

DECEMBER 2010

# GOURMET

GULF

from us, for us.



## FLYING HIGH

Chef James Griffith talks about  
pressure, pleasure and perfection



# Wild Blueberries.

## One SuperFruit Ingredient. Five Wild Advantages.

- 1. The Antioxidant SuperFruit**  
More antioxidant capacity per serving than most other fruit ingredients\*
- 2. Extraordinary Taste**  
Intense sweet and tangy flavor your customers will love
- 3. Special Size**  
Smaller and more compact, delivering more berries per pound
- 4. Superior Performance**  
Adding flavor while maintaining taste, texture, shape and color
- 5. Marketable Wild Mystique**  
An appealing "Wild" imagery all their own

LEARN MORE AT  
**WILDBLUEBERRIES.COM**

\* JOURNAL OF AGRICULTURAL AND FOOD  
CHEMISTRY, 2004, 52: 4026-4037



©2010 Wild Blueberry Association of North America



FROM THE

## President's station

*Dear Fellow, Colleagues, Ladies and Gentlemen,*

I would like to begin my message by congratulating our Abu Dhabi colleagues on their great success at the first Salon Culinaire during Sial Abu Dhabi. A big thank you to Alen Thong and Josephine Cuthbert for all the support.

The first Salon in Abu Dhabi had more competitors than the first one in Dubai, and I am sure the team will be able to double the number next year.

Congratulations to all the competitors – the medal winners as well as non-winners for the great effort shown during the competition. We look forward to seeing some of you in Dubai and in Abu Dhabi Sial 2011. Check out some moments from the event in this issue.

Back in Dubai, we had lots of events towards the end of this year - seafood from Canada, Wild Blueberries from USA, Ostrich Ham and Sausages from Germany, and Dairy Products from USA. Thank you to everyone who supported these educational and informative events.

If you have not booked for the Emirates Salon Culinaire in Dubai for 2011, please do so as soon as possible as most of the live cooking classes are already booked. Also, do not forget that the entry is only confirmed once the payment of the entry fee is received.

To all our corporate members, I would like to let you know that we still have some classes open for naming rights. Please do contact the



Emirates Culinary Guild Office or myself for more information.

Also, please take a moment to look at the Friends of the Guild pages, and see all the corporate members who support the guild. Also, please take a look at the profiles of the corporate members in the issue – Al Seer and Lambweston.

At this stage, I would like to thank all our supporters who are with us through this difficult market situation, and I hope that all our businesses will recover very soon.

I would also like to wish everyone a Merry Christmas and a very happy, healthy and successful 2011.

Another piece of good news is that we will have an entirely new Gulf Gourmet starting from January. Umaina has added a new member to the team, Jawahar Chodda, who will bring in all his experience and expertise to spruce up the editorial of the magazine. I can't wait for the new issue.

Thank you to the team of Radisson Blu Hotel, Dubai Deira Creek for hosting our last meeting of the year 2010. Look forward to see you all at our January meeting.

*Culinary regards,*

**Uwe Micheel**

*President of Emirates Culinary Guild*

*Director of Kitchens*

*Radisson Blu Hotel, Dubai Deira Creek*



**PRODUCT OF USA**

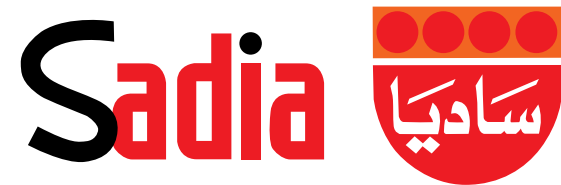
FOOD EXPORT-NORTHEAST PROHIBITS DISCRIMINATION IN EMPLOYMENT AND SERVICES. FOR PERSONS WITH DISABILITIES WHO REQUIRE ALTERNATIVE MEANS OF COMMUNICATION OR THOSE INTERESTED IN OUR FULL NON-DISCRIMINATION POLICY, PLEASE CONTACT US AT WWW.FOODEXPORTUSA.ORG



# friends of the guild



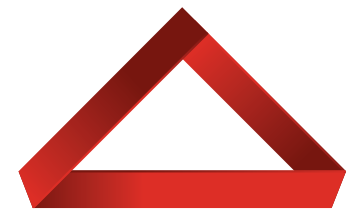
دائرة السياحة والتسويق التجاري  
Department of Tourism and Commerce Marketing



# friends of the guild



# friends of the guild



ASAAT



# friends of the guild

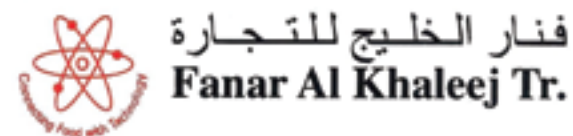


# friends of the guild

# friends of the guild



Master of Performance





# GULF GOURMET

FROM US, FOR US.

## CONTENTS

03 *From the President's Station*

04 *Friends of the Guild*

## 12 *Cover Story*

Chef James Griffith tells Gulf Gourmet what it's like to manage the meals for one of the world's fastest growing airlines.

## 20 *Events – SIAL 2010*

The inaugural Salon Culinaire in Abu Dhabi sets the stage for upcoming competitions.

## 30 *Global Chef*

Chef Ruben Rebuffo shares his experience in South Africa.



## 36 *Welcome to the ECG*

Gulf Gourmet extends a warm welcome to the new corporate members of the Emirates Culinary Guild.

## 38 *Member directory*

The A to Z of ECG corporate members.

## 40 *Events*

The rules and regulations, classes for entry, and everything else you need to know about the Emirates Salon Culinaire 2011.

p. 20



GULF GOURMET  
FROM US, FOR US.

The Emirates Culinary Guild  
Uwe Micheel, President  
T: +971-4-340-3128  
F: +971-4-347-3742  
E: theguild@emirates.net.ae

Created and produced on behalf of  
The Emirates Culinary Guild by  
Umama Tinwala  
P. O. Box 27412, Dubai,  
United Arab Emirates.  
C: +971-50-475-3734  
E: u\_tinwala@yahoo.com  
E: gulfgourmeldxb@gmail.com

Managing Editor  
Umama Tinwala  
Contributors  
Megha Abraham  
Design  
Mohamed El Saadany  
Photographer  
Amresh Bhaskaran



# UP IN THE AIR

Gulf Gourmet presents *Chef James Griffith*, the man responsible for producing over 90,000 daily meals for one of the world's leading airlines – Emirates - avid biker and traveller.





If there were a top contender for a little known fact about Chef James Griffith, it would be the great escape biking adventure he took with his father. They rode all the way to Greece from the UAE. This and possibly the fact that he enjoys nothing less than a massive challenge to sink his teeth into!

“After ten years of riding Hatta, Kalba, Fujairah and Jebel Hafeet, it got a little boring. The ride to Greece was amazing, since then it seems a little dull riding around here,” says Chef James thoughtfully.

Not surprisingly, Chef James is a man who appreciates an experience that redefines what most would consider larger than life. Consider his role with the Emirates Flight Catering Company (EKFC); as Assistant Vice President - Production, he handles the largest throughput capacity airline kitchen in the world. Overseeing a team of 450 kitchen staff and millions of dirhams worth of food products – it would be safe to say, anything less would perhaps be, like he puts it ‘boring’.

### **Starting Out**

Chef James’s zest for the big life could be attributed to his childhood that was spent in several time zones. “I was born in Honolulu, Hawaii USA; but, I grew up in Africa, Jordan, New York, Indonesia, Hong Kong, Bahrain and Switzerland,” he says amused.

Having experienced cultures and cuisine so diverse, it was fate that would introduce Chef James to his profession. “My father kicked it off by arranging my management trainee program at the Inter Continental in Bahrain. From that point on, I learned

the business and have mainly worked with people that I met during the two years I spent working there.”

Hired as a trainee, Chef James worked his way to Commis III and advanced to Commis I Saucier. “I still remember peeling onions for Chef Uwe Micheel, who was my Sous Chef at the time; and I remember not liking peeling onions at all!” Piqued, we asked what his favourite kitchen skills is, “I definitely enjoy preparing sauces. The reducing emulsions and the combinations can be fascinating, and the glass like texture with no visible sediment on a demi glace can only be accomplished through perfection. I believe that every good cook has a bit of the perfectionist in them, without it, it just doesn’t work.”

Chef James continued to hone his chef skills as he accepted positions in Luxembourg and Cologne before arriving in Dubai in 1994.

“My tryst with the UAE began when my wife Eliette and I came here on a holiday visiting my father; way back then, he suggested leaving our CVs with him to send around to the hotels, we were working at the Inter Continental Cologne at the time. We got a call from the General Manager Gerhard Hardick to come in for interviews: I started at the old Hilton Beach Hotel Club working with Tarek Mouries, Andy Cuthbert and Chef Pol. It’s been 17 years since; Tarek, Andy and I are still here with our families!”

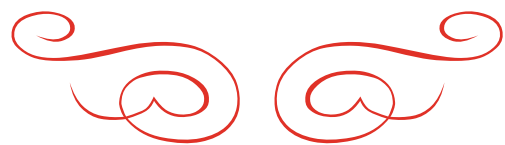
### **Me, Myself & I**

Although the demanding floors of his kitchen require his game face at all times, Griffith says: “I am calm, quiet and observant. Work wise, I get things done





# AN AVID TRAVEL BUFF AND A LOVE FOR NEW EXPERIENCES GETS THIS HAWAIIAN NATIVE GOING



and am always staying ahead of things; but when off I seem to downshift a few gears and can let things go. The Hawaiian in me really comes out then!"

An avid travel buff and a love for new experiences gets this Hawaiian native going, with no specific favourite cuisine, he likes to go with the flow when out enjoying himself. "I'm very easy going and I don't make a fuss, though I have to say that I won't go back if I didn't like something about a meal. For me, it all depends on the mood and the company and where I am. For celebrations and special occasions here in Dubai, it has to be Reflets Par Pierre Gagnier. From our travels, the stalls in the streets of Jakarta come to mind, so does Chinese from Jimmy's Kitchen in Hong Kong and the Lamb Rack at Gotham in New York. Also, a good shawarma can be heaven at the just the right moment, then there's Sushi, Pizza...I could go on!"

Time is of utmost importance and is the epicentre of Chef James's professional and personal life: "Eilette and my daughters Kiana and Kalea come first on my time off, no question. As Eilette also works, I try and do my share of shuttling the kids to their activities and friends. We try and spend weekends out of Dubai to get away and unwind. We spend as much time as we can together."

On the days he has time for himself, Chef James pursues his love for motor biking and endurance sport. "I used to ride a lot before, now I'm also into American Flag Football, we have an active league here in Dubai."

## **Working for the Skies**

A typical day for Chef James at EKFC averages over 14 hours on days when the

facility is charged with additional catering requirements such as events or when there are menu changes and presentations. With a basic target of 90,000 daily meals on a good day, the scale of the operation is a jolt to the nerves.

"The biggest shock when I moved from restaurant to the facility was going from kilos to tonnes, everything is on a larger scale – from the amount your purchasing, equipment size, to the staff. In a restaurant when it's busy and the kitchen falls behind you can step in and make a difference to bring it all back in line, but in airline catering, if you fall behind, putting your own two hands in to help is like drop of water in the ocean."

It is something to think about, isn't it? Considering that the EKFC facility operates 24/7, producing an average of 135 menu varieties every day. "Think about it, in a restaurant if an order goes out late, the irate customer can enjoy a complimentary dessert of coffee to smooth the situation over. At EKFC, a late delivery of food for an Emirates A380 bound for Heathrow means dire consequences: the aircraft will lose its departure slot and over 500 customers will arrive late. Then there's the missed connections, cancelled business meetings, the delayed return flight to Dubai. If that's not PRESSURE to perform, then I don't know what is!"

So how does he stay inspired and focussed? "My position today involves so much paper work, figure and fact finding, meetings and planning that I really get my motivation and inspiration by spending time in the kitchens cooking, it really is soothing to stand over the oven and cook something. You are in complete control whether the dish comes out horrible or wonderful it is

your creation, with no outside influence or complications. And that is extremely rewarding to me."

In addition to his demanding role with EKFC, Chef Griffith is also the Vice President – PR at the Emirates Culinary Guild. True to his love for challenge, he accepted the role knowing it was a little out of his comfort zone. "Though I have been in Dubai for 18 years I was never really involved with the Guild until a year and a half ago. Having been elected for Public Relations is a challenge and I am still learning as we go along. In all honesty, the events that Uwe M, Andy C and Andy K, Alen and Jo organise are so well known that it makes it quite easy for me."

As part of the efforts to grow the Guild's circle of influence and presence, Chef James is focussed on improving and evolving the monthly newsletter and investing time and effort to update the Guild's website and its content.

## **Life Shapers**

"Most of my experiences have shaped my life, professionally and personally. I'm thankful for each of them. Come to think of it, if I wasn't a chef, I probably would have either become a custom-bike builder, an architect or a caviar taster! One experience that shaped me as a person and later as a chef was when I was working for a friend at his family's place in a small town in Germany. We did everything by ourselves – slaughtering, making sausages, growing herbs, harvesting cherries, cutting and bailing hay for the livestock, fine dining, banqueting, comfort foods – the whole nine yards. I had to learn a lot in a very short period."

As a result, his approach to food stress





heavily on simple and full natural flavours. A maxim that has seen Emirates' flight catering offer some of the best cuisine served 26,000 feet above ground. "It just makes sense to use the best ingredients that are prepared in the simplest way, keeping the food light and refreshing. If you want to eat a tomato, then slice it and sprinkle sea salt and crushed black pepper, even a drop of olive oil if desired. There is no need to freeze, dry, reduce, powder, gelatinize, or make it into ice cream!"

## IT IS OFTEN THE LOWER PAYING JOB WHEN YOU'RE STARTING OUT THAT CONTRIBUTES TO YOUR FUTURE VALUE




Chef James believes in pushing one's own boundaries of excellence. He had his first taste of culinary competition when he arrived in Dubai and started with the Hilton. "Competition work and actual restaurant work are so different. To be able to do both very well is a challenge. I have a lot of respect for anyone that works 14-hour days in his or her restaurant and then commits to putting in one's own time on top of that to prepare and enter a competition. I quote Gerard Hardick on the eve of the competition we were participants for: 'It

is an honour to be participating, a medal would be the icing on the cake.'"

We pushed to see if he had anything he felt was a challenge when it comes to a chef's career. "For me, not really. I think the challenges one faces are life shapers, and most of my experiences have been time or effort based and that has held me in good stead; especially now, with the scale of work I am invested in. However, if there is one negative side I remember, it was working when everyone else was off; Christmas, New Years Eve, festivals and so on; the working hours left little time for the kids. Today, it is a little more flexible, and that's something I appreciate."

### ***What the future holds***

Chef James is clear and precise when it comes to sharing his insight. To upcoming talent he clears a misconception and stresses on the simple: "Never take a job just for the salary; it is often the lower paying job when you're starting out that contributes to your future value. Always listen to your Chef, even if you think s/he's talking complete nonsense! You will learn from it. Most importantly, learn discipline sooner rather than later, it is a lot more painful to learn it later."

As for me, well, I have no definite plans for the future. The current growth plans for the Emirates is so large that EKFC will not cease to be challenged in my lifetime! We opened the largest throughput capacity airline catering facility in the world just three years ago. Today, we're already working on the planning to double the capacity! Of course, the lure of Dubai itself continues to hold strong for me personally, it is an amazing city – I intend to be here for a while." 



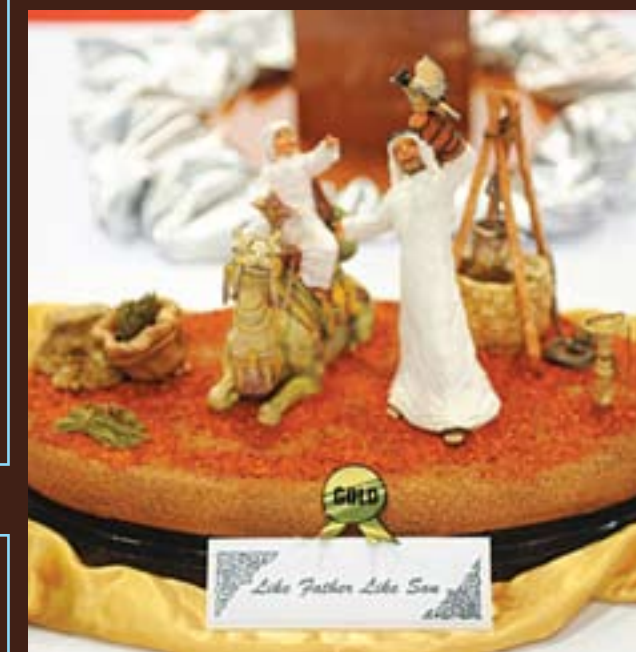
# CULINAIRE EXTRAORDINAIRE

The coveted Emirates Salon Culinaire debuted in Abu Dhabi alongside the highly anticipated and globally renowned food industry event – SIAL. Gulf Gourmet chats with Chef Alan Pedge, Executive Chef, Al Raha Beach Hotel – Abu Dhabi, who was part of the core team of 25 chefs instrumental in bringing the Abu Dhabi leg of the Emirates Salon Culinaire to life.

The capital couldn't have provided a more fitting platform for the Abu Dhabi leg of the Emirates Salon Culinaire (ESC). The region's leading chef's competition debuted in Abu Dhabi in conjunction with SIAL Middle East, the first regional edition of the world's largest professional food events network. With over 7,000 participants from 76 countries, it was clear that the capital's growth and expansion within the food and hospitality industry was ready for an additional marketplace to address the growing regional demands and emerging technologies for food.



"Like Gulf Food in Dubai, Abu Dhabi's intention with SIAL is to provide a worthy alternative as well as recognise the capital's aggressive growth in terms of infrastructure, hospitality, and its population's requirements when it comes to food strategy and technology. It was the perfect platform to launch the Emirates Salon Culinaire in Abu Dhabi," explains Chef Alan Pedge, Executive Chef, Al Raha Beach Hotel – Abu Dhabi.



Clearly, innovation and addressing food evolution was high on the cards as SIAL Middle East introduced the Middle East's food players to 15 major trends that will shape the future of food products. As chefs and food professionals from the region eagerly took in the exchange of pioneering food innovation and technology, ESC provided a perfect backdrop by hosting some of the best and talented chefs in a competition that encouraged them to push the boundaries of their own creativity and perceived abilities.

Chef Alan is no stranger to the UAE's dramatic growth, both in terms of economy and most importantly, food. As Chief Marshall of the Emirates Culinary Guild, he plays an active and key role in furthering the cause of all things food across the Emirates. In his opinion: "Innovation is not an independent sport, especially when it comes to food. Platforms



like Gulf Food, SIAL and competitions like the Emirates Salon Culinaire play an important role in bringing together food professionals to showcase and share what they have discovered as culinary experts and encouraging each other to excel and innovate further."

# **The Emirates Salon Culinaire: Abu Dhabi Debut**

The Emirates Salon Culinaire has long been established as one of UAE's premier chef competitions, and began its successful run in conjunction with the annual Gulf Food exhibition in Dubai over 12 years ago.

The Abu Dhabi leg saw 25 of the capital's chefs come together to organise the event, with



over six months of painstaking prep work, before the launch. "If you asked me whether there was a challenge in putting this together, I would have to say, that there was none. It was exhilarating working with the team; 90 per cent of the group were former participants of the earlier competitions, and so getting to work with them and seeing how much of self-propelling each one brought to the entire project, was rewarding," enthused Chef Alan.

The first Abu Dhabi Emirates Salon Culinaire hosted 100 participants, with over 50 winning in 20 classes. Displaying inspiring talent, the inaugural event saw chefs compete in technique, live cooking, pastry making, showpieces, fruit and ice carving rounds.







"We had a positive turnout this year. As with all launches of this kind, the event size was smaller compared to the Dubai competition, however, based on this year's participation, we will definitely see the participation numbers double next year," explains Chef Alan.

#### Here's looking at you, 2011

Consider this a snapshot. Currently, the percentage of hotels in the UAE is higher compared to the rest of world. Abu Dhabi alone will witness the launch of no less than 10 major hotels, if not more, over the next 18 months.



The food industry in the UAE is powered by an extensive group of hotels and catering houses, both in terms of people and money. The demand is unmistakable.

"If we take Dubai and Abu Dhabi, a few years ago the destinations were quite different from each other.



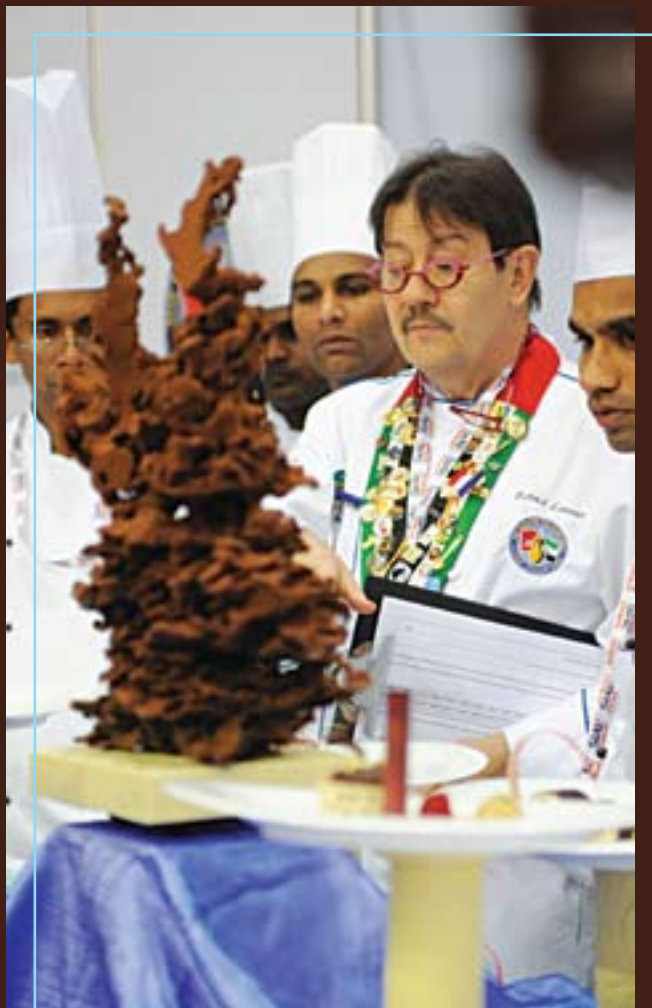









Dubai's growth as a city and as a must-visit destination was dynamic, explosive and therefore the demand for events that addressed its requirements flowered equally. As destinations grow, so does the demand for food, entertainment and board. Today, Abu Dhabi is at the very same point – from a touristic, residential, business, and trade standpoint," he adds.



As the Government and private entities become increasingly attuned to the latest international developments in the food sector, the demand for quality, innovation, safety and creativity will only increase. 2011 will see SIAL return to Abu Dhabi, and with it, the Emirates Salon Culinaire will also return, looking for the brightest and talented chefs that are up to the challenge of addressing the dynamic demand of UAE's passion for cuisine. 







# PICTURE PARFAIT!

When *Chef Ruben Rebuffo* returned from Durban, South Africa with a medal, little did he know it would whet his appetite for excellence and determination two times over! Gulf Gourmet presents the second runner-up winner at the Unilever Food Solutions Global Chef of the Year 2010 and Head Chef – Pachanga, Hilton Dubai Jumeirah in a candid interview, where he explains how it all happened.

*by: Megha Abraham*

In order to understand and celebrate Chef Rebuffo's adventure, it would only be right to introduce this young and passionate chef before we regale you with how he went on to do the UAE proud and place third overall at the Unilever Food Solutions (UFS) Global Chef of the Year Competition for 2010.

It all began at the age of seven in Venezuela, when young Chef Ruben took to the stove with a passion even his mother could not understand. As he steamed and stirred his way to heading his own home's kitchen, he won the hearts of his family and neighbours as he made pots of hearty soup and served meals that everyone came to love. He was the chef of his home's kitchen.

"There was never a doubt in my mind, I just knew this was what I wanted to do, and my family supported me completely. I believe that we must do what we love and do it well, this is all I've ever wanted to do," he says.

At 18, Chef Ruben went on to apprentice at L'Entrecote Restaurant in Caracas, Venezuela where he began as a Commis Helper, peeling vegetables. Two years later he would accept his most daunting and challenging role that laid the foundation to his career.

In 2000, he was appointed as third cook at the Four Seasons Hotel, the first to be opened in South America. "Perfection was an understatement here. I was thrown into a very demanding and exacting environment. Nothing short of excellent was accepted. When



I think of it now, I'm glad that I had not known any other way, it was tough, but made all the difference to who I am today!"

Working as a banquet and restaurant chef, Chef Ruben clocked an average of 22 hours a day. His seniors expected him to pay the closest attention to outstanding presentation, food quality, and colours. "I think this where I was able to master how time, quality and excellence can be brought together. The competition demanded this and I was glad that my experience here came to my aid."

From preparing international cuisine for over 500 guests per event to overseeing the dishes served at the restaurant, Rebuffo received his nod of approval and was promoted to First Cook.

Chef Ruben went on to travel and accept positions as Chef de Partie, Senior Chef de Partie and Sous Chef in the USA, Venezuela, Bermuda and the UAE respectively. The 29-year-old chef is presently Head Chef at Pachanga – Hilton Dubai Jumeirah.

#### *Now, back to the Competition...*

"When I applied to the UFS Global Chef of the Year, all I knew at the time was that I wanted to win and place well, I didn't want to come back empty-handed." His grit and passion is unmistakable. Since the Unilever Global Chef of the Year final showdown in Durban, he has come back wiser and hungry for more.

Considered one of the most prestigious competitions to emerge on the circuit, the UFS Global Chef of the Year is organised by UFS chefs in South Africa, Arabia, the Mashreq and Pakistan. Supported by the Emirates Academy of Hospitality Management, the competition threw open its challenging doors to UAE's best senior chefs (of chef de partie level and above) with a very simple brief—an original recipe with pictures featuring a starter, main and



## WORKING AS A BANQUET AND RESTAURANT CHEF, CHEF RUBEN CLOCKED AN AVERAGE OF 22 HOURS A DAY



dessert that incorporated UFS products in a novel way.

"It was my dessert that played the central role in Dubai and Durban. I just played around with the format in each competition. However, the spirit of the creation was the same," he says emphatically.

So what was that special dessert? "For the UAE leg, it was a chocolate soufflé with chilli berries and lemongrass and ginger ice cream. After the results, I remember the judges encouraging me to include this recipe for the Durban competition. I was happy that they liked it."

#### *Durban Bound*

Edgy, committed and innovating on the fly are the trademarks that seem to bubble from Chef Ruben's effervescent personality. As he talked, one could feel a sense of unrest as he related his Durban adventure.

"The UAE leg of the competition was quite stressful. I mean, think about it, you have three hours to present three types of starters, main and dessert each! Plus, we were doing this single-handedly. You can imagine the amount of focus we needed to have to make sure we plated up creations spectacular enough to be judged for the prize," he said.





It is with little surprise then, that Durban provided the much-needed twist. The competition rules changed slightly in the final with three hours cooking time and an additional three hours to plate up the final dishes. Chef Ruben, however, completely absorbed in the competition, timed his entire start to plate strategy in three hours!

“I was so engrossed in getting things done that I overlooked the extra time we had; I believe that was what made the difference in my ranking at the competition. Each of us was given a team of junior chefs as help, and an additional three hours to plate up. I only realised the extra time I had after plating my dishes in the original three hours we got for cooking!” he remembers laughing.

In addition to utilising UFS products in his recipe, Chef Ruben realised that a lot of his original plans had to be revised as he created them. And it was fate that would see him change his dessert format at the

last minute. “Initially, I wanted to create a chocolate fondant instead of the soufflé for the dessert. When time is closing in and you don’t realise you have the additional time to plate your dish, you can imagine my state of mind – I had create something different!”

As time drew near, the consistency and setting of the fondant wasn’t working. In a flash, Chef Ruben realised that he had to change his approach. “I took the fondant and worked it into a parfait, there was no time and something had to be done. I was facing a powder to liquid ratio crisis when it came to my handling of the UFS products. I had to ensure I was still in the competition.”

### Judgement

As the judges made their way around the tables, Chef Ruben’s mind was reeling. When his table was approached, the judges were stone-faced, their reactions, unreadable. “I didn’t know what to think; there they were sampling what I had created with nothing

much to say. It was stressful.”

The feedback wasn’t indicative of where Chef Ruben stood. The critique was straightforward – the starter and main was ok, it was fine. As they dipped into the dessert, the judges noticed and pointedly asked as to why he had changed his intended fondant to a parfait.

“I remember them saying that my starter and main was okay, they nodded once; then after sampling the parfait, they nodded and said, “okay” again. Nothing more. They did that for a few of the other chefs, I didn’t know whether I would place at all. It was not a good feeling. Trust me!”

When his name was announced as one of the top three winners, Chef Ruben could not believe it. After accepting his prize, he finally received what he was after – an in-depth feedback. “When I placed third, it took me completely by surprise. I was elated, but all I could think of was what I had missed. The judges’ then told me that if I had got my

dessert format right and made my fondant, I would have placed second overall based on my complete entry. Fondant to Parfait, it was that close.”

### Still Hungry?

Since the competition, Chef Ruben is back in the Pachanga kitchen at the Hilton Dubai Jumeirah, where he heads a team of seven chefs that create dishes with love. “If you cannot cook with love, the food will not be the same. No matter how perfect your technique or approach,” he says.

Although, Pachanga specialises in South and Central American cuisine, it does not stop Chef Ruben from creating what he loves most – simple dishes that incorporate bursts of flavour and are presented beautifully. “As a chef, every restaurant, every hotel, every recipe must be explored and developed. Although, many dishes we create as chefs cannot appear on every menu, we must keep exploring - it is the only way we can truly redefine the way food is discovered, loved, and in the end, shared.”







Representatives from Al Seer receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.



Al Seer is the leader in FMCG distribution in the Lower Gulf. In existence since 1969, Al Seer has been associated with the growth of some of the biggest brands in the business. Kraft, Fonterra, India Gate, United Biscuits, Hindustan Unilever, Heinz, Mazola, Ferrero, Reckitt Benckiser, Glaxo Smith Kline, Colgate Palmolive, and Kimberly-Clark are just a few of our partners. In addition Al Seer also has wide range of Frozen products which include Meat, Poultry, Frozen Vegetables etc.

Al Seer currently works with a large number of

hotels and restaurants to fulfill their needs in both the food and non-food categories.

Some of Al Seer's unique strengths include:

- A team of top-notch professionals with extensive experience in the Food Service arena who can cater to individual needs in an efficient and cost effective way.
- Consolidation of products from across the globe.
- A wide assortment of products to makes Al Seer a one stop source for most requirements
- A state of the art warehousing facility (HACCP certified), backed by an extensive logistics setup, ensures the best quality of product delivered in a timely manner.

Al Seer channel specialists are happy to help address all type of requirements across the UAE, with a custom made solution.



Frank A. Boering, Sajju Balan and Mostafa El Sherif from Lambweston receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.

## Lamb Weston®

### Lamb Weston: dedicated to growth and results

#### The Professional

Lamb Weston has been the industry leader in frozen potato products, appetizers and potato flakes since its inception in 1950.

Dedicated to making the highest quality and most delicious products, we strive to develop and strengthen our relationships with our stakeholders. It is only through close cooperation that the world's best products are produced.

#### Premium Products & Service

Lamb Weston thinks innovation. We are pioneers in the development of technology used to produce great tasting potato products and appetizers. In addition, Lamb Weston leads the innovation in new products based on customer needs as seen by ongoing improvements in flavor and convenience.

As your partner, we also provide tailor-made customer service. You are at all times assured of the best the market has to offer.

#### Our pride

Lamb Weston offers you partnership and professionalism. So whether you're one of our growers, employees or customers, you can be assured that by partnering with

Lamb Weston, you will receive the commitment of a team dedicated to your results.

#### Lamb Weston since 1950

From the beginning, Lamb Weston has set the standard in the frozen potato business, leading the way with innovative processing technology and new products.

#### Meijer Frozen Foods since 1985

Originally potato traders, Meijer Frozen Foods began processing high quality frozen French fries and dehydrated potato flakes for the West European market.

#### Lamb Weston / Meijer since 1994

In 1994, Lamb Weston and Meijer Frozen Foods partnered to take advantage of their respective market strengths and deliver the highest quality products and service. Brought to market under the Lamb Weston brand, it is now recognized worldwide for its customer focus, expert knowledge of potato varieties, superior processing performance and innovative technical advancements.

Supplying USA, Canada, Europe, Middle East, Far East, South America, Australia and Africa.

Employees: > 6200

Production capacity: 3.1 million tons

#### World player

Lamb Weston is known throughout the world for its quality, consistency and innovation. We provide customers worldwide with the best product at all times. Every day, people all over the world – in over 110 countries on all continents – enjoy our premium products.



# GULF GOURMET

FROM US, FOR US.



ECG Corporate  
member directory

## **Al Ghurair – Foodservice Division**

Mr. Sameer Khan  
Mobile No: 050 4509141  
Office No: 04 8852566  
Email: SameerK@alghurairgroup.com

## **Al Sharq Al Aqssa Group**

Ms. Lorena Joseph  
Mobile No: 050 454 36 81  
Email: lorena@asaat.com

## **Arab Market & Finance, Inc.**

Ms. Lina Kanaan  
Tel: +961-1-740378 / 741223 / 751262  
Email: linak@amfime.ae

## **Aramtec**

Mr. Syed Iqbal Afaq  
Email: syediqbal@aramtec.com

## **Barakat Quality Plus**

Mr. Jeyaraman Subramanian  
Tel: 009714 8802121  
Email: jr@barakat.com  
Mr. Mike Wunsch  
Tel: 009714 8802121  
Email: mikwuuae@emirates.net.ae

## **Baqer Mohebi**

Mr. Radwan Mousselli  
Mobile No: 050 387 2121  
Office No: 04 3417171  
Email: radwan.bme@mohebi.com

## **Bocti Overseas**

Eric Torchet  
Office No: 04 3219391

## **Boecker Public Health Food Safety**

Mr Antoine A Sater  
Office No: +961 (3) 209 817  
Email: ceo@boecker.com

## **Bragard LLC**

Mr. Nicolas Dujardin  
Mobile No: 050 1490535  
Email: Nicolas.dujardin@bragard.com

## **Churchill China PLC**

Mr. Glenn Ewart  
Mobile No: +44 7974 919548  
Office No: +44 1782 524361  
Email: Glenn.Ewart@churchillchina.plc.uk

## **Convotherm**

Mr. Gerhard Eichhorn  
Tel: +49 (0) 8847 67 815  
Fax: +49 (0) 8847 414  
Mobile: +49 (0) 176 17617252  
UAE mobile: +971 (0) 56 6047411  
Mail: g.eichhorn@convotherm.de

## **Custom Culinary – Griffith Laboratories**

Mr. Khaled Hamza  
Mobile No: 050 2880380  
Office No: 04 8818525  
Email: khamza@griffithlaboratories.com

## **DOFREEZE LLC**

Mr. Aamer Fayyaz  
Tel: 04 3476320  
Email: afayyaz@emirates.net.ae

## **Dudson Group**

Ms. Sharon Black  
Email: Sharon.black@dudson.com

## **Ecolab Gulf FZE**

Mr. Andrew Ashnell  
Mobile No: 050 5543049  
Office No: 04 88736 44  
Email: andrew.ashwell@ecolab-gulf.ae

## **Electrolux**

Mr. Mauro Zanchetta  
Email: mauro.zanchetta@electrolux.it

## **Elfab Co. L.L.C.**

Mr. M.S. Ahuja  
Tel No.: 04 – 8857575  
Mobile : 050 – 6450733  
Email: elfab@emirates.net.ae

## **EMF Emirates LLC**

Mr. Pierre Feghali  
Mobile No: 050 4533868  
Office No: 04 2861166  
Email: pierre@emf-emirates.ae

## **Emirates Snack Foods**

Mr. Ron Pilnik  
Mobile No: 050 6572702  
Office No: 04 267 2424  
Email: rdpesf@emirates.net.ae

## **Faisal Al Nusif**

### **Trading LLC**

Mr. Thomas Das  
Mobile No: 050 625 3225  
Office No: 04 3391149  
Email: fantco@emirates.net.ae

## **Federal Foods**

Mr. Umesh Agrawal  
Office No: 04 3390005  
Email: umesh@federalfoods.ae

## **Fonterra**

Mr. Amr W Farghal  
Office No: 04 3388549  
Email: amr.farghal@fonterra.com

## **Frisch & Frost**

Mr. Hans Boettcher  
Mobile No: 0049 1629069053  
Email: h.boettcher@frisch-frost.at

## **Greenhouse**

Mr. Petros Hadjipetrou  
Mobile No: 050 6282642  
Office No: 06 5332218/19  
Email: greenhse@emirates.net.ae

## **Horeca Trade**

Mr. Hisham Jamil  
Office No: 04 347 71 66  
Email: hisham.jamil@horecatrade.ae

## **IFFCO**

### **Foodservice**

Mr. Syed Kazim Najam  
Mobile No: 050 634 5481  
Office No: 06 5029239  
Email: Snajam@iffco.com

## **JohnsonDiversey Gulf**

Mr. Marc Robitzkat  
Mobile No: 050 459 4031  
Office No: 04 8819470  
Email: marc.robitzkat@johnsondiversey.com

## **John Holt Foods**

Mr. Alen Thong  
Tel: 009715 347 20 49  
Email: jathong@emirates.net.ae

## **Laederach Middle East**

Mr. Philippe Blindenbacher  
Mobile No: 050 895 1715  
Office No: 04 299 8283  
Email: Philippe.blindenbacher@laederach.ae

## **Lamb Weston**

Mr. Sajju Balan  
Mobile No: 050 4907980  
Email: sajjubalan@lambweston-nl.com

## **Masterbaker**

Mr. Ram Narayan  
Mobile No: 050 424 8020  
Office No: 04 8815055  
Email: ramn@switzgroup.com

## **Meat Livestock Australia (MLA)**

Rodney Sims  
Office: +973 17223003  
Mobile: +973 39965655  
Email: rsims@mla.au

## **Mitras International**

### **Trading LLC**

Mr. Jagdish Menon  
Mobile No: 050 6546661  
Office No: 04 3523001  
Email: jagdishm@eim.ae

## **MKN Maschinenfabrik Kurt Neubauer GmbH & Co**

Mr. Stephan Kammel  
Tel: +49 (5331) 89207  
Email: km@mkn.de

## **Elias Rached**

Business Development Manager  
T: +97172041336  
F: +97172041335  
M: +971505587477  
rac@mkn-middle-east.com

## **Multivac Middle East (FZE)**

Mr. Hans A. Isacson  
Mobile No: 050 4823820  
Office No: 04 2991980  
Email: hans.isacson@ae.multivac.com

## **National Honey Board**

C/o Arab Market & Finance, Inc.  
Ms. Lina Kanaan  
Tel: +961-1-740378 / 741223 / 751262  
Email: linak@amfime.ae

## **Nestlé Professional ME**

Mr. Nauman Ehsan  
Email: Nauman.Ehsan@ae.Nestlé.com

## **RAK Porcelain**

Mr. Ravi  
Email: ravi@fnbekfc.ae

## **SADIA**

Mr. Patricio  
Email: patricio@sadia.ae  
Mr. Daniele Machado  
Email: Daniele.Machado@sadia.com.br

## **SAFCO**

Mr. Ajit Sawhney  
Tel: 009716 5339719  
Email: ajit@sawhneyfoods.ae

## **Seascope Int'l**

### **General Trading**

Mr. Ibrahim Al Ghafoor  
Office No: 04 3378220  
Email: ghafoor@seascope.ae

## **Steelite International**

Mr. Gavin Dodd  
Mobile: +971 50 6920151  
Email: gavindodd@ronai.co.uk

## **Target Bakery & Pastry Combination ME**

Mr. Gerhard Debracher  
Mobile No: +965 682 5428  
Email: gdebri@emirates.net.ae

## **Transmed Overseas**

Mr. Hani Kiwan  
Office No: 04 334 9993 Ext 386  
Email: hani.kiwan@transmed.com

## **Truebell Marketing & Trading**

Mr. Bhushant J. Ghandi  
Mobile: +971 50 6460532  
Email: fsd@truebell.org

## **Unilever Food Solutions**

Mr. Hisham El Taraboulsy  
Office No: 04 8815552

## **US Meat Export Federation**

Ms. Lina Kanaan  
Tel: +961-1-740378 / 741223 / 751262  
Email: linak@amfime.ae

## **US Dairy Export Council**

Ms. Lina Kanaan  
Tel: +961-1-740378 / 741223 / 751262  
Email: linak@amfime.ae

## **Winterhalter ME**

Mr. Joachim Dandja  
Tel: 009716 7447401  
Email: jdandja@winterhalter.ae

## **Fanar Al Khaleej Tr**

Martin Mathew  
Asst Sales Manager - Hotel and Catering Division  
Mobile: +971 50 2638315  
Phone: +971 6 5343870  
E-mail: mmathew@fanargroup.ae

## **Gulf Seafood LLC**

Mr. Tarun Rao  
Marketing Manager  
PO Box 61115  
Dubai- UAE  
T: +9714 8817300 extn 103  
F: +9714 8817274  
Cell : +971 50 5593121  
tarun@gulfseafood.ae  
Website : www.gulfseafood.ae  
Follow us on Twitter

## **Iqdam International**

Stefan Menzel  
Business Development Manager  
tel: 04 321 6003  
Mobile: 050 4514593  
stefan@iqdam.com

## **Tarun Rao**

Marketing Manager  
Gulf Seafood LLC  
T: +9714 8817300  
F: +9714 8817274  
Mobile : +971505583121  
www.gulfseafood.ae

## **ANGT LLC – NONIONS / SIPPY**

Ashwin Ruchani  
Marketing Manager  
Dubai – UAE  
T: +9714 3523525, M: +97155 8964874  
Email: impex@angtnonions.com

## **Al Seer**

Mr. Himanshu Chotalia  
Tele – 04 3725425/432  
Mobile – 050 3561777 begin\_of\_the\_skype\_highlighting 050 3561777 end\_of\_the\_skype\_highlighting  
Email – himanshu.chotalia@alseer.com



# THE EMIRATES SALON CULINAIRE

## BRIEFS OF THE CLASSES FOR ENTRY

### RESUME OF CLASSES FOR ENTRY

Class No.	Class Description
01	Cake Decoration - Practical
02	Wedding Cake Three-Tier
03	Four Plates of Dessert
04	Pastry Showpiece
05	Bread Loaves and Showpiece
06	Friandises Petites Four Pralines Nougatines
07	Chocolate Carving Showpiece
08	Fruit & Vegetable Carving Showpiece
09	Open Showpiece
10	Five-Course Gourmet Dinner Menu
11	Four-Course Vegetarian Menu
12	Tapas, Finger Food and Canapés
13	New Arabian Cuisine
14	An Arabian Feast
15	Individual Ice Carving
16	Ice Carving Team Event
17	Practical Fruit & Vegetable Carving
18	Dressed Lamb - Practical Butchery
19	Arabic Mezzeh - Practical Cookery
20	Fish & Seafood - Practical Cookery
21	Beef - Practical Cookery
22	Poultry- Practical Cookery



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



## PRACTICAL PASTRY

### Class 01: Cake Decoration - Practical

- Decorate a single finished cake of the competitor's choice.
- Two-and-a-half-hours duration.
- All decorating ingredients must be edible and mixed on the spot.
- No pre-modelled garnish permitted.
- Chocolate and royal icing can be pre-prepared to the basic level, e.g., tempered chocolate can be brought.
- Competitors must provide all ingredients including cake base (Min. 30x30cm), utensils, and small equipment required.
- A standard buffet table is provided for each competitor.
- Water, electricity and refrigeration might not be available.
- All cakes will be displayed until the end of the Salon and will be disposed of by the organizer.
- The cake will be tasted as part of judging.
- The Judges will cut the cake.

## PASTRY DISPLAYS

### Class 02: Three-Tier Wedding Cake

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

### Class 03: Four Plates of Dessert

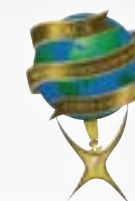
- Prepare four different desserts, each for one person..
- Each dessert presented singly on an appropriated plate.
- Presentation to include a minimum of one hot dessert (presented cold).
- Typewritten description and recipes are required.
- Tasting will be part of the judging process if deemed necessary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

### Class 04: Pastry Showpiece

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



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





**Class 05: Bread Loaves and Showpiece**

1. Prepare and present: four types of breads (competitor's choice) and four types of breakfast pastry.
2. Bread is to be displayed with a bread showpiece.
3. The showpiece will be included in the judging criteria.
4. Doughs prepared and breads baked at place of work and brought to the competition for judging.
5. Tasting will be part of the judging criteria.
6. Typewritten recipes are required.
7. Maximum area w90 x d75cm.

**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.

## ARTISTIC DISPLAYS

**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.

## GASTRONOMIC CREATIONS

**Class 10: Five-Course Gourmet Dinner Menu**

1. Present a plated five-course gourmet meal for one person



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



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

**Class 11: Four-Course Vegetarian Menu**

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

**Class 12: 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 13: New Arabian Cuisine**

1. Present a plated five-course gourmet menu for one person.
2. Free style presentation with an Arabian theme.
3. To be prepared in advance, and presented cold on appropriate plates.
4. Food coated with aspic or clear gelatin for preservation.
5. Menu to be based on ingredients found in the Arabian Gulf and the Middle East



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





6. Dishes are to have an ethnic touch and to be presented in an up-to-date setting and decoration.
7. The meal to comprise:
  - A cold appetiser
  - A soup
  - A hot appetiser
  - A main-course with appropriate garnish
  - A dessert.
8. Total food weight for the entire menu should be 600/700 gms.
9. Typewritten description and recipes are required.
10. Maximum area 90w cm x 75d cm.

**Class 14: An Arabian Feast**

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

## PRACTICAL ARTISTIC

**Class 15: 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 16: Ice Carving Team Event**

1. Freestyle.
2. Two persons per team.



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



3. P120 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 17: 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 18: Dressed Lamb - Practical Butchery**

1. Prepare a whole, fresh, dressed lamb carcass into various ready-to-cook joints and pieces, some as required by the organisers, the others to competitor's choice.
2. Make a presentation of the finished cuts and off-cuts for exhibiting to the judges.
3. Cuts/joints can be suitable for foodservice or suitable for a retail butchery display.
4. Organisers will supply the dressed lamb for this class.
5. Each competitor will have one banquet table (supplied by the organisers) on which to work.
6. No power tools permitted.
7. Competitors to supply their own:
  - Tools and knives
  - Twine or netting
  - RED cutting boards (this is a municipality requirement and will be strictly enforced)
  - Garnishing
  - Display trays
  - Sundries
8. Time allowed: two hours.
9. All tools and sundries will be inspected to ensure that they are hygienically suitable for food use.
10. Cuts required by the organisers are:
  - a) Neck slices or Neck boned.
  - b) 1 x shoulder, boned and rolled, tied or netted ready for roasting.
  - c) 3 pieces shoulder chops.
  - d) Spare ribs.
  - e) 1 x 8 rib Frenched rack.
  - f) Mid-loin chops from a short loin
  - g) 1 x Loin – eye.
  - h) 1 x Tunnel-boned leg tied or netted for roasting.
  - i) 1 x Seam-boned leg trimmed into its 4 primal cuts plus its bone-in shank.



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





## NOTES ON THE PRACTICAL COOKERY CLASSES

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

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

## PRACTICAL COOKERY

### Class 19: Mezzeh – Practical Cookery

1. Time allowed: 60 Minutes
2. Prepare and present for four persons: Three types of hot mezzeh and three types of cold mezzeh.
3. Only one (if any) of the following types of mezzeh may be displayed: humus, tabouleh, babaganough, fatouche, moutabel.
4. The mezzeh can be representative of any of the following countries:



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



- Lebanon
- Syria
- Jordan
- Morocco
- Egypt
- Tunisia

5. Dishes must represent a variety of cooking methods and the use of ingredients as used in the Arabic restaurants of the UAE.
6. Present the mezzeh in four equal portions.
7. Two portions will be served in the public restaurant and two portions will be presented to the judges.
8. Typewritten recipes are required.

### Class 20: 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 21: Beef - Practical Cookery

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

### Class 22: Poultry – Practical Cookery

1. Time allowed 60 minutes
2. Prepare and present four identical main courses using an item of poultry (quail, goose, duck, chicken, turkey, etc.) as the main protein item.
3. Present the main courses on individual plates with appropriate garnish and accoutrements.
4. Typewritten recipes are required.



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





## RULES AND REGULATIONS FOR CULINARY COMPETITIONS

### NOTE

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 disqualifications.
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 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. Competitors are restricted to entering a maximum of three classes with the exception of those entering into the Best Artist trophy class.
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: JHFT;
  - Bank: HSBC Bank Middle East – Dubai (UAE)
  - Account No. 021 - 092499 - 002
  - SWIFT Code: BBMEAAD
16. Entries are accepted strictly on a first-paid, first-accepted basis
17. No entry is accepted until the appropriate fee has been received.
18. Entry Fees are non-refundable.

### CERTIFICATES AND LETTERS OF PARTICIPATION

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



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



### HYGIENE

21. Bad hygiene practice will result in disqualification.
22. A professional food-safety company has been engaged to oversee all aspects of hygiene practice at the competition.
23. It is quite possible that Dubai Municipality Food Control Section will conduct its own hygiene inspections as and when it sees fit.
24. 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

25. The Emirates Culinary Guild (ECG) is the body responsible for the creation, organisation and administration of the competition.
26. The competition is governed by and construed according to the rules of the organisers.
27. The organisers have sole authority to adjudicate on any matters pertaining to the competition.
28. 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.
29. 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@emirates.net.ae

### COMPETITORS AND HELPERS

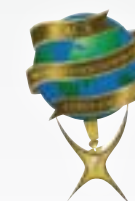
30. Each competitor is allowed one helper to assist with carrying equipment. No other help is allowed to a competitor within the preparation area.
31. A competitor must wear full; freshly laundered chef's uniform with appropriate headgear and footwear when attending at the exhibition.
32. A competitor's 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.



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





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

## COMPETITION MARSHALS

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

## AWARDS

- 58.** Gold, silver and bronze medals and certificates and certificates of merit are awarded solely at the discretion of the judges.
- 59.** The decision of the judges is final and each competitor is required to abide by it without comment.
- 60.** Medals will normally be presented at 18:00 each day. This may change according to circumstance.
- 61.** Any medal or certificate that is not accepted by the competitor or his/her helper at the presentation ceremony for that day will be forfeit, unless prior arrangements are made with the organisers.
- 62.** A competitor or his/her helper must be correctly dressed as stipulated in the rules when collecting medals or certificates.
- 63.** Incorrectly dressed competitors/helpers will not be allowed access to the awards area.

## COPYRIGHT

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



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



## 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 or personal effects.

## QUERIES

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



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





## ADDENDUM – THE EMIRATES SALON CULINAIRE 2011

### VENUE & ENTRY FEES

1. The Emirates Salon Culinaire will be held during the Gulf Food Hotel and Equipment Exhibition from February 27th to March 2nd 2011
2. The venue is Zabeel Hall at the Dubai International Convention & Exhibition Centre
3. The entrance fee for single entries is Dhs.100 (AED. One Hundred) per person per class, unless otherwise stated in the Rules and Regulations or the Class Briefs.
4. The fee for entry to the trophy classes is as follows:
  - i. Best Cuisinier – The Emirates Salon Culinaire- Dubai 2011 AED:500/- per person
  - ii. Best Pastry Chef – The Emirates Salon Culinaire- Dubai 2011 AED:400/- per person
  - iii. Best Artist – The Emirates Salon Culinaire- Dubai 2011 AED:500/- per person
  - iv. Best Arab National – The Emirates Salon Culinaire- Dubai 2011 AED:300/- per person

### CLOSING DATE

5. Closing date for entries is February 1st 2011. However, practical cookery classes are normally fully subscribed and closed well before the closing date.

### TROPHY ENTRY

Entrants to a trophy class must enter and finish in all and only those classes that pertain to the trophy for which they are entering. No other classes may be entered into by a trophy entrant.

The required classes are:

#### **Best Cuisinier:**

- i. Class #10. Five-Course Dinner Menu
- ii. Class # 21. Australian Beef Practical Cookery

Then any and only one of:

- i. Class # 20. Fish & Seafood Practical Cookery
- ii. Class # 22. Poultry 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.



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



#### **Best Artist:**

- i. Class # 07. Chocolate Showpiece
- ii. Class # 09. Open Showpiece
- iii. Class # 15. Individual Ice Carving
- iv. Class # 17. 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.

#### **Best Arab National:**

- i. Class #13. New Arabian Cuisine
- ii. Class # 14. An Arabian Feast
- iii. Class # 19. Arabic Mezzeh 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.



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





## JUDGING AND THE AWARDS SYSTEM

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

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

Competitors will not be competing against each other: rather, they will be striving to reach the best possible standard.

The judges will then apportion marks that accord with their perception of the standard reached. The competitor will then receive an award commensurate with his/her points tally for the class.

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

### **The scaling for awards in all classes is as follows:**

#### Points

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

### **Corporate and Establishment Trophies**

The corporate and establishment trophies available are:

### **Best Effort by an Individual Establishment – The Emirates Salon Culinaire**

This trophy is awarded to the establishment whose competitors gain the highest total combined points from the medals won from all of their entries.

### **Best Effort by a Corporation – The Emirates Salon Culinaire**

This trophy is awarded to the corporation whose competitors gain the highest total combined points from the medals won from all of their entries.

### **Point Value of each Medal Won:**

Gold Medal with Distinction	6 Points
Gold Medal	5 Points
Silver Medal	3 Points
Bronze Medal	1 Point



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



# THE EMIRATES CULINARY GUILD

## APPLICATION FOR MEMBERSHIP

Date of Application: <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>		
Family Name: (Mr./Ms./Mrs.)		
First Name/s:		
Nationality:	Civil Status:	Date of Birth: dd/mm/yy
Name of Employer:	Address in Home Country:	
Work Address:	Tel:	
Web Address:	Email:	
Telephone Office:	Professional Title:	
Fax Office:	Type of Membership Required: (Please tick one)	
Tel. Home:	Corporate <input type="checkbox"/> Senior <input type="checkbox"/> Junior <input type="checkbox"/>	
Fax Home:		
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 OFICIAL USE ONLY		
Remarks:		
Payment received?		
Certificate Given.	Pin Given.	Medal & Collar Given
Approved President.....	Approved Chairman.....	
Fees:		
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.		
Junior Members: Chef de partie or below Dhs: 50/= membership valid for duration of member's stay in UAE. Includes member-pin and certificate.		





# Knorr Demi Glace



Unilever Egypt: Alexandria : Tel.: +2 03 419 4018 - Fax.: +2 03 419 4098,  
Cairo: Tel.: +2 02 345 2341 - Fax.: +2 02 345 4580,  
GCC Unilever Foodsolutions Head Office (Dubai): +9714 8815552,  
UAE Distributor (HORECA Trade): +97143403330, Unilever Bahrain: +97317253252,  
Unilever Kuwait: +9654925629, Unilever KSA: +966503674379,  
Unilever Qatar: +974 46 20 733, Unilever Oman: +96824815582