings	1large
Garlic	6nos
Inch piece ginger	2nos
Chillies (not the very hot ones)	6 nos
Soya sauce	1tblsp
Red chili sauce	1/2tblsp
Purposeflour	1/2 cup
Cup cornstarch	1/4
Egg	1nos
Red food color	1/4tsp
Salt to taste	as per as chef
Oil	for deep fry
Rock melon ball	6 nos
Fresh mint	7 leaves

### METHOD

- Mix together the chicken, egg, corn flour, garlic and ginger paste, 1 tsp salt and enough water so that the chicken pieces are 'coated' with the batter. Leave thus about 1 an hour.
- Heat the oil and deep-fry the chicken wings over high heat to begin with and then lower the heat till wings are almost cooked through.
- Drain on absorbent paper.
- Just before serving, heat the oil again and fry the wings in hot oil till brown, drain on absorbent paper and serve.

### How to make BBQ Sauce

#### INGREDIENTS

Cider vinegar	1cup
Cup ketchup	1cup
Cup spicy brown mustard	1/3cup

Cup packed brown sugar	1/2cup
1/2 Cup chopped white onions	1/2cup
2 Tbsp	butter
Dash of	worcestershire sauce
Chili powder	1/4 teaspoon
Pinch of	cayenne pepper
Salt to taste	as per as chef
Black pepper	to taste

### INSTRUCTIONS

- Place all the ingredients in a small saucepan and bring the mixture to a boil over high heat.
- Allow sauce to cook at a rolling boil, stirring occasionally, for 3-4 minutes until the sauce is reduced by 1/3.
- Remove the sauce from the stove and season with salt and pepper.
- Refrigerate until ready to use.





## Main Course

**1947 Grilled Chicken Steak with turn potato, a bunch of French beans carrot, and karkada jue, demi.**

## INGREDIENTS

Chicken breast	2pic
Chicken mince	200g
Onion [thin slice]	1nos
Ginger, garlic paste	2tbsp
Lemons squeezed	2lemons
Plain flour	4tbsp
Fresh cream	2tbsp
Worcester sauce	4tbsp
Black pepper crushed	2tbsp
Mustard paste	2tbsp
1/2Tsp cinnamon powder	1/2tsp
Dried red chillies	1nos
Fresh new potato	4 nos
French beans	200g
Carrot	200g
Karkada	400ml
Demi glass	300gr
Oil	3tbsp
Cup of oil	1/2
2Cup of	water
Salt	to taste

## METHOD

- ◆ Divide chicken breast in 4-5 parts.
- ◆ Flat chicken breast with hammer.
- ◆ Add ginger, garlic, mustard paste, 2tbsp worcester sauce, salt, darchini powder, 1tbsp crush black pepper, and 3tbsp oil in a bowl and mix well...oil nazer na aae.
- ◆ Dip chicken breast in this mixture... squeezed lemon juice on breast and up down this. After that put your mince meat inside of chicken supreme.
- ◆ Marinate for one hour. [If you are using beef add 1 tbsp papaya paste in batter].
- ◆ In oil cook plain flour...move spoon. When start cooking remove from cooking and mix to cool. Take a pan hit oil put some oil, chopped onion, garlic and sautéed it, after that put karkada and demi glass, make reduce with butter
- ◆ Grease grill pan with 2-3tbsp oil.[If don't have grill pan use tawa]
- ◆ When pan heated place chicken breast on grill. On start cooking turn flame to medium.
- ◆ When cooked on one side turns side. Cook till tender do not overcook.



- ◆ Dish out in a separate plate.
- ◆ Add half onion in 2tbsp oil and mix. When onion turns to red include water and cook.
- ◆ Cut dry red chili into two and add in above gravy. Add salt, 2tbsp worcester sauce and mix. Now add fried plain flour mixture slowly in sauce and mix well...

- increase flame. Add 1tbsp black pepper crush...off flame and add fresh cream. Mix all well. Cook a lil.
- ◆ Cut chicken steaks in 2 parts and arrange in serving plate...pour sauce on top.
- ◆ You can also serve chicken steak and sauce separately.
- ◆ Garnish with bunch of cherry tomato.



# ECG

## monthly meet

The Emirates Culinary Guild held its March meeting at the Moevenpick Hotel Deira. Over 50 people were present at the occasion including 16 corporate members. The meeting began with the Salon Culinaire feedback, followed by discussions on upcoming events. Companies like Mitras, Nonions and Horeca Trade took the opportunity to present their latest offerings to the members of the Guild. Following are some of the moments captured at the event.





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# SalonMoments

In the second of three series, **Amaresh Bhaskaran** brings you moments captured at the Salon Culinaire 2013 and the smiles of winners who made their mark at the biggest culinary competition seen in this part of the world. If you still do not see a moment representing your victory, fret not. We will have a lot more images from the Salon Culinaire in the May issue.

## salonwinners



Alaa Salameh - Best Arabian Cuisinier



Winner - Best Effort by a Corporation



Winner - Best Effort by an Individual Establishment



Georges Bsharah Nakhle - Best Gastronomist - 1st Runner-up



Bikash Bonny Gomes - Best Gastronomist - 2nd Runner-up



Mahesh Aruna Peters - Best Gastronomist





Best Hygiene Award- Boecker- Award received by Chef Patrick Lannes on behalf of Nazrul Molla



Baburam Dhakal - Best Hygiene Award - Diversey (on stage Mr Simon House) F&B Director of Sealdair



Rohita Kumara Kasthuriachchi - Best Kitchen Artist



W.A. Sachithra Danendra - Best Pastry Chef



Hari Susanto - Young Chef of the Year - 1st Runner-up



H.D. Mithun Chamika - Young Chef of the Year - 2nd Runner-up

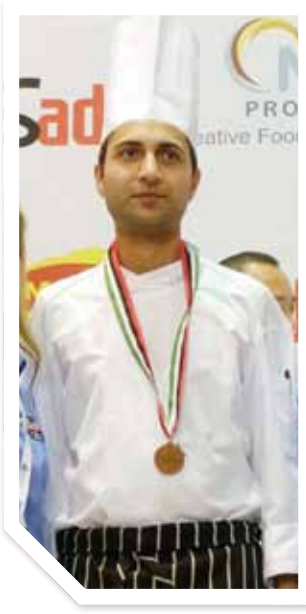


Bholanath Pandey - The Middle East Young Chef of the Year

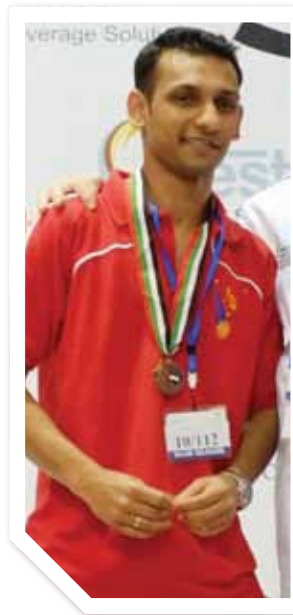
















Quality, quality, quality

This was the principle on which James Drummond Dole founded the Hawaiian Pineapple Company in 1901. Today pineapples – together with bananas – are still part of Dole's global core business. And James Dole's philosophy is as valid today as it always was:

"The Dole label is a promise to consumers all over the world. It is a guarantee that our products not only meet but far exceed the highest international standards."

David H. Murdock, Dole Food Company

Our commitment to quality is backed by a wide range of measures to ensure product safety, strict quality control systems, state-of-the-art production and transportation technologies, continuous improvement through research and innovation, scientific crop protection procedures, and a genuine concern for employees, communities and the environment.

Corporate responsibility is a Dole Company value that drives us to do business with integrity and to respect not only our employees, but also their communities and the environment in which they work and live.

In 1998, Dole was the first agricultural company to have one of its divisions certified to ISO 14001,



Ritika Ahmed of Dole receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

the internationally recognized environmental standard. In 2000, Dole was also the first agricultural company in the world to adopt and have one of its divisions certified to SA 8000, the social accountability standard developed by Social

Accountability International.

To learn more about how we help the communities and environment in which we operate, we invite you to explore our Corporate Social Responsibility website [dolecrs.com](http://dolecrs.com).





left: Olivier Aimon (Global Accounts Director); right: Simon Parke-Davis (Chief Representative) receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

**RATIONAL** is the market and technology leader for professional cooking appliances for large-scale and commercial kitchens. 120 million meals are prepared all over the world every day using RATIONAL appliances.

A global market share of 54 per cent, 550,000 appliances sold and product technology as yet unrivalled speak for themselves. The company is present in more than 100 countries and got



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The SelfCookingCenter® whiteefficiency® replaces almost all the appliances traditionally found in a professional kitchen. It can

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**Promar Trading** is a Food Distribution company, established in the UAE in 1999 and operates from Dubai to cater all seven emirates. The team in the UAE is supported by a specialised unit based in Rungis France, that consists of experts who look after the procurement, consolidation and quality control of all products imported from Europe.

The company portfolio includes item that falls under the following categories: Dairy Products, Poultry (Fresh and Frozen), Chicken & Quail Eggs, Frozen Snails, Smoked Salmon and Lump Eggs, Wild Mushrooms and Truffles, Condiments, Olive Oil & Olives & Vinegar Products, Brick Leaves, Italian Antipasti,

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Few months ago, Promar Trading has launched its new line of Cheese and Pork products and taken over the facilities at La Fayette – Dubai Mall as display window. The range consist of more than 220 types of cheese split between French, Italian, Swiss and Spanish in addition to more than 60 Pork items from Italy, France and Spain. All products are always available in stock.

A cheese specialist has been brought on board to look after the selections and provide all possible



Pierre Accad - Sales and Marketing Director at Promar Trading LLC, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild

support and expertise to the respective clients.

We would like to take the opportunity here to announce that Neuhauser's french frozen bread and pastry products have

been added into the portfolio and product distribution will go live by early April 2013.

Looking forward to an ever-growing gourmet business relation with each one of you.



# gulf gourmet

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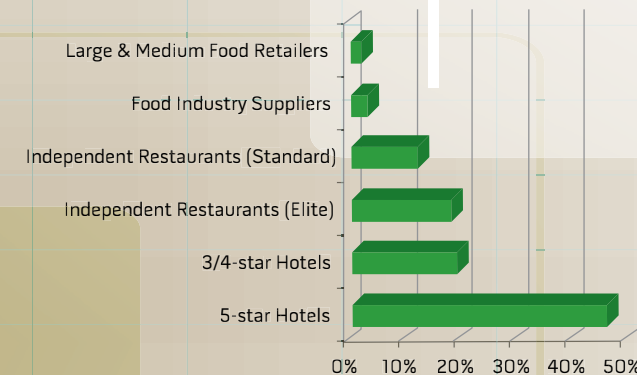
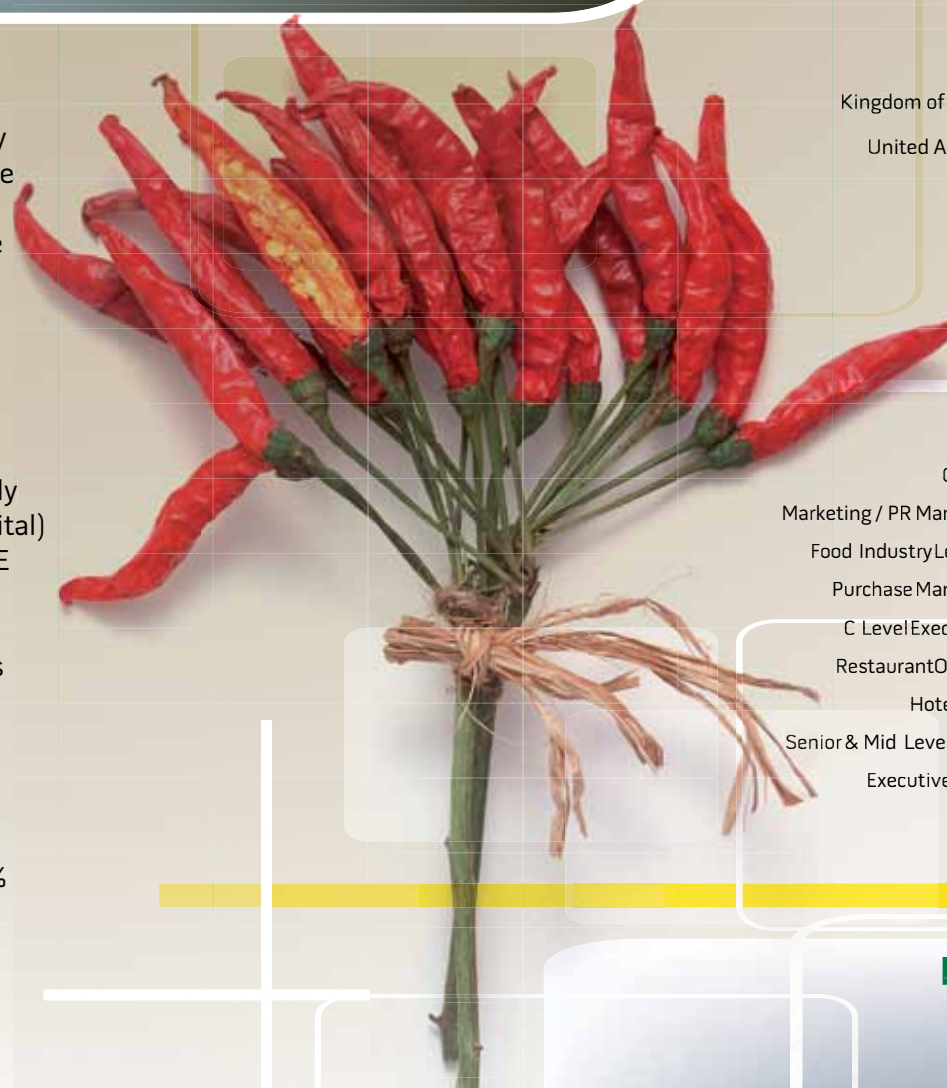
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- ◆ Readership estimates of nearly 21,276 per month (Print + Digital)
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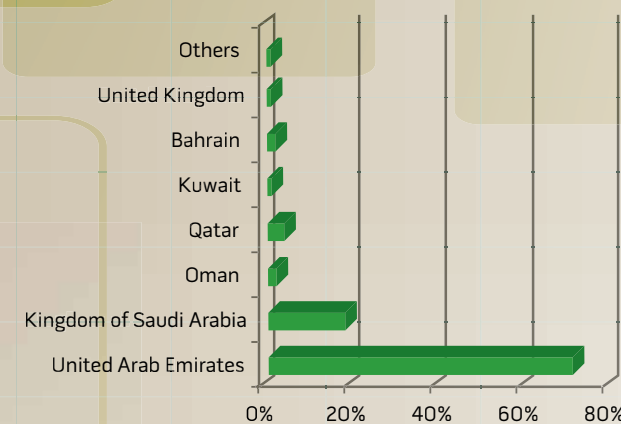
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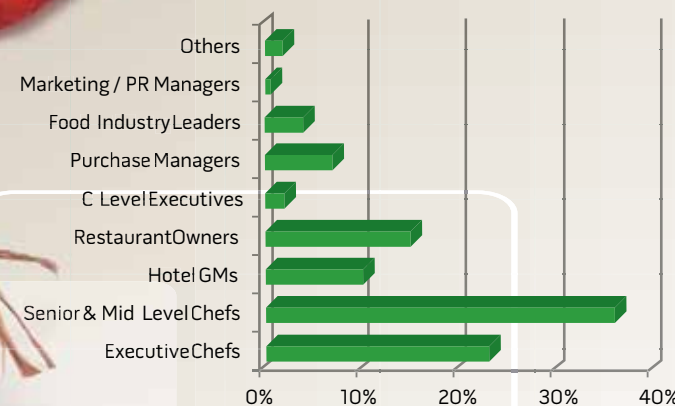
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Date of Application:

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

First Name/s:

Nationality:

Civil Status:

Date of Birth: dd/mm/yy

Name of Employer:

Address in Home Country:

Work Address:

Tel:

Web Address:

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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:.....

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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



# STOP HORSEING AROUND!

So without boring you with details, since I am sure you have heard enough of it from the news agencies, a few meat-processing companies in Europe were suspected to have horse meat mixed in with their beef. DNA tests proved that indeed this was true. Quickly the media got a hold of this and spun it into a worldwide epidemic.

All of the sudden beef was BAD, even beef from half way around the world. Recalls were made, lawsuits

were filed, business was threatened and airtime was filled with fact and fiction and a few lame jokes on late-night television. Part of me was happy since local businesses thrived. Instead of buying beef from hypermarkets, many turned to their local butchers for meat. However on a larger scale, this was indeed a scandal that hurt the food industry. I want to state my opinion that even though there is nothing wrong with consumption of horsemeat, nevertheless, misleading

and mislabelling of any product, especially daily commodities such as food is an offense that should not go unpunished.

That having been said, the media took this story into another direction. Instead of focusing on the malpractice, they focused on horsemeat as if it is harmful. Scare tactics that cable news has mastered over many years. The victims, as always, are small farmers and food growers. Remember Swine Flu; it





**big  
daddy's**  
kitchen



While we are used to the good stories on horses, a recent one in the limelight was not so shiny and cheerful. We are talking about the horsemeat scandal and every news agency made sure we had heard about it.

(continued from page 65)

had nothing to do with the meat, however farmers took a massive hit. E-Coli in Vegetable, Bird Flue (Avian Influenza), Salmonella in Eggs and Fish, Hepatitis A from Strawberries, and the list goes on...

Don't get me wrong, these are all serious threats; however, they pertain to a specific area and not every source of the ingredient worldwide. Unfortunately it has just become too easy to shift the blame to someone else and hand out swift sentences without true facts and adequate information.

The fact is that there is absolutely nothing wrong with consumption of horsemeat. I tried it a while back and found it to be very similar to beef, but more flavourful, lean and surprisingly tender. Kind of like aged beef you pay a fortune for at some restaurants. Historians claim that documented consumption of horsemeat started during the Napoleonic wars where soldiers rather than its preference consumed horsemeat more as a necessity over chicken or beef. Livestock are quite useless in an army where horses are not, since they can be used as a mode of transportation and for their meat, if need be.

Over the years eating habits made it

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back home and horsemeat became a nostalgic delicacy back in Paris. Many restaurants used to hang a bronze horse head statue outside to indicate them serving horse meat. Similarly, a few hundred years later, after the Vietnam War, soldiers returning home helped the increase in the number of Asian restaurants all over the United States. Today, the rise in the number of Arabic and Middle Eastern restaurants after the US invasion of Iraq can be mainly credited to the troops returning home, having developed an appetite for Shawerma and Shish-Tawook.

Again, I would like to be clear that at nobody should be allowed to label beef as horsemeat or horsemeat as beef. That's plain and simple fraud, and we should not stand for it. My criticism is of the media and

their depiction of this story. It was wrong how they sensationalised this story and plain and simple scared consumers and made horsemeat the villain as opposed to the processing plants. But again, what do you expect, "scary monsters" sells much better than "daisies"...

My proposed solution to end all this mayhem would be to get a hold of Mr. Ed and ask him who exactly is to blame for all this. Unfortunately last I heard he has been turned into Swedish meatballs! Rest In Peace Mr. Ed.

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

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

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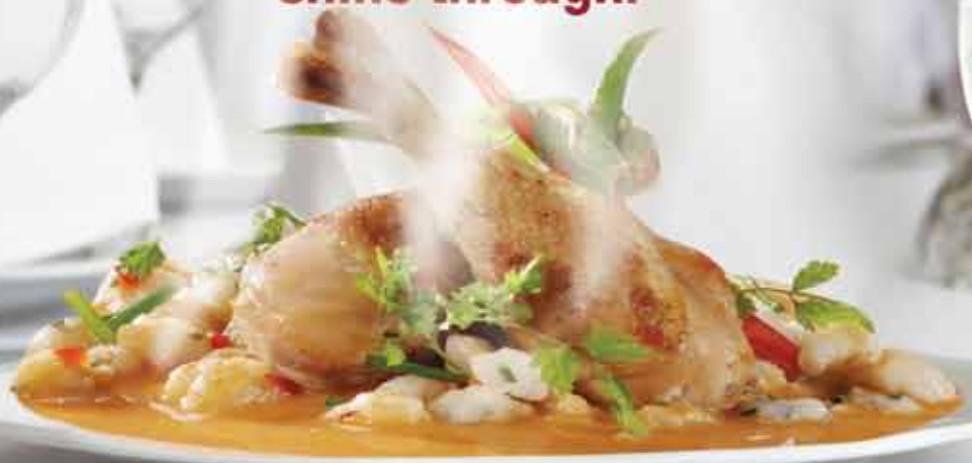
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