



CHIEF SPEAK

Otto Weibel, Chief Judge at the Emirates Salon Culinaire reveals what goes on behind the scenes



CHEF OF THE MONTH

Interview with Executive Chef Vinod Nair of the EMKE Group



SAFFRON DELIGHT

Chef **Antonio**'s Italian recipes using his favourite ingredient



president'sstation

email theguild@eim.ae

Dear Fellow Chefs, Ladies and Gentlemen,

Welcome to the post Salon Culinaire issue of Gulf Gourmet for 2013. I am sure everyone is waiting with bated breath for the events photos. And to make sure that no one is disappointed, this year the guys at Gulf Gourmet promise to have all the images from the event spread across the March, April and May Issues.

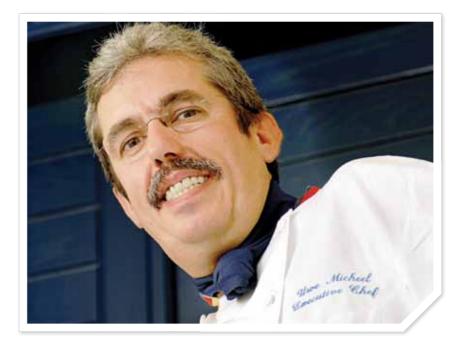
I would once again like to thank all the competitors for their hard work and dedication towards our Salon Culinaire — you all are the real stars of the show. And while there can be no competition without competitors, the same goes for the organisers, judges and supporters and sponsors.

A big thank you to WACS President Gissur Gudmundsson, Chef Otto Weibel and his team of judges, and the Emirates Culinary Guild team for organising, planning and marshalling the event. There would also be no show without our sponsors, thank you to Nestle Professional and Sadia, our long time key supporters, John Holt foods, Barakat, US Dairy Council, Convotherm, Australian Meat, IFFCO, Master Baker, Ronai and or course RAK Porcelain.

We had anther first this year with 16 individual competitive kitchens – thank you to Ginox, Manitowoc, Convotherm and Electrolux for the great support.

Our colleagues and visitors were well looked after at the show by Mr. Ronnie and the Masterbaker team at the Chef's Lounge. Not to forget the final evening, where our marshals and judges were hosted for dinner by Pro Chile.

As in the past, Jumeirah Emirates towers hosted the briefing and the welcome party for the judges and a big thank you for that.









I do apologise if I have forgotten any of our great supporters — there are many more, like the hotels hosts and meal sponsors. Thank you again to all — without you, we would not be able to stage such a great show.

Our next 3 important events are the UAE final for the Global Chef's Challenge, The Global Pastry Chef's Challenge and the Hans Bueschkens Young Chef. Good luck to all the competitors, as the winner will represent the UAE in Namibia at the MEA final.

The website chefscomp2013.com for Taste of New Zealand, an existing competition with products for New Zealand, is now open for registration. Do not miss the chance; the winner will go to New Zealand.

The registration is also open for the Dilmah High Tea Competition. The

winner goes Sri Lanka, so please do register with Josephine at the ECG email theguild@eim.ae.

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 Talal and the Dubai Marina Beach Team for hosting the February meeting.

Culinary Regards,

Uwe Micheel

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

ggcontents



Editor's Note

Our Editor talks about the month gone by and the issue at hand

Friends of the Guild

Brands that support the Emirates Culinary Guild

News Bites

A quick round-up of what's happening in the Chef community

Cover StoryInterview with **Chef Mahesh**, winner of the Best Gastronomist award at Salon Culinaire

26 > Chef of the Month

Corporate Executive **Chef Vinod Nair** of EMKE Group is our Chef of the month

Judge Talk

Interviews with first time judges at the Salon Culinare

WHAT YOU WANT





TASTE & FUNCTION





activates

& animates





32 >> Chief Speak

Master judge Otto Weibel tells us about his team and the thought process behind judging this years Salon Culinaire

Salon Insight

A collage of the moments captured at Salon Culinaire and the winners from the event

Shawarma Drama

Our guest writer's take on the quintessential shawarma

New Members

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

36 >> My Favourite Ingredient
Chef Antonio of Amwaj reveals his favourite ingredient with three delicious recipes

Member Directory
A listing of all leading food and kitchen supplies companies for this region

Events

Images from the recent events that



A monthly column with culinary attitude from our resident Big Daddy





Sure to delight your taste buds...



Seville Products Pasta Division, Al Quoz Industrial Area - 1 P.O. Box 54176, Tel.: 043895737

www.iffco.com



Single Origin Tea, handpicked, perfected and packed Garden Fresh at source in Sri Lanka, right where it is grown. Made in the traditional manner, a style of teamaking perfected over centuries. Dilmah Tea is unblended to celebrate the diverse flavours of tea blessed with the aspect of terroir. Real Tea offers an array of taste, strength and aromas, as varied as the natural, climatic factors that make tea from different elevations, regions and estates unique.













The MJF Charitable Foundation and Dilmah Conservation were established by Dilmah Founder Merrill J. Fernando to provide welfare for the poor and underprivileged while ensuring the sustainability of the work carried out by Dilmah. Together they form the backbone of our Founder's wish that his business should always be a matter of human service.









Our Business is a Matter of Human Service www.mydilmah.com

www.facebook.com/dilmah

www.facebook.com/dilmah



editor'snote

email editor@gulfgourmet.net



It is absolutely amazing to watch the meteoric rise of Gulfood. With each passing year the number of exhibitors increase, the number of visitors increase, the exhibition space increases; it's simply fascinating.

Equally fascinating is the rise in quality of participants at Salon Culinaire in Gulfood, the region's biggest Chefs competition and one of the most renowned on the world culinary map. The 1,300-odd Chefs that competed this year for the top honours were way better than the years gone by say the judges.

The big winner this year is Chef Mahesh from – no prizes for guessing – the Address Downtown Dubai. How does the Address Downtown do this year after year? I'm sure it all boils down to the support from the hotel's management. Kudos to the leadership for inspiring young chefs to dream big and for teaching them that the sky is the limit.

Our March issue also features images of winners at the Salon Culinaire. Those that could not be accommodated in this issue will be featured in the April and May editions. We have close to a 1,000 images from the Salon on our facebook page. Like our page, tag your friends and stay abreast of all the Chef news online.

Enjoy the read and keep cooking with passion.

Aquin George Editor

CREDITS

THE EMIRATES President Uwe Micheel

CULINARY GUILD Phone +971 4 340 3128 Fax +971 4 347 3742 Email theguild@eim.ae

EDITORIAL Editor & Publisher Aquin George

Phone +971 50 504 5033 Email editor@gulfgourmet.net

Associate Publisher Amaresh Bhaskaran **Phone** +971 50 456 8161

Email amaresh@gulfgourmet.net

CREATIVE Seeing Things Photography

Phone +971 50 547 2477 www.seeingthings.ae Amro Fahed Al Yassin

CONTRIBUTORS Lincy Varghese

Olivia Atkinson Content-Farm.com

ADVERTISING Sales & Mktg. Andrew Williams

Phone +971 4 368 6450 **Email** advertise@gulfgourmet.net

DESIGN Art Director PeeCee

Graphic Designer Natalie King

PRODUCTION Dubai Printing Press

LICENSED BY National Media Council

PUBLISHED BY SMARTCAST GROUP FZ-LLC PO Box 34891, Dubai Media City,

Dubai, United Arab Emirates

COPYRIGHT All material appearing in Gulf Gourmet is copyright unless otherwise stated or it may rest with the provider of the supplied material. Gulf Gourmet magazine takes all care to ensure information is correct at time of printing, but the publisher accepts no responsibility or liability for the accuracy of any information contained in the text or advertisements. Views expressed are not necessarily endorsed by the editor and publisher.

friends of the guild









Creative Food & Beverage Solutions















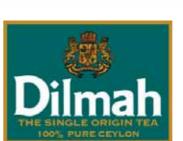


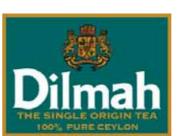






Inspiration every day

























































JM Metal Trading LLC

















Master of Performance











winterhalter













FocusInternational

We're looking for you























FM/C RITEC

March 2013 Gulf Gourmet

March 2013 Gulf Gourmet

newsbites



New Chef takes charge at Holiday Inn

Sandeep Kamal is the newly-appointed Executive Chef at Holiday Inn Dubai — Al Barsha. An Indian national, Chef Sandeep has worked in the Arabian Gulf hospitality sector for 10 years, starting his career in the region as part of the pre-opening team of Grand Hyatt Dubai.

Holding a diploma in hotel management from a prestigious college in New Delhi, India, Sandeep served an internship at the Leela Kempinski, before moving on to spend three years with Taj Hotels as Chef de Partie at various locations throughout India.

Most recently he worked with the Carlson Rezidor Group launching food and beverage operations at the Park Inn Muscat as Executive Chef. In his new role at Holiday Inn Dubai – Al Barsha, Sandeep is responsible for a team of 51 members, eight food and beverage outlets and six meeting rooms with a capacity of up to 400 people, as well as outside catering services.

"Sandeep is a very welcome addition to our team," said General Manager JS Anand. "Under his direction, we look forward to expanding our culinary menus and enhancing the reputation of the hotel as a dining destination with unique food and beverage concepts to suit a wide range of tastes."

New hotel manager appointments at Madinat Jumeirah



Azar Saliba has been appointed Hotel Manager of Jumeirah's Al Qasr and Dar Al Masyaf hotels. The Lebanese national has over 18 years of experience in the hospitality industry, and 7 years with the Jumeirah Group in the UAE. Prior to this appointment he worked as hotel manager for Mina A'Salam, where his passion for dealing with guests and colleagues was quickly recognised. Saliba takes time to forge relationships with clients and improve customer satisfaction, as well as developing the commitment of team members to the delivery of "Stay Different" experiences throughout the Arabian resort. He is one of the youngest hotel managers within the group today.



Gisele Clark has been appointed Hotel Manager of Mina A'Salam. Prior to joining the Jumeirah Group in 2010, she worked for well-known groups such as Firmdale Hotels and Thistle Hotels in London, The Swiss Grand Hotel in Australia, and Marriott. Clark brings with her an exceptional 22 years of experience spanning 8 countries. Over the past 3 years as General Manager - Operations Support, she provided key support to Jumeirah's properties in the Maldives, Azerbaijan, and Istanbul during their preopening phase, as well as to new openings worldwide. In her role as interim GM for Jumeirah Maldives during 2012, Clark inspired teams to deliver Jumeirah's hallmarks, and developed culturally connected experiences that gave back to the local community.

Horeca Trade and Roundmenu announce strategic partnership

Foodservice distributer Horeca Trade has announced a strategic partnership with RoundMenu.com to focus on driving footfall and increasing customer loyalty for their hospitality partners across the UAE.

With more than 1,500 customers across the UAE, ranging from hotels to restaurants to cafes and caterings, Horeca Trade is looking at ways to add further value to their partners in terms of helping to bolster business and trade, above and beyond simply delivering quality food and services.

RoundMenu was created not to drive one-off discount seeking diners, but to create a platform which offered discounts that are available on an annual basis, with no limit on how many times a diner can use the discount at each restaurant.

Hisham Al Jamil CEO of Horeca Trade commented on the partnership: "At Horeca Trade our number one priority is quality. We invest heavily into people, products, service, systems and marketing, to ensure that our customers get the very best value in what we offer.

Feast on Grills

Now "Eat More for Less" as you enjoy the ultimate grills by the beach at Casa Samak in Coral Beach Resort — Sharjah any day of the week. On offer are a wide selection of tantalizing kebabs and grills from the sub-continent and the Middle East. The lavish spread is available from 7 to 11pm daily for only AED 79 per person.

Jean Pierre Simon, Regional General Manager — Northern Emirates, Coral Hotels & Resorts, said, "Our chefs go daily to the local fish market in search of the finest fish. The key to making moist and flavourful meat is careful grilling and our chefs are experts in cooking these to perfection without giving a scorched or dry feeling."

The setting of the BBQ is equally enticing where you enjoy al fresco dining on the beach while taking in the scenic sea views. Jean Pierre said, "It is a wonderful experience. The atmosphere is truly gentle and beautiful where you can have a great time with your family and friends."

Dine in the Dark

A new dining concept will hit the city this month that will test the limits of the most refined palates and shed new light on heightening your senses, all while keeping you in the dark.

Dine in the Dark with **Chef Andy Campbell** is the latest new feature at Taste of Dubai at the Dubai Media
City Amphitheatre from 14 to 16

March 2013. If you think you know your paprika from your pepper, this blindfolded dining experience is for you.

You will be served three large canapés, which will be hidden from view, allowing only your sense of smell, taste and texture to help you then choose 20 ingredients from a list of 100 and guess what you have sampled.

By correctly identifying the ingredients, you will be entered into a prize draw to win an exclusive fine dining experience in your own home courtesy of Chef Andy Campbell, worth AED 5,000.

Park Regis Kris Kin Hotel heads To Berlin

The Park Regis Kris Kin Hotel Dubai team is in Germany this month at the ITB Berlin, the world's leading travel and tourism show, in a bid to capture an increased share of both the German and other European markets.

The event traditionally attracts more than 10,000 exhibitors and 170,000 visitors and is a key venue for tour operators and agents to contract hotel rooms for the coming year, according to the hotel's Director of Sales & Marketing Patima Onnorm.

"While emerging markets such as China and Russia have shown tremendous growth in recent years, Germany remains a key source for us and we are keen to capitalize on interest shown by the 800 travel trade executives who attended the DERTOUR Academy in Dubai in December where agents and operators were briefed on new tourism attractions of the city," she said.

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

Gastronomic Superstar

The Address Downtown produces more winners this year at the Salon Culinaire. We interview the big winner

ntil last month, very few industry folk knew of S. Mahesh Aruna Peters, a Senior Chef De Partie at The Address Downtown Hotel in Dubai. However, by the end of Day 4 at the Gulfood 2013 when the results of the Salon Culinaire had been announced, almost every chef knew the young culinarian.

He had just been named the Chef of the Year or 'Best Gastronomist' as the engraving on his trophy states.

We make a trip to the Address Hotel where his seniors have won similar awards in the past to meet the young prodigy. As he walks in for the interview, we realise that he neither has the aggression of Chef Daniel nor the build of Chef Asham, two of Address Hotel's previous big winners. Yet, he has got what they achieved – or at least partly – being featured on the cover of a magazine.

And even more in terms of an affable persona.

The 31-year-old Sri Lankan may have a long road to travel, yet he has shown the astute mind set of a winner. Ask the lad what sets him apart from his peers and he says, "The right attitude and my knowledge of the basics of cooking."

Conversing with Chef Mahesh makes you realise that he is following



My teacher was a Chinese Chef who spoke my native language Sinhalese. He taught me basics though some words were tough to remember almost all the advice we hear Executive Chefs give time and again to young chefs. He works hard, reads cook books, gives extra importance to workplace hygiene, understands the basics of cooking, maintains a positive attitude at work, learns only from experienced chefs and refuses to while away his free time.

And the results are for all to see. In just 7 years, he's risen from Commis III to Senior Chef De Partie and has now won the biggest culinary competition in this part of the world. So how did Chef Mahesh get here?

The son of businessman and a homemaker, he is one of four siblings – three brothers and a sister – and is the only person in his family to work within the hospitality industry. His sister is a nurse, one brother is a businessman, and the other brother is a professional body builder and gym instructor.





He joined the industry after seeing a hotel school vacancy in the newspaper and decided to go in for it along with his friend. "I went in with the clear aim of becoming a chef because as a child I loved cooking. Mom would push me to cook as well."

Like most young chefs, he too had no clue about anything to do with professional cooking. "My teacher was a Chinese Chef who spoke my native language Sinhalese. He taught me basics though some words were tough to remember. Words like julienne and mirapoix would completely flummox me," he says.

Following his education, he along with his friend joined a small restaurant to cook. Here he worked for two years catering to small functions after which he joined the Galway Lodge in Sri Lanka.

As luck would have it, he got the opportunity to move to Dubai and work with the One and Only Royal Mirage. It is here that he truly learned the basics of cooking from

his Executive Chef Eric which helped build the foundations to a promising career. In two years he went from Commis III to Commis I and then moved to the Address Downtown for its opening almost 5 years ago.

In these five years he landed three promotions through his hard work and sheer determination and support from Chefs like Chef Dwayne, Chef Tushan and Chef Daniel. Seeing that he was surrounded by many award winning chefs, he decided to follow in their footsteps, learn from them and further his career.

So what are the best things about working for The Address? He says, "Even though the work culture here is quite tough, everybody helps each other here from the Executive Chef downwards. Communication here is excellent."

And how did competitions happen? "Chef Daniel pushed me to do my first competition. I learnt from him about competing successfully."

While Chef Mahesh has won many medals in the past, this time had to be different if he had to make a mark for himself. He says, "I practiced a lot more this year. Read a lot of books. My Exec Sous Chef Tushan and my Executive Chef Alain helped me a lot.

"I won two Gold medals and Silver Medal which made me the Chef of the Year. I was hoping to get three Golds but the judge didn't like the plate I chose with designs on it." So is there any Chef he looks up to and would like to emulate? His answer is Chef Tushan, his Executive Sous Chef. "I want to be like him someday," he says as a matter of fact.

Going forward Chef Mahesh nurtures the same dream as most other chefs which is to become Executive Chef someday. "I guess in addition to learning more about cooking I will have to be more computer savvy and improve my language skills. But I will surely get there," he says.



Nature's Finest Ingredients. Sunshine, Green Grass & Fresh Air.

- Clean and Safe Environment: Australian cattle and lamb graze in nutrient rich pastures, watered by the purest rain, enjoying year round sunshine and great weather.
- 2. Traceability: All our livestock have whole of life documentation that enables an animal to be traced during its life and also tracks its route to market.
- 3. Guaranteed Halal: Australia has the strictest Halal certification system in the world. Our Halal certification system is endorsed by the Australian government and is recognised worldwide, complying with Sharia'a law.
- **4.** Consistent Supply: As the world's largest exporter of meat, Australia's meat producing industry is mature and dependable. This ensures a constant supply of the most mouthwatering beef and lamb in the market.
- 5. Wide Range of Cuts: Be it beef or lamb, we offer a wide range of cuts, in both grass and grain fed variety.

Australian Meat. Clean, Safe, Delicious and Halal.





+971 4 433 1355









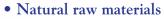




























Recipe ideas: www.hug-rezepte.ch



Distribution UAE and Oman:

PO Box 6936, Al Quoz Industrial Area No.1, Near Khaleej Times Office Mr. Riyadh Hessian, +971 507648434

Chef Vinod Nair, Executive Chef and Regional Fresh Foods Manager at EMKE Group, tells about his unusual rise to the top

Why did you choose cooking as a career?

Cooking and computers have always been my two main passions. I had to choose one for my career and the other as a hobby. Most people in my shoes would have chosen computers as a career and cooking as a hobby. I decided to do it the other way around and cooking became my career. Computers still remain my hobby; at last count I had assembled 106 computers worth hundreds of thousands of dirhams and I haven't charged a single penny for assembling them (smiles).

Tell us about your culinary journey thus far.

My culinary journey began with helping my mom in the kitchen. As the son of an Army man, I was lucky enough to travel across India and learn about various cuisines. Once I had decided on cooking as a career, I joined IHM in Mumbai, Asia's best college for catering and hospitality management. I interned those days with leading luxury hotel groups



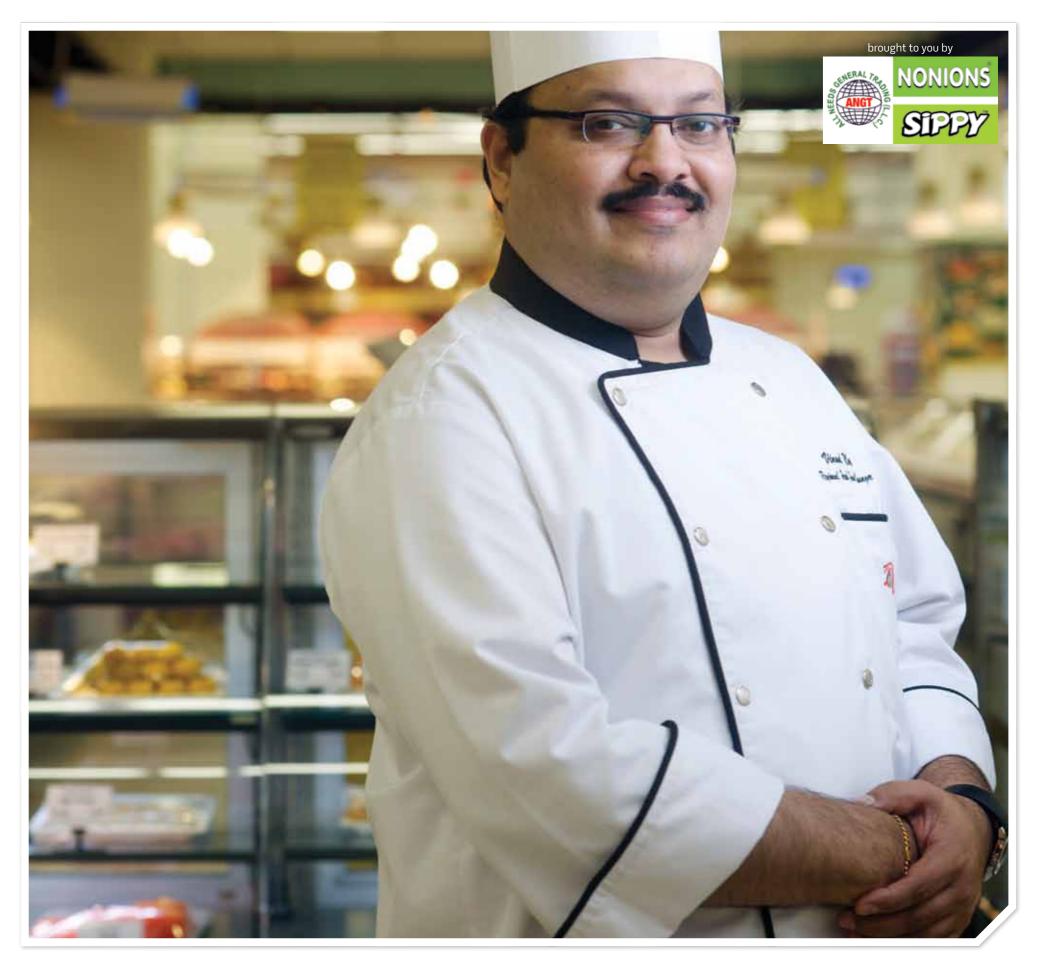
I am inclined towards fusion, basically Indian cooking with Continental presentation. That said my specialty is food and ice carvings such as the Taj and the Oberoi.

After graduating, I joined The Leela Mumbai because they offered the maximum learning experience as compared to other equally prestigious hotel groups such as the Taj. The pay was poor but the knowledge I gained there was worth it. Even as a management trainee I was able to work across all sections of the kitchen. After a few months I moved to The Leela Goa and some years later I worked at the Sheraton in Fiji Islands.

You have a strong hotel background both in terms of education and experience. How did Lulu Hypermarkets and Department Stores come into the picture?

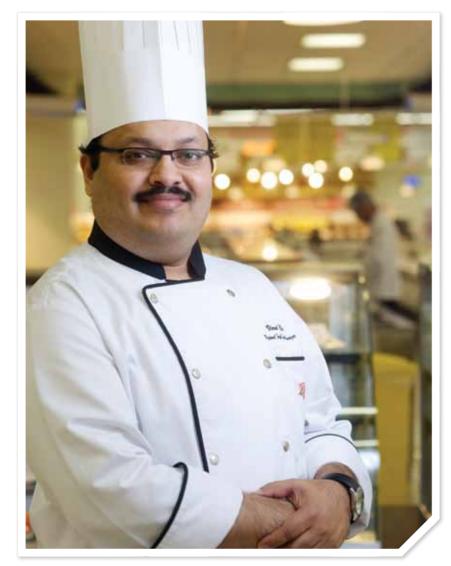
Following the coup in Fiji, I moved to Dubai as a Bakery Chef for the Hypermarket in Qusias in 2000. I was quickly promoted to Executive Chef for the Hypermarket, then Corporate Executive Chef for 16 branches across Dubai and Northern Emirates and now I have the added responsibility as Regional Fresh Foods Manager. This involves ensuring that only the best meats, fish, cold cuts, vegetables and fruits are sold in our supermarkets and I overlook the quality of foods sold through our Bakeries, Roastery (dry fruits and nuts) Cold Kitchens and Hot Kitchens.

Why did you stay here this long?



March 2013 Gulf Gourmet

March 2013 Gulf Gourmet



I have stayed here for over 12 years because the role here is more varied than that of a typical Executive Chef in a 5-star hotel. Our customers do not fit just a specific profile. We cater to people from all walks of life. Our customers come from the East,

250kg

Today, the Lulu Qusais Hypermarket alone sells 250 kilograms of beef each day! Indian sub-continent, Middle East and Europe and from various age and income groups. Cooking high quality dishes that are value for money and suit all palates is no easy task. I am proud to say that none of our supermarket competitors come even close to us as far as taste and variety is concerned.

Also, at Lulu we have a very conducive work environment promoted by the management. I have grown personally and professionally under the dynamic leadership and guidance of our Director, Mr. Salim M.A. I have also been lucky enough to work closely with our Managing Director, Mr. Yusuf Ali and have the opportunity to cook for VIP guests.

Lulu today undoubtedly has the finest range of cooked food

as far as supermarket chains are concerned. How did you manage this?

I still remember the apprehension when I suggested we should cook 5 kilograms of beef a day at the Lulu Qusais Hypermarket in early 2000. Today, the Lulu Qusais Hypermarket alone sells 250 kilograms of beef each day!

None of this would have been possible without a visionary management and a strong team that is always willing to learn and teach. Truth be told, I not only teach my team members but I also learn from them. In a 5-star hotel you need to be a master of one to be recognised. Here a jack of all trades wins. My chefs have learned to cook a variety of cuisines during their tenure at Lulu. When someone in my team finishes with his work, he will quickly go and help the person cooking another cuisine.

What kind of cooking style do you prefer?

I am inclined towards fusion, basically Indian cooking with Continental presentation. That said my specialty is food and ice carvings.

How was it using Nonions?

It was a new experience at first because we were apprehensive about how the food would taste. For example, we use fresh ginger-garlic paste as packaged paste spoils the taste. However, with our feedback, Nonions turned out to be a perfect alternative to fresh onions. We now use it in large quantities in Lulu. As you know, in Indian cooking, onions play an integral role and a lot of time is wasted on it.

Today, that time is saved. At first there was a bit of resistance to change. But after a blind tasting — which almost all got wrong — we are now using Nonions in our dishes and our curries continue to be fast-moving items.



YAM & PANEER KOFTA IN ONION CASHEW GRAVY

INGREDIENTS

For Kofta

| Yam | 200gms |
|----------------------------|-----------------|
| Paneer | 150gms |
| Nonions Sautéed Onion Past | te 50gms |
| Red Capsicum (small cubes) | 25gms |
| Green Capsicum (small cube | s) 25gms |
| Garlic | (Fine chopped) |
| Fresh/Frozen Green Peas | 25gms |
| Asafoetida (Hing) powder | ltsp |
| Garam masala powder | 1tsp |
| Turmeric powder | 1/2tsp |
| Crushed black pepper | 1tsp |
| Dry bread crumbs | 2tbsp |
| Bengal gram flour | 2tbsp |
| Coriander leaves (chopped) | 1tbsp |
| Oil | for deep frying |
| Salt | as required |
| ••••• | |

For Gravv

| Nonions Boiled Onion Paste | 200gn |
|----------------------------|-------|
| Cashewnut Powder | 100gn |
| Tomato puree | 50gn |

| Garam masala powder | 1tsp |
|---------------------|------------|
| Red chilli powder | 1tsp |
| Oil | for frying |
| Grind together | •••••••• |
| Green chillies | 2 |
| Ginger | 1 inch |
| Garlic | 5 flakes |
| | |

PREPARATION

For Koftas

- Remove outer skin and cut yam into thick chunks.
- Heat water in a broad vessel. When it starts boiling, add yam pieces and cook till soft.
- Strain water completely and spread the pieces over a cloth to dry up the moisture. Allow to cool.
- Mash the yam and add Bengal gram flour, breadcrumbs, hing powder and salt. Knead it into smooth dough.
- In a pan, heat oil, add garlic. Add Nonions Sautéed Onion Paste, capsicums and green peas. Add the powder spices and pepper.
- Crumble the paneer coarsely and mix

with the above sautéed vegetables. Add coriander leaves and take off fire and let it cool down.

- Take a ball of the yam paste, flatten it on your palm and stuff it with the paneer mixture.
- Shape the kofta into a large oval shape and deep fry to golden brown. Keep Aside.

For Gravy

- Heat oil in a pan and add the ginger, garlic, green chilli paste and sauté.
- Add cashew powder and stir well. Add the spices.
- Add tomato puree and sauté. Add Nonions Boiled Onion Paste and continue cooking till the raw flavour disappears.
- Add water to adjust the consistency, add salt & let it simmer.
- Cut the Kofta lengthwise into halves.
 Pour some gravy onto the serving plate, place the koftas in the centre and garnish with fine juliennes of ginger, sprigs of coriander leaves and a twirl of cream.

March 2013 Gulf Gourmet March 2013 Gulf Gourmet

New judges, first impressions...





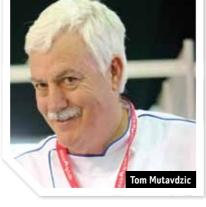




— Montasser M. Masoud Executive Chef Dar Al Tawhid Intercontinental Makkah, Saudi Arabia

I'm judging the ice carving section of this competition. To be honest, I'm verv impressed with the level of these young artists but there's definitely a little room for improvement. A comment I'd like to make is that a lot of them are sculpting figures that resemble fish. While these ice sculptures are good, I'd recommend them to try their hand at creating other figures. I would like to be back here next year to extend my support to all the young contestants and share my







knowledge to encourage chefs to chase their passion and not just money!

> - Alan Paven Director and Executive Chef Le Bon Choix Mauritius

This is the first international competition I'm participating in as a judge. I'm judging the ice carvings section. I come from a country where there's no chance of getting ice like this. We have seen some really impressive carvings over the last two days. I'd love to come back to Dubai next year for the Salon Culinaire as a judge.

> — Tom Mutavdzic T&T Hospitality Training Windhoek Namibia





There's definitely room for improvement in terms of the live cooking but the art is just superb! I'd advise the young guys to speak to their chefs because ultimately their chef has to have the capacity to advise them on what they are doing right or wrong.

> - Nabil El Souaf Corporate Executive Chef Saudia



- Kenny Kong Executive Pastry Chef Resorts World at Sentosa, Singapore





The Final Arbitrator

We speak with **Otto Weibel**, the Chief Judge at this year's Salon Culinaire to find out what happens behind the scenes before the judging begins

What happens at the judges briefing?

Basically, the judges briefing happens to ensure that the judges are all on the same page. As you know, WACS is the world body for chefs and it is my job to ensure that they are all at the same level.

We now also have the judges' seminar at the venue of the Salon Culinaire. It's essentially to bring new judges up to standard. What's important is that you, as a judge, are setting a standard. This includes behaving appropriately, being properly dressed and giving proper feedback to the contestants.

The latter is very important in that the feedback should be positive so as not to destroy the confidence of a young participant but at the same time constructive so that the contestants get an idea of how to improve next time around.

Also, another aspect of the judges briefing is to instruct judges on how to tackle a situation wherein two judges have wildly different opinions about a particular entry. In this case the judges have to discuss the results, justify their opinions and find a middle ground. Our goal is to standardise judging — if a competitor wins a gold medal here in Dubai, then the same creation should win a gold medal in, say, Singapore.



Any interesting experiences with judges in the past?

Sure! At the IKA Culinary Olympics last year we had a judge who was late every single day. After repeated warnings we struck him off as a judge because it's not fair on the competitors and the other jury members. Sure, small mistakes can be tolerated but there has to be discipline.

As the Chief Judge have you ever experienced any dissent from other senior judges as they have to take instructions from you?
As a Chief Judge I do have arbitrate

from time to time and overrule some decisions made by the judges. That said I have been in the business for a long time and all the judges know me well. So in general I don't have any problems with the judges.

What's the most important attribute a culinary judge must have?

Judges must be up to date – a lot of the pieces here at the Salon Culinaire are modern and it's absolutely important that judges have update themselves about world culinary food trends in terms of taste, styling and presentation.

CHOICE OF THE EXPERTS



JM

JM Metal Trading LLC

P.O.Box 251252, Dubai, UAE Tel: +971 4 2946284, Fax:+971 4 2946285

Email: info@jmdubai.com, Website: www.jmdubai.com

Do you want fries in that? Olivia Atkinson recounts her first tryst with the shawarma and the generous portions consumed whilst figuring out the need for fries in it

he shawarma and I were first introduced eleven years ago. At the time I was a born and bred Kiwi kid with a tendency to gravitate towards the fast food classic of fish n' chips, steering clear of anything vaguely exotic sounding. After landing on Middle Eastern soil, my parents decided that a forced broadening of my taste buds was in order. With this notion in one hand and a map of old Dubai in the other, we set out on a culinary quest of sorts — one that sparked my interest in the beloved shawarma.

For those unfamiliar with the food, a shawarma might be nothing more than Iron Man's preferred post-battle snack. Robert Downey Jr.'s random mention of them in the blockbuster hit 'The Avenger's' seemed to spark a bit of a curiosity craze, I'll give him that. But here in the UAE you'd be hard pressed to find a true shawarma enthusiast who credits the Marvel movie for their shawarma discovery.

Those who call Dubai home have probably had their fair share of the popular Levantine sandwich – both good ones and not so good ones. Even so, whether it's your local shawarma stand or some fancy restaurant, there's nothing better than the harmonious combination of a piece of Arabic bread stuffed with meat, pickles, tomato and that delicious garlicy sauce. The meat, usually chicken or lamb is cut with an abnormally large knife from a rotating vertical meat tower or just falls into a circular tray at the bottom of the spit. Fun fact. The Arabic word 'shawarma' originates from the Turkish word çevirme, which means 'turning'. This method allows the meat to cook from the outside and in its own juices, giving it a flavour that completely kicks regular grilled meat out of the competition.

Of course, as with anything, there are regional variations on the shawarma

itself but the question I want to pose is, what's with the French fries?

I like a fry just as much as the next person provided that it's crispy on the outside and soft and fluffy on the inside. Needless to say I was somewhat confused to find a trio of soggy fries nestled in my supposedly traditional shawarma on that fateful day eleven years ago. I read somewhere that the fries were a tactical move to soak up the juices from the meat and the sauce. If I'm not mistaken, fries plus liquid equals a limp, sodden potato strand and who wants to eat that? ... most people I've discovered.

Then there's the health nut perspective. These days' people are gradually giving more thought into what they are putting in their mouths; calories, macronutrients and whatnot. The shawarma is considered to be a fast and fairly nutritious meal, minus the addition of the French fries.

Granted, they do add a textural element to the shawarma. They also provide a bit of bulk. And if you'd rather keep the sauce in the sandwich itself rather than have it run down your arm then, hey, I suppose it's a bit of a clever concept. And I'm sure no one is going to throw their toys out of the cot for adding a French fry or two to their dinner intake.

I do draw the line however when the quantity of French fries outweighs the meat — which is the highlight of the shawarma itself. The sacrifice of the glorious protein for the starchy excess carbohydrate does not go unnoticed.

As you can imagine, during my research for this article, I consumed copious amount of shawarma. I found that most vendors were more than happy to accommodate for my request of 'shawarma, hold the fries.' So if you're Team Sans-Frites, you're in luck, just don't forget to ask for an extra napkin or two.



What is you specialty?

As an Italian, I am influenced by the Mediterranean way of cooking – keeping it simple with a natural look and above all ensuring extraordinary execution. My approach varies between modern and traditional techniques.

Could you tell us about your previous experience?

I started my career at the age of 18, working in a few places across Italy followed by a 3-year stint in London perfecting my craft. I then moved to Spain where I was lucky to work in a 2-star Michelin restaurant as an unpaid kitchen hand. This was a stressful job but a great training ground for me in fine dining. Here I felt the satisfaction of working in a kitchen.

My restlessness took me to Miami where I worked with the Bice Group followed by a stint in Bratislava Slovak Republic for 3 years. Here I managed 4 restaurants as Executive Chef. It was an amazing experience for me. I came to Dubai to work at Florian's Café before joining Rotana Hotels as an Italian Chef at Rosso and am presently an Executive Sous Chef.

While cooking, what is your favourite ingredient?

One of my favourite is Saffron; it's always been one of the top ingredients that come to mind.

Why do you like this ingredient so much?

Saffron is a very versatile ingredient; it naturally blends with many other dishes due to its particular taste, aroma and colour.

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

Ever since I started my craft, I have always been using Saffron in my dishes for several reasons. Firstly, because we do have massive productions of saffron in Italy, secondly, I can use saffron in various ways i.e. Saffron oil and any saffron based stock as a natural colorant. Needless to mention, that it can be used with fish, meat, vegetable well as in preparing deserts.

How you were first introduced to this ingredient?

Looking back from the early years of my craft, Saffron is widely used and known in Italy but I came to know it's used during my tenure in Spain in a fine dining restaurant.

From where do you get the best quality product?
I get the best from our local supplier, who imports saffron from Italy and Spain.

How versatile is Saffron and in how many kinds of dishes and cuisines can it be used? If you really would like me to answer this question, you should visit me for at least a week (smiles). Jokes apart, it can be used widely from anything from starter right up to the dessert.

If for some reason you can't get this ingredient, is there a substitute available?

No, unfortunately there is just no other substitute for Saffron. However, if I will just have to use saffron to add colour to a dish, I would substitute it with Turmeric.

How important or indispensable is Saffron in your culinary scheme of things?

As a 100% pure Italian (smiles), it's certainly fundamental for a lot of my authentic signature dishes.



SAFFRON PANNA COTTA, BEETROOT SPONGE AND **CANDIED TOMATOES**

INGREDIENTS

| Cream | 500gr |
|-----------------|----------------------|
| Saffron | 2gr |
| Sugar | 120gr |
| Gelatine | 6gr |
| Flour | 150gr |
| Egg yolk | 60gr |
| Egg white | 120gr |
| lcing sugar | 40gr |
| Boiled beetroot | 50gr |
| Beetroot powder | 20gr |
| Plum tomato | 100gr |
| ••••• | Orange blossom water |

FOR THE PANNA COTTA

- Bring to simmer the cream and remove from the heat
- Add saffron, sugar and gelatine, stir well and leave to infuse for about 10 minute
- Pour the panna cotta into desire shape and refrigerate for 4 hours before use

FOR THE BEETROOT SPONGE

- In glass blender, place flour, egg yolk, egg white, icing sugar, freeze dry beetroot powder, boiled beetroot and blend till it get smooth
- Pass the sponge dough trough a five sieve and fill up in a syphone
- Close it and charge with 2 capsule, leave to rest for 2 hours in fridge
- Practice 2 small holes in a plastic glass and fill by half with the beetroot sponge
- Cook in the microwave for 45 second full power
- Chill it and set aside

FOR THE CANDIED TOMATO

- Blanche a plum tomato and remove the
- Cut it in 4 wedgies and remove the seeds
- Using a small pasta cutter procure as much confetti as possible
- Place some honey in a non stick pan and bring to simmer
- Add the tomatoes, sea salt and a touch of water

 Leave to cook till tomato is tender, leave it to chill and then remove it from the honey

SERVING

- Place as centre piece the panna cotta
- Break the sponge delicately spread it in the plate
- Add the candied tomato and mist with orange blossom water

SAFFRON CALAMARI, ZUCCHINI TARTAR, MOREL MUSHROOM **AND FAVA BEANS**

INGREDIENTS

| Fresh squid | 500gr |
|------------------|---------|
| Saffron | 2gr |
| Fish stock | 200gr |
| Green zucchini | 200gr |
| Yellow zucchini | 200gr |
| Red radicchio | 100gr |
| Plum tomato | 100gr |
| Fresh fava beans | 500gr |
| Sea salt | 5gr |
| Evoo | 100gr |
| Morel mushroom | 20gr |
| Butter | 20gr |
| Cinnamon | a pinch |
| Roasted garlic | 5gr |
| | |

FOR THE CALAMARI

- Clean the fresh squid and open the body with a sharp knife
- Cross the inside meat and place the

- squid in a vacuum bag • Boil some clear fish stock till reduction
- (by half) • Add the saffron, cover with cling film and
- leave to infuse till it gets totally cold Place the saffron fish stock along with the squid and seal the bag
- Leave to macerate for 4 hours
- After macerating open the bag, dress the squid with a good olive oil and sea salt
- Sear the squid in a non stick pan till they curl, keep warm and set aside

FOR THE ZUCCHINI TARTAR

- Remove the green part and yellow part from the zucchini
- Cut the 2 part in fine brunoise and place in a mixing bowl
- Add a fine brunoise a red radicchio and plum tomato
- Dress the tartar with extra virgin olive oil, sea salt and touch of lemon juice, set aside

FOR THE FAVA BEANS AND MOREL MUSHROOM

- Boil in a pot with salted water
- Blanche for few seconds the fresh fava beans and place immediately in an ice
- Peel the fava bean and dress with extra virgin olive oil, sea salt and set aside in a warm place
- Meantime heat a film of olive oil, and pan fry the morel mushroom (that are been soaked in water before)
- After being sautéed for 1 minute, add knot of butter, roasted garlic, pinch of cinnamon and sea salt, and set it aside

SERVING

- Place a pasta cutter into the plate and fill it with the zucchini tartar
- Remove the ring and add the warm squid
- Place around and in an elegant way the morel mushroom and fava beans
- Add on top of each squid some saffron treat and finish with a good extra virgin olive oil



COD BLANQUETTE, MANILA CLAMS, SAFFRON FUMET AND CORIANDER

INGREDIENTS

| Fish stock | 500gr |
|-------------------|-------|
| Cream | 100gr |
| Saffron | 2gr |
| Butter | 40gr |
| Sea salt | 5gr |
| Manila clams | 200gr |
| Evoo | 100gr |
| Black eye cod | 500gr |
| Baby carrot | 100gr |
| Pearl onion | 100gr |
| Violet artichokes | 100gr |
| Baby leeks | 100gr |
| Fresh coriander | 10gr |
| Coriander oil | 10gr |

FOR THE SAFFRON FUMET

- Simmer 500ml of clear fish stock until reduction (by half)
- Add 100gr of cream, butter and saffron treat, continue to simmer till the stock

reaches 150ml, and keep it warm

FOR THE BABY VEGETABLE

- Heat a film of oil on a non stick pan and add the baby vegetable, carrot, onion, beans, artichoke, leeks and sautéed on low fire
- Add some vegetable stock and touch of butter and continue to cook till stock is completely evaporate and vegetable result glazed
- Sprinkle with coriander leaves and set aside

FOR THE COD AND CLAMS

- Place the clams in a sauce pan with a touch of water and olive oil, cover and bring to simmer
- As soon the clams open remove from the heat and immediately clean the meat from the shell
- Heat a film of oil in a non stick pan and sear the black eye cod skin side down first for about 3 to 4 minute
- Flip the cod and remove from the heat

and leave it to cook in the pan

Add the clams' meat and gently toss it

SERVING

- Place the saffron fumet on the bottom of a deep plate
- Add the cod and clams
- Arrange nicely the baby vegetable around and finish with a twist of coriander oil



ECG monthly meet

hef Talal Jaradat and his team from the Dubai Marine Beach Resort and Spa hosted last month's Emirates Culinary Guild meeting. The final meeting before the big event – Salon Culinaire – saw a huge turnout of close to 70 top chefs and close to 10 leading food suppliers such as Nestle and Nonions at the meet.

Corporate members of the Guild also took this opportunity to present their latest offerings — such as Chef Vivek's presentation of Nonions products and IFFCO talking about its Allegro pasta brand. Chef Uwe Micheel presided over the event and introduced two new corporate members.

The topics for the event included Salon Culinaire Chef Entries that closed at 1,300 registrations, addendum update to the Class of Briefs by Chef Prasad, New Judging points from WACS for live cooking competitions, ECG Marshals meet and Young Chef Committee handling ECG merchandising.

That apart, also discussed were the MLA Beef Training Workshop, the UAE team at the 1st Thailand Culinary World Cup, the Dilmah High Tea competition, the Green Box to be organised by the Irish Council, the Taste of New Zealand event, the Bur Juman Young Chef — ECG Treat in May and the Al Qasba Food Festival running from March 28 — April 17.

Here are some of the images from the event.





 $\Delta \Gamma$

















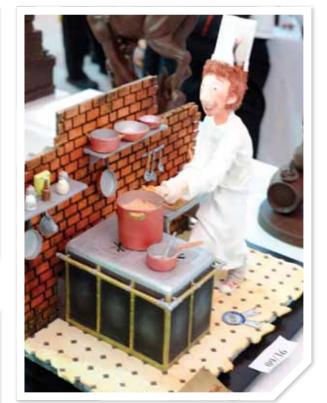
SalonMoments

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





























































































































































March 2013 Gulf Gourmet



























































| EMIRATES SALON CI | JLINAIRE 2013 - TRO | PHIES |
|--|-------------------------------|------------------------------|
| AWARDS | HOTEL | NAME |
| Best Hygiene Award - Diversey (on stage Mr Simon House) F&B Director of Sealdair | The Ritz Carlton Riyadh KSA | Baburam Dhakal |
| Best Hygiene Award - Boecker (On stage Mr. Antoine Masse) Country Manager | Grovesnor House | Nazrul Molla |
| Winner - Best Effort by an Individual Establishment - Emirates Salon Culinaire Dubai 2013 | The Atlantis the Palm | |
| Winner - Best Effort by a Corporation - Emirates Salon Culinaire Dubai 2013 | Jumeirah Group | |
| Winner - Best Arabian Cuisinier - Emirates Salon Culinaire Dubai 2013 | Al Ain Rotana | Alaa Salameh |
| Winner - Best Pastry Chef - Emirates Salon Culinaire Dubai 2013 | Radisson Blu Deira Creek | W.A. Sachithra Danendra |
| Winner - Best Kitchen Artist - Emirates Salon Culinaire Dubai 2013 | Burj Al Arab Hotel | Rohita Kumara Kasthuriachchi |
| Best Gastronomist - 2nd Runner-up Emirates Salon Culinaire Dubai 2013 | Jumeirah Emirates Tower Hotel | Bikash Bonny Gomes |
| Best Gastronomist - 1st Runner-up Emirates Salon Culinaire Dubai 2013 | Zaabeel Hospitality | Georges Bsharah Nakhle |
| Winner - Best Gastronomist - Emirates Salon Culinaire Dubai 2013 | The Address Downtown Hotel | Mahesh Aruna Peters |
| Young Chef of the Year - 2nd Runner-up Emirates Salon Culinaire Dubai 2013 | Radisson Blu Deira Creek | H.D. Mithun Chamika |
| Young Chef of the Year - 1st Runner-up Emirates Salon Culinaire Dubai 2013 | The Address Downtown Dxb | Hari Susanto |
| Winner - The Middle East Young Chef of the Year - Emirates Salon Culinaire Dubai 2013 | The Atlantis the Palm | Bholanath Pandey |

| BEST CLASS AWARD | | | | | |
|--------------------------------------|-----------------------------------|--------------------------------|------------------------------------|---------------------------------|------------------------------------|
| NAME OF THE WINNER | HOTEL | CLASS DESCRIPTION | MEDAL AWARD | AWARD | REMARKS |
| Ayaaz Seema Mohamed | The Address Downtown Hotel | Practical Cookery - Beef | Gold | \$ 1,000 cheque award | MLA |
| Bunleth Sign | Ferrari World AD | Bread Loaves & Showpiece | Gold | Trip to Germany | Not available to receive the award |
| Surojit Aloysius Haldar | The Address Downtown Hotel | Four Course Vegetarian Menu | Silver (highest score from silver) | 3rd runner up for best in calss | Cheese board, recipe book & USB |
| Heshan Sameera | The Address Downtown Hotel | Four Course Vegetarian Menu | Gold | 2nd runner up for best in class | Cheese board, recipe book & USB |
| Nalin Susantha | Al Murooj Rotana | Four Course Vegetarian Menu | Gold | 1st runner up for best in class | Cheese board, recipe book & USB |
| Shyju Varghese | Dubai World Trade Center | Tapas Finger & Canapes | Gold with total score of 274 | 3rd runner up for best in class | Cheese board, recipe book & USB |
| Baby Chandana Kuzhiyil Mathai | Zaabeel Palace Hospitality Dxb | Tapas Finger & Canapes | Gold with total score of 283 | 2nd runner up for best in class | Cheese board, recipe book & USB |
| Priyantha Indrajith Gurubadallage | Zaabeel Palace Hospitality Dxb | Tapas Finger & Canapes | Gold with total score of 291 | 1st runner up for best in class | Cheese board, recipe book & USB |



Dilmah – the finest Single Origin tea from Ceylon

Tea is Nature's gift to mankind. A beverage that heals, protects and refreshes, it is also infinite in variety, changing subtly with the natural alchemy of sunshine, soils, wind, rain and temperature. Thus it demands expertise in understanding and selecting the finest. That expertise can only come from passionate commitment to tea.

Dilmah is unique; a brand that is founded on a passionate commitment to quality and authenticity in tea. Founder of Dilmah, Merrill J. Fernando, declared his commitment to tea in the 1950s, when he devoted his life to tea. Four decades later he was joined by his two sons, Dilhan and Malik (after whom he named his Dilmah Tea) who share his



passion. Today Dilmah is the only vertically integrated tea company with its own tea gardens and investments in every segment of the industry.

Merrill's Dilmah is distinct in being Traditional Tea that is Single Origin Tea and packed Garden Fresh for it is freshness that guarantees a rich and satisfying cup. Each pack of Dilmah Tea carries Merrill's personal guarantee reflecting his sincere commitment to his tea.

Importantly, Merrill founded his Dilmah Tea on simple, family values. At the heart of Dilmah therefore is the commitment to making business a matter of human service. Revenues from the global sales of Dilmah fund the humanitarian work of the MJF Charitable Foundation in Sri Lanka and abroad, while Dilmah Conservation is a parallel a commitment to work towards environmental sustainability.

The Dilmah Team today focuses on offering tea aficionados around the world a truly different experience in tea. Dilmah presents an unmatched collection of teas, each tasted and selected with the benefit of decades of experience in tea, and most importantly marked by genuine innovation and a passion for quality.



MKN is the German specialist for the design, production and worldwide sales of professional cooking technology. Its complete product range consists of the HansDampf combisteamer, the tailor made and unique KÜCHENMEISTER cooking range, the MKN classic appliances and the multifunctional FlexiChef. With all these appliances MKN is at home in the best kitchens in the world, whether in hotels and restaurants, in community catering, in catering chains, in star rated gastronomy, in catering or on luxury liners.

The MKN GreenTeam, consisting of national and international specialists, has been concentrating on the subject of environmental protection and sustainability for some time now. In order to implement the SaveEarth concept, MKN has introduced an integrated environmental and quality management system which was awarded the ISO 14001 certificate.

The MKN FlexiChef convinces chefs with its multifunctionality when it comes to running a kitchen in a fast, flexible and efficient manner. Cooking, frying, pressure cooking and deep frying — with this multi-talented



appliance everything is possible, separately from one another of course, on a small surface. The pan can even be divided in up to four zones. This means, when frying, that a complete meal can be prepared, e.g. with different temperatures in only one pan. In addition, the heating system Turbo PowerBlock has a resource-saving effect as energy is only directed where it is absolutely required.

With its extremely high degree of flexibility due to the various possible designs, sizes and appliance combinations the FlexiChef® is perfectly adapted to the individual requirements of any kitchen. The central feature is the user-friendly operating concept which matches up to any modern communication technology.

And just imagine the pan is cleaned automatically. This is now possible using SpaceClean in the MKN FlexiChef, the first automatic cleaning system for pans. Manual

cleaning is no longer necessary which means you can use your time in a more flexible way to focus on your priorities. An automatic intermediate cleaning cycle is even carried out in only two minutes** and completely without using chemicals. Up to now cleaning work in kitchens has often been a time-consuming chore of the daily routine and not particularly motivating for the personnel. SpaceClean* practically cleans the pan alongside the normal work and so it contributes to increasing not only the productivity in kitchens but also the pleasure in cooking.

The FlexiChef® has been awarded the Gulfood Award 2012 in the category equipment for its technical innovations. The award also honours the highly effective marketing concept behind the successful market launch of the new product. Criteria such as customer satisfaction, brand awareness and sustainability were decisive for the international jury of independent industry experts. In particular, the strong innovative capacity and considerable savings potential of the new multifunctional cooking appliance FlexiChef® convinced the jury.



GULF GOURMET is an exclusive magazine made available only to select individuals across hotels, hotel apartments, standalone restaurants and food retail chains.

Yet, it reaches more C-level executives, Executive Chefs and Purchase managers than any other similar media in the Middle East. These individuals have a combined annual budget exceeding USD 1 billion per annum.

With Gulf Gourmet, you can talk directly to them and standout in a crowded marketplace.

We are the official magazine of the Emirates Culinary Guild – the most powerful body of hospitality decision makers – thereby ensuring unparalleled visibility for your products/services/solutions. The Guild's vision is to improve the culinary standards of the UAE and Gulf Gourmet espouses that view. Your marketing dollars in Gulf Gourmet is therefore a direct investment into enhancing the culinary talent across seven Emirates.

ABOUT GULF GOURMET

- Most widely read magazine by Chefs & Decision Makers in the GCC
- The official mouthpiece of the Emirates Culinary Guild
- Highest circulation in its category
 - > 6,150 copies per month
 - > 10,000 copies for SIAL
 - > 14,000 copies for Gulfood
- Readership estimates of nearly 21,276 per month (Print + Digital)
- Positively influencing the UAE food industry since 2006
- Recognised by the World
 Association of Chefs Societies
- Circulated at top regional and international culinary events

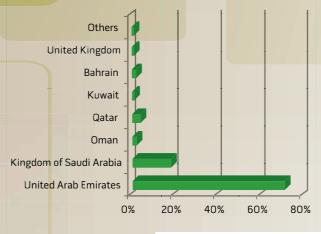
WHO READS IT?

- 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%



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%



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%



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%
- 1 Journal of the Control of the Cont
- Marketing / PR Managers 1%
- Others 2%

FOR FURTHER ENQUIRIES, CONTACT

Andrew Williams advertise@gulfgourmet.net +971 4 368 6450

MEMBER DIRECTORY

Advanced Baking Concept LLC (Probake)

Syed Masood Mobile: +971.55.220.1475 Email: masood@abcbaking.com Anna Petrova Mob 050-9121337 email: anna@abcbaking.com

Vivek .lham Mob: 055-4498282

email: vivek@abcbaking.com

Agthia Consumer Business Division

Ms. April McMahan Food Service Manager +971 50 8408 814 april.hendreschke@agthia.com

Al Ghurair - Foodservice Division Mr. Sameer Khan

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

Al Seer

Mr. Himanshu Chotalia Tel: 04 3725425/432 Mobile: 050 3561777

Email: himanshu.chotalia@alseer.com

ANGT LLC - NONIONS / SIPPY

Ashwin Ruchani Marketing Manager

T: +9714 3523525,M: +97155 8964874 Email: impex@angtnonions.com

Arab Marketing and Finance, Inc. (AMFI)

Šimon Bakht Tel: +961-1-740378 / 741223 / 751262 Email: SBakht@amfime.com

Aramtec

Mr. Syed Igbal Afaq

Email: syedigbal@aramtec.com

ASAAT (Al Sharq Al Aqsaa Trading Co) Majid Ali

Business Development Manager +97150 553 0997 majid@asaat.com

Atlantic Gulf Trading

Andy Fernandes, Manager Admin & Sales P.O.Box 2274, Dubai, U.A.E. Tel: +971 4 3589250 Fax: +971 4 325 4961 Mobile:+971 50 5096594 andyfernandes@atlanticgulftrading.com www.atlanticgulftrading.com

Bakemart International

Mr. K.Narayanan Manager - Operations Mob : 00971 505521849 Phone: 00971 4 2675406 Email - bakemart@eim.ae knarayanan@-bakemart.ae

Barakat Quality Plus

Mr. Jeyaraman Subramanian Tel: 009714 8802121, Email: jr@barakat.com Mr. Mike Wunsch

Tel: 009714 8802121 Email: mikwuuae@emirates.net.ae

Baqer Mohebi

Mr. Radwan Mousselli Mobile No: 050 387 2121 Office No: 04 3417171

Email: radwan.bme@mohebi.com

Bocti Overseas

Eric Torchet Office No: 04 3219391

Boecker Public Health Food Safety

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

Bragard LLC

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

Convotherm

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

Custom Culinary - Griffith Laboratories Mr. Khaled Hamza

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

Diamond Meat Processing Est. (Al Masa)

Suresh K.P +971 4 2671868 +971 50 6554768 sureshkp@etazenath.com

Dilmah Tea

Vivette

Mob +971 508181164 e-mail viv@proactiveuae.com Marketing@dilmahtea.com

Diversey
Peter K. George, Marketing Manager, Middle
East North East Africa (MENEA)
Contact #+97155 2241368

DOFREEZE LLC

Mr. Aamer Fayyaz

Email: afayyaz@emirates.net.ae

Dole (Middle East Branch)

Ritika Ahmed

Unit No. Almas-09-A, Almas Tower | Plot No. LT-2 | Jumeirah Lakes Towers | Dubai UAE P.O Box: 340593 | Tel. #: +971 4 447 2206, Mobile No.: +971 55 378 7653 Email: ritika.ahmed@dole.com Website: http://www.dole.com

Ecolab Gulf FZE

Mr. Andrew Ashnell Mobile No: 050 5543049 Office No: 04 88736 44

Electrolux

Mr. Mauro Zanchetta

Email: mauro.zanchetta@electrolux.it

Email: andrew.ashwell@ecolab-gulf.ae

Elfab Co.

Ms. Sabiha A. Masania

Executive Secretary, Elfab Co. L.L.C., P.O. Box 3352, Dubai Investments Park, Phase 2 Jebel Ali, Dubai, UAE Tel.: 9714 8857575, Direct: 9714 8857787 Fax.: 9714 8857993, Mobile : 97150 8490250 Fmail: elfah@emirates.net.ae

EMF Emirates LLC

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

Emirates Snack Foods Mr. Ron Pilnik

Mobile No: 050 6572702 Office No: 04 267 2424 Emai: rdpesf@emirates.net.ae

Faisal Al Nusif Trading LLC

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

Fanar Al Khaleej Tr Martin Mathew

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

Farm Fresh

Feeroz Hasan

Business Development Manager Al Quoz, P.O Box 118351, Dubai, UAE Office No: +971 (0) 4 3397279 Ext: 253 Fax No: +971 (0) 4 3397262 Mobile: +971 (0) 056-1750883

Focus International

James Everall

Regional Director – Middle East Focus International UAE Office: +971 (0)4 350 7272 UK Office: +44 (0)1625 560778 Email: james.everall@fmcl.ae Website: www.focusinternational.uk.com Corporate Website: www.focusmanagementconsultants.co.uk

Fonterra

Samer Abou Daher

Food Service Manager - Gulf Fonterra Brands (Middle East) L.L.C Tel: +971 4 3388549 Ext. 247 Fax: +971 4 3392581 Mobile: +971 55 363 0555

Frisch & Frost Mr. Hans Boettcher

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

Golden Star International

Emie Dimmeler Mobile: +971 50 3797164 Office: +971 04 3402492

Email: emie@goldenstarinternational.com

Greenhouse Mr. Petros Hadjipetrou

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

Gulf Food Trade - UAE

Charles, S. Sidawi

Food Service Department Tel: 04 - 3210055, Fax: 04 - 3435565 Mob: 050 - 8521470 E-mail: charles.sidawi@gftuae.com

Gulf Seafood LLC

Mr. Tarun Rao

Marketing Manager PO Box 61115, Dubai- UAE :+9714 8817300 extn 103 F: +9714 8817274, Cell: +971 50 5593121 tarun@gulfseafood.ae Website: www.gulfseafood.ae

Horeca Trade

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

HUG AG

Mr. Riyadh Hessian

6102 Malters / Switzerland, food-service@hug-luzern.ch, www.hug-luzern.ch, www.facebook.com/ hugfoodservice Distribution UAE and Oman: Aramtec, PO Box 6936, Al Quoz Industrial Area No. 1, Near Khaleej Times Office, Mob +971 507648434, www.aramtec.com

IFFCO Foodservice

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

Igdam International Stefan Menzel

Business Development Manager tel: 04 321 6003, Mobile: 050 4514593 stefan@igdam.com

JM Metal Trading LLC

Mr. Bassam Yamout +971-4-2946284

Johnson Diversey Gulf Mr. Marc Robitzkat

Mobile No: 050 459 4031 Office No: 04 8819470 marc.robitzkat@jonhnsondiversey.com

John Holt Foods

Mr. Alen Thong Tel: 0097150 347 20 49 Email: jathong@emirates.net.ae

Lamb Weston Mr. Sajju Balan

Mobile No: 050 4907980

Email: sajjubalan@lambweston-nl.com

Masterbaker Mr. Sagar Surti

General Manager – Operations Mob:- 00971 50 5548389 Phone:- 04 3477086 Email:-sagars@uae.switzgroup.com

Meat Livestock Australia (MLA) Rodney Sims

Office: +973 17223003, Mob: +973 39965655 Fmail: rsims@mla.au

Mitras International Trading LLC Mr. Jagdish Menon

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

MKN Maschinenfabrik Kurt Neubauer GmbH & Co

Mr. Stephan Kammel Email: km@mkn.de Elias Rached

Regional Director - Sales MENA (Export Dept.) T: +97172041336 F: +97172041335 M:+971505587477

Email: rac@mkn-middle-east.com

M.R.S. Packaging Manu Soni,

Managing DirectorM
Office GO8, Al Asmawi Building Dubai Investment Park P.O. Box 17074 Tel: +971 4 885 7994 Fax: +971 4884 9690

NRTC

Ali Nasser, Al Awir Central Market, Duhai UAF +971-4-3208889 nrtc@emirates.net.ae

Nestlé Professional ME Mr. Vikram Subbiah

Vikram.Subbiah@ae.nestle.com

Oasis Foods International LLC

PO BOX 37015 Dubai UAE Tel: +971 4 2676223 Fax: +971 4 2583655 admin@oasisfoodsintl.com

Ocean Fair International General Trading Co LLC.

Lorena Joseph Tel: +971 4 8849555 Mobile: +971 50 4543681

Email: lorena@oceanfair.com **Pear Bureau Northwest**

Beirut Lebanon

Bassam Bousaleh (TEL) 961.1.740378 (FAX) 961.1.740393 Mobíle: 050.358.9197 AMFI

E-mail: BassamB@amfime.com

Pro Chile Carlos Salas +971 4 3210700 carlos@chile-duhai.com

RAK Porcelain Mr. Ravi

Email: ravi@fnbekfc.ae

Rational International [Middle East] Khalid Kadi-Ameen

Mobile: +971 50 915 3238 k.kadi-ameen@rational-online.com Simon Parke-Davis Mobile: +971 50 557 6553 s.parkedavis@rational-online.com

SADIA

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

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

Seascape Int'l General Trading

Mr. Ibrahim Al Ghafoor Office No: 04 3378220

Email: ghafoor@seascape.ae Steelite International

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

Target Bakery & Pastry Combination

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

TECHNOLUX

Zer Boy A. Rito, Sales Manager P.O. Box 5253O, Al Bada, Dubai UAE Tel. No.: (04) 3448452 Fax No.: (04) 3448453 Mobile No.: 0555237218

Tramontina Dubai UAE LLC

Mr. Paulo Feyh, General Manager TECOM C – Dubai Media City. Tameem House, 5th Floor, 0ff. 501/502 Tel.: +971 (4) 450 4301 / 4302 Fax.: +971 (4) 450 4303

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

Truebell Marketing & Trading Mr. Bhushant J. Ghandi Mobile: +971 50 6460532

Transmed Overseas

Email: fsd@truebell.org

Unilever Food Solutions Mr. Hisham El Taraboulsy Office No. 04 881555

US Dairy Nina Bakht El Halal

Mobile: 050.358.9197 Beirut: 961-740378 email: halal@cyberia.net.lb

US Meat Export Federation Bassam Bousaleh

Tel: +961-1-74038 / 741223 Fax: +961-1-740393 Mobile: 050.358.9197 AMFI, Beirut Lebanon Email: BassamB@amfime.com

US Poultry Berta Bedrossian

TEL) 961 1 740378 FAX) 961.1.740393 Mobile: 050.358.9197 email: BettyB@amfime.com

Vito Kitchen and Restaurant **Equipment Trading U.A.E.** Sascha Geib

Sheikh Khalifa Bin Zayed Street P.O.Box 2257 Ajman M:+971509664620 Mail: uae@systemfiltration.com

Winterhalter ME

Mr. Saju Abraham, Sales Manager Mohile: +971 505215702 Email: sabraham@winterhalter.ae

| (Please tick one) or Renewal ing Chef r 25 yrs below) |
|--|
| (Please tick one) or Renewal ng Chef |
| (Please tick one) or Renewal ng Chef |
| or Renewal |
| ng Chef |
| |
| |
| |
| gree to be d its endeavors, |
| |
| |
| |
| |
| |
| ven |
| |
| |
| e chef's and ECG |
| e chef's |



One of my favourite culinary personalities is Chef Rick Stein and his show Food Heroes. He did a few other variations of the series, however the core of his program was about him traveling, discovering and saluting small restaurants and food establishments that are more dedicated to delivering Real Food for generations to come and less concerned about the bottom line. These are unsung heroes on the frontlines, battling against the conformity of offering a side of fries with every dish. Real Food Heroes!

I Need a HERO

was in a remote part of Turkey a few weeks ago on business and was once again eager to taste the food. I love Turkish food. To me, it's a cross between costal Mediterranean and Middle Eastern cuisine. Very colourful with emphasis on fresh ingredients, lots of meat with the right balance of seasoning, and bread... I just love their bread, basic and uncomplicated.

My colleague and I arrived at the hotel early evening. After checking in to our rooms, we rode the elevator down and noticed a poster with a picture of a large cut of beef "Try the Sea Salt T-Bone Steak at our Restaurant". Though I appreciated the fact that the choice cut of beef was not treated with unnecessary spices or marinades, I still felt wrong about coming all the way here and having steak. If I want a good steak, I'll just fire up my grill.

Still, we approached the concierge and asked about a good place to eat around here. Of course, like any well trained hotel staff, the first option is always the resident restaurants. It tickled me when he suggested the Sea Salt T-Bone Steak. As if the large poster in the elevator was not enlightening enough. He continued "there are not a lot of restaurants around here... and we really should try the ones in the hotel".

We went for a walk and despite the rain and the cold weather searched for an alternative to the Sea Salt T-Bone Steak, I have to admit: we were limited for choices as there really were not that many restaurants around. A few sandwich shops and a couple of other hotel restaurant types that looked like they had not seen customers in weeks.

As we headed back to the hotel we noticed a small restaurant

across the street with a few diners. I felt a little glimmer of hope as we walked in. First observation: clean tables-check, clean floorcheck, tidy staff-check, local customers that looked very much like 'regulars'-check, homey aroma of food with a slight undertone of grilled meat-double check!

As soon as I opened the menu I started to smile like someone who has discovered a treasure without even really looking for one. You know the feeling when you just know something good is about to happen, but you don't know what it is yet... kind of intrigued and content at the same time? The menu looked lean and uniform, 2 soups, 3 salads, 3-4 pastries with meat or cheese, 6-7 variations of kebabs or grills that would be offered with rice or in a sandwich, and 4 desserts.

It was clean, easy on the kitchen and enough to



(continued from page 65)

have options for the guests and it looked like it had not been changed in years. Why mess with a good thing I guess. There were no Small, Medium or Large sizes, no extra Add-On for a fee, no Up-Size, no gimmicks or funny business; just good food, right portion for the right price.

Indeed, my expectations were met when the food arrived; the soup was hearty, yet delicately seasoned to perfection. Lentil & Burgol Soup! WOW... cold weather, rain, hot bowl of soup and fresh bread. Even my grumpy colleague was smiling by now. We agreed to come back to this gem of a restaurant throughout our stay and try different dishes on the menu; the soup however would not change, it was just perfect.

www.BDsKitchen.com

@BDsKitchen

BDsKitchen

BigDaddysKitchen

Desserts almost all included walnuts and syrup as any good Turkish dessert would and all served with black tea on the house. The staff was very friendly, a couple of older gentlemen ran the floor and did not speak a word of English except for "OK" and "Good", not that they needed to; good food speaks for its self.

I felt a little bit like Chef Stein in that I had discovered a Food Hero. The sign on the door said that they had been around for about 30 years or so. Not generations, but still long enough. The staff was laid back and comfortable, the food was wholesome and if it was good enough for the locals, it was good enough for me and I was happy to be able to skip Seas Salt T-Bone Steak and get to enjoy the local food. Little restaurant across the street, and many more like you, I salute you and wish you success as a Food Hero.

You know I could not leave you without giving you the recipe for that incredible Turkish Lentil & Burgol soup:

INGREDIENTS

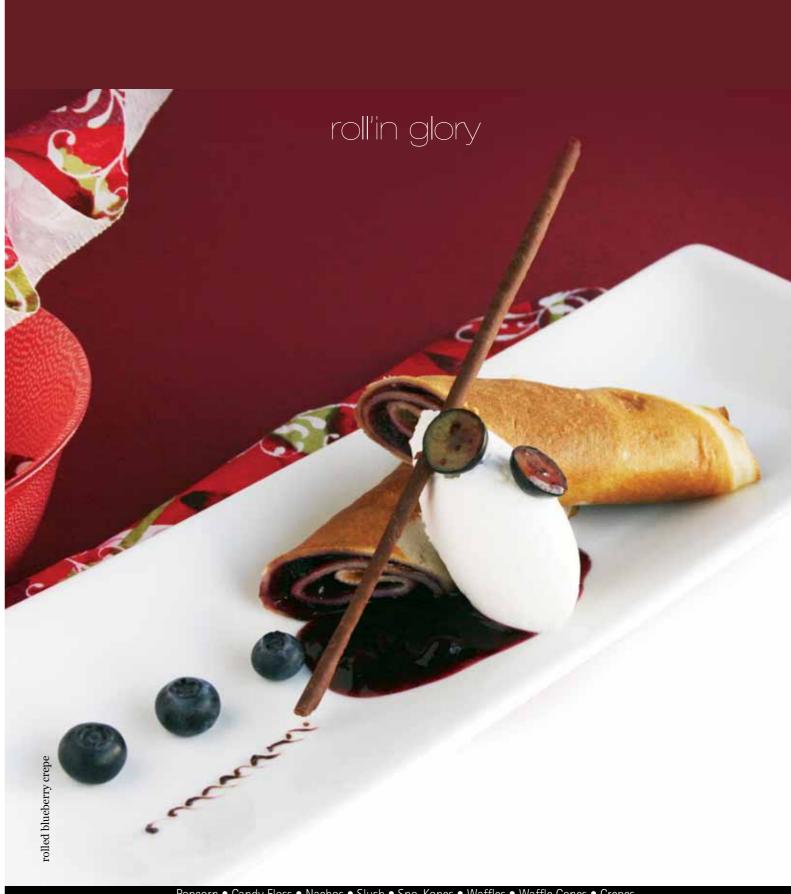
| 15 g | Olive Oil |
|----------|--|
| 100 g | Onions, diced |
| 10 g | fresh Garlic, crushed |
| 50 g | yellow Capsicum, diced |
| 100 g | fresh Tomatoes, peeled & diced |
| 15 g | Tomato Paste |
| 1.5 ltr. | Chicken Stock |
| 75 g | red Lentils |
| 45 g | fine Burgol |
| 45 g | white Rice |
| 3 g | Paprika |
| 2 g | Cayenne Pepper |
| 5 g | dried Mint |
| to taste | Salt & Pepper |
| ••••• | ······································ |

DIRECTIONS

 Sauté vegetables in olive oil, add tomato paste and stock, add grain and cook to thicken soup. Season with spices and herbs and serve with lemon wedges. Serves 6 or just 1!

Basic, but oh so very good. Anyways, I will leave it there and leave the rest for next time.

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







MRSPACKAGING

Leading provider of concession food and equipment in the Middle East

Jebel Ali Office: PO Box. 17074, Jebel Ali, Dubai, United Arab Emirates Tel: +9714 8835056 Fax: +9714 8835401

DIP Office: Tel: +9714 8857994 Fax: +9714 8849690 Email: msoni@mrspackaging.com







www.mrspackaging.com

