

gulf gourmet

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THE DEFINITIVE GUIDE FOR CHEFS
volume 8, issue 2

Culinary Powerhouse

Uwe Micheel's achievements make other Chefs' dreams look small. Yet, the culinary pillar of strength refuses to slow down

NESTLÉ COMPETITION

Be a part of the upcoming young chefs' culinary competition. Details on page 15

SALON GUIDEBOOK

Exclusive listing of all the rules, regulations and classes for this month's Salon Culinaire



CHIEF SPEAK

Peter Mansourian, General Manager, Grand Millennium Dubai is all for transparency



CHEF OF THE MONTH

Chef Daniele Bolognesi gives a new twist to his special oxtail creation



SHOES FOR CHEFS

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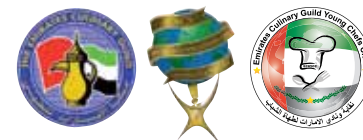
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Dear senior members, corporate members, young chefs and all our supporters,

2013 has started well for everybody and we had our last meeting at the Dubai Marine Beach Resort. We thank Chef Talal and his team for looking after us so well.

The Emirates Salon Culinaire is back and it's bigger than ever before. The competition will see competitors from over 100 hotels, restaurants and food service entities compete with 1,300 entries. The Salon Culinaire is one of the biggest events that the Emirates Culinary Guild Hosts in its culinary year and one that is looked forward to by chefs across the UAE and beyond.

This year sees chefs coming from Sri Lanka, France, Doha, Singapore, Saudi Arabia among other places. This is such an achievement for us in the UAE. Of course we welcome our 26 international judges to judge the completion and this year see some old friends back with us and some new judges to the salon. A big thank you goes out to Chef Gissur Gudmundsson, the President of the World Association of Chefs Societies and Otto Weibel, our Chairman of the judging committee who once again will be with us. The Dubai World Trade Centre, like so many of our partners, have come to our aid once again and we thank the following sponsors once again: Nestle, Sadia, DWTC, Gincox, Convother, Masterbaker, Barakat, US Dairy Council and Iffco.

This is the second year for the Young Chef of the Year award held during the ESC, and again the young chefs will have to demonstrate a number of skills over 3 classes which are butchery, hot cooking of Emirati cuisine and plated meals



in the static class. The importance of Emirati Cuisine is high on the agenda of the ECG and will continue to be a focus for us during our year of competitions. Please keep an eye out for some more news later in the year on the Emirati initiatives the Guild is involved with.

We shall also see a judging seminar with local and international chefs taking part to become a qualified WACS certified judge and this seminar is being conducted by chef Robert Oppeneder from Germany. Good luck chefs with your exam!!

The competition year doesn't stop with the salon, and in March we shall see the UAE being represented in Thailand at the Thai Culinary World Cup in March and led by Chef Poonsak together with Chef Thusan and Chef Ahmed. We wish our team the best of luck in Thailand in the 1st week of March. Also on the competition horizon here is the Dilmah High Tea competition in April and the launch of A Taste of New Zealand in March. More details will come shortly.

As I am also the Chairman of the WACS Young Chef Development team I am always pleased when I see news of special training seminars that are being done for our Guild members especially for

the Young Chefs. It is so important that we ensure we also give our Young Chefs the opportunity to see these courses. I speak directly to the senior members here and ask them to support their young chefs by giving them some time to go and attend some of the trainings that our corporate members put on for the Guild. This year already we have seen US Egg and Poultry Export – Turkey Hands on Seminar being done for our chefs and Tarek Ibrahim from Meat and Livestock Australia has conducted some beef seminars as well.

Thank you to our corporate members for putting on these seminars and if there are other corporate members who wish to conduct training sessions with products then please contact myself or the President and we shall help you set up the sessions.

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

To close, I wish all competitors good luck in the Emirates Salon Culinaire, and thank the organising committee, Alan, Jo, Chef Uwe, Michel Miraton and Chef Robin Gomes and many others for their support to make the salon a great week.

With warm culinary regards

Andy Cuthbert
General Manager Madinat Jumeirah C&I, Jumeirah Hospitality
Chairman of the Young Chefs Development team for WACS
Chairman Emirates Culinary Guild

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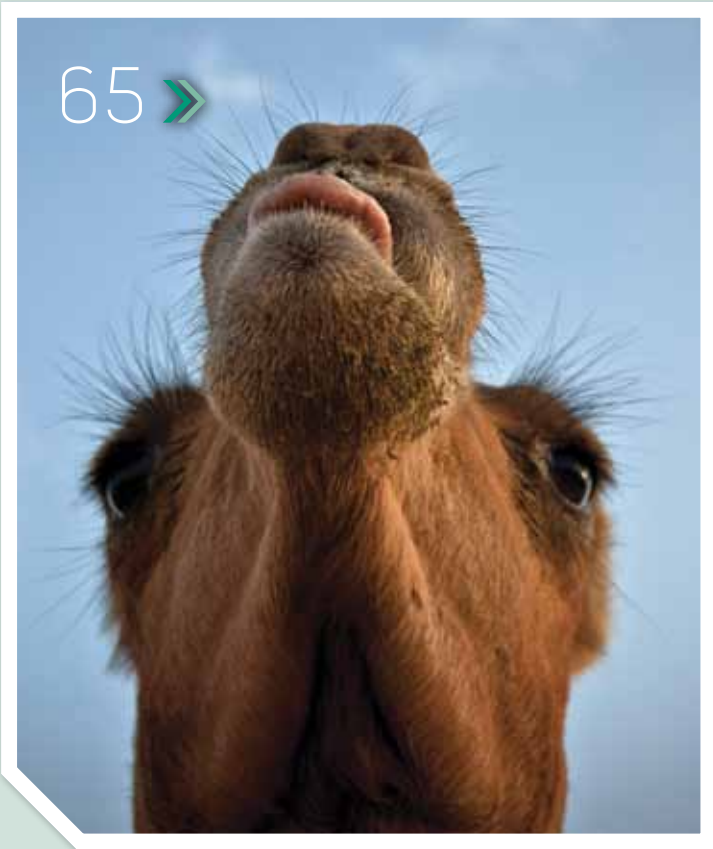
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editor'snote

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Dear reader,

Welcome to the special edition of Gulf Gourmet for Salon Culinaire 2013. The buzz around the event is palpable and the excitement comes to a boil this month-end. If you want to brush up on the rules and regulations for the competition, look no further. We have them all in this issue.

Our cover story this month is with Uwe Micheel, chef extraordinaire. His story of hard work and passion is a must read. For those of you who've always wondered, what it takes for a Chef to become this renowned, the answer is surprisingly simple and lies within the pages of this copy.

Last month, we said that if you are a young Chef below the age of 30, be prepared for a fun competition involving a mystery basket and in-depth coverage for your recipes in this magazine. Well, the mystery basket is none other than products selected by Nestle Professional, who have invested in this competition because of their commitment towards promoting young talent.

The competition will be between young teams from various hotels. So if you have a team willing to participate then please email us or drop us a line on www.facebook.com/gulfgourmet. We are looking to push talented young chefs further in to the limelight. More details on page 15

Even if you are not able to compete, you can always be a part of the Gulf Gourmet family by liking our page on Facebook. Our social media initiative started last month allows you to stay abreast of all that's happening in the chef community.

For now, enjoy this issue and keep cooking with passion!

Aquin George
Editor

February 2013 Gulf Gourmet

EDITOR'S NOTE

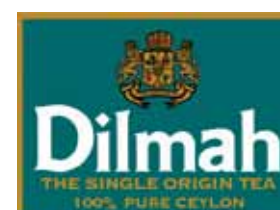
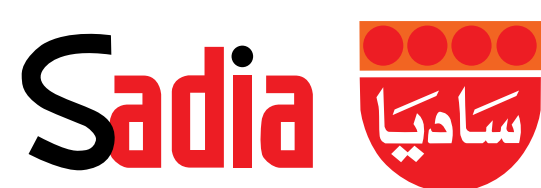
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Nestlé culinary competition **for young chefs**

Nestlé Professional in association with Gulf Gourmet has announced a culinary competition to promote UAE's young chefs starting March 2013

Are you below the age of 30 and interested in showcasing your talent as an upcoming Chef? Would you like to be featured in the region's most widely read Chefs magazine? Then this is your opportunity.

Nestlé Professional has teamed up with Gulf Gourmet to bring you a Culinary Competition that is exclusively aimed at motivating young chefs.

The competition is open to hotels that send a team of at least two young chefs to create delectable dishes using mystery ingredients. All the culinary creations will be judged by senior Chefs chosen by Nestlé Professional in association with the Emirates Culinary Guild.

Each young team's hard work and recipes will be featured in the magazine month after month giving all shortlisted teams equal opportunity to be featured within the magazine.

Nestlé Professional has taken this initiative to inspire young chefs and to help them in their journey towards becoming respected Executive Chefs in the future.

The winner will be announced at the end of the competition based on creativity and presentation, details of which will be provided to the participants in advance. Please do not waste any time and email us right now. There are few slots open. Remember, just one team per hotel or independent outlet.



Email your interest
to Amaresh Bhaskaran,
Associate Publisher,
Gulf Gourmet at
amaresh@gulfgourmet.net
and mention
'Nestlé Competition'
in the subject line.

And miles to go before I sleep...

Master Chef Uwe Micheel, the region's most popular culinarian, in an uninhibited conversation with **Aquin George**, reveals how he's come to be the face of the industry in this part of the world

*The woods are lovely,
dark and deep.
But I have promises to keep,
And miles to go before I sleep,
And miles to go before I sleep.*
— **Robert Frost**

Love him or hate him, you can't help but admire him. Chef Uwe Micheel has in his career achieved more than what most Executive Chefs have dared to dream in a lifetime. Director of Kitchens at Radisson Blu, President of the Emirates Culinary Guild, Judge approved by the World Association of Chefs Societies, Author of a cook book, Coordinator for seven Guinness World Record feats, and arguably the face of the industry in the GCC, his achievements can fill up a directory.

Every chef worth his salt in this country knows who Chef Uwe Micheel is and there is hardly

a culinary magazine on this side of the planet that has not featured him.

So what does a man have to do to reach this stature? Ask him and he humbly replies, "I came here when the industry was very small. I was here from the beginning. I had good people around me. And my team worked very hard with me. It's not just about me. I am just a person who puts a team together and motivates them."

Truth however runs far deeper. To know how he's reached this stage and to understand what keeps him going for more, you should understand where he comes from.

Chef Uwe does not hail from a family of superstar Chefs nor is he from a rich urban background with a fancy culinary degree. He was not even a well-built person during his childhood days. "I grew up on a farm milking cows and feeding farm animals. Until

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my teenage years I was quite small built and I wasn't playing outside with the other boys. In school I would opt for cooking with the girls rather than handicrafts with the boys. Even there I was smaller built than all the girls."

But he had one trump up his sleeve, which was a mix of hard work, common sense and passion. This has always Chef Uwe's ticket to success. He says, "My father was a farmer who had to leave everything in Poland and move to Germany during the World War. So I understood the value of money, the value of food, the value of hard work. To reach a stature of consequence you have to come up the hard way."

At the age of 12 when he chose to help his mother with the cooking at home and when he chose the cooking classes over handicrafts, he had unwittingly carved a career for himself in the kitchen. He eventually did a two and a half year's



I grew up on a farm milking cows and feeding farm animals. Until my teenage years I was quite small built and I wasn't playing outside with the other boys

apprenticeship as Restaurant Chef in Celler Hof boutique hotel in Celle city near Hanover.

"When I started my apprenticeship, I was able to cope with long working hours because of my experience on the farm. This worked to my advantage in the industry. I completed my apprenticeship six months in advance because of my hard work. I would accompany the senior chefs to purchase supplies

while my peers relaxed during the break. It reached a point where even the seniors would relax as they knew I had the purchasing under control. I learnt a lot there. I never went to any high school or fancy hotel institute. I have learnt most of the things on my own and by watching others. I learned the hard way," says Chef Uwe.

Even though money was important for Chef Uwe, he says, "In the first 15 years of my career, I never asked about the salary. I would find out about my salary only when I received the contract. I used to focus on how the job would help me grow in my career and what the company would do for me in the long run."

Following the apprenticeship he worked at the Hotel Schwarzer Bock, which was founded in 1486 and is – as fate would have it – now currently operated under Radisson Blu management. He worked here in the pastry department because "it was something I had not learnt and wanted to learn". Chef Uwe then served two years in the army service as a chef in the officer restaurant.

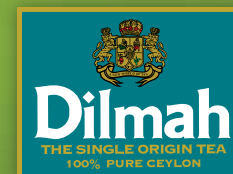
He joined the InterContinental Hotels Group in 1981 in Germany and a year later he moved to the UK's Hyde Park London. He describes his 30-month stint in London as one of his best times. "We were the first hotel group to get the Michelin star outside of France. After winning the Michelin star I wanted to go but my Chef did not allow me to leave. He promoted me to Chef de Partie Saucier and I stayed there a year longer. He wanted to prove that we did not get the Michelin star by accident."

They won the Michelin star again that year. However, Chef Uwe and three other key people left soon after and the place lost its Michelin star.

Chef Uwe made the move because he wanted to move to, of all places,

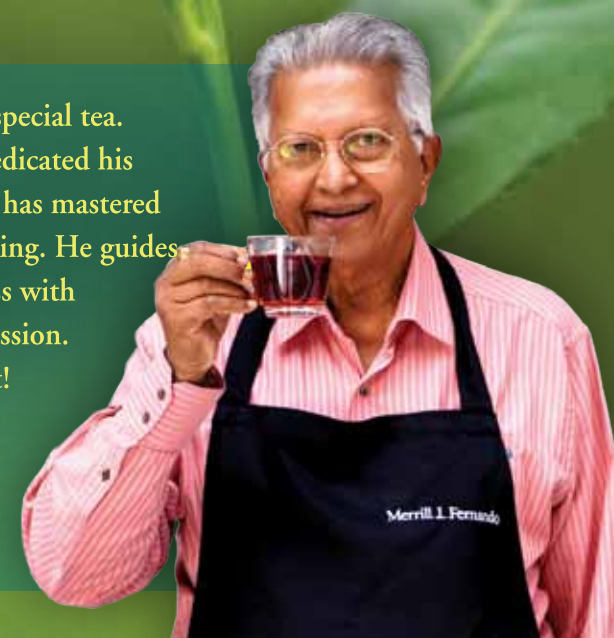


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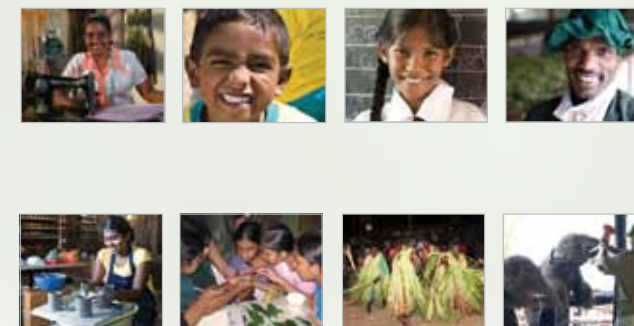
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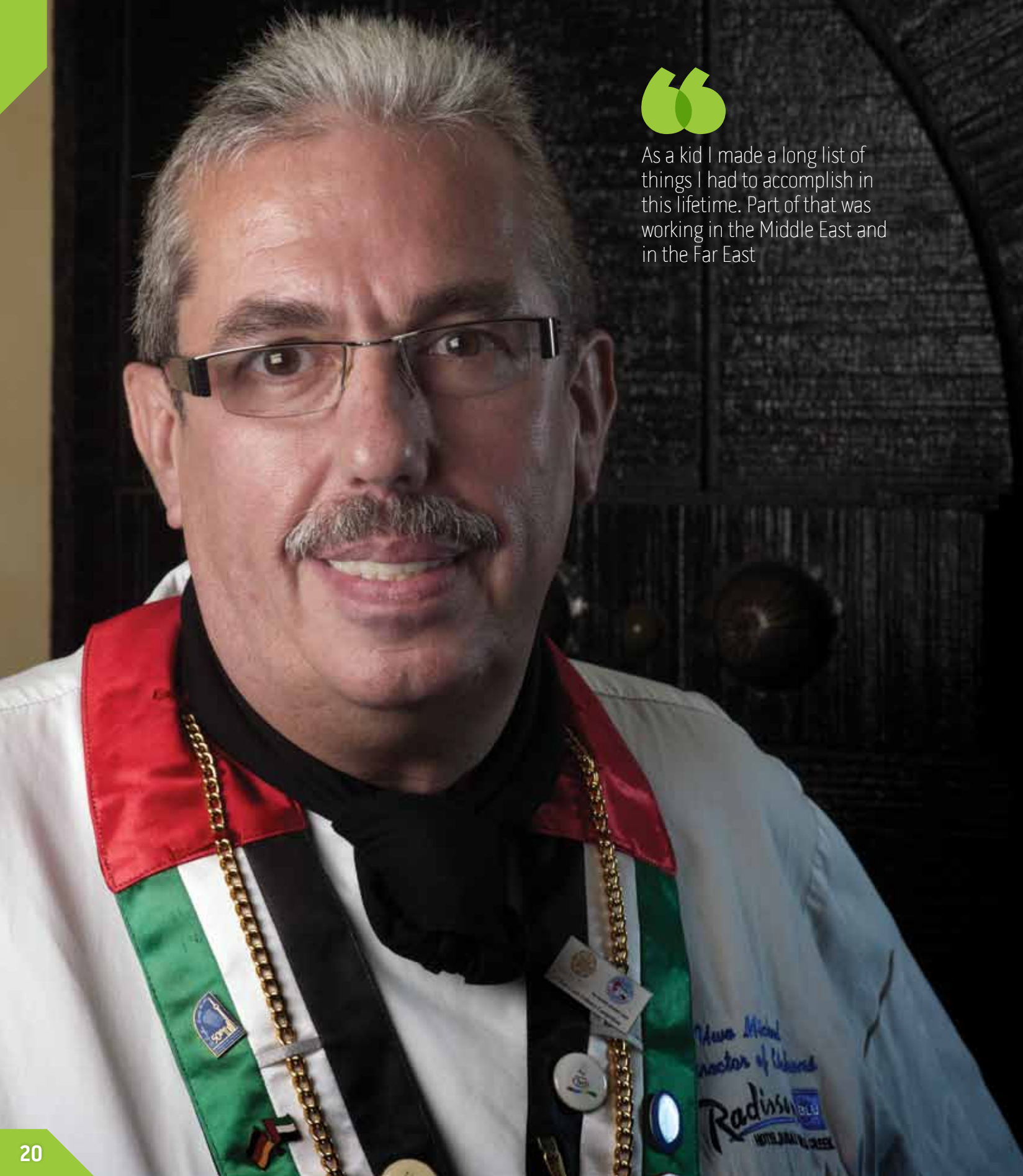
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As a kid I made a long list of things I had to accomplish in this lifetime. Part of that was working in the Middle East and in the Far East

Bahrain. Chef Uwe admits, "As a kid I made a long list of things I had to accomplish in this lifetime. Part of that was working in the Middle East and in the Far East." In Bahrain he joined the Intercontinental Regency's French fine-dining restaurant which at that time was one of the best restaurants in the Middle East.

"The hotel was having issues with quality rating at just 50% and the new executive chef asked Uwe to get it up to 75%. In less than three months, Chef Uwe had the rating at 80% prompting his Chef to promote him to Sous Chef. He worked there for over three years before moving to Korea. "I joined as member of the opening team for the InterContinental Seoul. The place opened for business just two weeks before the 1988 Olympics."

Three years later he got appointed as Executive Sous Chef for the opening of the Yokohama Grand InterContinental in Japan. Talking about his stint in Japan he says, "Things were so futuristic there. For example, before leaving for work I would just input how much water I wanted, at what temperature and what music to be played when I am back at home. This was the normal environment there 22 years ago. My wife did not want to leave but I had come to the point where I couldn't do anything more. I had to move on. We open a hotel, it does well, we move on."

He worked there for three years before moving to Dubai in 1993 as Executive Chef for the Intercontinental Hotel in Dubai (now Radisson Blu Hotel Dubai Deira Creek) and has stayed here since. Ask him what makes him love this hotel so much and he says, "I am someone who grew up to respect family and loyalty. The company has been good to me and I have sacrificed a lot for the owner and the management."



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At the age of 12 when he chose to help his mother with the cooking at home and when he chose the cooking classes over handicrafts, he had unwittingly carved a career for himself in the kitchen

The success of this place with my team has been built over 15 years. I would never want to see it go. I still have 30 per cent of my team which was with me 20 years ago. My Executive Sous Chef started as a Commis with me in 1995. There are a lot of guys still here who have grown along with me. Team work for me is pretty important."

Another reason Chef Uwe has refused tempting offers to move is because of his commitment to the Emirates Culinary Guild, which his hotel supports. He joined the Emirates Culinary Guild in 1993, became the General Secretary in 1994, Chairman in 1996 and President since 1999. Today's Salon Culinaire and its scale is because of his hard work. In just two decades, the competition has gone from 60 to 1,300 chefs participants across various categories and is one of the most prestigious regional chef competitions in the world. Tell him that and he gives credit to other senior members of the Guild.

Truth be told, Chef Uwe has spent a serious chunk of his free time towards the development of UAE's culinary scene. Be it organising local competitions, conducting training classes, organising funds to take young chefs from Dubai to international competitions, or just helping youngsters grow in their career, he has devoted a lot of his time and energy towards improving the lives of other Chefs.

While the fruits of his hard work are there for all to see and enjoy, he does



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Chef Uwe with wife Annette and sons Paul and Max

admit to not giving his own family the time they deserved. "I used up a lot of my family time because of my projects, which they were not too happy about. With so many competitions, training sessions, you think it's the last one but you get motivated to keep going," he says.

"My wife Annette is solely responsible for keeping our family together. I wouldn't be in these shoes if I hadn't married her. There were times when I never took enough care of my family because of my long working hours. The way she brought up the kids is simply marvellous," he says with a hint of emotion in his voice. He even talks proudly about his sons Paul and Max who are both doing their apprenticeship in investment banking and hospitality management respectively in Europe.

So has he achieved everything he wanted through the Guild considering the awards, accolades and most recently the 16 Gold and 1 Silver medal earned at the Culinary Olympics in Erfurt, Germany?

"There is no end to achievement when it comes to training and development of young chefs. We are very far from achieving that," he says as the conversation steers towards the need for more schools for chefs, helping hotels understand the need for sustainable practices, avoiding serving overfished species like Hammour (Chef Uwe has stopped serving hammour in his hotel and is used to receiving flak for it but still stands his ground), and the list just goes on.

Many might say that Chef Uwe Micheel has done it all. I think he's just getting started.



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Passing on the expertise

Peter Mansourian, General Manager, Grand Millennium Dubai tells us why transparency and sharing information is important in the business of hospitality



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

It all started over 30 years ago when I discovered my passion for hospitality and that was in Melbourne Australia at the InterContinental. Since then I continued to travel the globe working within hospitality and exploring this dynamic segment and gaining more experience day by day. I was fortunate to work with big chains such as Hilton, Nikko Hotels and recently the Grand Millennium Dubai hotel by Millennium Hotels and Resorts.

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

F&B is where my career took off; it is a department full of creativity and fusions. I am known to be a hands-on person especially when it comes to F&B I enjoy being around at all times to pass on expertise to my team members. I have a professional team here at the Grand Millennium Dubai who is dedicated to their jobs and I am comfortable for them to run the daily operations. However I make sure that I am always highly involved in the tactical and strategic planning of the hotel.

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

The hotel comprises a wide array of culinary delights to satisfy and impress all tastes. Toshi is the hotel's signature Asian fusion restaurant



I am a big believer in transparency and sharing information to the benefit of the business

that has both a la carte and exclusive theme nights, Dante is an Authentic Italian restaurant, Belgium Cafe offers Belgian cuisines and brunches, Atrium is an all-day dining restaurant, Crystal Bar features live Entertainment in the evening and is also open during the day, Exit 36 is the latest addition and it is an Arabic restaurant in a stunning outdoor garden setting that also offers an al fresco weekend brunch.

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

Absolutely, we meet on a regular basis to brainstorm new ideas and share thoughts to always move the business forward. It is a competitive environment with so much to offer and this is why we need to work very close as a team to expand and improve on what we offer.

What is your brief to your Executive Chef?

I always stress on the fact that the guest's demands have to always be



met and exceeded. It is very important for me to ensure that all items on the menu are always available without fail. We should all walk the extra mile to ensure guests satisfaction.

How important is the relationship between the GM and his Executive Chef?

Communication is the main key in any business; I am a big believer in transparency and sharing information to the benefit of the business. Not only is it vital between the GM and the Executive Chef but also down the line.

Have you been so impressed with a concept in another hotel or resort that you would like to

introduce it in your property?

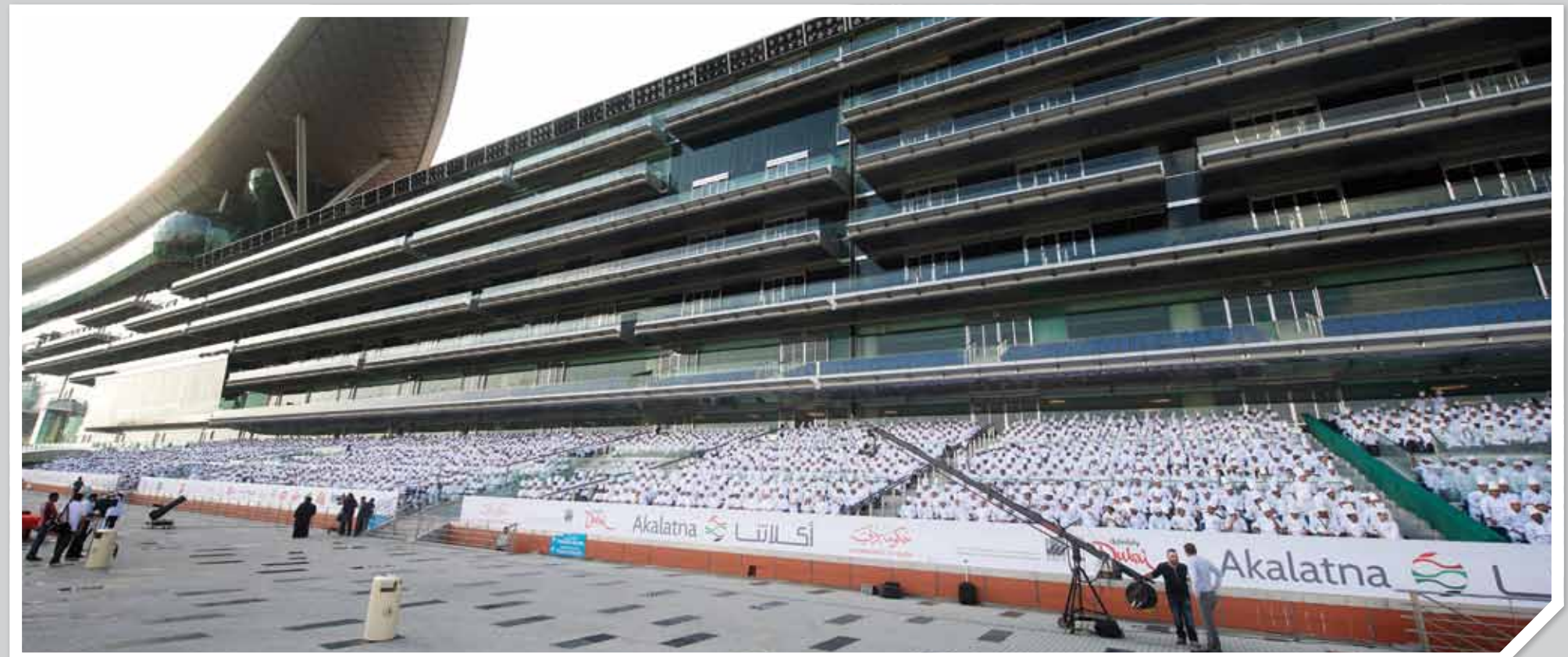
I have worked within hospitality in over ten different countries, so I have sure seen and tried so many different concepts, you can always use and adapt a few ideas from here and there but what is essential is creating your own unique concept and not a duplication of a current one.

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

At the Grand Millennium Dubai hotel we have a few exciting happenings up our sleeve which I am positive we will be disclosing within the course of this year.

A sea of white

It was a new Guinness World Record set last here in Dubai and a chunk of the credit goes to the Emirates Culinary Guild and its member Chefs. An astounding 2,847 people in Chefs jackets from across the UAE came together on January 4, 2013 in one place beating the previous score of 2,111 set in Korea last year. Here are more images captured at the record-breaking event.





February 2013 Gulf Gourmet



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'I focus on natural flavours and colours'

Chef Daniele Bolognesi, Executive Sous Chef at EKFC, tells us about his career and life in the region

Tell us about your career.

My father, a banker, never wanted me to be a chef. But being born in Florence, Italy, a beautiful artistic city, I was inspired to do something creative. After schooling I moved to the US where I worked in fine-dining restaurants as a Commis. Money and travel was all I cared for then. After working across the US and in a Michelin star restaurant in London, I moved to Spain. I ran my own restaurant and in the off-season worked in hotels for free to add to my experience.

What kind of food did you specialise in?

I worked a lot on Italian cuisine and focused on natural flavours and colours in Spain. No set menu, just the best produce from my suppliers to create something new each day.

How did you move to Dubai?

Following the crisis I moved to Sheraton Bahrain and then Sheraton Dubai Creek. After three years I moved to EKFC where we create new and different dishes to try and include in the in-flight catering menu. We do about 60,000 to



The industry is not easy. Patience, sacrifice and creativity are important elements to success. Just high qualifications are not enough

70,000 first and business class meals a day. We cook all kinds of cuisines including Indian, Chinese, Continental, Japanese and Arabic.

Your most memorable moment as a chef?

I have many great memories but working with Chef Santa Maria for 6 months without pay was the best. The legendary chef was very charismatic and he could turn any product into something amazing. I learned a lot about the art of cooking from him.

What is your advice to young chefs?

The industry is not easy. Patience, sacrifice and creativity are important elements to success. Just high qualifications are not enough.

How was it using Nonions in your dish?

Nonions is quite good. It's onion paste that you open and are ready to go. You can associate this to certain kinds of cuisines. I used it in my base for my Italian dish. You can make a beautiful marmalade or a caramelised onion sauce. You can make a stuffing for fish or calamari. You can use it in many ways to create amazing dishes.

Could you tell us about your family?

I married a beautiful Spanish woman without whom I wouldn't be where I am today. I have 3 beautiful daughters – Noah, 9, Viola, 14, and Mayte, 16.

Where do you see yourself 10 years from now?

I like the Middle East and I don't plan to go back to Europe for now. I like my company and there is a lot to do for this industry. I hope to continue being a part of it 10 years from now.





Rabo de Toro

Oxtail hot terrine with pumpkin ravioli and tapinambur/Crème fraîche texture

INGREDIENTS	
Oxtail	500 grams
Carrots Cubes	40 grams
Leeks Julienne	40 grams
Celery Cubes	20 grams
Garlic Sliced	5 grams
Tomato Cubes	30 grams
Tapinambur	300 grams
Pumpkin	250 grams
Onion Paste (Nonions)	250 grams
Olive Oil	50 ml
Butter	20 grams
Crème fraîche	30 grams
Parmesan Cheese	30 grams
Flour	150 grams
Semolina	50 grams
Eggs washed	35 grams
Salt	10 grams
Pepper	3 grams
Nutmeg	5 grams
Parsley	50 grams
Chives	30 grams
Rosemary	15 grams
Agar-Agar	30 grams
Dark Chocolate	20 grams
Water	1.5 litres

PREPARATION

- ◆ Cut the Oxtail in pieces and wash it. Heat up a pan with olive oil and fry the meat after covering it in flour and salt, reserve.
- ◆ Prepare a "Soffritto" with the carrots, leeks, celery and the onion paste (Nonions).
- ◆ Add some finely chopped rosemary and let it cook for 20 minutes.
- ◆ Add the tomatoes and the Oxtail, adjust with salt and pepper and after few minutes add the water. Let it cook for 45 minutes with medium fire and the pot covered with a lid.
- ◆ Let it cool down and remove the oxtail from the sauce.
- ◆ Debone the Oxtail maintaining the piece as entire as possible.
- ◆ In a small pot boil some water with Agar-Agar and mix it with the Oxtail meat and some of the jus obtained while cooking.
- ◆ Put the meat in a mould (Square or Round) and reserve in a warm place.
- ◆ While the Oxtail is cooking, wash and boil the tapinambur, peel and mix with the crème fraîche and little butter.
- ◆ Adjust with salt and pepper and process in a mixer for 4-5 minutes till reaching a smooth and soft puree; strain and reserve.
- ◆ Prepare fresh pasta dough with Semolina flour egg and salt. Reserve.
- ◆ Cook part of the pumpkin with butter and onion paste (Nonions)
- ◆ When ready, mash with a fork and add grated parmesan cheese, freshly chopped parsley, salt, pepper and nutmeg; use the stuffing to make a nice, big sized Ravioli.
- ◆ Cook in boiling water and salt and reserve.
- ◆ With the rest of the pumpkin, prepare 3 Cubes of 3x3; boil in water for 4 minutes.
- ◆ Fry in hot pan with butter till it obtains a nice golden crispy colour, reserve.
- ◆ With the sauce obtained from the vegetables and the oxtail, prepare a smooth jus.
- ◆ Put all the ingredients in a food processor and strain once finely ground.
- ◆ Before serving, melt some chocolate in, to give a shining smooth finish and strain.
- ◆ Warm some olive oil and add the parsley previously blanched, put in a food processor and blend together for 2 minutes. Let it deposit and strain carefully; obtain an aromatic oil with the green colour of the parsley chlorophyll.
- ◆ Mix the rest of Crème fraîche with finely chopped chives and reserve.
- ◆ Heat up the ingredients and serve on a hot plate.

أليجرو
ALLEGRO

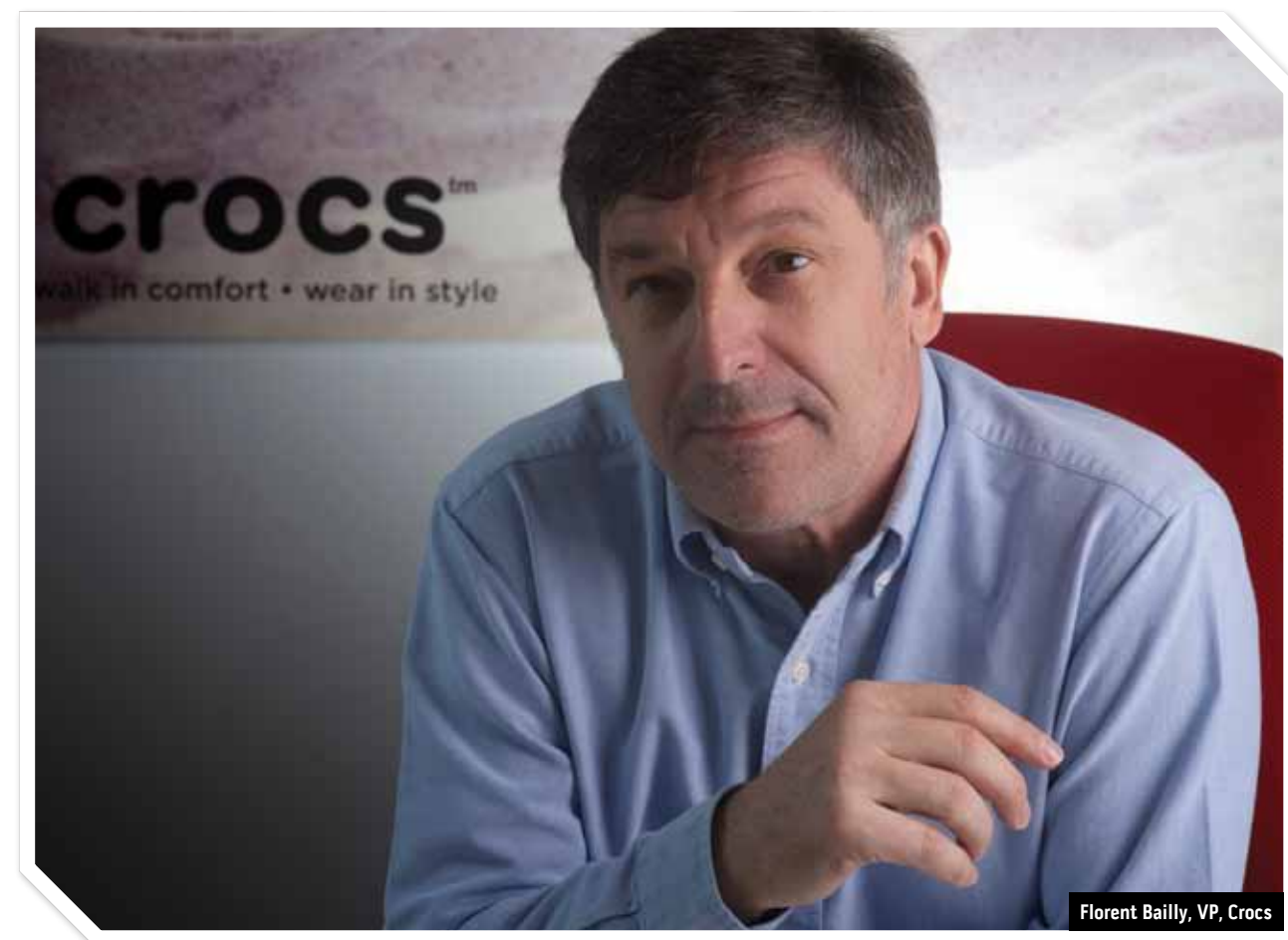
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Caring for Chefs' Feet

With over a million pairs sold worldwide, the Bistro range of professional footwear is quickly gaining the reputation of being the ideal work shoe for chefs



Florent Bailly, VP, Crocs

In 2002 Crocs started as comfortable and durable shoe in water and could be used for rafting and sailing. Today, that idea has bloomed into a globally renowned footwear brand with over 200 million pairs sold worldwide

and an annual turnover exceeding a billion dollars since 2011.

We are talking about Crocs, the brand that has redefined the idea of fun in footwear and is today available in over 200 designs for men, women

and children. Yes, if you thought clogs were the only thing they made, think again. They have everything from fashionable lifestyle footwear to professional certified shoes for Chefs!

In the years gone by, Crocs set-up



Bobby Kishna Thulasi, Senior Food Studies and Surveys Officer, Dubai Municipality

base in the UAE to aggressively focus its expansion plans in the GCC and its neighbouring countries. "The foray has been a success," says Florent Andre Bailly, Vice President – Middle East, India and Africa for Crocs, adding, "Our expansion strategy in the year gone by has seen our regional operations growth and we expect it to continue."

So what makes Crocs such a universally appealing brand, loved by people from varied backgrounds and age-groups? "The best thing

Bistro range has safety features for the chef, which is a must in professional kitchens. You can copy the design but there is a lot of technology put into this shoe that just cannot be copied

— Florent Bailly,

VP, Crocs

that happened to Crocs when it was designed was the design itself and the unique quality of our material. This material is light and comfortable and used in all our products," says Bailly, explaining the unprecedented success of a brand that has seen scores of imitation products pop up around the world.

Talking about their Bistro range of footwear that is specifically built for use in professional kitchens and hospitals, he says, "We pay a lot of attention to detail. The Bistro range for chefs is a purpose related shoe with important features. It has safety features, which is a must in professional kitchens and there is a lot of technology put into this shoe that just cannot be copied. You can copy the design but not the comfort."

Crocs has also put in place strategic distribution channels to ensure that a good quality pair of Crocs is not too far away when you decide to buy one.

Padmanabhan of Baqer Mohebi, the

A Chef's footwear has to be comfortable during long hours, safe to work in wet conditions, must be cleaned easily, must have a protective function and should be easily maintained. We just had a look at the number of accidents and most of them are related to slipping

— Bobby Kishna Thulasi,
Senior Food Studies and Surveys
Officer, Dubai Municipality

authorised distributor for crocs in the UAE, says, "We started working with Crocs in 2011 and by the end of the year we started supplying the Bistro range of footwear. The response we have had has been fantastic. Chefs have found it to be lightweight and comfortable to wear. With the size of

200

the brand that has redefined the idea of fun in footwear and is today available in over 200 designs for men, women and children

the food industry in UAE growing day by day, the potential for the Bistro to be the preferred choice of footwear in kitchens is immense."

The biggest challenge with chefs however is convincing them to move to a new product. Says Padmanabhan, "As great a product as the Bistro is, it is different from what most chefs are used to. Convincing Chefs that different is better can be quite a challenge. However, once they try it, there's no turning back. As a company, we strive to maximize customer satisfaction and assure delivery within 48 hours. We deal

with premium value for money products and we go out of our way to ensure that the services we offer are always a level above what our clients expect from us."

So does the Bistro range of footwear meet the requirements of professional kitchen footwear where safety is high priority?

To find out we spoke to Bobby Kishna Thulasi, Senior Food Studies and Surveys Officer at Dubai Municipality. One of Thulasi's primary responsibilities is forming food regulations and policies and he is currently working on a food code – a one of its kind never seen before in the UAE – that will list every practice that a food establishment has to follow regardless of its size or scale.

He says, "A Chefs footwear has to be comfortable during long hours, safe to work in wet conditions, must be cleaned easily, must have a protective function and should be easily maintained.

"We just had a look at the number of accidents and most of them are related to slipping. So slip resistant is a must. You cannot walk around wearing heavy shoes for long hours so lighter shoes are a plus."

In his experience, is there an ideal shoe for professional Chefs that tick all the boxes? Says Thulasi, "I just know of Crocs and that too only because

The response we have had has been fantastic. Chefs have found it to be lightweight and comfortable to wear

— **S. Padmanabhan**,
Sales and Marketing, Baqer Mohebi

they have been in touch with us trying to find out how they could further improve their shoes for chefs."

Agreeing with his view is Chef Micheel Uwe, Director of Kitchens, Radisson Blu Hotel, Dubai Deira Creek. "A chef's job is very demanding considering we have to be on our feet for 12-18 hours a day. The professional work shoes from Crocs are a great fit for this industry because they are not only

safe and hygienic but also light weight and durable." Chef Robin Gomes, Executive Chef at CityMax Hotels, says, "A good pair of shoes for chefs should be easy to clean, comfortable to wear, lightweight and slip resistant. To this end, crocs have created a very good product for chefs' feet."

In conclusion, Bailly of Crocs says, "The product is designed for the protection of the chefs' feet. We

ensure this product is based on the feedback we receive. Our effort in a technical product is the technology of comfort and the ease of maintenance.

"We believe we have the perfect recipe for this market which what makes us so successful. This product is based on US regulations and is well-accepted all around the world. I would request chefs to try on a pair when possible."

What makes Bistro shoes ideal for professional Chefs?

- ◆ Unique, patented Croslite material ensuring comfort, practicality and safety
- ◆ Crocs Lock™ Tread exceeds industry slip-resistance standards for oil, water, soap and a wide variety of slippery surfaces as tested to ASTM F1677 standards
- ◆ Thicker Croslite at toe area for extra protection
- ◆ Closed upper protecting against fluid spillage
- ◆ Massaging foot bed promoting circulation
- ◆ Adjustable rear strap and higher heel at shoe back
- ◆ Approved for safety by Dubai Municipality
- ◆ All-day comfort with odour resistance and easy maintenance
- ◆ Ultra light-weight (less than 280g) and stylish
- ◆ Durable and long-lasting

* Information provided by Crocs Middle East



S. Padmanabhan, Sales and Marketing, Baqer Mohebi

Freewheeling with the falafel

Sudqi Naddaf, Executive Chef at Kempinski Hotel Mall of the Emirates shares three recipes with **Olivia Atkinson** to showcase the falafel's versatility

What is your speciality?

As an Executive Chef, I have to be knowledgeable in all cuisines. I'm not specialised in one particular cuisine but there are some that I prefer to work with. In saying that, my favourite cuisine to cook is Middle Eastern. I love to elevate it and add a slight European flair to the flavours and presentation of the dishes.

Could you tell us a bit about your previous experience?

My uncle is an Executive Chef and is the person who introduced me to the culinary world. I had always enjoyed cooking as a child but when I saw him in his role as a Chef I was inspired and decided that I wanted to follow in his footsteps.

As most chefs do, I started at the bottom, peeling over 100kg of onions on my first day in a Jordanian kitchen. It was tough but something that I believe was important. After that I took some cooking courses both overseas and in Jordan. I also used my salary to attend some demonstrations by a sample of the world's top chefs. Although it was expensive, I feel as though it improved my cooking knowledge.

My love for adventure meant that I moved around quite a bit provided that it would increase my expertise



The falafel is something that we've grown and nurtured in the Middle East, however, I'm sure many chefs from all over the world could elaborate the recipe and have a great outcome

as a Chef. These opportunities took me to Europe, the United States and other parts of the Middle East.

While cooking what is your favourite ingredient?

For today, my favourite ingredient is falafel.

Why do you like this ingredient so much and how does it enhance the dishes you create?

I believe that Middle Eastern cuisine is a very broad and vibrant cuisine. As I said previously, it is possible to take it to the next level by adding elements of European cuisine and building on the already fantastic flavours.

I chose falafel because I want to take the basic Arabic cuisine, show what we can do with one particular food and elevate it at the same time. For example, I adapted the main ingredients found in falafel and used them in a sweet waffle mixture with a sweetened tahini. Falafel is a tasty and authentic food but one that shouldn't be given boundaries.

When were you first introduced to falafel?

It's part of my culture, and it seems as though falafel was there from the moment I opened my eyes. I grew up with it and eating falafel is one of my



fondlest childhood memories.

Where do you get the best quality falafel ingredients?

When falafel was first created, there would have been limitations to what type of ingredients were available. Today you have chickpea flour, onion powder and garlic powder which essentially gives the falafel the same look, taste and quality but with different types of ingredients.

How versatile is falafel and in how many dishes and cuisines can it be used?

Falafel is a food that responds well to variation. For example, the Egyptian equivalent of falafel is made from fava bean instead of chickpea. I don't

believe certain foods or meals should be exclusive to one cuisine and one cuisine only. When I visited Europe and the States I was happy to see tabouleh and hummus featured on their menus.

The falafel is something that we've grown and nurtured in the Middle East, however, I'm sure many chefs from all over the world could elaborate the recipe and have a great outcome. This has largely been done in America with Italian and Asian food and as a result food has become more international.

It would be fantastic to see Middle Eastern cuisine merge with other cultures. Perhaps one day we will see

the chocolate fountain being replaced by a sweetened tahini fountain.

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

Falafel is the result of a combination of ingredients and the recipe often depends on the chef. Some chefs may use coriander instead of parsley or spring onions as a replacement for dry onions. However it's important to not overpower falafel with spices, herbs or onion – there should be a good balance of flavours. Of course it's possible to substitute the chickpea with fava bean or something similar. As long as you have the inspiration and determination to make falafel then that's all you need.



Falafel Waffle

INGREDIENTS

1 ½ cup	chickpea flour
4tbsp	corn flour
2 tbsp	fresh yeast
1 tbsp	cumin
1 tsp	sesame powder
1 tsp	mustard powder
1 tsp	sumac
1tsp	onion powder
1 tsp	salt
1/2 tsp	garlic powder
20 gms	fresh finely chopped parsley

(For Falafel)

600 gms	Chick peas - soaked in water for (a minimum of) 6 hours
100 gms	Red onion
40 gms	Parsley
100 gms	Spring onion
20 gms	Coriander
60 gms	Garlic
40 gms	Salt
20 gms	Black pepper powder
30 gms	Cumin powder

30 gms	Coriander powder
100 gms	Bicarbonat powder

(For Sauce)

100 ml	tahini
100 ml	honey
50 gms	yoghurt
20 ml	lemon juice
A cup of	water

METHOD

- ♦ Mix all dry ingredients in a bowl, add in the parsley and water and stir until the mix has a pancake/waffle batter consistency. Bake in a waffle iron or pan for about 5 minutes on each side. It takes longer to bakes these than regular waffles, so don't worry about your waffles taking their time to cook!
- ♦ Use the above falafel ingredients to make a fried crispy falafel.
- ♦ Garnish with pomegranate seeds, fried falafel and micro leaves.
- ♦ For the sauce, which you should prepare before you bake the waffles to let it develop the right flavors, you mix the tahini paste, honey, lemon juice and yoghurt. To reach the right thickness of the sauce you can add water where needed. This is the traditional sauce you can serve with the falafel waffles instead of Maple syrup.

Falafel Pancake

3 nos of chive leaves

INGREDIENTS (For batter)

1 ½ cup	chickpea flour
4tbsp	corn flour
2 tbsp	fresh yeast
1 tbsp	cumin
1 tsp	sesame powder
1 tsp	mustard powder
1 tsp	sumac
1tsp	onion powder
1 tsp	salt
1/2 tsp	garlic powder
20 gms	fresh finely chopped parsley

(For salad)

15 gms	orange segments
15 gms	grape fruit segments
20 gms	cherry tomatoes
10 gms	baby leaves
5 gms	edible flower
3 gms	micro herbs

(For Sauce)

100 ml	tahini
100 ml	honey
50 gms	yoghurt
20 ml	lemon juice
A cup of	water

METHOD

- ♦ Mix all dry ingredients in a bowl, add in the parsley and water and stir until the mix reaches a pancake/waffle batter consistency. Grease the pan, pour the batter on the pan till you reach the desired size, let it cook on moderate fire then flip to other side to allow it cook further.
- ♦ You can serve the pancakes with assorted baby leaves and citrus salad
- ♦ For the sauce which you should make before you bake the waffles to let it develop the right flavors, you mix the tahini paste, honey, lemon juice and yoghurt. To reach the right sauce consistency you can add water. This is the traditional sauce you can serve with falafel waffle instead of Maple syrup.





Falafel salad

INGREDIENTS (For Falafel Dough)

- 600 gms Chick peas soaked in water for (a minimum of) 6 hrs	
100 gms	Red onion
40 gms	Parsley
100 gms	Spring onion
20 gms	Coriander
60 gms	Garlic
40 gms	Salt
20 gms	Black pepper powder
30 gms	Cumin powder
30 gms	Coriander powder
100 gms	Bi - carbonate powder

(for Salad)

20 gms	Young romaine lettuce
20 gms	Frissee lettuce
20 gms	Lolo Russo
20 gms	Cherry tomatoes
20 gms	Red Radish
15 gms	pomegranate seeds
5 gms	mint leaves
5 gms	parsley sprig
20 gms	orange segments
20 gms	grape fruit segments
10 gms	mint leaves
10 ml	olive oil

5 gms	salt
1 pinch	White pepper powder

(for Dressings)

50 ml	tahini
20 ml	lemon juice
5 gms	garlic
25 ml	yoghurt
to taste	Salt
for consistency	Water

METHOD

- Place the dried chickpeas in a bowl and cover them with cold water. Allow to soak overnight. Omit this step if you're using canned beans. Drain the chickpeas and place them in pan with fresh water, and bring to a boil. Boil for 5 minutes, then let simmer on low for about an hour.
- Drain and allow cooling for 15 minutes. Combine chickpeas and the ingredients for the dough. Mash the chickpeas, making sure all ingredients are mixed well together.
- You can also combine the ingredients in a food processor. You want the result to be a thick paste. Form the mixture into small balls. Fry in 2 inches of oil at 350 degrees until golden brown (5-7 minutes).
- Make equal size mini balls, then deep fry them. Mix the lettuce and vegetables together, season it and mix with the fried falafel.
- Serve with tahina dressing which is the combination of tahini, lemon juice, yoghurt, salt, garlic, water. Garnish with mint sprig and chives.

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MLA meat training magic

In the run up to the eagerly awaited Gulfood expo, Meat and Livestock Australia (MLA) corporate chef Tarek Ibrahim conducted a special three hour Beef Rump Workshop for 86 chefs from 30 hotels in Dubai including the Burj Al Arab, The Address and Hilton to name but a few. The event was held at the Radisson Blu Hotel, Dubai Deira Creek earlier this February.

Chef Tarek says, "This was a fantastic experience for me to educate and help Chefs understand meats, cuts and cooking methods. I demonstrated the difference between grain fed and grass fed, dry aging and wet aging and the use of the non loin cut 'the D Rump' which will be especially enlightening for the chefs who will be competing in the Gulfood beef and lamb competition.

Adding further, he said, "Exposing

these young chefs to the non loin cuts which in my opinion are the best kept secret in the industry was very rewarding as the feedback was fantastic. Once we started cooking and tasting the meat, the Chefs mindsets changed from thinking that nothing is better than tenderloin to a whole new way of thinking and cooking using non loin cuts."

At the request of Micheel Uwe — President of the Emirates Culinary Guild, Chef Tarek's culinary class also included discussing the Australian meat industry from farm to fork, meat aging and marbling, and educating the chefs on Australia's stringent and strict Halal policy.

Chef Tarek says, "Australia has the strictest Halal certification system in the world and it is recognised as a world leader in this field. It's vital that chefs understand and realise

that not only is a wide range of cuts, different cooking methods, consistent supply, a clean and safe environment important but that traceability and guaranteed Halal is equally essential."

When asked about working with the chefs, Chef Tarek praises his participants. He says, "It was a real privilege to work with these talented chefs and I very much enjoyed their enthusiasm and eagerness to learn. Personally, I felt at home sharing some of my meat knowledge with these young chefs. It's a great feeling and truly rewarding when you get amazing feedback and opportunity to educate. It's magic when you have a workshop where all involved learn and leave inspired to try new techniques. I'd like to say a very big thank you to all 86 chefs for their participation and to Chef Micheel Uwe for this opportunity."





USAPEEC Poultry Activity with the Guild

Over a period of four days, USAPEEC conducted technical workshops and hosted Executive Chefs and Sous Chefs from different hotels in the Emirates to expand their volume and usage of U.S. chicken in their operations.

USAPEEC had initially worked on enhancing and improving the culinary prestige of U.S. chicken in the region through a corporate membership in the Emirates Culinary Guild (ECG), and has now built on that membership to conduct attractive U.S. Chicken application events.

These events were culinary hands-on programs where more than 80 chefs from the GCC representing leading HRI operations were targeted. Some major local importers who were distributors to the HRI sector were also present.

Through live cooking, technical presentations and discussions, attendees were educated about U.S. chicken and were highlighted about the different recipes in which the products could be used. These included the well-known "Kabsa", Tex-Mex recipes, Roasted Chicken and Potatoes, Shawarma, Grilled Chicken with Barbecue Sauce and others.

Chef Uwe Micheel was the keynote speaker and coordinator of the kitchen classes. Bassam Bousaleh, USAPEEC representative, held a presentation on: the U.S. poultry inspection system, industry improvement and high technology, Halal aspects, as well as the role of USAPEEC in the Middle East region.

The event was also a get-together spot for importers/ distributors and HRI decision makers who showed purchase intents and serious usage interests.



ECG monthly meet

The Emirates Culinary Guild meeting last month was held at the Barakat offices and hosted by Chef Mike Wunch. Chef Micheel Uwe opened the meeting and welcomed all the chefs, corporate and junior members. Topics discussed included new corporate members, dinner for volunteer Marshals on Feb 28, the successful breaking of the world record and a record of 73,000 Loukamat sweets made for which a response is awaited from the Guinness Book of World Records.

Details of the Salon Culinaire were discussed in detail as well as GULFOOD Social Events being held at the Crowne Plaza Hotel, Ritz Carlton DIFC, and Radisson Blu Deira. No less than seven upcoming events for the season too were discussed at length.

photos: Amro Fahed Al Yassin



Andreas Schmidt, CEO, SYS Systemfiltration GmbH receiving the certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.

SYS Systemfiltration GmbH is located in Tuttlingen (near the well-known Black Forest and Lake Constance). SYS is specialized in the production and sales of filtration units for contaminated fats, oil and aqueous solutions for industry and food applications. Thanks to an intensive cooperation with manufacturing and research enterprises the company is expanding constantly across international waters. The objectives of the organization are:

- ◆ Savings of time and cost for the final customer



- ◆ Environmental protection by avoidance of waste oil
- ◆ Continuously high quality standard

The company was established in 2001 and its line of action is Product

development, production and sales of filtration systems for deep fat fryers.

Alongside their permanent staff, we regularly take on apprentices and interns. Their sales and distribution model in Germany includes an exhaustive network of independent dealers.

Worldwide they export to over 70 countries. SYS Systemfiltration GmbH also cooperates and partners with organisations in related fields / industries, international colleges and universities, independent experts and laboratories.



BRIEFS OF THE CLASSES FOR ENTRY THE EMIRATES SALON CULINAIRE

Resume Of Classes for Entry

Class No. Class Description

- 01 Cake Decoration - Practical
by Masterbaker
- 02 Wedding Cake Three-Tier
By Nestlé
- 03 Four Plates of Dessert
By Nestlé
- 04 Pastry Showpiece
By Nestlé
- 05 Bread Loaves and Showpiece
by Masterbaker
- 06 Friandises Petites Four Pralines Nougatines
by Masterbaker
- 07 Chocolate Carving Showpiece
by Masterbaker
- 08 Fruit & Vegetable Carving Showpiece
by Barakat International
- 09 Open Showpiece
by Sadia
- 10 Five-Course Gourmet Dinner Menu
by Australian Meat
- 11 Four-Course Vegetarian Menu
US Cheese by US Dairy Export Council
- 12 Tapas, Finger Food and Canapés
US Cheese by US Dairy Export Council
- 13 N/A
- 14 An Arabian Feast
by Meat and Livestock Australia
- 15 Individual Ice Carving
by John Holt Foods
- 16 Ice Carving Team Event
by John Holt Foods
- 17 Practical Fruit & Vegetable Carving
by Barakat Quality Plus
- 18 Dressed Lamb - Practical Butchery
by Australian Meat
- 19 Arabic Mezzeh - Practical Cookery
by IFFCO Allegro
- 20 Fish & Seafood - Practical Cookery
by Live Seafood - Delsea by Mitras
- 21 Beef - Practical Cookery

by Australian Meat

22 Emirati Cuisine – Practical Cookery

by Sadia

23 Young Chef of the Year Supplementary Class. Practical Butchery: Chicken and Fish. This class is not open to single entries.

by Sadia

Practical Pastry

Class 01: Cake Decoration - Practical



1. Decorate a pre-baked single cake base of the competitor's choice.
2. Two-and-a-half-hours duration.
3. All decorating ingredients must be edible and mixed on the spot.
4. No pre-modelled garnish permitted.
5. Chocolate and royal icing can be pre-prepared to the basic level, e.g. tempered chocolate can be brought.
6. Competitors must provide all ingredients, cake base, utensils, and small equipment required.
7. The cake base must a minimum size of 30cm X 30cm or 30cm Diameter.
8. A standard work table with a 13 amp power socket is provided for each competitor to work upon.
9. Water and refrigeration will not be available.
10. The cake will be tasted as part of judging.
11. The Judges will cut the cake.

Pastry Displays

Class 02: Three-Tier Wedding Cake

1. All decorations must be edible and made entirely by hand.

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

Class 03: Four Plates of Dessert

1. Prepare four different desserts, each for one person.
2. At least one dessert must contain Toni Kaiser strudel dough as a main component.
3. Toni Kaiser strudel dough will be supplied to entrants.
4. Each dessert presented singly on an appropriated plate.
5. Presentation to include a minimum of one hot dessert (presented cold).
6. Typewritten description and recipes are required.
7. Tasting will be part of the judging process if deemed necessary to determine quality and authenticity.
8. Maximum area w90 cm x d75 cm.

Class 04: Pastry Showpiece

1. Freestyle display.
2. Edible media, marzipan, pastillage, sugar, pulled-sugar, croquant, etc., may be used,



- singly or in mixed media.
3. Written description required.
4. Maximum area w90 x d75cm.
5. Maximum height 90cm (including base or socle).

Class 05: Baked Good and Baked Bread Showpiece



1. The entire exhibit must comprise baked goods and must include the following:
2. A baked bread showpiece.
3. Four types of bread loaves (competitor's choice) minimum of two pieces of each loaf to be displayed.
4. Four types of bread roll (competitor's choice) minimum four pieces of each roll to be displayed.
5. Four types of baked sweet breakfast items (competitor's choice) minimum four pieces of each item to be displayed.
6. Four types of baked savoury/salt breakfast items (competitor's choice) minimum four pieces of each item to be displayed.
7. Doughs prepared and breads baked at place of work and brought to the competition for judging.
8. Tasting will be part of the judging criteria
9. Typewritten recipes are required.
10. Maximum area w90 x d75cm

Class 06: Friandises Petites Four Pralines Nougatines



1. Present the exhibit to include a small showpiece; the showpiece is for effect only and will not be judged as part of the class.
2. Exhibit eight varieties.
3. Six pieces of each variety (48 pieces total) plus one extra piece

- of each variety on a separate small platter for judges' tasting.
4. Freestyle presentation.
5. Written description mentioning the theme is required.
6. Typewritten recipes are required.
7. Maximum area w90 cm x d75 cm.

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 molded work.
6. Maximum area: w80 cm x d75 cm.
7. Maximum height 75cm (including base or socle).

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. Maximum height 55 cm (including base or socle).

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. Maximum height 75 cm. (including base or socle).

Gastronomic Creations

Class 10: Five-Course Gourmet Dinner Menu



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



2. One of the appetisers for the meal must contain Australian Lamb as the main ingredient.
3. The meal to consist of:
 - > **A cold appetiser,**
 - > **A soup,**
 - > **A hot appetiser,**
 - > **A main course with its garnish**
 - > **A dessert.**

4. Hot food presented cold on appropriate plates.
5. Food coated with aspic or clear gelatin for preservation.
6. Total food weight of the 5 plates should be 600/700 gms.
7. Typewritten description and typed recipes required
8. 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. Ovo-Lacto 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.



1. Produce eight varieties.



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

Class 13:**Class 14: An Arabian Feast**

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

Practical Artistic**Class 15: Individual Ice Carving**

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

Class 16: Ice Carving Team Event

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

Class 17: Practical Fruit & Vegetable Carving

Quality Plus

- Freestyle.
- 120 minutes duration.
- Hand carved work from competitor's own fruit\ vegetables.
- Competitors to use own hand-tools and equipment.
- No power tools permitted.
- Pre-cleaned, peeled material is allowed, but pre-sliced/carved will result in disqualification.

- Each competitor will be supplied with a standard buffet table on which to work.

Class 18: Dressed Lamb - Practical Butchery

- 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.
- Make a presentation of the finished cuts and off-cuts for exhibiting to the judges.
- Cuts/joints can be suitable for foodservice or suitable for a retail butchery display.
- Organisers will supply the dressed lamb for this class.
- Each competitor will have one banquet table (supplied by the organisers) on which to work.
- No power tools permitted.
- 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**
- Time allowed: two hours
- All tools and sundries will be inspected to ensure that they are hygienically suitable for food use.
- Cuts required by the organisers:
 - Neck slices or Neck boned.**
 - 1 x shoulder, boned and rolled, tied or netted ready for roasting.**
 - 3 pieces shoulder chops.**
 - Spare ribs.**
 - 1 x 8 rib Frenched rack.**
 - Mid-loin chops from a short loin**
 - 1 x Loin – eye.**
 - 1 x Tunnel-boned leg tied or netted for roasting.**



- 1 x Seam-boned leg trimmed into its 4 primal cuts plus its bone-in shank.**

Notes on the Practical Cookery Classes

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

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

- All food items must be brought to the Salon in hygienic, chilled containers: Thermo boxes or equivalent. Failure to bring food items chilled will result in disqualification.
- All dishes are to be served in a style equal to today's modern presentation trends.
- Portion sizes must correspond to a three-course restaurant meal.
- Dishes must be presented on individual plates with appropriate garnish not exceeding 250g total food weight excluding sauces.
- Unless otherwise stated, competitors must supply their own plates/bowls/platters with which to present the food.
- Competitors must bring with them all necessary mise-en-place prepared according to WACS guidelines in the hot kitchen discipline (www.wacs2000.org).
- Competitors are to provide their own pots, pans, tools and utensils.
- All brought appliances and utensils will be checked for suitability.
- The following types of pre-preparation can be made for the practical classes:
 - > **Vegetables/fungi/fruits;**

washed & peeled – but not cut up or shaped.

- > **Potatoes washed and peeled – but not cut up or shaped.**
- > **Onions peeled but not cut up**
- > **Basic dough can be pre-prepared.**
- > **Basic stocks can be pre-prepared.**
- > **Basic ingredients may be pre-weighed or measured out ready for use.**
- > **Fish may be scaled and filleted and the bones cut up.**
- > **Meat may be de-boned and the bones cut up.**

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

Practical Cookery**Class 19. Mezzeh – Practical Cookery**

- Time allowed: 60 Minutes
- Prepare and present for four persons: Three types of hot mezzeh and three types of cold mezzeh.
- Only one (if any) of the following



types of mezzeh may be displayed: humus, tabouleh, babaganough, fatouche, moutabel.

- The mezzeh can be representative of any of the following countries:
 - > **Lebanon**
 - > **Syria**
 - > **Jordan**
 - > **Morocco**
 - > **Egypt**
 - > **Tunisia**
- Dishes must represent a variety of cooking methods and the use of ingredients as used in the Arabic restaurants of the UAE.
- Present the mezzeh in four equal portions.
- Two portions will be served in the public restaurant and two portions will be presented to the judges.
- Typewritten recipes are required.

Class 20: Fish & Seafood - Practical Cookery

Delsea Food.. Delicious Food..

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

Class 21: Beef - Practical Cookery

- Time allowed 60 minutes
- Prepare and present four identical main courses using Australian Beef as the main protein item.
- Any cut of beef with the exception of tenderloin can be used.



4. Present the main courses on individual plates with appropriate garnish and accoutrements.
5. Typewritten recipes are required.

Class 22: Emirati Cuisine - Practical Cookery

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

Young chef of the year 2012 Classes for entry

Entrants for this trophy must be aged 25 years or under on 1st February 2012 a clear scan of the entrant's passport must be forwarded along with the entry registration and fee. Completion of each of the following three classes is mandatory in order to qualify.

Class No. 22:

- > *Emirati Cuisine – Practical Cookery*

Class No. 21:

- > *Beef - Practical Cookery by Australian Meat*

Class 23:

Supplementary Class:

- > *Practical Butchery Fish and Chicken Class for Young Chef of the Year Trophy.*

Time allowed 1 hour in 30 minute sections as below:

Chicken:

1. Time allowed 20 minutes
2. Take a whole fresh chicken and prepare from it the following:
3. One breast skinless.
4. One breast skin-on.
5. One whole leg, skin-on, and tunnel-boned, ready for making a ballotine.
6. One thigh boneless.
7. One drumstick.
8. Two wings prepared for pan frying/grilling.
9. Carcass prepared for stock.

After 20 minutes:

10. 10 minutes to explain to the judges the method of preparation of a classical chicken stock.

Fish:

11. Time allowed 20 minutes.
12. Take a whole fresh Sherry or other sustainable fish species of the Arabian Gulf waters.
13. No imported type of fish is to be used.
14. Gut, clean and fillet the fish.
15. One fillet with skin on.
16. One fillet skinless.
17. Cut each fillet into as many 140gr size servings as possible.

After 20 minutes - 10 minutes to:

18. Explain to the judges the usage of any left overs.
19. Explain to the judges the method of preparation of a classical fish stock
20. Competitors are to supply their own whole fish and whole chicken, all utensils and chopping boards.

Competitors will be marked on knife skills, clean bone work, meat left on carcass, wastage, basic knowledge of questions asked about the preparations of stocks.

Rules and Regulations for Culinary Competitions

NB:

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

PARTICIPATION

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

COMPETITION ENTRY

10. Please note that there are different forms for different types of entry; ensure that the correct form is being used.
11. Complete the entry-form according



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:
 - > **AC Name: The Culinary Alliance FZ LLC**
 - > **Bank: Standard Chartered Bank**
 - > **Bur Dubai (UAE)**
 - > **IBAN: AE400 4400 0000 1207 870 301**
 - > **SWIFT Code: SCBLAEADXXX**
16. Entries are accepted strictly on a first-paid, first-accepted basis
17. No entry is accepted until the appropriate fee has been received.
18. Entry Fees are non-refundable.

CERTIFICATES AND LETTERS OF PARTICIPATION

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

HYGIENE

21. A professional food-safety company will oversee all aspects of hygiene practice at the competition.
22. It is quite possible that the Municipality Food Control Section will conduct its own hygiene inspections as and when it sees fit.
23. The organisers have no control over these two entities. Should either raise an objection to the standard of hygiene of any particular person or team,

that person or team will not be allowed to compete

THE SECRETARIAT

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

COMPETITORS AND HELPERS

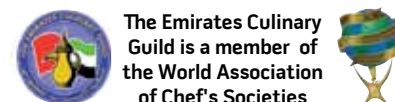
29. Each competitor is allowed one helper to assist with carrying equipment. No other help is allowed to a competitor within the preparation area.
30. A helper must be junior in rank to the person he/she is helping.
31. A competitor must wear full; freshly laundered chefs uniform with appropriate headgear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

EXHIBITS

40. Each exhibit must be the bona fide work of the entering competitor. It must be solely the work of the competitor and must be certified as such by his Head of Department or General Manager.
41. Each exhibit must be a completely original work, it must not have been displayed previously (in whole or in part) in any competition or exhibition whether private or public.
42. All exhibits must be of edible substance except for framing, socles and stands where they are allowed.





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

COMPETITION MARSHALS:

55. A Marshal-at-arms will be recognisable by a badge

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.

LOST AWARDS:

64. Due to the impossibility of detecting bogus lost award claims, the Guild protocol is to disregard appeals for replacement.

COPYRIGHT:

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

DISCLAIMER:

66. The organisers are entitled to cancel or postpone the Salon, or to alter the duration, timing or schedule of any event.
67. 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.
68. The organisers will not under any circumstances be held liable or responsible for the loss or damage of any exhibit, equipment, goods, persons or personal effects.

QUERIES:

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

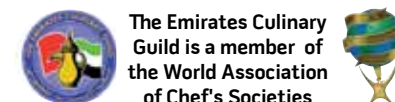
JUDGING AND THE AWARDS SYSTEM

- > 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
- > 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 points scaling for awards in all classes are 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 Culinare

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 Culinare

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 08 Points
- > Gold Medal 05 Points
- > Silver Medal 03 Points
- > Bronze Medal 01 Point

Rules & Regulations - Specific to 2013

VENUE & ENTRY FEES:

1. The Emirates Salon Culinare will be held during the Gulf Food Hotel and Equipment Exhibition from February 25th to 28th 2013.
2. The venue is the marquee at the rear of Zabeel hall (a location map will shortly be sent to entrants).
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 Briefs of the Classes for Entry.
4. The fees for entry to the trophy classes are as follows:
 - a) Best Cuisinier – The Emirates Salon Culinare- Dubai 2013 AED:500/- per person
 - b) Best Pastry Chef – The Emirates Salon Culinare-

Dubai 2013 AED:400/- per person

- c) Best Artist – The Emirates Salon Culinare- Dubai 2013 AED:500/- per person
- d) Best Arab National – The Emirates Salon Culinare- Dubai 2013 AED:300/- per person
- e) The Middle East Young Chef of the Year – The Emirates Salon Culinare Dubai 2013 AED: 500/- per person

TROPHY ENTRY:

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

Trophies are awarded on the highest aggregate points from all three classes.

The required trophy classes to be entered are:

BEST CUISINIER:

- a) Class #10. Five-Course Dinner Menu by Australian Meat & Livestock
- b) Class # 20. Fish & Seafood Practical Cookery
- c) Class # 21. Beef Practical Cookery by Australian Meat & Livestock

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:

- a) Class # 01. Practical Cake Decoration
- b) Class # 03. Four Plates of Dessert
- c) Class # 06. Friandises, Petites Four

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

BEST ARTIST:

- a) Class # 07. Chocolate Showpiece
- b) Class # 09. Open Showpiece

- c) Class # 15. Individual Ice Carving
- d) 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 one of which must be a gold medal..

BEST ARAB NATIONAL:

- a) Class #22. Emirati Cuisine Practical Cookery
- b) Class # 14. An Arabian Feast
- c) 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.

MIDDLE EAST YOUNG CHEF OF THE YEAR

- a) Class #21. Beef Practical Cookery By Australian Meat & Livestock.
- b) Class #22. Emirati Cuisine Practical Cookery.
- c) Class 23. Practical Butchery.

Entrants for this trophy must be aged 25 years or under on 24th February 2013, a clear scan of the entrant's passport must be forwarded along with the entry registration and fee.

CLOSING DATE:

5. Closing date for entries is January 31st 2013. However, many classes are often fully subscribed and closed well before the closing date.



gulf gourmet

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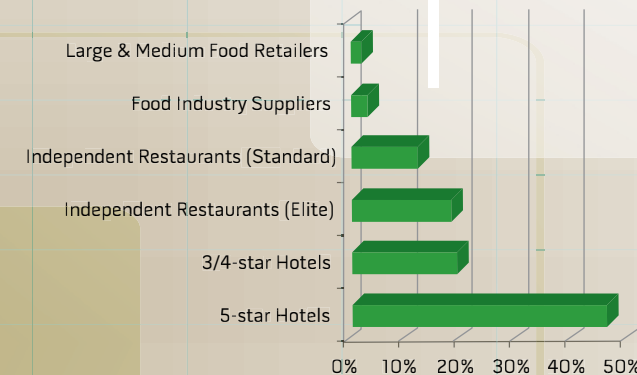
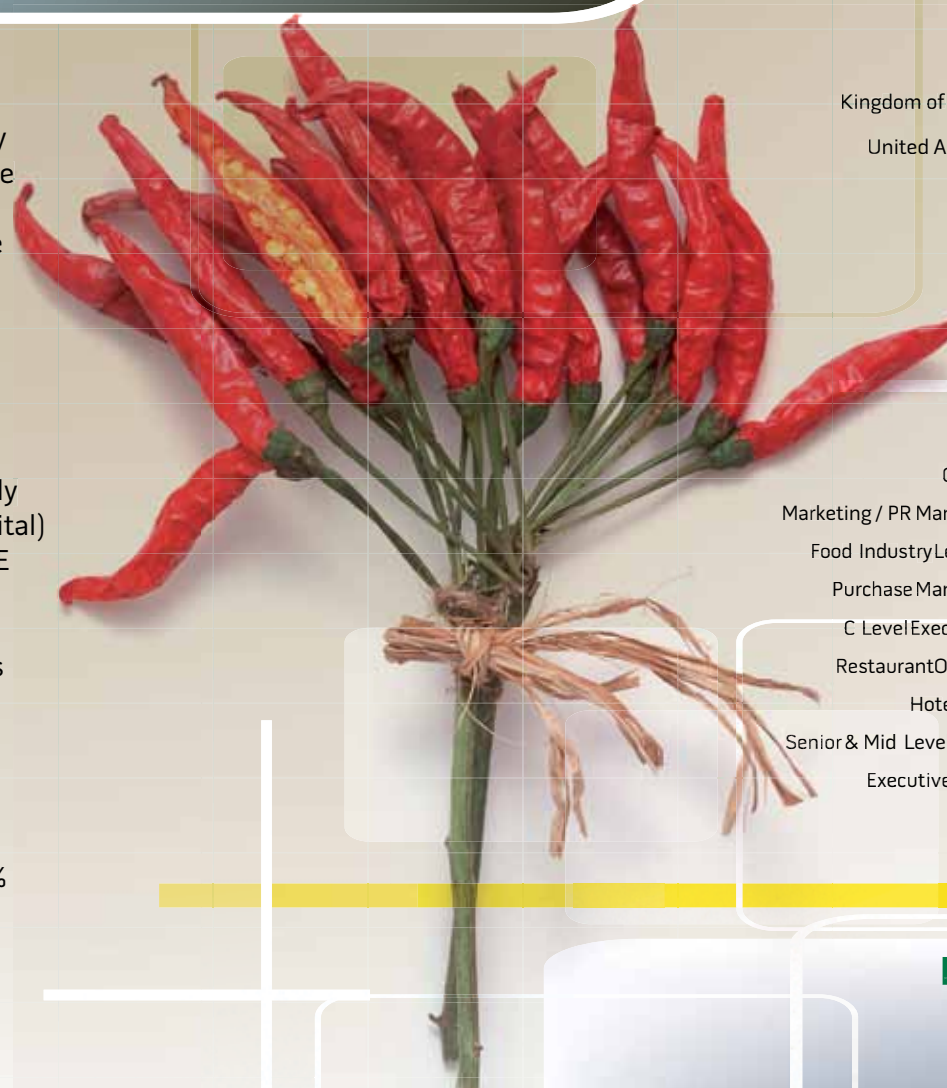
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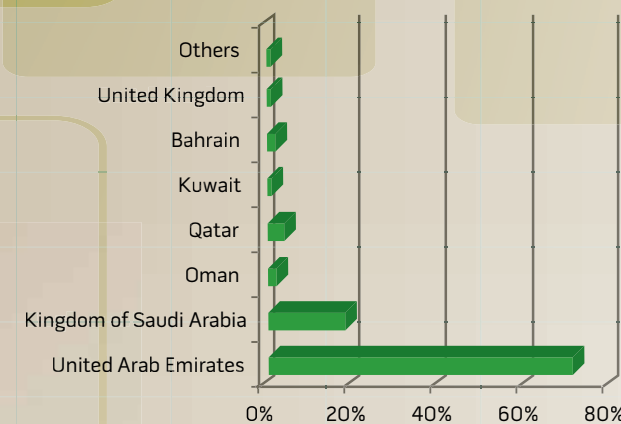
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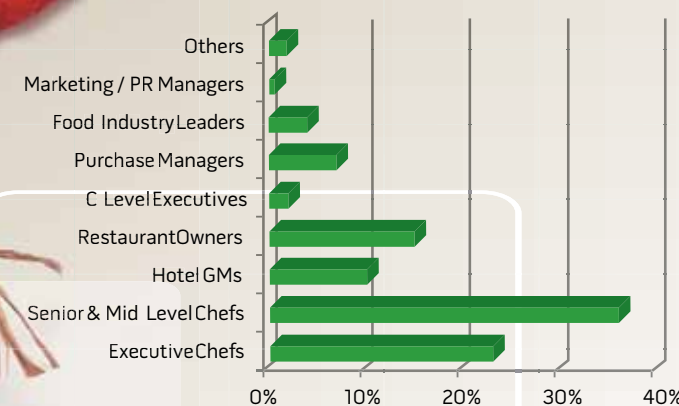
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Work Address:

Tel:

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Professional Title:

Fax Office:

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Corporate ☐Senior Renewal ☐

Fax Home:

Senior ☐Young Chef ☐
(under 25 yrs below)

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This straw won't break the camel's back

The fascinating animal has been a part of the region's culture and heritage for thousands of years. There is nothing new there. They have been a crucial part of the local way of life as they have been domesticated and used as both mode of transportation and livestock.

Needless to say, over the years super camels have been bred to compete for their endurance, speed and even physical

attributes. Yes, by that I mean camel beauty contests. But again, that's nothing new, and though unheard of for some expats new to the region, these have been, and hopefully will remain, as part of the culture in many years to come.

Last month I had some guests from North America and was amused by their excitement when they saw camels next to the highway, to the point that they

even asked if I could take a picture of them standing next to a "camel crossing" sign! They tried camel milk, and bought camel chocolate to take back as souvenirs.

The highlight was when they saw camel meat being offered in the butchery section of the grocery store. There were mixed feelings at first, as they thought such a fascinating, actually the exact words were "cute" animal should not be offered for



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There is little doubt that Dubai is the trendsetter of the region; the cool kid on the block sort of speaks. A new concept that makes it here is quickly picked up by the neighbours. And while others play catch up, Dubai has already come up with the next big thing. For the past couple of years an ever-growing trend has been camels, and I am not talking about the ones that fit in your pocket!

(continued from page 65)

its meat. I then had to explain to them that on average the price of an adult camel can range from AED 50,000 to anywhere in the millions for racing camels, "super camels" as they called them.

An adult camel weighs in at around 300-400Kg, all included. So if you do the math, that's about 120AED per Kg of meat, assuming that the whole camel is consumable, including the toes. The listed price however was much lower than that, which could only mean that most likely the meat being offered was from an animal that had served its purpose and was unable to provide any other service to its owners except to be used for its meat.

In other words, it's from an old animal that needed to generate its last dollar. And I, continued to explain, personally do not see any issue with it, as this is one way to fully respect the animal and to use its resources to the fullest, in a humane manner of course. They did fully agree with me so we opted for roast chicken that evening.

Later that evening I explained that during my time in North America,

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I too had a chance to sample meat from some rather "cute" animals, such as moose and reindeer. Yeah, that's right, I ate Rudolf! These are animals you will certainly not find in the desert regions of Arabia and may be considered exotic to some here. However the locals of each region have through the years, learned to fully utilise resources available to them. Regardless, I made them promises that no camel meat would enter my kitchen while they were visiting.

Coming back to the trend setting, a few years back a small company started producing artisan chocolates made with camel milk. At first a bit far-fetched, though the idea caught on and I think they are doing quite well. A few weeks back they were on the radio discussing their expansion into international markets. Good on them I thought, they have a novel idea and they managed it well, used local ingredients to produce a unique product, so well done!

The next idea presented however was not so sweet! At the risk of offending some people, I have to speak my mind. A company had come up with a camel soap! Not soap for camels, but soap made of camel milk. The price, of course, was in the higher range as this was an organic product and all made by hand.

Now this is purely my own personal opinion and is not meant to offend or discredit anybody, but is this

really necessary?! Really, is there nothing else we can do with camel milk but to make soap out of it? I am confident that the soap industry has through years and years of research perfected that product and we all know there are enough brands. So as a business model, it just seems unnecessary, and weak. So without wishing any venture ill will, I am sure this is one product that will probably not go international in a year or so. But good luck with it anyways.

I guess the reason the camel soap idea struck a cord with me was that I am all for using our resources to the fullest in a respectful manner therefore minimizing waste. And I do appreciate that sometimes we create products to satisfy the adventurous in us.

However there is a fine line between a treat to break the routine and re-inventing or re-shaping the wheel. To me, this idea seemed redundant since camel milk, without being processed into soap is a lot more beneficial to the society as a whole than when it is turned into very expensive soap. There I said it and got it off my chest, if somebody out there agrees otherwise please write me and share your thoughts on this.

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

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