

**gulf**

THE MAGAZINE CHEFS LOVE TO READ

www.gulfgourmet.net   myChefID

# gourmet

volume 16, issue 9

## THE DESIGNER OF DELISH

Roderick Hinampas, the Executive Pastry Chef at Sannine Patisseries, is talent, friendliness and entrepreneurship rolled into one

*Roderick Hinampas*  
Executive Pastry Chef

### SWEET SYMPHONY

Richler Herbert, the executive chef at Bakemart, is on a mission to spread the pastry joy



### FOOD STYLING

Henriett Braun, a leading food stylist in Dubai, takes us through the rigours of her profession



### HELL'S ANGEL

Hell's Kitchen is a culinary paradise as far as Chef Arivukkarasan Ravikkumar is concerned





chef **ID**

“

**I use chefID app for news, products, learning, jobs, inspiration and meeting other Chefs. Come join me!**



## THE SOCIAL APP FOR CHEFS

Find and share all things culinary. Be among the first to join.  
Available on iOS and Android.

# president's station

email [theguild@eim.ae](mailto:theguild@eim.ae)



CONVENTION  
& EXHIBITION  
BUREAU

**WORLD CHEFS  
CONGRESS & EXPO  
ABU DHABI  
UAE  
30 MAY-2 JUN 2022**

Dear fellow Chefs, ladies and gentlemen,

Welcome to the November issue of our Gulf Gourmet. October 2021 was for many of us a very busy month. With Expo 2020 Dubai opening its doors and the Covid 19 restrictions easing, business in town is back.

We were all very happy when the municipality announced that our guests can help themselves again on the buffet. UAE being a buffet country, this brought back lots of comfort for our guests.

If you have not gone visiting Expo 2020 yet, I can only advise to make sure you block a few days and visit, plan 4 to 5 days or more if you can. I personally will try to visit every country pavilion, so far I visited more than 100. Be open-minded and learn not only from the big countries. I learned about smaller countries that I had never even heard of before.

November is going to be a very busy month with lots of big events coming to town including the Air Show and Motor Show. In the meantime your ECG Team is busy of planning events. Watch this space, soon we will announce two online virtual competitions. We are working with partners from Canada for Seafood / Meat Recipe Video Competition and with our Partner Anicav on a European Vegetable Video Competition.

Both are planned to be launched in December. As well we are looking at the possible live cooking competition beginning February.

Our main focus is the big show in Abu Dhabi 2022. We will have 7 events under 1 roof:

1. Worldchefs Congress
2. Global Chefs Competition
3. Billy Gallagher Young Chef Forum
4. Young Chef African Cup
5. ExpoCulinaire
6. Salon Culinaire
7. Education Corner

We look forward to these amazing



events and welcoming chefs from around the world. I am really looking forward to showcase our Emirati culture and food, and at the same time learning from colleagues.

Please pass the word around, we still have spaces for the Exhibition, contact the ECG at [emiratesculinaryguild@gmail.com](mailto:emiratesculinaryguild@gmail.com) or Purple Kitchen at [joanne.cook@purple-kitchen.com](mailto:joanne.cook@purple-kitchen.com) directly to book your space, don't miss it. We are expecting chefs from more than 100 countries to be with us.

The Congress registration is open now at [worldchefscongress.org](http://worldchefscongress.org). Do not miss out on the Early Bird Discount.

Please visit [gulfgourmet.net](http://gulfgourmet.net) to browse through previous issue of this magazine.

Visit [emiratesculinaryguild.net](http://emiratesculinaryguild.net) to see latest happenings on the events calendar. And visit [fb.com/wacsyoungchefs](https://fb.com/wacsyoungchefs) for young chefs to be in contact with over 4,000 chefs across the globe.

Please do not miss the company profile of our corporate members. We really do appreciate your support. Also do look at the Friends of the Guild pages to check all our supporters.

Thank you to Chef Diyan Manjula and Radisson Blu Hotel DDC Team for hosting the October meeting.

Culinary Regards,

**Uwe Micheel**

*President, Emirates Culinary Guild*

*Director of Kitchens,*

*Radisson Blu Hotel, Dubai Deira Creek*

# ggcontents

- 07 » **Editor's Note**  
Our Editor's take on all things F&B in the region
- 08 » **Friends of the Guild**  
Brands that support professional chefs
- 12 » **Newsbites**  
Chef events and industry news from within the country and around the globe
- 16 » **Golden Chef's Hat Award** *(Team 1)*  
Chef **Sushant Joshi** and Chef **Harshani Sandamali Desapriya** of Wyndham Garden Ajman Corniche are our first team of challengers at the Golden Chefs Hat Award this month
- 22 » **Chef of the Month**  
Hell's Kitchen is a culinary paradise as far as Chef **Arivukkarasan Ravikkumar** is concerned
- 28 » **Pastry Mastery**  
**Richler Herbert**, the executive chef at Bakemart, is on a mission to spread the pastry joy



38 »



32 »

**Cover Story**

Roderick Hinampas, the executive pastry chef of Sannine Patisseries, is talent, friendliness and entrepreneurship rolled into one

38 »

**Golden Chef's Hat Award** *(Team 2)*

Chef **Charles Niroshan Manoharan** and Chef **Shalma Safrina** from Hilton Resort and Spa Ras Al Khaimah are this month's second team for GCHA UAE Season 9

42 »

**Food Styling**

Exclusive interview with **Henriett Braun**, a leading food stylist, on what the job entails

48 »

**Events**

Exclusive images from the Emirates Culinary Guild meeting and more

58 »

**Members Directory**

A listing of all the leading food, beverage and equipment suppliers in the region

48 »



# Your first steps towards a culinary career.

[WORLDCHIEFSACADEMY.COM](http://WORLDCHIEFSACADEMY.COM)



**WORLDCHIEFS**  
*Academy*

# editor'snote

email [editor@gulfgourmet.net](mailto:editor@gulfgourmet.net)

Our hopeful predictions for Q4 of 2021 seem to be coming true for UAE's tourism sector and hospitality in particular. International travel is picking up way better than expected and airlines like Emirates and Qantas are dusting off their A380s to make room for the travel surge.

This is especially great news for our chefs who are now in serious demand the world over. While organizations such as Atlantis the Palm were offering joining bonuses, in North America, the war for talent has reached a whole another level. Even Michelin-star restaurants are doing everything they can to lure the best chefs into the kitchen.

Talking of talent, this issue is packed with some amazing people who are doing their bit to make the region's culinary creations a delight to experience.

Our cover story is Roderick Hinampas, the executive pastry chef at Sannine Patisseries, who is talent, friendliness and entrepreneurship rolled into one. It's a great success story which makes for a great read.

An equally great read is the long-form interview with the senior culinarian at Gordon Ramsay's Hell's Kitchen. Chef Arivukkarasan Ravikkumar is so sharp and savvy, that Hell's Kitchen seems like a culinary paradise to him.



A big thank you to Nestle Professional for being at the forefront of investing in young chefs.

This month we have Chef Sushant Joshi and Chef Harshani Sandamali Desapriya of Wyndham Garden Ajman Corniche, and Chef Charles Niroshan Manoharan and Chef Shalma Safrina from Hilton Resort and Spa Ras Al Khaimah.

If you have been following this competition closely you will find that the number of female competitors vying for the Golden Chefs Hat Award has increased year on year. In fact, last year's winner was a woman. This is something we are extremely proud of and will keep pushing forward.

Last but not the least we have two amazing insights into the art of baking with Richler Herbert, the executive chef at Bakemart, and the art of food styling with leading stylist Henriett Braun.

Don't miss all this and more in the power packed issue that you hold in your hands. If there are stories you would like to see in our future issues, please feel free to email me.

Until next time, enjoy the read and keep cooking with passion.

**Aquin George**  
*Editor*

Read about the mentor to many young chefs in this issue.

The Nestle Professional Golden Chefs Hat Award UAE – Season 9 is reaching its final set of contestants. The competition now in its ninth year has seen hundreds of young chefs receive their first glimpse into public recognition and the ability to showcase their craft thanks to this partnership with us.

## CREDITS



### EMIRATES CULINARY GUILD

Uwe Micheel  
President  
+971 4 340 3128, [theguild@eim.ae](mailto:theguild@eim.ae)

### EDITORIAL

Aquin George  
Managing Editor & Publisher  
Amaresh Bhaskaran  
Associate Publisher & Photo Editor  
Vahiju PC  
Art Director

### CONTRIBUTORS

Samaneh Naseri  
Kirti Pandey  
Cody Cuthbert

### REGISTERED OFFICE

Vattacan Inc  
243 Elgin Dr, Ontario L6Y2V2,  
Canada. [www.vattacan.com](http://www.vattacan.com)

### MIDDLE EAST SALES PARTNER

Smartcast Group LLC  
PO Box 34891,  
United Arab Emirates  
[www.groupsmartcast.com](http://www.groupsmartcast.com)

### SALES ENQUIRY

[advertise@gulfgourmet.net](mailto:advertise@gulfgourmet.net)

### COPYRIGHT

Gulf Gourmet is a registered trademark with the Canadian Intellectual Property Office and licensed by the National Media Council in the UAE. All material appearing in Gulf Gourmet is copyright unless otherwise stated or it may rest with the provider of the supplied material. 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



دائرة السياحة والتسويق التجاري  
Department of Tourism and Commerce Marketing







MITRAS  
INTERNATIONAL TRADING L.L.C



East Fish Processing LLC



RESTOFAIR  
— RAK —







*Farm to Family*

# FROZEN WHOLE YOUNG TURKEY

Tender and juicy, Butterball Premium Seasoned Frozen Whole Young Turkeys are all-natural, gluten-free, and raised without hormones on American farms, giving you the highest quality turkey for your holiday meals.



# newsbites

## Chef Bayu joins Waldorf Astoria Palm Jumeirah

Waldorf Astoria Dubai Palm Jumeirah has found its Indonesian chef de cuisine in Bayu Fidiyanto. Chef Bayu began his culinary journey at the Radisson Plaza Suite Hotel Surabaya followed by Holiday Inn Hotel Semarang.

In the Middle East, he has worked at Saudia catering, Beach Rotana Abu Dhabi, Noodle House by Jumeirah, W Abu Dhabi, Le Royal Meridien Dubai, InterContinental Abu Dhabi and

Fairmont Amman. With the new role, the focus is Lao restaurant known for fine-dining Thai and Vietnamese cuisine. Chef Bayu is all set to add some sizzle to their wok with his mastery of Indonesian cuisine.

You can taste his style at the Indonesian Expedition menu for November which includes steamed vegetables salad with peanut sauce; spicy turmeric chicken soup; beef curry with coconut milk; and mango pudding.



## 98 Million Views For Frying In The Desert

A video of Turkish chef Burak Ozdemir cooking fryums on a huge skillet has gone viral garnering over 5 million likes and nearly a 100 million views. In the short video, the Turkish chef is seen setting up a huge skillet on big bricks in the middle of the Dubai desert. He throws wood beneath the skillet and then lights it up to heat it for cooking the food. He then pours oil onto the pan. After the pan gets heated up, the chef adds colourful fryums with the help of two of his friends. Within seconds, the colourful fryums puff up instantly and are ready to dig into.



## Chef Matthew Opens Three-Story Pop-Up

At Expo 2020 Dubai, Chef Matthew Kenney is delighting visitors with four vegan concepts—from food truck to rooftop cocktail bar—across three levels, reports Veg News.

A vegan food celebrity chef, his plant-based concepts can be found throughout Terra, The Sustainability Pavilion, which is suited for the chef's mission.

On the ground floor of Terra, Expo visitors will find "Veg'd", a fast-food

concept he launched in March in California. On the first floor, guests will find "Xyst", a concept that specializes in Mediterranean and Middle Eastern comfort cuisine.

On Terra's rooftop, "Mudra" serves pizza topped with house-made cheeses, sushi dishes, kabobs, and cocktails. And if three levels of vegan concepts were not enough, Kenney's "M.A.K.E." food truck can be found on the grounds of Expo serving grab-and-go options



## Dubai's Anar restaurant heading to Abu Dhabi

Chef Vali Forghani of Anar is setting-up a week-long pop-up experience celebrating Persian culture and cuisine in Abu Dhabi. Anar has been a favourite UAE dining destination for over 16 years and in collaboration with Shangri-La Hotel, the pop-up is expected to be a hit this month.

"I am very excited to showcase the delicacies we serve at Anar to the residents and guests of Abu Dhabi with this pop-up experience at Shangri-La Hotel, Qaryat Al Beri, Abu Dhabi. At Anar, we believe that Persian hospitality is in the details; it is the perfect balance of friendliness and sophistication combined with gastronomic delights, cooked with love and reminiscent of childhood summers," says Chef Vali.



## Top Chefs Crowned in First UAE Sustainable Eating Awards

Top chefs have been crowned at the first UAE Sustainable Eating Awards in recognition for their achievements in creating the nation's first menus utilising 100% local ingredients.

Chef awards went to Sebastian Nohse, Senior Culinary Director Hilton UAE, on behalf of 17 Hilton chefs, Matthijs Stinnissen, Executive Chef of DIFC's BOCA Restaurant, and Raymond Wong, Executive Chef Atlantis' Seafire Steakhouse.

The awards, distributed at the Speciality Food Festival, running until November 9 at Dubai World Trade Centre (DWTC) honoured chefs and food professionals who contributed to the UAE's sustainability and food security efforts, particularly during Expo 2020 and the Golden Jubilee celebrations.

The winners were selected by a panel including chefs, sustainability experts comprising overseas guest academics and industry representatives, who judged the nominees based on their initiatives to reduce food and kitchen waste, use of sustainable suppliers, and their commitment to food security.

Accepting the Hilton award Chef Nohse said: "This recognition really underlines our mission to do our best and I hope all go ahead and try our new menu that promotes sustainable and smart eating!"

Supporting the sustainable eating drive, Chef Stinnissen, commented: "The UAE has an excellent coastline so that we do not have to import seafood – this also helps us reduce our carbon footprint which we as an entity are extremely cautious of. I personally believe that if all the restaurants in the country start focusing even 10% on sustainability, we as a nation could do so much good."

Chef Wong, said his restaurant's 100% UAE journey began earlier this year. "Our Atlantis Atlas Project sources local ingredients to replace imported ones and reduce our carbon footprint and provide fresh ingredients. We're extremely grateful to have received this award and hope to take this initiative forward."

As part of the Sustainable UAE Eating initiative, chefs and food professionals were invited to send a sustainable recipe to be published in an online collection on [www.uaeating.ae](http://www.uaeating.ae) in addition to designating one of their dishes as representing their sustainability commitments. The recipes are available to the public for free

The sustainability drive is endorsed by the Emirates Culinary Guild and coincides with the 12th Italian Cuisine World Summit (6-11 November 2021), which has sustainability as its theme.



# EU BEE HONEY

## متعة الروح الأوروبية!

تذوق عسلًا استثنائيًا مضمونًا وفقًا لمعايير سلامة الأغذية في الاتحاد الأوروبي والجودة العالية. منتجات تربية النحل الطبيعية من بلغاريا واليونان

[www.eubeehoney.eu](http://www.eubeehoney.eu)

يتمل محتوى هذه الحملة الترويجية آراء المؤلف فقط وهي مسؤوليتها / مسؤوليتها وحدها.  
لا تتحمل المفوضية الأوروبية والوكالة التنفيذية للأبحاث الأوروبية أي مسؤولية عن أي استخدام للمعلومات التي تحتوي عليها.



حملة ممولة بمساعدة الاتحاد الأوروبي

The European Union supports campaigns that promote high quality agricultural products.





## Ilias is Executive Chef at Conrad Dubai

Conrad Dubai sees Ilias Doulamis step into shoes of Yannis Manikis, reports HospitalityNet.

The Greek chef is a master at contemporary European cuisine with a Mediterranean twist. He overlooks Kimpo, Cave, Ballaro, Bliss 6, Isla, banqueting operations and the executive lounge.

## Judy Joo to cook at InterContinental Fujairah Resort

Global celebrity Chef, icon and TV personality Judy Joo will be showcasing her signature Korean dishes with a live cooking session on November 11 and 12 at Grills by DRIFT Seafood Kitchen & Bar.

Judy is a known face on TV, starring in Iron Chef UK and securing herself the title 'Iron Chef UK', becoming the only female Iron Chef in the UK and the second female Iron Chef worldwide.

Off the back of her success in the UK show, Judy became a resident judge on Iron Chef America. Her expertise in Korean cooking led to her own shows: Judy Joo's Return to Korea and two seasons of Korean Food Made Simple.

Since then she has published her debut cookbook, Korean Food Made Simple and has made regular appearances on numerous programs in the USA including The Today Show, Wendy Williams, The Talk, and various Food Network shows.



## Mandarin Oriental Doha Hosting Chef Becker



Mandarin Oriental, Doha is welcoming two Michelin star Chef Wolfgang Becker of

Becker's Restaurant to Liang Restaurant for a culinary collaboration with Chinese Executive Chef Lam to create a dinner menu featuring Cantonese dishes with modern haute cuisine.

He is coming as part of the "World Class Chefs" initiative, a two-year long initiative that aims to host high-profile chefs from around the world.

Chef Becker began his culinary career in 1989, the German-native worked as a chef at various Michelin-starred hotel restaurants across Germany such as at the restaurant of Imperial Hotel Bühlerhöhe, the three Michelin star restaurant Schwarzwaldstube in 1994 with renowned Chef Harald

Wohlfahrt known as one of the finest chefs in Europe.

In 1995, he returned to work at his family's hotel, Becker's Hotel & Restaurant, before inheriting the property which he transformed into an award-winning hotel and restaurant.

His eponymous gourmet restaurant, Becker's, has maintained two Michelin stars since 2009, where Chef Wolfgang is also the chef. With an impeccable eye for detail, Chef Wolfgang is well known for creating dishes that are always clear, authentic and honest with advanced cooking techniques that highlight the flavours of the fresh ingredients used. Achieving numerous accolades for his gastronomy, including a prestigious 18 points, with 20 being the highest by the French restaurant guide Gault & Millau.

To get your chef or company related news featured in this section, email [editor@gulfgourmet.net](mailto:editor@gulfgourmet.net)



Nestlé  
Golden  
Chef's Hat  
Award



# TOUGH COOKIES

They don't dream about success. They work for it. Both Chefs **Sushant Joshi** and **Harshani Sandamali Desapriya** of Wyndham Garden Ajman Corniche have overcome huge challenges in life to reach the path of growth. Imagine the possibilities then when they join hands for the Golden Chef's Hat Award...

## SUSHANT JOSHI

You visit Nepal for the first time for Mount Everest; you visit Nepal many times thereafter for its people. Friendly, hospitable and charming, the people of this small country bordering India are truly unique.

When you meet Chef Sushant Joshi, you are reminded of this. The 26-year-old commis chef from Wyndham Garden Ajman Corniche loves to be a part of a community, be it in hospitality or in

gaming. Just like he has umpteen fans of his cooking, he has 7,000 followers of his live gaming streams on Facebook!

Chef Sushant is currently pursuing a culinary diploma from the prestigious International Centre for Culinary Arts in Dubai. "Yes, things are hectic right now but I enjoy everything I am doing," he smiles affably.

Currently, the Nepali chef is working in the hot kitchen at the hotel. "I am in the team

that prepares everything for the buffet plus the cafeteria and then we manage the room service." He has been with the hotel for four years now, having joined as a part of the pre-opening team. Earlier, Chef Sushant had worked at the Ramada Hotel and Suites by Wyndham Ajman for several months, in what was his first job.

Initially, while growing up in Nepal, Chef Sushant had plans to study business management. He even enrolled for the course. However, family-related



SUSHANT JOSHI



HARSHANI SANDAMALI DESAPRIYA





misfortunes forced him to drop out of college and hunt for a job to support his family financially. He learnt the basics of cooking and kitchen operations, taking up a job at the Hotel Ravine Sunrise Nepal in Dhulikhel in 2014. Three years later, however, he got a lucky break at the Ramada.

And the rest, as they say, is history.

For the Golden Chefs Hat competition, Chef Sushant has cooked up a beef delicacy with tomato and spinach, served with grilled mushrooms and herbed asparagus. "I wanted to create something apart from the ordinary. I hope the judges like it."

Now that he has spent some years in the profession and seen the possibilities, Chef Sushant has no regrets about having to abandon his business studies. "Everyone is like family here and we work as a team, so I don't miss home that much." What he does miss though, is spending time with his mother and younger sister.

While he has no concrete career titles in mind for his future, focussing instead on learning, one thing Chef Sushant would like to do is promote the cuisine of Nepal in other parts of the world. "I like to cook Nepali dishes. My personal favourite is spicy momos." Eager to impart his own learnings to future generations, he can easily imagine himself in the role of a

teacher to aspiring chefs someday.

There's miles to go before he reaches that level. But one thing he can teach them right away is that it pays to work hard.

## HARSHANI SANDAMALI DESAPRIYA

Fortune indeed does favour the brave. And the determined. Chef Harshani Sandamali Desapriya's story is a lesson in hard work and talent.

She starting her work life as a worker in a garment factory in Sri Lanka. Today, she is a commis chef in pastry at the Wyndham Garden Ajman Corniche. What's more, she won a scholarship for a diploma in hospitality at the International Centre for Culinary Arts and was honoured as the 'Chef of the Batch' for the class of 2021.

Taking into account that she is just 29 years old, the Sri Lankan chef has already come a long way. And the path ahead is full of promises.

"I came to Dubai with a job at a cleaning company and then I joined Ramada Hotel and Suites in 2015 in the housekeeping department," Chef Harshani recalls when rewinding back to her life in the UAE. Within a year, her work ethic won her a training in the pastry department. "I used to go for

the kitchen training after doing eight hours of housekeeping work. I started my work days at 7 AM and worked until 8 PM and sometimes even later. During my training, I barely slept for nearly six months." Eventually this hard way paid off. She was moved permanently to the pastry kitchen.

When the Wyndham Garden Ajman Corniche threw its doors open, Chef Harshani was transferred there in 2018. Along the way, she won several honours, including a gold medal at the Hospitality Excellence Awards 2018 and 'Star of the Month' at Wyndham Garden Ajman Corniche.

Winning a scholarship at the ICCA was good news but that too required sacrifices. "I hardly had any time off. I had to balance work and studies but I am sure it will bear fruits going forward."

This is her first competition and she is determined to make a mark on the judges. "I made a white chocolate coffee cheesecake, garnished with a chocolate macaron and Nestlé Kit-Kat crumble."

In the near future, Chef Harshani wants to become a pastry chef. A believer in short-term targets, she is giving herself two years to achieve this first goal.

Considering her talent, tenacity and team play, that should be a cakewalk!

**Stuffed beef roll with baby spinach, sun dried tomato, and veal jus; buttered buckwheat, asparagus and fresh mushroom; reduction of beetroot and orange juice; garnished with risotto ball and carrot puree**

**STUFFED BEEF ROLL**

Beef tenderloin	220g
Baby Spinach	100g
Sun dried tomato	50g
Mustard paste	10g
Worcestershire sauce	10ml
Fresh thyme	2g
Olive oil	10ml

**Maggi beef stock**

Salt & pepper to taste

**Method**

- ◆ Take the red chopping board and knife. Slice the beef lengthwise and use a flat meat mallet to make it thin. Season with salt and pepper.
- ◆ Boil water and season with salt. Blanch the baby spinach for 5 seconds. Take it out from hot water and put in ice water to retain the natural color and freshness, then strain.
- ◆ Put alongside the sundried tomato on the flat beef and roll up. Tie with kitchen string. Marinate with olive oil, mustard paste, Worcestershire sauce, fresh thyme, Maggi beef stock, and salt and pepper. Cook in oven at 185°C for 12 minutes. Then, cut the beef roll on both sides and in middle. Cut into two more slices for plating.

**BUCKWHEAT, ASPARAGUS AND FRESH MUSHROOM**

Roasted buckwheat	100g
Onion	25g
Olive oil	25ml
Water	200ml
Asparagus	50g
Fresh baby mushroom	50g
Unsalted butter	50g
Maggi vegetable stock	2g

Salt & pepper to taste

**Method**

- ◆ Rinse buckwheat with cold water and



drain well.

- ◆ Heat a large skillet over medium heat and add 1 tbsp olive oil. Sauté buckwheat for two minutes. Transfer to a medium pot.
- ◆ In the same skillet, cook onion in 1 tbsp olive oil for two minutes, stirring frequently. Add mushrooms and cook for 6-8 minutes, until half of the water evaporates, and until they are soft.
- ◆ Add buckwheat and Maggi vegetable stock. Bring to a boil, reduce heat and cover with a lid. Cook for 10-12 minutes, until kernels are almost cooked, but there is still some water. Add asparagus, season with salt and pepper. Cook for 3-5 more minutes, until done.

- ◆ Remove from heat and let it stand in the pot for 5 minutes. Add 1 tbsp of butter, to make it creamier.

**VEAL JUS SAUCE**

Butter	30g
Fresh thyme	
Garlic	2g

**Chef demi-glace**

**Maggi beef stock**

Salt & pepper to taste

**Method**

- ◆ Heat the saucepan. Add butter, garlic, and thyme. Sauté for one minute and add Maggi beef stock and Maggi demi-glace, plus salt pepper.



### REDUCTION OF BEETROOT AND ORANGE JUICE

Beetroot	50g
Fresh orange	50g

#### Method

- ◆ Peel the beetroot and orange. Blend them and strain. Cook in a saucepan and reduce to a simmer.

#### For garnish

### GOLDEN FRIED RISOTTO BALL

Risotto Rice	100g
Unsalted butter	10g
Water	200ml
Leeks	5g

Egg	1pcs
Bread crumb	100g
Garlic	2g
Salt & Pepper	
Vegetable Oil	

#### Method

- ◆ Heat a small pot and add butter, leeks and garlic. Sauté for one minute until it is light brown in color. Add risotto rice and water. Cook for 5 minutes or until water is fully absorbed by the rice. Reduce heat and cover with lid. Cook until done then remove from heat to cool down.
- ◆ Transfer the cooked risotto into a bowl and add egg, salt and pepper. Mix it

well then roll them into a round shape, then dip in bread crumbs. Deep fry until risotto ball become golden color.

### CARROT PUREE

Carrot	100g
Nestle Cream	50ml
Thyme	
Salt and pepper	to taste

#### Method

- ◆ Bring the saucepan and add water to boil, then add peeled carrot. Wait until the carrot become well done. Remove from heat and strain the water. Put in blender and add cream, thyme salt and pepper, and blend.



## White chocolate and coffee baked cheesecake with almond macaron and dark chocolate ganache, blueberry paste, mixed berries and crushed Kit Kat

### WHITE CHOCOLATE AND COFFEE BAKED CHEESECAKE

Nestle cream	130ml
Nestle white chocolate	130g
Philadelphia cheese	300g
Coffee powder	5g
Sugar	130g
Corn flour	20g
Egg yolk	40g
Whole egg	80g
Nestle plain yoghurt	80g
Nestle condensed milk	30ml
Vanilla essence	

#### Method

- ◆ Bring the cream to boil and add the white chocolate and coffee. Mix and whisk for two minutes then take out from heat. Keep aside for 10 minutes to cool down.
- ◆ In the mixture machine, add Philadelphia cheese and sugar. Mix well then add egg yolk and whole egg, condensed milk, plain yoghurt, and vanilla essence. Mix for two minutes and then add the mixture from the first process, plus the corn flour slurry.
- ◆ For the base crust: First, crush the

biscuits. Add sugar and mix it well. Then add butter and mix well. Put all in a baking tray and press together. Bake in an oven at 160°C for 5 minutes then take out from oven to cool down.

- ◆ After cooling down, bring the base tray and put all the mixture. Bake at 100°C for 45 minutes.
- ◆ Slice a portion and plate.

### BASE CRUST

Digestive biscuits	10pcs
Sugar	50g
Unsalted butter	100g

#### Method

- ◆ Season the fillet with salt and pepper. Making Duxelle by sautéing the mushroom, shallots, garlic and thyme. Once it's cook

### ALMOND MACARON

Almond powder	100g
Icing sugar	100g
Egg white 2 sets,	35g each
Caster sugar	75g
Food color	

#### Method

- ◆ Mix the almond powder and icing sugar together, add the first egg white and mix into a paste.
- ◆ Place the other egg white and caster sugar together and whisk over a bain-marie, until it is thick and creamy.
- ◆ Remove from that heat and continue whisking until cool.

- ◆ Mix a third of meringue into the almond paste and mix it. Then add the rest and fold until combined and glossy.
- ◆ For the food color, coloring paste can be added at any stage of preparation. Powdered color must be added while preparing the meringue.
- ◆ Pipe on a baking sheet with baking paper and rest for 18-15 min or until skin is formed.
- ◆ Bake at 140°C for 12 to 14 minutes.
- ◆ To finish, fill two macaroons together with chocolate ganache keep them in the fridge covered. They reach their best quality the following day.

### DARK CHOCOLATE GANACHE

Nestle cream	75ml
Dark chocolate	75g

#### Method

- ◆ Heat the saucepan and add cream. Boil for 30 seconds and take out from heat. Add dark chocolate mix it until the chocolate melts.

### FOR GARNISH

Blueberry paste

Chocolate garnish

Mixed berries

Crushed Kit Kat

Micro leaves

#### Method

- ◆ Garnish with blueberry paste, mixed berries, chocolate garnish, crushed Kit Kat and micro leaves.



HK ENTERPRISES

# YOUR FAVOURITE GLOBAL FOOD BRANDS UNDER ONE ROOF



That's right. HK Enterprises, with a pedigree spanning three and a half decades, is one of the leading suppliers of food products in the Frozen and Non-frozen categories. With heavy investments in state-of-the-art storage & logistics, the top-of-the-line global brands are made available locally to cater to the needs of our esteemed clients. Chef's delight indeed!

## HK FROZEN

## GOURMET

T: +971 4 2486000 | F: +971 4 8766820 | E: office@hkfoodgroup.com

T: +971 4 3474712 | F: +971 4 3474571 | E: dry@hkfoodgroup.com

www.hkfoodgroup.com

A blurred background image of a room. In the foreground, a lamp with a red pleated shade and a glowing bulb sits on a dark metal stand. To the left, a white chair is partially visible. The background shows a wall with a light switch and a doorway. The overall lighting is warm and soft.

# HELL'S ANGEL

It might be called Hell's Kitchen but as far as Chef **Arivukkarasan Ravikkumar** is concerned, it is nothing short of a culinary paradise. The senior sous chef of the luxury restaurant traces his journey from growing up in a small South Indian town to rubbing shoulders with celebrity chef Gordon Ramsay...







Where he comes from, the inability to cook is considered a badge of honour for a man. Chef Arivukkarasan Ravikkumar silently rebelled against the traditional prejudice. Today, he wears his chef's hat with great pride and his family, which initially opposed his plans, couldn't be prouder.

The senior sous chef from Hell's Kitchen by Gordon Ramsay Dubai has been in the culinary industry for no less than 15 years. He's the second-in-command at Hell's Kitchen but is currently running the show as the leadership at the restaurant goes through a transition.

Under Chef Arivu are 21 chefs, who together manage three outlets. Located at Caesars Palace - Bluewaters, the restaurant has an open kitchen and serves British cuisine. "I've been here since the pre-opening of Hell's Kitchen," he elaborates, adding, "It's a fun place to work but also very busy. Of course, there are everyday pressures. What makes it easier is the environment of trust among colleagues. They are all highly skilled and great at their jobs." Upholding the high standards of the restaurant is top priority for him and his team. "The orders are executed quickly and we always make sure everything is perfect before we start the service." Attention to detail is encouraged heavily to prevent mistakes as far as possible. The restaurant also lays great emphasis on training.

Newbies first have to go through the backroom grind before they are given more specialised tasks. "They start with garnish, then go into cold kitchen, then hot kitchen. It's a six-month process to transition from the backroom work to the main kitchen. We want to ensure that each of our chefs is thoroughly trained before they get into work that directly affects guests."

Chef Arriva is responsible for meeting each outlet's goal in terms of food cost, guest satisfaction, food quality,



## Of course, there are everyday pressures. What makes it easier is the environment of trust among colleagues. They are all highly skilled and great at their jobs

expenses reduction, menu changes and revision. In addition, he also has to train employees and work on deepening their engagement and job satisfaction.

### A LATE STARTER

Unlike many chefs, Chef Ariva did not have the luxury of learning cooking as a child due to his mother's belief that men did not belong in the kitchen. Growing up with two academically-inclined sisters in a small town near Chennai in South India, he was expected to do as well as them in school. But he never did.

"I have an older sister and a younger sister. Both were very good in studies. I was always conscious around them because my father would point out that their grades were always better than mine," he smiles at the memory.

Years later, the sibling rivalry is still on. "I earn three times more than them and they laugh that the worst student among us is actually earning the biggest salary."

The idea to get into hospitality came about by chance. In fact, it was a dare. "I visited one of my uncles and he was studying hotel management at the time. He told me I should not even consider doing it because I was too skinny to work such long hours and carry heavy things around the kitchen! I took up the challenge."

Initially, when he floated the idea to

his family, there was resistance. His mother was especially disappointed. "But she agreed to let me study culinary management and even taught me to cook some things."

Chef Arivu got a three-year diploma in hotel management from Sri Sai Institute of Hotel Management in 2006 and then embarked on his career in Dubai in 2007 as a commi chef in Lotus Hotel, a small four-star hotel.

That too happened by chance.

A friend brought Chef Arivu to Dubai on a visit visa and helped him find a job. That friend is now an executive sous chef at the Hyatt hotel and their bonds remain strong as ever.

### FORWARD MARCH

Towards the end of 2009, Chef Arivu joined The Exchange Grill restaurant, an award-winning fine-dining steakhouse at the Fairmont Dubai. The restaurant was adjudged the best steakhouse in 2012 by Time Out Dubai and it was the runner-up in the list of the top 50 restaurants in the Middle East 2012 by Esquire Magazine.

"A couple of years later, I moved to the Jumeirah Emirates Tower Hotel as a demi chef de partie." He worked at Alfie's, a contemporary British restaurant, and Vu's, a modern European fine dining format. There, Chef Arivu led a team of five chefs. He was responsible for creating recipes and managing the food preparation at the popular restaurants.

A while later, the Indian chef joined Mövenpick Jumeirah Beach Hotel, where he managed the kitchen operations of four outlets as well as the a New York-style brasserie and lounge. He managed a team of 28 chefs, directly reporting to the executive chef and the executive sous chef. The Talk and Soul restaurant's Friday brunch won the BBC Good Food Award in 2014 for the best brunch in Dubai.

At the end of 2015, Chef Arivu joined the Sheraton Grand Hotel as sous chef.

His team of 33 chefs serviced four outlets, including the Feast multi-cuisine restaurant and Link café. Three years later, he joined Hell's Kitchen. "I actually joined for the pre-opening of Sunbar and Kelio's restaurants but when a vacancy was created at Hell's Kitchen, I was offered the position."

He accepted...and hasn't looked back since.

### FRIENDLY COMPETITION

While it's all about camaraderie in the kitchen, some friendly competition never hurt anyone. Chef Arivu made his debut in culinary contests in 2009 with a bronze medal.

Since then, his medal tally has grown exponentially.

Most notably, he won a gold medal at the Luxembourg World Cup in 2018 and several silver and bronze medals at the Salon Culinaire over the years. In the Dubai World Hospitality Championship 2013, he won a silver for his five-course gourmet menu. "I am a shy person. So it's a bit difficult for me to cook with so many cameras around and people looking at my every move. But with every competition, I have gained more confidence."

It's interesting to look back on how it all began. Back in 2010, he realised there was an opportunity to gain exposure when he found out that the Salon Culinaire was taking place right in front of Fairmont hotel, where he worked at the time. "So I went to see it and I saw so many interesting stories. I told my chef I wanted to participate in the Salon Culinaire 2011. He agreed and entered me in four categories. I got a bronze but I learnt from my mistakes and the next year, I participated in three categories and won silver medals." In total, Chef Arivu has done more than 30 competitions. Of his current medal tally of about 30, five or six are gold medals.

"When I found out that they were hiring for the Luxembourg World Cup, I went to try my luck. It was a two-year



commitment but it was immensely satisfying to see how the culinary world is so diverse." It was a huge international competition and the UAE team won a gold and two silver medals. "I was also very impressed with the Singapore and Sweden teams. It was quite a learning experience for me. Now I am helping train the national team."

### A MENTOR AND A MENTEE

Chef Arivu pushes his young chefs also to take risks and learn from their mistakes, just like he did. He encourages and grooms them to participate in culinary competitions. "I give them some ideas but encourage them to develop their own dishes." Some chefs he coached have gone on to win medals. In the past three years, his chefs won 4-5 gold medals.

For Chef Arivu, the people he trains are like family. Sometimes, just encouragement is enough but sometimes some tough love is warranted. "I don't hesitate to tell them what they could have done better. Many appreciate the feedback." Although Chef Arivu has expanded his involvement in competitions to include marshalling, he has no interest in becoming a judge for such events. "As a judge, I cannot train people. And I also like to be as close to the people I teach. Being a judge means you have to maintain some distance from the competitors."

Of course, being close to his junior chefs doesn't mean incompetence is tolerated. "I am strict, especially when it comes to the service in Hell's Kitchen. If the dishes are not made perfectly,

they are not going out of the kitchen. Whether my chefs like it or not, we are in the business of giving people a perfect gastronomic experience and that requires hard work and dedication."

He aims to make Gordon Ramsay proud of the restaurant. Two-three days before the pre-opening of the restaurant, Chef Arivu had a chance to interact with the celebrity chef. And the memory is still fresh in his mind. "I made his recipe and he came to me and asked if I had made it. He is very nice and calm. A thorough gentleman." The Indian chef marvels at the ability of Gordon Ramsey to make people feel special. "Working alongside him was a pleasure. It's a cherished memory."

### THE FAMILY GUY

A long time has passed since he moved on to greener pastures. Despite the distance, Chef Arivu remains close to his family in spirit. "My father owns a grocery store and my mother is a homemaker. My sisters are government employees now – one is a teacher and the other works in health and safety. My family owns agricultural land and we still do some farming there." Whenever he visits India, Chef Arivu goes into the rice fields for a touch of nostalgia. His grandfather taught him the difference between various kinds of rice.

And his mom, who was initially against him joining the professional kitchen, has changed her mind since. "Two years ago, I invited her to Dubai and she was amazed when she saw the hotel where I worked. She is now very happy that I chose the profession I am passionate about."

Over the medium term, Chef Arivu wants to become an executive chef. That shouldn't take too long. After all, he already has experience managing teams and running operations. "One thing I never want to stop doing is cooking. I love to cook good food, for my guests, my friends and even for myself."

We also don't want him to ever stop cooking. Do we see the gastronomes nodding in agreement?



PLANT-BASED  
COFFEE-BREAK?  
WE SHOULD  
FROTHING THINK SO



November 2021 **Gulf Gourmet**

SPONSORED BY

**ARLA  
PRO.**

*Herbert Richler  
Executive Chef*

*Panettone*

# SWEET SYMPHONY

Music knits people together, so does food. When both come together, you have a rich culture that appreciates the finer things in life. Coming from this culture, Chef **Herbert Richler**, the executive chef of Bakemart, is on a mission to spread the pastry joy of his native country Austria to the rest of the world...

**W**hen people think of food, Austria is perhaps among the last countries they will think of. In fact, few may have even heard of the small country, which borders between a number of famous nations in Europe.

Even fewer people know that it has a rich cuisine.

Most notably, Austria is the birthplace of the Sacher Torte, a rich chocolate cake invented in 1832 that is today among one of the most delicious cakes in the world. The dessert gets so much love that December 5 is celebrated every year as 'Der Tag der Sachertorte' – The Day of the Sacher Torte – in Austria.

Those who have visited Austria's capital Vienna are also privy to some delicacies that date back to the Austro-Hungarian Empire.

It's this legacy that Chef Richler Herbert carries with him wherever he goes. The executive chef of Bakemart hails from the City of Music, which once hosted the likes of Mozart and Beethoven. From his culture, he brings the love for the finer things in life to his pastry.

This is his second stint at Bakemart after nearly four decades of experience across



**I like Asia very much. The climate, the people, the culture. Of course, I love my own country and my roots are still there but Asia holds a strong attraction for me**

countries. "I have worked on a Caribbean cruise ship as well as in Macau, Austria, South Korea and UAE," he elaborates.

Chef Richler joined Bakemart two months ago after spending as many as six years running the show as executive chef at Skybake, the bakery arm of the Emirates Flight Catering. The bakery produces 97 products and distributes 450,000 items per day, using up as much as 3,300 tonnes of flour annually!

Not that it was much of a problem for Chef Richler. You see, baking is in his genes. "My grandfather was a baker and he had to stop because he developed an allergy to flour. When I was a child,

whenever I passed a bakery, I would beg my mother to take me inside because the aroma was so tempting. And she would say 'No, grandpa will make it for you'."

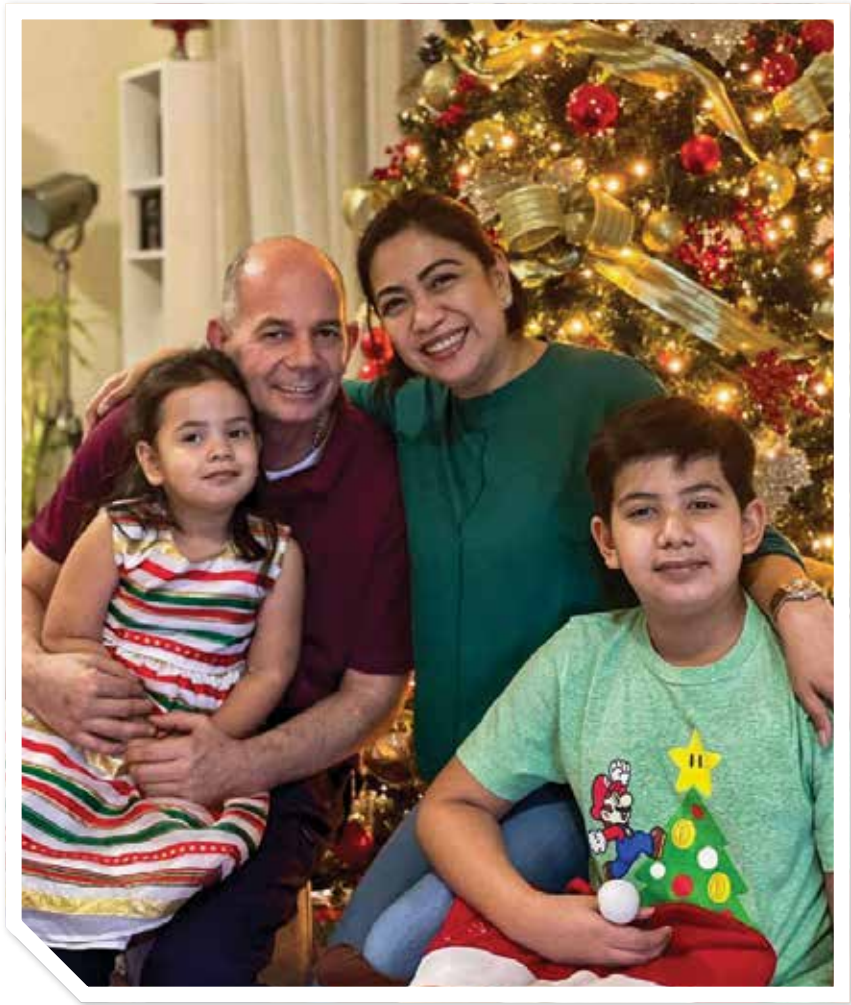
Starting his career while still studying, Chef Richler began at a company in Vienna that supplied pastry to 5-star hotels. "I worked there for 17 years. You can say that I grew up there."

When he was offered a chance to work at the Millennium Hilton Seoul Hotel in South Korea, he took it up to gain some exposure to the international market. "I was there for two years as bakery chef and then I went to America for six months with a Celebrity Cruises ship. Aboard the vintage ship called Horizon, Chef Richler and his team of six chefs baked for 2,500 people, including the crew. "In that entire period, I had no days off as is normal on a cruise ship. Then, in 2002, I went to Macau to join Hotel Lisboa as the head chef responsible for all bread production and bakery shop, including the Joel Robuchon restaurant." The experience opened Chef Richler's eyes to the luxury hospitality segment. It made him want to go bigger. And Dubai ended up being a natural choice.

He came to the UAE in 2004 to join the Jumeirah Beach Hotel. Managing the bakery operations with nine people, he covered 26 outlets, a cake shop and banqueting for 2,800 people.

Dubai turned out to be quite an experience for the Austrian chef, both professionally and personally. Chef Richler met his wife, who was an acquaintance of his executive chef, while working at the Jumeirah Beach Hotel.

In 2007, when Hotel Lisboa was opening a new hotel, its management invited him to join them again. Chef Richler agreed, signing a one-year contract to open the Grand Lisboa Hotel. He led a pastry team of 26 chefs, servicing three cake shops, more than 24 outlets and the casinos.



**My daughter loves to bake cookies with me and I can see that she is going to be a chef someday**

His wife, however, put her foot down when he wanted to stay in Macau longer than a year. A senior member of the Emirates cabin crew, she visited him in Macau and decided that their growing family would be better off in Dubai. "We have a 12-year-old son and a four-year-old daughter. My daughter loves to bake cookies with me and I can see that she is going to be a chef someday," he smiles.

After Macau, Chef Richler planned to take a holiday in Austria. Around the same time, he was invited to join

Bakemart as a production manager. A visit to the office convinced him that it was a good move. "I stayed there for eight years before going to Emirates Flight Catering. And now I am back!"

Even though this is familiar territory, Chef Richler is excited about the new opportunities to create something special at Bakemart. His energies in the medium term will be completely focused on that.

Over the longer term, Chef Richler would like to become a teacher. He also dreams of retiring in the Philippines someday, with a small pastry shop to keep him busy. "I like Asia very much. The climate, the people, the culture. Of course, I love my own country and my roots are still there but Asia holds a strong attraction for me." An idea is also to split his time between Austria and the Philippines.

Until that happens, Dubai foodies can feast on his pastry creations. With every dessert, he's baking the world a better place!



## PANETTONE

**STARTER** 12 hours. Rest in the proofer by 30°C

Local Flour	3,600 gm
Salt	36 gm
Sugar	225gm
Lurpak Buter (Unsalted)	900 gm
Water	1,800 gm
LV1/ Fresh Yeast	40 gm

### Method

- ◆ Mix all ingredients for 3 min Slow and 8min fast

### FINAL DOUGH

Local Flour	1,800 gm
Salt	18 gm
Sugar	1,575 gm
Lurpak Buter (Unsalted)	900 gm
Egg Yolk	51 pc
Cake Moisture (Dynamil Bleu)	108 gm
Raisin	2,400 gm
Orange peel	500 gm
Lemon peel	500 gm
All starter dough as mentioned above	
ICE	300 gm

### Method

- ◆ Mix all ingredients for 3 minutes on slow and 8-12 min fast. Table rest for 1 hour. Scale all at 450 gm each and again rest for 20min. Nice and gently roll into a round shaping and put it in the Panettone moulds. Leave it in the proofer for around 4-6 hours. Bake at 180°C for around 40 minutes.

# THE DESIGNER OF DELISH

A sweet smile that can launch a thousand cheers. That's just a short introduction of Chef **Roderick Hinampas**. You can also call him a man of many good moods. The executive pastry chef of Sannine Patisseries is talent, friendliness and entrepreneurship rolled into one...





One of the unsung heroes of Southeast Asian cuisine, the Philippines exports talented chefs in droves to the rest of the world. The Filipinos' strong work ethic and willingness to learn make them a welcome community in professional kitchens. Add to that their friendly demeanour and you have a colleague that everyone wants.

Chef Roderick Hinampas personifies these admirable qualities of his native country.

The executive pastry chef, chocolatier and culinary artist of Sannine Patisseries, a much-loved cupcake and bakes store in Dubai, is something of a Duracell bunny. When he is not creating desserts menus or baking customized cakes, he is busy doing consultation for other businesses who want to leverage his expertise.

But he never gets tired of spending his whole day thinking about pastry. For, Chef Rod's relationship with pastry is nothing short of a passionate love affair. "The word pastry reminds me of something luscious with a soft texture which is visually appealing and gives your taste buds a burst of excitement," he elaborates with poetic finesse. "Pastry entices all our senses. My passion lies in making sumptuous cakes, pastries, chocolates and creating new things."

Is it a wonder then, that he is a dessertarian extraordinaire?

### A GOOD START

Right from childhood, Chef Rod held a fascination for baking and cooking. His early culinary experiments mostly led to an overflowing trash can. Slowly but surely, he discovered that his interest lay in designing and making pastry.

The 38-year-old chef names his father as his biggest inspiration. "He is so talented and a culinary genius. He creates miracles by combining unlikely ingredients. I also look up to my close friends for support and inspiration."

Given his father's culinary bent, Chef

Rod did not face any resistance from family when he decided to take up food as a profession. He studied the business extensively, starting with a bachelors in hotel and restaurant administration at the University of Philippines. Chef Rod majored in hospitality and catering, graduating with honours, and then went on to get a diploma in baking and pastry arts before signing up for and completing the 'Science of Gastronomy' course at the Hong Kong University of Science and Technology in Hong Kong.

"I have been in the business for over 16 years now. I started full-time as the food and beverage operations terminal supervisor at the Ninoy Aquino International Airport." Chef Rod was running the F&B operations at terminals 1 to 3 at the airport, a job he held for four years. However, the stint turned out to be rather stressful. Chef Rod developed some lung problems due to the long hours on the job, worsened by having to work in the smoking zones at the airport. Giving in to family pressure to put his health needs before career, he moved to the Heavenly Chocolates Bar in Quezon City for a couple of years.

Towards the beginning of 2009, Chef Rod got an opportunity to make his debut in the Middle East. The Herfy Bakery and Café Shop in Riyadh was looking for a pastry chef and he fit the bill. "There, I created the chocolate range and launched the ice-cream line too." About three years later, Chef Rod came to Dubai with an executive pastry chef position at the Bean Machine Coffee and Bakery at Business Bay. He also worked briefly at the Cacao and Cake Sweets in Abu Dhabi before joining Sannine Patisseries six years ago. Along the way, Chef Rod got involved with the Emirates Culinary Guild as a senior member and also became a part of FILFOOD UAE – an association that promotes Filipino produce, ingredients and cuisine – as culinary designer.

### THE ART OF PASTRY

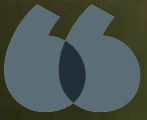
For Chef Rod, a pastry shop is not just a retail outlet; it's a wonderland. "Being

a lover of pastry, what fascinates me the most is a pastry shop. When I enter a pastry shop, I go on a trip down memory lane. I am fascinated by the vibrant colours and the delicious aroma of the shop and that inspires me to cook and experiment. I believe that the term 'culinary art' fits desserts perfectly. Whether you are making sugar sculptures or creating an elegant wedding cake or simply adding that final drizzle of chocolate to the tart, a pastry chef knows the importance of visual appeal like few others do."

What sets a good chef apart from a great one is passion. "They have to genuinely enjoy the whole process of procuring, preparing, cooking and serving food and have to be able to design menus too." The way he sees it, talent is important but attitude is everything. It's what defines our approach to work. "Our inner thoughts are expressed outward too. In the end, attitude determines everything you say and do. And what you say and do determine your success in the larger scheme of things."

Many of his own dishes are a result of personal experiences. For instance, one of his pastries brings together the flavour of the Emirates to honour his adopted country. Another is drawn from a memory of something he tried at the Changi airport in Singapore and loved. "With a blend of local sweet and spice, it tasted really good. From then on, I began to experiment with unique combinations. Some of my more experimental creations include coriander truffle, garlic tiramisu and salted caramel fudge."

Chef Rod is aware of the rapidly-changing demands of guests. These days, desserts have to be not only delicious but also healthy and different from run-of-the-mill offerings. "Guests today are looking for new and innovative flavours as an alternative to classic desserts. We have to be develop pastry that is nutritious." Not that experimenting is something he has ever had a problem with. The Roderick



The word pastry reminds me of something luscious with a soft texture which is visually appealing and gives your taste buds a burst of excitement



Hinampas pastry laboratory has been open for business forever!

### MORE THAN A CHEF

A social person, Chef Rod loves to engage with other people, be it through associations or competitions. He has been involved with the Emirates Culinary Guild since 2015. The idea germinated during his participation in several culinary competitions, including the Salon Culinare. "I joined the Guild because I believe it's a gathering place for innovative chefs, food artisans, culinary educators, and other professionals in the local food community, committed to sharing their strengths and building the local food economy." Today, Chef Rod is a World Association of Chefs' Societies (WACS) certified rookie pastry judge. He has also been marshalling for four years at competitions.

Even more notable is the fact that he was a part of the team that holds the Guinness record for the maximum number of desserts on display. On December 7, 2019 the World of Food Abu Dhabi, the Emirates Culinary Guild and Madinat Jumeirah Conference and Incentives put up a whopping 2,486 desserts on display. Talk about being spoilt for choice! Chef Rod led the team that prepared 57 Filipino desserts as well as pastry from China, Singapore and Thailand.

Other than the guild, Chef Rod is heavily involved in FILFOOD, which aims to foster collaboration among F&B operators to innovate with Filipino food, produce and ingredients and promote the cuisine. As one of the ambassadors of the association, he engages in developing dishes that combine Philippine food products and ingredients with universal tastes. At the SIAL and Gulfood events, FILFOOD had a Food Philippines Pavilion, which showcased products such as coconut wraps and jerky, fresh-squeezed Calamansi extracts, extra-virgin coconut oil and moringa powder, among others.

The association also put together a



**I am fascinated by the vibrant colours and the delicious aroma of the shop and that inspires me to cook and experiment**

Philippine Thanksgiving dinner, with special regional highlights such as Bangkoto, Ube Burnt Cheesecake Sansrival, Mango-Pineapple Coconut Cake with Cream Filling and Vegan Chocolate Cake with Pili-Choco Cream and Duhat Sauce Filling.

FILFOOD envisages wide acceptance of Philippine products by multi-cultural consumers in the Middle East and beyond. It aims to promote consumption of nutritious food products and ingredients from the Philippines by developing and conducting F&B market development programmes and innovative culinary event experiences for the international mainstream market including the Filipino diaspora.

Chef Rod is especially grateful to Jovy Tuaño and Joan Tuaño, who lead the initiative, for giving Filipino chefs a remarkable platform to showcase their abilities as well as the rich culture of their country to an international audience.

The Philippines, which has more than

7,000 islands and a colourful history, definitely deserves its seafood and tropical produce brought to the rest of the world.

### FOOD AS AN EXPERIENCE

A fond childhood dream that Chef Rod still holds dear is being in a chocolate factory. He often dreams of a place that displays the best of pastry.

Turning such a dream into reality is not impossible. "I would love to create an out-of-this-world pastry museum experience," he says when you ask him about his future plans. There is plenty of inspiration around, from the Choco-Story Chocolate Museum in Belgium, the Cologne Chocolate Museum in Germany and Les Secrets du Chocolat Musee in France, to the Hershey's Chocolate World in the USA and the ChocoMuseo in Peru, and a dozen others.

Training young chefs and working with the Philippine government on promoting the country's food and tourism are other things he can imagine in his future.

Thanks to his interest in people and cultures, Chef Rod's networks are strong. Rather active in the diplomatic events circle, he even made the commemorative cake depicting the Aguinaldo Shrine at the 121st Philippine Independence Day Celebration and Diplomatic Reception in Abu Dhabi. And that's just one in a string of events where he has demonstrated his superior skills.

His enthusiasm and affability make him a winner even before his talent comes into play. Throw in his mastery over pastry and Chef Rod is the sweetest thing you will find around!

**ANDROS**  
*Chef*

Sharing our

best fruits

with creative

chefs & baristas.

Andros has been forged as a recognized fruit specialist for over four generations with their brands - such as *Bonne Maman* known around the world.

Now, all the experience in sourcing and processing the best fruits is at the service of the best Chefs and Baristas.

Purees, compotes, coulis and IQF fruits.



[www.androschef.fr](http://www.androschef.fr)



Nestlé  
Golden  
Chef's Hat  
Award



# BEACH PATROL

Life is a beach and good food is a given when two talented chefs from two top tourism destinations come together. Bringing the goodness of the coastal cuisines of Sri Lanka and Indonesia to the Golden Chef's Hat Award this month are chefs **Charles Niroshan Manoharan** and **Shalma Safrina** from Hilton Resort and Spa Ras Al Khaimah...

## CHARLES NIROSHAN MANOHARAN

When you grow up as the 'Small Charles' fighting for attention against the 'Big Charles', the spirit of competition becomes an integral part of you. It's this spirit that is driving Chef Charles Niroshan Manoharan, the demi chef de partie at Hilton Resort and Spa Ras Al Khaimah, at the Golden Chef's Hat Awards.

The 29-year-old, who is originally from Sri Lanka, plans to wow judges at the competition with a kingfish main course wrapped in the flavours of his native country. "Kingfish is my favourite fish," he says. "I am also using

green peas puree because it gives a nice taste to the fish and orange sauce as a tribute to my grandmother's style of cooking." He's added Nestlé coconut milk powder to enhance the flavour. The dish will be served with some sweet potato filled with mozzarella and vegetables such as baby carrots and garnished with baby beetroot, lemon foam and beetroot powder.

Growing up, Chef Charles was always competing with his older brother, who is also named Charles. The family seems to have a special preference for the name and its derivatives. "My sister's name is Charlie," he grins.

The sibling rivalry between the brothers extended to their professions. "My brother is also a chef in Dubai and he is also a demi chef de partie – at the Burj al Arab. When my brother finished culinary school and started showing us his newly-acquired skills at home, I got inspired too and signed up for a culinary diploma at the Swiss Lanka Hotel School in Colombo."

Chef Charles started his career in Sri Lanka, initially with an eight-month stint. He then went to Qatar to train in an Arabic cafeteria but the lack of Arabic language skills made it a tough start. Not one to give up, he learnt the language and worked in Qatar for three



CHARLES NIROSHAN MANOHARAN



SHALMA SAFRINA



years, before returning to Sri Lanka. Coming to Dubai on a visit, he finally found a job at the Hilton in mid-2018.

Having been here since then, he is hugely satisfied with the opportunities the hotel offers, both for learning and for personal development. "Here, I am given the time and space to try new things and the senior chefs help me whenever I need it."

Chef Charles started with breakfast and then moved to the a-la carte service and Arabic cuisine. He also picked up the nuances of Latin American cooking. "At the moment, I'm learning Asian cuisine."

The Sri Lankan chef likes his workplace so much that he is usually reluctant to go home when the work day is over. "My colleagues are like family. I'm always happy to be around them."

When he does take time off work, he likes to travel, swim and indulge in indoor games.

Eventually, Chef Charles would like to launch his own restaurant. When that does happen, we will be sure to join the guest list!

## SHALMA SAFRINA

A woman's place is in the kitchen – a

professional kitchen! Chef Shalma Safrina has known this ever since she was a little girl. She loved eating candy and desserts as a child. And so, she decided to never run short of supply by becoming a pastry chef herself. Baking and decorating cakes triggered her creative streak, which slowly turned into a passion.

The 25-year-old from Indonesia is a commis chef in the pastry kitchen of the Hilton Resort and Spa Ras Al Khaimah. Every morning, she works in the cake shop in the hotel's lobby, moving on to the buffet and restaurant as the day progresses. "I have been here for two years and I really enjoy my job," she says with a smile.

Chef Shalma has a bachelor degree in culinary management from Batam Tourism Polytechnic. She started as a trainee at the Radisson Golf and Convention Centre Batam in 2016, before joining an internship programme at the Grand Hyatt Bali for several months. Further training took place at the Ritz-Carlton Hong Kong, until Chef Shalma graduated in 2019.

As soon as she passed out, she headed for the UAE to join the Hilton. How did her family react to her decision to head overseas? "They were happy actually because the UAE is a Muslim country

and they felt I would fit in religion-wise."

That said, Chef Shalma is no stranger to working in a multicultural environment. In her previous jobs, she has worked with chefs from Switzerland, Hong Kong, China and even Russia, speaking to them in English.

For the Golden Chefs Hat competition, she has put together a pastry she likes to call 'Black is the New Yellow'. The name is a play on the fact that the dish is actually a lemon dessert but it's black in colour, shaped like a lemon. "I wanted to use local ingredients. So I made a black lemon shape from black sesame paste and lemon and then I put lemon brulee inside. It is garnished with some berries and golden leaves."

Despite her modest demeanour, Chef Shalma is a rather confident chef. "I want to be an executive chef someday. But of course, my near-term goal is to become a pastry chef first." She also dreams of working in other countries, most notably Australia. And in the distant future, when she has been there and done that, she plans to return to Indonesia to set up a cake shop.

We see no reason why her dreams won't come true. Confident is the new successful, after all!



## CEYLON HAMACHI ROULADE

### FISH

King fish (local UAE)	800 g
	200 g for 1 portion
Ceylon spices	10 g
Nori sheet	4 sheet

### Method

- ♦ Cut the fish into finger size pieces, season with Ceylon spices, roll in cling film, then sous vide for 10 minutes at 100°Celsius till it cooks. Remove cling film then roll it with nori sheet.

### GREEN PEAS PUREE

Green peas	150 g
Garlic, chopped	5 g
Shallot, chopped	10 g
Butter	10 g
Salt	To taste
White pepper	To taste
Water	As required

### Method

- ♦ Sauté butter, shallot and garlic in a pan till fragrant. Add green peas and water, season with salt and pepper, and leave it

to boil on medium heat for 10 minutes.

- ♦ Once it's cooked, blend then strain using fine strainer to get finest puree consistency.

### SWEET POTATO CROQUETTES

Sweet potato, peeled	150 g
Buffalo mozzarella cheese	20 g
Wheat flour	20 g
Panko bread crumb	20 g
Chopped Parsley	5 g
Salt	To taste
White pepper	To taste
Whole egg	2 pcs

### Method

- ♦ Steam the potato for 30 minutes, then mash in a mixing bowl and mix it with egg, salt and white pepper.
- ♦ Cut cheese small pieces. Form small balls of potato (10g each), flatten it, put cheese in the middle, roll into a ball again.
- ♦ Mix breadcrumb with parsley, then prepare breading procedure (start with flour, egg and breadcrumb), then put aside. Deep-fry until golden brown.

### GARNISH

Rainbow baby carrot, and blanched	8 pcs
-----------------------------------	-------

Green jumbo asparagus, cut into half then blanch	8 pcs
Candied baby beets, sliced	2 slices
Confit baby tomato	2 pcs
Lemon Foam	3 spoons
Dehydrated beetroot powder	2 g

### Method

- ♦ In sauté pan, add butter then add carrot and asparagus, add sea salt and crushed black pepper.

### ORANGE SAUCE

Fresh orange juice	200 ml
Bay leaves	1 leaf
Granulated sugar	10 g
Corn flour	5 g
Orange zest	1 g
Salt	To taste
Lemon juice	5 ml
Maggi Coconut Powder	15 g
Granulated sugar	10 g

### Method

- ♦ Caramelize the sugar then add orange juice, coconut powder, lemon juice, bay leaf, orange zest and salt, simmer until it thickens.





## “BLACK IS THE NEW YELLOW”

### BLACK SESAME PASTE

Black sesame seeds	63 g
Extra virgin olive oil	20 ml

#### Method

- ◆ Roast the sesame seeds until the aromatic.
- ◆ Blend and add EVOO.

### BLACK SESAME MOUSSE

Black sesame paste	40 g
Tahini paste	20 g
Liquid Cream	63 ml
Milk	63 ml
Egg yolk	2 pcs
Sugar	38 g
White chocolate	40 g
Whipped cream	90 g
Gelatin	2 pcs

#### Method

- ◆ Heat the milk and liquid cream, make cream anglaise.
- ◆ Melt the white chocolate add the anglaise mix well, add the sesame

paste, add the liquid gelatin. Fold into whipped cream. Pour into lemon shaped mold. Filled with frozen crème brulee.

### LEMON CRÈME BRULEE

Lemon Zest	1 pcs
Whipping Cream	125 ml
Full Cream Milk	250 ml
Docello Crème Brulee	75 g
Gelatin leave	1 pc

#### Method

- ◆ Heat the milk, cream and grated zest until before boiling point, remove from the heat add the powder and mix well. Heat it up for another 2 minutes.
- ◆ Bloom the gelatin and into the mixture, make sure well combine. Pour into small spherical mold, freeze it.

### LEMON GELLE

Milk	125 ml
Cream	125 ml
Docello Panna Cotta	38 g
Lemon zest	1 pcs
Lemon Juice	1 pcs
Yellow Color	2 drop

### Method

- ◆ Heat the cream and milk, add the powder and heat it up again for another 2 minutes. Set it up in the chiller, add the zest, juice and coloring, blend it with hand blender and use this gelle as a sauce of the desserts

### BLACK GLAZE

Granulated sugar	150 g
Water	100 ml
Maggi Condensed Milk	100 ml
White chocolate	175 ml
Black food color	drops
Gelatin	5 pcs

#### Method

- ◆ Soak the gelatin. Heat water, glucose, condense milk, add the chocolate, black coloring and gelatin, Cool it down

#### Assemble

- ◆ Pour the mousse in the mold, add the frozen curd, cover with mousse, and freeze it.
- ◆ Dip into black glaze.



# ‘My job is to emphasize the beauty of the chef’s creation’

**Henriett Braun**, a leading food stylist in the city of Dubai, tells **Amaresh Bhaskaran** about what it takes to make food look good for the camera

## What makes a food stylist different from a professional chef in terms of plating dishes?

Chefs cook for the taste, I cook for the look and longevity. Yes, chefs also style their dishes. However, they style it 360 degrees and to entice both eyes. The camera has only one eye, so it sees things differently.

We go more into the details. The clarity of the plate, how the elements are arranged in the plate, what is the composition on the plate, and so on. Even a drop of water is vividly captured by the camera. We style into an angle, making sure all the ingredients are visible.

## Could you give an example of how a plated dish differs from a styled one?

Chefs have a tendency of adding a lot of sauce, and elements that are critical to the dish disappear when you photograph it. I always add the sauce last and all the garnishes last. I have to make sure sauce doesn't cover everything and yet it stays authentic. It's like picking out and playing around with the food.

## Do you work with the chefs to create the final photograph?

Of course. We are not competitors, we are teammates. After all, the chef is obviously the one preparing the dishes. My role is in becoming the connection between the chef and the photographer. That's how I usually look at myself!

## What does the typical job entail? How does it work?

I ask as many questions as I possibly can. I keep in mind the colors of dishes,



**I ask as many questions as I possibly can. I keep in mind the colors of dishes, the size of dishes, what plate I need to bring and so on**

the size of dishes, what plate I need to bring and so on. That said, I also need to understand from the client side, the look and feel and what is the style we are going to for.

I generally ask two things. One of them is the exact short list of what we gonna shoot and second is the mood board.

## What is a mood board?

Mood board is a collection of images that the client likes and for me to understand the style and direction of the shoot they want. It's also good for photography to understand in terms of lighting what is the style of lighting that client requires.

Even if it's one image, I can tell that they wanted minimalistic or complex, they wanted light and earthy or they wanted dark and moody or they wanted colorful or they wanted vintage.

## What happens if a client is unable to provide a mood board?



If the client is unable to provide that then I make a mood board. Generally some Pinterest images. If they send me pictures of their interior and pictures of the dishes, then based on that I can kind of feel the vibe and mood of the restaurant. I then translate that and prepare a link on Pinterest to translate the look of their restaurant to their photographs.

#### What is needed to set up and work as a food stylist?

I arrive with my props and backgrounds. I discuss with the chef what is the first dish to shoot and what the dish looks like and what are the elements and ingredients. I may ask for a photograph of that dish a day before so that I understand.

If the chef is styling or plating the dish, I would explain my requirements. Usually, it is to not put sauce or garnish. I will start with a place stand in front of the camera, I place the background or I just place an empty plate in front of camera and I start composition in front of camera while the chef is preparing the dish.

#### What is your typical bag look like... the one you carry for photoshoots?

Well, it is always different as there are hundreds and hundreds of tips and tricks.

#### What's your favorite equipment?

My tweezers and my brushes.

#### Why do you use the brushes?

So the brushes are for many things. Either to clean up the plate or even brush/spray the ingredients with sauce or oil or water.

#### Do you buy props if a job requires it?

I have a large collection of props and it's nearly endless. The collection only keeps growing.

Before every shoot I go over the mood board and based on the short list I decide whether I have those elements. My rate includes the props and the backgrounds. However, if the client



**We are not competitors, we are teammates. After all, the chef is obviously the one preparing the dishes. My role is in becoming the connection between the chef and the photographer**

requires something specific that I do not possess then obviously I have to go shopping and the client will cover the cost for that.

#### The day before do you shop for food ingredients as well?

If they're paying for preparation day's budget then yes. I work on a daily rate basis so that covers up to 8 hours. That said, yes, preparation day is another aspect of my job.

#### What's an ideal chef you would like to work with?

Somebody who understands that I'm not a competitor and I'm not there to change the style of the dish. My job is to emphasize the beauty of the chef's creation.

I also need someone who is flexible about my continuous requests during those 8 hours. Requests for fresh garnish or sauces or whatever other ingredients might be required. Then if he could provide me with a good supporting team and be open to my weird requests. These are things I really appreciate so that we can create really beautiful dishes together.

#### How does one become a food stylist?

Obviously culinary schools and presentations help. However it's not the not final answer. Food styling is a profession in itself. I have done apprenticeships with other food stylists. I have read all the food styling books there are available out there. And obviously it comes with practice.

In case there is something I'm unaware how to solve, then I do a preparation day and find all the possible mistakes or possible challenges that might happen on the day of shoot.

My job extends to recipe development, mood board creation, preparation day, shopping for ingredients, pre-preparing dishes for the next day's shoot, and even painting my own backgrounds.

I also need to understand photography in terms of shadows and composition because that helps to work harmoniously with the photographer.

#### Where do you see yourself in the future?

You know food styling is a form of art and I'm really enjoying it. I keep growing with it. I'm really enjoying the learning process of it, as long as it challenges me and keeps me interested.

WATERFRONT  
MARKET



ماركت  
الواجهة البحرية

# THE ONE-STOP DESTINATION FOR ALL YOUR CULINARY NEEDS



## CHEF'S NO. 1 CHOICE

With over 700 stalls selling the freshest fruits & vegetables, fish & seafood, meat & poultry and dry goods & spices, the Waterfront Market is home to all your culinary needs. Our daily fish auctions ensure that when your menu says "Catch of the Day" it really is caught fresh that morning. Chosen as the preferred supplier to many renowned UAE chefs and hotels, the Waterfront Market was one of the few businesses to remain open throughout the duration of the pandemic, serving as a lifeline to the hospitality industry.

When your business depends on freshness, quality, convenience and value, choose the Waterfront Market.



WATERFRONTMARKET.AE

# US\$ 3 billion

## what's your GCC market share?

The UAE alone has over 750 hotels.  
Each hotel has an Executive Chef.  
Each Executive Chef has an annual budget.  
It ranges from AED 1 million - US\$ 3 million.

There are over 7,000 independent restaurants in the UAE.  
Each restaurant has a Head Chef.  
Each Head Chef has an annual budget.  
It ranges from AED 100,000 - US\$ 1 million.

### Now you do the maths.

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

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

Take advantage of our platform.  
Positively impact your market share!  
Contact us now

**[advertise@gulfgourmet.net](mailto:advertise@gulfgourmet.net) / 050-5045033**

REACH

ENGAGE

INFLUENCE

## ABOUT GULF GOURMET

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

## WHO READS IT?

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

## REACH BY COUNTRY

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

## MARKET SEGMENTATION

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



**gulf**  
**gourmet**

November 2021 **Gulf Gourmet**

## THE GUILD MEET

Chef Diyan Manjula and the team at Radisson Blu Hotel Dubai Deira Creek hosted the October meeting for the Emirats Culinary Guild. Here are images from the event.







November 2021 **Gulf Gourmet**





November 2021 Gulf Gourmet



# newmembers



Giovanni De Angelis, General Director, receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

## Natures Pearls: Easy to use, Bursting with Health

Following the success of the promotion and information campaign on the goodness of canned tomatoes launched in the USA, Japan, Korea and China in 2019, ANICAV has decided to share with professional and home cooks of the UAE the quality, safety and versatility of European and Italian canned legumes.

These protein packed beans and lentils truly are "Nature's Pearls": nature, as in only minimally processed (without additives) in order to be canned, keeping intact all of the texture and flavour characteristics of fresh and dried, and pearls, because they are a valuable treasure to keep in your kitchen.

Whether they are chickpeas, blackeyed peas, kidney beans, peas or lentils, they are so easy to use, they are practically



instant! Just open the tin and add to salads, soups, stews, sauces, pastas. And they are so versatile and delicious with the seasonal fresh things your garden or the market has to offer. Canned legumes are perfect for traditional dishes such as hummus, past, braises of meat, poultry or fish, bean soups, pilaffs, etc; and are equally terrific to have on hand for innovative and creative cooking; such as pureed for a sauce for shellfish, added to thin pancakes (crepes). If you like Mexican food, refried beans take mere minutes with canned borlotti or pinto beans.

Canned legumes are bursting with health, super high in protein and fibres as well as many other vitamins, minerals and

nutrients. Wonderful for omnivores, even more wonderful for vegetarians and vegans. If you are watching your health and that of your family, these legumes are surely an edible treasure to keep on hand.

Our three-year campaign, part financed by the European Commission, includes a website, promotions in supermarket point of sales, social media postings, as well as competitions with food bloggers and journalists. We will be present at Sial Middle East in December, scheduling press events in both Dubai and Abu Dhabi as well as chef contests in collaboration with ECG.

ANICAV is the National Association of Canned Vegetables Industries; with 90 member companies, it is the largest representative association of vegetable-canning companies in the world. ANICAV will also be present at the EXPO within the M-Eating Italy Pavillion.



Kenneth D'Costa, Managing Director, receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

We believe our reason to exist is to nourish the nation's ambitions & work with our partners in the hospitality industry to cement UAE's position as global leader in culinary excellence and as a destination of choice

Since 1976, serving the esteemed culinary community has guided every step in the way of what Barakat has built so far & it will continue to inspire us in the future. We are constantly working on ways to make the culinary process in the kitchen simpler and better, every day.

The inspiration & guidance from every single Chef we meet has helped us tremendously, keeps us humble and motivated to do better every day. We serve the best of Fresh from the UAE and across the world, primarily in 5 categories

#### Fruits & Vegetables

800+ fresh fruits and vegetables and

## Barakat

EVERYDAY GOODNESS

speciality items like edible flowers, cresses & herbs sourced as per high quality standards from the best farms across the world as well as within the UAE

#### Sanitized & Cut Vegetables and Fruit Cuts

We are the backend of your kitchen. We serve Ready-to-cook cut vegetables and purees basis customer's requirement to save time and cost in the kitchen

#### Hot Kitchen Preparations

Sauces, Gravies, Dips, Dressings, Marinades, Salads and Soups as well as Breakfast Pots, Ready Meals

#### Fresh Juices, Smoothies, Shots

Made to custom recipe - Fresh / Pasteurized / Frozen Juices, Smoothies, super-ingredient shots, Coconut Water, Ramadan and other juices basis requirements

#### Ice Creams

Artisanal Ice Creams, Fresh Fruit Sorbets, Gelato, Frozen Yoghurt, Soft-serve and Juice-pops

All the above products are made from nature's finest produce with no additives and preservatives

Quality is at the heart of Barakat – accredited with FSSC 22000, ISO 22000/ ISO 9001, HACCP, HALAL, Kosher Certified

We measure ourselves in terms of the customer delight delivered, staying true to our values of quality, compassion, and innovation



Stephan Köhn, Palux Sales Manager, receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

PALUX AG, was founded more than 85 years ago as a family-owned business. Today it is one of the leading manufacturers of professional kitchen technology 'made in Germany'. The PALUX headquarter is located at Bad Mergentheim in Baden-Württemberg. About 300 employees develop, produce and sell tailor-made and user-friendly products starting with Combi-Steamers to Ranges and Complete Kitchens.

The name PALUX stands for user oriented product ideas, kitchen concepts which are safe for future investments and quality "made in Germany". The customer's needs are always the main focus – PALUX develops, together with the client, individual kitchen solutions and holistic concepts. Worldwide, the company realizes, together with its local partners,

**PALUX**

*Die große Freiheit*

industrial kitchen equipment for all demands within the gastronomy, hotelier and community catering branches. While producing, the technical kitchen specialists keep highest quality standards and produce secure, as well as stable devices. PALUX stands for cooperative partnership, fairness and respect and transfers this concept to its customers and employees. At the same time, the company acts sustainable and environment-friendly. It uses sustainable resources, produces intrinsically valuable and develops efficient, energy-saving products.

### „PALUX – die große Freiheit“

The latest marketing approach „PALUX – die große Freiheit“ (The Big Freedom) emphasizes the wide-ranged solution competence for smart kitchen solutions. PALUX is the only producer of professional industrial kitchens that offers more than only the project planning and the realization.

The full-range supplier provides it "all in one" to its customer: from the requirement analysis to the conception and production, as well as the installation and the introduction into the new working processes, and the after-sales service. Furthermore, the strategic orientation implements i.e. the time-shifted production which offers more space, more freedom and more passion for chefs and their skills.



Antonio El Khoury, Director of Culinary Programs – MENA USA CHEESE GUILD, receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

With culinary traditions inherited from centuries of immigration, the United States today boasts a robust dairy community that has gained international attention from professionals and foodies alike. With more cheese produced than France, Germany and Italy combined, the United States is the largest cheesemaking and cheese exporting country in the world. Like the UAE's vibrant food scene, the U.S. cheese industry is dynamic, diverse, and open to the world. USA Cheeses are diverse, flavorful, and accessible. They have won most international accolades cheeses can get – including the World's Best Cheese at the 2019-2020 World Cheese Awards.

Created in 2019, the USA Cheese Guild® is a customer-facing brand identity and entity that raises awareness of the quality, and innovation of Cheeses from the USA around the globe, through running a variety of marketing programs in nine international markets.



#### CRAFTSMANSHIP

In the United States, cheese is produced in all 50 states and meets or exceeds rigorous safety standards. Highly touted, award-winning specialty cheeses come from dedicated cheesemakers all across the highly diverse landscape of the United States.

#### INNOVATION

Always pushing traditional limits, the creativity and craftsmanship of U.S. cheesemakers consistently result in new and elegant flavor combinations and presentations of specialty cheeses.

#### VARIETY

U.S. cheesemakers produce thousands

of cheese types ranging from soft, fresh options to hard, aged varieties. When you add the inspiration of new ideas that are not bound by tradition, you get an incredible spectrum of offerings that cannot be found anywhere else in the world.

#### VERSATILITY

USA Cheeses can be enjoyed alone or excel as ingredients in innovative cuisines that can satisfy even the most discerning palates.

A diverse range of cheeses are available in the Middle East, whether in food service or retail. Understanding the differences in tastes and texture of each can help find the best product to incorporate into local recipes. Some of the favorites are the soft-fresh (U.S. cream cheese, U.S. mascarpone), semi-soft (U.S. Colby Jack, U.S. Monterey jack, U.S. Pepper Jack, U.S. mozzarella), blue-veined (U.S. blue cheese), hard cheese (U.S. parmesan) and U.S. cheddar varieties.





Mohammad Al Madani, Center Manager, receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

The Waterfront Market is Dubai's premier fresh food supplier and the region's largest fish and seafood market, part of Ithra Dubai's Deira Enrichment Project. A state-of-the-art facility housing produce, retail and food and beverage options, Waterfront Market offers great value and the freshest produce from fruits and vegetables to meats, poultry and seafood, on a waterfront promenade in Deira. Offering views over Deira Islands, the Waterfront Market's unique promenade showcases authentic F&B experiences in a relaxed setting.

In addition to its bustling markets which offers the freshest produce to tens of thousands of shoppers everyday it also serves the F&B industry and is considered the main fish market in the UAE, with over 350 species of fish from the region and around the world. Attracting renowned names such as Lulu Hypermarkets, Nesto, Asmak, Al Madina Hypermarkets and West Zone Supermarkets, even Emirates airlines and renowned hotels and chefs



## ماركت الواجحة البحرية WATERFRONT MARKET

purchase their fresh fish and seafood from the Waterfront Market. Each night, the market hosts fresh seafood auctions with 60% of produce purchased by restaurants, hotels, supermarkets and food exporters in the UAE exporting to KSA and 40% purchased by the Waterfront Market tenants for retail sale at the fish market.

Aside from fish, Waterfront Market has an impressive selection of meats, fruits and vegetables and dry goods & spices across its other markets. With fresh meat on offer from more than 10 countries including India, Pakistan, UAE, New Zealand, Australia, and USA to name a few. It also offers fresh fruits and vegetables from all six continents across

its 116 stalls. In addition, the dried food and spices market houses more than 32 different shops offering products at wholesale prices which are amongst the lowest in the UAE. The Waterfront Market is also home to more than 17 dates and dried fruits stores. In its bid to support local farmers, Waterfront Market boasts a section dedicated to Emirati products and produce with 14 vendors selling locally manufactured goods such as oil, some spices, eggs, cheese and pickles to name a few

During the pandemic, the Waterfront Market was hailed as a lifeline for the hospitality industry as it was deemed an essential service to the public and trade customers. The local authorities gave permission to re-open its fish, meat, dry goods & spices, and fruit and vegetable markets and resume business as normal at the early stages of the pandemic, which meant that not only could the market continue to supply the industry, but also ensure job security for the UAE's fisherman and farmers.



## ECG Corporate Member directory

### Abu Dhabi Farmers' Services Centre

Martin Aguirre, Commercial & Operations Director  
P.O. Box 62532, Abu Dhabi, UAE  
Direct Line: +971 2 813 8400.  
Phone: +971 2 813 8888, Fax: +971 2 813 9999  
Mobile: +971 56 685 4836

### Advanced Baking Concept LLC (Probake)

Syed Masood, Mobile: +971.55.220.1475  
Email: masood@abcbaking.com  
Anna Petrova, Mob 050 9121337,  
anna@abcbaking.com  
Vivek Jham, Mob: 055 4498282,  
vivek@abcbaking.com

### Agthia Consumer Business Division

Dinusha Gamage, Brand Manager - Food category  
Consumer Business Division  
Agthia Group PJSC, P.O Box 37725, Abu Dhabi.  
Mail: dinusha.gamage@agthia.com  
www.agthia.com

### Al Halal Meat Factory LLC

Sheikh Yasir, Operations Head  
Mob: +971 55 8893131, Off: +971 6 5584474  
Email: yasir@yesmeat.ae, www.yesmeat.ae

### Al Maya Hospitality

Mohamad Hajj Ali, Sales Manager  
Mob: +971 50 1550998, Off: +971 4 3473500  
Email: mohamadh@almaya.ae, www.almaya.ae

### Almarai Company

Ayman Arnous, General Sales Manager  
Mob: +971 50 159 2594, Tel: +971 4 4269600  
ayman.arnous@almarai.com, www.almarai.com

### Al Safi-Danone

Ashlea Daniel, Channel Development Manager,  
Tel: +971 4 340 6895, Mob: +971 50 568 6150  
Ashlea.Daniel@alsafidanone.com,  
www.alsafidanone.com

### Alto Shaam, Inc

Gabriel Estrella Talenti, Director of Sales,  
Tel: +971 4 321 9712, Mob: +971 50 8531 707  
gabriele@alto-shaam.com, www.alto-shaam.com

### Anchor Food Professionals

Rami Doumani, Channel Development Manager  
Tel: +971 4 338 8549, Mob: +971 52 737 7266  
Email: rami.doumani@fonterra.com  
web: www.anchorfoodprofessionals.com/me

### ANICAV

Giovanni De Angelis, General Director  
Phone: +39 081 7347020  
Mobile: +971 56 3926389, info@anicav.it  
www.anicav.it, www.legumesfromeurope.com

### Arab Marketing and Finance, Inc. (AMFI)

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

### Arabian American Technology (ARAMTEC)

Syed Iqbal Afaq, General Manager,  
Tel: +971 4 380 8444, Mobile: +971 50 624 9761,  
Email: syediqbal@aramtec.com  
Web: www.aramtec.com

### Arla Foods

Rea Abarintos, Key Accounts Manager - Foodservice,  
Mob: +971 56 4189883,  
Off: +971 6 5346767 Ext. 248  
Email: rea.abarintos@arlafoods.com  
Web: www.ArlaPro.com

### Bakemart FZ LLC

Syed Masood, Director of Sales  
Mob: +971 55 609 7526, Tel: +971 4 56708  
masood@bakemart.ae, www.bakemart.ae

### Barakat Quality Plus

Rajesh Desai, Group Managing Director  
Neil Ranasinghe, Production Manager  
Tel: +971 4 880 2121

### Barilla Middle East FZE

Hadil Chaaya, FS Professional AME  
Tel: +971 4 882 0488, Mob: +971 50 906 6132  
hadil.chaaya@barilla.com, www.barillagroup.com

### BAYARA - Gyma Food Industries LLC

Haroon Moeen, Division Manager - Foodservice  
Mobile: +971 50 6586546, Tel: +971 4 8867478  
Email: haroonm@bayara.ae, www.bayara.ae

### Baqer Mohebi

Rajesh Balan, Sales Manager  
Mob: +971 55 8002522, Office: 04 3237272  
Rajesh.balan@baqermohebi.com  
www.baqermohebi.com

### Benchmark Foods Trading LLC

Nicholas Campos,  
Director Business Development  
Mobile No: 056 9955814,  
Office No: 04 2573838  
nicholas@benchmarkfoods.ae  
www.benchmarkfoods.ae

### Blenders

Diarmaid Greene, Export Manager  
Mobile No: +971 52 956 9451  
diarmaid.greene@ucdconnect.ie,  
www.blenders.ie

### Casinetto Trading LLC

Giacomo Bernardelli, Managing Director  
Tel: +971 4 3419230, Mob: +971 50 4537712  
giacomo.bernardelli@casinetto.com

### Ceylon Tea Services Pvt. Ltd

Suren Atukorale, Food Service Manager  
Tel: 114822000, 114822342  
suren.atukorale@dilmahta.com  
www.dilmahta.com

### Corona

Ana Sorina Suliman, Export Manager  
Tel: 40373784343, sales@coronaitalia.it  
Web: www.coronaitalia.it

### Cuisine Solutions

Tim Whitehead, General Manager  
Tel: 04 208 6983, mob: +971 50 269 2081  
Email: twhitehead@cuisinesolutions.ae  
Website: www.cuisinesolutions.ae

### Danube Hospitality Solutions

Joe Thomas, Business Head (OS&E)  
Twhitehead@cuisinesolutions.ae,  
www.cuisinesolutions.ae

### Del Monte Foods (U.A.E) FZE

Adel Shaban, Business Development Manager  
Tel: (+971) 4 3333801, Mob: +971 56 8286967  
mail: ashaban@FreshDelmonte.com  
web: www.delmontearabia.com

### Dilma Tea

Vivette, Mob +971 508181164,  
viv@proactiveuae.com,  
Marketing@dilmahta.com

### dmg events

Hassan  
Tel: +971 4 4380355, Mob: +971 56 8360993  
aysehassan@dmgeventsme.com,  
www.thehotelshow.com

### East Fish Processing LLC

Sunil George, Head of Sales & Marketing,  
Tel: -06 7455350, Mob: 055 151 2125,  
sunil@eastfish-uae.ae, Web: www.eastfish.com

### Ecolab

Sadi Amawi, Tel: 04 8014 444, www.ecolab.com

### Elfab Co LLC

Allwyn Rodrigues, Manager - Beef and Veal  
Tel: +971 4 8857575, Email: allwynr@elfab.ae,  
web: www.elfabco.com

### Emirates Snack Foods

MARWAN HUSSEINI / FEDA SAIMUA,  
Horeca Division Head / General Manager  
Tel: +971 4 285 5645, Mob: +971 56 526 7181  
marwan.husseini@esf-uae.com  
www.esf-uae.com

### Faisal Al Nusif Trading Co. L.L.C

Thomas Das, Managing Director  
Tel: 04 3391149, thomasdas@fantco.net,  
Web: www.fantco.net

### Fanar Al Khaleej Tr

Nazarii Zubovych, Sales Manager,  
Mob: +971 55 894 01 69,  
nzubovych@fanargroup.ae  
Martin Wathew, Sales manager,  
Mob: +971 50 263 83 15,  
mmathew@fanargroup.ae  
Brajju, Food Technologist,  
Mob: +971 55 467 87 42,  
brajju@fanargroup.ae, www.fanargroup.ae

### Farm Fresh

Feeroz Hasan, Business Development Manager  
Al Quoz, P.O Box 118351, Dubai, UAE  
Office No: +971 4 3397279 Ext: 253  
Fax: +971 4 3397262, Mob: +971 56 1750883

### Golden Star International

Emie Dimmeler  
Mob: +971 50 3797164, Off: +971 04 3402492  
Email: emie@goldenstarinternational.com

### Hamid and Kumar Enterprises LLC

Sunil Ahluwalia, General Manager,  
Tel: +971 4 3474712, +971 4 3474571  
Mail: dry@hkfoodgroup.com,  
www.hkfoodgroup.com

### Hi Foods General Trading L.L.C

Ismail Dalli, Deputy General Manager,  
Tel: +971 4 8829660, Mob: +971 55 2445368  
Mail: ismail@hifoods-uae.com,  
www.hifoods-uae.com

### HK Enterprises LLC

Andjelka Pavlovic, Brand Manager,  
Tel: +971 4 2486 000, Mob: +971 50 8347 662  
andjelka@hkfoodgroup.com,  
www.hkfoodgroup.com

### HUG AG

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**

**Stuart Murray**, General Manager,  
Food Service S&D, Tel.: +971 6 5029000 (B),  
Mob: +97150 862 4097, Fax: +971 6 5546950,  
sjmurray@iffco.com, Web: www.iffco.com

**Intelligent Foods LLC**

**John White**, General Manager,  
Tel.: +971 4 2633113, Mob: +971 50 862 4097,  
John@intelligentfoods.ae, www.intelligentfoods.ae

**Italian Food Masters**

**Corrado Chiarentin**, General Manager  
Tel: +971 4 882 9791,  
gm@italianfoodmasters.com  
www.italianfoodmasters.com

**JM FOODS LLC**

**Rajan J.S. / Maikel Cooke / Grace Renomeron**  
Management, Tel.: +971 04 883 823,  
Tel: +971 50 551 6564, sales@jmfoodgulf.com,  
www.jmfoodgulf.com

**Johnson Diversey Gulf**

**Marc Robitzkat**  
Mob: 050 459 4031, Off: 04 8819470  
marc.robitzkat@johnsondiversey.com

**Kerry**

**Leanne Hart**, Commercial Support  
Tel: +971 4 3635 900  
leanne.hart@kerry.com, www.kerry.com

**KRBL DMCC**

**Krishnakumar Sukumar**,  
Regional Food Service Manager  
Mob: +971 50 953 9344, Tel: +971 4 445 03681  
rsmfoodservice@krblmcc.com, www.krblrice.com

**Koppert Cress**

**Paul Da-Costa-Greaves**, GCC Counties, Middle  
East and United Kingdom  
Mobile No: 447956976413, Tel: 31174242819  
paul@koppertcress.com, www.koppertcress.com

**Lowe Refrigeration LLC**

**Mark Wood**, General Manager  
Tel: +971 4 8829440, Mob: +971 52 8693695  
mark.wood@lowerental.com,  
www.lowerental.com

**MAM FOOD Factory LLC**

**Mohamed Aaly Maghrabi Wa Awladh Food**  
Factory LLC  
**Anthony Kerbage**, Head of Marketing  
Tel: +971 4 510 2230, Mob: +971 55 622 4918  
anthony@mamfoodco.com,  
www.mamfoodco.com

**MEH GCC FZCO**

**SOHEIL MAJD**, MD  
Tel: +971 4 8876626, +971 4 8876636  
s.majd@mehgcc.ae, www.mehgcc.ae

**Masterbaker**

**Sagar Surti**, General Manager – Operations  
Mob: 00971 50 5548389,  
Phone: 04 3477086  
Email: sagars@uae.switzgroup.com

**Meat Livestock Australia (MLA)**

**Sam Gill**, Business Development Manager,  
Tel: +971 4 433 1355, sgill@mmla.com.au,  
www.mla.com.au

**MEIKO Middle East FZE**

**Tim Walsh**, Managing Director  
Tel: +97143415172, Mob: +971509895047  
Email: wat@meiko.de, Website: www.meiko.ae

**MHP Food Trading LLC**

**Eugene Levterov**, Sales Director  
Tel: +971 4 5570622, Mob: +971 52 8754823  
e.levterov@mhpmet.com, www.qualiko.ae

**MKN Maschinenfabrik Kurt Neubauer GmbH & Co.KG**

**Elias Rached**, Regional Vice President  
Middle East & Africa, Mob: +971505587477  
rac@mkn-middle-east.com, www.mkn.com

**Modern General Trading LLC**

**Khalidoun Alnouisser**, Senior Sales Manager  
Tel: +971 4 3059999, +971 50 4812067,  
khalidoun@mgtuae.com, www.mgtuae.com

**Muddle ME**

**Mr.Craig Burns**, Director, Tel: +971 4 517 8111,  
Mob: +971 50 2281207, info@muddle-me.com,  
www.muddle-me.com

**Nestlé Professional Middle East**

**Anuj Singh**, General Operations Manager  
Nestlé Professional UAE & Oman  
T +97 144 088 100, Direct +97 144 088 101  
Email: anuj.singh@ae.nestle.com

**NRTC Group**

**Soula Baroudi**, Marketing and E-commerce  
Manager, Tel: +971 4 3208889,  
marketingmanager@nrtcgroup.com  
www.nrtcgroup.com

**One Foods**

**Ayman Akram Arnous**, Food Service Manager  
Mob: +971 50 1592594,  
ayman.arnous@brf-me.com

**Palux AG**

**Stephan Köhn**, Sales Manager  
Tel: +971 4 979 31550, Mob: +971 50 9971026  
stephan.koehn@palux.de, www.palux.de

**Pear Bureau Northwest**

**Bassam Bousaleh**, (TEL) 961.1.740378, (FAX)  
961.1.740393, Mobile: 050.358.9197,  
AMFI, Beirut Lebanon, BassamB@amfime.com

**Potatoes USA**

**Victoria Hassani**, (TEL) +971 50 101 3541  
potatoesusa@gmadubai.com,  
www.usapotatoes.com

**Prokids Trading F.Z.C - Flavoi**

**Denys Baranevych**, Mob: 971 58 9703597  
Email: denys.b@flavoi.com, www.higholeic.ae

**RAK Porcelain**

**Raphael Saxod**, Managing Director,  
Tel: 97172434960, 97143285951  
Email: restofair@rakporcelain.com  
Web: www.rakrestofair.ae

**Rational Kitchen & Catering Equipment Trading FZCO**

**i.V. Thomas Hofer**, Managing Director,  
Office 2218 Building 2, Gold & Diamond Park,  
Sheikh Zayed Road, P.O.Box 126076  
Tel: +971 4 338 6615, Mob: +971 50 557 6553  
Fax: +971 4 338 6673,  
Mail: t.hofer@rational-online.com,  
Web: www.rational-online.com

**Restofair RAK**

**Raphael Saxod**, Managing Director  
Tel: +971 7 2434960, Email: rsaxod@ecf.fr  
Web: www.restofair.ae

**Robot Coupe**

**chandranth pathi**, Area Manager-UAE  
Tel: +971 54 4894896,  
pathi@robot-coupe.com  
www.robot-coupe.com

**Safco International Gen. Trdg Co. LLC**

**Ajit Singh Sawhney**, Chief Executive Officer,  
Tel: +971 4 8702000  
Email: ajit@safcointl.com, www.safcointl.com

**Shoppex Trading Est.**

**Charbel Khalil**, Marketing & Sales Manager  
Tel: +971 6 5340841, Mob: +971 56 6066967  
www.shoppex@eim.ae

**Skinny Genie**

**Elouise Byrne**, Sales Manager  
Mob: +971 50 8005208,  
elouise@skinny-genie.com,  
Web: www.skinny-genie.com

**SKYTOWER GENERAL TRADING LLC**

**Sai Ravikanth**, Manager - Sales  
Tel: +971 4 885 7000, Mob: +971 55 513 862,  
sm@skytowerme.com, www.thecandh.com

**TECHNICAL SUPPLIES & SERVICES CO. LLC (TSSC Dubai)**

**Eden Nebreja**, Marketing Manager  
Tel: +971 4 3431100, Mob: +971 56 2123282  
email: eden@tssc.ae, Web: www.tsscdubai.com

**Transmed Overseas**

**Rana Malki**, Mob: +971 50 5592771,  
rana.almalki@transmed.com,  
www.transmed.com/foodservice

**Truebell Marketing & Trading**

**Bhushant J. Ghandi**  
Mobile: +971 50 6460532, fsd@truebell.org

**United Foods Company**

**Mr Rudyard Torres Nano**, Marketing Manager  
Mob: +971 4 338 2688, rtorres@unitedfoods.ae  
Web: www.unitedfoods.ae

**UNOX Middle East DMCC**

**Matthew Roberts**, Managing Director  
Tel: +971 4 5542146, info.uae@unox.com  
www.unox.com

**Upfield Middle East Limited FZCO**

**Melanny Lopez**, Marketing Manager  
Tel: +971 4 2342071, Mob: +971 56 6812914  
melanny.lopez@upfield.com, www.upfield.com

**USA CHEESE GUILD**

**Angelique Hollister**, Executive Director,  
ahollister@usdec.org, www.uscheeseguild.org

**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, BassamB@amfime.com

**USAPEEC (USA Poultry & Egg Export Council)**

**Sana Makkani**,  
Tel: +1-770-413-0006, Mob: +1-770-413-0007  
mail: usapeec@usapeec.org, www.usapeec.org

**US Poultry**

**Berta Bedrossian**  
(TEL) 961.1.740378, (FAX) 961.1.740393  
Mobile: 050.358.9197, BettyB@amfime.com

**Vitaimax Trading LLC**

**Vitaly Seyba**, General Manager  
Mobile: +971 50 7013054, +971 50 5004375  
email: info@vitaimax.com, www.vitaimax.com

**Vito Kitchen and Restaurant Equipment Trading UAE**

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

**Waterfront Market LLC**

**Mohammad Al Madani**, Center Manager,  
Tel: +971 4 707 1580, Mob: +971 52 607 9595  
Mohammad.Almadani@Waterfrontmarket.ae  
waterfrontmarket.ae

**Welbilt**

**Rakesh Tiwari**,  
Mob: +971 56 406 1628, rakesh.tiwari@welbilt.com

**Winterhalter Middle East BFC**

**Sean Moore**, Managing Director  
Mob: +971 56 6103900, +971526226877  
Email: sean.moore@winterhalter.ae  
Web: www.winterhalter.biz

**Winterhalter ME**

**Saju Abraham**, Sales Manager  
Mobile: +971 505215702  
Email: sabraham@winterhalter.ae



Is your message  
loud and clear?

**Content-Farm.com** is an international network of business and lifestyle journalists, copywriters, graphic designers, web developers and communication specialists that have come together to create an ecosystem for content marketing.

Our role is to understand your target audience, get the message right and to deliver your message in a format that is cost-effective, has maximum impact and increases the return on your marketing dollars. We have:

- **Wordsmiths** to fine-tune your message to suit your audience profile.
- **Designers** to package your message for web, print or social media.
- **Editorial** teams to publish newsletters, brochures, magazines and books.
- **Digital** experts to build websites or to manage your email and social media communication.

To know more contact [info@content-farm.com](mailto:info@content-farm.com) or call [+971-55-7174842](tel:+971-55-7174842).



**write. edit. convey.**

PRINT & DIGITAL PUBLISHING



## Application 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 Renewal <input type="checkbox"/>
Fax Home:	Senior <input type="checkbox"/>	Junior <input type="checkbox"/>
Email:		

### Declaration to be Signed by all Applicants

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

Signed:.....

Proposed By:

Sig:.....

Seconded By:

Sig:.....

### FOR OFFICIAL USE ONLY

Remarks:

Payment received?		
Certificate Given.	Pin Given.	Medal & Collar Given
Approved	Approved	
President.....	Chairman.....	

### Fees:

- Young Member: Junior members will receive a certificate.
- 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.
- Affiliate Member: Dhs.350.00 for the first year. Dhs.300 per year thereafter.
- Corporate Member Dhs. 20,000 per year

# 5 WAYS TO INSPIRE PEOPLE AROUND YOU

*“Tell me and I forget. Teach me and I may remember. Involve me and I will learn” – Benjamin Franklin*

The ability to inspire others is never an overnight task. To be a source of positive energy and inspiration for others, you have to work on your behavior, thinking pattern, communication, and presence impact. You may be an Executive Chef or just a newly hired Commis. Either way, these 5 tips will help people around you look up to you for inspiration.

Ask yourself this. Is there or has there been a person in your life who has inspired you? If yes, think about the characteristics of that person and how that particular person actually inspired you and for what.

People love to share advice but not everyone walks the talk. Most of us rarely follow the advice given by our parents, relatives, or friends? So, what is it that enables certain individuals to inspire you? If you are climbing the corporate ladder, you should familiarise yourself with the tactics and ways of inspiring others.

## 1. Relationship

As Theodore Roosevelt once said, “Nobody cares how much you know, until they know how much you care.”

You need to first know how to make relationships better. Since your career will introduce you to new audiences of different backgrounds and regions, you can't expect to know everyone beforehand. Thus, you need to learn the art that helps you develop a connection with your colleagues and friends. It could be your body language, facial expression, gestures, words, or the aura you carry with yourself.

## 2. Influence with Actions

All of us know that actions speak louder than words. So, apply this rule in your life too. When you are on the path of inspiring others, leave your ego behind. Just be yourself and let your actions speak. When you are great at cooking, express it through your actions rather than bragging about it all the time.



## 3. Active listening

Even though you are going to be an inspirational public speaker and you will be doing most of the talking, you still need to listen actively. When someone from the audience or even people around you in real life is sharing something with you, asking questions from you, or simply saying anything, you ought to listen to them carefully. This is one of the ways of letting them know that you care.

## 4. Resilience

We are inspired by individuals who are resilient and emotionally strong. So, focus on building your resilience. When you gracefully handle situations physically, mentally, and emotionally, people find it awe-inspiring. It is true that people love hearing stories but it is only the half-truth. The complete truth is that people most love it when these stories are true and based on real-life experiences.

## 5. Enthusiasm

Reflect your enthusiasm in your actions, speech, and your work – both inside and outside the kitchen. The energy you ooze tends to energize and motivate other people too. So, smile, show positive energy, and caring concern.

---

*Rohit Bassi is a corporate trainer and TedX speaker, who specializes in getting employees to perform better at work. You can reach him at [rohit@in-learning.com](mailto:rohit@in-learning.com)*

WWW.EXPOCULINAIRE.COM

WWW.EMIRATESCULINARYGUILD.NET

WWW.WORLDCHEFSCONGRESS.ORG



CONVENTION  
& EXHIBITION  
BUREAU

**WORLDCHEFS  
CONGRESS & EXPO  
ABU DHABI  
UAE  
30 MAY-2 JUN 2022**

**EXPO** *Culinaire*

FOOD & EQUIPMENT FOR CHEFS | PASTRY CHEFS | BAKERS | HOReCa PROFESSIONALS  
FEATURING THE 25TH EMIRATES INTERNATIONAL SALON CULINAIRE  
ALONGSIDE WORLDCHEFS CONGRESS & EXPO 2022  
30 MAY-2 JUN 2022 | ADNEC, ABU DHABI, UAE

IN ASSOCIATION WITH



**THE EMIRATES  
CULINARY GUILD**



**WORLD  
ASSOCIATION  
OF CHEFS  
SOCIETIES**

Next year, the global chef community will have reunited for the first time in four years and only the second time ever on this continent. Don't get left behind, make your plans now!



What opportunities will you have over four amazing days?

- Meet up with thousands of topchefs from more than 100 countries
- Taste and test some of the best HoReCa products the world has to offer at ExpoCulinaire 2022
- Explore dozens of certified training and education sessions and forums
- Enjoy the talent and creativity from hundreds of competitors at the Global Chefs Challenge Finals, Emirates International Salon Culinaire and the Young Chefs National Team African Cup
- Socialize at three fantastic evening events
- Expand business development and career opportunities like never before

Destination Partner



Publishing Partner

**gulf  
gourmet**

ExpoCulinaire 2022 is part of Worldchefs Congress Abu Dhabi for one year only



# NOW SERVING PLANT-BASED

## SWEET EARTH® **AWESOME** BURGER



**100%**  
PLANT-BASED  
PROTEIN

**GREAT  
TASTE  
& JUICY  
TEXTURE**

**SOURCE  
OF PROTEIN**

**NON  
GMO SOY**

**ENTICING  
SIZZLE ON  
THE GRILL**

Register now to receive  
your free samples



Connect with us  
on social media



Contact

Nestlé Professional UAE: 800 595950 | Visit: [www.nestleprofessionalmena.com](http://www.nestleprofessionalmena.com)