

FEBRUARY 2010

GOURMET

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CHILE CHALLENGE

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FROM THE *President's* station



Dear Fellow Chefs, Ladies and Gentlemen,

Welcome to the February issue of our Gulf Gourmet, the special Salon Culinaire 2010 issue.

Let me start by wishing each and every competitor all the best for the coming days. Do keep in mind that not everyone can win, and remember that the most important thing is taking part, being part of a big team, knowing that you did your best, and most significantly, learning from your colleagues - from their great work, as well as from the mistakes. Enjoy the Salon Culinaire, meet old friends, and make a lot of new ones.

I would like to thank all of you for your hard work in helping us to make Salon Culinaire 2010 the best ever. Good luck to all of you, and may the best chefs win. Salon Culinaire 2010 will feature the biggest field of competitors ever. We are very pleased to welcome chefs from different countries like Russia, Saudi Arabia, Taiwan, Slovakia, Italy, Turkey, Finland, Thailand, France, Oman, and of course, our own United Nation Team from the different Emirates.

I would also like to express a heartfelt thank you to everyone who has helped in making this event happen - Josephine, the Executive Committee, all marshals, Chef Otto Weibel and all the judges. We would not be able to host the event without our partners - like Nestle Food Services, which has been with us from the first Salon in Dubai. Sadia, our key partner for many years, Federal Foods, who is always with us, IFFCO ingredients with the different brands, this year, with Al Baker bread mixes, and Rahma olive oil.

Meat Live Stock Australia with Australian beef and lamb, Mitras with quality seafood, EMF with Callebaut & Cacao Barry chocolate, Barakat with fruits, vegetables and juices, and of course, the hotels, who host our judges and provide the meals during the show. Thank you also to the Trade Centre team for hosting us, Al Otaiba, Electrolux and Convothem, who support us with the kitchen equipment,

and all the great equipment for the team, and Ronai for the chef's jackets. I apologise in advance if I have left someone out.

Look out in the March and April issue for the Salon Culinaire review, including winners and the special supporters page. I would also like to thank Peter Hallmanns and the Fonterra team for helping to build our Junior Team, including sponsoring partners Mitras and Federal Foods. Don't miss the Junior Team when they compete on Day 2. I would also like to thank Rodney Sims of MLA for the lamb and beef trainings he conducted for all the competitors at the Radisson Blu Hotel, Dubai Deira Creek.

Have a look in this issue for some information on the WACS Congress in Santiago, Chile. Thank you to IFFCO ingredients and Mr. Sudhakar Gupta who helped us to get there.

Please do not miss the company profiles of our corporate members, the long time supporters who have renewed their membership, and as well the new ones. We really do appreciate your support - Läderach, ASAAT, Greenhouse, Horeca, Masterbaker, Mitras, MKN, Seascope, US Pear, Transmed, and Unilever Foodsolutions. Also, do look at the Friends of the Guild pages to check all our supporters, and make sure to visit them at the show and see their products.

And finally, a big thank you to Chef Robin Gomes and the team from City Seasons Hotel in Deira for having us for the January meeting.

Look forward to see you all at the show.

Culinary regards,

Uwe Micheel

President of Emirates Culinary Guild

Director of Kitchens

Radisson Blu Hotel, Dubai Deira Creek

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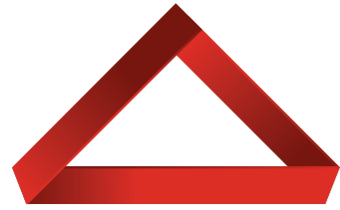


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GULF GOURMET

FROM US, FOR US.

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FROM US, FOR US.

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CHILE 2010

ECG delegates who attended the WACS Congress 2010 in Santiago, Chile talk about their experience there, and share what they came back with



For the first time in its 80 years of history, the WACS World Congress took place in Latin America. Chilean chefs put in all their efforts to ensure that the Congress was a resounding success, and an event that attending delegates would find difficult to forget.

Combining official WACS business with an opportunity for industry professionals to network, showcase products, inspire their juniors and upgrade their skills, the WACS Congress is one of the most important global events on the culinary calendar.

In Santiago, the programme was a rich mix of key speakers, fun activities and unforgettable experiences. Not to forget the Global Chefs Challenge final and Junior Chefs Challenge, where meriting chefs from every continent showcased their talents. Also, the Bill Gallagher Junior Chef Forum was as exciting as ever, with hands-on workshops where young future chefs had the unique opportunity to be guided by some of the best in the business.

The welcome, agreed our very own delegates from the ECG, was warm and well-handled. "Of course, there was the usual chaos when hundreds of people arrive for the same thing at the same time. But it was all dealt with in a nice manner," says Alen Thong. "Our transport from airport and hotel was arranged by the organisers, so it was no problem at all," agrees Chef Andy Kurfurst.

The WACS Congress 2010 had many elements, from the official WACS business, to excursions for spouses. Talking about his favourite part, Chef Andy admits that for him, it was meeting with old friends. "And making new ones for sure. Also, the avocado farm trip the day after the congress was amazing. And most importantly, having

dinner with the President of Chile. It's not every day that one can have dinner with the President of a country," he smiles.

For Chef Patrick Lannes, however, it was discovering the beauty of Chile that was the highlight of the event. Says he, "The high quality of fruits, vegetables and fish was quite a revelation, and extremely interesting."

Back to the programme though, there are mixed responses about what should be on the table. "There was a discussion on the Congress agenda. Generally, it is felt that more attention should be paid to learning about the customs and culture of the country of congress, and less on business, which could be just as easily conducted electronically," informs Alen.

IT'S NOT EVERYDAY THAT ONE GETS TO HAVE DINNER WITH THE PRESIDENT OF A COUNTRY!



Agrees Chef Andy, "Certain aspects of the Congress are not that interesting, like Women in WACS, food waste, etc. I feel it is more of a networking rather than a learning event. And I would definitely like to see more food related sessions with cooking demos, sampling, etc." Chef Uwe Micheel seconds the notion, "Some sessions were definitely less interesting than others, like food waste or women in WACS. I personally feel that our lady colleagues do not need that - we saw several countries have a lady chef president."



The various competitions and forum for junior chefs are both important aspects of every Congress, and this year was no different. “The Junior competition was very interesting with 17 candidates from the world over, and of course, the forum was as usual very well handled by Dr Billy Gallagher,” says Chef Patrick.

Chef Andy adds, “I think it would be better to make competitions and forums mandatory



THERE WAS ONLY A 5 POINT DIFFERENCE BETWEEN THE FIRST AND LAST CONTESTANT



for organisers to have at the Congress venue. This way, the exposure, communications and recognition will be better. Also, media involvement could go a long way to gathering support and sponsorships.” Agrees Alen, “Though they had their own forum, they could have been brought into the main congress a little more than they were.”

One of the most-looked forward to events at the Congress was the Global Chef challenge. Our own Chef Juraj and Chef Heru represented the region. Says Chef Uwe, “Our chefs – Juraj and Heru - made us proud in both competitions, the Global Chef and the Hans Bueschkens Junior Chef. They did excellent in the Global Chef, which had 7 winners from around the world competing – being one of the seven is a great achievement in itself. The Hans Bueschkens, the Junior World Cup, had the best from each country around the world competing. Chef Juraj and Heru just missed the podium by a very small margin.”

“There was only a 5 point difference between the first winner and the last one, which is really unprecedented. That really goes to show how close the competition was, and the high quality of chefs who participated. A competition like this must be maintained as it is a great motivator for juniors,” explains Chef Patrick.

“For me, since I was competing, the Global



Chef was the highlight. Of course, we learnt a lot about Chile and what it has to offer, and the dinners were great, but the competitions too were very well-organised, with excellent kitchens to compete in, and Mr Rick Stewens offering superb professional help,” says Chef Juraj Kalna.

Of course, there is always scope for improvement, and for Chef Juraj, a black box challenge would be fitting. “There should be a real black box, with chefs opening the



box, followed by 1-2 hours for designing the menu, and then cooking with the same ingredients, using the same equipment and same everything. That avoids the problems of plates that never come, and customs taking away ingredients that are not available in the host country.”

Adds Chef Andy, “I suggest that WACS find a separate location for the Global Chef competition, which can be THE location for a certain number of years, say five. Then event will be better organised and more uniform in terms of equipment delivery, space, etc. That also allows organisers to build on past experience and improve. Currently, the same mistakes are repeated as new organisers are



unaware of the challenges and requirements faced by previous ones.”

“Both competitions were well organised and very well-run. The guys doing the spade-work worked long and hard and made a great team. But any discourse from me on Global Chef would take too many pages. Global Chef needs a complete rethink and overhaul,” states Alen.

On a personal level though, everyone had their own experiences to share. “At the Bill Gallagher Junior Forum, I had to do a one hour workshop, as three previous pastry



Gudmundsson for the first congress under his leadership. We all learned to know Chile as a beautiful country, with fantastic quality of ingredients - the cherries and avocados are the best I ever ate. A big thank you goes out to Haas Avocado farm for the very enjoyable trip to their farm, where we were able to experience real hospitality as well as learn about avocado farming. I would also like to congratulate our friends from Norway for winning the bid to host the 2014 congress." We look forward to that. 🇺🇦



THE EXCURSIONS,
ESPECIALLY THE
ONE TO THE
HAAS AVOCADO
FARM, WERE MOST
ENJOYABLE



chefs backed out at the last minute. I did a presentation about 'The Art of Pastry' for the 70 Junior Chefs attending. That was fun, although I was a bit nervous. I also took some of Dubai's Camel Milk Chocolate with me for tasting. At the end, many juniors congratulated me for doing a good job, and some even gave me a small gift," shares Chef Andy.

Annette Micheel, who attended her first WACS Congress outside the UAE, was pleased about meeting up with chefs and their wives. "I'm very happy I could attend, and I really enjoyed the excursions, especially to the avocado farm. All in all, I think it was very well-organised," she says.

Concludes Chef Uwe, "Thank you to IFFCO Ingredients who helped us to get to Chile, and thank you to Ronai for the nice jackets. I would like to congratulate President Gissur





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CREATING A MASTER

Competing against their peers for the title of UAE Anchor MasterChef 2010 was not an easy task, but these young and talented chefs gave it their best. Gulf Gourmet was there to catch the action.

From about ten teams it came down to four, four to two and finally, Fonterra announced the winning team at the first UAE Anchor MasterChef 2010 competition held last month. Chefs Edward Mair and Jay Williams from Westin Mina Seyahi walked away with top honours at the competition.

After intense sessions of basting, tasting, toasting and roasting, the teams – consisting of one hot kitchen chef and one pastry chef – were glad for the experience and looking forward to doing better next year round.

The participating teams came from top hotels around the city – Jumeirah Emirates Towers, Radisson Blu, Dubai Deira Creek, Grosvenor House, Coral Boutique, Emirates Golf Club, Westin Mina Seyahi and Hilton Jumeriah.



THE TEAMS HAD
TO PREPARE A
THREE-COURSE
MEAL UNDER
A LOT OF TIME
PRESSURE



Chef Peter Hallmanns, Advisory Chef for Fonterra brands, who hosted the competition, said the skills and standards in the first round brought out some exceptional talent. "The teams had to prepare a three course meal under a lot of time pressure, but the variety of signature dishes really emphasized the remarkable abilities of the chefs. It must be very reassuring to the hotels and restaurants in the UAE and indeed the GCC that not only is this level of talent available now, but with the right encouragement, it will be there for the future of the region," he said.

Over four days, Fonterra's very own innovation kitchen, the Culinarium, a brand new; state-of-the-art training and development kitchen, was transformed into a competition arena, each dish judged by a panel of three experts – Chef Juraj Kalna, Executive Chef from The Edge, Chef James



Griffith, Vice President and Executive Chef from Emirates Airline Inflight Catering, and Alen Thong, Executive committee member of The Emirates Culinary Guild.

On the final day, Chefs Edward Mair and Jay Williams from Westin Mina Seyahi beat Chefs Demas Tri Saputra Latief and Dharshana Yatiwawala from Emirates Towers to the AED 10,000 and one year's worth of media exposure prize. The runners-up received AED 5000.

Said Chef Edward, "Everyone who took part in this was highly talented in their own right. Jay and I were extremely motivated and the chance of being able to use our creativity as well as our knowledge was too good to miss. We just wanted to make as much of this as possible and thankfully, the judges saw it that way too. We're both thrilled."

The judges provided good feedback at the end of the event. "There is no doubt we have an extremely talented pool of chefs in the UAE," said Chef James, "The dishes that were created, the imagination that went into them and the knowledge that was drawn on was outstanding. It was extremely difficult to judge, but that's a good indication of the standards."

Chef Juraj seconded his thoughts: "The setting was perfect, the dishes were perfect and the imagination that went into these creations was perfect. To provide a stage such as this will not only drive these junior chefs, but it will encourage others who are thinking of catering as a first choice profession. This competition has been a great ambassador for the industry."



THE WINNERS
RECEIVED AED
10,000 AND THE
RUNNERS-UP
TOOK HOME AED
5,000



Added Chef Peter, "This has been a fabulous success. What we have seen over the last few days is living proof that first class catering is very much alive and well in the UAE. These young chefs would be an asset to any kitchen and they are a credit to their own." 📸



CHEFS EDWARD MAIR AND JAY WILLIAMS
FROM WESTIN MINA SEYAHY STAND
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MADRID MAGIC

Madrid Fusion 2010 was a stream of seminars and demonstrations, offering visitors the chance to experience the best of the Spanish culinary scene. Gulf Gourmet reports.



The icy winds were surprise guests, but even that did not stop visitors from thronging the Palacio Municipal de Congresos in Madrid for the 2010 edition of Madrid Fusion. As the activities went underway, people slowly but surely filled the auditorium, translation headsets, cameras and notepads in hand.

The first day saw many demonstrations from a wide variety of Chefs, including David Munoz, Ferran Adria, Mark Best, Grant Achatz, and Joan Roca. The highlight and showstopper of the day was the announcement from Adria that El Bulli will close for 2 years in 2012 and 2013. This is so he can refocus and regroup the concepts of El Bulli, and open in 2014 with some strong new concepts.

Mark Best from Australia presented a great



display of what Australian food is all about, displaying a rare level of honesty in his work. An American journalist interviewed Grant Achatz, talking about his food and restaurants, but some fans were disappointed that there was no live showcase of his skills.

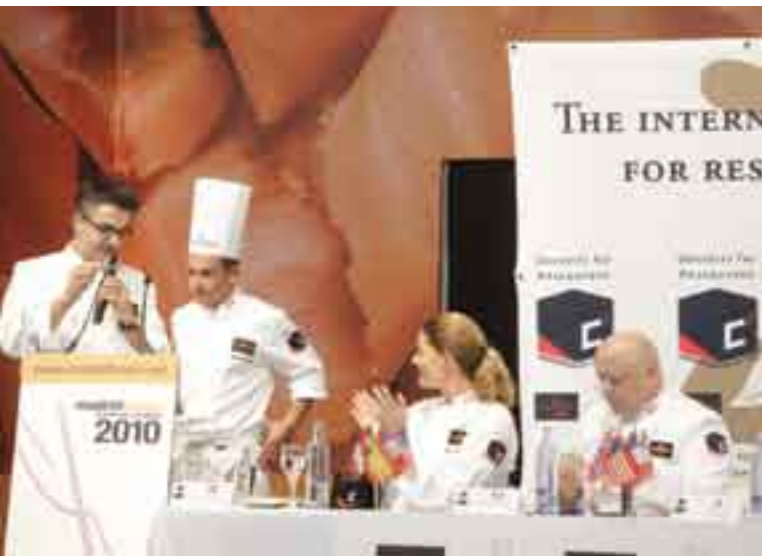
Rene Redzepi from Copenhagen brought along three of his friends for what he called a jam session, trying a demo that gave the impression of friends cooking together, helping each other, and generally having fun. Rene himself was mostly helping, coordinating and switching between his friends, but he did not do any demo himself, which was a little disappointing. Although some of the dishes ended up more messy than palatable.



But presentation got full points, and the innovation came through.

Day two saw Alain Ducasse take the stage in 'Dialogue with a Genius', a light-hearted and open conversation with the owner of Madrid Fusion and President of Spanish Gastronomy. Michel Troisgros came on next, and in his signature relaxed style did a fantastic presentation on eco-sustainable caviar.

The post-lunch session saw Japanese chef Yoshihiro Narisawa present his vision of being one with nature in Land, Air and Fire. Using wood shavings to make dashi, and distributing cookies made from wood, he drove home the



point of going back to more natural methods of cooking.

The morning of the final day of Madrid Fusion dawned with a joint demonstration focusing on 'New business opportunities' by Dani García, who spoke about his version of haute cuisine with reference to tapas at La Moraga; Iñigo Lavado describing his latest project, Singular Food, for quality, fast haute cuisine with the restaurant kitchen, and Thierry Marx talking about his revolutionary version of haute cuisine beyond the restaurant.

Jason Atherton, chef de cuisine at Maze, then came on to explain all about modern English



style, summarising what the 21st century customers are looking for. The it was time for a legend to take the stage, as Juan Mari Arzak shared his life and special moments with Spanish journalist Iñaki Gabilondo and José Carlos Capel. Simultaneously, his daughter Elena described the latest innovations at the Arzak restaurant, now run jointly by the two.

Ben Shewry shared his connection with the Earth, and demonstrated how one can literally cook with Earth, sealing his position as a leading exponent of Melbourne cuisine.

The last afternoon session featured two 'revolutionary' chefs, Carl Borg and Pedro Monge, who explained the business of cooking



for others. Nomadic chefs who are looking to make every meal a gastronomic experience, they held everyone's attention throughout their presentation, which says a lot about the quality of their talk.

José Andrés shared the model behind his success with Luis Solís, a teacher at the IE Business School, stating that passion, honesty, energy and talent make all the difference. The subject then turned to something more culinary, and Pedro Chicote, Elena Arzak and



Ramón Freixa showed how they used the Mediterranean sturgeon, a rare and ancient species in which cooks are showing renewed interest.

As the day, and the event, wound to a close, participants went home entertained, informed and looking forward to visiting the restaurants of some of the participating chefs, trying first-hand the sometimes revolutionary, sometimes astonishing, and sometimes extraordinary creations. [g](#)



THE PERFECT PEAR

Chefs got together in a fun and informal setting to explore the versatility of pears from the US. Gulf Gourmet brings you some moments.

The USA pear workshop, held on the 17th and 18th of last month, brought chefs together at the Radisson Blu Hotel, Dubai Deira Creek, for a fun afternoon. Organised by the Pear Bureau Northwest, in collaboration with the U.S. Agricultural Trade Office in Dubai and the Emirates Culinary Guild, the workshop combined hands-on training and live cooking with lunch, offering participants a great mix of information and fun in an informal setting.

Participants had the opportunity to learn about US pears, and apply their knowledge to dishes created then and there, with everyone getting a taste of their creations soon after. A monthly activity for the Guild members, these workshops aim to bring together industry professionals and suppliers for better communication and knowledge sharing.



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Three Dubai chefs get creative with pasta,
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FROM
prep
TO
PLATE



The legend of minestrone soup with toasted red pesto baguette

INGREDIENTS

- 3 tbsp olive oil
- 2 celery sticks, chopped
- 1 small onion, chopped
- 3 cloves garlic, chopped
- ½ cabbage, shredded
- 1 large carrot, chopped
- **1 tin Knorr Tomato Pronto (with juice)**
- 1 litre chicken or vegetable broth
- 1 can cannellini beans, rinsed and drained
- ¼ cup chopped fresh parsley
- 1 tbsp dried oregano
- 1 tbsp basil
- ½ cup uncooked mini rigatoni
- ¼ cup grated Parmesan cheese for serving
- Salt and pepper to taste
- French Baguette
- **Knorr Red Pesto Mise en place**

METHOD

- Heat oil in large saucepan over medium heat. Add celery, carrots, onion and garlic and cook and stir until crisp-tender. Add cabbage and cook for a further 5 minutes.
- Stir in **Knorr Tomato Pronto** and broth, Bring to a boil. Reduce heat to low. Add the beans, parsley, oregano and basil. Simmer for 30 minutes, or until vegetables are tender and flavours have blended together.
- Add the mini rigatoni pasta and let cook for 8 minutes. Season with salt and pepper to taste.
- Cut the baguette into 2 and toast under the grill. When golden brown, remove and spread generously with **Knorr Red Pesto** mix. Serve with the parmesan cheese.



Tri colour tagliatelle salad with marinated chicken breast



INGREDIENTS

- 4 chicken breasts
- 150 gms organic tricolor tagliatelle
- **10 gms Knorr Rosemary Primerba**
- 100 gms parmesan cheese, grated
- 150 gms rocket leaves
- 4 fresh basil sprigs
- Salt and pepper to taste
- 10 ml olive oil
- **40 gms Knorr Basil and Thyme**

METHOD

- Marinate the chicken breast with olive oil and **Knorr Rosemary Primerba** and leave aside for 10 minutes. Place a pan of salted water on the heat and cook the tricolour pasta till al dente cool, and leave aside.
- Remove chicken from the marinade, and grill in a hot griddle pan for 10 minutes or until cooked. Make the dressing by mixing **Knorr Basil and Thyme** with mineral water. Once mixed thoroughly, leave to one side to infuse.
- Place the rocket leaves in the centre of the plate and spoon a small amount of the dressing over the leaves. Place the tagliatelle into a bowl along with the prep dressing mix and grated parmesan cheese. Mix until all the tagliatelle has been coated. Place on top of the rocket leaves.
- Cut the chicken breasts into 2 on the diagonal and place on top of the tagliatelle. Garnish with the sprigs of basil.

RAHIM HAJIR AHSAN

EXECUTIVE CHEF
BINHENDI ENTERPRISES LLC



FROM
prep
TO
PLATE



Ravioli with wild mushroom, in a creamy Knorr Basil and Thyme sauce, topped with baby spinach and cherry tomato



INGREDIENTS

- 1 tsp chopped onion
- 1 clove chopped garlic
- 6 pcs spinach ravioli
- 50 gms wild mushrooms
- **2 tsp Knorr Basil and Thyme**
- 6 oz cooking cream
- 20 ml olive oil
- **Knorr Rosemary Primerba**
- 5 gms baby spinach
- 2 pc cherry tomato, cut in half

METHOD

- Slow cook the wild mushrooms with 10 ml olive oil for about 8-10 minutes. Heat the olive oil in a wide pan, add onion and garlic, and sauté over a medium-high heat for 4-5 minutes until they begin to soften, but not colour.
- Add the **Knorr Basil and Thyme**, sauté for 20 seconds, and then add wild mushrooms and cream. Simmer for 4-5 minutes.
- Meanwhile, bring a large saucepan of salted water to boil. Add the ravioli and cook it for a few minutes until al dente. Drain well and toss with creamy Knorr Rosemary Primerba and cook it for another 3-4 minutes. Transfer the pasta to a warm pasta bowl, and garnish it with cherry tomato and baby spinach.

Tagliatelle in tomato pronto, red pesto and lobster topped with French rocket leaves

INGREDIENTS

- 2 tsp olive oil
- 1 clove garlic, chopped
- 1 tsp onion, chopped
- **9 oz Knorr Tomato Pronto**
- 180 gms tagliatelle pasta, boiled
- 1 tsp Knorr Red Pesto
- 1/2 pc Canadian lobster
- 5 gms French rocket leaves
- 1 tsp flat parsley, chopped

METHOD

- Clean and boil the lobster. Take the meat out.
- Heat 2 tsp of extra virgin olive oil in a wide frying pan over a medium heat. Sauté garlic and onion, add boiled lobster, **Knorr Red Pesto** and cherry tomatoes. Sauté for 2 minutes, and then add the **Knorr Tomato Pronto**. Simmer for 5-6 minutes, and season with pepper and salt.
- Meanwhile, bring a large saucepan of salted water to a boil. Add the pasta, and cook it for a few minutes until al dente. Drain well and toss with lobster and the sauce. Finish with some parsley.
- Transfer the pasta to a warm pasta bowl, and garnish it with lobster shell and French rocket leaves.



SAMEH YOUSSEF

EXECUTIVE SOUS CHEF
HOLIDAY INN DUBAI
AL BARSHA



FROM
prep
TO
PLATE



TAGLIATELLE PASTA W/ PESTO SAUCE



INGREDIENTS

- 3 tbsp **Knorr Red Pesto**
- Salt to taste
- A pinch crushed black peppercorn
- 1 tbsp extra virgin olive oil
- 200 gms tagliatelle pasta
- 2 tbsp parmesan cheese, grated

METHOD

- Heat olive oil in a thick bottom pan. Add the **Knorr Red Pesto** and sauté for few seconds. Season the sauce with salt and crushed peppercorns, and add little bit of water to adjust the consistency of the sauce.
- Blanch the pasta till al dente, and add the pasta to the sauce. Take the pan off the fire, mix in the parmesan cheese, and serve.

Ravioli Pasta with Tomato Garlic Sauce



INGREDIENTS

- 20 pcs ravioli pasta
- 150 gms **Knorr Tomato Pronto**
- 2 tsp chopped garlic
- Salt to taste
- A pinch crushed black peppercorn
- 1 tsp chopped onion
- 1 tsp chopped celery
- 2 tbsp parmesan cheese
- 2 tbsp olive oil

METHOD

- Heat olive oil in a thick bottom pan. Add the chopped onion and celery and sauté till transparent. Then add garlic and sauté for another few minutes.
- Add the **Knorr Tomato Pronto** to the pan and heat up nicely. Season with salt and pepper. Add little water to set the consistency of the sauce.
- Blanch the ravioli till al dente. Then add the pasta to the sauce and garnish it with the parmesan cheese. Serve hot.

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CHEF PAUL GAYLER

PAUL GAYLER IS ONE OF THE FINEST OF THE NEW GENERATION OF BRITISH CHEFS AND IS KNOWN FOR HIS 'EURASIAN' CUISINE. AS EXECUTIVE CHEF AT LONDON'S PRESTIGIOUS LANESBOROUGH HOTEL ON HYDE PARK, PAUL LEADS A BRIGADE OF THIRTY-FIVE CHEFS. HE'S HAD HIS OWN TV SERIES AND CONTRIBUTED TO MANY OTHERS.



CHEF OTTO WEIBEL

CHEF OTTO WEIBEL JOINED THE FAIRMONT SINGAPORE & SWISSÔTEL THE STAMFORD IN 1985 AFTER DISTINGUISHING HIMSELF AT THE SHANGRI-LA HOTELS IN HONG KONG AND SINGAPORE. RENOWNED IN THE INTERNATIONAL SCENE AND IN SINGAPORE, OTTO WAS VOTED CHEF RESTAURATEUR OF THE YEAR FROM THE INTERNATIONAL FOODS BEVERAGE FORUM 1999. IN 2008, HE HAS RECEIVED A "PERSONALITY AND LIFETIME AWARD" FROM THE INTERNATIONAL CHEF CONFERENCE, SWITZERLAND. OTTO HAS CONTRIBUTED GREATLY TO THE CULINARY PROFESSION AND IS NOW THE PRESIDENT MENTOR TO THE ASSOCIATION.



CHEF HUBERT OBERHOLLENZER

HUBERT OBERHOLLENZER, LECTURER AT BERUFSSCHULE EMMA HELLENSTAINER, AND WACS CERTIFIED PASTRY JUDGE IS BASED IN ITALY. ALWAYS WILLING TO TRAVEL TO DUBAI, HUBERT HAS BEEN A REGULAR AT THE SALON CULINAIRE, AND IS IMPRESSED BY THE RISING STANDARDS OF ENTRIES FROM THE REGION.



CHEF MARKUS ITEN

CHEF MARKUS ITEN, PRESIDENT OF THE EGYPTIAN CHEF ASSOCIATION AND WACS ASSISTANT CONTINENTAL DIRECTOR OF MIDDLE EAST & AFRICA REGION IS A CHEF CONSULTANT AND TRAINER WITH MORE THAN 25 YEARS OF EXPERIENCE IN CULINARY ARTS COMPETITIONS. CHEF MARKUS ITEN RECEIVED AN HONORARY MEMBERSHIP IN THE EMIRATES CULINARY GUILD AND SOUTH AFRICAN CHEFS ASSOCIATION FOR HIS DEDICATION AND EFFORTS TO THE CHEFS' PROFESSION.

CHEF GISSUR GUDMUNDSSON

CHEF GISSUR GUDMUNDSSON HAS BEEN A MASTER CHEF SINCE 1989. HE HAS HAD THE PRIVILEGE AND HONOUR TO SERVE AS CONTINENTAL DIRECTOR FOR THE NORTHERN EUROPEAN MEMBER COUNTRIES OF WACS FROM 2004 UNTIL HIS ELECTION AS WACS PRESIDENT IN MAY 2008.



CHEF TAREK MOURIESS

COMMITTED AND FOCUSED CHEF TAREK HAS MORE THAN 26 YEARS OF PROVEN SUCCESS IN FOOD SERVICES AND CULINARY ARTS WITH PROGRESSIVELY GREATER DEGREES OF RESPONSIBILITY AND ACCOMPLISHMENT. HIS CORE COMPETENCIES SPANS INTO FOOD SERVICE MANAGEMENT, CULINARY DESIGN, FOOD COSTING, HOSPITALITY MANAGEMENT, FOOD AND BEVERAGE MANAGEMENT, AND MENU DESIGN.





CHEF JOHN WOOD

AFTER WORKING AS A CHEF FOR OVER 25 YEARS, JOHN WOOD SET UP HIS OWN CONSULTANCY BUSINESS. HE HAS WORKED BOTH NATIONALLY AND INTERNATIONALLY AT SOME OF THE BEST ESTABLISHMENTS IN THE WORLD AND HAS A PROVEN TRACK RECORD OF RUNNING AND BEING AN INTEGRAL PART OF SOME VERY SUCCESSFUL AND INNOVATIVE KITCHENS. HIS CAREER HAS TAKEN HIM TO EUROPE, ASIA, SOUTH AFRICA AND DUBAI. HE HAS A MICHELIN STAR, 4 AA ROSETTES, AND 8 OUT OF 10 IN THE GOOD FOOD GUIDE, ALL OF WHICH PROVE HIS OUTSTANDING ABILITY IN A KITCHEN.

CHEF TONY KHOO

CHEF TONY KHOO HAS 28 YEARS OF EXPERIENCE IN HOTEL KITCHEN MANAGEMENT AND OPERATIONS IN INTERNATIONAL CHAIN HOTELS, AND HAS ALSO GARNERED A STRING OF IMPRESSIVE CULINARY ACHIEVEMENTS. HE HAS WON MORE THAN 20 INTERNATIONAL AWARDS TO DATE AND IS NOW A WORLD ASSOCIATION OF CHEFS APPROVED JUDGES IN INTERNATIONAL CULINARY COMPETITIONS.



CHEF ROBERT OPPENEDER

AT THE AGE OF 16, CHEF ROBERT OPPENEDER STARTED AN APPRENTICESHIP AT ONE OF THE MOST RENOWNED CONFECTIONERIES, CAFE KONDITOREI URBAN IN WELS, AUSTRIA. HE ROBERT FOUNDED THE ROBERT OPPENEDER DEKOR-UND PATISSERIESCHULE / INTERNATIONAL SCHOOL OF DECOR AND CONFECTIONERY ART IN MUNICH, BAVARIA.

CHEF JOHN RETALICK

BORN AND EDUCATED IN PLYMOUTH, DEVON, ENGLAND, HE STUDIED CULINARY OPERATIONS AT PLYMOUTH COLLEGE OF FURTHER EDUCATION. HE JOINED CUNARD SHIPPING LINE AND SERVED ON BOARD RMS FRANCONIA AS STUDENT CHEF AND THE RMS QUEEN ELIZABETH AS CHEF DE PARTIE. HE HAS WORKED IN THE KITCHENS OF MANY PRESTIGIOUS HOTELS. HE IS CURRENTLY THE CHEF AMBASSADOR FOR GOURMET CLASSIC LTD, AND ASSISTS IN THE DEVELOPMENT AND PROMOTION OF COOKING WINES AND SPIRITS FOR CHEFS.



CHEF THOMAS A. GUGLER

CHEF THOMAS A. GUGLER IS THE MANAGER OF MENU DEVELOPMENT & PRICING, EXECUTIVE MASTER CHEF OF SAUDI ARABIAN AIRLINES CATERING JEDDAH, AND A MEMBER OF 15 CHEF ASSOCIATIONS ACROSS THE GLOBE. HE IS THE PRESIDENT OF THE SAUDI ARABIAN CHEFS ASSOCIATION, AND WACS CERTIFIED JUDGE.



CHEF BERND UBER

CHEF BERND IS GERMAN, AND HAS TRAINED AND WORKED IN STUTTGART AND FRANKFURT. HE MOVED TO MELBOURNE, WORKING IN CLUBS & RESTAURANTS AS CHEF DE CUISINE. HE CHANGED HIS CAREER PATH TO TEACHING COMMERCIAL COOKERY AND HOSPITALITY, AND BOASTS OF NUMEROUS CULINARY JUDGING INVITATIONS OVER 30 YEARS, IN PLACES LIKE NEW ZEALAND, SRI LANKA, DUBAI AND SINGAPORE.



CHEF RAMAN KHANNA

CHEF RAMAN KHANNA STARTED HIS CAREER AS CULINARY APPRENTICE WITH OBEROI HOTELS IN 1983. IN 2005, ALDAR PROPERTIES PJSC APPROACHED HIM TO ASSIST THEM IN DEVELOPMENT OF THEIR HOSPITALITY DIVISION. HE NOW HEADS THE HOSPITALITY DEVELOPMENT AS DIRECTOR BUSINESS DEVELOPMENT.

CHEF ANDREW BENNETT

CHEF ANDREW JOINED THE PARK LANE HOTEL IN 1994, AND HAS ENSURED THAT IT IS ONE OF THE LEADING CONFERENCE AND BANQUETING VENUES WITHIN THE UK. HE WAS RECENTLY PROMOTED TO EXECUTIVE CHEF IN CHARGE OF FOOD & BEVERAGE. ANDREW HAS BEEN JUDGING FOR THE PAST 20 YEARS.



CHEF WOUTER LAP

THE MANAGING PARTNER OF MORE, CHEF WOUTER LAP BEGAN HIS CAREER AS A CHEF IN HOLLAND. DUTCH-BORN WOUTER HAS WORKED ACROSS THE GLOBE - BELGIUM, AUSTRALIA AND AFRICA. HE EVENTUALLY MOVED TO DUBAI AND OPENED HIS FIRST CAFE IN 2002. LAP IS NOW THE MANAGING PARTNER OF MORE CAFE'S, AS WELL AS INTELLIGENT FOODS, A BAKERY IN DUBAI.



CHEF NORBERT GIRNTH

CHEF NORBERT DID HIS APPRENTICESHIP IN A MICHELIN STAR RESTAURANT IN GERMANY, AND HAS WORKED IN SWITZERLAND, FRANCE, JERSEY CHANNEL ISLANDS, MOROCCO, AND ON THE FLAGSHIP OF HOLLAND-AMERIKA LINE, S/S ROTTERDAM. HE HAS WON MORE THAN 30 GOLD CULINARY MEDALS DURING A DISTINGUISHED CAREER BEFORE RETIRING FROM ACTIVE COMPETITION TO TAKE UP JUDGING.



CHEF GAVIN DUTHIE

NOW EXECUTIVE CHEF FOR THE BRITISH MILITARY, CHEF GAVIN DUTHIE HAS WORKED ALL OVER THE WORLD AT DIFFERENT HOTELS AND RESORTS - MALDIVES, ENGLAND, UAE, SOUTH AFRICA, KSA, SWITZERLAND, AND MORE. HE IS AN HONORARY LIFE MEMBER OF THE ECG, AND HAS HELD THE POST OF CHAIRMAN OF THE ECG AS WELL AS VICE-CHAIRMAN OF SALON CULINAIRE.

CHEF KARLHEINZ HAASE

CHEF KARLHEINZ HAASE, BORN IN 1956 IN STUTTGART, GERMANY, IS THE TEAM-MANAGER 'CULINARY TEAM LET'S GO MAGIC GERMANY'. HE HAS COMPETED IN OVER 60 COMPETITIONS WORLDWIDE. AN APPROVED WACS JUDGE, IS A MEMBER OF THE GERMAN CHEF ASSOCIATION, AND MASTER OF CULINARY EDUCATION, ICA - INSTITUTE OF CULINARY ART, GERMANY.



CHEF MARCO BUSCHWEILER

CHEF MARCO BUSCHWEILER IS A SWISS NATIONAL WHO STARTED HIS CULINARY CAREER IN A SMALL RESTAURANT ON THE LAKE OF CONSTANCE HE IS NOW BASED IN THAILAND, AND OWNS THE THAI CULINARY CONSULTANCY COMPANY, OFFERING ADVICE TO RESTAURANT OWNERS AND POTENTIAL INVESTORS. HE ALSO RUNS A COOKING SCHOOL.



CHEF RICK STEPHEN

TOP BRISBANE KITCHEN TALENT CHEF RICK STEPHEN COACHED THE AUSTRALIAN TEAM TO GOLD MEDALS AT THE INTERNATIONAL CULINARY OLYMPICS IN GERMANY. HE IS A LIFE MEMBER OF THE AUSTRALIAN CULINARY FEDERATION, WACS HONORARY LIFE MEMBER, AND AUTHOR OF 'THE ART OF JUDGING'.



CHEF RALPH PORCIANI

CHEF RALPH PORCIANI BEGAN HIS CULINARY EXPEDITION IN THE FAMILY'S 85-YEAR-OLD FISH AND CHIP BUSINESS HE HAS NOW RETURNED HOME TO SCOTLAND AS EXECUTIVE CHEF & FOOD & BEVERAGE MANAGER AT THE FIVE RED STAR TURNBERRY RESORT.





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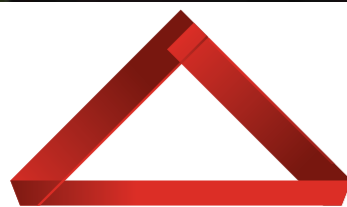
Whip up your talent!



Ms. Neela Depala Robberstan, Director, ASAAT, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



Emile Wilson Moukarzel, Greenhouse Impex LLC, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



A S A A T

ASAAT is proud to take our foodservice promise very seriously, with an absolute focus on providing an innovative, high-quality and unique portfolio of solutions designed with you, our valued partners and customers, in mind.

We encourage you to capitalize on our infrastructural strengths and industry experience, crafted to help you satisfy the evolving demands of our regions customer base.

“The Emirates Culinary Guild” provides a strength, unity and communications platform that few organizations provide so capably. We consider our association with the ECG a privilege and are wholehearted in our resolve to offer our support in the many years we share ahead.”

ASAAT Foodservice: Your Ideal kitchen... our quest!



Established in 1977, and with over 34 years of unmatched service to the professionals within the Food Service and Retail segments, Greenhouse is a pioneer in introducing a large variety of food products from far flung lands. As Greenhouse Managing Director, Mr. Petros likes to say: “We at Greenhouse span the world to bring you natural freshness.”

Greenhouse has one of the most impressive client lists, supplying all of the leading hotels, fine dining restaurants, catering companies, ship chandlers and class A supermarkets all over the G.C.C. and much beyond. International companies and leading brands trust Greenhouse capabilities and know-how in handling their products.

With more than 5000 items sourced from all over

the world the company specializes in importing and distributing dairy products, gourmet delicacies, fish, fresh & live seafood, frozen bread, chocolates & pralines, exotic fruits and vegetables, pasta, olive oil, and charcuteries. Greenhouse distributed as well professional kitchen utensils.

In a simple phrase: You name it...They have it.

In 2009, Greenhouse acquired 100 % of three majors companies: Emirax – Metcor – Hi-Food, and has a 50% share in Meathouse. The acquisitions opened new horizons, widening Greenhouse product range- already huge- added new categories and enlarge their customer base. It also enhanced their human resources.

Making it the only, truly: One Stop Shop Solution in the country.

In today’s “trouble waters”, nobody can afford to ignore Greenhouse. Anyway, is there anyone in this profession who doesn’t know Greenhouse?



Samer Abou Daher and Soula Baroudi Azar, Horeca Trade LLC, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



Philippe Blindenbacher, Läderach, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



A company of Bidvest Group, HORECA Trade is a dedicated service distribution company to the foodservice channel of the UAE.

HORECA Trade offers front and back of house brands and products with the ultimate objective of offering the right product, at the right price, with the best possible service.

Our distinctive competency is defined by our focused attention to the Foodservice channel and the Solution Selling approach. We provide our customers with total supply solution addressing the daily challenges that accompany their aspiration of delivering a successful dining experience to their guests ensuring a healthy profitable growth to their business.

Like all successful companies, our unique asset lies within our team. More than 80 of very well educated and professional employees run the show. Sales, telesales, marketing, logistics, IT, finance and administration compose all the departments who are in turn the reason of creating the best food & beverages distribution company in the UAE.

Change for the better is a common practice at HORECA Trade. We are continuously improving our product range, logistics and customer service to ensure we are in line with the growing Foodservice channel and continue to exceed our customer's expectations. HORECA Trade is a corporate member of the Emirates Culinary Guild and is HACCP and ISO certified and recently has implemented the Digitrak temperature monitoring system.

Horeca's vision is to become the first choice and reference partner to the Foodservice channel and the mission is to provide the Foodservice Channel with a dynamic added value contribution where outstanding service, efficiency, and convenience define the way products sourcing are managed.

For more information, kindly contact us at 04 340 3330 or toll free 800 3210 www.horecatrade.com

Läderach chocolatier suisse

Pure delight in quality...

... has defined the philosophy of Läderach – chocolatier suisse since the family-owned business was first founded by Rudolf Läderach in 1962. In a bid to simplify the chocolate-maker's craft for his fellow confectioners the passionate chocolatier Rudolf Läderach invented the hollow truffle shell. This semi-finished product vastly improved the quality of truffles and simplified the manufacturing process, much to the delight of his colleagues in the trade. The foundation stone to a success story had thus been laid.

Surrounded by the mighty Glarner Alps stands an impressive factory with over 240 employees, creating authentic Swiss confectionery specialities. Jürg Läderach, the founder's son, now heads the independent business in its second generation, producing a wide range of pralines, truffles, petite pastries, confectionery and seasonal specialities as well as semi-finished convenience products for a discerning clientele.

Freshness - It all depends on the freshness. Only the freshest and finest ingredients with the best provenance are good enough for Läderach – chocolatier suisse sweet creations. Taste the difference and savour the fresh taste experience of our products.

Switzerland - Läderach – chocolatier suisse is the perfect expression of creative and innovative Swiss chocolate culture. All our products and services, which have been finding their way to the best addresses both here and abroad for years, are of Swiss origin and are manufactured in Ennenda, at the foot of the powerful Glarner Alps.

Individuality - With precision and respect for the smallest details, Läderach presents you with a unique and varied choice of products. Throughout the year we offer our customers a large variety of interesting new products as well as tried and trusted ones. In addition Läderach – chocolatier suisse also offers a wide range of advertising gifts for businesses.

If you require any further information, or you wish to have a presentation of the range of Läderach products, please contact Philippe Blindenbacher at +971 50 8951715.



Mr. Ram Narayan, Masterbaker, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



Jagdish Menon, Mitras International Trading LLC, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



Masterbaker Marketing FZCO

Master Baker Marketing FZCO, a free zone company, has found success by creating a focus for its activities. Master Baker was created in 1991 to cater to the needs of the baking industry. Most of us, when asked the ingredients used by a baker can recollect the names of flour, sugar, yeast, a number one can count on the fingers of one's hand. However, Master Baker realised a long time back that the list of materials required by bakers, confectioners, chocolatiers and the like runs into hundreds, and that very few companies have an exclusive specialization in the field.

Master Baker was born out of necessity of its bakery pedigree. The company belongs to the SWITZ GROUP, which boasts of Industrial bakeries (Switz Bakery) in Saudi Arabia as well as Oman, and retail bakeshops in Oman and now in the UAE. Whereas the bakery organization in Saudi Arabia pioneered the concept of fresh bakery snacks, the organization in Oman (Modern Oman Bakery) was the first to distribute Arabic bread twice a day to most retail grocery shops.

The raw material needs of the Group were neither being met consistently nor fairly by suppliers. The knowledge base of European bakery ingredient manufacturers was not being tapped into by traditional suppliers of food products, who were then dealing with bakery ingredients hence Master Baker was born with only one aim : To service the bakery industry of UAE, Qatar,

Oman, Bahrain, Kuwait, Saudi Arabia, Yemen , Kenya , Philippines and then on to Maldives.

The facility is a state of the art warehouse with 3 different temperature zones to meet the specific needs of different products. There is no such thing as ambient storage for bakery products. Even products which are stored in ambient conditions elsewhere need to be stored in air conditioned temperatures in the Gulf. With this in mind, the warmest zone in their warehouse is a cool 17 to 18 degrees Celsius.

The company represents major international brands and products from Europe and USA which are: CSM (BAKEMARK), LESAFFRE, SONNEVELD, UNIFINE, DAWN FOODS, CORMAN, STEENSMA, MAX FELCHLIN, DE MARLE, AREEJ , SHOKINAG(CHOCOLATE), PERNIGOTTI (GELATO POWDERS) and FRISCHLI (DAIRY CREAM).

Egg Station at Master Baker Jebel Ali is a HACCP Certified Manufacturing facility for producing Pasteurized Whole Egg Liquid besides Yolk & White in an aseptically Packed 1 Litre Elopak, a well established product with all discerning users of egg derivatives in the Baking & Pastry applications.

Master Baker has well trained sales executives who understand the complex product range they handle and are able to suggest the right ingredient for the job on hand. The in- house Master Baker and Confectioners visit a customer's premises and solve any problem as well as help in planning new products.

Master Baker sponsors training in Germany, Switzerland, and France for 12 to 14 of their customers who get training in many bakery and confectionery products at centres of their principles.



MITRAS INTERNATIONAL TRADING L.L.C.

Mitras has been synonymous in UAE and in Middle East food segment with consistent performance, quality of service, years of experience and expertise.

Mitras has been servicing the food industry with an enormous range of competitively priced products and providing meticulous attention to customer service and quality, making Mitras a trusted name in the food segment in the GCC and International Markets.

Mitras Gourmet is an audacious project launched in 2007. The new venture was founded with the guiding principle of quality, value for money and consistent service. It's main objective is to service operators with reduced food costs, and provide SIMPLE SOLUTIONS.

Mitras Gourmet -The gourmet range includes Oriental Dim sums, Oriental sauces, Canadian Bison, Concentrated Chicken Broths and Soya Sauces.

We have now fully equipped to produce a wide range of Cold Cuts, Cooked Salami, Mortadellas,

Pastrami, Frankfurters, Duck Breast, Turkey Breast, Hot Dogs and a variety of Flavored Breakfast & Grill Sausages.

We have also introduced many new initiatives to strengthen our position in the market. These include:

Delsea retail: The retail segment, Delsea has a current range of 20 products, including premium cooked tail on shrimps, Stir fry prawns, and Premium fish fillets, Smoked Salmon, Salmon Fillet Portions, Squid Rings, Squid Steaks, Crab Meat, Lobster Meat, Mussels, Clams, and is in the final process of introducing a healthy seafood Meal with rice and Noodle accompaniment.

New Product Development: This is the essence of the development process of all modern companies, and Mitras has the luxury of having people with abundant experience. We have a team of internationally experienced Chefs, who are supported by various trained food technologists ensure a good combination of culinary and technical knowledge.

Current Facilities and Production: As a part of ongoing development and expansion plan, Magenta Foods, the food manufacturing company under Mitras International, has now installed its very own Smoking Unit to cater to the great demand of smoked seafood in the U.A.E.



Mr. Stephan Kammel, Mr. Georg Weber and Mr. Elias Rached, MKN, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



Master of Performance

MKN – Master of Performance

MKN is the German specialist in premium thermal professional cooking technology! About 60 years ago the MKN factory was founded by Kurt Neubauer, an engineer, with just 3 workers. Today, MKN is a strong medium-sized enterprise and is still owned by his family. The factory is located in northern Germany, in the town of Wolfenbuettel in Lower Saxony. Here in the very centre of Europe almost 400 experienced specialists, including motivated MKN offspring of 41 apprentices, develop and produce professional cooking technology of the highest quality in an area of app. 50.000 m². Thanks to the experience of more than half a century, MKN Professional Cooking Technology guarantees chefs and guests outstanding results!

Products from MKN inspire, in particular, with high quality, durability and economic efficiency. Whether with modern multi function cooking technology, such as HansDampf Combi Cooking and Optima Express Pressure Cooking Technology, or the tailor made uniqueness of the Premium

Class and modular appliance range. Customers from all over the world value the outstanding practicality of innovative professional cooking technology from MKN, in catering, the hotel industry, gastronomy and community catering. Each and every product in the extensive MKN product portfolio fulfils highest demands because the unique MKN quality, “made in Germany” is based on a consequent passion for detail. Freely combined, multi-function and special appliances, including the energy systems from MKN, melt into a highly functional integrated answer to all professional cooking needs. Exactly coordinated, to meet the individual needs of the user, an ideal mix!

MKN is constantly conquering new markets, with partners in many countries in different continents. MKN is present at numerous national and international exhibitions and convinces everybody due to the special advisory and specialised customer service.

MKN has been repeatedly awarded prizes for innovative technology, design and as a proficient partner of specialised trade. This proves MKN’s outstanding achievement as the specialist for premium professional cooking technology.

For more information, visit www.mkn.eu and www.hansdampf.eu.



Simon Manoukian and Mohammed Taha, USDA, and Bassam Bousaleh, AMFI, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



The Pear Bureau Northwest was established in 1931 by Pacific Northwest pear growers as a non-profit marketing organization to promote the fresh pears grown in Oregon and Washington. Pear Bureau Northwest’s mission is to develop and expand U.S. pear exports worldwide. It represents pear growers, shippers, and trading companies and acts as a matchmaker between U.S. pear suppliers and traders in overseas markets. There are over 3,000 known pear varieties grown around the world, but only a handful of heirloom varieties have been carefully cultivated into the juicy, delicious fruit known as Northwest-grown USA Pears. Ten principal varieties of pears are

grown in Oregon and Washington, each with its own colour, flavour and texture. Northwest pears include popular varieties such as Anjou, Bartlett, Bosc, Comice, Foreller, Seckel, etc. These pears are each picked by hand, and they are renowned as being some of the world’s finest. Across the U.S. and around the world, these delectable pears from Oregon and Washington are sold under the USA Pears brand and are highly regarded as a premium quality fruit.

A passion for pears is what is shared by major U.S. culinary masters. Hailing from top-notch restaurants across the U.S. and a variety of culinary disciplines, U.S. chefs know that any way you slice a USA Pear, you’ve got all the ingredients you need for a flavour masterpiece.

Create the best culinary insPEARation! Whether it is an appetizer, salad, entrée, dessert, or beverage, show your flair with the pear! The flavour and texture of fresh pears are perfect for many culinary applications. Baked, sautéed, juiced, sliced, pureed... the only limit is a chef’s imagination!



Frederique Simon and Fadi Selwan, Transmed, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



Mr. Ibrahim Abdul Ghafoor, Seascope Intl General Trading, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



Transmed Foodservice is a division of Transmed Overseas Inc., a leading and reputable Food and non Food distributor in the UAE for over 30 years. Over the last 10 years, Transmed Foodservice has been active in expanding its UAE operations and infrastructure in order to meet the growing needs of the UAE Foodservice market.

It all started with putting together a strong team of experienced Foodservice professionals who are committed to this industry and who have the capability to add value to the foodservice channel. This was coupled by partnerships with leading global manufacturers who are well know for their leadership in their respective product segments and who provide the industry with top quality products. Transmed Foodservice represents today on exclusive basis solutions from manufactures like McCain (frozen French fries, appetizers and desserts), Bonduelle (frozen vegetables), Siblou (frozen seafood), Lactalis (President & Galbani

range of cheeses and dairy solution),Chilled & Frozen Beef, Chicken, Wholesome(Frozen Eggs),Surgital (Frozen Pasta), Pringles (Chips), Castania (roasted nuts), Walkers (shortbread and biscuits) and many others. In addition to these, Transmed Foodservice recently partnered with SYSCO The leading of the Foodservice in the US: the new operation, dedicate to provide all National Accounts (Ruby Tuesday, Wendy's Arby's, Johnny Rockets,..) with all food and non-food products.

The Transmed Foodservice set up is further fortified by a high standard HACCP certified logistics service operation whose sole mission is to provide best in class customer service levels, ensuring that our products reach our customers in top quality condition at the right time.

Transmed Foodservice is proud to be ready today to service all Foodservice segments, ranging from hotels, coffee shops, independent restaurants and chains, catering companies, clubs and others.

Transmed Foodservice is committed to building long lasting partnerships with its suppliers as well as its customers with the sole objective to bring to this market top quality products on consistent and reliable basis.



Seascope International General Trading LLC was established since 2005 by Mr. Ibrahim Rasheed because it was his vision to diversify his Food Services business in Maldives to globally. Mr. Ibrahim Rasheed is a Maldivian entrepreneur who started his business of sourcing and supplying food products in the Maldives by establishing, Fantasy Pvt. Ltd. Today Fantasy Pvt. Ltd. is renowned in the Hospitality Industry as a major supplier of Fine Foods to almost all Resorts in the Maldives.

Seascope International General Trading LLC is committed to supplying a wide range of premium quality fine foods sourced from across the globe. The product range varies from Fresh, Frozen, Chilled and Dry products. Whilst the company has embarked into its fourth year of successive operation, our target is on time delivery, reliability, and premium quality.

The services of Seascope International General

Trading LLC are focused essentially on star hotels, resorts, gourmet restaurants, hyper markets and in-flight caterings. The comments and feedback from our valued Customers are given paramount consideration to enhance our services to the utmost.

Seascope International is a HACCP certified Company. Our distribution net work is supported by a fleet of temperature control vehicles with modern cold storages and warehouses for dry stores. The capacity of our cold storage will be increased by 300 tons by end of 2009. The facilities enable us to maintain best quality from storage to delivery of the product and assure delivery in its finest quality to our valued Customers.

Seascope benefits from the wealth of experience, trust, and reliable connections Ibrahim Rasheed has acquired in pursuing best quality of fine foods available across the globe. As Seascope we stand by the items we supply and quality is never compromised.

Who better to be your trusted supplier of the best fine food from all over the world, but Seascope International, led by Ibrahim Rasheed, a critic and an enthusiastic of fine foods.



Mohammad Shanawani and Karim Shawky, Unilever Foodsolutions, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild



Your Partner for Success

Unilever Foodsolutions is the name for the foodservice business of Unilever. Foodsolutions indicates our vision to develop solutions fulfilling the needs of our customers and making their business more successful.

Unilever Foodsolutions is one of the world's leading global foodservice businesses. We work with customers, including caterers, restaurateurs and major hotel and fast-food chains to create food solutions that help grow their business. Through our global organisation we are one of the few foodservice businesses that can serve global operators.

Our solutions vary as widely as our customers - products that add the right seasoning, flavour or texture, pre-prepared ingredients that save time in a busy kitchen and new ways of serving food on a large scale at consistent quality are just some examples.

We focus on understanding you, our customer, and designing solutions specifically to meet your needs, using our expertise in taste, chefmanship, food technology and service and the right choice of Unilever Foodsolutions products and brands.

Food you can trust to help you enjoy life

Our passion for understanding what people want and need from their food - and what they love about it - makes our brands a trusted part of people's lives.

Great taste

With chefs and food experts around the world and the heritage of brands such as Knorr, Hellmann's and Amora, we have knowledge of the taste and flavours that make our brands a passport to the enjoyment and excitement of good food.

Foodservice industry

The global food-service industry is worth over €350 bn and is growing rapidly as people around the world eat out more than ever before. In the US, more than half of food expenditure now happens outside the home. In Europe, this figure is as high as one third and, in Hong Kong, 2.5 meals out of every three are eaten away from home.

Global presence

Unilever Foodsolutions operates in 65 countries worldwide. We directly employ 5,400 people, including 2,600 salespeople and 150 chefs.

Our brands

The Unilever Foodsolutions umbrella is home to global Unilever Foods brands like Knorr, Hellmann's, Lipton, Carte D'or, Heart, Slim-Fast, Becel and Flora.



| MAKE SURE IT'S RAK |

2010 Launch



NORDIC

The fluid and compact lines of the new Nordic Collection are mostly inspired by the Scandinavian Design of the 60's, which matches to the quality standards of RAK PORCELAIN. The combination of timelessness and functionality offers to professionals a huge liberty in gastronomic creation. The exceptional variant of the Nordic Collection allow ventures and inventive presentations.

STONELEAF



Stoneleaf is a new material developed exclusively by RAK PORCELAIN which offers a completely professional alternative for buffet or single-dish presentations. For individual or combined use with the plates or dishes of the collection, trays are completely hygienic, non-porous and lighter than natural materials. To ease the handling and stability, silicon buffers are fixed underneath.



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THE EMIRATES INTERNATIONAL SALON CULINAIRE 2010

Organised by the Emirates Culinary Guild
Endorsed by the World Association of Chefs' Societies

BRIEFS OF THE CLASSES FOR ENTRY

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Class No.	Class Description
01	Federal Foods – Practical Cake Decoration
02	Federal Foods – Three-Tier Wedding Cake
03	Elle & Vire – Five Plates of Dessert
04	Federal Foods – Pastry Showpiece
05	Al Baker – Bread Loaves and Showpiece
06	Federal Foods – Friandises / Petites Four / Pralines / Nougatines
07	Callebaut & Cacao Barry – Chocolate Carving Showpiece
08	Barakat vegetables Company – Fruit & Vegetable Carving Showpiece
09	Federal Foods – Open Showpiece
10	Federal Foods – Five-Course Gourmet Dinner Menu
11	Nestle Food Service – Four-Course Vegetarian Menu
12	Boecker – Presentation of Spanish Tapas
13	JohnsonDiversey – New Arabian Cuisine
14	Individual Ice Carving
15	Ice Carving Team Event
16	Barakat Quality Plus – Practical Fruit & Vegetable Carving
17	Australian Lamb – Dressed Lamb - Practical Butchery
18	IFFCO Ingredients – Emirati Cuisine - Practical Cookery
19	Rahma Olive Oil – Traditional Arabic Mezzeh - Practical Cookery
20	Mitras Fish & Seafood – Practical Cookery (Fish & Seafood)
21	Australian Beef – Practical Cookery
22	The Golden Coffee Pot International Buffet Junior Challenge



THE CERTIFICATE MAY HAVE TAKEN A LONG TIME TO GET HERE, BUT THAT DOES NOT TAKE AWAY FROM THE GLORY AS THE ECG CELEBRATES THIS ACHIEVEMENT



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PRACTICAL PASTRY

Class 01: Practical Cake Decoration

1. To decorate a single finished cake of the competitor's choice.
2. Two-and-a-half-hours duration.
3. All decorating ingredients must be edible and mixed on the spot.
4. No pre-modelled garnish permitted.
5. Chocolate and royal icing can be pre-prepared to the basic level, e.g.. Tempered chocolate can be brought.
6. Competitors must provide all ingredients including cake base, utensils, and small equipment required.
7. A standard buffet table, shared sink and shared fridge shall be provided for each competitor.
8. All cakes will be displayed until the end of the Salon and will be disposed of by the organizer.
9. Cake shall be tasted as part of judging. Judges will cut the cake.

PASTRY DISPLAYS

Class 02: Three-Tier Wedding Cake

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

Class 03: Five Plates of Dessert

1. Five different desserts, each for one person.
2. Each dessert presented singly on an appropriated plate.
3. Presentation to include a minimum of one hot dessert (presented cold).
4. Written description and typed recipes required.
5. Tasting will be part of the judging process if deemed necessary to determine quality and authenticity.
6. Maximum area w90 cm x d75 cm.

Class 04: Pastry Showpiece

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



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Class 05: Bread Loaves and Showpiece

1. Prepare and present: four types of breads (competitor's choice) and four types of breakfast pastry.
2. Bread is to be displayed with a bread showpiece. The showpiece will be included in the judging criteria.
3. Each individual to prepare his dough and bake his breads at his place of work and bring them to the competition for judging.
4. Tasting shall be part of the judging criteria
5. Types recipes required
6. Maximum area w90 x d75cm

Class 06: Friandises/Petites Four/Pralines/Nougatines

1. Five varieties.
2. Six pieces of each variety (30 pieces total).
3. Freestyle presentation.
4. Required one of each variety in a separate small platter for judge tasting.
5. Written description mentioning the theme is required.
6. Typed recipes are required
7. Maximum area w90 cm x d75 cm.

ARTISTIC DISPLAYS

Class 07: Chocolate Carving Showpiece

1. Free-style presentation.
2. No frames or supports.
3. Natural colouring allowed.
4. Minimal glazing is allowed.
5. No moulded work.
6. Maximum area: w80 cm x d75 cm.
7. Exhibit can be no more than 75cm in height including base or socle where used.

Class 08: Fruit & Vegetable Carving Showpiece

1. Freestyle presentation.
2. Light framing is allowed, so long as the construction of the piece does not depend upon it.
3. Maximum area w60 cm x d75 cm.
4. Exhibit can be no more than 55 cm in height including base or socle where used.

Class 09: Open Showpiece

1. Freestyle presentation (but see Rules and Regulations for themes to avoid).
2. Only showpieces made of edible food material will be accepted for adjudication.
3. Maximum area w90 cm x d75 cm.
4. Exhibit can be no more than 75 cm. in height including base or socle where used.



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GASTRONOMIC CREATIONS

Class 10: Five-Course Gourmet Dinner Menu

Present a plated five-course gourmet meal for one person

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

Class 11: Four-Course Vegetarian Menu

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

Class 12: Presentation of Spanish Tapas

1. Produce eight varieties.
2. Eight pieces of each variety (total 64 pieces)
3. Four hot varieties
4. Four cold varieties
5. Hot food presented cold
6. Food coated with aspic or clear gelatine for preservation
7. Presentation on suitable plate/s or platter/s or receptacles.
8. Eight pieces should correspond to one portion.
9. Name and ingredient list (typed) of each variety required.
10. Maximum area 60cm x 80 cm.
11. Tapas to be based on Spanish traditional tapas and ingredients, presented in modern and up to date presentation style. Presentation to be suitable for a cocktail party style reception, pass around or buffet service.
12. A list of mandatory ingredients will be sent to all entrants.



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Class 13: New Arabian Cuisine

1. Present a plated five-course gourmet menu for one person.
2. Free style presentation.
3. To be prepared in advance, and presented cold on appropriate plates.
4. Food coated with aspic or clear gelatine for preservation.
5. Menu to be based on ingredients found in the Arabian Gulf and the Middle East.
6. Dishes are to have an ethnic touch and to be presented in an up-to-date setting and decoration.
7. The meal to comprise:
 - A cold appetiser
 - A soup
 - A hot appetiser
 - A main-course with appropriate garnish
 - A dessert.
8. Total food weight for the entire menu should be 600/700 gms.
9. Typewritten description and recipes are required.
10. Maximum area 90w cm x 75d cm

PRACTICAL ARTISTIC

Class 14: Individual Ice Carving

1. Freestyle.
2. 90 minutes duration.
3. Hand carved work from one large block of ice (provided by the organisers).
4. Competitors to use own hand-tools and gloves. A non-slip mat is mandatory.
5. Before the competition starts, competitors will be allowed 30 minutes to arrange and temper the ice block.
6. The use of power tools is forbidden.

Class 15: Ice Carving Team Event

1. 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. A non-slip mats is mandatory.
6. Great care must be taken with health and safety considerations. If an exhibit becomes in any way unstable or dangerous to competitors or public, it will be destroyed by the organizers.
7. The use of power cutting tills is forbidden but competitors may use hot air guns and cleaning irons.

Class 16: Practical Fruit & Vegetable Carving

1. Freestyle.
2. 120 minutes duration.
3. Hand carved work from competitor's own fruit\vegetables.
4. Competitors to use own hand-tools and equipment.
5. No power tools permitted.
6. Pre-cleaned, peeled material is allowed, but pre-sliced/carved will result in disqualification.
7. Each competitor will be supplied with a standard buffet table on which to work.



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Class 17: Dressed Lamb - Practical Butchery

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

NOTES ON THE PRACTICAL COOKERY CLASSES

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

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

1. All food items must be brought to the Salon in hygienic, chilled containers: Thermo boxes or equivalent. Failure to bring food items chilled will result in disqualification.
2. All dishes are to be served in a style equal to today's modern presentation trends.
3. Portion sizes must correspond to a three-course restaurant meal.
4. Dishes must be presented on individual plates with appropriate garnish not exceeding 250g total food weight excluding sauces.
5. Competitors are required to bring their own bowls/plates on which to display their dishes.



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6. Competitors must bring with them all necessary mise-en-place prepared according to WACS guidelines in the hot kitchen discipline.
7. Competitors are to provide their own pots, pans, tools and utensils.
8. The judges will check appliances and utensils for suitability.
9. The following types of pre-preparation can be made for the practical classes:
 - Vegetables/fungi/fruits; washed & peeled – but not cut up or shaped.
 - Potatoes washed and peeled – but not cut up or shaped.
 - Onions peeled out but not cut up
 - Basic dough can be pre-prepared.
 - Basic stocks can be pre-prepared.
 - Basic ingredients may be pre-weighed or measured out ready for use.
 - Fish may be scaled and filleted and the bones cut up.
 - Meat may be de-boned and the bones cut up.
10. No pre-cooking, poaching etc. is allowed.
11. If a farce is to be used for stuffing, filling, etc., at least one of the four portions must be prepared in front of the judges to show the skill.
12. 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.
13. Typewritten description and recipes are always required. Sometimes, two copies of the recipe are required: one is to be handed to the organisers at registration, the other is to accompany the exhibit for the benefit of the judges.

PRACTICAL COOKERY

Class 18: Emirati Cuisine - Practical Cookery.

This class is designed to highlight the indigenous cuisine of the United Arab Emirates. The aim is to have it recognised as a cuisine in its own right, the presentation of which can be adapted and updated to reflect the changes and modernisation fast taking place in the country. The dishes must reflect traditional cooking methods and ingredients as used in local Emirati kitchens, either household or traditional restaurant kitchens. This class shall be judged with the assistance for authenticity purposes with an Emirati national. The food presented must use authentic flavours and ingredients traditionally used in Emirati cuisine; however dishes are to be presented in a style to suit a modern restaurant service.

1. Prepare and present, within one hour, four identical individually plated main courses, using fish, chicken, beef or lamb as the main protein item.
2. Present the main courses within 60 minutes of the competition starting.
3. Typewritten description and recipes are required.

Class 19: Traditional Arabic Mezzeh - Practical Cookery.

1. Prepare and present, within one hour, three varieties of hot mezzeh and three varieties of cold mezzeh.
2. Total mezzeh to be sufficient for 4 persons.
3. No more than one of the following four varieties is allowed to be presented as part of the required mezuzahs. Hommous, Moutabel, Tabouleh, Fatouche.



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4. The style of each variety of mezzeh can be that of any of the following countries:
 - Lebanon
 - Syria
 - Jordan
 - Morocco
 - Egypt
 - Tunisia
5. Dishes must represent a variety of cooking methods.
6. Two Portions of the mezzeh will be served in the public restaurant; the other two portions will go for judging.
7. No ready made products are allowed.
8. Sauces must be assembled and finished at the competition.
9. Competitors are to provide their own mezzeh bowls.
10. Extra points will be awarded for new style/innovative and creativities in the mezzeh without losing the authentic flavour of the dish.
11. Typewritten description and recipes are required mentioning the country of origin of each dish.

Class 20: Fish & Seafood - Practical Cookery

1. Prepare and present, within one hour, four identical individually plated main courses, using fish and/or seafood as the main protein item.
2. Present the main courses within 60 minutes of the competition starting.
3. Dishes must be presented on individual plates with appropriate garnish not exceeding 200g total food weight excluding sauces.

Class 21: Beef - Practical Cookery

1. Prepare and present, within one hour, four identical individually plated main courses, using beef as the main protein item.
2. Present the main courses within 60 minutes of the competition starting.
3. Typewritten description and recipes are required.

Class 22: The Golden Coffee Pot Junior Team Challenge - Cold Buffet Presentation

This class is limited to eight international teams.
Entry is by invitation only

RULES AND REGULATIONS

NOTE

1. Please read the following regulations carefully. Non-compliance with any regulation could lead to a loss of marks or a complete disqualification.
2. These rules and regulations must be read in conjunction with the brief for each of the classes entered. The class brief forms part of the rules and regulations for the class.



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HYGIENE

3. Hygiene is of paramount importance throughout the whole of the salon culinaire. Bad hygiene practice by a competitor will result in disqualification.
4. A professional food-safety company will oversee all aspects of hygiene practice at the salon; additionally, it is quite possible that Dubai Municipality Food Control Section will conduct its own hygiene inspections as and when it sees fit. 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. Be careful with your production; storage; carriage and reconstitution hygiene practices.

THE SECRETARIAT

5. The Emirates Culinary Guild (ECG) is the body responsible for the creation, organisation and administration of the Emirates Salon Culinaire (ESC).
6. ESC is governed by and construed according to the rules of the organisers. The organisers have sole authority to adjudicate on any and all matters pertaining to the Emirates Salon Culinaire.
7. An entrant's acceptance of participation in ESC shall be construed as confirmation of his/her undertaking to submit unconditionally to the jurisdiction of the organisers in regard to all aspects of ESC.
8. The address of the Emirates Culinary Guild (ECG) for all correspondence and inquiries referencing The Emirates Salon Culinaire is: The Emirates Culinary Guild, PO Box 71963 Dubai, United Arab Emirates. Tel: + (971) (4) 3403128. Fax : +(971) (4) 3473742. Email: theguild@eim.ae

COMPETITION ENTRY

9. Participation in ESC is open to anyone who is professionally employed in the preparation of food.
10. Unless the organisers specifically mention a class as being a team event, all classes at ESC are for entry by a single competitor.
11. A competitor may enter as many classes as he/she wishes, but is restricted to one entry per class.
12. A completed entry-form should accompany the entrance fee. Completed photocopies of the form or details on a company letterhead are acceptable as an entry.
13. Completed entry-forms or letterheads must be endorsed by the Head of Department or General Manager of the establishment concerned.
14. Due to lack of space in the practical cookery classes, entry is restricted to 5 entries per class per hotel on a first paid-first-accepted basis.

ENTRY FEES

15. The fee for entry to any class of the salon is AED:100/= (One Hundred) per person per class.
16. Fees must be submitted along with completed entry forms: by way of cash or cheque made payable to: M/s. JHFT 021-092499-002
17. No entry to any class will be confirmed until the appropriate fee is paid. Entries will be accepted strictly on a first-paid-first-confirmed basis.



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SALON MARSHALS

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

COMPETITORS AND HELPERS

- 21.** Each contestant is allowed one helper to assist him/her with carrying equipment. No other help is allowed to a competitor within the preparation area.
- 22.** A competitor must wear full; freshly laundered chef's uniform with appropriate headgear and footwear when attending at the exhibition.
- 23.** A competitor's helper must wear full; freshly laundered chef's uniform with appropriate headgear and footwear when attending at the exhibition.
- 24.** If a competitor is incorrectly dressed whilst at ESC, his/her exhibit will not be judged.
- 25.** If a helper is incorrectly dressed he/she will not be admitted to the exhibition.
- 26.** Competitors and helpers must not wear any logo, mark or identifying colour, except those supplied by the organisers.
- 27.** Logos, marks and identifying colours provided by the organisers must be worn by the competitor and helper in the position indicated to them by the organisers at the time of registration.
- 28.** Competitors and helpers must enter with exhibits through the stipulated gate at the rear of the exhibition hall in which the salon is being held and attend at the organisers' registration booth to complete registration formalities.
- 29.** A competitor entered in a practical competition must register at least 15 minutes before the commencement of the competition.
- 30.** Any competitor not in place and ready to start at least five minutes before the time a competition commences, will be disqualified.

EXHIBITS

- 31.** 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 the Head of Department or General Manager.
- 32.** 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.
- 33.** All exhibits must be of edible substance except for framing, socles and stands where they are allowed.
- 34.** It is forbidden to use any living entity whatsoever as part of an exhibit (e.g. tropical fish).
- 35.** It is forbidden to depict religious, nude or political themes in an exhibit.
- 36.** All exhibits must be suitable for presentation as a decorative item in a family restaurant setting.
- 37.** An exhibit must not carry any logo, label or mark of identification; however, a competitor or helper must be able to identify his/her exhibit if required.
- 38.** Each competitor is responsible for his/her own exhibit and should ensure that it is available in its proper place for judging on the day and time specified.
- 39.** Exhibits to be judged must be registered and in place by 09:00 hrs.
- 40.** No preparation or finishing of exhibits is allowed in any area except the designated preparation area at the rear of the salon area.



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- 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.** A competitor must leave the judging area as soon as his/her exhibit is in place or when instructed by the organisers, whichever is the sooner.
- 44.** No competitor or anyone from his/her establishment is allowed to approach or speak with or at a judge without the express permission of the organisers.
- 45.** Competitors must remove their exhibits only when instructed by the organisers.
- 46.** Any exhibit removed from display without the permission of the organisers will be disqualified from receiving any award.
- 47.** An exhibitor may, at the discretion of the organisers, be requested to move his/her exhibit to a separate enclosure to remain for part, or for the duration, of the exhibition.
- 48.** Failure by a competitor to register or exhibit at the specified time could result in disqualification.

AWARDS

- 49.** Gold, silver and bronze medals and certificates and certificates of merit are awarded solely at the discretion of the judges.
- 50.** The decision of the judges is final and each competitor agrees to abide by it without comment.
- 51.** Certificates and medals will normally be presented at c.18:00 each day; but this may change according to circumstance.
- 52.** 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.
- 53.** A competitor or his/her helper must be correctly dressed as stipulated in the rules when collecting medals or certificates

THE GOLDEN COFFEE POT CHALLENGE COLD BUFFET PRESENTATION

- 54.** This class is limited to 8 international teams and is by invitation only.
- 55.** Invitees are provided with a copy of the class brief.

COPYRIGHT

- 56.** All exhibitors and competitors at ESC assign all rights concerning videos, photographs, menus, recipes, exhibits, sound recordings etc. to the Emirates Culinary Guild.
- 57.** Disclaimer:
- 58.** The organisers are entitled to cancel or postpone the Salon, or to alter the duration, timing or schedule of any event.
- 59.** 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.
- 60.** The organisers will not under any circumstances be held liable or responsible for the loss or damage of any exhibit, equipment, goods or personal effects.

INFORMATION FOR THE YEAR 2010

- 1.** Dates of the competition: 21st to 24th February.
- 2.** Venue: Zabeel Hall at Dubai International Convention and Exhibition Centre
- 3.** Entry to the competition through the gate at the rear of Zabeel Hall.
- 4.** The closing date for receipt of completed entry forms and fees is 25th February 2010.
- 5.** Access to the preparation area begins at 07.00 each day.
- 6.** Registration of exhibits commences at 07.00 each day.
- 7.** On the first day (21st Feb), the morning entry might be delayed due to security checks by Dubai Police. Allowances will be made to competitors to make up for any time delays suffered.

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THE EMIRATES CULINARY GUILD

APPLICATION FOR MEMBERSHIP



Date of Application:

Family Name: (Mr./Ms./Mrs.)		
First Name/s:		
Nationality:	Civil Status:	Date of Birth: dd/mm/yy
Name of Employer:	Address in Home Country:	
Work Address:	Tel:	
Web Address:	Email:	
Telephone Office:	Professional Title:	
Fax Office:	Type of Membership Required: (Please tick one)	
Tel. Home:	Corporate <input type="checkbox"/> Senior <input type="checkbox"/> Junior <input type="checkbox"/>	
Fax Home:		
Email:		

Declaration to be Signed by all Applicants
 I wish to join the Emirates Culinary Guild. I have read the ECG Constitution and By-laws. I agree to be bound by the requirements of the constitution. If elected, I promise to support the Guild and its endeavors, to the best of my abilities.

Signed:.....

Proposed By: Sig:.....

Seconded By: Sig:.....

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Remarks:

Payment received?

Certificate Given.	Pin Given.	Medal & Collar Given
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Approved President.....	Approved Chairman.....
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Fees:
 Senior Members: Above the rank of chef de partie (or senior chef de partie on executive chef's recommendation).
 Dhs: 350/= joining Includes certificate; member-pin, member medal and ECG ceremonial collar.
 Dhs: 150/= per year thereafter.
 Junior Members: Chef de partie or below Dhs: 50/= membership valid for duration of member's stay in UAE.
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