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# gourmet

THE MAGAZINE CHEFS LOVE TO READ

volume 14, issue 8



## THE CULINARY ALCHEMIST

Meet Chef Mario Coelho, gold medal winner at Culinary Olympics and the Culinary World Cup, and mentor to our junior national culinary team

### CULINAIRE MALAYSIA

Exclusive look into the recently concluded professional cooking challenge in Kuala Lumpur



### CHEF OF THE MONTH

Aleix C Font, executive chef of Wafi Hospitality, traces his culinary journey from Spain to UAE



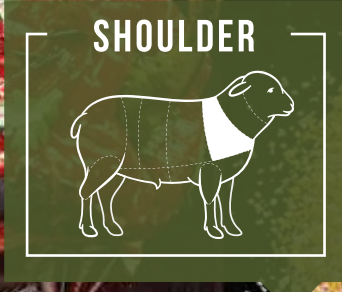
### YOUNG CHEFS

Lapita, Dubai Parks and Resorts by Marriott International have set their eyes on the Golden Chef's Hat Award



# IT'S ALL ABOUT THE FLAVOUR WITH THE LAMB SHOULDER




Australian lamb is raised on natural pastures and as a result needs very little done to it in the cooking process. It has incredible flavour already, particularly the lamb shoulder. Simply season and slow roast this cut to produce sweet, juicy meat that is full of flavour. Australian lamb can also be complemented by many spices and aromatics. Seasoned with herbs, stuffed with fruit and nuts, roasted, braised or thin sliced for grilling, Australian lamb shoulder is an extremely versatile cut that allows for so many menu options.





 <h3>Square Cut Shoulder</h3>	 <h3>Lamb Shoulder Rack Frenched</h3>	<h3>Hot Tip</h3>
<p>The square cut shoulder is prepared from a forequarter by removing the neck by a straight cut between the third and fourth cervical vertebrae. The breast and foreshank are removed by a cut commencing at the junction of the first rib and first sternal segment continuing to the specified rib running parallel to the backbone.</p>	<p>A lamb shoulder rack frenched is produced from the square cut shoulder. This cut provides an economical alternative to a traditional eight-point lamb rack from the loin. Removing the cap muscle leaves a leaner piece of meat, which suits grilling methods. Alternatively, add a mustard and herb crust to retain moisture when roasting.</p>	<p>The national dish of Jordan is <b>Mansaf</b>: lamb on the bone seasoned with herbs and spices, cooked in yoghurt and served with rice and nuts. Mansaf translates as “explosion” – the perfect descriptor for the flavour burst it brings to the mouth. Australian lamb shoulder is perfect braised and slow cooked in plenty of moisture, with its layers of connective tissue that melt in the cooking process adding flavour and texture to the dish.</p>



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# president'sstation

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Dear fellow chefs, ladies and gentlemen,

Welcome to the October issue of our Gulf Gourmet.

September for us began with a huge loss. Chef Mike Wunsch left us far too early. His remains were taken to Germany and laid on his final resting place in his hometown. Our thoughts are with his wife and son.

In the second half of September, we had a very successful Chefs Table event at the Hotel show. Congratulations to all 11 teams for a fantastic job done. The top four teams were separated by a mere two points.

This month, our Young Chef National Team will travel to Cairo for the African Cup, which will be held during HACE, hosted by the Egyptian Chefs. We wish Chef Mario and the team the very best.

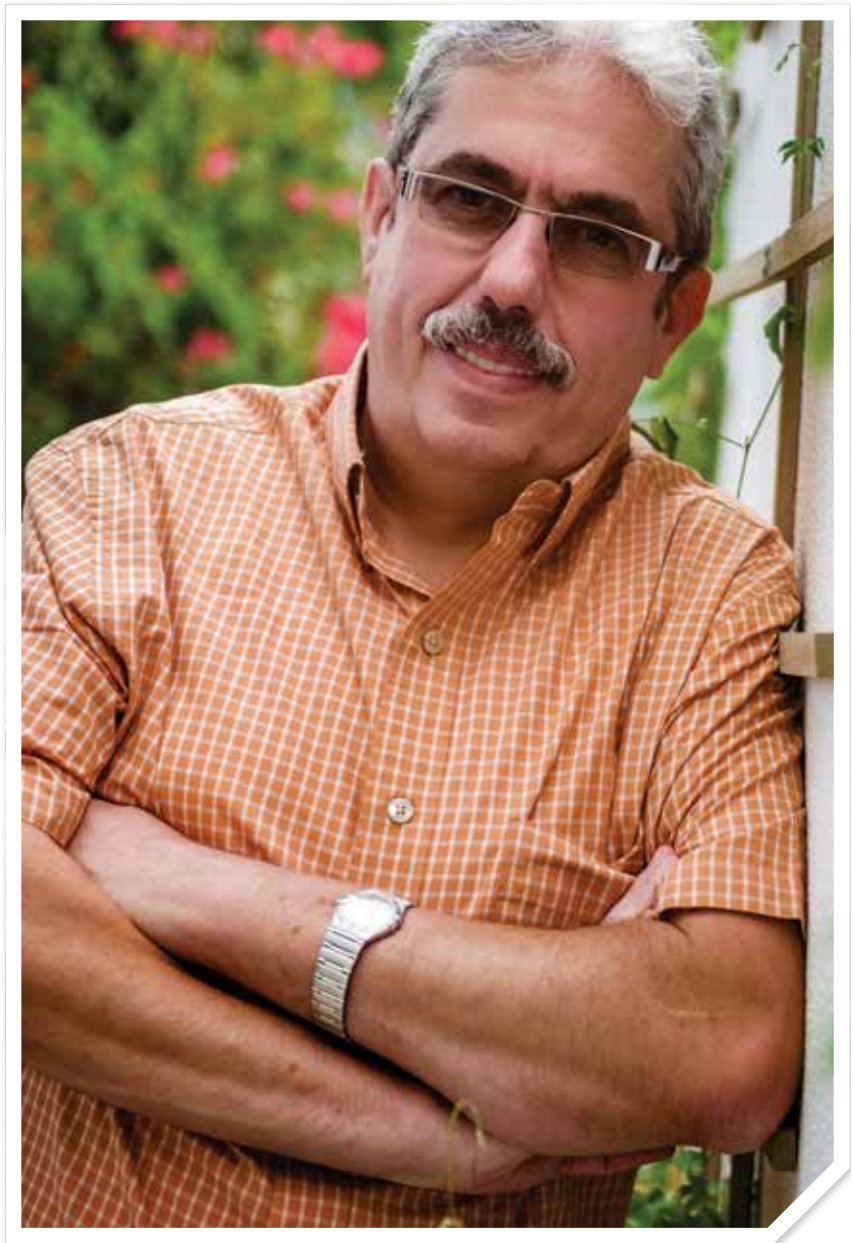
Both the Senior and Junior Teams are training in full swing for the Culinary Olympics in Stuttgart in February 2020.

Meanwhile the registration is open for the Cuisine Du Sial from 9th – 11th December at ADNEC Abu Dhabi.

World of Food Abu Dhabi has been confirmed for 5th – 9th of December in the Mother of Nature Park in Abu Dhabi. We really look forward to this event with many visiting Celebrity Chefs and lots of fun for the family. The highlight will be on the 7th when we are going to attempt to break a Guinness World Record.

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 [www.facebook.com/wacsyoungchefs](http://www.facebook.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 Eby Joseph and the Dubai Marine Beach Resort & Spa for hosting the September meeting.

Culinary Regards,

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

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# editor'snote

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The impact that quality of ingredients can have on a dish is simply astounding. This is an open secret that every chef and his customer knows. Therefore, I can only imagine how much of a struggle it must be for you when negotiating with management on costing and trying to put forth the case for spending on high quality ingredients.

It is not easy to explain how short-term gains can impact long-term growth and repeat footfall. Especially in a market where operational costs are on the rise and the propensity to eat out is growing less. Or perhaps it feels that way given the never-ending rise in competition within the restaurant scene in the Arabian Gulf.

Personally, I am beginning to see consumer behaviour change in favour of high-quality ingredients. Even within restaurants that are economical. People today literally discuss a lot more than just plating and taste. The real discussion these days in the living room – when recommending a restaurant – is how a person feels hours after leaving the restaurant. If you don't feel too thirsty or bloated after 7-8 hours, you will see people returning for more.

The real challenge lies in getting to that point within a price range that does not put off the customer.

Talking of ingredients, here's an anecdote I'd like to share. My parents, who recently became septuagenarians, spent their retirement days building a new home in our village. I guess it has something to do with going back to their roots.

Last week, I visited them to see the house that they've built, and as is customary looked forward to eating my mom's food. My first reaction was to ask my mom if she had changed her recipe, because the dishes had so much more flavour to it.



He answer was no.

Just the fact that we were using ingredients that were farm fresh growing in our backyard changed the dynamics of simple dishes. The oil, the milk, the vegetables, it all came together like a symphony of flavours, elevating what for me was already very good dishes.

My point is that, as chefs, it is your responsibility to encourage high quality ingredients in your dishes even if it means having to stand your ground. With growing competition, there is no way your restaurant will succeed by offering customers dishes made with poor quality ingredients camouflaged with butter and salt. And there is no way you can expect high quality ingredients at a low price. There will always be a catch.

Make sure you do the right thing.

This issue has a lot of stories and images from events around the country and various parts of the world.

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

**Aquin George**  
Editor

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October 2019 Gulf Gourmet

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# newsbites

## Mauro Colagreco, the World's Best Restaurant chef, coming to Dubai

One&Only Royal Mirage in Dubai is collaborating with renowned French culinary talent Chef Mauro Colagreco. Mauro is Chef Patron of the three Michelin starred restaurant, Mirazur, on the French Riviera, which was voted number one in the world at The World's 50 Best Restaurant Awards this year. It is the first time that France has received the



number one position since The World's 50 Best began in 2002.

He says the win "recognises the trajectory of my life from Argentina to the French Riviera that welcomed me so warmly 19 years ago"

The partnership with One&Only Royal Mirage will see Chef Mauro overseeing the resort's fine dining restaurant Celebrities, The Beach Bar & Grill overlooking Palm Island bay and Esplanade at the Grand Pool of The Palace from November 2019. He will introduce inspired new concepts and menus incorporating influences from his diverse heritage and rich experience for guests to enjoy.

With so many celebrity chefs vying to make their mark in Dubai with mixed results, we can only wait and watch how this collaboration works. Wishing the team the very best.

## Chef Leonardo is F&B Director at Four Seasons Riyadh

Four Seasons Hotel Riyadh at Kingdom Centre has appointed Leonardo Concezzi as Director of Food & Beverage. The Italian-born culinary master will lead and oversee all daily operations and management of the Hotel's three distinct restaurants together with its sizeable banquet operations.

With a career spanning three decades and numerous countries, Concezzi brings extensive experience in the luxury dining sector to the table. His international journey began at the age of 19 when he left his home country for a job as a chef in Miami, United States. Concezzi's natural talent and dedication to his craft soon opened doors to many exciting opportunities, which led to him entering the luxury hotel industry in the year 2000.



Since then, he has further honed his knowledge and skills at renowned 5-star properties in Australia, the Bahamas, Italy, Morocco, Syria, Thailand, Turkey, and the UAE, with his time in the Middle East providing a valuable opportunity to become familiar with local favours and culture.



## Andaz Dubai the Palm has new Executive Chef

Andaz Dubai The Palm has announced Laurent Philippe Pommey as its Executive Chef.

From freshly harvested oysters from Dibba Bay in Northern Fujairah, the first farm in the Middle East sourcing gourmet oysters for the region, to a partnership with an olive oil farm in Jordan, home to some of the oldest olive trees in the world, Chef Laurent is excited to put his vision of 'farm to table' on display at the property and showcase the hidden gems of the region.

The French/Australian has worked in five-star hotels and Michelin Star restaurants from France to Australia with a stint in the Middle East as well.

He says, "I've been part of the Hyatt family for a number of years, and I can't wait to introduce the region to our innovative F&B concepts and showcase the fantastic produce that the Middle East has to offer."

## Dubai-based chef Grégoire Berger ranked among world's best

At the world's best chefs awards ceremony in Barcelona, Spain last month, Bjorn Frantzen, of Restaurant Frantzen in Stockholm, Sweden, won top honours followed by Spain's Joan Roca and David Munoz.

Not surprisingly in the top 50 was Dubai-based chef Grégoire Berger for his work at the Ossiano seafood themed restaurant located within Atlantis The Palm.

The Best Chef Award is one of the biggest chef competitions globally, aiming to champion the top 300 chefs in the world, celebrating their talent, individuality and culinary flair.

Berger also won the "Fol-LOVERS" award, which is driven by the highest number of votes by the public and media.

"I am so honored to have won the 'Fol-



LOVERS' award for the second year running and to have been recognised by the public, media and my peers as a deserved winner of this prestigious accolade," Berger said in a released statement.

"To be considered as one of the top 50 chefs in the world and to be amongst so many talented professionals, whom I deeply admire, is a dream come true," he added.

## Robots cook at Future Café during Gitex



If you thought your biggest competition as a chef is your colleague or a chef in a nearby hotel, think again. At Gitex, the Telecommunications Regulatory Authority (TRA) in the UAE presented its future projects based on AI, 5G and IoT, while a robot named 'Smart Robotic Chef' prepared a number of dishes professionally and with high accuracy at its Future Café for visitors. This robot of three arms can be programmed to prepare various types of food quickly and accurately according to the user's preferences. Globally, it is the only robot of its kind to prepare a complete meal without any human intervention, where it

selects and prepares ingredients and then cooks and presents the dish to the user. Visitors also enjoyed the smart coffee provided by a robot designed for this purpose.

Commenting on this project, Eng. Majid Al Mazloum, Senior Director of Center of Digital Innovation (CoDI), and member of the TRA Innovation Team, said, "A robot today can make a full meal, read a book, help the visually impaired walk, and provide other services. Today, we are opening the door for Emirati youth to enter the age of AI and contribute to the future of the UAE, placing it in the world's top countries in all fields."

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# THE CREMA OF CATALANA

With his rich culinary heritage, oodles of talent and charming demeanour, Chef **Aleix C Font** is easily one of the best exports of Spain to Dubai. The executive chef of Wafi Hospitality traces his journey from the land of tapas and flamenco to the hub of Middle Eastern gastronomy...

Who doesn't like Spain and everything it has to offer? On a casual evening over drinks, nibbling on the small portions that together constitute tapas is a ritual in itself. Top it off with a seafood paella and you have an evening

to remember. In between, enjoy a show of flamenco and get ready for a fiesta.

Full of flavours and a distinct taste, every bite of Spanish food comes with an illustrious history. It's a product of wars, conquests and invasions, each of

which modified traditions and added new ingredients and flavours to the mix. Any real experience of an albondiga or a croqueta is incomplete without a celebration the cultural heritage of Spain.

It's this rich heritage that is deeply



embedded in Chef Aleix C Font. A Catalan to boot, he is motivated to infuse Spanish ideas and tastes into the gastronomic cauldron of Dubai.

As the executive chef at Wafi Hospitality LLC, in charge of several

F&B outlets including Sevilles, Square, Noodle Factory, Biella, Thai Chi, Carters and Asha's, the 38-year-old wields immense power over the menus of these restaurants, which cover a wide range of cuisines from Indian and Spanish to Thai and Chinese.

The difference is that he doesn't feel the urge to use this power until necessary, highlighting an attitude of celebrating diversity that comes from his Spanish roots. "It's not my style to tightly control operations," he says in broken English. "All these restaurants have their own

executive chefs and they are talented people capable of running the show. My responsibility is to ensure all costs, resources and schedules are optimal." Given that Chef Aleix has 70 chefs under him, this is quite a task.

Being caught in administrative work is a bit of a loss though. Chef Aleix admits that his first love is the kitchen. "I feel like a fish out of water when I don't get to cook. So, I make it a point to go into the different kitchens and stay in touch with cooking."

It's an understandable addiction. Cooking has been and still is a family hobby for the Fonts. "Everyone in my family – from my parents to my grandparents – are great cooks! All of them can put fantastic meals on the table. As a family, we can easily run a restaurant," he laughs. Chef Aleix, however, is the only one who adopted cooking as a profession – his father is a fisherman and his mother is an accountant. And he hasn't regretted it for a second.

It didn't take too long for the young Spaniard to figure out that he wanted to be a professional chef. "I was just 14 when I decided to take this path. There was this famous chef in my hometown and I joined his classes to learn cooking." At 16, he started working in professional kitchens. Along the way, he obtained formal



## Everyone in my family – from my parents to my grandparents – are great cooks! All of them can put fantastic meals on the table. As a family, we can easily run a restaurant

education in hospitality from the Hoffman School of Hospitality in Barcelona.

The first big responsibility came in 2003, when Chef Aleix was the head chef at Sibar Restaurant in Manresa, a small town in Catalonia. There, he learnt to manage a team and operations. The restaurant was rather popular, with its clientele including players from the Barcelona Football Club.

Over seven years, the young chef learnt all about running a restaurant, skills that came in handy when he decided to set up his own business at the age of 30. "It was called La Xurreria and was in Manresa too. Initially, it was great but the location wasn't the best. We eventually shut it down in a couple of years and I decided to stick to a job from there on."

Returning to Sibar for another year, Chef Aleix couldn't resist when he was

presented an opportunity to work with a Michelin-star chef. "His name is Chef Jordi Cruz. The restaurant was called Mon de Sant Benet at Sant Fruits de Bages. It taught me how high-end fine dining actually works – taste has to be accompanied by visual appeal. I carry that lesson to this day." A couple of years passed by. Exposure to the international set-up made Chef Aleix realise it was time for him to spread his wings. "So I packed my bags and headed out to Bahrain, where I joined La Vinoteca Barcelona as head chef."

Admittedly, the first few months were tough. To begin with, speaking only Spanish was hardly enough to get by. "I had to learn English. Plus, I had to overcome cultural differences. There were chefs from all over the world and the systems were very different from what I was used to. It was a great learning experience for me."

Chef Aleix worked there for just a couple of years, eventually moving to the more cosmopolitan Dubai with a job at Wafi Hospitality in 2015. Initially joining as head chef, he quickly climbed to executive chef in fewer than four years. "I like it here. The management is also very good and I feel I can grow professionally."

Although his work is mostly managerial, Chef Aleix doesn't shy away from popping into kitchens whenever he can. "Going into the kitchens, I can learn different kinds of cuisine. So far, I have managed to pick up some Indian cooking at Asha's, some Thai, Chinese and even African cuisine. We have an African chef at Carters and he's very good."





The creative satisfaction that he misses in his managerial role, Chef Aleix makes up for by cooking for his family at home. "I cook for my wife and daughters as well as for friends when we have a party." However, cooking for himself alone is not inspiring enough. "I take the easy way out. I order from McDonald's," laughs the chef.

As a professional gastronomist, Chef Aleix tries to avoid judging the offerings of other restaurants on his personal visits. "I don't criticise the food to the staff. If I don't like the food at a certain restaurant, I just won't go there again."

Having burnt his fingers with business before, the Spanish chef doesn't envision an own restaurant in his future. "I don't enjoy the whole business of managing payments, sitting in an office and worrying about making profits. With small businesses, that's always the main thing. I would much rather focus on the innovative aspects, which I can in big formats."

For the next few months, he will be busy developing new menus and working on ideas for the next level of growth for the restaurants under him at Wafi. "I am the

kind of person who needs freedom to innovate. I have that here."

Although Chef Aleix is proud of his Spanish heritage, he's a big fan of multi-cuisine concepts. "A little bit of different cuisines on the menu is a lot more fun for the guest. It widens the experience."

Speaking of experiences, does Chef Aleix have any memorable incidents to share from his career? "Just a hugely embarrassing one! Once in the Sevilles restaurant, we had some 95-100 people coming in to eat paella. The door was tricky to navigate and a huge container of paella dropped on the floor, spilling it all over. It was a disaster! People were hungry and waiting for food and there were staff members busy mopping the floor." While more tapas soothed some hunger-ruffled feathers, another round of paella had to be cooked to save the day.

Such incidents, however, pale in significance to the satisfied smiles on the face of guests. "Customer service is the main thing always. A happy guest is a loyal customer."

A service orientation is very important

even for those who wants to become chefs. While passion and hard work are the basic ingredients of any successful career, in hospitality, putting guests before self is paramount. "You have to work when everyone else is celebrating. There are no normal vacation days. You won't have enough time for family. There are many sacrifices to be made and you should do this only if you are really passionate about it."

While Chef Aleix misses home sometimes, the big Spanish clientele at Sevilles makes up to some extent for homesickness. "Our Spanish clients are loyal to us. We also try to do the cuisine of different parts of Spain once a month. Spain's national days are also celebrated here."

Some other promotions and ideas are in the offing. Given the location of Wafi's restaurants, they need a little more push than outlets located in the more central areas. "We want to distinguish ourselves from the others. For that, we have to innovate constantly and that is enjoyable."

Stand by for more delicious delights from the house of Wafi.



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# MIXED DOUBLES

This month's contestants for the Golden Hat Chef Award are Chefs **Himanshu Mehra** and **Santosh Thapa**, a talented duo from Lapita, Dubai Parks and Resorts by Marriott International. What gastronomic delights are they offering? Let's find out...

**G**rowing up, they were neighbours. Now, they are a team. This month's Golden Chef Hat Award participants share not only a border and an employer but also a passion for good food. But that's where the similarities end. One loves sweet and the other likes it hot. One is a shy guy, the other is the life of the party.

But together, Chefs Himanshu Mehra and Santosh Thapa pack a powerful punch. Let's know more about them...

## Himanshu Mehra

If you watch any Indian soap opera,

you would think that large families are characterised by drama. For Chef Himanshu Mehra – who grew up with five uncles, three aunts and their families – a large extended family meant loads of fun and many people to learn from. It was exactly this ecosystem that took him into a career in hospitality. "My father works for IFFCO, which is a fertilisers cooperative and my mother is a housewife," says the 27-year-old chef from Uttarakhand in North India. "So there was no culinary role model in my immediate family. But I had a few cousins who were working in hospitality and they were my inspiration."

Cooking, however, happened by chance. When Chef Himanshu finished school, a relative asked what he wanted to do. 'Hotel management' was the reply but it had little to do with food. "I was fascinated by the idea of travelling and working in big hotels." In fact, he imagined a life working on a cruise ship – lucrative and exciting.

A friend who went to Mumbai to study told Chef Himanshu about a new course – marine hospitality. "I was in high school and I was excited. So I went to Mumbai to get a three-year degree from the College of Maritime Catering and Hospitality."



**Himanshu Mehra****Santosh Thapa**

Cooking still wasn't the first choice. It was only when Chef Himanshu was designated the deputy chef for an event that he saw the possibilities. And liked them.

Campus recruitment followed graduation. Chef Himanshu got a job at a company called Fleet Management, which managed some 250 vessels. As he waited for the travel papers to arrive, he went to Singapore for four months of internship at a Vietnamese restaurant - Nam Nam Noodle Bar. Even though the internship was productive, things went awry when he was finishing up in 2013. "I was offered a job but there were riots there and things didn't quite work out in the mayhem that followed."

Returning to India, he joined the Country Inn & Suites by Carlson in New Delhi as a chef. "The wish to work abroad was still there. So after a year, when I got an opportunity to come to Dubai, I took it." Chef Himanshu's stint here began with Sofitel Downtown Dubai, where he worked for a year and a half.

Due to some familial obligations, he had to head back to India again. "I taught at a hotel management institute close to home for some time and even got married around the time. But then I felt the pull of Dubai and returned in May 2018."

Content with life at the moment, Chef Himanshu wants to focus on learning the fine nuances of cooking at this stage of his career. He's also excited at the opportunity to compete in the Nestle Golden Chef Hat Award – his first ever culinary competition. "I am making a

dish inspired by Polynesian cuisine. It's a glazed duck breast served with mint-infused vegetables and carrot pumpkin potato mash drizzled with rhubarb sauce." Chef Himanshu used Nestle's coconut milk powder, potato mash and demiglace for the dish.

By the sheer description, this seems to be a main course worth waiting for.

### **Santosh Thapa**

Unlike Chef Himanshu, small was big for Chef Santosh Thapa. It was a family of four – parents and a brother – but because his parents were mostly away, Chef Santosh learnt to cook from a very young age. "My father works for the Indian army. So he was mostly stationed in India. We lived in Nepal and my mother used to work when I was young, so I had to help with the cooking," recalls the 28-year-old.

In his free time, a young Chef Santosh would watch TV shows where chefs presented their creations. As time passed, it became clearer and clearer where his passion lay. "My brother was working in Dubai at the airport Duty-Free and he encouraged me to consider hospitality as a profession." His mother did not want him to join the army. So when Chef Santosh expressed an interest in a culinary career, she readily agreed.

Getting a three-year diploma in hotel management from a local institute, he was searching for the kitchen most suited to his tastes. "My brother guided me again. He knew a lot of chefs and most said the pastry kitchen was the

most exciting." However, that was a gap in Chef Santosh's skill set. So he went to a local institute to learn all about pastry.

With help from his brother, he came to Dubai in June 2012. Arriving on a visitor visa, he secured a job within a week. "I joined the Dubai Le Meridien. It was a good start. My head chef gave me a lot of room to learn." That said, it was tough to adjust to a new environment. Chef Santosh was the only Nepalese member of the team. Even though the team members were supportive, he missed home for the first six months. But then it got better. "I later moved to Shangri La Hotel and Resort in Abu Dhabi and then to Emirates Palace after a year and a half." Emirates Palace was a delightful experience. It was a big property and although work hours sometimes stretched to 15 hours, Chef Santosh enjoyed every minute of it." In January last year, he moved to Marriott International as chef de partie.

Despite having spent six to seven years in the industry, Chef Santosh sees himself as a novice. "I want to learn as much as I can. Someday, I will return to Nepal and train Nepalese chefs."

The Nestle Golden Hat Chef Award is his second culinary competition, SIAL being the first. Excited about the opportunity, he has readied a crispy chocolate mousse dessert with Kitkat, passionfruit panna cotta, orange crème brulee and baked meringue.

Sounds like a perfect finish to a meal. And the right ingredient for a sweet victory.



## KOLOA MAOLI

(Maple glazed duck, pumpkin and coconut potato mash, mint infused winter baby vegetable, rhabarb sauce)

### FOR DUCK BREST

Duck breast	4nos
Red wine vinegar	10ml
Maple syrup	30ml
Ginger	50gm

#### Method

- ◆ Season duck breast generously with salt and pepper.
- ◆ Start off with cold pan over medium heat, to render out the skin fat to make it crispy texture on skin and turn around,
- ◆ And seared nicely, put into oven at 180c for 4 minutes.
- ◆ Take out the fat from pan and deglaze with red wine vinegar.
- ◆ Add maple syrup, ginger to the pan
- ◆ Take out duck from the oven, return to pan and baste it with maple ginger mix.
- ◆ Keep aside for resting for at least 10 min and slice it just before serving.

### FOR PUMPKIN COCONUT POTATO MASH

Butternut Pumpkin	300gm
Garlic	12gm
Maggi coconut powder	120gm
Maggi mash potato mix	150gm
Butter	20gm

Cream	50gm
Salt	pinch

#### Method

- ◆ Take pumpkin and Cut into half, scrap out the inner core Season with garlic, salt, pepper, olive oil. Arrange in a tray, cover with aluminum foil, Roast at 180C for 35min. After cooling, blend it to smooth consistency Take coconut milk powder and instant mash potato mix and add hot water, bring to boil and then rest for 5 min. Add your pumpkin puree to the mix, season and finish with some cream and butter.

### FOR MINT INFUSED VEGETABLES

Carrots	100gm
Broccollini	100gm
Asparagus	100gm
Beetroot	100gm
Mint syrup	40 ml

#### Method

- ◆ Bring water to boil and add some mint leaves
- ◆ Blanch your prepped baby vegetables in mint water.
- ◆ Shock in cold mint syrup for preserving color and absorbing flavor.
- ◆ Take aside and sauté with butter, seasoning, and dash of mint syrup.

### FOR RHUBARB SAUCE

Rhubarb	200gm
Chef demi glaze powder	25gm
Water	500ml
Plum	250gm
Pomegranate syrup	50ml

#### Method

- ◆ Add demi glaze into water, bring to boil. Add plum and rhubarb and simmer for 10 min. Blend all together and strain. Add pomegranate syrup and duck fat last to finish.

### FOR COCONUT FOAM

Maggi coconut milk powder	50gm
Cream	10ml
Water	100ml
Lecithin	1gm

#### Method

- ◆ Mix coconut milk powder mix with water, lecithin, and cream. Make it warm. Make foam using milk frothier

### FOR GARNISH

Micro greens
Coconut
Kumquat
Baby radish

#### Method

- ◆ Slice coconut, kumquat and baby radish thinly using mandolin.
- ◆ Place sliced coconut under heat lamp to dry.



## CITRUS TUBE WITH CRUNCHY CHOCOLATE FINGER

*(Crispy chocolate KitKat mousse along with passion fruit panna cotta, orange crème Brulee on the bed of baked meringue, organic chocolate soil, fluid gel raspberry and passion fruit)*

### PRALINE KITKAT CRUNCH

Praline paste	15gm
Crunchy KitKat	40gm
Nestle milk chocolate	15gm

#### Method

- ◆ Melt the chocolate with praline paste together and add crunchy KitKat fold slowly.

### CHOCOLATE MOUSSE

Nestle milk chocolate	27gm
Egg yolk	7gm
Sugar	8gm
Cream	29gm
Gelatin mass	5ml

#### Method

- ◆ Cook the sugar in little water till 113c, add half cream into it and use spatula to add chocolate gently. After put rest of cream and lastly melt gelatin mass and mix into the mixture.

### ORANGE CREAM BRULEE

Cream	34ml
Milk	57ml
Docello Creme Brulee powder	17gm
Orange zest	1 pinch

#### Method

- ◆ Take in half pan cream and orange zest,

cook for 2 minutes. Keep rest for a while, in another pan put cream and milk to boil, after mix in creme brulee powder, add cream with orange zest, strain & mix with the other batch. Once ready freeze with your desired mold and let it set.

### PASSION FRUIT PANNACOTTA

Passion fruit puree	20ml
Milk	34ml
Cream	57ml
Docello Pannacotta powder	20gm

#### Method

- ◆ Boil milk and passion puree, add cream and mix in Pannacotta powder and set in the freezer.

### FRENCH MERINGUE

Sugar	35gm
Egg white	17ml

#### Method

- ◆ Cook sugar and water till 116c, pour in egg white, whisk till 45c and ready to use.

### CHOCOLATE SOIL

Dark chocolate	14gm
Sugar	20gm
Water	7ml
Cocoa powder	4gm
Salt	1 Pinch
Hazelnut oil	10ml

#### Method

- ◆ Cook the sugar and water till 130c. Keep all other
- ◆ ingredients together in bowl and when the sugar reaches
- ◆ the desired temperature, pour in to bowl and use wooden

- ◆ spatula slowly. When the texture look like crumble, it's
- ◆ ready to use.

### FLUID GEL RASPBERRY PUREE

Raspberry puree	25ml
Sugar	4gm
Agar agar	0.5gm

#### Method

- ◆ Boil the puree into pan for 2- 3 minutes, add agar agar
- ◆ with sugar, mix for 4-5 minutes and set in the chiller.
- ◆ Once this gel set blend it to use.

### FLUID GEL PASSION PUREE

Passion puree	34ml
Sugar	4gm
Agar agar	0.5gm

#### Method

- ◆ Boil the puree into pan for 2-3 minutes, add agar agar with
- ◆ sugar, mix for 4-5 minutes and set in the chiller. Once set
- ◆ blend it to use.

### MICRO SPONGE

Whole eggs	37gm
Egg yolk	7gm
Sugar	10gm
Flour	4gm

#### Method

- ◆ Make a sabayon with whole egg, sugar slowly add flour
- ◆ put in pepper cup half amount of mixture cook it for 30
- ◆ second in micro to use.



# SUPER MARIO

Chef **Mario Coelho** owes his sunny disposition to the sandy beaches of Goa. His hospitable nature too! The executive sous chef at Madinat Jumeirah C&I shares his recipe for being a superhero in the kitchen...

Every year, millions of tourists, both domestic and international, make their way to Goa, the coastal destination in India best known for its hippy-happy culture.

The tiny Indian state is famous all over the world for its pristine beaches,

its heavenly delicacies and its vibrant nightlife. But anyone who has visited Goa knows that its biggest asset is its people. With friendly smiles and warm welcome, the Goans strive to give tourists a home away from home. It's not surprising then that many Goans choose hospitality as their occupation

– after all, making guests happy comes naturally to them.

You can say that Chef Mario Coelho, the executive sous chef at Madinat Jumeirah C&I, is a true-blue Goan. He swears by the power of good food and good service, packaged as a memorable experience. It is indeed a powerful idea, so much so that it has won Chef Mario numerous medals and honours, the latest being the runner-up trophy he won at the Worldchefs Global Chef challenge in South Africa this August, along with Chef Tharindu Lakshan.

And that barely scratches the surface.

He's been a part of the UAE National Team, represented the country in IKA Culinary Olympics and won more than 20 international gold medals.

Quite an impressive career ride! Would you believe it all started with pancake? "Yes, that was the first thing I ever made," says the 40-year-old chef. "My mother was so proud. She said it was perfect!" Chef Mario grew up in Goa with a sister and two brothers, who, incidentally, also ended up in the hospitality industry. "Which is strange because my father worked for an oilfield in Dubai. I guess we were heavily influenced by Goa's hospitality culture."



**I have farming in my blood. We have some land back home and my mother tends to it at the moment. I would like to do it someday - grow small things such as tomatoes, mushrooms**







Getting a hotel management degree from a local institute, he spent nearly three years at the marquee Taj Aguada Hermitage before joining a popular nightclub, Tito's, near a famous beach in Goa. "I joined as head chef, responsible for the restaurant. Even though I was barely 23 years old, I had some seven-eight chefs working under me." It was an exciting time. Chef Mario got to design the menu and make improvement to services, something few young chefs get to do.

Then, Dubai happened. But it was no coincidence. His father and both brothers were here and following them to the United Arab Emirates was a

natural move. Starting in July 2003, he joined the Jumeirah Wild Wadi Water Park as a commis, quickly graduating to Jumeirah Emirates Tower Hotel's Rib Room steakhouse. "In total, I worked at Jumeirah for about four and a half years. I enjoyed my time at Wild Wadi but it was the Rib Room where my true training happened." One of the biggest learnings was that a professional chef cannot say 'no' to any kind of ingredient. "Right from childhood, I had a strong dislike for beef. To the extent that I would move away with my plate when I saw someone eating it. But at Rib Room, I had to work with it and that was quite a challenge for me."

Years later, when Chef Mario left the Jumeirah group, he had climbed to chef de partie. He joined The Edge fine dining restaurant in Atlantis, the Palm, working there for nearly four years under Chef Juraj Kalna. "Those were some of the best years I had because such concepts rarely exist. Guests would choose their price point and we would decide what they eat based on the freshest ingredients of the day. Some even being flown in from thousands of miles away on a private jet."

At the end of 2010, he joined Wafi Hospitality as sous chef. "I joined the Italian restaurant Medzo. After six months, I was promoted and in the meantime, we won the Timeout 'best restaurant' award."

Chef Mario took care of several restaurants under Wafi Hospitality. Among them were Thai Chi, Biella, Asha's and Square.

In mid-2015, he returned to Jumeirah group as the executive sous chef at Madinat Jumeirah C&I. "There are 30 chefs here doing 100- to 4,000-cover events. It felt like a new experience altogether. These are huge operations." Sometimes, there are large-scale events back-to-back, putting tremendous strain on the staff.

Although the kitchen is centralised, there are five big sections.



**You don't know what the next day will bring. And when you participate in competitions, that also takes up a lot of your energy and time**





The team consists of 30 chefs, a rather small count for such large operations. "Our advantage is that this company is a very strong community. Whenever we have a gap, chefs from other hotels are deployed to help us. They are paid extra for working off-duty hours to encourage them to participate." For example, 20 chefs from five other properties were called to help during the World Cup event. "While there are differences between kitchens across the organisation, all our chefs are trained well in basics because we don't use much readymade ingredients. We make things from scratch. That minimises any issues arising from working with temporary colleagues."

Quality matters to Jumeirah. According to Chef Mario, quality comes from attention to detail, especially when cooking in bulk for buffets and events. "Luckily, I have very experienced and skilled chefs. You can depend on them for consistency."

Even with the right team, life is quite hectic. In the distant future, he plans to slow things down by returning home and setting up a farm in Goa. "I have farming in my blood. We have some land back home and my mother tends to it at the moment. I would like to do it someday - grow small things such as tomatoes, mushrooms." A small restaurant to complement the farming business is also a possibility. Chef Mario is clear that he does not want to work for anyone after the age of 55.

That will be a relief for his family too. A chef's tight schedules do not leave much time for much else because in addition to his work, he represents UAE at global culinary competitions and even mentors the junior national culinary team. "I get to work at 7 AM and by the time I get home, it's midnight and my wife and sons are asleep. I see them only on weekends and days off. It's tough!" His wife, Alida, works in human resources in the retail industry. Their older son is seven and



**All young chefs know these days is how to open a packet. You may not need to make things from scratch daily but if you don't know how to, then you will always be at the mercy of suppliers.**

the younger one is just six months old. "My wife is very understanding – we have been together for nearly 20 years – but the kids don't always get it. The older one gets mad at me when I miss important events. I hope to make it up to them someday."

A stable and supportive family gives Chef Mario the emotional strength needed to survive the challenges of a hospitality career. "You don't know what the next day will bring. And when you participate in competitions, that also takes up a lot of your energy and time." When he went for the Culinary Olympics in Germany, Chef Mario did not sleep adequately for nearly three days!

To be fair, he knew what he was getting into. The hardships of the vocation had made themselves obvious from the day he started in the professional kitchen. "The first day I started at the Taj hotel, I had to clean the chiller in the butchery department. There was so much ice and my feet were frozen by the time I finished. I had to use hot water bottles to warm them." The reality of a life in hospitality hit home. But it was not enough to discourage the determined chef. Today, there is no task that he wouldn't do in his

quest to ensure the guest has a great gastronomic experience.

This tenacity and perseverance is somewhat lacking in young chefs these days, rues the Indian chef. "They just try to follow recipes from books instead of learning the basics properly and then innovating with their own ideas." With the onslaught of a range of readymade ingredients, it has definitely become easy. Also, companies now try to cut costs by using readymade material, which is fine as long as the quality doesn't suffer. Unfortunately, knowledge of basics falls by the wayside in the bargain. "All young chefs know these days is how to open a packet. You may not need to make things from scratch daily but if you don't know how to, then you will always be at the mercy of suppliers." Sauces, especially, are important to impart a distinct flavour to dishes.

Chef Mario believes that those seeking quick promotions and big bucks have limited shelf life in the industry. "If you want long-term growth, spend time on getting the basics right."

To bring the right attitudes to the industry, the seasoned chef tries to impart these values to the budding chefs he mentors through his involvement with the Emirates Culinary Guild. He also shares his secret sauce for winning competitions – "Be patient and put your heart in it. Don't just do it for the sake of winning. You should enjoy what you do."

Just like Chef Mario, who enjoys cooking even on personal days. In fact, he waits for weekends not to relax but to cook the traditional Goan curry for his family. "I make it with fish, shrimps or crab. Served with rice, it is the most amazing dish ever. I follow my mother's recipe and it is my comfort zone."

Lucky are those who can find and give comfort in something as simple as food. For the noble cause of soul foods, we need more Chef Marios around.



# On The Rise

Lesaffre, the 165-year-old company from northern France, is known for its high-quality yeasts, sourdoughs, bread improvers and premixes. We speak to Stéphan Béague, Global Brand & Marketing Content Manager at Lesaffre International to find out what's new



Lesaffre International has a legacy to protect that is over a one and a half centuries old. So, when they say they have new products to offer, you have no choice but to sit-up and take notice. If you are heading to Gulfood Manufacturing or are reading this at the exhibition, do visit Stand no. S2-C32 in Sheikh Saeed Hall 2 – the Lesaffre team will be presenting Culinary Solutions based on yeast extract and derived ingredients from yeast on display. And much more.

Stéphan Béague, Global Brand & Marketing Content Manager at Lesaffre International tells us what the industry can expect from them and how they are constantly innovating to support its partners in their quest to keep up with changing consumer behavior. Be it shelf life or healthier alternatives.

Here are excerpts from the conversation:

### Can you please tell us about Lesaffre and its history?

As a key global player in yeasts and fermentation, Lesaffre designs, manufactures and markets innovative solutions for Baking, Food taste & pleasure, Health care and Biotechnology.

It is a family group born in northern France in 1853, now a multi-local and a multi-cultural company, Lesaffre is committed to working with confidence to better nourish and protect the planet.

For more than 165 years and throughout the world, Lesaffre provides innovative and functional bread making solutions.

The baking activity is organized into four businesses.

- ◆ Yeasts
- ◆ Sourdoughs
- ◆ Bread improvers
- ◆ Premixes

Its businesses carry global brand names (Livendo, Magimix, Saf-Instant and l'Hirondelle).



In close collaboration with its clients and partners, Lesaffre employs 10,500 people in 80 subsidiaries based in more than 50 countries. Lesaffre achieves a turnover of 2 billion euros.

### How long have you been in the Middle East and Gulf region?

Lesaffre has been commercializing its products in the Middle East and Gulf region for several years now and the local presence with production sites and sales offices go as far back as 1991.

### Have you noticed any changes within the industry in recent years?

One of the main trends in the market is to extend shelf-life of bread to decrease level of bread wastage. As you know, on market, toast and hamburger breads have longer shelf-life than other bread types. This is one of the main reasons why the demand is growing. Also, this kind of bread types are mainly consumed by fast-food chains and this is also another reason for higher demand of these breads.

We also observe an increasing demand

for healthy bread that has sodium, sugar and fat replacer ingredients, due to the changing consumer behaviors on direction of healthier foods. Less sugar or fat content and lower sodium level are getting more important because of that consumption behaviour.

We follow these trends and work on alternative solutions to respond to the needs of the market. For example, our sourdough products help the producer to decrease sugar or salt level in their bread without any change to the taste. Using natural ingredients in sourdough is also helping to replace salt and sugar in bread.

### Are there any major challenges you face in this market?

For industrial producers, cost optimization is one of the key points that is becoming more and more important lately. In order to be more flexible in terms of variety of products supplied and and to be able to deliver to long distances, industrial bakers need to invest on the processes where the

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# saf-instant

*Inspired by Bakers since 1973*



1973

1984

2011

2019

final or semi-final product can be stored longer. This might be possible by adding preservatives on the fresh packed products and or by investing on the frozen dough technics.

Products prepared with frozen dough technics can be stored for longer periods, and thus be delivered to longer distances compared to fresh packed products that include preservatives. This is very important in terms of supply and logistics costs and ensures flexibility on the product range availability when delivering to long distances. To respond to these kind of needs of our industrial customers and to support them with the challenges they are facing in their business, we offer them products and solutions with frozen dough techniques.

### What is new from Lesaffre at Gulfood Manufacturing 2019?

This year, Lesaffre (Yeast and Baking Solutions) will be participating the Gulfood Manufacturing 2019 with its sister company, Biospringer by Lesaffre specialized in Culinary Solutions based on yeast extract and derived ingredients from yeast at Stand no. S2-C32 in Sheikh Saeed Hall 2.

Lesaffre will be presenting the new image of its well-known brand Saf-instant, which is the favorite yeast of professional bakers since 1973. We will demonstrate the new application developed specially to respond to the bakers needs and provide them inspiring recipes and update them with the latest trends in baking business. Lesaffre will also be presenting its latest sourdough



solution launched in the UAE market: Livendo 2iIn Rustic Sourdough as well as the new Inventis Sensation.

The Degustation Corner hosted by the experts from the Baking Center™ (Lesaffre) and Culinary Center (Biospringer) will present recipes prepared with Saf-instant yeast, Livendo 2iIn Rustic Sourdough, Inventis Sensation with Seeds Crackers taste and Semolina Crackers taste, Springer® Mask 101, as well as common recipes prepared with Lesaffre yeast and sourdough products and Biospringer yeast extracts, which create a fusion of intense and exclusive taste. There will be a degustation activity in our stand, where the experts will be explaining the sensorial analysis of those special recipes.

### What are the newest developments at Lesaffre?

Always at their fingertips, the Saf-instant mobile app offers bakers access

to numerous services and useful content: technical advice and business tips, tutorials, videos and amazing recipes. The Saf-instant mobile app can be downloaded in just a click from the website at saf-instant.com or directly on Google Play and the App store.

To make the baker's life easier, by offering them the finest yeasts and the best adapted services, Lesaffre is globally launching the new image and communication of its iconic brand, Saf-instant, with a new goal: "Let's make it happen!"

Biospringer will be presenting its new product, Springer® Mask 101, an innovation of natural origin and vegan-friendly, which allows manufacturers to improve nutritional profile without compromising on taste.

### What makes Lesaffre stand out as a brand?

Apart from its right legacy and history, what sets us apart is that we work hand-in-hand with baking professionals to cater to new market needs with the aid of our R&D policy and technical support of our worldwide Baking Center™ network.

Lesaffre's network of 46 Baking Center™, with more than 300 experts all over the world speaking 60 languages, Lesaffre has the unique ability to offer its customers the chance to discover and innovate.

We say that there is always something 'on the rise' at Lesaffre!



# The Guild Meet

Chef Eby Joseph and the team at Dubai Marine Beach Resort & Spa hosted the September meeting for chef members and corporate partners of the Emirates Culinary Guild. There were in-depth discussions about the events coming up this quarter and the best way forward to ensure all went according to plan. Corporate members of the Guild also used the opportunity to showcase their latest offerings to the captive audience of culinary decision makers. Here are images from the event.



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# New Horizons

Legendary smart kitchen solutions company from Germany, Palux, has established a Middle East office and a team on ground to allow professional chefs to have easier access to its range of professional kitchen solutions. An event to mark this was held at the Fairmont Hotel Dubai last month. Here are images from the event.



# Dairy Diary

The Emirates Culinary Guild Young Chefs Club received the opportunity to see firsthand how our dairy is collected and packaged at the Al Rawabi farms. Here are images from the memorable trip.



# 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

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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%



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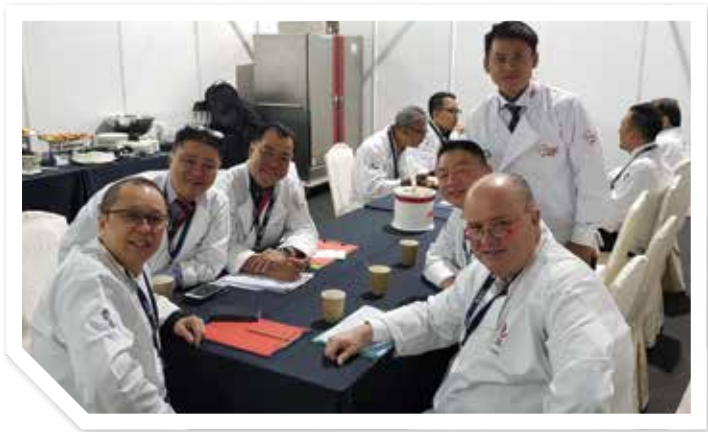
# Culinaire Malaysia

The 15th edition of the Malaysian premier trade-only food and hospitality show, Food & Hotel Malaysia (FHM) was held last month. The event was also the platform for the professional cooking challenge called Culinaire Malaysia. Our very own Chairman Andy Cuthbert was at the event that saw an assemblage of more than 1,000 culinary professionals, displaying their skills and talent in all contesting disciplines and categories. Here are images from the event.





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# R.I.P. Michael Wunsch

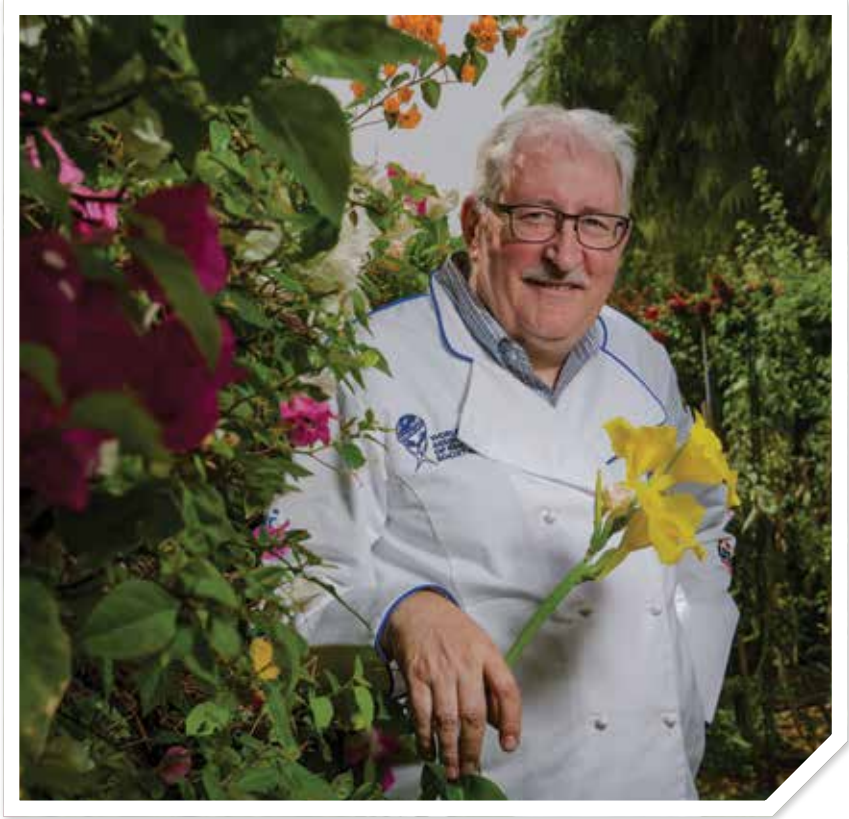
From taste tantaliser to solutions provider, Chef Michael Wunsch contributed to the culinary industry from many vantage points. He even had the vote of thanks from the environment. The former managing director of fruit juices and pre-cut vegetables company Barakat Quality Plus had business acumen, creativity and humanity rolled into one affable persona.

In our cover story featuring him back in April 2016, we had mentioned that while most chefs would love to someday become an Executive Chef, we think, executive chefs wished they would someday be like Michael Wunsch or Chef Mike as he's fondly known.

Chef Mike had been there and done that. He was a founding member of the Emirates Culinary Guild and his support of the culinary industry is known to all.

When we met him three years ago, Chef Mike had only recently lost his mother aged 91, and had also recently married.

The BMW sports bike riding member of the bowling team Barakat Blasters, was just bordering 60 when he passed away but his life was that of a 20-something. If he was not bowling he was driving into the dessert.



Mike Wunsch had a life worthy of a novel, but his success has been a direct result of his ability to understand the opportunities available and to act on them sensibly.

We will forever remember Chef Mike

for being a great supporter of the chef community especially in the UAE. Our thoughts and prayers are with his family. Here are some moments captured at his funeral mass held at St. Mary's Church in Dubai.











# LA CUISINE BY SIAL 2019

## Briefs of the Classes for Entry

### Class No. - Class Description

1. Cake Decoration – Practical by Master Baker Egg Station
2. Elegance Stylish Wedding Cake –Three Tier
3. Four Plates of Dessert
4. Pastry Showpiece
5. Baked Bread Showpiece by Master Baker
6. Friandises Petites Four Pralines Nougatines
7. Chocolate Carving Showpiece
8. Fruit & Vegetable Carving Showpiece by Barakat Quality plus
9. Open Showpiece
10. Lamb Five-Course Gourmet Dinner Menu
11. Tapas, Finger Food and Canapés
12. Individual Ice Carving
13. Ice Carving Team Event
14. Practical Fruit & Vegetable Carving
15. Sustainable Fish & Seafood - Practical Cookery by The Deep Seafood Company
16. Beef - Practical Cookery by
17. Mezze – Practical Cookery by Boodys
18. Emirati Cuisine - Practical Cookery -
19. A Medly76 of Mocktails by Barakat Quality Plus
20. Arabian Feast Edible Buffet see separate brief document by USAPEEC
21. Vegetarian Four-Course Menu
22. Blank
23. Chicken - Practical Cookery by USAPEEC
24. Blank
25. Blank
26. Blank

## Practical Pastry (Patisserie)

### Class 01: Cake Decoration by

### Master Baker Egg Station

1. Two hours duration.
2. Decorate a pre-baked single cake base of the competitor's choice.
3. The Theme for the cake decoration will be "Abu Dhabi"
4. The cake base must be a minimum size of 25cm X 25cm or 25cm Diameter.
5. The cake can be brought already filled without coating – ready to decorate.
6. The cake must be delivered and set up hygienically with cold box or dry ice storage. Not up to hygiene food product will not be judge.
7. All decorating ingredients must be edible and mixed on the spot. (Chocolate/ Sugar/Marzipan/Fondant) minimum height is 30cm, it should be able to enhance and harmonize with the overall presentation 8. For practical cake category the sponsor shall provide the following ingredients that must be used, Liquid eggs to make the sponge with Dawn sponge cake mix and Dawn fruit Fillings and use Candia dairy cream 35% in the preparation of the cake.
9. No pre-modelled garnish permitted.
10. Chocolate and royal icing can be pre-prepared to the basic level, i.e chocolate tempered
11. Competitors must provide all ingredients, cake base, utensils, and small equipment required.
12. A standard buffet table is provided for each competitor to work upon.
13. Water, electricity and refrigeration might not be available.

14. The cake will be tasted and cut by the Judges, as part of the judging criteria

## Pastry Displays

### Class 02: Elegance Stylish Wedding Cake –Three Tier

All decorations must be edible and made entirely by hand.

1. Pillars or stands may be inedible but, unless decorated by hand, must be plain and unadorned.
2. Fine, food-quality wiring is allowed for the construction of flowers but must be properly wrapped and covered with flower tape or paste.
3. Royal icing, pastillage, pulled sugar, etc., may be used in the construction, but the finished display must not be dependent on these items.
4. The bottom layer of the cake must be edible. A section of the finished edible cake should be cut for the judges' inspection
5. The cake will be tasted by the judges.
6. Inedible blanks may be used for the two top layers.
7. Typewritten description and recipes are required.
8. Maximum area w60 cm x d75 cm.
9. Maximum height should not exceed 1 meter (including socleor platforms)
10. Points will be deducted for non-compliance.

### Class 03: Plated Dessert

1. Prepare four different types desserts each for one person.
2. Displayed cold, each portion for one person, suitable for a la carte service.
  - a) 1 x Hot and Cold dessert composition



- b) 1 x Vegetarian without eggs and animal fat
- c) 1 x Arabic Dessert Free Style creation
- d) 1 x Dessert serve in glass
- 3. Practical and up-to-date presentation is required.
- 4. Typewritten description and recipes are required.
- 5. Tasting will be part of the judging process if deemed necessary to determine quality and authenticity.
- 6. Maximum area w90 cm x d75 cm
- 7. Showpieces are allowed but will not be judged.

#### Class 04: Pastry Showpiece

- 1. To display a showpiece of either
  - a) Chocolate
  - b) marzipan/sugar / pastillage
  - c) dough/bread dough
  - d) Asian dough figurine
- 2. No frames, moulds or wires are allowed. Points will be deducted for non-compliance.
- 3. Edible media may be used, singly or in mixed media.
- 4. Written description required.
- 5. Maximum area w90 x d75cm.
- 6. Maximum height 90cm (including base or socle).

#### Class 05: Baked Goods and Baked Bread Showpiece

The entire exhibit must comprise of baked goods and must include the following:

- 1. A baked bread showpiece.
- 2. Two types of bread loaves 200-300 grams (competitor's choice) two pieces of each loaf to be displayed.
- 3. Two types of bread roll 25-40grams (competitor's choice)) three pieces of each roll to be displayed.
- 4. Two types of baked sweet breakfast items 25-40grams (competitor's choice) three pieces of each item to be displayed.
- 5. Two types of baked savoury breakfast items 25-50grams (competitor's choice) three

- pieces of each item to be displayed. 6. For the bread display competitors must use the sponsors products that will be supplied, use Schapfen Muhle T55 , Vx2t bread improver and incorporate a healthy bread using Pro Protein and Beta Hafer Gold 50%(Oats bread mix). The participants doing laminated products need to use the Candia Extra tourage Butter 82%.
- 7. One extra piece of each variety to be displayed on a separate platter for judges' tasting.
- 8. All breads & dough must bake at own work place as fresh as possible and deliver to the competition venue for judging.
- 9. Poor hygiene standard of handling bakery products will not be judged.
- 10. Typewritten products description and recipes are required.
- 11. Maximum area w90 x d75cm

#### Class 06: Petites Four & Pralines

- 1. Exhibit six varieties.
- 2. Six pieces of each variety (36 pieces total) plus one extra piece of each variety on a separate small platter for judges' tasting. each piece to weight between 8-14grams.
- 3. Freestyle presentation and theme
- 4. Present the exhibit to include a small showpiece.
- 5. Showpieces should enhance the presentation, and will be judged.
- 6. Written description mentioning the theme is required.
- 7. Typewritten products description and recipes are required.
- 8. Maximum area w90 cm x d75 cm.

#### Artistic Displays

##### Class 07: Chocolate Carving Showpiece

- 1. Free-style presentation. To be carved from a single block
- 2. Natural colouring and minimal glazing is allowed.
- 3. No frames, moulds or wires are allowed.
- 4. Points will be deducted for non-compliance.
- 5. Maximum area: w60 cm x d75 cm.
- 6. Maximum height 30-35cm (including base or socle).
- 7. Written description mentioning the theme is required

##### Class 08: Fruit & Vegetable Carving Showpiece

- 1. To bring in already prepared one display of fruit and / or vegetable carving, no visible supports are permitted
- 2. Freestyle presentation.
- 3. Light framing is allowed, but the construction of the piece must not depend upon it.
- 4. Maximum area w60 cm x d75 cm.
- 5. Maximum height 55 cm (including base or socle).

##### Class 09: Open Showpiece (Free Style Showpiece)

- 1. Freestyle presentation.
- 2. Only showpieces made of edible food material will be accepted for adjudication.
- 3. Frames and wires support are allowed but must not be exposed.
- 4. Maximum area w90 cm x d75 cm.
- 5. Maximum height 75 cm. (including base or socle).
- 6. **Special note:** To enhance the overall level of competition and to aid competitors to demonstrate superior modeling skills, it is permitted to use, frames and supports .i.e. Styrofoam support must not pre-molded and simply sprayed, a round cylinder to form the base of a body is permitted, and under no circumstances will pre-carved detailed Styrofoam of any



other media be permitted. If the judging committee deems that the finishing has been aided by excessive moulding work it may not be judged.

**Class 10: Five-Course Lamb Gourmet Dinner Menu by**

1. Present a plated five-course gourmet meal for one person
2. One of the appetisers for the meal must contain XXXX as the main ingredient. Proof of purchase must be supplied
3. The meal to consist of:
  - > A cold appetiser,
  - > A soup,
  - > A hot appetiser,
  - > A main course with its garnish
  - > A dessert.
4. Hot food presented cold on appropriate plates.
5. Food coated with aspic or clear gelatin for preservation.
6. Total food weight of the 5 plates should be 400-500 gms.
7. Typewritten description and typed recipes required
8. Maximum area w90 cm x d75 cm.

**Class 11: Presentation of Tapas, Finger Food and Canapés**

1. Exhibit six varieties. Weight between 10-20 grams per piece
2. Six pieces of each variety (total 36 pieces)
3. Three hot varieties.
4. Three cold varieties.
5. Hot food presented cold
6. Food coated with aspic or clear gelatin for preservation
7. Presentation on suitable plate/s or platter/s or receptacles.
8. Six pieces should correspond to one portion.
9. Name and ingredient list (typed) of each variety required.
10. Minimum two cress supplied

by the sponsor xxxx must be used not only for garnish but also in the preparation

11. Maximum area 60cm x 80 cm.

**Practical Artistic**

**Class 12: Individual Ice Carving**

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

**Class 13: Ice Carving Team Event**

1. Freestyle.
2. Two persons per team
3. 120 minutes duration.
4. Hand-carved work from three large block of ice (provided by the organisers).
5. Competitors to use own hand-tools and gloves.
6. Non-slip mats are mandatory.
7. Great care must be taken with health and safety considerations. If an exhibit becomes in any way unstable or dangerous to competitors or public, it will be dismantled and destroyed by the organizers.

**Class 14: Practical Fruit & Vegetable Carving**

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

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

**Practical Cookery**

**Class 15: Sustainable Fish & Seafood by the Deep Seafood Company - Practical Cookery**

1. Time allowed 60 minutes
2. Prepare and present three identical main courses using Gulf waters sustainable Fish and seafood
3. Weight of fish per portion on the plate to be 150 grams
4. Present the main courses on individual plates with appropriate garnish and accoutrements.
5. Failure to use gulf water sustainable fish will result in a 50 point reduction of judging points
6. Typewritten recipes are required.

**Class 16: Beef - Practical Cookery by**

1. Time allowed 60 minutes
2. Prepare and present three identical main courses using XXX Beef as the main protein item.
3. Competitors cannot use tenderloin, rib eye and sirloin , any other cut of beef is allowed.
4. Weight of beef per portion on the plate to be 150 grams
5. Present the main courses on individual plates with appropriate garnish and accoutrements.
6. Typewritten recipes are required.
7. If XXXX beef is not used then 50 points shall be deducted from the judging points, competitors must bring with them proof of purchase of Australian beef.

**Class 17: Mezzeh – Practical Cookery by Boodys**





1. Time allowed: 60 Minutes
2. Prepare and present for four persons: Three types of hot mezzeh and three types of cold mezzeh.
3. Only one (if any) of the following types of mezzeh may be displayed: humus, tabouleh, babaganough, fatouche, moutabel.
4. The mezzeh can be representative of any of the following countries:
  - a. *Lebanon*
  - b. *Syria*
  - c. *Jordan*
  - d. *Morocco*
  - e. *Egypt*
  - f. *Tunisia*
5. Dishes must represent a variety of cooking methods and the use of ingredients as used in the Arabic restaurants of the UAE.
6. Boodys olive oil and Tahina must be the only olive oil and Tahina used in the creation of these dishes and will be available in the competition venue for use in the kitchens
7. If Boodys products are not used then 50 points shall be deducted from the judging
8. Present the mezzeh in four equal portions.
9. Two portions will be presented and two portions will be presented to the judges.
10. Typewritten recipes are required.

#### **Class 18: Emirati Cuisine - Practical Cookery**

1. This class is designed to ensure that the tradition of Emirati Cuisine is preserved and promoted through professional chefs.
2. Prepare and present two plated portions each of three Emirati dishes according with the following criteria:
3. Prepare and present two plated portions of any one of the following dishes:
  - > **Balalit**

- > **Kabeesa**
  - > **Assedat Bobal**
4. Also prepare and present two plated portions each of any two of the following dishes or dishes to the competitors choice all dishes must be Emirati:
    - > **Margougat Al Khudar**
    - > **Thareed Laham**
    - > **Margougat Al Dijaj**
    - > **Maleh Biryani**
    - > **Machboos Samak**
  5. Emirati cuisine with traditional presentation and serving as would be found in a family home of the United Arab Emirates.
  6. Competitors must bring their own plates/bowls for presentation and all necessary mise-en-place for the meals
  7. The judges will check appliances and utensils for suitability
  8. Typewritten description and recipes are required
  9. Time allowed 60 minutes to present all three recipes

#### **Class 19: A Medley of Mocktails**

Barakat Quality plus will supply juices to entrants in this class. Display three portions each of three different alcohol-free cocktails using any combination of the following Fresh juices:

- > **Orange**
  - > **Watermelon**
  - > **Pinapple**
  - > **Grapefruit**
  - > **Strawberry**
  - > **Lemonade**
  - > **Carrot**
  - > **Green Apple**
  - > **Mango**
  - > **Cocktail**
  - > **Guava**
  - > **Kiwi**
  - > **Pomegranate**
  - > **Mint Lemonade**
  - > **Lemon Concentrate**
1. Competitors are allowed to use a maximum of two other ingredients per mocktail.
  2. Ice, Salt, Pepper, Spices and

- Herbs used as seasoning are not counted as ingredients.
3. Competitors are to bring their own equipment, glasses, receptacles, etc.
  4. Contact the organisers for juice samples after payment of entry fee.
  5. The mocktails must be made entirely on-site; no pre-mixes or pre-mixing is allowed.
  6. Garnishes, which can be made from any edible substance, must be prepared, cut and shaped entirely on-site.
  7. The competition will begin with a close pre-inspection by the judges to ensure that no pre-preparation has taken place.
  8. Time allowed 30 minutes to include garnish preparation.
  9. Recipes required.

#### **NOTES TO AID COMPETITORS**

##### **Judging Points:**

TASTE- 60

- > **The highest percentage point possibility is given for a good tasting mocktail.**

PRESENTATION- 30

- > **The preparation and use of the garnish, the type of glass used the overall look of the mocktail.**

WORKING METHOD- 05

- > **Clean, hygienic and safe work methods.**

INNOVATION - 05

- > **New thinking as to glassware, decoration or presentation.**

#### **Class No 20: An Arabian Feast Edible buffet by USAPEEC**

In line with the Emirates Culinary Guild's constitution to ensure the enhancement of Emirati Cuisine this class is designed to show case the Arabian Hospitality and cuisine of the United Arab Emirates.

There is no entry fee for this class.

1. Present a traditional Arabian wedding feast as it would be served at a five-star hotel in the UAE.



2. Suitable for 20 people.
3. Free-style presentation
4. A team of two chefs and 1 helper are permitted. For buffet set up of decoration and equipment placement and kitchen preparation, 4 additional helpers are permitted, but no more than a total of 7 people. The 2 chefs and 1 helper are only permitted from 11am onwards in the kitchen and for placement of food on the buffets.
5. The presentation to comprise the following dishes, cold food cold and hot food served hot
6. Six cold mezzeh
7. Three hot mezzeh.
8. Two Emirati salads, one with chicken
9. Bread and accompaniments
10. A whole baby Lamb 6-8 KG maximum raw weight presented with rice and garnish cooked Ouzi style
11. A US Poultry main course (Emirati Cuisine) US Chicken needs to be used for 1 of the Main Dishes . Proof of purchase needs to be brought to the Competition for all the US Poultry Products if proof of purchase is not brought then 50% of the judging marks shall be reduced.10 Kg of the chicken shall be supplied by the organizers to the team
12. A fish main course (Emirati Cuisine)
13. A lamb main course
14. A vegetable dish (Emirati Cuisine)
15. Three types of kebabs, one of chicken, one of lamb, one of beef, each with appropriate accompaniments.
16. One hot dessert
17. Three cold desserts.
18. Two of the above desserts (competitors choice) must be typically Emirati
19. Only the above dishes are to

be presented, no other dishes are to be added.

20. Competitors must ensure their exhibit is presented neatly so as to fit the available space
21. Limited to 10 teams on a first paid basis

**THE BUFFET SET UP**

- > The organizers will provide one 3m x 4m table covered with plain white cloth; height approx. 79.2 cm. Table is to be used for the hot, cold buffet and for the dessert buffet.
- > No tables other than those provided are allowed to be used.
- > Updated 09092019 V3
- > The team must use the table cloths provided but can enhance the buffet table with top cloths and decorations as required. All buffet risers, chaffing dishes and equipment needed for the buffet is to be provided by the competitors, no equipment will be supplied by the organizers except for the service cutlery and service equipment. Chaffing dishes to have sterno (subject to Venue regulations). No more than a standard ½ gastronorm 60mm of each hot food per dish is to be provided. Hot mezzeh can be served either in chaffing dishes or under heat lamps, however only two 13amp socket per buffet table shall be made available.
- > Access to the venue is from 0900 each day (although access time on day one can be problematic due to the need for Dubai police to make a full security check-up before the official opening). All timings are subject to change, please check with organizers.
- > Dressing of buffet table may begin at 0900 for buffet risers and buffet equipment placement etc.

- > All food for the buffet must to be transported to the venue in refrigerated vehicles. Hot food above 65oc and cold food below 4oc, the temperatures will be monitored on arrival and if deemed unacceptable the team may not be allowed to present their food for judging.
- > A kitchen for finishing off will be provided for 1 hour only, from 11.30am till 12.30 noon each day for the team to use to reheat and finish off dishes, however dishes need to be ready and brought to the venue like an outside catering ready to place on the buffet.
- > The menu must include appropriate dressings, sauces and condiments.
- > The kitchen must be cleaned and vacated by 13.00 as it will be used for other competitors, competitors to bring their own stewards to clean.
- > NO aspic to be used.
- > NO alcohol to be used.
- > NO pork products to be used.
- > The organizers shall supply to each team 10kg of USA Chicken leg quarters prior to the competition
- > All food items must be prepared in the team's respective Hotel – based establishment as close to the serving time as possible. There will be no charcoal grilling allowed on site at the venue for kebab
- > The teams should treat the buffet class as an outside catering operation as they would from their hotel.
- > The buffet food set-up CANNOT begin before 11.30 and the food set-up must be finished by 12.30
- > Guests will be invited to sit down and eat from 13.00 till 14.30 .
- > Set-up time is restricted so as to maintain the highest



standard of hygiene and food freshness for guests' consumption.

- > Competitors have freedom of choice of serving methods either all portions in one large receptacle, or set out in a number of smaller receptacles, however competitors are reminded this is to be practical.
- > All buffet items for the stipulated 20 persons are to be set on the table at one time, as a complete buffet.
- > No replenishment of the buffet is allowed.
- > An additional 4 portions of each of the cold and cold dessert buffet items are to be kept refrigerated and hot food and hot dessert will be taken from the buffet for the tasting by judges
- > A copy of the buffet menu and buffet tags must be placed on the table.
- > The buffet menu placement is mandatory, but the menu itself is not judged.
- > Typed recipes for all dishes are to be provided to the judges An additional 4 sets of menu and typed recipes to be given to the judges.
- > Ticket-holders for the lunch are allowed to consume any item from any team competing on that day from the buffets.
- > The organisers will provide service staff to manage the buffets and serve guests at the dining tables.
- > The Team must be present during the guest service time to explain the food to the guests.

#### THE SERVICE ELEMENT (Provided by the organisers)

- > Waiters to wear appropriate uniform
- > Waiters to welcome and seat guests as they would in their hotel
- > All linen, and operating equipment for both table and

buffet service, this is to include but not limited to cutlery, chinaware and glasses and any other service utensil shall be supplied. Enough for 60 people each day.

- > The overall service, although not judged, will play an important part of the operation.
- > Waiters are allowed to assist the culinary team with buffet set up also if required.
- > Water and tea coffee service from the organizer
- > 60 chairs and chair covers, 6 round tables 180 Dia with table cloth
- > Napkins for guests on the buffet with rolled cutlery

#### Class 21: Vegetarian Four-Course Menu by

1. Present a plated four-course vegetarian meal for one person.
2. Suitable for dinner service
3. The meal to consist of:
4. An appetizer
5. A soup
6. A main course
7. A dessert
8. To be prepared in advance and displayed cold on appropriate plates.
9. No meat, chicken, seafood or fish to be used, (meat-based gelatin glaze to enhance presentation is accepted).
10. Total food weight of the four plates should 500/600 gms.
11. Typewritten descriptions and recipes required.
12. Maximum area w75cm x d75cm

#### Class 22: Blank

#### Class 23 Chicken - Practical Cookery by USAPEEC

1. Time allowed 60 minutes
2. Prepare and present three identical main courses using Chicken as the main protein item. USA Chicken leg quarters will be supplied

to the competitors on the competition day at the venue. No other chicken can be used.

3. Present the main courses on individual plates with appropriate garnish and accoutrements.
4. Typewritten recipes are required
5. Weight of chicken per portion on the plate to be 150 grams

#### Class 24: Blank

#### Class 25 Blank

#### Class 26 Blank

### LA SIAL 2019

#### VENUE & ENTRY FEES

1. La Sial will be held during the La Sial Middle East Exhibition from December 9th to 11th 2019.
2. The venue is at the Abu Dhabi National Exhibition Centre
3. The entrance fee for single entries is Dhs.100 (AED. One Hundred) per person per class, unless otherwise stated in the Rules and Regulations or the Class Briefs.
4. The fee for entry to the trophy classes is as follows:
  - i. **Best Cuisinier – La Sial Abu Dhabi 2019**  
AED:200/- per person
  - ii. **Best Pastry Chef – La Sial Abu Dhabi 2019**  
AED:200/- per person
  - iii. **Best Artist – La Sial Abu Dhabi 2019**  
AED:200/- per person
  - iv. **Best Arab National – La Sial Abu Dhabi 2019**  
AED:200/- per person

#### CLOSING DATE

5. Closing date for entries is December 1st 2019  
However, many are often fully subscribed and closed well before the closing date.

#### TROPHY ENTRY

Entrants to a trophy class must enter and finish in all and only those



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classes that pertain to the trophy for which they are entering. No other classes may be entered into by a trophy entrant. Trophies are awarded on the highest aggregate points from all three classes.

The required classes are:

#### BEST CUISINIER

- i. *Class #10. Five-Course Dinner Menu*
- ii. *Class # 16. Beef Practical*
- iii. *Class # 15. Fish & Seafood Practical Cookery*

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

#### BEST PASTRY CHEF

- i. *Class # 01. Practical Cake Decoration*
- ii. *Class # 03. Four Plates of Dessert*
- iii. *Class # 06. Friandises, Petites Four*

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

#### BEST ARTIST

- i. *Class # 07. Chocolate Showpiece*
- ii. *Class # 09. Open Showpiece*
- iii. *Class # 12. Individual Ice Carving*
- iv. *Class # 14. Practical Fruit & Vegetable Carving*

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

#### BEST ARAB NATIONAL

- i. *Class #10. Five-Course Dinner Menu*
- ii. *Class # 17 Arabic Mezzeh - Practical Cooker.*
- iii. *Class # 18 Emirati Cuisine –*

#### Practical Cookery

- iv. *In order to qualify for inclusion in the points tally for Best Arab National Trophy a competitor must win at least one medal. The chef must be an Arab national*

#### HYGIENE AWARD

A special hygiene shall be commissioned with a trophy from the Hygiene partner of La Sial. The award shall be presented to the chef showing the highest standard of food safety and hygiene in the practical classes in the kitchen. A special hygiene jury shall be present.

#### IMPORTANT NOTES ON THE PRACTICAL COOKERY CLASSES

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

#### WASTAGE and EXCESS MISE-EN-PLACE

1. Mise-en-place and brought materials will be checked at the time of arrival to the kitchen,
2. There will be a penalty deduction of up to five points for excess mise-en-place production.
3. Wastage will be calculated during and after the class. Please see separate document on sustainable practices.
4. There will be a penalty deduction of up to five points for excess wastage.
5. Due to the fact that only one hour is given to complete the competition; competitors are allowed to bring with them an extensive mise-en-place. However, there are restrictions on how much pre-preparation the judges will tolerate. In all cases, the preparation, production and cooking skills

of each competitor must be demonstrated during her/his time in the kitchen.

6. All food items must be brought to the Salon in hygienic, chilled containers: Thermo boxes or equivalent. Failure to bring food items chilled will result in disqualification.
7. All dishes are to be served in a style equal to today's modern presentation trends.
8. Portion sizes must correspond to a three-course restaurant meal.
9. Dishes must be presented on individual plates with appropriate garnish not exceeding 250g total food weight excluding sauces or as indicated on the class brief.
10. Unless otherwise stated, competitors must supply their own plates/bowls/platters with which to present the food.
11. Competitors must bring with them all necessary mise-en-place prepared according to Worldchefs guidelines in the hot kitchen discipline ([www.worldchefs.org](http://www.worldchefs.org)).
12. Competitors are to provide their own pots, pans, tools and utensils.
13. All brought appliances and utensils will be checked for suitability.
14. The following types of pre-preparation can be made for the practical classes:
  - > *Vegetable / Fungi / Fruits; washed and peeled – but not cut up or shaped*
  - > *Potatoes washed and peeled – but not cut up or shaped*
  - > *Onions peeled but not cut up*
  - > *Basic dough can be pre-prepared.*
  - > *Basic stocks can be pre-prepared*



- > *Basic ingredients may be pre-weight or measured out ready for use*
  - > *Fish may be scaled, gutted de-finned and de-gilled, but must otherwise be brought tthe competition whole.*
  - > *Meat may be de-boned and portioned and the bones cut up.*
  - > *Npre-cooking, poaching etc. is allowed*
  - > *Nready-made products are allowed.*
  - > *Npork products are allowed.*
  - > *Nalcohol is allowed.*
15. If a farce is to be used for stuffing, filling, etc., at least one of the four portions of the farce must be prepared in front of the judges to show the competitor's skill
  16. No help is allowed to be given to the competitor once the competition starts; the coaching of a competitor from the sidelines will result in the competitor being disqualified.
  17. Within 10 minutes after the end of the competition, competitors must have the kitchen thoroughly cleaned and tidied and ready for the next competitor to use.
  18. Two copies of the recipes typewritten are always required.
  19. Submit one copy of the recipes to the clerk when registering
  20. Submit one copy of the recipe to the duty marshal at the cooking station.

## Rules and Regulations for La Cuisine by SIAL 2019

(Organised by the Emirates Culinary Guild)

### NB

1. Please read the following regulations carefully. The instructions contained herein are mandatory. Non-compliance with any of the points mentioned could lead to loss of marks or complete disqualification.

2. The Briefs of the Classes for Entry document also forms part of these Rules and Regulations and must be read in conjunction with this document.
3. Other regulations relevant to a particular competition would appear on the last page/s of this document.

### PARTICIPATION

4. Participation at competition is open to anyone professionally employed in the preparation of food and be over the age of 18.
5. Unless the organisers specifically mention a class as being a team event, all classes are for entry by a single competitor.
6. Competitors are restricted to one entry per class.
7. With the exception of those entering for the Best Artist trophy, competitors are restricted to entering a maximum of three classes.
8. Competitors entering to win a trophy must participate fully in every class entered in order to qualify.
9. Competitors must attend and participate on the date and at the time allotted to them.

### COMPETITION ENTRY

10. Please note that there are different forms for different types of entry; ensure that the correct form is being used. Competition runs 9th -11th December 2019
11. Complete the entry-form according to the instructions on the form.
12. Completed photocopies of the entry-form are acceptable.
13. Submit the completed form to the organisers along with the requisite fee.
14. Fees must be submitted along with completed entry forms.
15. Fees are payable to:

**Bank Name:** Mashreq Bank

**Account Name:** Emirates Chefs Guild FZ LLC  
**Account Number:** 019000017926  
**IBAN:** AE600330000019000017926  
**SWIFT:** BOMLAHAD  
**Branch:** Dubai Internet City

16. Entries are accepted strictly on a first-paid, first-accepted basis
17. No entry is accepted until the appropriate fee has been received.
18. Entry Fees are non-refundable.

### CERTIFICATES AND LETTERS OF PARTICIPATION

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

### HYGIENE

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

### THE SECRETARIAT

24. The Emirates Culinary Guild (ECG) is the body responsible



- for the creation, organisation and administration of the competition.
25. The competition is governed by and construed according to the rules of the organisers.
  26. The organisers have sole authority to adjudicate on any matters pertaining to the competition.
  27. Entrants' acceptances of participation in the competition are construed as confirmation of their undertaking to submit unconditionally to the jurisdiction of the organisers in regard to all aspects of the Emirates Salon Culinaire.
  28. The address of the ECG for all correspondence and inquiries referencing culinary competitions is: The Emirates Culinary Guild, PO Box 454922 Dubai, United Arab Emirates. Tel: + (97156) 8014089.

**Email:**  
[emiratesculinaryguild@gmail.com](mailto:emiratesculinaryguild@gmail.com)

**COMPETITORS AND HELPERS**

29. Each competitor is allowed one helper to assist with carrying equipment. No other help is allowed to a competitor within the preparation area.
30. A helper must be junior in rank to the person he/she is helping.
31. A competitor must wear full; freshly laundered chefs uniform with appropriate headgear and footwear when attending at the exhibition.
32. A competitor's helper must wear full; freshly laundered chefs uniform with appropriate headgear and footwear when attending at the exhibition.
33. Incorrectly dressed competitors will not have their exhibits judged.
34. Incorrectly dressed helpers will not be admitted to the exhibition.

35. Logos, marks and identifying colours provided by the organisers must be worn by the competitor throughout the competition in the position indicated to them by the organisers at the time of registration.
36. Logos, marks and identifying colours provided by the organisers must be worn by helpers throughout the competition in the position indicated to them by the organisers at the time of registration.
37. A competitor entered in a practical competition must register at least thirty minutes before the commencement of the competition otherwise the competition slot will be given to a waitlisted competitor.
38. Any competitor not in place and ready to start at least five minutes before the time a competition commences, will be disqualified.
39. Competitors and helpers are forbidden from approaching or speaking with or at a judge without the express permission of the organisers.

**EXHIBITS**

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

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



### COMPETITION MARSHALS

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

### AWARD

58. Gold, silver and bronze medals and certificates and certificates of merit are awarded solely at the discretion of the judges.
59. The decision of the judges is final and each competitor is required to abide by it without comment.
60. Medals will normally be presented at 17:00 each day. This may change according to circumstance.
61. Any medal or certificate that is not accepted by the competitor or his/her helper at the presentation ceremony for that day will be forfeit, unless prior arrangements are made with the organisers.
62. A competitor or his/her helper must be correctly dressed as stipulated in the rules when collecting medals or certificates.
63. Incorrectly dressed competitors/helpers will not be allowed access to the awards area.

### COPYRIGHT

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

### DISCLAIMER

65. The organisers are entitled to

cancel or postpone the Salon, or to alter the duration, timing or schedule of any event.

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

### QUERIES

68. All queries must be submitted by email to: emiratesculinaryguild@gmail.com
69. The question and answer to each query will be broadcast to all entrants.
69. La Cuisine by SIAL will take place during SIAL Middle East at the Abu Dhabi National Exhibition Centre in hall 7
70. Access to the Exhibition Centre is through loading gate 3
71. Access to the halls is through hall door 8.1
72. La Cuisine will run December 9th – 11th 2019.

### Young Pastry Chef of the Year 2019

#### (28 years below)

Young Pastry Chef of the year entries

Competitors are to enter all 4 categories to qualify for the Young Pastry chef of the year. The competition shall take place during La Cuisine Du Sial

1. 3 plates of desserts
2. One plate of desserts – practical - Live
3. Chocolate Praline – Live
4. Cake decoration – practical

The class is open to all pastry chefs under the age of 28 on the date of the competition 9th-11th December 2019. Worldchefs competition and

judging rules shall be applied to all classes. Please read the Rules and regulations document for La Cuisine Du Sial 2019 in conjunction with these class briefs.

### Part 1. 3 plates of desserts Static

- > Prepare 3 different types desserts each for one person
- > Displayed cold (suitable for ala carte service)
- > One hot dessert presented cold
- > One with chocolate main ingredients
- > One fruit dessert
- > Type written description and recipes are required
- > No tasting shall be done and Aspic can be used to enhance the look of the finished product
- > Maximum area w90cmxd75cm

### Part 02. One type of dessert – practical

- > One hour duration
- > Suitable for ala carte service
- > Prepare 3 plates of an identical dessert which must be the same shape and flavour
- > 2 plates for jury taste test & 1 plate for display
- > All bases (sponge, shortbread, biscuit, meringue) must be brought cooked by competitor
- > All ingredients and decoration must be edible and make on the spot
- > Typewritten description and recipes are required
- > Competitor must bring their own plates
- > Use of Salon kitchen will be given and 2 competitors will work in the same kitchen, oven, fridge and induction and water available

### Part 03. Two Chocolate Pralines Practical - one to be made with a mold/one to be crafted by hand

- > One hour duration
- > One must be fruits base ganache

October 2019 Gulf Gourmet



Main sponsor



- > One must be your creation
- > 6 pralines for jury tasting 2 for display (Total will be 16 pralines)
- > Weight should be more than 8 gm less than 14gm with garnish
- > Competitor must bring their own plates
- > Typewritten description and recipes are required

- > Chocolate prepared already tempered can be brought to the competition
- > All ingredients and decoration must be edible and make on the spot in line with Worldchefs rules

**Note:** Parts 2 and 3 are done at the same time so a total of 2 hour time is given for both parts

Use of a Salon kitchen will be given and 2 competitors will work in the same kitchen, oven, fridge and induction and water available

#### Part 04: Cake Decoration

1. Two hours duration.
2. Decorate a pre-baked single cake base of the competitor's choice.

## LA CUISINE DU SIAL 2019 - Best Categories

Company Name:

Contact Person:

Contact EmailAddress:

Competitor Names	Class No	Class Description
	<b>Best Cuisinier</b>	
	10	Five-Course Dinner Menu
	15	Fish & Seafood Practical Coockey
	16	Beef Practical Cookery
		Entry Fee: AED. 200.00
	<b>Best Pastry Chef</b>	
	01	Cake Decoration Practical
	03	Four Plates of Dessert
	06	Friandises, Petit Four Pralines, Nougatines
		Entry Fee: AED. 200.00
	<b>Best Artist</b>	
	07	Chocolate Showpiece
	09	Open Showpiece
	12	Individual Ice Carving
	14	Practical Fruit & Vegetable Carving
		Entry Fee: AED. 200
	<b>Best Arab National</b>	
	10	Five Course Dinner Menu
	17	Arabic Mezzeh Practical Coockey
	18	Emirati Mezzeh - Practical Cookery
		Entry Fee: AED. 200
	<b>Young Pastry Chef of the Year</b>	
	01	Cake Decoration Practical
	03	Four Plates of Dessert Display
		One Plate of Dessert - Live
		Chocolate Praline - Live
		Entry Fee: FREE





3. The Theme for the cake decoration will be to competitors choice
4. The cake base must be a maximum size of 25cm X 25cm or 25cm Diameter.
5. The cake can be brought already filled without coating – ready to decorate.
6. The cake must be delivered and set up hygienically with cold box or dry ice storage. Not up to hygiene food product will not be judge.
7. All decorating ingredients must be edible and mixed on the spot. (Chocolate/Sugar/ Marzipan/Fondant) minimum height is 30cm, it should be able to enhance and harmonize with the overall presentation
8. No pre-modelled garnish permitted.
9. Chocolate and royal icing can be pre-prepared to the basic level,
10. Competitors must provide all ingredients, cake base, utensils, and small equipment required.
11. A standard buffet table is provided for each competitor to work upon.
12. Water, electricity and refrigeration might not be available.
13. The cake will be tasted and cut by the Judges, as part of the judging criteria
14. Ingredients may be supplied by the sponsor these shall be mandatory to be used, information shall be sent to competitors in advance of the competition

### Recipe Sheet

Class No.		Class Description
Name of Dish		
Ingredients	Qty	Preparation and Cooking

October 2019 **Gulf Gourmet**

# newmembers



Wissam Ataya, Sales & Marketing Manager-Pastry Division receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

**ARAMTEC** is a 100% locally owned Company established in 1979 with main activities in importation and distribution of premium Food products throughout the U.A.E. supplying the finest hotels, restaurants, institutions and retail markets. Aramtec is the pioneer in introducing the highest quality U.S. Beef and Frozen & Fresh Poultry as well as fast food Concept restaurants in the U.A.E.



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We pride ourselves on obtaining HACCP Certification and its procedures are our priority. Our HACCP Team is responsible for implementing all necessary guidelines and procedures.

Temperature of our stores is monitored continuously and records are kept in our database. Critical Control Limits and Points are identified and strict adherence taken.



**Joe Thomas, OS&E Head Danube Hospitality, Adel Sajan, Director Danube Group and Shubhojit Mahalanobis, General Manager Danube Hospitality receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel**

**Danube Hospitality Solutions** has been conceived as a one-stop solution provider for all your hospitality requirements. Our OS & E and HORECA range features the finest in kitchen and in-room dining needs, sourced with an eye on class, distinctive flair and elegance, at an array of price-points that comprehensively address industry requirements.

OS&E - From the finest in kitchenware, buffetware and table accessories to porcelain, glassware and cutlery, we have sourced a collection of the most exceptional offerings by international brands of repute. Our in-house range reflects the expertise of eclectic professionals and the scrupulous perfectionism of our quality control team. Featuring collaborative inputs from hospitality entrepreneurs, F & B managers, chefs, procurement companies and interior designers, these customized solutions

adhere to the same uncompromising standards in quality that the most

## **DANUBE** HOSPITALITY SOLUTIONS

coveted brands in the business deliver. Proudly associated with the most prestigious hospitality projects in the region, Danube Hospitality Solutions brings the same high standards to every market segment, at competitive prices.

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collection of the most renowned industry leaders and our in-house Milano brand, has just the perfect solution for your needs.

FF&E - At Danube Hospitality Solutions, we know that our FF & E range is a critical aspect of the gracious

welcome and meticulous service your establishment proffers to your patrons. The attention to detail and painstaking perfectionism we have put into this collection is a reflection of that same commitment, from Danube Hospitality Solutions, to you. From impeccable ensembles that animate your floor space to a striking collection of wallpapers and flooring that captivates the senses, the Danube Hospitality Solutions brings the same impeccable standards to furnishings and fixtures that has made Danube Home the region's fastest growing brand in the home furnishings market.

Exquisite fabric, opulent leather, cool elegant metal, classic warm timber and beguiling lighting, Danube Hospitality Solutions FF

& E collection revels in every element in its repertoire, to deliver the finest, most exquisite range of furnishings and fixtures, that

will inspire and elate.



**Aditya KANUMURI, Area Manager UAE receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel**

From mixing the most delicate ingredients to grinding almonds and spices, from emulsifying to cooking, **Robot-Coupe** has a solution for any of chefs' needs!

A continuous quality Improvement and launching of new concepts of kitchen machines made Robot-Coupe the leading manufacturer in this field with worldwide operation and service centres.

Today Robot-Coupe produces over 90 models and 6 main groups of equipment: vegetable preparation machines, cutters,

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kitchen processors, Blixers, hand mixers and juice extractors.

Robot-Coupe equipment is trusted by the professionals of food preparation all over the world for its quality, robustness, productivity and design.

One of the latest inventions – the first professional Cooking Cutter-Blender - the Robot Cook, has been appreciated by many

professionals for being an ideal assistant for preparation of a multitude of attractive, hot or cold, savoury or sweet recipes.

The biggest operators at the market of food service equipment trust Robot-Coupe and maintain a long-term relationship in order to meet the most sophisticated needs of professional chefs, artisanal, kitchen planners, and many other clients.

Robot-Coupe equipment and service allow professionals to express their creativity, imagination and talent.



Yaseen Hasan, CEO & MD receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel

**C & H Centre** is one of the leading suppliers of clean & hygiene disposables products here in the GCC region. The company specializes in products such as Chef Hats, Hairnets, Vinyl gloves, Latex gloves, Nitrile Gloves, Facemasks, Over sleeves, Shoe covers, Aprons, Visitor coats, Micro Fiber Cloths, Aluminum Foil & Cling Film including Dispensers, Eco-friendly Garbage Bags, Brooms, Mops, Wipers, among others in their range of products.

C & H, which was also known as Sky Tower General Trading in the market has always been recognized for the supply of quality products. Our first office was opened in 2004 in the UAE and went on expanding to Qatar, Oman, India, Saudi and Bahrain already and have plans to venture into Africa and remaining regions in 2020. C & H has a goal of being the "First Stop"



for all clean & hygiene disposables requirements by Clients

Interestingly, our non-woven biodegradable range is perceived to be the next trendsetter in the region. It is the region's leading supplier to the F&B sector (hotels, full-service restaurants, fast food, quick service restaurants, catering, cafes and bakeries), retail (hypermarkets and supermarkets), livestock (meat, dairy, poultry), facility management companies, leisure (resorts, spa, amusement theme parks), industries (food processing, water and pharma). The biodegradable disposable

products the segment has a huge potential in the GCC along with the regular line of disposables as the market is saying no to plastic and slowly going green in many ways.

We signed an exclusive agreement with Cofresco Food Services, UK a leading manufacturer of food packaging products to offer an innovative products like Plant-based Green CLING FILMS and Food packaging Dispensers to our customers.

Our Vision is to be recognized as a leading supplier of the clean & Hygiene in the region, and supply our customers with their requirements of high-quality Products.

Our Mission is to adopt safe and environment-friendly work practices across our business. Engage, develop and inspire our workforce to excel.







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## 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

# HOW TO CREATE A DIGITAL PRESENCE

*“90% trust peers on social networks (even strangers); only 15–18% trust brands.” — **Danny Brown**, Award-Winning Marketer and Author*

It is evident and becoming increasingly crucial for individuals to develop their digital presence. This is more than just your website and social media profiles. People and companies are watching your online behaviour (personal and work) to get a bigger picture of your whole life.

### Digital presence is about:

1. Creating a professional brand
2. Finding the right people
3. Engaging with insights
4. Building and developing strong relationships

It is about building, developing and nurturing relationships online for others to see, feel and hear who you truly are. For this you need three things:

- ◆ **Authenticity.** This means you have passion plus are mature enough to take in feed forward. Without the maturity you are simply a narcissist and unauthentic.



*Authenticity, honesty, and personal voice underlie much of what's successful on the Web*

— **Rick Levine**, Author of *The Cluetrain Manifesto*



- ◆ **Persuasion.** This is about influencing someone to do something or to change his or her mind.
- ◆ **Pre-suasion.** Psychologist Robert Cialdini defines this as “the practice of getting people sympathetic to your message before they experience it.”

To achieve the above, create curiosity by making it personal and relevant. You simply need to:

- ◆ **Inform** – let your audience know of insights about your industry and work, it is not about self promotion
- ◆ **Influence** – provide insights to your audience that kindles the flame to serve others
- ◆ **Inspire** – communicate in a genuine manner for your followers to take action with spirit

### The goal is to be an A.C.E.

- ◆ **A - AUTHORITY** - Be the leader in your arena. Involves providing value & evergreen content, and sharing regularly.
- ◆ **C - CONNECT** - First, connect with relevant people. Second, engage them via likes, comments & shares.
- ◆ **E - ENGAGE** - Mix of text posts, images,

sharing & writing articles, videos. Remember to develop offline rapport.

It takes time to get to all of the above right. It is a journey, and on this journey you need to remember six essentials:

1. **Update Profile** - Includes headline, summary, job descriptions, and accomplishments, profile banner.
2. **Resources** – Research relevant resources such as wins, news, online articles, videos, images, thoughts to be shared.
3. **Regular Posting** – Ensure you are posting on a regular basis. Will that be one, twice or three times a day, week or month.
4. **Powerful Connections** - Get & focus on relevant connects. Engage with likes, comments, share their connect and email them.
5. **Review Ways** – Ensure to review your statistics of engagement. Check on how to improve engagement, shares and connect offline.
6. **Unique Content** – A combination of articles, images, videos, text that is unique to you are posted (not just copy and paste from others).

When using any digital platform for your digital presence remember to ask these important questions:

- ◆ Why are we using the digital platform?
- ◆ What are your goals for this digital platform?
- ◆ Are your target markets using it?



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