SULF www.gulfgourmet.net & gulfgourmet.

THE DEFINITIVE GUIDE FOR CHEFS volume 8, issue 6

NAMIBIA DIARIES

Our Chefs capture fun moments at the WACS regional finals

DWHC RULES

Exclusive: Rules & classes for the Dubai World Hospitality Championship

Bohemian Rhapsody

Chef Rahil Rathod just won two of the region's biggest competitions for young chefs. We find out how



CHEF OF THE MONTH

Executive Chef Saurabh Saxena of Ramada Chelsea talks tough



NESTLE CONTEST

Radisson Blu Deira dazzles at the Nestle young chefs contest



BURJUMAN TREAT

Full coverage of the BurJuman Young Chefs contest in the UAE



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president'sstation

email theguild@eim.ae

Dear Fellow Chefs, Ladies and Gentlemen.

Welcome to the June/July issue of our Gulf Gourmet. We had a very busy and successful month behind us. Despite all the challenges we had with travel visas and luggage our team did an amazing job in Windhoek, Namibia. Chef Juraj Kalna arrived without any luggage, equipments and product.

He showed what a great professional chef he is, he went to the supermarket changed his menu and produced a fantastic meal. He was only bettered by our colleagues from South Africa. Chef Achala Weerasinghe went directly from the airport into the 8-hour long competition and won. Chef Rahil Rathod did the same the next day in the Hans Bueschkens Junior Semi final. Read more in this issue.

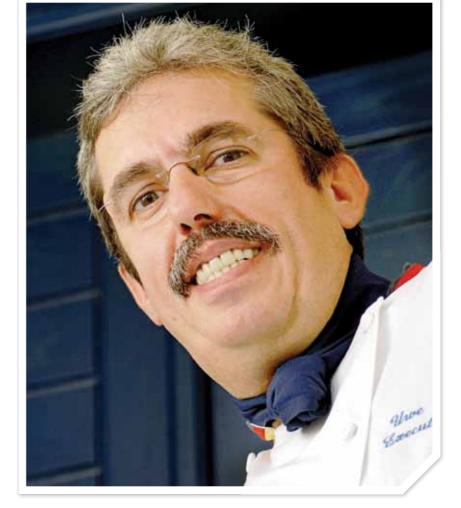
On this stage I would like to thank our colleagues from Namibia, Sanet, Tom, Barbara and the team for all the support and the great job they have done by hosting this important competition.

Straight after, we had the Burjuman Young Chef Competition 2013. We had some exciting new Classes namely the two HUG Pastry Shell Classes – one for the Chefs and one for the Pastry Chefs – and two Chef Tech classes. All four classes offered great prizes for the winners.

We had yet again a very successful event with 500 plus entries from over 65 hotels from all over the country. A big thank you goes to BurJuman team for having us again, Anil Kumar and his team for putting Treat 2013 together. A big thank you goes to our competitors and a big Mabrouk for the work produced during the week.

Well done to everyone! Thank you to all our Judges and Marshals and of course Madam Josephine Cuthbert.

On this stage I like to wish all our Muslim colleagues Ramadan Kareem and a great vacation for everyone who gets a break.









I have great news for November; the team is working on a fantastic new competition together with the Zabeel Hospitality team the organizer of the event. The registration has just opened, see details on our website www. emiratesculinaryguild.net

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

do look at the Friends of the Guild pages to check all our supporters.

And finally, a big thank you to Chef Rana and the team from Rotana for hosting the May meeting.

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

+971 4 433 1355

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PREMIUM FOOD FOR PREMIUM TASTEBUDS



AVAILABLE IN FOOD SERVICE PACKS



5 NEW READY TO USE PRODUCTS















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

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Meet the month's new/renewed members of the Guild.

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Dubai World Hospitality Championship

16-18 November 2013, Dubai World Trade Centre

Come November, and Dubai will bear witness to the birth of the most prestigious culinary event called the 'Dubai World Hospitality Championship'.

The larger-than-life event will be held between 16-18 November 2013 at the Dubai World Trade Centre. Organised by Zabeel Hospitality, the event is supported by the World Association of Chefs Societies and the Emirates Culinary Guild.

editor'snote

email editor@gulfgourmet.net



mpossible is nothing. That's a famous tagline made true by Rahil Rathod, the Chef on the cover of this issue of Gulf Gourmet. His determination and focus coupled with his clarity and confidence has allowed him to realise his dreams in just over a year. A dream to make it to the cover of this mag. Read about his eventful journey till here in this issue.

A lot of competitions are coming up in the second half of this year. You have Chef Prasad spearheading the contest exclusively for Chefs working in the East Coast. We have the full set of rules in this issue. Then there's the first Dubai World Hospitality Championship in November which will be BIG! Rules for that too are exclusively covered by this magazine.

We shall bring you details of La Cuisine Du SIAL in Abu Dhabi as well in our next issue, so watch out for that.

A short, amazing interview with Chef Saurabh Saxena of Ramada Chelsea is also part of this read as is the huge collection of images from across various events in and around the Middle East and Africa.

Our next issue will be the Aug/Sep issue following the scorching summer months and the issue will be made available only in September.

Until then, enjoy the read and keep cooking with passion.

Aquin George Editor

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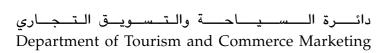
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June-July 2013 Gulf Gourmet

friends of the guild













































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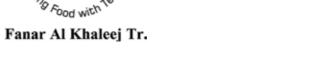
















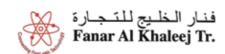


June-July 2013 Gulf Gourmet























































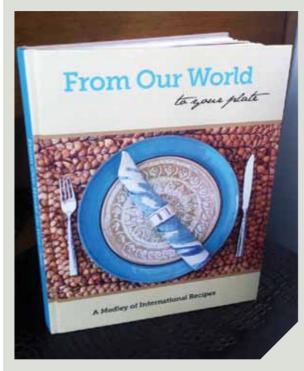


Meet the Iron Bartender

Teisseire in conjunction with Baqer Mohebi organized the 2nd Teisseire International Bartender Showdown on May 27, 2013 in Dubai. The target was to find the 'Iron Bartender' with "the full package". This showdown was unlike the classic cocktail competitions or flair competitions, where speed, accuracy and knowledge are seldom tested. The winner was judged on entertainment while mixing the drinks, speed of making multiple drinks, accuracy of the pours when making drinks and the overall knowledge of the products and bar service.

Alexey Balashov of Moscow, Russia was adjudged the overall winner while Rachelle Escalona of Royal China, Dubai and Matthias ASO from Paris, France were adjudged first and second runners-up respectively.

From our world to your plate



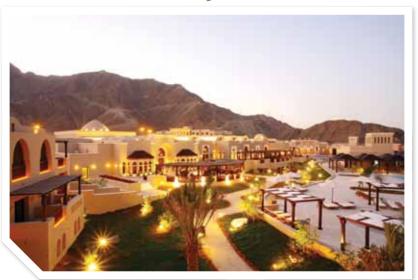
A cookbook like no other! With over 150 international mouthwatering recipes gathered from Jumeira Baccalaureate School (JBS). All proceeds from sales will go to Dubai Cares.

Iberotel Miramar wins safety award

Iberotel Miramar AI Aqah Beach Resort has been conferred the Check Safety First National Award Winner for the year of 2012 to your esteemed Hotel. This award states that it is the best hotel when it comes to application of food safety & hygiene standards at the level of UAE.

The Cristal Awards as it is known were first instigated to highlight hotels that consistently achieve exceptional levels of health and safety. Awards are given to individual regions, national winners and finally a hotel is selected as the world's safest.

An award is also given to the hotel chain that meets consistently high standards across their group and international boundaries.



Gold Up for Grabs at Coral Beach Sharjah



Adding a sparkle to your vacation, the Coral Beach Resort Sharjah has decided to treat its guests with a pure gold 22 k coin, each time they check-in. The Damas gold coin, weighing 1.0 g, comes with laser engraving in a pouch and a box. The promotion is available for phone bookings only and valid for UAE and GCC residents. Guests checking into the hotel will receive one coin for the entire duration of a minimum stay of three days. Visitors can avail the offer from June 1 till September 15, 2013.

In addition, those availing the

offer will also receive a VIP
Privilege Card from The Jewellery
Vault by Damas. The card enables
holders to enter the exclusive
vault, where they can browse for
more sparkling gems with a 50%80% discount.

"Data from the World Gold Council reveals that demand for gold jewellery, bars and coins at the consumer level remains robust. Hence we felt, this special offer will add value for our guests who are equally precious," said Jean-Pierre Simon, Regional General Manager, Northern Emirates, Coral Hotels & Resorts.

Grand Millennium Dubai honoured by TripAdvisor

Grand Millennium Dubai received the TripAdvisor Certificate of Excellence 2013 award. The accolade, which honours hospitality excellence, is given only to establishments that consistently achieve outstanding traveller reviews, and is extended to qualifying businesses worldwide. Only the top-performing 10 per cent of businesses listed on TripAdvisor receive this prestigious award.

Grand Millennium Dubai is pleased to receive a TripAdvisor Certificate of Excellence," said Mr. Peter Mansourian, General



Manager. "We strive to offer our customers a memorable experience, and this accolade is evidence that our hard work is translating into positive reviews".

Chef killed in fight over food complaint

A chef to the stars has died following a fight that reportedly started with an argument over fried noodles. Miki Nozawa, 57, died from a cerebral hemorrhage last



month after confronting two men outside a nightclub and demanding that they pay a bill left at his eponymous Asian diner on the German resort island of Sylt reports NBC.

According to German media reports, two customers had earlier left the restaurant after complaining to Nozawa about their beef noodle dish. The German tabloid Bild said the total bill was about \$25. Nozawa was beaten until he was unconscious, according to reports.

Born in Tokyo and known for his Japanese-Italian fusion dishes, Nozawa had cooked for celebrities including Mikhail Gorbachev, Phil Collins, Naomi Campbell and Denzel Washington.

Wild menu for Rainforest Café

Rainforest Café in Dubai's Mall has introduced a wild menu "packing enticing ingredients and wholesome goodness" for you to indulge in. The Café with an interactive rainforest to keep



kids entertained is now offering everything from Jungle Steak & Shrimp to the spicy Raging Thunder Buffalo Wings. And before you decide to call it a night, you could indulge in one their desserts such as the Sparkling Volcano, the Monkey Business Bread Pudding or the new Tuki's Rocky Mountain Mousse.

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

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RADISSON REVELS IN RESPLENDENCE

Radisson Blu Hotel Deira Creek is this month's contesting team for the Nestle Young Chefs Challenge in association with Gulf Gourmet. The two young Chefs from Radisson used the basket of Nestle's products to great use as they have been using most of these products in their day to day work. Their delectable recipes and great presentation are a must try for other young professional chefs. Here's a brief look into the two great participants from Team Radisson Blue Deira.

Chef Mithun Chamika

This 22-year-old Sri Lankan, born and raised in Colombo comes from a family of chefs. His father is an Oriental chef in Sri Lanka and he came to Dubai just five months ago and has already won 2nd runner up at this year's Salon Culinaire. A seasoned competitor at culinary contests in Lanka, he says, "I love Dubai because there are so many facilities here. This hotel is simply fabulous."

The Commis II at Radisson Blu Deira says he is thirsty for knowledge and that he's looking to learn the nuances of fine-dining beyond the hot kitchen. "I get a lot of chances and a lot of help here at the hotel and I am looking to grow further here."

Talking about the Nestle products he's used in the dishes for the competition, he says, "I'm well-versed with Nestle products and we use all kinds of products from Nestle even for competitions. I did try and use the products differently this time and the results have been fantastic."

Chef Sachithra Danendra

This young chef is a promising star of the future considering in just the twilight of his career, he's already won Best Pastry Chef at both La Cuisine Du SIAL in Abu Dhabi and Salon Culinaire at Gulfood in Dubai.

This was no easy task considering he was up against some very experienced pastry Chefs at the contests. Talking about the Nestle contest he says, "This was the first time we used Nestle Kit Kat crunchy and Smarties crumble for the desserts. I always include crunchiness in my dishes and the kit Kat was really good. And I also like the Nestle condensed milk.

To make my crumble mix different, I used chocolate cookies to give it a different colour and a nice appearance for the plate."







PAN SEARED LAMB LOIN SERVED WITH COCONUT FLAVOURED MASHED POTATOES AND BRAISED ENDIVES SERVED WITH CRANBERRY FLAVOUR LAMB JUS

SERVES 4 - INGREDIENTS

PAN SEARED LAMB LOIN

800g	lamb loir
75ml	sunflower oi
Seasoning	to taste
5g	fresh herbs

COCONUT MASHED POTATOES

COCOIL	JI I'IMOIIED I O IMIOEO
60g	Nestle Maggi mashed potatoe
20g	Nestle Maggi coconut milk powde
2ibsl	sterilized crean
6g	butte
300ml	mil
Seasonir	<u> </u>
3g	chive

VEGETABLES

4pc	endive
100ml	balsamic vinegar
6g	butter

60ml		Maggi
Nestle	e Chicken stock	(prepared)
6g	***************************************	fresh thyme
2tbso		honey
Few	asparagus ti	ps (for garnish)
6g		butter
1 ltr	Nestle Maggi chicken s	
100g		pumpkin
6g	••••••	butter
1 tbsp		honey
Seaso	ning	to taste

TOMATO SALSA

100g	tomatoes dice
10g	shallot chopper
6g	red chilli choppe
10g	coriander choppe
1 tbsp	lemon juic
6 tbsp	olive o
3 drops of	Tabasc
3tbsp	Nestle tomato cooli
Seasoning	to tast

WALNUT CRUST

2	4 slices	country loaf bread
r	6g	butter
	20g	walnuts

6g	parsley
8g	Maggi chicken stock (powder)
5g	Nestle curry powder
Seasoning	to taste

CRANBERRY FLAVOURED LAMB JUS

chef demi glace
cranberry juice
fresh herb

METHOD

 Sear the prepared lamb in a hot pan, reduce the heat and cook gently until medium-rare. Allow to rest, and then slice carefully into 2 pieces. Season to taste.

COCONUT MASHED POTATOES

 Mix coconut powder with cream and milk, bring to the boil, turn heat off.
 Then whisk in the Maggi mashed potatoes powder until think and creamy.
 Add butter, season with salt and popper.

VEGETABLES

 4 pieces of endive cut in two lengthwise, sauté with butter until golden brown.
 Add balsamic vinegar and the prepared



Maggi chicken stock, thyme gently cook and season with salt, pepper and honey. Blanch the asparagus, then sauté with butter, add the prepared Maggi chicken. Blanch the prepared pumpkin, glaze the pumpkin with honey and butter.

TOMATO SALSA

 Combine all ingredients, season with salt and pepper; gently warm the salsa in a small saucepan.

WALNUT CRUST

 Place the bread on a tray, spread the butter and toast in the oven at 120C for 8 minutes. Then crush the toast and combine the chopped walnuts, Maggi chicken stock powder and parsley,& Nestle curry powder

CRANBERRY FLAVOURED LAMB JUS

- Prepare the chef demi glaze sauce as per manufacturer's instructions, add cranberry juice and fresh herbs, garnish with chervil and breadsticks.
- Assemble and present the dish as shown in the picture above.

NESTLE SWEET AND SOUR KIT KAT CRUNCHY MOUSSE WITH NESTLE SMARTIES COOKIE CRUMBLE ACCOMPANIED BY CHOCOLATE RIPPLE QUENELLE AND RASPBERRY FOAM

INGREDIENTS

NESTLE SWEET AND SOUR KIT KAT CRUNCHY MOUSSE

Egg yolk	6no:
Sugar	808
Whipped Cream	500m
Nestle condensed milk	20
Gelatine leaves	6no:
White chocolate	200
Raspberry puree	100m
Nestle Kit Kat Crunchy	100

HAZELNUT NOUGATINE

WITH CHOCOLAIL	
Butter	125g
Glucose	50g
Sugar	15g
Pectine	2g
Chopped hazelnut	175g
Dark chocolate	100g

NESTLE MINI SMARTIES COOKIE CRUMBLE

Chocolat cookies	50g
D 11	
Nestle mini smarties	30g
CHOCOLATE RIPPLE QUENELLE	
Melted margarine	7g
	25~
Nestle condense milk	200g
Water	15g
Vanilla pod	1nos
Water Vanilla pod Whipped cream	250g
RASPBERRY GLAZE	
Raspberry jam Water	45g
Water	15ml
DACDDEDDY FOAM	
RASPBERRY FOAM	
D. I	250 1
Raspberry puree	250ml
Raspberry puree Soy lecitin	250ml 5ml
Raspberry puree Soy lecitin	250ml 5ml
Raspberry puree Soy lecitin RED VELVET CAKE	
Raspberry puree Soy lecitin RED VELVET CAKE sifted cake flour	250g
Raspberry puree Soy lecitin RED VELVET CAKE sifted cake flour	250g
Raspberry puree Soy lecitin RED VELVET CAKE sifted cake flour	250g
Raspberry puree Soy lecitin RED VELVET CAKE sifted cake flour	250g
Raspberry puree Soy lecitin RED VELVET CAKE sifted cake flour salt cocoa powder unsalted butter granulated white sugar	250g 2g 15g 113g 300g
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Raspberry puree Soy lecitin RED VELVET CAKE sifted cake flour salt cocoa powder unsalted butter granulated white sugar large eggs vanilla extract	250g 2g 15g 113g 300g 2nos 10ml
Raspberry puree Soy lecitin RED VELVET CAKE sifted cake flour salt cocoa powder unsalted butter granulated white sugar large eggs vanilla extract	250g 2g 15g 113g 300g 2nos 10ml

Chacalat cooking

5Ωα

baking soda 5g	white vinegar	5ml
	baking soda	5g

GARNISHES

Chocolate garnishes Isamolt sugar ring Gold leaf

METHOD

- Beat the egg yolk, sugar and condensed milk in a mixing bowl. After that whip the cream and fold to the above mixture then add the melted gelatine in to it.
- Separate the mixture in to two bowls.
- Add raspberry puree in to the 1st bowl.
- Add melted white chocolate and Nestle kit kat crunchy in to the 2nd bowl.
- Melt the butter and add the mixture of sugar and pectine. Cook for a few minutes and add in the chopped hazelnut. line on a silpath and bake at 170 c until caramelize. After that fine chopped the nougatine and mix with the melted chocalte.
- Place the chocolate cookies and butter in the bowl mix it until it give crumble

texture then add the mini smarties.

- In a microwave proof bowl, combine margarine, water and cocoa. With wire whisk, blend in condensed milk.
- Microwave on high 1 minute then whisk to blend.
- Microwave 1 1/2 minutes more on high. Add vanilla and blend with whisk completely. Then slightly mix with whipped cream.
- Combine raspberry jam and water in a small glass bowl. Microwave at 10 to 15 seconds or until smooth.
- Dissolve the soy lecithin in the raspberry juice with a hand blender or an eggbeater an produce a good quantity of foam
- In a mixing bowl sift together the flour, salt, and cocoa powder. Set aside. In bowl of your electric mixer, or with a hand mixer, beat the butter until soft (about 1-2 minutes). Add the sugar and beat until light and fluffy (about 2-3 minutes). Add the eggs, one at a time, beating well after each addition. Scrape down the sides of the bowl. Add the vanilla extract and

beat until combined. In a measuring cup whisk the buttermilk with the red food coloring. With the mixer on low speed, alternately add the flour mixture and buttermilk to the butter mixture, in three additions, beginning and ending with the flour. In small cup combine the vinegar and baking soda. Allow the mixture to fizz and then quickly fold into the cake batter. Bake in the 170 c preheated oven for approximately 25 - 30 minutes, or until a toothpick inserted in the center of the cake comes out clean.

- Take 1 pound cake ring and place thin layer of red velvet sponge then sprinkle chopped nougatine to cover the sponge layer. Then fill up half of the cake ring with Nestle crunchy white chocolate mousse . After that sprinkle frozen chopped raspberries on the mousse layer and fill up the other half with raspberry mousse and keep in the freezer to set it. After that ring out the cake and apply the raspberry glaze on top.
- Finally assemble the dessert as the picture below.







eciding who makes it to the cover of our magazine is usually a tough task. There are so many worthy people to choose from. This month, we knew we had to choose between the winner of the Young Chefs Challenge at the WACS Regional Finals in Namibia and the winner of the Young Chef of the Year at the BurJuman Treat 2013 in Dubai.

Thankfully, Chef Rahil Rathod made things easy for us. He won both competitions.

I have to admit, I was not the least bit surprised when Amaresh Bhaskaran, our Associate Publisher, called me last week to inform that Chef Rahil was our cover. I first met Chef Rahil last year around the same time. We interviewed him as part of a story on how the boys from Radisson Blu Hotel Deira Creek

had swept the awards at the BurJuman Young Chef of the Year 2012.

He was a runner-up at the event and was recognised just by virtue of being a part of the team. However, following the short interview, I just knew that he would be on the cover of our magazine in a few years. He did it in 12 months.

He's not someone who floors you with his impeccable persona in this cut throat world of hospitality. However, he had that x-factor or killer instinct as you may call it that you will spot in his eyes. It is something I had spotted then and I saw again when I met him for this interview. He is someone who watches, understands what's important and goes hammer and tongs after it.

At first look, Chef Rahil may not have much going for him. He is just a

Commis at the Radisson Blu Hotel Deira Creek. This is his first job as a Chef. He is surrounded by other talented, experienced and smarter young chefs. Thankfully, he is not one to look at the glass half empty. He knows he has studied hotel management in India and in Scotland. He knows he has the best Chefs around him to learn from. And he also knows that he has direct access to best possible culinary guide in this part of the world. His Executive Chef, Uwe Micheel.

"I know what's important and I know what resources I have to get what's important," he says, with a much more confident and comfortable tone in his voice compared to just a year ago. He has every right to be confident, considering he just wrestled the coveted title from Benjamin Koidl at the WACS regional finals and is all set to represent UAE at the World Young Chefs Challenge





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also known as Hans Bueschkens in Norway next year. If he wins that he could possibly be the first UAE flag bearer to bring home a recognised global chef championship trophy.

So what is his success mantra considering all other participants too work hard and are focused? How does he win two of the region's biggest competitive awards for young chefs back-to-back? He says, "The answer is two-fold. One, I have a great support system both within and outside the hotel; especially my Sous Chef David Amitharaj, who has helped me fine tune everything from my recipe to my plating. Two, I blindly follow what Chef Uwe tells me. I listen to every word he says – both good and bad - and stick to it. I know he's the best possible judge out there and if he says something I just focus on that. It has helped me thus far."

The short story of Chef Rahil's culinary journey is not short of anecdotes. The son of a businessman (his dad runs a transport business in the Indian state of Gujarat), Chef Rahil grew up disliking studies and wanted the easy way out. He decided that opting for hotel management and choosing the kitchen department would be the most comfortable way to becoming a graduate. "I never knew it was the toughest job in the world but I am very happy with my choice."



I know what's important and I know what resources I have to get what's important

While he is happy, his dad initially was not happy with his choice of profession and wanted his son to help him with the business. Even as a kid, when I would help my mom in the kitchen, he would drag me out and say that I am not supposed to be in the kitchen. "Things have changed since then. He is now proud of me and my achievements," he says.

Another anecdote is more recent. Chef Rahil and the rest of the UAE team were on their way to the regional finals in Namibia when they realised that he and another participant needed transit visas to fly via South Africa. Stuck with 160 kgs of equipment and no choice but to abandon the contest, he took ownership, made a few calls and found that he could make it through Ghana.

With immediate monetary help from the Emirates Culinary Guild, the two young chefs carried all the equipment and made it in time for the contest. Imagine winning the contest after such a harrowing experience. Now that all things have gone well, what are his plans for Norway? "My plan is to learn new techniques like cooking with liquid nitrogen. I will focus on pastry which is my weak point. Also, regularly compete in local contests so that I do not lose the momentum," he says.

Chef Rahil is engaged to lovely girl from Goa "who supports me in all my endeavours" and the boy who once shunned studies has just finished his MBA too. Why MBA? He says, "That is because I will eventually join my dad's business and I dream of expanding it. I am looking at someway connecting it with the food business. So that's my long-term goal."

Now that he's in a position to give advice to other young chefs, what would he like to say to young boys and girls reading this? "Love the things you do, focus, and look for new opportunities. Opportunities are everywhere. You don't have to jump for money. Go for a career," he says.

And finally, I couldn't help but ask, did he consciously work towards being on the cover of this magazine? He says, "When I came to Dubai and saw the magazine, I was like 'wow', this is the perfect media to reach your industry and make yourself known. Yes, I did dream of being in it and now it has finally come true."





brought to you by



ENJOYING THE CULINARY JOURNEY

Saurab Saxena, Executive Chef at the Ramada Chelsea Al Barsha in Dubai talks about his career, young chefs and shares with us a delectable recipe

Tell us about your first tryst with cooking

I had the passion for food as a child. At the age of eight I was home alone with my grandfather when I cooked for the first time. I prepared halva (Indian sweet dish) for him using the not so conventional bottle guard as the main ingredient. I knew the recipe as I had seen my mom make it once.

Why become a professional Chef?

I visited a few luxury hotels during college days and instantly knew this is the life I wanted. I decided to graduate in hotel management from Presidency College in Bangalore, India. It's only when I got into the industry that I realised how much effort you have to put in. Hotel Management was fun. We did outdoor caterings, go for competitions, win some prize or the other always, it was fun.

How did you get your first job?

I was among three Chefs shortlisted on campus for the Leela Palace kitchen and we had to cook on site to get the job. The then Executive Chef Anthony William Reynolds came up to us and said that we were the dirtiest bunch of Chefs he had ever seen. We were so scared but we gave our best at the test. He saw our presentation, tastes our individual dishes and was pleased enough to employ us.



Today's generation is quite different. I would advise them to be patient because they get things fast and easy

Could you tell us about your career thus far?

After Leela Palace, I worked for Royal Orchid group of hotels as a Sous Chef. I then opened a 5-star property in Mangalore, before joining Al Hamra Group in Ras Al Khaimah as Executive Sous Chef. I then joined here at Ramada Chelsea in 2011 and got promoted to Executive Chef.

Could you tell us a bit more about Ramada Chelsea?

My team looks after 5 restaurants, namely Szechwan Palace (Chinese), Seasons (24 hours coffee shop), Nez (Arabic), Centre Circle (Sports bar) and Spice (Indian). Equally important are our four banquet halls, board room and our in-room dining for 299 rooms over. Mukul Mehta, our Group Operations Director is a great support to us and he brings over two decades of F&B

experience thereby helping us enhance our F&B offerings.

Tell us about your family.

We are a family of three with my wife Mou and my 6-year-old son Samarth. I met my better half, who is also a hotel management graduate, during my stint at the Royal Orchid.

What is your advice to young chefs?

Today's generation is quite different. I would advise them to be patient because they get things fast and easy. They are intelligent and capable but they need to focus on hard work and patience. If you have that, the sky is the limit.

How was it using Nonions in your recipe?

I used it in two places – the spinach as well as the sauce. You don't have to restrict its use to Indian cooking as I have showcased in my recipe. It can be used in all types of cuisines and can also be used for baking.

I have been using this product for over four years now and I am eagerly awaiting their new chick peas offering. I really like Nonions because it reduces my oil consumption, and saves us a lot of time and money without compromising on quality.





Grilled Seabass with wilted spinach, potato mash and Nonion-Tomato-apple chutney

INGREDIENTS

INGKEDIEN 13	
Seabass fish fillet	180 gms
Lemon juice	10 ml
Garlic	5 gms
Olive oil	20 ml
Salt	to taste
Potatoes	100 gms
Spinach	100 gms
NONIONS - Fried onion paste	15 gms
Asparagus spears	5 nos
Cherry tomato	1 pc
Butter	50 gms
Cream	30 gms

INGREDIENTS FOR SAUCE

Blanched tomato chopped	75 gms
Apple	75 gms
Olive oil	10ml
Garlic	1 clove
Cinnamon powder	3 gms
Cayenne chilli peppers	5 gms
NONIONS – Fried Onions	25 Gms
Seasoning	to taste

PREPARE MARINADE

- Marinate the fish fillet with lemon juice, salt, pepper, olive oil and crushed garlic keep it aside for 30 mins
- Boil the potatoes in a pan of water, once the potatoes are boiled mash them with the masher, then take a pan add butter, mash potatoes add cream and mix it with whisk add salt as per taste.

- Take a fry pan and sauté the spinach with garlic and **Nonions** – Fried onions paste.
- Blanch the asparagus spears and then toss it with olive oil.
- To make the sauce take a pan add olive oil once the oil is hot add chopped garlic, sauté for 1 minute and then add peeled and diced apples, chopped tomatoes, cinnamon powder, cayenne peppers,
 Nonions – Fried onions. Cook until the sauce is thick. Adjust the seasoning with salt and sugar.
- Grill the marinated fish and serve on a plate, take a round mould and put mash potatoes topped with spinach and cherry tomato place the bunch of asparagus spears and drizzle the **Nonions** – tomato – apple chutney. Garnish with fresh dill leaves and lemon wedge.



Insist on the best!









Nassar Al Refaee Trading Company (NRTC) is one of the Middle East's top importers and exporters of fruits and vegetables, and a Corporate Member of the Emirates Culinary Guild.

Based in the UAE, we have **40 years of experience** in supplying the best products from all over the world to Sheikh's Palaces, 7-star and 5-star hotels, distinguished chefs and restaurants, catering companies and leading hypermarkets and supermarkets.





We don't say what we have, we ask what you want and we get it!



June-July 2013 Gulf Gourmet June-July 2013 Gulf Gourmet

David and Sudath WIN TRIP TO **SWITZERLAND!**

Chef David Amirtharaj and Chef Sudath Rodrigo won the 'Savoury' and 'Dessert' categories respectively at the first HUG Creative Contest in Dubai. The contest has been considered one of the most successful contests in Switzerland and in Germany for over 10 years.

he winners of both categories come from Radisson Blu Hotel, Dubai Deira Creek and have been invited to Switzerland for 5 days, inclusive of airfare, accommodation, etc. The first two places will receive AED 2,000 in cash, and 3rd place will receive AED 1,200. All finalists received an ECG certificate and a small gift. The winners also received the official ECG medals.

The first contest saw a healthy 20 participants for pastry and 10 for savoury.

The HUG team felt that for a first-time competition, the level was very high and creative. "In Germany and in Switzerland we have this competition for over 10 years and it's well-known. In Switzerland is one of the biggest contests," said Lütolf Roger of HUG.

The team at HUG are now looking forward for the 2nd HUG Creative Contest 2014 in Dubai. Information about can be found on their website www.hug-luzern.ch or their Facebook page www.facebook.com/ hugfoodservice. For any questions you can directly contact their distributor Aramtec in Dubai.

Our photo editor captured some amazing moments at the event which have been reproduced in these pages.







































June-July 2013 Gulf Gourmet

June-July 2013 Gulf Gourmet

JULION REVOLUTION

Olivia Atkinson wishes to see the day when at least one raw "juice du jour" makes it to the poolside bar menu

f a deep-fried Mars Bar is at one end of the health spectrum, what could be at the other? The answer was once found in the depths of a salad bowl, overflowing with iceberg lettuce and low-fat ranch dressing. But today there's a new contender and it comes in the form of juiced vegetables.

I've never been one to battle with greens. Broccoli and I are best of friends and the more snow peas on my plate, the merrier. In fact, for the past six months or so I have welcomed my mornings with a glass of freshly extracted, raw vegetable juice in hand.

And I'm not alone. Juicers are slowly but surely finding their place next to toasters and microwaves in kitchens across Dubai. Malls have started to play host to juice bars, and books have emerged on the shelves of Borders and Kinokunyia.

The idea behind drinking juice is fairly

simple: our bodies crave nutrients, not calories. When vegetables are juiced, the indigestible fibre is removed, allowing the nutrient-rich goodness to go directly to the blood stream. In the words of the 'Juice Master', Jason Vale, it's the "ultimate fast food."

But this is where the controversy kicks in. As humans, we're programmed to eat, and boy, do we love eating. Food is no longer only a fuel, but a source of enjoyment. For some it's a platform for social interaction, for others, a passion and career. It's an integral part of our lives so why would we juice our veggies when we can eat them?

On more occasions than I'd like to admit, I've chosen the deep-fried chocolate bar equivalent over the 'good for me' option. My attitude towards food has been more of a 'eat what you want, you only live once' approach rather than a 'your body is a temple' one. In the process,

I've neglected to consider that perhaps what my body really wants is a couple of cucumbers and a handful of leafy greens.

I was prompted to write this article after a visit to one of Dubai's many beach clubs. After a day of swimming and lying in the sun, my stomach was asking for food. To be frank, the sight of some the guests in their chosen swimming attire was enough to put me off a club sandwich and milkshake combo. Looking through the menu it was apparent that there was little on offer for the health conscious. I ordered a Nicoise salad without dressing, but it was a bit of a dud. It looked like a poor relation when it arrived alongside my brother's beautifully garnished hamburger.

It's a known fact that the expat Dubaistone is not just an urban legend. The city itself is growing but so are the waistlines of many of its inhabitants. Diabetes is on the rise but so is the



Juicers are slowly but surely finding their place next to toasters and microwaves in kitchens across Dubai

campaign to combat it. Instead of being fixated on what else they can stuff into a pizza crust, people are starting to understand the healing powers of wholesome food.

But you drink a glass of bottled orange juice every morning. I hear you say. This is not the kind of juice I'm advocating; I'm talking about, freshly extracted raw juice, not the pasteurised kind. As a rule of thumb, no more than 30% of your juice should be from fruit, the remainder being vegetables such as spinach, celery and cucumber. In fact, most greens can be juiced.

The juicing revolution is delivering what it promises. Our bodies are wired to be grateful for nutritious, fresh foods. As chefs you might see this a bit of a threat, after all juicing hardly requires any culinary skill, but I for one, would be pleased to see at least one raw "juice du jour" on the poolside bar menu.







BRIEFS OF THE CLASSES FOR ENTRY

EAST COAST CULINAIRE COMPETITION - 2013

Resume Of Classes for Entry Class No. Class Description

- 01. Individual Fish / Seafood Static
- 02. Individual Meat / Lamb Static
- O3. Individual Arabic Dish Static (Main Course)
- 04. Individual Pastry Static
- 05. Individual Pastry Static (Arabic)
- 06. Bread Loaves & Showpiece
- 07. Open Show Piece
- 08. Live Cooking Fish & Seafood
- 09. Chocolate Carving Showpiece
- 10. Vegetable Carving Live
- 11. Cocktail Championship

Class 1: Individual Fish/ Seafood static

- a) One participant per entry is allowed.
- b) Present a single plate of fish or seafood per one person.
- c) Hot food presented cold on appropriate plates.
- d) Food coated with aspic or clear gelatin for preservation.
- e) Total food weight of the plate should be 160-180 gms including sauces.
- f) Typewritten description and typed recipes required
- g) Maximum area w90 cm x d75 cm

Class 2: Individual Meat

- a) One participant per entry is allowed.
- b) Present a single plate of meat (chicken, beef or lamb) per one person.
- c) Hot food presented cold on appropriate plates.
- d) Food coated with aspic or clear gelatin for preservation.
- e) Total food weight of the plate should be 160-180 gms including sauces.
- f) Typewritten description and typed recipes required
- g) Maximum area w90 cm x d75cm.

Class 3: Individual Arabic Dish Static (Main Course)

- a) One participant per entry is allowed.
- b) Present a single plate of Arabic main course per one person.
- c) Hot food presented cold on

- appropriate plates.
- d) Food coated with aspic or clear gelatin for preservation.
- e) Total food weight of the plate should be 180-200 gms including sauces.
- f) Typewritten description and typed recipes required
- g) Maximum area w90 cm x d75 cm.

Class 04: Individual Pastry Static

- a) One participant per entry is allowed.
- b) Prepare one international dessert for one person.
- c) Each dessert presented single on an appropriated plate.
- d) Presentation to include a minimum of 60-80g (incl. the garnishes and sauces).
- e) Type written description and recipes are required.
- f) Tasting will be part of the judging process if deemed necessary to
- g) Determine quality and authenticity. h) Maximum area w90 cm x d75 cm.
- Class 05: Individual Arabic Pastry Static
- a) One participant per entry is allowed.
- b) Prepare one any arabic dessert for one person.
- c) Each dessert presented singly on an appropriated plate.
- d) Presentation to include a minimum of 80-90g (including the garnishes and sauces).
- e) Type written description and recipes are required.
- f) Tasting will be part of the judging process if deemed necessary to determine quality and authenticity.
- g) Maximum area w90 cm x d75cm.

Class 06: Bread Loaves and Showpiece

- a) One participant per entry is allowed.
- b) Prepare and present: four types of breads (competitor's choice) and four types of breakfast pastry. (Must)
- c) Bread is to be displayed with a bread showpiece.
- d) The showpiece will be included in the

- judging criteria.
- e) Dough's prepared and breads baked at place of work and brought to the competition for judging.
- f) Tasting will be part of the judging criteria
- g) Typewritten recipes are required.
- h) Maximum area w90 x d75cm

Carving 07: Open Show piece

- a) One participant per entry is allowed.
- b) Freestyle presentation.
- c) Only showpieces made of edible food material will be accepted for adjudication.
- d) Maximum area w90 cm x d75cm.
- e) Maximum height 75cm. (including base).

Class 08: Live Cooking Fish Seafood

- a) Single entry. Time allowed 45 minutes.
- b) Prepare and present two identical main courses using fish/shellfish as the main Protein item.
- c) Present the main courses on individual plates with appropriate garnish and accompaniments.
- d) Typewritten recipes are required.

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

Due to the fact that only 45 min. 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 prepreparation 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.
- 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.
- 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).
- 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 prepreparation can be made for the practical classes:
- 10. Vegetables/fungi/fruits; washed & peeled but not cut up or shaped.
- 11. Potatoes washed and peeled but not cut up or shaped.
- 12. Onions peeled but not cut up
- 13. Basic dough can be pre-prepared.
- 14. Basic stocks can be pre-prepared.15. Basic ingredients may be pre-
- Basic ingredients may be preweighed or measured out ready for use.
- 16. Fish may be scaled and filleted and the bones cut up.
- 17. Meat may be de-boned and the bones cut up.
- 18. No pre-cooking, poaching etc. is allowed.
- 19. No ready-made products are allowed.
- 20. No pork products are allowed.
- 21. No alcohol is allowed.
- 22. 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
- 23. 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.

 24. Two copies of the recipes typewritten
- are always required.

 25. Submit one copy of the recipe/s to the clerk when registering.
- 26. Submit one copy of the recipe to the duty marshal at the cooking station

Class 09: Chocolate carving showpiece

- a) One participant per entry is allowed.
- b) Free-style presentation.
- c) No frames or supports.
- d) Natural coloring is allowed.e) Minimal glazing is allowed.
- f) No moulded work.
- g) Maximum area: w80 cm x d75cm.
- h) Maximum height 75cm (including base or socle).

Class 10: Fruits and Vegetable carving

- a) Free style. One participant per entry is allowed.
- b) 120 minutes duration.
- c) Hand carved work from competitor's own fruit\vegetables.
- d) Competitors to use own hand-tools and equipment.
- e) No power tools permitted.
- f) Pre-cleaned, peeled material is allowed, but pre-sliced/carved will result in disqualification.
- g) Each competitor will be supplied with a standard buffet table on which to

Class 11: Cocktail of the day

- Competitors should provide all of their own equipments for their
- Competitors will use Gin, Vodka and Rum only, as their base spirit for the cocktail.
- Each competitor will have 10
 minutes preparation time, 05 min.
 show time & 05 min of serving time.
 Total of 20 min.
- ➤ Bartenders can set up the competition bar any way they choose, but nothing should start on the upper bar surface.
- No fire tricks of any kind will be

- allowed.
- All ingredients, mixes, garnishes, glassware or tools are the responsibility of the competitor.
- Cocktails should be presented with a appropriate garnish and straw.
 Ready-made garnishing is permitted but must be fully explained and easily replicated.
- Bartenders must wear their company uniform.
- ➤ The evaluation will be based on the taste, garnish, Recipe, creativity, timing & explanation to the judges.
- All the recipe cards to be done prior to the event and hand over to the organizers to revive.

General Rules

- Any violation of above rules may result to disqualification from the competition.
- Any acts that display low integrity, poor taste or disrespect for the competition, Sponsors, staff or host facility are subject to disqualification from the competition.
- All competitors must be on location no later than 09:00am on Sunday, June 16th 2013.
- ➤ The final round will take place at 15:00 Hrs & award ceremony will be held at 1600 hrs.
- All rules, guidelines and drink recipes are subject to change at the discretion of the competition organizers with prior notice.
- Judges decision stay as last and can revive your comments after judging

Penalties and Deductions/ One (1) Point per Occurrence

- Spills may occur during pouring or flipping. Competitors will be penalized for obvious spillage.
- ➤ Drops of any bottle, shaker tin, glassware, or bar tool that leaves your control while attempting to move and hits any surface.

 Competitors will be penalized one drop for every object they lose control of and do not catch.











- Missing, wrong or improper portion of drink ingredients, as per recipes.
 This includes straws and garnishes.
- ➤ Indirect Breakage of any glass objects that happens as a result of no direct action from the competitor. For example, if a bottle is dropped and bounces several times before breaking, this will be considered an indirect break

RULES AND REGULATIONS

NB:

- Please read the following regulations carefully. The instructions contained herein are mandatory. Noncompliance with any of the points mentioned could lead to loss of marks or complete disqualification.
- The Briefs of the Classes for Entry document also forms part of these Rules and Regulations and must be read in conjunction with this document.
- 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 within Fujairah, UAE.
- 5. Unless the organizers 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.
- 8. Competitors entering to win must participate fully in every class entered in order to qualify.
- Competitors must attend and participate on the time allotted to them.

COMPETITION ENTRY

10. Please note that there are different forms for different classes; 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 organizer **15th of May** before the event.

CERTIFICATES AND LETTERS OF PARTICIPATION

14. 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.

HYGIENE

- 15. Competitors must bring their items in a high standard of hygiene.
- 16. As the event will be held in the main restaurant of the organizer, our In house Hygienist + official Hyg. Officer represent from Johnson Diversey will judge all the Live cooking participants with points and award a special award for highest points achieved chef as best hygiene practice chef award in the presentation ceremony. Organizer has the right to inspect and give black points for any objection.

THE SECRETARIAT

- 17. Iberotel Miramar Al Aqah Beach Resort & Emirates Culinary Guild is the soul responsible for the organization and administration of the competition. For the final calculation of the event will be admin by minimum of secretarial personals from 03 different hotels to make the calculation more transparent.
- The competition is governed by construed according to the rules of the organizer.
- 19. Competitors acceptance of participation in the competition will mean as confirmation of their undertaking to submit unconditionally to the jurisdiction of the organizer.

EXHIBITS

20. Each exhibits must be completely original work, it must not have been

- displayed previously.
- 21. All exhibits must be of edible substance except for framing and stands.
- 22. It is forbidden to use any living entity, depict religious, nude, semi nude or political themes in an exhibit.
- 23. All exhibits must be suitable to presentation as a decorative item in a restaurant.
- 24. An exhibit must not carry any logo or mark of identification however; they should identify their own work, if needed.
- 25. 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.
- 26. No preparation or finishing of exhibits is allowed in any area except designated preparation area.
- 27. Finished exhibits must be placed in the position indicated by the organizer. It has submitted for judging.
- 28. Competitors must leave the judging area as soon as their exhibit is in place or when instructed to leave.
- 29. Failure by competitor to register at the specific time could result in disqualification.
- 30. Exhibit which is removed by competitors without permission by the organizer will not qualify for any awards.

COMPETITION MARSHALS

- 31. A Marshall at arm will recognize by the badge displaying the logo of the organizer.
- 32. Marshalls are charged with the ensuring that the rules and regulations of the competition are observed by all concerned.
- 33. Competitors, helpers and visitors are all obliged to cooperate with the marshals.

AWARD

- Gold, silver and bronze medals and certificates are awarded solely at the discretion of the judges.
- 35. The decision of the judges is final and













- each competitor is required to abide.
- 36. The medals will be present at the end of the competition. Certificates will be present after the event. This will communicate with concern ex. Chef of the property by the organizer.
- 37. Special awards will be given to all category winners. Special award to be given for highest points achieve the live cooking fish/seafood category.

DISCLAIMER

- 38. The organizers are entitled to cancel or postpone the East Coast Culinary Competition or alter the duration, timing or schedule of any event.
- 39. The organizer reserved the right to cancel any classes or limit the number of entries or extend.
- 40. The organizer will not under any circumstances be held liable or responsible for the lose, damaged of any exhibit, equipment, goods or personal affects.

To continually raise the standards of UAE's East Coast Culinary excellence and to promote camaraderie and educational opportunities among culinary experts and Professionals.

To act as a staging area for development of culinary concepts by:

- a. Encouraging new and innovative styles in culinary.
- b. Bringing the traditional styles up to date.c. Nurturing the creativity of individuals
- by encouraging their participation.
- d. Providing a showcase for individual skills, techniques and styles.
- e. Providing example and inspiration for young or beginning professionals.
- f. Providing recognition from fellow professionals.

Allowing the public to observe the current "sate of the art". This insight and learning experience of the public is of great importance because new trends, styles, techniques and philosophies progress with public acceptance, by promoting a greater understanding of sound culinary philosophies. Competitors provide an excellent forum for the public's education.

Judging Guidelines and Awarding System

A team of WACS Approved Judges will adjudicate at all the classes of competition using WACS-approved method led by chef Thomas Gugler continental director WACS middle east africa, criteria and documents.

After each judging session, the judges will

hold a debriefing sessions at which each decision.

Competitors will not be competing against each other rather they will be striving to reach the best possible standard. 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 classes. In theory, therefore, everyone in the particular class could be awarded with gold medal.

Conversely, it could be possible that no awards at all are made.

The scaling for awarding all classes is as follows

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 70 – 50 - Certificate of merit

Establishment Trophies

The highest number of medals awarded to an establishment will received a trophy and cash prize from the General Manager of Miramar Al Agah Beach Resort

STATIC DISPLAY PRACTICAL CLASS

Sunday 16th June - Majilies/Main Restaurant

Class No	Class Description	Reg Time	Start	Judging Start	Clearing Time
01	Individual Fish / Seafood Static	0830	0900	1000	1600
02	Individual Meat / Lamb Static	0830	0900	1000	1600
03	Individual Arabic Dish Static (Main Course)	0830	0900	1000	1600
04	Individual Pastry Static	0830	0900	1000	1600
05	Individual Pastry Static (Arabic)	0830	0900	1000	1600
06	Bread Loaves & Showpiece	0830	0900	1000	1600
07	Open Showpiece	0830	0900	1000	1600
08	Live Cooking Fish/Seafood	0800	0830	0930	1600
09	Chocolate Carving Showpiece	0830	0900	1000	1600
10	Vegetable Carving Live	1000	1030	1230	1600
11	Cocktail Championship	1000	1030	1100	

East Coast Culinary Competition Award Ceremony will Start at 1700 hrs..- Al Diwan meeting room

The Emirates Culinary Guild is a member of

the World Association

of Chef's Societies



BRIEFS OF THE CLASSES FOR ENTRY

DUBAI WORLD HOSPITALITY CHAMPIONSHIP 2013

Resume Of Classes for Entry Class No. Class Description

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

Class 01: Cake Decoration -Practical

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

Class 02: Three-Tier Wedding Cake

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

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

Class 03: Pastry Showpiece

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

Class 04: Baked Good and Baked **Bread Showpiece**

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

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

Class 05: Chocolate Carving Showpiece

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

Class 06: Fruit & Vegetable Carving Showpiece

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

Class 07: Open Showpiece

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

Class 08: Five-Course Gourmet Dinner Menu

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



- 6. Non-slip mats are mandatory.
- 6. Total food weight of the 5 plates should be 600/700 gms. and safety considerations. If an 7. Typewritten description and typed recipes required
- 8. Maximum area w90 cm x d75 cm.

gelatin for preservation.

Class 09: An Arabian Wedding Feast

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

Class 11: Practical Ice Carving -Team Event

- Freestyle.
- 2. Two persons per team
- 3. 120 minutes duration.
- 4. Hand-carved work from three large block of ice (provided by the organisers).
- 5. Competitors to use own hand-tools and gloves.

- 7. Great care must be taken with health 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 12: Practical Fruit & Vegetable Carving

- 1. Freestyle.
- 2. 120 minutes duration.
- 3. Hand carved work from competitor's own fruit\vegetables.
- 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.
- Each competitor will be supplied with a standard buffet table on which to work.

NOTES ON THE PRACTICAL COOKERY CLASSES

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

Due to the fact that only one hour is given to complete the competition; competitors are allowed to bring with them an extensive mise-en-place; however, there are restrictions on how much prepreparation 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.
- 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.
- 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).
- 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 prepreparation 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 preweighed or measured out ready for
- > 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. No pork products are allowed. 13. No alcohol is allowed.
- 14. If a farce is to be used for stuffing, filling, etc., at least one of the four portions of the farce must be prepared in front of the judges to show the competitor's skill
- 15. Within 10 minutes after the end of the competition, competitors must have the kitchen thoroughly cleaned and tidied and ready for the next competitor to use.
- 16. Two copies of the recipes typewritten are always required: Submit one copy of the recipe/s to the clerk when registering and submit one copy of the recipe to the duty marshal at the cooking station.

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Class 13: Traditional Arabic Mezzeh – Practical Cookery

- 1. Time allowed: 60 Minutes
- 2. Prepare and present for four persons: Three types of hot mezzeh and three types of cold mezzeh.
- 3. Only one (if any) of the following types of mezzeh may be displayed: humus, tabouleh, babaganough, fatouche, moutabel.
- 4. The mezzeh can be representative of any of the following countries:
 - > Lebanon
 - > Syria
 - > Jordan
- > Morocco
- > Egypt
- > Tunisia
- 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 14: Emirati Cuisine - Practical Cookery

- 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:
- 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.
- 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

RULES AND REGULATIONS

NB:

- Please read the following regulations carefully. The instructions contained herein are mandatory. Noncompliance 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. The competitions will take place at Dubai International Conference and Exhibition Centre November 16th through 19th 2013.

PARTICIPATION

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

COMPETITION ENTRY

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

10. Submit the completed form to the organisers.

CERTIFICATES AND LETTERS OF PARTICIPATION

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

HYGIENE

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

THE SECRETARIAT

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



COMPETITORS AND HELPERS

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

EXHIBITS

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

46. Exhibits which are removed by competitors without permission of the organisers will not qualify for any kind of award.

COMPETITION MARSHALS

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

AWARDS

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

COPYRIGHT

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

DISCLAIMER

57. The organisers are entitled to cancel or postpone the Salon, or to alter the

SOCIAL MEDIA SUPERSTAR



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duration, timing or schedule of any event.

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

QUERIES

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

CLOSING DATE

1. Closing date for entries is Thursday October 31st 2013- However, many classes are often fully subscribed and closed well before the closing date.

JUDGING AND THE AWARDS SYSTEM

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

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

Competitors will not be competing against each other: rather, they will be striving to reach the best possible standard. The judges will then apportion marks that accord with their perception of the standard reached. The competitor will then receive an award commensurate with his/her points tally for the class. In theory, therefore, everyone in a particular class could be awarded a gold medal. Conversely, it could be possible that no awards at all are made.

The scaling for awards in all classes is as follows:

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

ENTRY FORM FOR INDIVIDUAL CLASSES

Company Name:		
Contact Name:		
Contact EmailAddress:		
Contact Number:		
Competitor Names	Class No	Class Description



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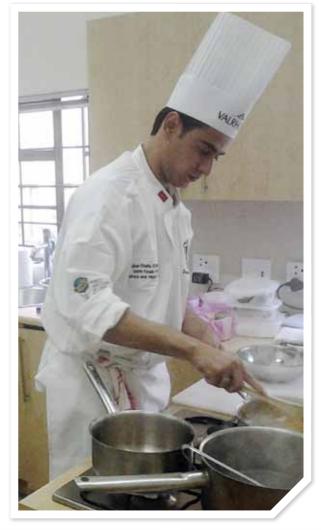




NAMIBIA DIARIES

Our Chefs who went to Namibia for the WACS regional finals took time out to send us these images









June-July 2013 Gulf Gourmet

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BURJUMAN YOUNG CHEF OF THE YEAR

Thanks to the initiative by the Emirates Culinary Guild, the Young Chefs Club and of course BurJuman alongside all the sponsors and supporters, the Young Chef of the Year was a success once again. A lot of young chefs competed and their confidence boosted with judges explaining how to do better. Many won their first medal on this stage. Here are a few moments captured by **Amaresh Bhaskaran** at the event.



lacksquare





AWARDS	HOTEL	NAME	TYPE	AWARD
HUG Winner - Dessert Mini Shells Creation	Radisson Blu Deira Creek	Sudath Rodrigo	Gold	Trip to Switzerland
HUG 1st Runner - up - Dessert Mini Shells Creation	Radisson Blu Deira Creek	H.M. Dammika	Gold	Cash Prize AED. 2,000
HUG 2nd Runner - up - Dessert Mini Shells Creation	Yas Viceroy AD	Logaraja Nadaraja	Silver	Cash Prize AED. 1,200
HUG Winner - Savoury Mini Shells Creation	Radisson Blu Deira Creek	David Amirtharaj	Gold	Trip to Switzerland
HUG 1st Runner - up - Dessert Mini Shells Creation	Radisson Blu Deira Creek	Supul Maneesha Paravithana	Gold	Cash Prize AED. 2,000
HUG 2nd Runner - up - Dessert Mini Shells Creation	Radisson Blu Deira Creek	Dinesh Nalaka Arachchilage	Silver	Cash Prize AED. 1,200
1st prize – Chef Tech Four Plates of Dessert	Radisson Blu Deira Creek	Sudath Rodrigo	Gold	AED. 5000
2nd Prize — Chef Tech Four Plates of Dessert	Radisson Blu Deira Creek	H.M. Dammika	Gold	AED. 3000
3rd prize — Chef Tech Four Plates of Dessert	Madinat Jumeirah	Madawanage Fernando	Silver	AED. 2000
1st Prize - Local Sustainable Fish & Sugar Free Drink	Radisson Blu Deira Creek	Arunajith Prasanna	Gold	5,000
2nd Price - Local Sustainable Fish & Sugar Free Drink	Radisson Blu Deira Creek	Supul Maneesha Paravithana	Gold	2,500
3rd Price - Local Sustainable Fish & Sugar Free Drink	Radisson Blu Deira Creek	David Amirtharaj	Gold	2,500
Best Effort by a Corporation	Carlson Rezidor Group			Certificate
Best Effort by an Individual Establishment	Radisson Blu Deira Creek			Certificate
Bur Juman Young Chef of the Year 2013 - 2nd Runner-up	Atlantis the Palm	Bholanath Pandey		Trophy
Bur Juman Young Chef of the Year 2013- 1st Runner-up	Radisson Blu Deira Creek	A.L.D. Ishara Rangana Athapaththu		Trophy
Bur Juman Young Chef of the Year 2013- Winner	Radisson Blu Deira Creek	Rahil Rathod		Trophy







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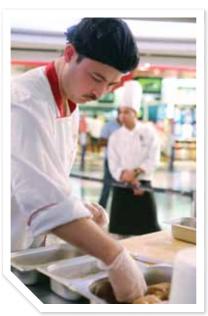




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ANGT LLC established in Dec 2004 in UAE as the Global Business Devlopment HQ for its 100 pct Natural, Ready to Use, wide Product Range under its Brands of "NONIONS" - ONION BASES, "SIPPY" -Sweet Corn Kernels & introducing Boiled Corn on Cob & newly launched "MIRAYA" - offering the complete new range such as Garlic Paste, Ginger Paste, Ginger Garlic Paste, Boiled Chickpeas & Boiled Peanuts.

All the Products are Free of Preservatives
- Artificial Colors -Flavors, maintaining
superior quality, consistency, aroma,
taste and nutritional values withs
advanced processing and retort packing
technology. ANGT Products have a



long shelf life of 18 months at Room Temperature without refrigeration.

Slowly and surely expanding into the Middle East Markets starting with UAE in 2005 -06, ANGT has come a long way by nominations to the Prestigious GULFOOD AWARDS 2010 as the BEST FOOD SERVICE PRODUCT / INOVATIONS - Finalist: "NONIONS" SAUTEED

ONIONS PASTE, followed by nomination in SIAL ME 2011 -as Best Innovation Selection -"NONIONS" FRIED ONIONS.

ANGT is now across the GCC thru its Distributors or Direct Supply including Maldives n New Zealand. Shortly entering into Australia , Africa & Sri Lanka.

ANGT products not only provide all of above with convienience but ensure Cost Reductions and Savings especially for the Food Services Industry. As the market grows, the logical step is to enter the wide range into the Retail Consumer Segment providing Value for Money Product Range with Convienience.



Fonterra is a global leader in dairy nutrition – the preferred supplier of dairy ingredients to many of the world's leading food companies. Fonterra is also a market leader with our own consumer dairy brands in Australia/ New Zealand, Asia/Africa, Middle East and Latin America.

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The farmer-owned New Zealand cooperative is the largest processor of milk in the world, producing more than two million tonnes of dairy ingredients,



value added dairy ingredients, specialty ingredients and consumer products every year. Drawing on generations of dairy expertise, Fonterra is one of the largest investors in dairy based research and innovation in the world. Our 16,000

staff work across the dairy spectrum from advising farmers on sustainable farming and milk production, to ensuring we live up to exacting quality standards and delivering every day on our customer promise in more than 100 markets around the world.

Anchor, Fonterra flagship brand, is dedicated to working with Chefs, bakers and pastry chefs to provide innovative solutions and best practices in the kitchen.



Restofair is a world leading supplies & equipment distribution network for the hotel and catering trade with presence and offices across Europe, Middle East & Africa, Caribbean etc.

Restofair is a part of ECF Group France which is a 123 million euro company serving 55,000 customers in the HORECA Industry supplying the small equipment and consumable across Europe.

These vast years of know-how and



expertise facilitated the opening of Restofair in the Middle East 8 years ago offering quality services initially in the table top segment. With a strong year on year growth since inception we have taken the genre of hospitality to an entire new level by our stock strategy, well appreciated by our customers and are one of our core strength.

Restofair maintains a large stock of all products related to Chinaware, Glassware, Cutlery, Kitchenware, Pastry, Buffetware, Disposable, Plugin Machines, Stewarding Etc. permanently ex stock, ready for immediate dispatch.

US\$3 billion

what's your GCC market share?

The UAE alone has over 750 hotels.

Each hotel has an Executive Chef.

Each Executive Chef has an annual budget.

It ranges from AED 1 million - US\$ 3 million.

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

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

Now you do the maths.

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

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

Take advantage of our platform.

Positively impact your market share!

Contact us now

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ABOUT GULF GOURMET

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

WHO READS IT?

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

REACH BY COUNTRY

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

MARKET SEGMENTATION

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





Abu Dhabi Farmers' Services Centre Martin Aguirre

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Bird-food Superfood

ntil a few days ago, the last time I came face to face with the little grains was back in school, where as a young chef to-be I was eager to learn about anything in this world that can be eaten. Come to think of it, I think I had a similar reaction 15 years ago when I opened a bag of quinoa, "Why..." Why would anybody want to eat this stuff? Has the world ran out of rice, was cous-cous really that boring or were lentils a thing of a past. It looked like bird-food, smelled like bird-food, and it tasted like bird-food. That's how I felt about it then, and my opinion of quinoa has always remained the same through out.

So for anybody who does not know what Quinoa is, here is a little background:

Quinoa is a seed of a bush-like plant that was originally cultivated and popular over 4000 years ago amongst the natives of South America, namely Peru, Bolivia and Equator. It was as sacred to them as rice is to Asians and hamburgers are to Americans. Some believe that to the natives, the seed holds spiritual and religious values. Though I mean this with utmost respect, but from what I



The seeds are high in potassium, vitamins and other minerals good for the body and are considered a "Superfood"

hear, if you don't wash the seeds properly before cooking and consumption, the outer shell contains some sort of a hallucinogens that in high doses can be deadly, which is why cooking instructions always include thoroughly washing the seeds before boiling.

Now, don't go getting any funny ideas here, all quinoa offered in supermarkets has already been washed of any funny stuff. Anyways, as it turns out, the seeds are high in potassium, vitamins and other minerals good for the body and are considered a "Superfood". I am quite confident though, and I welcome anybody out there to try and prove me wrong, that quinoa dose not contain half the good stuff that brown lentils have. The thing is though, for some strange





If you have read some of my past articles you might have picked up on the sarcastic tone with an underlying sense of cynicism. I can't help it; I need to have the reason for the existence of anything, a product or a mindset, explained to me until I am fully convinced. Until then, it's not for me and I don't like it... that's the Big Daddy way and it is what it is. So when I was handed a project to come up with recipes built around Quinoa, my eyebrow went up and with a baffled face I said "Why"...

(continued from page 65)

reason, our attention spans as humans' keeps getting shorter and shorter and we somehow develop and appetite for ingredients that are less accessible and more expensive to produce. Then we created a hype about them, simply because, well... because lets be honest, we all (myself included) have a mild case of ADD, and can never be satisfied, and viola quinoa was the next super star... there goes my cynicism again...

So anyways, a few weeks back I had a project to come up with light and healthy meals with Quinoa at the core. I was not really looking forward to it and tried to offer it in as many preparations as possible. I tried to change the texture, change the flavor and ultimately change the taste. Now I don't know if I am getting better at this cooking thing or my body is trying to tell me that I need to eat healthier starches, but I was surprised. Not blown away, but I have to admit, I was pleasantly surprised. The cooked guinoa was not half as bad as I had remembered from before. The earthy smell fades away and

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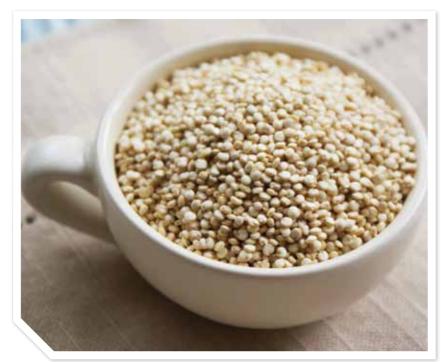
it absorbs any flavor it is cooked with. I cooked in chicken stock and it turned out very pleasant. It works great as a cold salad with a capsicum and shallots brunoise and some lemon juice. Good substitute for a rice pilaf, and works well in preparing stuffing for meats and vegetables.

So my verdict, I gotta be honest with you, I am not running to the super market to stock up on quinoa, and I

probably would not include it on my dinner menu anytime soon, but I would not call it bird-food anymore either. Its OK, not great, but not bad either, just OK.

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

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