

# Gulf Gourmet

OCTOBER 2011

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*Pure Passion*

Chef K.A.C. Prasad brings East Coast to the forefront

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FROM THE

## *President's station*

*Dear Fellow Chefs, Ladies and Gentlemen,*

Welcome to our October issue of Gulf Gourmet, the second by the new team. At this stage, I would like to pass on the good comments and to say a big thank you to Amaresh and Aquin.

We, at Emirates Culinary Guild, are quite busy with all the upcoming events. First up is the UAE finals for the Global Chef at the Emirates Academy.

One winner will then compete for the Middle East Africa spot in the November final. This will be held alongside the Hans Bueschgens Final during the La Cuisine Du Sial in Abu Dhabi from November 21-23. You will be able to read all about our UAE representatives in the November issue.

There are still a few spots available at the Salon Culinaire, so make sure you send your registration as soon as possible to Mrs. Josephine at the Guild Office ([theguild@eim.ae](mailto:theguild@eim.ae)). You will find all classes and rules in this issue.

You can also send your bookings for the US Poultry Workshop from October 15-18. The 'Hands On

Workshop' is a half day event (including lunch). Please pick your day and register (senior and junior) by sending an email to [theguild@eim.ae](mailto:theguild@eim.ae).

The team has just returned from a trip to Germany, where we had a great programme put together by the Convothem Team in Egelfing. We learnt about the production of the equipment, the closed system and the overnight cooking. Read more about it in the next issue.

Please do look at the Friends and Members of the Guild pages to check out all our supporters, and make sure to support them when we can. Also, please do look at profiles of our new and renewed Corporate Members.

And a big thank you to the Wafi team for hosting the September meeting.

*Culinary regards,*

**Uwe Micheel**

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





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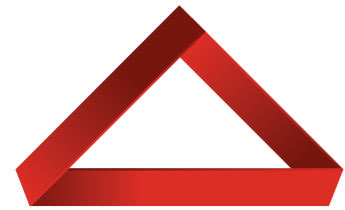
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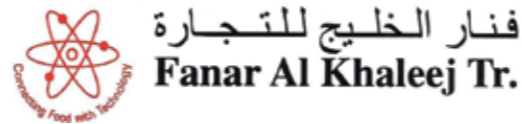
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# Gulf Gourmet

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# Passion

MEETS POWER

Aquin George meets Chef K.A.C. Prasad, the Executive Chef at Miramar Al Aqah Beach Resort to find out the secret behind his unrelenting energy







I'm sitting by the poolside at a restaurant housed within the Miramar Al Aqah Beach Resort in Fujairah. The view is absolutely stunning with the crystal clear waters of the pool separating the restaurant from the serene beach view. My eyes are torn between the calming waters and the gorgeous bikini-clad divas frolicking under the sun. That is until Chef Prasad begins his conversation.

Anyone who knows Chef Prasad knows that he commands attention. No amount of natural beauty can steal your gaze away from his authoritative persona. He is a man in a hurry. Hurry to do more. Achieve more.

At the young age of 38, Chef K.A.C. Prasad has successfully donned the mantle of Executive Chef at Miramar Al Aqah Beach Resort for four years. He is also Vice President for the East Coast at the Emirates Culinary Guild. There's a reason he's been able to achieve all this and more. Twenty-one years of experience aside, it's his aversion to lethargy that keeps him going. He's a leader that stands out from his peers in more ways than one.

### THE BEGINNING

Prasad's journey began two decades ago at age 17. The man, who was raised by his grandparents, had decided not to pursue higher education due to personal difficulties. He says, "I was an independent individual, who had no passion for cooking and couldn't fathom working under someone else. I never knew any chef and no one ever encouraged me to cook."

As luck would have it, his grandfather's boss, the then Director of Nestle, secured him a job at a John Keells Holdings hotel, 150kms away from his hometown in Colombo. "The only reason I enjoyed my job was because it gave me the opportunity to play cricket and travel to Colombo," he says candidly.

A fight with his Chef saw his probation period extended and it was only when his request for a transfer to a sister property got approved that he finally got his jacket. "From thereon, I took my career as seriously as my sport."

### CAREER PATH

Chef Prasad started his career in Harbarana Lodge as a kitchen steward and worked mainly in fine-dining restaurants for 4 years. Impressed by his gift of the gab, his Chef always ensured he interacted with guests. The guests in return would shower him with the highest tips and praise him in the hotel's guest books. "When I read those guest notes today, I feel happy," he says, adding, "I would love to work there again."

Next was his luxury break with an Oberoi property in Sri Lanka (now Cinnamon Grand), which has over 800 rooms and 10 outlets. He was nominated to work in the prestigious 35-cover luxurious fine dining outlet that catered to top VIPs including the President. His Chef also allowed him to work across all kitchens in a hotel that had over 170 chefs. "I was fortunate to have the opportunity to open many restaurants there. Oberoi was a great experience."

In 1997, he was one among the eight chosen from over a 1,000 Sri Lankan Chefs for a job opportunity in Dubai. "Those days, opportunities abroad were few and far between. I was selected as Commis I for the newly opened Sheraton Deira and I got to work in every area of the hotel and got promoted."

He then joined the opening team of the Taj Palace Hotel as Chef de Partie. During his stint with the Taj he got married and was looking to bring his wife to Dubai. "Unfortunately getting promotions, increments and visas sorted was tough. This is when I decided to move for the sake of my family."

Prasad was in luck as his previous Director of Finance from Sheraton had become the GM at the Al Sondos Suites, a Le Meridien property, and had offered him the job of Head Chef. He was even asked to take over the Italian cuisine after the management had terminated the services of a Chef who was an Italian national. This was his first role working independently with no chef above him. Five years later, Prasad joined hands with two GMs from Hilton and Starwood to start a consultancy firm. "It worked well with the money but not with my passion and I decided to move back to my world."

He received the opportunity to open the Miramar Al Aqah Beach Resort in Fujairah as Executive Sous Chef and eight months later got promoted to Executive Chef. "I am successful because of my great



team. I am lucky to have a father figure in my boss. During the occasional argument with the management, I need someone who understands my need to put guests and quality above numbers. Thankfully my GM is my hero."

### LIFE IN FUJAIRAH

Talking about life in Fujairah, he says, "While I do miss my parties, my cricket and my friends of 10 years in Dubai, I am glad to have moved away from the hectic Dubai lifestyle. I like responsibility but responsibility does not mean stress. My job role here is three-fold but I love the freedom and calmness."

Is it tough managing suppliers based in Fujairah? "Yes and No," he says. "Relationships matter. My suppliers are allowed to meet me at any time. I don't ignore someone for not having an appointment. Also, having worked in the country for long has helped. I cater to 800 people when the hotel is full. We have a fully systematic procurement process and the boys do a great job."

Chef Prasad equates leisure with service. He is one of 10 members on the Parents Advisory Board at his son's school and with the support of his GM organised a month-long internship for Grade XII students recently. He is a senior member of the Emirates Culinary Guild and is the most active professional chef on the East Coast. That aside, he and his team occasionally work to help those struck by natural calamities.

So doesn't he ever just relax? His answer is unexpected. "We are nothing in front of individuals like Mother Theresa, who gave their lives for humanity. I am just using my power and the power given to me by my GM for the betterment for society, to help someone. If you organise yourself and want to do something for others you will find time."

"I don't like people who complain. Till date I shop for my family and I do it twice a week. Every month I make it to the Parents Advisory Board meetings, the Emirates Culinary Guild meetings, I have meetings for hotels here and for the environment. I have enough time," he says.

### FAMILY

Chef Prasad is extremely passionate when he tells us about his family, "I am a father of two. My

Every month I make it to the Parents Advisory Board meetings, the Emirates Culinary Guild meetings, I have meetings for hotels here and for the environment. I have enough time

daughter was born recently. However, my first gem is my wife. I love her so much. Without her I am nothing.

"My son is 8 and studies in Grade 3. Like me, he too is passionate and disciplined. I remember when he was just 5 years old he woke up on his own at 5 am, showered, got on a bus and travelled 96 kms. He is definitely a father's boy (laughs). My daughter is just born so not much to comment. She cries a lot at night (laughs). I sense she will change my life and make me more responsible. I have a wonderful life and a wonderful family."

Doesn't his wife ever complain about him? His quick reply is, "Never. She is unbelievably patient and understanding. She infuses life into me. I have din-

ner at home regardless of the time I reach and she cooks fresh for me despite me asking her not to."

### FOOD AND ENVIRONMENT

Talking about new concepts at Miramar, Chef Prasad says, "We have enhanced Arabic and local value in our menus. Our menus change every 6 months. Our new Asian-Fusion menu is getting rave reviews. We have something called 'Think about it, you have it', which allows you to order anything from foie gras and frog legs to soft shell crabs."

"Our Italian menu has incorporated new dishes that are highly recommended by our guests. We will soon implement a barbeque concept where you

can choose the meat, we sell it based on weight and you can cook it on the beach. Our pool functions accommodate 1000-1200 people. We also do environmental parties where all the money collected is used for the environment," he says.

Environment is big at Miramar. "Our guests stay for 2 weeks on average. If they can take away even one lesson on conservation, it makes a difference. Today's travellers are conscious about the environment and are receptive to what we tell them. Only thing missing is education. This is why we try every possible way to provide guests with tips to be an eco-friendly citizen."

"We also practice what we preach. We encourage our chefs to switch off ovens when not in use.







Chef Prasad with his wife.

Turn the heater knob to 1 instead of 3. Keep the deep fryer at 180 degrees. Recycle the waste. We even make money in the process."

He has ensured his hotel is Green Globe Certified from the US and his hotel does its own waste management and composting. The hotel has its own garden that has harvested 28 fruits and vegetables worth Dh 15,000 over the last 8 months.

#### CHALLENGES

Chef Prasad's meteoric rise to the top should not be confused with luck. He never had it easy. "There was a time we got slapped and kicked in the kitchen. That time is gone. Today we motivate and encourage people. If you have a great team, you can deliver just about anything."

"You can take a stone and hit me as hard as you want. I will take it and use it to my benefit. The bigger the stone, the stronger the house you build with it. At the end of the day, if you excel at your job, no one can touch you."

Chef Prasad is the kind who will not let any challenge crush his will power. "I still remember going to Sri Lanka for my marriage. My Chef told me I had three months before the hotel opened. However, management brought forward the opening by 2 months and I had to return within 3 days of marriage. We had to skip the honeymoon. This was tough for both of us. After 6 months I re-



I had to return within 3 days of marriage. We had to skip the honeymoon. This was tough for both of us

turned, had the grand reception, and soon brought my wife along with me to Dubai."

When he took over as Head Chef in Dubai, the handover he received was a hand written roster for a place that was way below the 5-star levels he was used to. During his stint there he rearranged things to his liking, created a signature restaurant called News Cafe, built menus that ran successfully and stayed for five years despite four different GMs. "It was a risk I had to take to get a visa for my wife. I was the only department head that stayed for 5 years. That was a life changing career for me. People posted above me could not last more than 3-5 months."

Even winning medals at Guild competitions

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have required Chef Prasad and his team to toil a lot more than Dubai based chefs. "For four consecutive years we have competed at Guild events winning almost 45 medals including 12 gold. Last year, we won 12 medals including 4 gold. Imagine 24 participants from Fujairah travelling 280 kms each day for 5 days. We leave at 5 every morning to reach at 8. Last year when our bus broke down, we didn't give up and we won. Special thanks to Chef Uwe who said, 'Don't punish them for being from Fujairah' and allowed us to compete. I still respect him for that."

### FRESH BLOOD

Chef Prasad wants the new breed of chefs to find patience within them to reach their destination. "I am proud to have received 10 promotions in the last 12 years. I would like the juniors to take away the message that this is a country where, if you are encouraged and if you are enthusiastic, you can achieve what you want."

However he resents those, who prefer to run up



Chef Prasad's son and daughter

a ladder than climb it. "Without enough experience in each rank one cannot manage the responsibilities of an Executive Chef. I have always respected my contract and my place of work. People don't have that anymore," he says.

Chef Prasad's advice to upcoming chefs is, "Choose the right place. Don't sacrifice your job or your experience due to personal issues. Be innovative on the job, your Chef is watching you. I have promoted eight stewarding staff to higher ranks in my brigade. I have seen potential in people from non-hospitality backgrounds, such as Chamara, and trained them to be successful in the kitchen. Work hard and you will be rewarded."

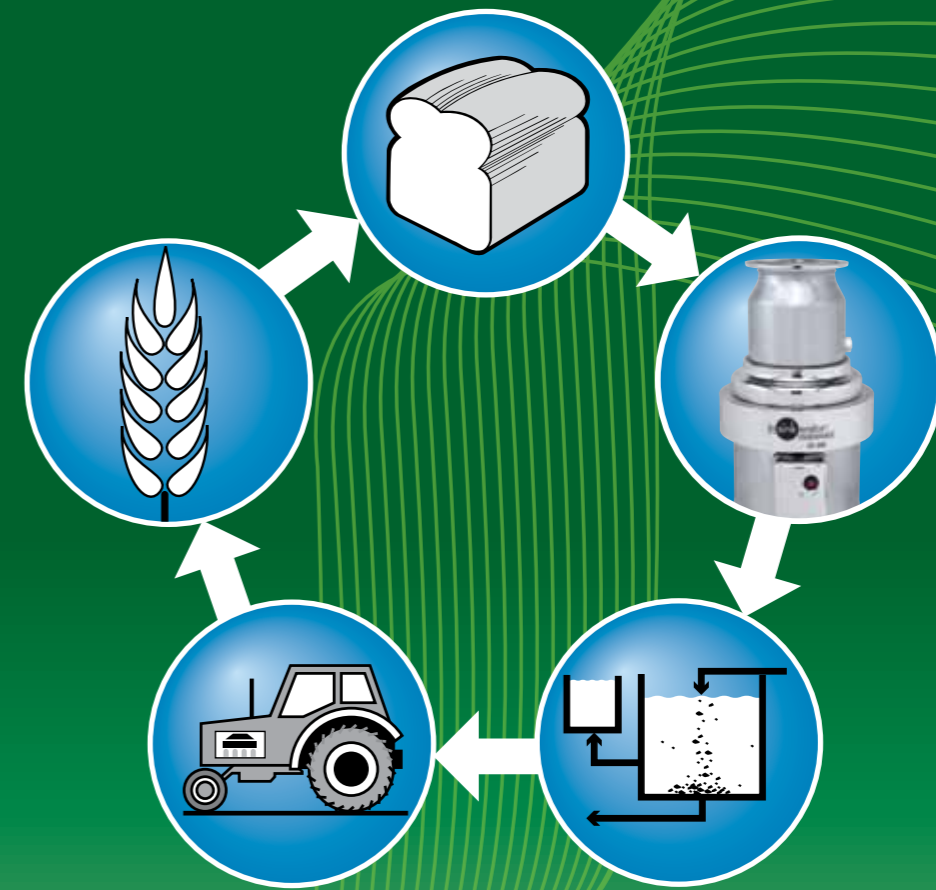
When it comes to talent retention, he believes motivation and regular interaction to be the key. "I check on the progress of my staff every quarter, grade them based on cookery knowledge and hygiene, which in turn reflect on their salaries and promotions. I choose my own star of the kitchen every month. Every 2-3 months we collect money and party on the beach. We help people with family issues from our tips. I encourage employee referral programmes and recruit friends of staff because we are located in a remote area. My guys are free to leave if they have to tend to urgent matters back home. All these things motivate."

### OPENINGS

Pre-opening work is another passion for Chef Prasad. The man who has been part of six openings, says, "I recently opened the Emirates Grand and the Concorde Hotels, both sister properties at the time. My kitchen task force ensured that the Emirates Grand (earlier Angsana) was fully operational in two weeks! Similarly, it took just 3 months for my 5-star brigade to get everything from equipment to manpower and hygiene standards in place for the Concorde Hotel. These are experiences I will carry with me as long as I am a Chef."

### FUTURE PLANS

"I guess I have 10 more years in this region. Perhaps after that I would like to teach and develop youngsters in Sri Lanka, do something for my country."



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## ELEVATING THE

# East Coast

Meet five of Fujairah's most prominent chefs who, along with their teams, are contributing majorly towards enhancing the tourism appeal of Fujairah



**M**ost people do not realise this. We live in a world where the discerning global traveller is spoilt for choice when it comes to selecting a destination that offers a combination of natural beauty and quality resorts. Easier access to transport has allowed people to pick and choose from more holiday destinations than ever before. At times like these, it is the finer nuances of what he will find at a certain destination that tips his decision in favour of one over another.

It is a known fact that one of the most important elements holiday-makers look for before taking a decision is access to high quality food that suits his palate. And if the rising popularity of Fujairah amongst global leisure travellers is any indication, then these five chefs have played a

quiet yet remarkable role towards this endeavour. Gulf Gourmet met up with five Executive Chefs to understand what it is like working in Fujairah, the challenges faced and the positives that keep them rooted in the emirate.

Chef Tarek Mourless of Fujairah Rotana Resort & Spa, Chef Thirumalai Murugan of Hilton Fujairah Resort, Chef Pravin Bagali of Le Meridien Al Aqah Beach Resort, Chef Tyrone Christopher David of Raddison Blu Fujairah and Chef K.A.C. Prasad of Miramar Al Aqah Beach Resort are all highly experienced men in their field of expertise.

They have been working in the emirate anywhere between two to nine years and have all mastered the art of systemised procurement of kitchen supplies better than any chef in Dubai or Abu Dhabi. There is a reason behind

this. Being in Fujairah, suppliers are not available at your beck and call. Add to it, these Chefs potentially cater to a 1,000 people, if not more, at any given time. Walk into any of their resorts and you will find it hard to secure a last minute dinner reservation at most outlets. If that wasn't tough enough some like Chef Prasad even offer specialty cuisines including frog legs and soft shell crabs.

So how do they manage? "We help out each other in dire situations," says Chef Pravin. Chef Murugan, says, "We have our own garden to meet some of our requirements." Chef Tarek says, "It is not that bad. It is just that we have to be on the ball." And Chef David says, "It is now ingrained in us to ensure that we are extra cautious, because we order fresh every day

and we cannot afford to leave out a single key ingredient." That said most Chefs love the idea of coming to Dubai at least once or twice a month. Living in an emirate where there are few destinations to head out to with the family, driving down to Dubai is something most of them love. "It is a great way to meet friends, go for a movie or even take a break," they say.

As they dig into the delectable appetisers created by Chef Prasad's team, they talk about the Emirates Culinary Guild. They say, "Being a part of the team is a great feeling. We do not want a separate chapter for the East Coast because we believe it will work against the idea of uniting Chefs from across the emirates. As always, we are looking forward to the Salon Culinaire competition this year as well."





**Thirumalai Murugan**  
Executive Chef  
Hilton Fujairah Resort

**Chef Murugan** is a happy and humble human being who still exudes the zeal and sincerity of a newly recruited chef. That combined with his knowledge of the craft makes his expertise extremely powerful. Hailing from Tamil Nadu in India, he started his career 15 years ago with the Ambassador Hotel in Chennai after studying Zoology. He came to Dubai to join the pre-opening team at Emirates Towers in Dubai before moving to open Hilton Kuwait. "The move was a good decision," he says, considering the negative feedback he received for his decision.

When the outlet's Chef de Partie quit due to the pressure, Murugan gladly took up the additional load without much thought. Seeing his dedication, the Executive Chefs promoted him to Demi Chef de Partie within two months.

He won quite a few competitions during his stint there before moving to Hilton Jumeirah as Jr. Sous Chef. Here he worked up the ladder to the point where he carried out the responsibilities of the Executive Sous Chef. Six months ago, he was posted as Executive Chef at the newly opened Hilton Fujairah with a new team.

"I've been with Hilton for nine years now and I look forward to spending my 10th year with the chain." His focus right now is to train and develop the team and instill the highest standards of hygiene and safety. The big picture for him is to ensure complete guest satisfaction.



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**Tyrrone Christopher David**

*Executive Sous Chef  
Radisson Blu Fujairah*

**Chef David**, who hails from Colombo, Sri Lanka, chose to be in the kitchen at age 17. During the civil war in his country, he tried quitting the profession a few times due to lack of financial incentives. "However, my passion always drove me back," he says. Chef David has worked across all kinds of kitchens from specialty standalone concepts to flight catering and from city hotels to resorts.

He has worked in Greece at a Chinese restaurant, in Sri Lanka with a Korean restaurant, did volume catering in Dubai for the city's first horse race, first air show and the camel race and even opened a standalone restaurant in Colombo with the former GM of Intercontinental. Yet, when he returned to the hospitality industry after his break, he had to join Hilton Colombo as Commis I. Not one to give up, his skills helped him work his way up the ladder.

He moved to Hilton Jumeirah and worked with French and Mexican chefs and their cuisines. Six years ago he joined the pre-opening team at JAL Fujairah as Acting Sous Chef and is now heading the team as the hotel undergoes yet another transformation in the form of Radisson Blu.

"This is a busy period for us, however, the team is great and we have excellent management support. One of the changes is the introduction of the Super Breakfast, which provides added variety and health options. The idea is that since the breakfast is the last meal of a guest checking-out, it is a great way of reinforcing the good impression he has of the hotel," he says.

**Tarek Mouriess**

*Executive Chef  
Fujairah Rotana Resort & Spa*

**Chef Tarek** is the most experienced man of the lot. He has a calm, relaxed persona that today's youngsters will never have. He is one of the few people, who pause, think and use few words to say a lot. As he talks to Gulf Gourmet inside the Miramar, the number of hospitality professionals that walk up to him, just to pay their respects is testimony of this man's popularity.

Chef Tarek began his career in 1981. Having finished his hotel schooling, he started as a bus boy with an Oberoi property in Cairo. However, six months later, he moved to the kitchen, which he thought was more appropriate for him. He then joined Marriott in Switzerland, worked there for six years and

came back as a kitchen instructor in Cairo.

He moved to Al Ain Hilton as Executive Sous Chef in 1996 and worked with the chain for 20 years before moving to Rotana two years ago. "I stayed with Hilton long because it is a school where you learn every day. They build loyalty and resilience. I moved to Rotana because they have a vision, are very strong in F&B and really push for quality. This is a place with immense potential for further growth."

Chef Tarek has been at the helm of things since 1996 when his Executive Chef left. Building team stability and loyalty is now his prime focus at Rotana.

Having travelled around the world the Chef says, each country pushes for a certain value. "Swiss is about quality. China teaches team work. Germany teaches how to achieve results." And the UAE? He says, "This is a friendly environment where you are blessed with everything."





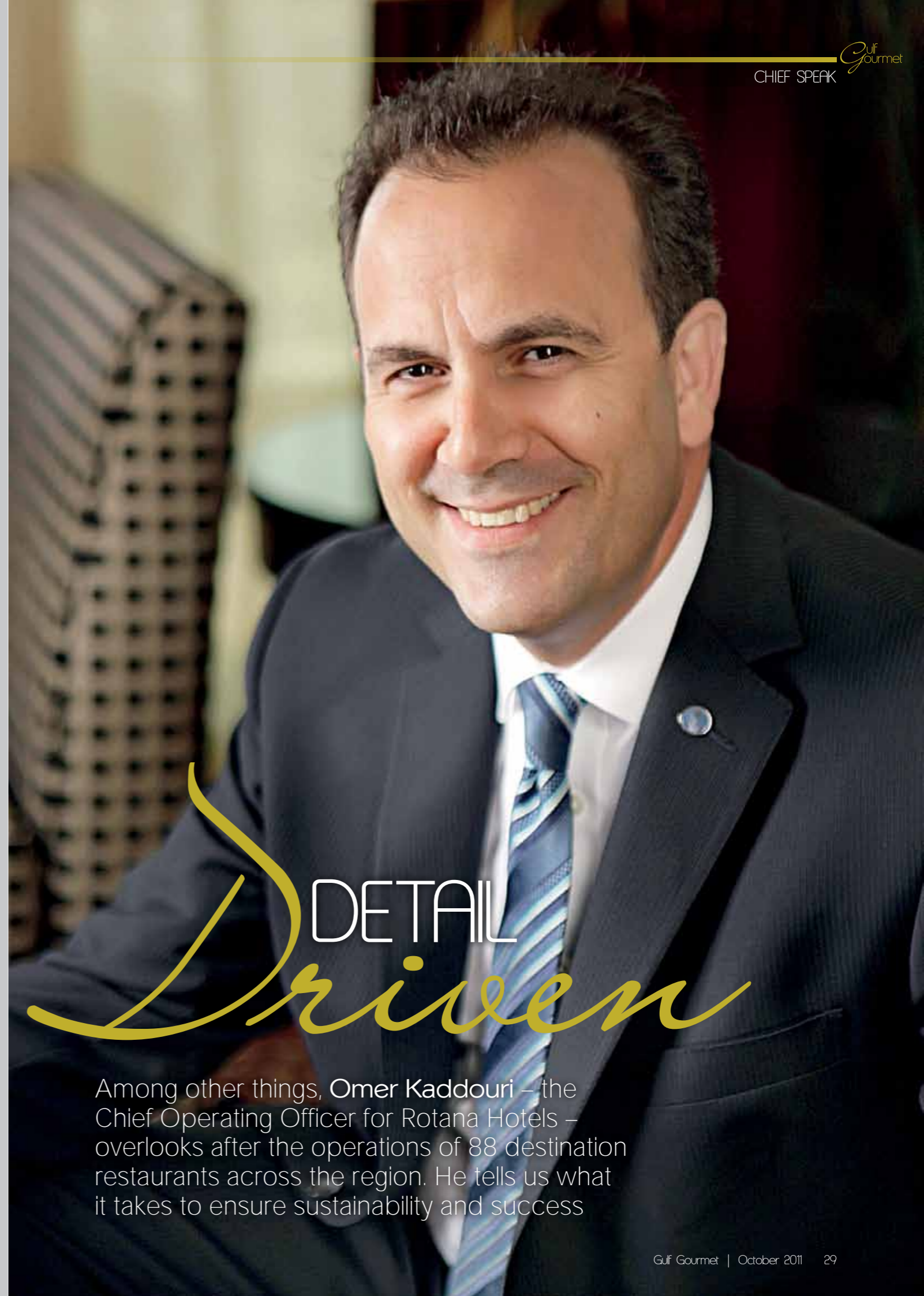
### Chef Pravin Bagali

*Executive Chef  
Le Meridien Al Aqah Beach  
Resort*

After Grade 12, **Chef Pravin** had the choice between becoming a microbiologist or a chef. However, his passion for cooking at home with his mom drove him to join a prestigious hotel management school in Goa.

After graduation he worked with two of the biggest Indian names in the global hospitality scene – Oberoi and Taj and then moved to Sun Island resorts where he worked for two more years. He went back to his home town Goa to work for the first Marriott property in India before being recruited by Le Meridien Al Aqah as part of the pre-opening team. This was nine years ago. He worked his way up from being a Sous Chef to an Executive Chef in five years and has managed the reputation of its outlets ever since. Chef Pravin is perhaps the only chef who believes that life in Fujairah is much easier now. He was here way before other hotels had opened up. "No one knew where Al Aqah was nine years ago. The vegetable supplier was driving around Fujairah city for 2 hours while we waited for our supplies. We had one hour to cook for a group of 200 during the opening phase," he says with a laugh.

"The biggest drawback remains the consistency despite working with 150 suppliers. We now put our foot down and have placed a purchasing driver in Dubai." Chef Pravin is happy with the competition increasing and the increasing number of people heading towards the area. He travels each year to various parts of the world to study new trends and has joined the sustainable fish campaign by stopping the purchase of hammour and king fish, which is overfished in this region.



## DETAIL *Driven*

Among other things, **Omer Kaddouri** – the Chief Operating Officer for Rotana Hotels – overlooks after the operations of 88 destination restaurants across the region. He tells us what it takes to ensure sustainability and success





**Could you tell us a bit about your career before taking over your present position?**

Having graduated from a hotel school in Switzerland, I started my career with the Hilton in London and moved within the chain to Abu Dhabi and then Dubai. I relocated to Asia for three years as Director of Food and Beverage at the Shangri-La in Kuala Lumpur, Malaysia. Thereafter, took a couple of years off to open an award-winning restaurant bar concept in London with some partners. When the inevitable partner issues cropped up, I left to join Al Bustan Rotana as Resident Manager in 1998. Over the past 14 years, I have opened and managed Beach Rotana in Abu Dhabi, got promoted to Area GM for Abu Dhabi, then Dubai, then the Emirates and now, I am the COO of the company, reporting to our President and CEO, Mr. Selim El Zeyr.

**How important is Food and Beverage at the board level?**

Food and Beverage has always been a very important driver of our business. Even our President comes from a Food and Beverage background. When he started the company, it was not well-known as a chain. He brought in brand names like Benihana and Trader Vic's to help people understand the company. This is why, the way we run F&B is as important as any other aspect of hotel. You cannot have a poor cousin and a rich cousin.

**How involved are you with F&B today?**

I am very involved from conceptualisation to operations. I coordinate with our professional teams on things as deep as font and font size (smiles). F&B in the UAE is even surpassing the standards set by certain Asian countries that are known for its culinary strengths. Therefore, every detail is important. From menus to uniform and food quality to service, it's the detail that allows you to be a bit more unique. We try to be a bit different not just for the sake of being different but to give added value.

**Could you tell us more about dining outlets across Rotana?**

We have 88 restaurants across the region after excluding pool bars and lounges. All of these are destination restaurants that include all-day dining, speciality restaurants, Indian, Italian, Chinese, Japanese, Steakhouse and more. Almost 95% of these outlets are homemade in the sense that we came up with the concept, the logos, menus, everything. Today, our better known brands include Teatro, Prego's and Rosso. Benihana and Trader Vic's are obviously important brands for us. All of our F&B outlets contribute greatly to Rotana and to be honest, I don't have a favourite. I love them all.

**Do you interact with your Executive Chefs?**

When you are passionate about the hotel business, whether it is rooms or food & beverage, it is difficult not to comment. If you see something that needs to be improved, you cannot just walk by



People look forward to feedback and we love to give feedback that is both positive and otherwise. Constructive criticism is good

and let it go. Yesterday, I was at one of our hotels and when I saw the Chef, I had a few comments. One was a very positive comment based on the changes incorporated and some were hints on other aspects of presentation, etc. People look forward to feedback and we love to give feedback that is both positive and otherwise. Constructive criticism is good.

**What is your brief to your Executive Chefs and your Hotel GMs?**

Own it, take care of it and look into the details. Make sure you are amongst the guests to receive their feedback. Similarly, talk to waiters and waitresses; make sure they understand their role and interact with guests. Find out the cost of your food and beverage and get into the nitty-gritty of your outlet. Don't be the floater who walks

through once every meal period and doesn't look at anything. Comment to your team about the buffet positively or negatively. Look into the kitchens and behind the fridges. A sustainable reputation in Food and Beverage requires being on the ball.

**Tell us more about your chefs who always win big at culinary competitions.**

Culinary competitions are important for us. However, it is also an opportunity for competitors to hijack your best chefs. Over the past several years, we find a high percentage of our staff poached after winning. The offers made are not within any salary scale.

Our chefs need opportunities to highlight their talents. However, it is tough when hotel companies that bring people from other countries, train them, invest in them and promote them, go on to lose them for ridiculously high salaries.

**Is that sustainable in the long run? Do you see chefs coming back?**

To be honest, a high percentage of people that leave our company for the gold rush come knocking on our doors saying, 'I want to comeback'. And we don't always take people back. Loyalty develops over years. You can't leave me today, try and see if the grass is greener on the other side and return if it is not. Where were you when we needed you?

This is a message we send out a lot in our company because we do invest in people. We train





people, cross-expose them across our hotels and many have come up the ranks. The first preference for any job opportunity in Rotana is given to an internal candidate. There is a lot of scope for growth as the company grows.

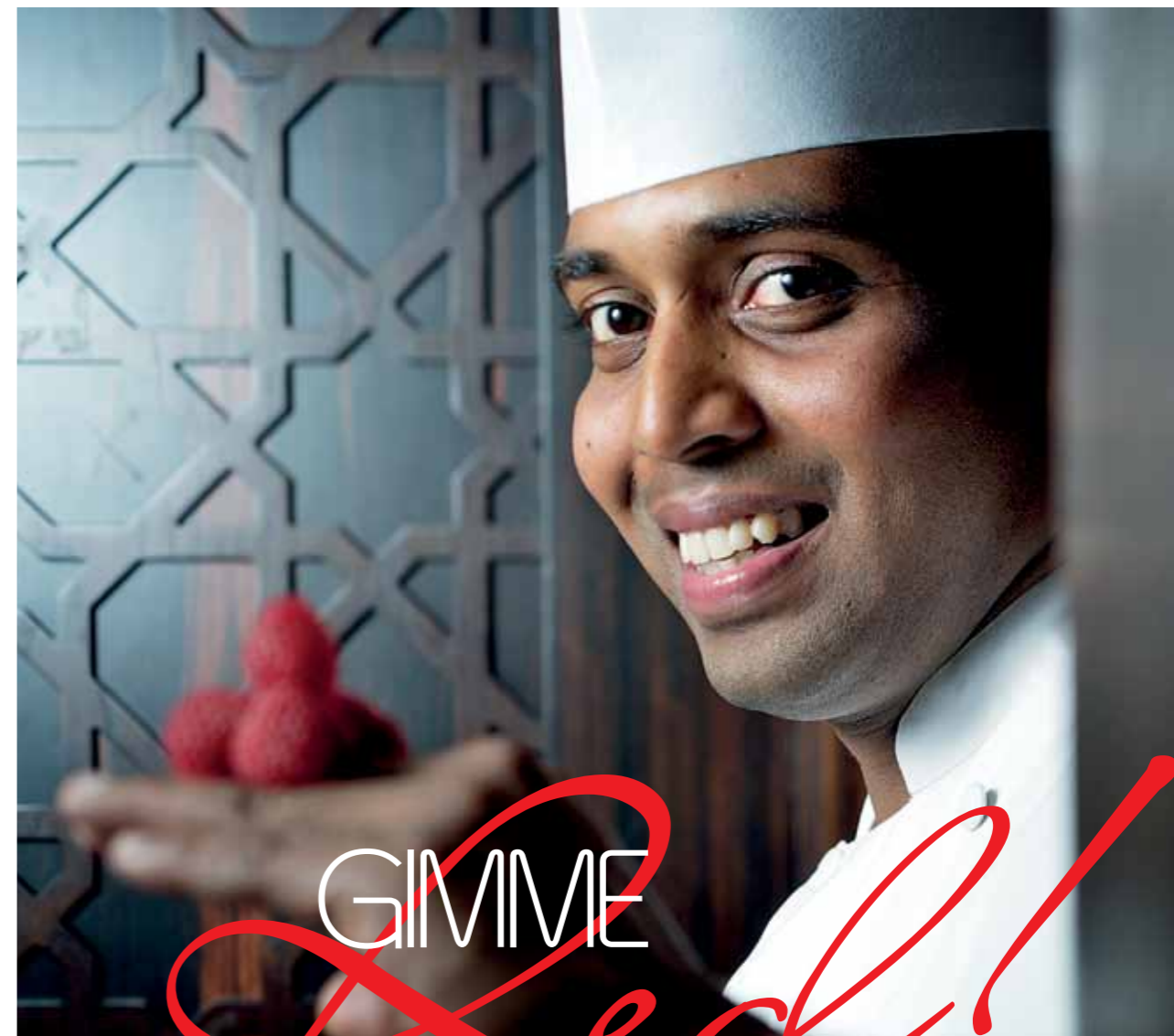
**Has the F&B business model changed in any way over the past few years?**

In busier cities, the investment into 5-10 restaurants is becoming a thing of the past due to factors such as cost, quality and so on. If you go to New York, a hotel will have one or two restaurants and people prefer dining out due to choices they have. Similarly, in a place like Dubai which has so many restaurants, an average of three to five restaurants in more than sufficient for any large hotel.

**Is there an F&B concept in the UAE you love and would like to replicate?**

I would be lying if I said we do not benchmark. A lot of concepts we have come up with have been by identifying USPs of various hotels, both within the region and around the world. The UAE has a lot of good restaurants but I have no favourite as such. Good restaurants would include the Rivington Grill, which I frequent even though their wine prices are exorbitant. They serve good food, it is consistent and I appreciate the service.

Also, places like Zuma and La Petite Maison are great additions to the Dubai market. A lot of 5-star hotels that open today do not take advantage of bringing something new to the table. There are some that opened in the past that had the opportunity to wow Dubai's restaurant goers but decided to stick to tradition.



GIMME *Raspberries!*

Chef Pravin Ramakrishnan, Assistant Pastry Sous Chef at the Raffles Hotel Dubai, tells us why raspberry is his favourite ingredient

**What is your specialty?**

My specialty is pastry. I am mostly influenced by French and European desserts.

**Could you tell us a bit about your previous experience?**

I've been in the industry for over 12 years. I started my career in Bangalore with a four star hotel. I went on to train at the Leela Kempinski. After my training, I worked at the Taj flight kitchen. In 2001, I grabbed the opportunity to work in Dubai with the Four Points Sheraton. From there I moved to the Dubai International hotel, a Le

Meridian property at the airport terminal 1.

Just over two years later, I moved to the Fairmont Dubai, which was the turning point of my life. I have since been transferred to the Raffles hotel in 2007 and work here as the Assistant Pastry Sous Chef.

**What is your favourite ingredient?**

It would be raspberry.

**Why do you like this ingredient so much?**

I love it for its colour, taste and its tempting appearance.



**How does this ingredient enhance your dishes?**

Its natural red colour makes it an obvious choice for desserts. Cooking raspberries brings out a unique sweetness and flavour.

**How were you introduced to this ingredient?**

I first began using this ingredient in my dishes after coming to Dubai. Berries of different colours always caught my eye. Raspberries in particular became my favourite over time.

**From where do you get the best quality product?**

Raspberries are widely available here in Dubai. We source them from local suppliers. However, it is not difficult to buy them fresh from most super-markets in the UAE.

Other than buying them fresh, one can buy raspberry purees, essences, jams and flavouring agents.

**How versatile are raspberries and in how many kinds of dishes and cuisines can these be used?**

As a pastry chef, over the years I've discovered the incredible versatility of raspberries in making desserts. They can be used to make puddings, sorbets, jellies, ice creams, and mousses and used



I cannot imagine a substitute for raspberries

fresh in cakes. It is used mostly in western cuisine but I have lately seen it being used in South East Asian desserts too.

**If, for some reason you cannot get this ingredient, is there a substitute?**

I cannot imagine a substitute for raspberries. The answer is no.

**How important or indispensable are raspberries in your culinary scheme of things?**

At the Raffles we use raspberries a lot in our desserts. My mentor, Executive Pastry Chef Roland Etsinger, is constantly innovating with raspberries and I'm always learning new ways of working with this incredible fruit.



**Raspberry soup with lemon lime sorbet and crispy meringue stick**

187gm	Sugar
35ml	Water

**Raspberry soup**

**Ingredients**

250gm	Puree
100gm	Sugar
100gm	Water

**Method**

- Bring to boil the raspberry puree, sugar and water
- Set aside in chiller for 4 to 5 hours

**Lemon and lime sorbet**

**Ingredients**

175ml	Lemon juice
175ml	Lime juice
75gm	Glucose
7gm	Stabilizer

**Method**

- Boil lemon and lime juice set aside
- Make a syrup of water, glucose stabilizer
- Mix the above juices to the syrup and set overnight
- Churn the mix in the icecream machine and freeze it

**Meringue stick**

**Ingredients**

100gm	Egg white
200gm	Sugar

**Method**

- Bring sugar to soft boil stage, whipping the egg white gradually making soft peak
- Once the mix has cooled down pipe it straight on a silpat and bake in deck oven at 100c.





## Raspberry casatta with vanilla creme fraiche and raspberry gum

### Raspberry casatta

#### Ingredients

225gm	Ricotta cheese
75gm	Sugar
40gm	Chocolate chips
15gm	Pistachio
40gm	Pistachio
5gm	Pistachio
3gm	Pistachio
50ml	Pistachio
3gm	Pistachio
20gm	Pistachio

#### Method

- Mix all the ingredients together with the ricotta cheese using a paddle in a mixing bowl
- Melt the soaked gelatine and mix well
- Fold in the whipped cream and set aside in the freezer

### Vanilla creme fraiche

#### Ingredients

125gm	Sour cream
25gm	Icing sugar
20ml	Lemon juice
2gm	Vanilla pod
125gm	Whipped cream

#### Method

- Combine sour cream, icing sugar, lemon juice and vanilla
- Fold in the whipped cream and set aside in chiller

### Caramelized walnut and candied peel

#### Ingredients

125gm	Sugar
12ml	Glucose
25gm	Butter
250gm	Walnut
15gm	Candied peel

#### Method

- Make caramel with glucose and sugar
- Add butter mix well add toasted walnut and candied peel

### Tuile

#### Ingredients

125 ml	Raspberry puree
25 gm	Sugar
3 gm	Xanthane (corn fibre)

#### Method

- Boil raspberry puree with sugar
- Add cornfibre and mix well using a hand blender
- Rest for 4-5 hrs and bake in preset oven at 140c

### Raspberry gum

#### Ingredients

250gm	Raspberry puree
10gm	Pectin
50gm	Glucose
50gm	White chocolate
2pcs	Gelatine
1pc	lemon rind

#### Method

- Bring the puree to a boil with the lemon rind add pectin and glucose and boil again
- Add the warm mix to the chopped white chocolate chunks
- Add gelatine and set aside in the chiller in a desired mould

## Raspberry tiramisu, soaked lady finger biscuit in raspberry syrup

### Raspberry tiramisu

#### Ingredients

150 ml	Sugar
75 ml	Water
140 gm	Egg yolk
300 gm	Mascarpone
18 gm	Gelatine
500 gm	Whipped cream

#### Method

- Whip egg yolk to a sabayon consistency
- Boil sugar & water to a soft boil stage,
- Add gradually to the egg yolk mix
- Once the mix has moderately cooled down
- Add the soft melt the soaked gelatin
- Fold in with the whipped cream.mascarpone to it and mix well

### Raspberry coulis

#### Ingredients

250 ml	Raspberry puree
100 gm	Sugar

#### Method

- Bring raspberry puree to a boil adding sugar
- Cool it off in a water bath and set aside

### Raspberry Glaze

#### Ingredients

125 ml	Raspberry puree
250 gm	Harmony glaze

#### Method

- Bring the raspberry puree to a boil
- Take off from the flame and add the harmony glaze
- Mix well to a smooth consistency

### Rice tuile

#### Ingredients

60 gm	Rice powder
45 gm	Egg white powder
240 gm	Warm water
30 gm	Icing sugar
30 gm	Melted butter

#### Method

- Mix all the ingredients together rest for a while in the chiller



- Cook a thin batter of the mix on a hot plate
- Form into desired shape bake it in a preset oven at 120 c till dry bake

### Joconde sponge

#### Ingredients

187gr	Almond powder
187gr	Icing sugar
250 gr	Eggs
50gr	Flour
38gr	Butter
168gr	Egg white
25gr	Sugar

#### Method

- Beat almond powder, icing sugar and eggs together in a large mixing bowl using a whisk
- Sieve the flour, melt the butter and fold with meringue
- Spread on baking tray and bake at preset temperature of 225c in rotating oven

#### Method

- Soak the joconde sponge on the bottom with raspberry coulis and layer the half with the tiramisu mix
- Sandwich the center with soaked ladyfinger in the raspberry coulis mix
- Glaze the top with raspberry glaze and garnish with raspberry tuile adding frozen raspberries in the tiramisu mix
- Finish the other half with remaining tiramisu



# TRADITIONAL *Twist*

Executive Chef Poonsak Sumonratanakul shares three recipes that give traditional flavours a modern twist

**A** senior Guild member, Chef Poonsak was born in Bangkok, Thailand and is presently the Executive Chef at the Park Regis Kris Kin Hotel. He is a specialist in launching restaurants and has successfully established new concepts in various hotels around the world.

There was no dearth of inspiration during his childhood years as he hails from a family of chefs. He studied at the Siam Business Hotel, where he discovered his hidden passion and went on to intern at the Sheraton in Bangkok.

His dedication and talent caught the eye of his Executive Chef who immediately offered him a perma-

nent role within his team. The five years spent at Sheraton gave him the opportunity to work across all kitchen departments.

He then moved to Amari Group hotel in Bangkok as Chef de Partie where he spent over three years. Still young and single, Chef Poonsak's eagerness to travel landed him a brief stint at the Intercontinental, Abu Dhabi. Here he worked on the conceptualisation and opening of the famous Fish Market restaurant before returning home to Bangkok.

At home, the Chef spent the next seven years opening many restaurants including the Hard Rock Cafe in Bangkok and TGI Friday in five countries besides working with prestigious hotels such as Nikko and The Landmark.

Chef Poonsak returned to Dubai in 1999 and took a familiar role at the Fish Market, only this time at the Intercontinental, Dubai. After being involved with the launch of the Yum Noodle Bar, he moved to the Crowne Plaza to oversee operations at the new Wagamama restaurant.

Before moving to the Park Regis, Kris Kin, Chef Poonsak was the Executive Chef of the Dusit Princess Hotel in Dubai.



## *Kati Rolls*

(Roomali roti wrap with Tandoori chicken)

"A modern take on Indian food where presentation matters as much as the taste"

### Kati Rolls

#### Ingredients

Roomali roti	1 pcs
Paneer	100 grms
Onions	10 grms
Coriander	5 grms
Mint leaves	2 grms
Eggs	2 pcs
Tandoori chicken	50 grms
Green chillies	10 grms
Tomato masala	15 grms
Salt	5 grms
Mix bell pepper	10 grms
Yoghurt	20 ml

#### Method

- Prepare mixture by tossing all the vegetables, paneer and chicken together in a hot pan along with onion tomato masala
- Make mint chutney by blending together yoghurt, mint leaves, green chillies, coriander and salt.
- Place the chicken mixture in the Roomali roti and wrap it around, dip in beaten egg and pan fry until golden.
- Slice, arrange in plate and serve hot along with mint chutney and some salad.



# Pandan Creme Brulle

(A complex dish with many facets)

"French meets Thai - Creme brulee with a distinctly Thai taste. Very light, very tasty."

## Pandan Creme Brulle

### Ingredients

CREAM	150 ml
Sugar	15 grms
Egg yolk	1 nos
Pandan liquid	5 ml
Casonade sugar	5 grms

### Method

- Heat cream with sugar

- Remove from heat and mix egg yolk and Pandan liquid into the cream
- Put mixture in shallow plate and cook in oven in a water bath at 125c for 40 min until mixture cooked.
- Sprinkle with Casonade sugar and burn with a burner, until sugar caramelized.



# Sweet & Spicy Duck

(Duck breast, pineapple, capsicum Pomegranate)

"Skill and experience is combined to cook and present duck in a combination with sauce and fruit."

## Sweet & Spicy Duck

### Ingredients

Roasted Duck breast slice	300grams
Pineapple cut sticks	5 grams
Red,Green,Capsicum Sticks	5grams
Pomegranate seed	5grams
Salt	1grams
White pepper powder	1grams
Cinnamon powders	1grams
Oyster sauce	5ml
White soya sauce	5ml

### Method

- For Duck Breast marinate with salt

and white pepper powder and cinnamon about 2hrs.

- Bake in oven for 20 minutes and temperature 350 f
- Heat wok until hot add vegetable oil and oyster sauce ,soya sauce continue cooking 3 minutes add corn flour make sauce tick .
- Add Pineapple, red, green, capsicum and pomegranate seed cook until hot.
- Slice duck breast and arrange on plate top with sauce garnish served it hot.





# HEART *breaker*

**Tordeurs Nicolas**, the Executive Chef at Corp Hotel Dubai, is among the most pleasant faces you will find inside a kitchen. We find out more about the good-looking chef and what gets him going...



Nationality: **Belgian**

Age: **31**

Hometown: **Brussels**

Height: **5' 9"**

Hobbies: **Music**

Sports: **Hockey, Tennis**

Favourite movies: **Dirty Dancing**

Favourite books: **L'alchimiste**

Favourite holiday destination: **Nepal**

Favourite leisure activity: **Listening to music**

Status: **Married**

Favourite food: **Duck liver**

Favourite restaurant: **Brasserie Goerges**

Favourite music band: **County Crows**

Favourite singer: **Bono from U2**

How do you stay fit? **Working a lot**



Tell us about your spouse: **She's just amazing. She and my daughter are the most beautiful things to happen in my life.**

Any famous personality you would like to romance if given the opportunity to do so: **No.**

With whom do you dream of being marooned on a paradise island? **My wife and my daughter.**





*The tour's patron Billy Gallagher flanked by members of the Emirates Culinary Guild.*

# CHEFS AGAINST Hunger

**F**ive of our very own Emirates Culinary Guild members participated in the Bidvest World Chefs Tour against Hunger in South Africa. Team leader Vivek K Huria, Salvatore Silvestrino, Chandrasena Sudusinghe, Vinod Kumar and Ammar Ekili were in Africa for the 10-day event attended by 250 chefs from 44 countries. The event included public fundraising initiatives, gala dinners, cook offs, and food festivals. The ultimate goal was to feed hungry children and to create awareness among the affluent in South Africa for the need to create a middle class. It is estimated that 30% of all South African children, roughly about 12 million, go to bed without having had a meal all day. Our Chefs share some of the moments captured during the visit.





# THE WINNING *Touch*

**U**AE-based Chefs were felicitated alongside other hospitality staff at the Caterer Middle East Awards 2011 last month. The winners include Chamara Segera, Commis 1 at Iberotel Miramar Al Aqah, Fujariah, who was named Kitchen Hero of the Year; Antony Nicholas Hoyle, Pastry Chef from Madinat Jumeirah; and Raghuprasad S. Pillai, Sous Chef from Beach Rotana Abu Dhabi. Hugh Sato Gardiner of Okku at Monarch Hotel won Chef of the Year — Standalone Restaurant while Scott Price, Executive Chef, Verre By Gordon Ramsay, Hilton Dubai Creek won Chef of the Year — Hotel.



# THE GUILD AT *Wafi*



The gracious hosts from Wafi City.



Chef Uwe Micheel speaks at the meet alongside other senior Guild members.

**T**he monthly meet of the Emirates Culinary Guild saw a large turnout at the Mahi Mahi restaurant in Wafi City. Chefs from across the UAE came together as suppliers from across the globe showcased new products and explained its benefits. Here are some images captured at the event.



# LA CUISINE DU SIAL

## Briefs of the Classes for Entry

### Resume of Classes for Entry

Class No.	Class Description
01	Cake Decoration - Practical
02	Wedding Cake Three-Tier
03	Four Plates of Dessert
04	Pastry Showpiece
05	Baked Bread Showpiece
06	Friandises Petites Four Pralines Nougatines
07	Chocolate Carving Showpiece
08	Fruit & Vegetable Carving Showpiece
09	Open Showpiece
10	Five-Course Gourmet Dinner Menu
11	Tapas, Finger Food and Canapés
12	New Arabian Cuisine
13	An Arabian Feast
14	Individual Ice Carving
15	Ice Carving Team Event
16	Practical Fruit & Vegetable Carving
17	Arabic Mezzeh - Practical Cookery
18	Sustainable Fish - Practical Cookery
19	Beef - Practical Cookery

### Practical Pastry

#### Class 01: Cake Decoration - Practical

- Decorate a pre-baked single cake base of the competitor's choice.
- Two-and-a-half-hours duration.
- All decorating ingredients must be edible and mixed on the spot.
- No pre-modelled garnish permitted.
- Chocolate and royal icing can be pre-prepared to the basic level, e.g. tempered chocolate can be brought.
- Competitors must provide all ingredients, cake base, utensils, and small equipment required.



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- The cake base must a minimum size of 30cm X 30cm or 30cm Diameter.
- A standard buffet table is provided for each competitor to work upon.
- Water, electricity and refrigeration might not be available.
- All cakes will be displayed until the end of the Salon and will be disposed of by the organizer.
- The cake will be tasted as part of judging.
- The Judges will cut the cake.

### Pastry Displays

#### Class 02: Three-Tier Wedding Cake

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

#### Class 03: Four Plates of Dessert

- Prepare four different desserts, each for one person.
- Each dessert presented singly on an appropriated plate.
- Presentation to include a minimum of one hot dessert (presented cold).
- Typewritten description and recipes are required.
- Tasting will be part of the judging process if deemed necessary to determine quality and authenticity.
- Maximum area w90 cm x d75 cm.

#### Class 04: Pastry Showpiece

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

#### Class 05: Baked Bread Showpiece

- Freestyle display of a bread showpiece.



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2. Maximum area w90 x d75cm.
3. Exhibit can be no more than 90cm. in height including base or socle where used.

**Class 06: Friandises Petites Four Pralines Nougatines**

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

**Artistic Displays**

**Class 07: Chocolate Carving Showpiece**

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

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

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

**Class 09: Open Showpiece**

1. Freestyle presentation.
2. Only showpieces made of edible food material will be accepted for adjudication.
3. Maximum area w90 cm x d75 cm.
4. Exhibit can be no more than 75 cm. in height including base or socle where used.

**Gastronomic Creations**

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

1. One dish must contain a sustainable species of UAE fish as a main component.
2. Present a plated five-course gourmet meal for one person



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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 600/700 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. Produce eight varieties.
2. Six pieces of each variety (total 48 pieces)
3. Four hot varieties
4. Four 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. Eight pieces should correspond to one portion.
9. Name and ingredient list (typed) of each variety required.
10. Maximum area 60cm x 80 cm.

**Class 12: New Arabian Cuisine**

1. One dish must contain dates as a major component.
2. One dish must contain sustainable UAE fish as a major component.
3. Present a plated five-course gourmet menu for one person.
4. Free style presentation.
5. All menu ingredients used must be those found in the Arabian Gulf area.
6. To be prepared in advance, and presented cold on appropriate plates.
7. Food coated with aspic or clear gelatin for preservation.
8. Dishes are to be presented in an up-to-date setting and decoration.
9. The meal to comprise:
  - A cold appetiser
  - A soup
  - A hot appetiser
  - A main-course with appropriate garnish
  - A dessert.
10. Total food weight for the entire menu should be 600/700 gms.
11. Typewritten description and recipes are required.



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12. Maximum area 90w cm x 75d cm

**Class 12: An Arabian Feast**

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

**Practical Artistic**

**Class 14: Individual Ice Carving**

1. Freestyle.
2. 90 minutes duration.
3. Hand carved work from one large block of ice (provided by the organisers).
4. Competitors to use own hand-tools and gloves.
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 forbidden.

**Class 15: Ice Carving Team Event**

1. Freestyle.
2. Two persons per team



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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.
8. The use of power tools is forbidden.

**Class 16: Practical Fruit & Vegetable Carving**

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

**Class 19: Beef - Practical Cookery**

1. Time allowed 60 minutes
2. Prepare and present four identical main courses using beef as the main protein item.
3. Present the main courses on individual plates with appropriate garnish and accoutrements.
4. Typewritten recipes are required.

**Practical Cookery**

**Class 17. Mezzeh – Practical Cookery**

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



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5. Dishes must represent a variety of cooking methods and the use of ingredients as used in the Arabic restaurants of the UAE.
6. Present the mezzeh in four equal portions.
7. Two portions will be served in the public restaurant and two portions will be presented to the judges.
8. Typewritten recipes are required.

**Class 18: Sustainable Fish - Practical Cookery**

1. Time allowed 60 minutes
2. Prepare and present four identical main courses using sustainable species of UAE fish as the main protein item. (see [http://www.choosewisely.ae/uae\\_consumer\\_guide.pdf](http://www.choosewisely.ae/uae_consumer_guide.pdf))
3. The species allowed to be used in this class are:
  - Anfooz (Yellow Bar AngelFish)
  - Ebzimi (Black Streaked Monocle Bream)
  - Faskar (Two Bar Sea Bream)
  - Jesh Um Hala (Orange Spotted Trevally)
  - Naiser (Ehrenbergs Snapper)
  - Shari Eshkeli (Pink Ear Emperor)
  - Yanam (Sordid Sweetlips).
  - Haghul (NeedleFish)
  - Local Crab
  - Local Clams
  - Local Squid or Cuttlefish.
4. Fish may be scaled, gutted, de-finned and de-gilled, but must otherwise be brought to the competition whole.
5. Filleting/cutting preparation must be done in front of the judges.
6. Present the main courses on individual plates with appropriate garnish and accoutrements.
7. Typewritten recipes are required.

**Notes on the Practical Cookery Classes**

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

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

1. All food items must be brought to the Salon in hygienic, chilled containers: Thermo boxes or equivalent. Failure to bring food items chilled will result in disqualification.



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2. All dishes are to be served in a style equal to today's modern presentation trends.
3. Portion sizes must correspond to a three-course restaurant meal.
4. Dishes must be presented on individual plates with appropriate garnish not exceeding 250g total food weight excluding sauces.
5. Unless otherwise stated, competitors must supply their own plates/bowls/platters with which to present the food.
6. Competitors must bring with them all necessary mise-en-place prepared according to WACS guidelines in the hot kitchen discipline ([www.wacs2000.org](http://www.wacs2000.org)).
7. Competitors are to provide their own pots, pans, tools and utensils.
8. All brought appliances and utensils will be checked for suitability.
9. The following types of pre-preparation can be made for the practical classes:
  - Vegetables/fungi/fruits; washed & peeled – but not cut up or shaped.
  - Potatoes washed and peeled – but not cut up or shaped.
  - Onions peeled but not cut up
  - Basic dough can be pre-prepared.
  - Basic stocks can be pre-prepared.
  - Basic ingredients may be pre-weighed or measured out ready for use.
  - Fish may be scaled, gutted de-finned and de-gilled, but must otherwise be brought to the competition whole.
  - Meat may be de-boned and portioned and the bones cut up.
10. No pre-cooking, poaching etc. is allowed.
11. No ready-made products are allowed.
12. No pork products are allowed.
13. No alcohol is allowed.
14. If a farce is to be used for stuffing, filling, etc., at least one of the four portions of the farce must be prepared in front of the judges to show the competitor's skill
15. 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.
16. 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.
17. Two copies of the recipes typewritten are always required.
18. Submit one copy of the recipe/s to the clerk when registering.
19. Submit one copy of the recipe to the duty marshal at the cooking station.



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## Rules and Regulations for Culinary Competitions

### 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 disqualifications.
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 of this document.

### PARTICIPATION

4. Participation at competition is open to anyone professionally employed in the preparation of food.
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. 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.
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:
  - Account Name: JHFT;
  - Bank: HSBC Bank Middle East – Dubai (UAE)
  - Account No. 021 - 092499 - 002
  - SWIFT Code: BBMEAAD
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.



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### 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. Bad hygiene practice will result in disqualification.
22. A professional food-safety company has been engaged to oversee all aspects of hygiene practice at the competition.
23. It is quite possible that the Municipality Food Control Section will conduct its own hygiene inspections as and when it sees fit.
24. 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:

25. The Emirates Culinary Guild (ECG) is the body responsible for the creation, organisation and administration of the competition.
26. The competition is governed by and construed according to the rules of the organisers.
27. The organisers have sole authority to adjudicate on any matters pertaining to the competition.
28. 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 La Cuisine Du SIAL.
29. The address of the ECG for all correspondence and inquiries referencing culinary competitions is: The Emirates Culinary Guild, PO Box 71963 Dubai, United Arab Emirates. Tel: + (9714) 3403128. Fax :+(9714) 3473742. Email: theguild@emirates.net.ae

### COMPETITORS AND HELPERS

30. Each competitor is allowed one helper to assist with carrying equipment. No other help is allowed to a competitor within the preparation area.
31. A competitor must wear full; freshly laundered chef's uniform with appropriate headgear and footwear when attending at the exhibition.
32. A competitor's helper must wear full; freshly laundered chef's uniform with appropriate headgear and footwear when attending at the exhibition.
33. Competitors that are incorrectly dressed at a competition will not have their exhibits judged.



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34. Helpers that are incorrectly dressed will not be admitted to the exhibition.
35. Logos, marks and identifying colours provided by the organisers must be worn by competitors throughout the competition in the position indicated to them by the organisers at the time of registration.
36. 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.
37. Any competitor not in place and ready to start at least five minutes before the time a competition commences, will be disqualified.
38. Competitors and helpers are forbidden from approaching or speaking with or at a judge without the express permission of the organisers.

### EXHIBITS

39. 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.
40. 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.
41. All exhibits must be of edible substance except for framing, socles and stands where they are allowed.
42. It is forbidden to use any living entity whatsoever as part of an exhibit (e.g. tropical fish).
43. It is forbidden to depict religious, nude, semi-nude or political themes in an exhibit.
44. All exhibits must be suitable for presentation as a decorative item in a restaurant or banqueting setting.
45. An exhibit must not carry any logo, label or mark of identification; however, competitors must be able to identify their exhibit if required.
46. 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.
47. No preparation or finishing of exhibits is allowed in any area except the designated preparation area at the rear of the competition area.
48. Finished exhibits must be placed in the position indicated by the organisers.
49. No interference with an exhibit is allowed once the organisers have deemed it as submitted for judging.
50. 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.
51. 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.
52. Failure by a competitor to register or exhibit at the specified time could result in disqualification.



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

### COMPETITION MARSHALS

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

### AWARDS

57. Gold, silver and bronze medals and certificates and certificates of merit are awarded solely at the discretion of the judges.
58. The decision of the judges is final and each competitor is required to abide by it without comment.
59. Medals will normally be presented at 18:00 each day. This may change according to circumstance.
60. 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.
61. A competitor or his/her helper must be correctly dressed as stipulated in the rules when collecting medals or certificates.
62. Incorrectly dressed competitors/helpers will not be allowed access to the awards area.

### COPYRIGHT:

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

### DISCLAIMER

64. The organisers are entitled to cancel or postpone the Salon, or to alter the duration, timing or schedule of any event.
65. 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.
66. The organisers will not under any circumstances be held liable or responsible for the loss or damage of any exhibit, equipment, goods or personal effects.

### QUERIES

67. All queries must be submitted by email to: [theguild@eim.ae](mailto:theguild@eim.ae). The question and answer to each query will be broadcast to all entrants.



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## VENUE & ENTRY FEES

1. La Cuisine Du SIAL will be held during the SIAL Middle East Food Exhibition
2. The venue will be the Abu Dhabi National Exhibition Centre,
3. It will run 21st – 23rd November 2011.
4. 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.
5. The fee for entry to the trophy classes is as follows:
  - i. Best Cuisinier – La Cuisine Du SIAL- Abu Dhabi 2010 AED:500/- per person
  - ii. Best Pastry Chef – La Cuisine Du SIAL- Abu Dhabi 2010 AED:400/- per person
  - iii. Best Artist – La Cuisine Du SIAL- Abu Dhabi 2010 AED:500/- per person
  - iv. Best Arab National – La Cuisine Du SIAL- Abu Dhabi 2010 AED:300/- per person

## CLOSING DATE

6. Closing date for entries is Monday October 15th 2011. However, practical cookery classes are normally fully subscribed and closed well before the official closing date.

## TROPHY ENTRY

Entrants to a trophy class must enter and finish in all and only those classes that pertain to the trophy for which they are entering. No other classes may be entered into by a trophy entrant. The required classes are:

### BEST CUISINIER

- i. Class # 10. Five-Course Gourmet Dinner Menu
  - ii. Class # 18. Practical Cookery – Sustainable Fish
  - iii. Class # 19. Practical Cookery – Beef
- *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. Dessert – Four Platters
  - iii. Class # 06. 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.*

### BEST ARTIST

- i. Class: #02. Wedding Cake
- ii. Class # 07. Chocolate Showpiece
- iii. Class # 09. Open Showpiece



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- iv. Class # 17. 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.*

### BEST ARAB NATIONAL

- i. Class #12. New Arabian Cuisine
  - ii. Class # 13. An Arabian Feast
  - iii. Class # 17. Arabic Mezzah
- *In order to qualify for inclusion in the points tally for Best Arab National Trophy a competitor must win at least one medal.*

## JUDGING AND THE AWARDS SYSTEM

The team of Judges will adjudicate at all classes of the competition using WACS-approved methods, criteria and documents [www.worldchefs.org](http://www.worldchefs.org). After each judging session, the judges will hold a debriefing session at which each competitor attending may learn something of the thinking behind the judges' decision. Competitors will not be competing against each other: rather, they will be striving to reach the best possible standard. The judges will then apportion marks that accord with their perception of the standard reached. The competitor will then receive an award commensurate with his/her points tally for the class. In theory, therefore, everyone in a particular class could be awarded a gold medal. Conversely, it could be possible that no awards at all are made.

### The scaling for awards in all classes is as follows:

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

### Trophy Winners

Trophy Winners will be decided by the highest aggregate points awarded for all classes entered.

In the event of a tie, the award will be made on the highest points scored from the medals won. Thus:

- Gold Medal with Distinction 7 Points
- Gold Medal 5 Points
- Silver Medal 3 Points
- Bronze Medal 1 Point



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Andy Kurfurst, Stephan Kammel, Ludger Mai, Uwe Micheel and Elias Rached.



Carlos Salas, Trade Commissioner, Embassy of Chile receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.



Master of Performance

MKN is the German specialist in premium thermal professional cooking technology that is found in the world's best kitchens. The MKN factory was founded 65 years ago by an engineer named Kurt Neubauer with just 3 workers. Today, it is a strong medium-sized enterprise owned by his family.

The factory in Wolfenbuettel, Lower Saxony in north Germany has nearly 400 experienced specialists, including the motivated offspring of 40 apprentices, who develop and produce professional cooking technology of the highest quality.

The powerful appliances from MKN focuses on delivering perfect cooking results that match user requirements. Each product within that vast MKN portfolio is built to meet the highest standards of quality, durability and economic efficiency.

The MKN GreenTeam, consisting of national and international specialists, has been concentrating on the subject of environmental protection and sustainability for some time now. The successful ISO 14001 certification by the TÜV SÜD is yet another step forward. Specific measures have been defined by the MKN environmental management to adopt a responsible attitude to the environment

and its resources. These measures have been implemented into the daily work processes.

By means of environmentally friendly technology the aim is to ensure top quality performances with minimal consumption of water and energy. In addition, with energy efficient appliances the specialist for professional cooking technology would also like to achieve the maximum possible benefit for its customers. Intelligent application options and technical features for example characterise the HansDampf as well as many practical and useful details.

With the integrated heat recovery the condensation water is heated for steam generation. This saves energy consumption. And the special insulation of the cooking chamber door with triple glazing reduces heat loss and saves valuable energy as well. The MKN environmental management system implements the "green" awareness in all internal operating procedures as well as externally directly into the customers' kitchens.

MKN is constantly conquering new markets, with partners in many countries in different continents. MKN is present at numerous national and international exhibitions and convinces everybody due to the special advisory and specialised customer service. MKN has been repeatedly awarded prizes for its innovative technology, design and as proficient partner of specialised trade. This proves MKN's outstanding achievement as the specialist for premium professional cooking technology.

For more information visit [www.mkn.eu](http://www.mkn.eu).

## pro|CHILE

ProChile, the Chilean Trade Commission, is part of the Directorate General for International Economic Affairs of the Ministry of Foreign Affairs, and responsible for implementing and enhancing Chile's trade policy.

This agency strives to deepen and project the country's trade policies under four fundamental concepts: Supporting small and medium companies in their process of going international; taking advantage of the opportunities arising from the country's trade agreements; association between public and private organisations and positioning the country's brand image in other markets.

For this, it has a network of Offices in Chile and in the world's most important markets – offices and commercial representations strategically located in more than 40 countries and it has developed a set of services for the exporter: guidance, commercial promotion actions, and information technologies.

### Chile, a World Class Food and Beverage Supplier

Agriculture has historically been one of the cornerstones of the Chilean economy. In the last few years, the food and beverage industry has established itself as the second-largest foreign currency earner. The country currently exports more than US\$ 11,500 million in food products, 22.4% of total exports.

There are few countries in the world in which the food and beverage sector is of such significant relevance to the Gross Domestic Product. According to FAO figures, Chile takes third place in the world with 10.3%; it also appears in 16th place in food and beverage exports – within a universe of 200 countries – and aims to become part of the top ten economies with presence in international markets in the short time.

The sectors which Chile is enhancing exports to GCC are: 1. Fresh Fruit, Chile is the Fruit Export Leader in the Southern Hemisphere; 2. Halal Meat with an Exceptional Quality; 3. Dried Fruit (almonds, walnuts and prunes); 4. Salmon; 5. Wine and Pisco; and 6. Dairy.









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