



"The leader who inspired the UAE's culinary industry to come together."

ALEN THONG
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THE MAGAZINE CHEFS LOVE TO READ
volume 10, issue 7

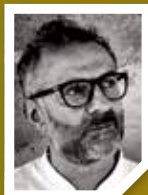


COURAGE UNDER FIRE

Chef Romel Hernandez is an inspiration for those who want to turn hardship into success

3 MICHELIN STARS

The elusive Massimo Bottura of 3-star Michelin restaurant Osteria Francescana interviewed



CHOCOLATE CRAVING

Meet Philippe Daue, son of a two-star Michelin chef, and a world renowned chocolatier himself



PASTRY POWER

Marriott's Chef Maheshwar Singh showcases a special recipe for aspiring pastry chefs



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Dear fellow chefs, ladies and gentlemen,

Welcome to the August-September issue of our Gulf Gourmet.

It is with much sorrow that I have to inform you about the loss of a great culinary leader, Alen Thong. The co-founder of the Emirates Culinary Guild and a relentless pillar of strength for the chefs in the UAE, passed away this August. He may not be physically present among us but his legacy will live on for years and years to come. A compilation of all the tributes that have poured in for him is in this issue.

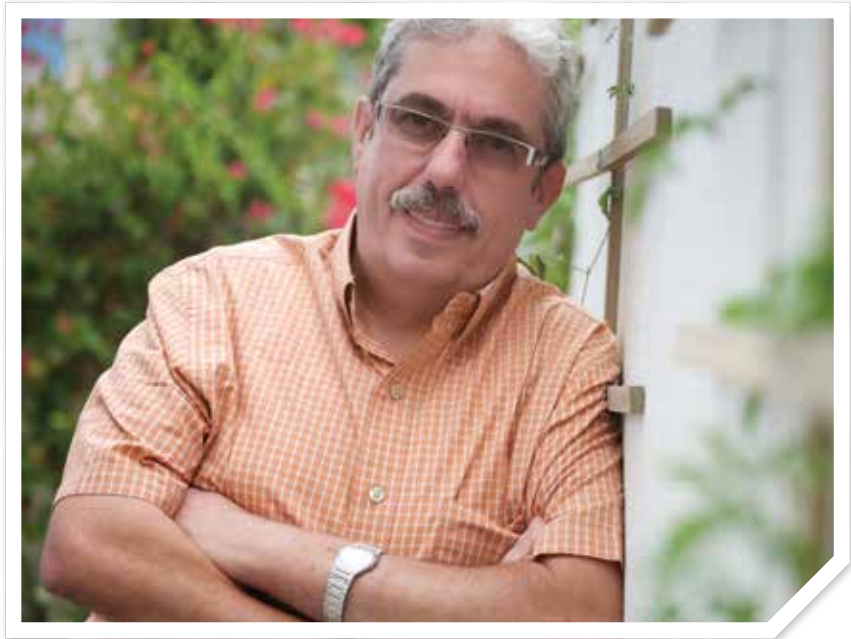
I had the honour of being invited to Sri Lanka to join the Dilmah World High Tea Challenge and would like to congratulate the Fernando family for this amazing event. I was able to meet some old friends during the trip and made new friends as well. We had 3 teams competing, the team from Shangri-La Oman, the team from Jumeirah Emirates Academy and the Radisson Blu Dubai Deira Creek team. All of our teams did a great job and brought home 1 Gold, 1 Silver and 1 Bronze.

I also had the honour of being a member of the great jury team at the Philippines Culinary Cup in Manila. Our friends, Chef J, James and Fernando and their teams put up a great show. More details from Manila in the next issue.

We have some busy months ahead of us. Chef Rahil will go to Budapest and represent the UAE at the Commis Rotisseurs final. Chef Daniel Hiltbrunner will support him and is also a member of the jury.

After that our Chairman Andy Cuthbert will take our young chef team to compete in Kuala Lumpur in Malaysia. All the best to them and I am sure they will come back with lots more experience.

Our Continental Director and friend Thomas Gugler and I will travel to



Tunisia for their global country final. Next month we have the MEA WACS Continental meeting in Namibia.

We have started the preparation for the Pastry World Championship in Milan 23 – 27 Oct 2015. Our team manager for this event will be our Honorary Vice President Andreas Kurfurst. Our Pastry Team is made up of Achala Weerasinghe from Madinat Jumeirah, Kapila Aramatunga from Sheraton Dubai Deira Creek, Dammika from Radisson Blu Hotel Dubai Deira Creek, and Rohita Kumara Kasthuriarchchi from Burj Al Arab.

The classes – rules and regulations for the La Cuisine Du Sial in Abu Dhabi which will be hosted at Adnec from 7th to 9th December have been released and the registration is now open.

The next WACS Congress will now be in September 2016 in Greece. I recommend members start saving now and join us in Greece. If you have missed previous editions of Gulf Gourmet,

please visit gulfgourmet.net.

I urge all members to go onto the Guild website to see what is happening on the calendar at emiratesculinaryguild.net and also to visit the WACS Young Chefs Facebook page on facebook.com/wacsyoungchefs and encourage your young chefs to join that page so they can 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.

A final thank you to Chef KAC Prasad and his team for hosting the AGM 2015.

Culinary Regards,

Uwe Micheel
President of Emirates Culinary Guild
Director of Kitchens
Radisson Blu Hotel Deira Creek

ggcontents



40 »



44 »

07 » Editor's Note
Our Editor's take on all things F&B in the region

08 » Friends of the Guild
Brands that support the Emirates Culinary Guild

12 » News Bites
A quick round-up of what's happening in the Chef community and the food service industry

16 » Chef of the Month
The elusive Massimo Bottura of 3-star Michelin restaurant Osteria Francescana interviewed

22 » Passing Through
Chef Philippe Daue, has worked decades to come out from under the shadows of his 2-star Michelin chef dad. We caught up with the world renowned chocolatier in Dubai

26 » Cover Story
Chef Rommel Hernandez tells us about his life and his new stint at the Emirates Culinary Guild

31 » Tribute to Alen Thong
The co-founder and the driving force behind the Emirates Culinary Guild is no more. A special tribute

40 » Pastry Power
(by Fonterra)
Marriott's Chef Maheshwar Singh showcases a special recipe for aspiring pastry chefs

44 » Golden Chef
(by Nestle Professional)
Madinat Jumeirah are this month's challengers for the Nestle Professional Golden Chefs Hat competition

48 » Events
Images from around the region related to the industry. This issue includes images from Emirates Culinary Guild meeting

52 » SIAL Rules
Exclusive listing of all rules and regulations for the upcoming La Cuisine by SIAL in Abu Dhabi

60 » New Members
Meet the new and renewed members of the Emirates Culinary Guild

66 » Members Directory
A listing of all leading food and kitchen supplies companies for this region

70 » More than a chef
A monthly column by Rohit Bassi for young chefs to help improve their soft skills



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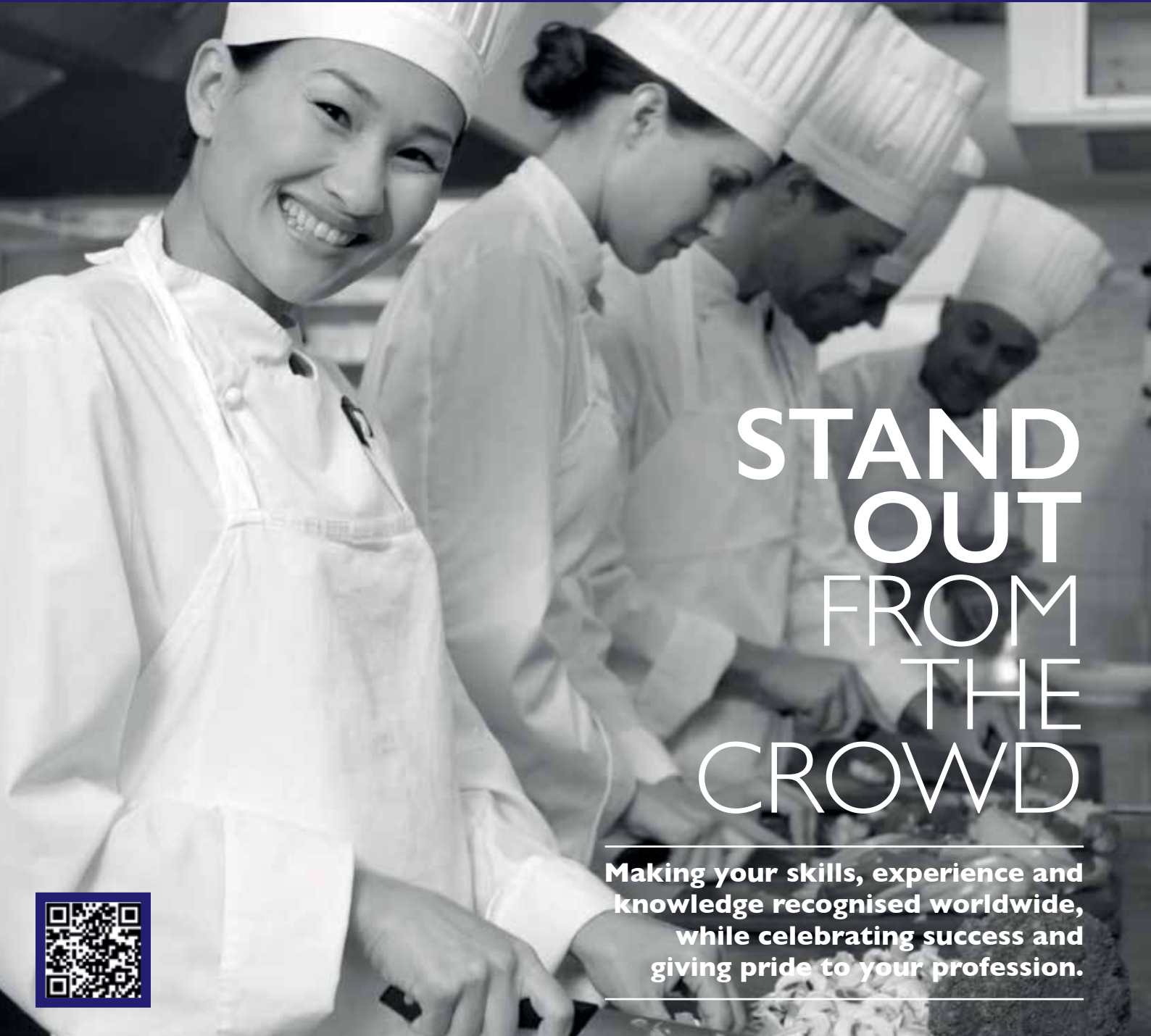


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editor'snote

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I've met Alen a total of five times over the past five years and each meeting may have lasted anywhere between 2 minutes and two hours. In such a short span of time I've laughed with him, fought with him, talked about the emotional past and more... it's surreal considering one has to work really hard to get me to talk, let alone connect.

But that's Alen for you. He even went out of his way once to correct my English! Yes, he not only knew what a Wren & Martin was but spoke English with a level of sophistication that I've never seen any other person in the hospitality industry match.

Although he was terminally ailing, he for some reason did not remind me of someone in his 70s. He looked younger than his age. Perhaps it was because he worked with a kind of passion that most 30-year-olds would find hard to muster. To put it in simple words, he was a feisty bloke with an old-world charm.

He gave his last exclusive interview to me around 18 months ago during which he talked about his childhood, not knowing his father who passed away when he was two, and about his late teens when his salary was peanuts but he still

had a lot of fun. He also told me about how he went from being a chef to owning John Holt Foods and the reasoning behind starting the Emirates Culinary Guild. You can read the full interview on www.gulfgourmet.net starting from page 28 in the April 2014 issue.

Two things that stayed with me from the interview is that the only thing that kept him off the streets as a youngster was his career as a chef. And that in his old age he felt a sense of personal achievement every time he saw a young chef in the UAE being praised by an international judge at competitions.

The latter was a testimony to the fact that he was happy to see all of his hard work towards Emirates Salon Culinaire and La Cuisine du SIAL help hundreds of young chefs to improve their lives and careers.

Most of these young chefs probably haven't even heard of Alen and I doubt he ever cared for that kind of recognition. From the little that I knew of him, he wanted to enjoy a full life filled with major milestones, enough to leave a legacy.

Alen, you've achieved all that and then some.

Aquin George
Editor

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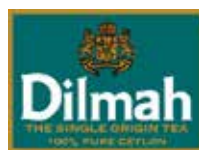
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newsbites

'Saudis spend over 5 billion riyals on coffee each year'



Coffee and chocolate sales have trebled in the Arab world in the past decade, with consumption having increased by 100% in Saudi Arabia alone in the past three years. This is according to economist Hajar Al-Fadl, who says that Saudis spend over five billion riyals on coffee each year.

"The Kingdom has achieved a huge growth in coffee sales with 25% annual growth each year from 2011 to 2014, making it the fastest-growing coffee market in the world," Al-Fadl said.

The figures were revealed ahead of the 2nd International Coffee and Chocolate Exhibition, which takes place at the Riyadh International Convention and Exhibition Center from 26-28 November, 2015.

Ecuador increases UAE trade

The total value of Ecuador's non-oil exports to the UAE reached 7,376 tonnes to the value of USD 9.2 million in 2014 showing an increase of 41% from 2013.

This was revealed at the event themed "Exquisite Ecuador", which was organised by Pro Ecuador in Dubai last month.

In the ongoing effort to promote and introduce Ecuadorian products, "Exquisite Ecuador" included gastronomical activities that showcased Ecuadorian ingredients and recipes.

The event was focused on the "world's best shrimp" that Ecuadorians export in the global market. The total Ecuadorian shrimp exports to the world in 2014 were valued at USD 2,580 million.

Thank You JR



Uwe Micheel, President of the Emirates Culinary Guild presents Jeyaram Subramanian, CEO, Barakat Group Of Companies, with a special certificate and medal for the unwavering support towards UAE Chefs and the Emirates Culinary Guild.



Experience Authentic Emirati Taste at Eссор Dubai

A new restaurant, offering high-end authentic Khaleeji and Emirati cuisine has opened its doors in the Burj area of Dubai. 'Essor' at DAMAC Maison Dubai Mall Street has launched its traditional local menu in an authentic Emirati dining atmosphere, with traditional seating arrangements (Al Majilis).

"Essor offers a unique experience taking you on a journey through UAE heritage in a traditional atmosphere full of originality,

with food and decor that reflects the Emirati and Khaleeji culture with quality of service, making Essor unique in Dubai," said Mohamed Eldek, Hotel Manager, DAMAC Maison Dubai Mall Street.

"The number of tourists from the Gulf to Dubai registered considerable growth during the past 4 years, and is expected to continue this momentum in the coming years, making Essor important stop for visitors from the Gulf region," he added.

BurJuman Centre Goes to Market

BurJuman Centre will host one of the UAE's most popular Food and Craft markets starting at the end of August in a bid to give community residents access to fresh produce and provide a fun event for Dubai residents.

The Ripe Night Market will set up one Thursday evening pop-up market event per month at BurJuman Centre during August and September, offering the community a chance to peruse homemade fashion and crafts, take in folk music, and, of course, buy fresh fruits, vegetables and dairy products.

The inaugural pop-up market event will launch in August and be followed monthly with a second event on Thursday September 17th. Markets will open at 5pm and wind down by 10pm.



Zuma's barmen recognised

Zuma's UAE barmen took first and second place at the regional finals of the Diageo World Class competition last week. Mehmet Sur, Bar Manager, Zuma Abu Dhabi was awarded first place, closely followed by Mijea Razvan, Bar Manager, Zuma Dubai. Sur is now through to the global finals, and will be heading to Cape Town later this year. Jimmy Barrat, Bar Development Manager for Zuma Dubai and Abu Dhabi said, "The team has been working extremely hard for this day. We are overjoyed at our colleagues' success."

Last November, Noel Pusch, Sommelier, Zuma Abu Dhabi was named the global Sake Sommelier of the Year by the Academy of Food & Wine Service and the Sake Sommelier Association.

Mövenpick Hotels & Resorts debuts in Riyadh with new landmark property

Mövenpick Hotel Riyadh has opened its doors, marking the hospitality firm's first property in the Saudi capital and its 10th in the kingdom.

The five-star property is said to be built with a SAR 800 million (US\$213.2 million) investment and features 438 luxury rooms and suites.

"We are thrilled to be opening the first Mövenpick hotel in Saudi's vibrant capital, which also marks another major milestone as our 10th property in the kingdom," said Andreas Mattmüller, Chief Operating Officer, Mövenpick Hotels & Resorts, Middle East and Asia.

Residents and guests alike will be tempted to savour Mövenpick Hotel Riyadh's gourmet cuisine, with restaurants including Acacia by Pierre Gagnaire, the highly acclaimed French Michelin-starred chef, Naya serving Modern Lebanese cuisine, authentic Indian restaurant Anardana, and all-day dining outlet Horizon. For a drink or light snack, the Rotunda lobby lounge is expected to fast gain local notoriety.

Mövenpick Hotel Riyadh's debut marks another step towards Mövenpick Hotels & Resorts achieving its goal to operate at least 15 properties across Saudi Arabia by 2020. This latest hotel opening boosts the hospitality firm's inventory to 3,894 rooms kingdom wide.

Oberoi, Dubai introduces a Street Art Brunch

Nine7One, the world-cuisine restaurant at The Oberoi, Dubai will launch a Street Art Brunch on September 18. The restaurant will look like a bustling market style arrangement complete with gourmet street food inspired by cuisines from across the world. There will be a choice of bite-sized dishes from grill stations, a boulangerie, fromagerie and molecular desserts. Peruvian Ceviche, Chinese hand-pulled noodles, Bunny Chow from South Africa and a frozen dessert bar are some of the delights on offer.

Vishal Khulbe, Head Chef at The Oberoi, Dubai says, "The culinary team at Nine7One has embraced the 'SLOW- Sustainable, Local, Organic and Wholesome' food philosophy. The aim of this initiative is to support local agrarians, use organic produce and reduce carbon footprint by sourcing ingredients from indigenous farms.



"The Oberoi, Dubai has partnered with Al Dahra Agriculture in Al Ain and a team of Chefs will be visiting the farm frequently to pick the freshest produce. These practices have also been followed when putting together the menu for the Street Art Brunch."



Darren Velvick launches modern British concept

Stepping into the urban restaurant scene of Dubai with a grand opening on 15 September is The Croft at Dubai Marriott Harbour Hotel & Suites. It is the brainchild of Marcus Wareing protégé and former Patron Chef of Table9, Darren Velvick and started out as a winning idea of Marriott International's Project Canvas campaign. The venue is closely inspired by Darren's own childhood upbringing in the rural British village of Hampstead Norreys and it reflects the wholesome food culture that he grew up with.

Darren says, "We are thrilled to be launching our dream after months of conceptualizing, planning and prepping. The theme behind the restaurant is very close to my heart and we are eagerly looking forward to receiving positive feedback from guests."

Project Canvas was introduced with the purpose of nurturing local entrepreneurship as well as supporting the creation of home-grown concepts.



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American Egg Board

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HARMONIC CONTRADICTION

In the eyes of the world, **Chef Massimo Bottura** is an artist. He however believes he's an artisan and a craftsman. Either way there is no denying the fact that Bottura is a true culinary rebel with a majestic ability to create and transmit emotions. **Zoja Stojanovic** met up with the legend at his 3-star Michelin restaurant Osteria Francescana

Osteria Francescana is not a restaurant. It's a sanctuary where past, present and future can be experienced in a single bite and where every nook and corner is a source of inspiration through art.

The man whose vision this place is, grew up on the gastronomic treasures of Modena, Italy – an ancient city known for its slow food and fast cars.

In 1986, when Massimo Bottura was still pursuing a career in law, he gifted himself a roadside trattoria near Modena and decided to thoroughly devote himself to his childhood passion for cooking. Word soon got around about the culinary whiz kid's creations and by 1993 the godfather of French cuisine Alain Ducasse decided to drop in to the trattoria to taste the food himself.

The legend was real and shortly thereafter he invited Bottura to work at his 3-star Michelin restaurant – Hotel de Paris – in Monte Carlo. The in-depth



I am a craftsman. An artisan not an artist. Artists are free to express and create whatever they believe in, whereas as an artisan-chef I am obliged to make good food

culinary experience he obtained while working extra hours at Ducasse's kitchen was the turning point for Bottura. He quit to open a new restaurant named Osteria Francescana, located in the historic centre of Modena.

And the rest, as they say, is history. Today, Osteria Francescana is a 3-star Michelin restaurant, rated as the best one in Italy, and for the second consecutive year ranked third in San

Pellegrino's list of world's 50 best restaurants. In addition, Bottura has been successfully running two other restaurants, one in Modena named Franceschetta 58, and the recently opened one in Istanbul called Ristorante Italia di Massimo Bottura.

Bottura received his first Michelin star in 2002 and by 2012 he was already being crowned with the third star. During this decade he obtained several other prestigious recognitions, but Massimo Bottura never stopped deepening his horizons. Blending tradition with innovation, while managing to capture the essence of classic Italian dishes in modern expressions, Bottura has kept on experimenting with textures and shapes, while provoking an eruption of emotions and creating a whole entire universe in a bite!

Keen to share his life experience and encourage others to follow their dreams, in 2014 Chef Bottura published the book and collection of recipes named



August-September 2015 Gulf Gourmet

"Never Trust a Skinny Italian Chef", compressing 20 years of experience as a daring innovator, trailblazing Chef and an emotional storyteller, whose reflections go from the soil, air and waters of Italy, all the way to contemporary art and music creations he draws the inspiration from.

His sense of humour is great too. He says the complexity of Parmigiano Reggiano has been instrumental in building up his muscles and that Balsamic vinegar runs through his veins.

What triumphs is his pursuit of harmonic contradiction allowing for a truly emotional and cognitive culinary journey for anyone who comes to Osteria Francescana or browses through the pages of Bottura's latest book.

Here are excerpts from a conversation with Massimo Bottura:

Being one of the world's leading culinary figures, what is your secret ingredient for success?

I don't believe in a universal recipe for success. I believe in an on-going evolution. Staying curious and open-minded, always looking ahead for new possibilities, sourcing inspiration from culture and art, believing in imperfection and creating 'perfection in an imperfect way' as a medium to transfer emotions, retrospectively to tradition from a critical viewpoint, is what you could say is my ingredient for success.

After so many international recognitions, do you consider yourself a culinary artist?

No, on the contrary, I am a craftsman. An artisan not an artist. Artists are free to express and create whatever they believe in, whereas as an artisan-chef I am obliged to make good food.

My goal is not to educate peoples' minds, but to educate their palates and let them experience emotions. When I reflect on my dishes and success they have brought along, they have all been made by hands of an emotional craftsman.

I owe my first Michelin star to my three most important masters – my grandmother, Alain Ducasse and Ferran Adria, who inspired me to create "Compression of Pasta and Beans", a 3-layered parfait, where by using different flavours and techniques I compressed my life in.

Furthermore, the dish that was announced as the Italian dish of the century 'Five Ages of Parmigiano Reggiano', done in 5 different textures from a single ingredient, came out as a result of honouring the complexity of Parmesan cheese. Still, all my dishes are based on good food, craftsmanship, tradition and emotions. Consequently, art becomes a subjective perception.

It seems you have been determined from the start to create what you have believed in...

I must correct you – I haven't been determined but rather "obsessed" with what I believe has been the right thing to do. If you are not obsessed about your dream you will never be able to make it a reality. The amount of time until you take to realise it may vary, the way you will carry it out may evolve over time, but whatever dream you have, I am convinced you are able to actualise it.

I see challenges as an incentive to find a better solution and turn them into a reality. Still, a precondition to make your dreams and ideas come true is to have a good knowledge of who you are.

What are the elements of a good plate?

Contemporary cooking assumes two things on a plate – good and healthy food. Being one of great passions of my family, I have been exposed to good food from the early age. It has not only enriched my palate and thought me to recognise quality ingredients, it has as well made me very sensitive to different flavours and affected me to observe food through feelings.

Having gone through such a palatable evolution, and being flushed over with emotions every time my grandmother or



Beautiful, psychedelic veal, not flame grilled



Oops! I broke the lemon tart



mother would be making fresh pasta or cooking lasagna, this forever ingrained experience inspired me to create "The Spaghetti is dreaming of becoming a Lasagna". Still, not any kind of lasagna, but the crunchy part! Searching for a way to recall mesmerising childhood memories, we decomposed this typical dish and singled out the best part of it – the top crispy layer. We then created a metamorphoses of texture, while keeping the magnificently soaking and sentimental taste of ragu.

Speaking about evoking and perceiving emotions, I will always remember a guest from Poland who came for lunch at Osteria Francescana. She ordered our very own soufflé "Potato that wants to be a Truffle", a flamboyant dessert that brought her back to her childhood memories and the image of her grandmother making a sweet potato. It made her start crying and become thrilled to bits.

What makes the Slow Food successfully withstand today's fast-paced lifestyle?

Whatever the case is, you always need a contradiction to make a friction and cause a change. Look at Modena, the city of fast cars and slow food, coupled in a perfect marriage for ages. Just think about Balsamic vinegar for instance – such a complex ingredient that needs more than 25 years to be transformed into a true gastronomic masterpiece, and eventually consumed in a quick bite, but with a long-lasting emotion. There is the same contradiction about Slow Food. It represents a "slowly thought – quickly done" experience and a fast-track emotional journey, which resists all times and follows no matter what kind of lifestyle.

What was it like to be in Abu Dhabi last year, when you had an opportunity to set up a menu dedicated to one of Italy's most famous opera singers, Luciano Pavarotti, and present it to the UAE audience?

Having had a chance to create a menu honouring such a great Maestro, who was born and raised in Modena and was a very passionate "ambassador" of local

ingredients, was a true challenge and responsibility. We used the traditional ingredients from Modena, after which we transformed them into contemporary forms and brought them to mind of the UAE's audience. Nevertheless, each time I travel I tend to take a tour around markets, have a bite of different street food delicacies and experience an in-rooted cultural journey.

Moving around the UAE region, it continues to inspire me how skilfully and well-balanced you use the typical spices, which go so profoundly in the palate and are so delicately sublimed in various dishes. As a Chef, knowing your own culture is one of the most important elements to succeed with your dream and become able to transfer emotions.

I can only encourage the UAE Chefs to keep up this way, cherishing tradition, observing it with a well-minded criticism, while continuously exploring ahead!

Images: Courtesy of Osteria Francescana



CHEF CHOCOLATIER

With culinary blue blood running in his veins, **Chef Philippe Daue** has taken it upon himself to spread the message of sweet love. In a casual chat, the chef chocolatier of Godiva tells **Aquin George** what makes chocolate his favourite dark matter...

If Theobroma is the food of the gods, you can call Philippe Daue their favourite chef. As the chef chocolatier at Godiva, one of the world's biggest brands in premium chocolate, he thrives on giving the sweet gold the reverence it deserves. Carrying his family's three-generation culinary legacy forward, Chef Philippe uses his talent and creativity to give the humble cocoa forms and faces that resonate with every customer. Born in Belgium, Philippe Daue is a fourth generation chef and his father is a famous Michelin two-star chef in Belgium. His boutique hotel was located in the former summer residence of the Belgian Royal family in Oostende and all of the Royals used to be his regular customers, including King Albert II, who was Prince at the time.

Chef Philippe was steered by his father to academics in his initial years. "I started studying Latin and Greek literature and art but somehow, all roads led to the kitchen. At 14, I didn't want to study. I wanted action. And the action around me was always food-related," says the now 49-year-old chef.



The mistake that many chefs make with chocolate is not have enough patience with it. You have to allow it the time it needs to set, to crystallise. You can't rush chocolate, you have to respect the rules of the ingredient

When he expressed interest in the kitchen, the Daue patriarch was less than happy. He had wanted a different path for his academically-strong son. "So to dissuade me, he set down strict conditions – one, I had to do well in whatever I had chosen; two, I had to forget about enjoying my weekends." A determined teenaged Chef Philippe agreed, joining a hospitality school and working at the restaurant of his father's

friend. "I think my father told him to be extra strict with me," he laughs, "I was put to pot washing for six months in a very busy season. Today, I have tremendous respect for potwashers." The next six months were spent waiting. "When the chef saw that I didn't give up, he allowed me to enter the kitchen."

A father's friend, who was a Michelin three-star chef, felt Chef Philippe belonged in the pastry section. But at the time, the young chef was not too enthused with the idea. "Pastry is not as high energy as the main kitchen. The pressure and adrenalin shot are missing and it's somewhat isolated. I wasn't keen on it." It took mentoring from a passionate chef to spark his interest in pastry, which later became his passion.

Strong culinary lineage and connections, however, did not mean life was a cakewalk for Chef Philippe. "Chefs back then were strict people. If they saw someone trying to go too fast, they would immediately yank you back to reality, in very harsh ways. Maybe make you peel onions all afternoon because you were



threatening someone else's chances." At the time, chefs did not want any "waves" in the kitchen because it was a high-pressure workplace and structure and discipline were the cornerstones of a successful kitchen. "If one guy tried to make trouble by going too fast, the whole thing would collapse. They had to avoid that. "It also took Chef Philippe a while to impress his father. "You tend to look up to your dad and feel you have to match him or do better than him. It took a long time for me to do something that made him say, 'Whoa! You got me there.'"

Those moments must be rather frequent now. Chef Philippe is a well-known personality himself today, stepping out of the shadow of his father. He's been the executive pastry chef in top five-star hotels including Shangri-La, Mandarin Oriental and Hilton in countries such as India, Thailand, New Zealand, Malaysia and Indonesia. Along the way, he's picked up not just knowledge and expertise but also six-seven languages, speaking fluent English, French, Dutch, Thai and Bahasa, among others.

Based in Beijing, today Chef Philippe is involved in the development of chocolate products for Godiva for the China and Pacific Rim markets. That can't be easy, given that he has to work with local tastes and mindsets while catering to so many different countries. "In Europe, you grow up with chocolate. In the United Arab Emirates too, people love sweets and portions are big. But in Southeast Asia, people prefer fruits and icecreams and in Northern China, people don't like sweets. Indians have a big sweet tooth but they love local sweetmeats more than international ones." With these dynamics in mind, Chef Philippe ideates with his team to bring out products that suit different palates, without costs going out of hand.

Cost is a major factor when you work with chocolate. Logistics-wise, it is perhaps among the most expensive products to move around. "We make our products in Brussels and ship them

1,000

In a restaurant, you have to make 1,000 plates that are just identical. You need to stick to the recipe, maintain hygiene and cautiousness

across the world. Maintaining the quality of chocolate to the end user is a complicated logistical process. Every step has to be monitored – by people, by machines, by computers. I think chocolate is one of the costliest products in terms of logistics. Even vegetables can manage a few degrees off the mark while being transported, but not chocolate. Packaging is also complicated. When I meet our packaging people, I realise that the process is more complicated than making the chocolate."

Nevertheless, the language of chocolate is something that people across the world understand. Chef Philippe loves the versatility of cocoa, which believes bodes well for experiments. "The mistake that many chefs make with chocolate is not have enough patience with it. You have to allow it the time it needs to set, to crystallise. You can't rush chocolate, you have to respect the rules of the ingredient. Rushing it changes the taste and also affects its shelf life."

Cooking is more of a passion than a profession. This makes many chefs feel like a fish out of water when they are taken out of the kitchen. Doesn't Chef Philippe also have those moments? "I admit it's a life different from working in the kitchen. The high pressure is

missing. But in this job I can focus on ideas, products, training people and travelling. At this stage of my life, it's perfect. I find it a lot more exciting than being locked in a kitchen."

Talent, patience and perseverance are the traits that got Chef Philippe where he is. But ask him to pick one attribute that a chef needs the most and he chooses 'discipline'. Consistency is also a form of discipline, he says. "In a restaurant, you have to make 1,000 plates that are just identical. You need to stick to the recipe, maintain hygiene and cautiousness. If someone finds plastic in the food they are eating, you might as well shut shop. Discipline is non-negotiable."

Getting your basics right is also the foundation of being a good chef. Chef Philippe rues the fact that chefs these days want to do something "fancy" without getting their basics right. "You may be able to make a fantastic sugar rose but if you can't make pastry cream properly, your sugar rose is of no use. Basics first, fancy later," he advises aspiring chefs.

For someone who is surrounded by the finest Belgian chocolate and whose family is culinary royalty, does he enjoy chocolate bars such as Cadburys or Galaxy like us mere mortals? He smiles and says, "I won't mention the brand, but the last time I ate such chocolate was when I went to Belgium. It had more to do with a childhood memory than a craving. I used to eat certain brands when I was a kid and I just wanted to revisit that memory."

Would he want his children to take his family's culinary legacy forward? "So far none of my three kids has shown any inclination. My wife is Indonesian so they are more Asian than European. If they ever decide to become chefs, I will support them," he says.

It would be a shame if they don't. Such a strong lineage deserves to be celebrated for years to come.



GODIVA
Since 1935
Philippe Dauterive
Chef Chocolatier

COURAGE UNDER FIRE

If you have a sob story, keep it from **Chef Romel Hernandez**. The corporate chef and food service divisional manager of Heidi Chef Solutions LLC in Dubai has no sympathy for those who blame their setbacks on circumstances. Here's why...





There's one thing that true food connoisseurs know – each plate tells a story. Of a chef, his loves, his hates, his hopes, his dreams. Some stories are more poignant than the others. Chef Romel Hernandez's is perhaps one of the most inspirational we've heard so far.

Orphaned at the age of two – he lost his activist father to a ruthless political system – Chef Romel did not let a hard life take him down the wrong path. Instead, through sheer perseverance and faith, he took the long road from a sleepy Philippines to the glitzy and glamorous Dubai, notching up one achievement after another to boast a success most only dream of.

Harsh times forgotten, the superachiever is humble today, giving much of the credit to his paternal aunt.

"She took me in, gave me the love and affection a mother gives her child and never treated me differently from her own children," recalls an emotional Chef Romel. In Pampanga – "the culinary capital of the Philippines" – his aunt cooked professionally for a living. "Every morning when I woke up, I found a table full of all kinds of delicious foods. Cooking was her passion."

At the time, however, the culinary bug largely ignored the then 8-year-old Chef Romel. Busy shooting the hoops with his friends, he was yet to discover what would later become his calling card.

"When I turned 10, my aunt would ask me for help in the kitchen. And pay me for it. For me, the extra pocket money was my big incentive to help her."

Slowly but surely, the aroma of good food started sinking into a young Chef Romel. Even then, making a career in the culinary arts did not cross his mind. He opted for a banking and finance course in college, studying number-crunching for three long years before deciding his heart wasn't into the world of money.

26

I was barely 26-27 years old and I was giving advice to 40-year-old professional chefs. The good thing was that they accepted me easily

"So I went to this place that was a training ground for young chefs in Pampanga. I would work there thrice a week. I had to choose between finishing my banking course and becoming a chef. My aunt – who I like to call my mother – said I should pursue my dream and choose whatever I was comfortable with."

Starting out at a three-star service apartment hotel in the Philippines in 1992 as a line cook, he quickly took to pastry because "it was also my aunt's speciality". "I learnt baking and pastry on the job and then I would try it at home with my aunt. We exchanged ideas and fine-tuned the recipes and techniques."

Three years on, Chef Romel gave Dubai a try. "At the time, I thought Dubai was in Saudi Arabia!" he laughs.

Just 20 years old at the time, he landed a job at Safeway in Dubai, a city he wanted to "try out" just for a year. But his first job in the Emirates turned out to be a six-year-long story. Chef Romel started out as a pastry chef and climbed the ranks rapidly to become head chef. In the period, he went to different countries for training and picked up valuable skills.

In 2000, an opportunity to do something different presented itself. But it also took Chef Romel out of a fixed kitchen. "The managing director of Federal Foods was searching for a demonstrator chef for the company's products under Allied Mills, Bunge Foods, Aldia Fruit Fillings and Bakels brands. He asked me if I wanted to join them. I thought of the opportunity as another chapter in my career – from kitchen to full production to sales."

Encouraged by a short consultation with his aunt, Chef Romel bit the bullet. "Talking before 15-20 people was new to me. I had always been a background person. The Federal Foods management liked my work but they felt I had to improve my sales pitch and public speaking."

In the beginning, the lack of a creative aspect did rankle the artist in Chef Romel. "But it was exciting to enter different kitchens and see what the needs of the chefs are and how we can fill them."

The first few months were all about burning the candle at both ends and changing a mindset. "I was barely 26-27 years old and I was giving advice to 40-year-old professional chefs. The good thing was that they accepted me easily because I was a chef. They preferred speaking to me than to a salesperson." Federal Foods gave Chef Romel the exposure he needed, sending him to top baking and pastry destinations such as Austria, Belgium and Germany. A good growth path kept him with the company for 11 years, in which he went from being a demonstrator chef to a corporate chef with three demonstrator chefs under him, one each in Dubai, Abu Dhabi and northern Emirates.

"Meeting so many people and doing business development was exciting. I learnt much more than I would have if I was restricted to working in a hotel or a restaurant." Learning has been and still is the most important thing

for Chef Romel. "The day you stop learning, you better be six feet under the ground!" he says.

In 2011, Chef Romel came upon another opportunity with Food Emporium but the stint was short-lived. He quit the job in less than two years and homesickness engulfed him. "While I was considering moving back to the Philippines, I met someone from Heidi Chef Solutions and was asked to join the company. I thought, 'Why not give Dubai a couple of years more?'" Chef Rommel's first assignment at Heidi was technical baker and sales manager. Two years into the job, he was promoted to head of the food service division. "Now, a lot of my job involves product development. I travel to find products for the market here. There are so many food product suppliers in the market. You have to be a step ahead and think out of the box."

A corporate chef's greatest strength is the ability to listen to customers, believes Chef Romel. "You have to be



I learnt baking and pastry on the job and then I would try it at home with my aunt. We exchanged ideas and fine-tuned the recipes and techniques

willing to listen to them, learn from them and teach them. It's really important to be charming and cheerful. You have to have a smile on your face at all times. Being snobbish doesn't help."

Looking back on his life and decisions, Chef Romel has no regrets. What he wants to do going forward is open his own restaurant in the Philippines. "It will have contemporary Filipino dishes but with a touch of international flavours. I also want my own bakery and a place

where people can have a late night bite or a breakfast snack." When you walk past his restaurant someday, you can expect the heavenly aroma of freshly baking bread wafting down the street. "Fresh breads is something I really love."

Chef Romel knows he will realise his dream someday. Tenacity, a trait he believes he has inherited from his father, will get him there. "I think I also have his impulsiveness and recklessness, which I am learning to curb. I have hurt friends in the past with my impulsiveness. It's important to think before you speak and learn from your mistakes."

As someone who grew up without a "complete family", Chef Romel understands the value of a stable home – something he tries to provide his two daughters and a son. "My eldest daughter Nichole is 18 years old, my son Joshua is 11 and the youngest daughter Princess Gabrielle will soon turn 5." His wife Cheryl, who he met in his first job in Dubai, today completes his family.

Does any of his children show a flair for food? "My elder daughter is a marketing student and my son is in sixth grade. All he is interested in is music and basketball. But my youngest daughter always hangs around with me in the kitchen and asks a lot of questions when I am cooking. I think she will follow in my footsteps."

Chef Romel wants to pass on three pearls of wisdom his aunt gave him not only to his kids but also to all budding chefs. "All you need is determination, hard work and patience. If you have these, success will come automatically," he finishes.

Chef Romel has also been associated with the Emirates Culinary Guild for a long time and is now officially tasked with the role of bring more young chefs on board and to help them cultivate their culinary skills.

Given his own story of success, it's hard to argue with that logic.





ALEN THONG
1942-2015

Zabeel Palace Hospitality



J. ALEN THONG
A CHEF AND FRIEND
HARD TO REPLACE
1942-2015

S talwart, father, mentor, friend, giant in the industry, larger than life, gentle and genuine man, pioneer, a builder, brother, they don't make them like Alen anymore, legendary, boss, mate, icon, these are words that people from around the globe have used to describe our friend Alen.

Alen was our founding member of the Emirates Culinary Guild and guided the guild diligently for the past 25 years steering it to greatness, as he did with so much in his life.

Alen's passion and personality made him a human being who will be remembered for the special moments he gave to so many individuals during his life, and those moments are what we hope we all will remember of him.

Alen was a true cook, passionate in all he did and all he said, and his training took him across the globe until 40 years ago when he settled in the Middle East. From Bahrain to Oman and finally Dubai in the United Arab Emirates, where he went into the food distribution business, but never lost his connection to the chefs of the world.

Alen went up on stage during the WACS Congress in 2004 and presented a video of Dubai and he single-handedly brought the WorldChefs Congress to Dubai in 2008. That is the influence Alen had on people and what made him such a special dear friend of the Guild. Because of Alen's selflessness the Emirates Culinary Guild has become one of the major Culinary Associations in the World with respect around the globe, and a

legacy that Alen Thong has left behind.

Alen, had suffered for many years with his disease and went through some very difficult times, however in true Alen style he fought for every minute of his life, never giving up and making sure those that were with him knew it.

We know that you all have very special memories of Alen and that you will carry them fondly with you. Alen was a dear friend to so many of us and we will always have a place for him on our hot pass.

Our thoughts are with his family at this time.

— Andy Cuthbert, on behalf of Alen's friends from around the world and The Emirates Culinary Guild

Condolences

POUR IN FOR ALEN THONG

“I think I speak for all chefs in Abu Dhabi by saying that those of us whom have had the privilege of knowing Alen for a number of years, know that not only have we lost a founding member of the Guild but a colleague, mentor and great friend. Without all the hard work that Alen has put in with and on behalf of the chefs in this country over the years, the respect that the Guild has around the world would never have taken place.”
 We all wish Alen's Family our wishes and respect during this difficult time.
 — **Alen Pedge, Vice President, Emirates Culinary Guild**



Alen with Mike Wunsch

“We have lost a brother and a father of our industry. I will always remember Alen as a man with a heart of pure gold, even when he tried so hard not to show it and telling everyone off, whenever he got a chance. His drive and support for the Emirates Culinary Guild was never wavering and made it possible to be what the ECG stands for today. It is a sad day for me and all those who knew him. But at the same time, I know he is in a better place now, without pain, watching us and probably trying to yell at us for not doing it correctly.”
 — **Andreas Kurfurst, Head Chef and Culinary Instructor, HTMI, Sörenberg**



“We have lost a great mentor, pal and a father to our industry. So this is for Alen's family and you all. There are no words deep enough and tender enough to soften your grief, or to lighten your burden. I know that the stars have all gone out, and the world seems poor and barren. Time, of course, will in some little degree dull the edge of pain. I wish I could write words of meaning enough to lessen your sense of loss. But I cannot. I know how I should feel under like circumstances, and so I know that my words are nothing... I know he is in a better place now, without pain, watching us.
 — **Thomas Haller, Food Business Manager - Nestle Professional and Chairman Dubai - Emirates Culinary Guild**



Alen with Mike Lee, the founding President of the Emirates Culinary Guild and one of Alen's oldest friends. In 1993 (above) and in 2014.

Alen was not only a pillar of the chefs' world, no; he was a friend, great colleague, a man of principles, and an Ambassador for the region. Be it dedication, time, or commitment to grow the region to its highest potential, Alen was tirelessly contributing to the Chefs World as far back as I can I remember. In my capacity as WACS Continental Director for Africa & Middle East his passing away has created a void that will be near

impossible to fill. But as a friend, his passing away is hurting on a person level. We worked together on so many events and you simply could not miss watching Alen in action. He was always doing his utmost best for the trade in supporting and boosting the young individuals and groups associated with the hospitality industry. The Emirates Culinary Guild would not be what it is today without Alen.

I would like to convey my sincere thanks to Uwe, Andy and the entire board of the Guild for how they always supported and helped Alen during all this hard time. Special condolences to his family, Josh, Anna and Jake from all the Middle East Chefs and on behalf of the World Association of Chef Societies MEA Chapter.
— Thomas A. Gugler, WACS Continental Director for Africa & Middle East



(From left-right) Andreas Kurfurst, Max (son of Uwe Micheel), Mike Lee, Josephine Cuthbert, Uwe Micheel, Alen Thong, Josh (son of Alen Thong) and Andy Cuthbert.

> ALEN THONG TIMELINE

1942

Alen Thong is born in Liverpool, United Kingdom to a Chinese immigrant father and a British mother.

1944

His father passes away when he is just two. Grew up with his mother, alongside his grandparents, uncles and aunts.

1948

The six-year-old donned an invisible apron and tossed up some sliced potatoes into the fryer, little knowing he would be doing a lot of cooking in the years to come.

1957

Lived in a rough neighbourhood but decided to stay off the streets. Took up his first job at the Adelphi Hotel in Liverpool at the age of 15.

"Saw a different world. The hotel had rich guests who made you want to be like them. I worked hard, even did double shifts and worked on holidays. We were paid peanuts, but back then you didn't need a lot of money to have fun."

“A strong man with great vision has left his post but his spirit and passion for our profession will stay with us for years to come.

It is always a sad moment when we lose a friend and family member but it is also a time to reflect back on the time we had with the person we are saying farewell to. I remember the first time I met Alen and the solid and enthusiastic vision he had for our profession. He also had a different way to say things. He was an inspiration to me and his support and strong views gave me strength also to fulfill my own vision and dreams.

During my time as the president for the World Association of Chefs Societies I had the privilege to sit down many a time with Alen Thong and discuss our goals and views on how to bring the world of chefs together.

These were healthy discussions and debates that helped me make my decisions. Alen said things as they were and never tried to hide his view. For that he is my hero and he will stay in my heart forever.

Now it is time to show the strength and friendship toward Alen's family and friends. I send you all my deepest condolences and my heart and mind is with you all in this difficult time.

With culinary friendship,
— **Gissur Gudmundsson, Past President, WORLDCHEFS**

“Alen was a lovely guy, devoted to the success and hard work



Alen Thong named winner of Gulfood Industry Outstanding Achiever at Gulfood 2014.

achieved along with the Emirates Culinary Guild in Dubai and the UAE. He will be sadly missed.

— **Paul Gayler, Chef Consultant, United Kingdom**

“My deepest condolences to the family, friends and the Emirates Culinary Guild on the passing away of Alen Thong. I hope that after this long suffering he may rest in peace and the spirit of his drive will continue with the UAE chefs.

— **Marco Brueschweiler, Culinary Consultant, Thailand**

“We will always be hugely grateful for him giving us all the opportunity to judge and connect with many friends in the industry which will never be forgotten.

— **Andrew Bennett, Executive Chef & F&B Manager at Starwood Hotels & Resorts, United Kingdom**

“We salute an ICON who has been one of the founding fathers to give Chefs an identity in UAE. He was great mentor to many, great Ambassador for the region on many fronts not just food.

— **John Sloane, Vice President & By Laws Chair, World Association of Chef Societies / World Chefs Ltd.**

“This is very sad news. He was a great person for the culinary world. I have many great memories with Alen dating many years back. Hope he will rest in peace. He will always be in our hearts. My sincere condolences to all his children.

— **Otto Weibel, Director of Kitchens - Fairmont at Swissotel, Singapore**

“It is with great sadness that we hear of the passing of this great man, chef, colleague and friend.

1960s

Wanderlust bites Alen. He “roamed around a bit” and found country house hotels. Works his way up to becoming executive chef. Did not like people management and was happy with positive comments to his cooking.

1976 - 1980

Invited to Oman to open the first nightclub concept; unheard of there at the time.

Goes back to working as Executive Chef in the UK.

Back to the Middle East working as Executive Chef in Bahrain.

1982

Joins a food supplier called Cobellon Ltd., little knowing he would own the company later in his life. It was an easy life but he had to become humble. Strong bonds were formed with chefs big and small, ties that would later come in handy.



Leading from the front at Salon Culinaire 1995

He fought a tough battle to the end. I am sure he will give them a good run for their money in the great white kitchen up there. Our thoughts go out to the family. RIP Alen.

— Bernd Uber, Australia

“His work and passion has greatly influenced Worldchefs and the hospitality industry.

— Charles Carroll, WORLDCHEFS President

“...Having met Alen several times on my visits to Dubai and subsequently his visits to London, I have very fond memories of him. His sense of humour and his dedication to our industry is legendary, and it was sad to see someone of his ability and knowledge suffering for so long. We all have personal memories of Alen which should be treasured. My personal

condolences to his family and from the family of Chefs here in the UK and in particular in Wales.

— John Retallick, National Secretary, Culinary Association of Wales

“Words cannot describe what I am feeling. I give my heartfelt condolences to Chef Alen's entire family, Josh, Anna and Jake.

— Kenny Kong, President, Singapore Pastry Alliance, Member of Singapore Chefs' Association

“...I have met Alen on many occasions both at Gulfood Dubai and SIAL Abu Dhabi. His inspiration and vision and passion for chefkind was always evident each time I met him. His loss will be felt by many, and his dogged determination to push on as he has for years is testament to the type of guy he was. I know he will be deeply missed

by all who knew him. During my term as Chairman of the Craft Guild of chefs I had the pleasure of his company at our annual awards in London.

He was on good form that night and I remember it well. The Emirates Culinary Guild has lost one of its foundation stones whose legacy will live on. I would like to offer my sincere condolences to all his family but also friends who had the pleasure of knowing him.

— Nick Vadis, FIH Culinary Director - Compass Group UK & Ireland Limited

“Chef Alen's passion, commitment and dedication to the chefs profession was and is an example to us all. On behalf of Nestlé our heartfelt condolences to Chef Alen's entire family, Josh, Anna and Jake.

— Roger Frei, Country Business Manager, Nestle Professional Nestlé Middle East FZE

1985-90

Cobellon is taken over by UK-based John Holt group. A few years later when the management decides to exit the business, Alen and two others manage to get ownership of the entity.

In another part of the city a Salon Culinaire cooking competition is being organised by a hotel group. Chefs from that hotel walk away with top prizes while murmurs of dissatisfaction begin in the industry.

1991

With a couple of influential chefs founded the Emirates Culinary Guild to give all chefs a fair shot at showcasing their talent. The first Salon Culinaire under the guild followed just a year or two later.

“Getting sponsors was difficult but MLA and Nestle were on board from the very beginning.”

2004

Alen goes up on stage during the WACS Congress in 2004 and presents a video of Dubai and he single-handedly brings the WorldChefs Congress to Dubai in 2008.

“It is a sad day to hear of the passing of Alen, no doubt it would have been on his terms as that was the man he was. Not only Dubai, but people around the world will be saddened by this news. From all our colleagues here in Asia and for all the people who may have contact with Alen during the Congress in Dubai, we pass on to his family with all our hearts our condolences.

— **Dr. Rick Stephen CMC, WORLDSCHEFS Continental Director – Asia**

“It is indeed a very sad time for the chefs in the UAE. Alen was our great friend, mentor and one of the founders of our chef community. I remember his powerful words on how to get things done right. And he stood by us through the ups and downs. We had a very personal bonding especially after he fell sick, where you could see his courage not only as a chef but also as a human being.

— **K.A.C. Prasad, Director Of Culinary - Miramar Al Aqah Beach Resort and Vice President of Emirates Culinary Guild, East Coast**

“It is very sad to learn that Alen Thong is no more with us. He had been an inspiration to the whole clan of white uniform wearers, a strong guide and back bone of ECG. His husky voice always came like a command for the Chefs to follow. His vision and decisions took ECG to where we are today. I pray to God to rest his soul in peace.

2005-2014

Battles with disease while continuing to run John Holt Foods' day to day operations and also bringing on board sponsorship year on year to keep Salon Culinaire and La Cuisine by SIAL thriving.

Receives Gulfood Industry Outstanding Achievement Award

Made honorary life member of the World Association of Chefs' Societies



House party with Mike Wunsch (extreme right).

With deep condolence to his family and especially to Joshua.

— **Vivek K Huria, Corporate Chef, ANGT – NONIONS and Vice President - Emirates Culinary Guild, Ras Al Khaimah**

“It is really sad that Alen has passed away. My prayers to the Almighty that his soul rest in peace. Kindly pass on my heartfelt condolences to his family.

— **Rajesh Devadas, Executive Chef - Ramada Abu Dhabi**

“This is a sad day for all of us. Alen was a great person and I learnt a lot from him as part of the Guild committee. Alen was a humble person who provided exceptional good support during culinary competition in the UAE. I will miss him, God bless him and may his soul rest in peace.

— **Michel Miraton, Culinary Director of Faisal Holding Hotels**

“I am saddened by the loss of our dear friend. Alen was larger

than life and quite a unique character. I remember well his excellent command of the English vernacular with our many correspondences during the past 20 years or so. Alen was a pioneer, a builder and a fountain of knowledge that he shared willingly with everyone. They say in life; you are born, you live, you learn, you love and you leave a legacy. This he has indeed done.

— **Dr. Billy Gallagher, Owner of Bill Ghallagher and Associates and President of South African Chefs Association**

2015

Passes away on August 26.



Alen may have been the driving force but was never seen in the front. He preferred staying in the background. This is an image captured in 1993.

“ My condolences to chef Alen’s family and friends. You will be missed and your positive impact on so many chefs live will always remain. Rest in peace Chef Alen.

— **Tarek Ibrahim, Business Development Manager, Meat and Livestock Australia and Certified Master Chef**

“ I was truly saddened to hear about the passing of Alen. A massive man and influence to the chefs, he will be truly missed. His influence was felt by all who met him and interacted with him. He promoted the Chefs profession in the truest of spirits.

— **Peter Knipp, Principal - Peter Knipp Holdings Pte Ltd.**

“ Indeed a sad loss to our global Chefs world and your Guild community. He was a gentle and genuine man. Please send my sincere condolences to the family members of Chef Alen!

— **Werner Kimmeringer Global Catering Services & Logistics**

“ With Alen passing away we have lost the heart and soul of the Guild. He will be missed by all. He always was larger than life even after he fell ill. He was quite cheerful when I last visited him in hospital after the last Salon Culinaire in February. My sincere condolence to his children, my heart

feels with them. He will be sorely missed by all his large number of friends around the world. Especially by all members of the Emirates Culinary Guild.

— **Heinz Zucchelli, RedRock Specialist - Galaxy Macau**

“ I have been a close friend of his for a long time and I have always relished the opportunity of seeing him every time I was passing through the Middle East. One of the things that I am really glad about is that he has passed away peacefully and will now be pain free without any of the discomfort that he suffered from so badly.

— **Mike Murray, Managing Director - Prestige Foods International Pty Ltd**

“ I had the immense pleasure of meeting Alen in Dubai, and found him a wonderful man with a quiet wit and enormous knowledge. Sad to hear that we have lost another great stalwart of our profession.

— **Michael Strautmanis**

“ All of us are poorer for Alen’s passing and he is in a better place now. He told us how it was and I remember we invited Alen to our home for a BBQ for about 30 people, it was getting late and I thought he would not come, and then he arrived and asked what’s cooking? He then proceeded to check things out and helped us to

provide perfectly cooked food for all. Alen will certainly be missed, please extend our condolence to Alen’s family.

— **John Gavigan**

“ We are saddened to hear of the passing of Alen. Our sympathies extended to his family, from GM Mr. Ahmed Hareb, Mr. Sharif, Chef Adam, Chef Mosleh and all staff from Zabeel Palace Hospitality. Our thoughts are with his family.

— **The Zabeel Palace Hospitality Team**

Our thoughts are with his family during this difficult time. We hope his family and colleagues may find their solace in his good memory and that you may all have the patience to endure this great loss. May his soul rest in peace.

— **Yanal Sulieman, Group Chief Executive Officer - Black Iris**

“ It is really sad to miss a good colleague and professional person like Alen. May God bless his soul.

— **Mohamed Karam, InSinkerator**

“ Very sorry to hear this! My deep condolences to his family and beloved ones. May his soul rest in peace.

— **Riwa Shidiak, Boecker Public Health**

“ May his soul rest in peace. Our thoughts go to his family and children in these tough moments.

— **Marc El Feghali, Green House**

“ Our Deepest condolences. May his soul rest in Peace.

— **Martin Mathew, Fanar Group**

“ It is very sad to hear this. He was a nice, loving person. I pray he is in a good place now. He will surely be missed. From the HORECA team we offer our deepest condolences.

— **Soula Baroudi, Horeca Trade**

“ Norbert and I are very sad to hear about the passing of Alen. Our thoughts are with Alen’s family at this most difficult time of loss.

— **Leif and Norbert**



Alen, the loudest one, alongside his trusted man Rodrigues (extreme right).



Emirates Culinary Guild members in 1995. Can you spot Alen, Uwe and Mike?



At the 1993 awards ceremony Alen is seen with Sue.



Otto, Pierre, Al and Karl celebrating a successful Salon.



Alen with his son Josh in 1995



Alen never shied away from folding his sleeves and getting his hands dirty, seen here at Salon Culinaire 1993.



(From left-right) Alen, Uwe, Pol and Francois enjoying a game at the beach.



(From left-right) Sue, Alen, Jean and Mike at the Hilton in 1995.

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PERFECTION ON A PLATE

Lecturer, businessman, chef... **Maheshwar Singh** has donned many hats in his career thus far. But nothing compares to teasing a guest's sweet tooth, says the assistant pastry chef of Marriott Harbour Hotel in Dubai Marina...

Most Indians have a massive sweet tooth. Some, like Chef Maheshwar Singh, also have sweet fingers. Everything they touch turns into a sweet treat.

That's why he's the go-to guy for desserts at the Marriott Harbour Hotel in Dubai Marina. From aesthetics to tastethetics, Chef Mahesh is a wizard when it comes to pastry.

Hailing from a sleepy hamlet in India's nature's basket, Uttarakhand, Chef Mahesh made a foray into the kitchen just by chance. "Most of my friends were joining hotel management to make a

career in hospitality. I liked food a lot, so I thought, 'why don't I make food my profession?'. He secured a hotel management degree from a college in Nainital in 1995. Nainital being a small town, Chef Mahesh saw better opportunities for growth in New Delhi, the capital of India. He joined the famous Ashoka Hotel there in 1996.

As a youngster he yearned to not be lost in the army of chefs at the Ashoka and thought it would be easier to make his mark working for an independent fine-dining restaurant. He helped open a fine-dining Mexican restaurant which was quite the novelty in the city back

then but soon went back to joining the Jaypee Group of Hotels.

When the opportunity came knocking, Chef Mahesh jumped at the opportunity to teach pastry at the Rohilkhand University in Bareilly in northern India. "I was a lecturer there teaching kitchen and pastry production."

After a successful four year stint, Chef Mahesh returned to New Delhi to work for Hotel Bristol and then Hotel Imperial. Having worked at hotels, restaurants and as a teacher, Chef Mahesh decided it was time for a new challenge. With cruise liners recruiting chefs for top





dollars at the time, Chef Mahesh clinched a job with Carnival Cruises, one of the world's biggest cruise line company, in 2002. "I loved being on cruise lines. Every seven-eight months, I would get a vacation to go see my family. Unfortunately, being in the middle of the sea meant being cut off from your family most of the times. Even in an emergency you couldn't come back easily. That's why I decided to give that up after working with Carnival Cruises for six years," he says.

Around the beginning of 2008, Chef Mahesh joined the Marriott Grand in Cayman Islands. "It was my first job at a Marriott property. I helped set up the pastry section at that hotel." Some family problems brought Chef Mahesh back to India after a year. And he decided to make the best of the situation and opened a pastry shop in the east of Uttarakhand. "It was a small pastry shop that I ran for two years." While the concept was successful he was not too keen on continuing the simple life. "The business is now run by my cousins and I returned to the hotel fold with a second stint with Hotel Imperial"



Most of my friends were joining hotel management to make a career in hospitality. I liked food a lot, so I thought, 'why don't I make food my profession?'

Three years ago, Chef Mahesh started searching for an opportunity with his previous employer, the Marriott group. "I searched for positions all over the world but Dubai was the closest and also quite exciting. So I applied for the job and I got it."

The decision was a good one and Chef Mahesh today enjoys catering to an eclectic mix of clients. His personal favourite dessert which he shares with us in this issue is chocolate caramel tart.

Plating is one of Chef Mahesh's greatest strengths, a skill he picked up from French chefs on the Carnival cruise and in New Delhi. "In the restaurants too,

I would experiment with plating. The French chefs taught me new skills in fine dining. Plating is something of an art and I really enjoy doing different kinds of plating."

While most chefs, especially pastry experts, want to open their own bakeries or restaurants, Chef Mahesh is content with sticking to hotels. "I've done business. I didn't enjoy it that much. Until I retire from work life, I want to be a pastry chef. Of course, my plans keep changing. So I should never say never."

He does dream of returning to his home town someday, to a peaceful existence in the picturesque state.

Chef Mahesh believes loving your job is key for any good chef. "Irrespective of what level you are at, you have to do it straight from the heart. Also, there are no substitutes for talent."

He has the same advice for his two daughters and a son.

"Like chocolate, life can be a bitter or a sweet experience, depending on what you put in it."

CHOCOLATE CARAMEL TART

FOR SWEET PASTE

Flour	280gm
Coco powder	20gm
Sugar	100gm
Anchor butter	200gm
egg	10gm

FOR CARAMEL

sugar	200gm
Anchor butter	135gm
Anchor cream	335gm

FOR GANACHE

Anchor cream	200gm
Chocolate 64%	220gm
Anchor butter	20gm
Liquid glucose	10gm

- ◆ Mix the egg yolk and sugar and pour it into the boiled mixture of Anchor cream and milk. Then put in the caramelia chocolate and the gelatin mix with the hand blender. Then place it in a chiller for use the next day.

METHOD

- ◆ Sieve the flour and coco powder, meanwhile cream the butter and sugar in a machine bowl then slowly put the eggs.
- ◆ When the creaming is done, mix the flour and keep it for cooling.
- ◆ When it cools down roll the dough till 3 to 4 mm thick and place it in a tart shell and put for baking for 12 to 15 minutes at 180°C after baking put for cooling. Keep it aside.
- ◆ For ganache take chocolate in a bowl, Boil the anchor cream and liquid glucose, when it boils put the cream in the chocolate and whisks it when chocolate melts put the anchor butter in the batter and whisk it and keep it for cooling.
- ◆ For caramel batter mix the anchor butter and sugar and keep it in the heat and caramelized it when the caramel color comes slowly start putting the cream and boil it till it comes to a thickening point let it cool little bit. After cooling pour the mixture in the baked tart shell and put for chilling till it sets.
- ◆ Then apply the ganache on top of the tart and set it again.

- ◆ When it sets cut it into desired shapes and garnish it and serve.

STEPS

1. Merge the butter and sugar together and mix until a creamy consistency slowly add the eggs
2. Add the flour
3. Sweet paste dough is ready for molding
4. Mold dough together to prepare for rolling, now keep in the chiller for 30 minutes
5. Roll the dough until it is half centimeter thick
6. Place in a tart shell
7. Press the tart shell into the mold
8. Fork the base of the tart shell ready to bake for 15-20 minutes at 180 degree centigrade temperature
9. Tart shell is ready to fill
10. Put the butter, glucose and chocolate together in one bowl for the ganache
11. Boil the cream for the ganache and pour on top of the butter, glucose and chocolate mixture
12. Whisk all the ingredients together until it dissolves.
13. Merge the butter and sugar together in a pan to caramel.
14. For the caramel mix the butter and sugar together and put on top of the heat until it has caramelized
15. Caramel is ready
16. Fill the caramel into the baked tart shell and place inside the chiller for about an hour until it has set
17. Add the ganache on top and place back inside the chiller for 30 minutes, Cut, garnish and serve.





August-September 2015 Gulf Gourmet

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MAJESTIC MADINAT

Young chefs Danushka Kawshal Salgado and Rushi Mei-Li Thammitage from Madinat Jumeirah in Dubai are this month's challengers at the ongoing the Nestle Professional Golden Chefs Hat Challenge – Season 3

Truth be told, we did not want to interview these two young lads. There is nothing we thought they could possibly say which is more impressive than their recipes. Their dishes are complex yet creative and they have ticked all the boxes including focus on nutrition and ensuring quality use of all the ingredients provided by Nestle.

Their seniors competed last year and won the big prize to Malaysia and this year these two have comfortably

hit the ball out of the park with their recipes. Reading their competition submissions makes one feel as though the Sri Lankan national u-19 cricket team is competing at an inter-school cricket tournament.

Here's a bit about the two youngsters.

Danushka Kawshal Salgado

This 26-year-old Chef de Partie at Madinat Jumeirah, hails from Sri Lanka and has in his short career worked

with some of the biggest hotel chains out there including Hilton, Radisson, Shangri-La and now Jumeirah. In the process, he's worked under the leadership of some of the biggest culinary stalwarts in the region.

Chef Danushka is also the Chairman of the Emirates Culinary Guild Young Chefs' Club (ECGYCC) with a stellar resume that includes strength in Molecular Gastronomy and linguistic capabilities in 5 languages.



Danushka Kawshal Salgado



Rushi Mei-Li Thammitage

After receiving his diploma in Professional Cookery at the Sri Lanka Institute of Tourism and Hospitality Management and a stint at the Hilton Combo, he moved to Dubai in 2011 and has been making his mark since.

Rushi Mei-Li Thammitage

Rushi is just 22 years of age and has big shoes to fill. He hails from a family

filled with great chefs and his elder brother (who is also in his 20s) is the former chairman and founding member of the Emirates Culinary Guild Young Chefs Club and has won so many culinary competition medals, he doesn't even bother putting it in his CV.

Following a Diploma in Hospitality Management from the Win Stone School

of Culinary Art, Chef Rushi decided that pastry was his calling. He worked at the St. Regis Hotel Tianjin China for six months before moving to Dubai to join Madinat earlier this year at Commis 3. Beginning one's career in pastry under the leadership of Achala Weerasinghe is the perfect launch pad for any youngster and Chef Rushi is enjoying every minute of this experience.

OCEAN SYMPHONY

- ◆ Pink pepper Crusted red snapper
- ◆ Alaskan king crab stuffed zucchini flower tempura
- ◆ Glazed lobster roulade
- ◆ Green pea puree
- ◆ Butternut squash puree
- ◆ Tomato dust
- ◆ Saffron and Coconut foam
- ◆ Buttered petit vegetables

Pink pepper Crusted baby snapper

Butter nut squash	250g
MAGGI® chicken stock	10g
Butter (unsalted)	20g

Water	1000ml
White onion (chopped)	10g
Garlic (chopped)	1 clove

Method

- ◆ Peel and de-seed the butter nut squash
- ◆ Dice into cubes and boil in water till tender
- ◆ Heat a pan and add butter
- ◆ Sauté the onions and garlic till soft.
- ◆ Strain the boiled butter nut squash and add to the pan.
- ◆ Season with salt and pepper
- ◆ Mix the stock with 50 ml hot water.
- ◆ Add all ingredients to a blender and blend till smooth.

- ◆ Reserve in a bain-marie till service.

Tomato dust

MAGGI® tomato coulis	200g
MAGGI® mashed potato	15g
Olive oil	6ml
Salt	to taste
Pepper	to taste

Method

- ◆ Heat the tomato coulis
- ◆ When the coulis is bubbling add the mash potato powder and mix well
- ◆ Using a thermo-mixer blend until smooth



- ◆ Season with salt and pepper
- ◆ Place a silicon mat and spread the mixture to 1mm thickness
- ◆ Place in the dehydrator at 165 Celsius for 12 hours.
- ◆ When the mixture is dried, crush it to small bits.
- ◆ Place in a grinder and crush to make powder.
- ◆ Place in an air tight container until service.

Saffron 'n' Coconut foam

Saffron threads	2 stings
MAGGI® coconut powder	10g
Chef® Seafood stock	15ml
Water	120ml
Soy lecithin	6g
Salt	to taste
Pepper	to taste

Method

- ◆ Boil water with the saffron threads
- ◆ Remove 20 ml from the boiling water to a mixing bowl
- ◆ Add the coconut milk powder into the mixing bowl and add the mixture to the pan.
- ◆ Add salt and pepper
- ◆ Finally add the soy lecithin
- ◆ Remove from heat
- ◆ Use a hand held immersion blender to blend the mixture until foam is formed.

- ◆ Strain the foam and plate as required.

Mango/ Raspberry fluid gel

Petite carrot	12 pcs
Broccolini	12 pcs
Petite radish	6 pcs
Water	500ml
Chef® Seafood stock	40ml
Salt	6g
Sugar	12g
Clarified butter	5g

Method

- ◆ Clean and trim the vegetables
- ◆ In a pot boil water, sugar and salt
- ◆ Blanch the petit vegetable
- ◆ Immediately place in an ice bath to chill
- ◆ Heat clarified butter in a pan and toss vegetables.
- ◆ Add the stock and cook until water evaporates.
- ◆ Season with salt and pepper.

Garnishes and Benefits

Dehydrated lotus root crisp: Texture, 1:4 ratio of sodium and potassium regulate heart and blood pressure, Vitamin C.

Nasturtium leaves: leaf adds pepperiness to the dish, high concentration of vitamin c, natural anti-biotic.

Viola flowers: high concentration of vitamin c, mild taste.

CRUNCHY BRÛLÉE RING WITH PISTACHIO PANNACOTTA AND MOUSSE DUO (SERVES 4)

Crunchy caramel chocolate mousse.

Docello® Chocolate Mousse	50g
Whipping cream	30g
Crunchy caramel ball	6.5g
Sea salt caramel	1.5g

Kit Kat crunchy mousse

Docello® Chocolate Mousse	24g
Whipping cream	53g
Kit Kat® Mix In	2.5g

Pistachio Panna cotta

Docello® Panna Cotta	9g
Pistachio paste	4g
Whipping cream	27g
Gelatine	0.5g

Creme brûlée ring

Docello® Crème Brulee	40g
Milk	80g
Whipping cream	80g

KITKAT BASE

Milk chocolate	40g
Kit Kat® Mix In	16g
Praline paste	48g

Mango/ Raspberry fluid gel

Puree	20g
Sugar	1g
Agar Agar	0.5g

Micro sponge

Eggs	12g
Egg yolks	0.5g
Sugar	3.5g
Salt	0.1g
Flour	1g
Dark chocolate	5g

Creamy coconut ball

Cream cheese	20g
Cream	50g
Sugar	7.5g
Gelatine	1g
MAGGI® Coconut Powder	1g

Red mousse sponge

Butter	25g
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Sugar	75g
Eggs	24g
Colors	as required
Docello® Chocolate Mousse	7g
Cake flour	84g
Salt	0.5g
Milk	57g
Vanilla	1pc
Baking soda	0.5g

Garnishes

Edible flower	few petals
Sugar	as required
Meringue drops (raspberry & plain)	as required
Dehydrate mango sheet	1pc
Rose flavoured sugar	as required
Sugar garnish	as required
Chocolate glaze tuile	as required

Method for crunchy caramel chocolate mousse & KitKat chocolate mousse.

- ♦ Mix the chocolate mousse powder with 70g of whipping cream.
- ♦ Whip the rest of the cream into medium peak.
- ♦ Mix the above mixture with crunchy caramel balls or KitKat mixture.
- ♦ Keep in the refrigerator to make to quenelle 7
- ♦ Pour the KitKat mousse to the molds.

Method for pistachio panna cotta.

- ♦ Boil the cream.
- ♦ Soak the gelatine in cold water.
- ♦ Mix it with panna cotta mix and pistachio paste.
- ♦ Add the gelatine into the mixture and mix it.
- ♦ Transfer into a tray and put it into a refrigerator.

Method for cream brûlée ring.

- ♦ Mix all the ingredients together with cream brûlée mix and pour it into a mold.
- ♦ Bake it 200degrees for 10 to 15 minutes.
- ♦ Method for mango & Raspberry fluid gel.
- ♦ Boil the mango puree.
- ♦ Add the sugar and Agar Agar and whisk it.
- ♦ Keep in a refrigerator.

Method for red mousse sponge.

- ♦ Mix butter and sugar then add eggs little by little.
- ♦ Add all the dry ingredients and mix.
- ♦ Finally add the milk.
- ♦ Bake it in 180 degrees 13 to 15 minutes.

Method for creamy coconut ball.

- ♦ Soak the gelatine.
- ♦ Mix the cream cheese and the sugar.
- ♦ Boil the 10g of cream and Maggi coconut milk powder then put the gelatine and mix.
- ♦ Semi whipped the other 40g of cream.
- ♦ Mix the boiled cream and cheese cream

mix together then add the whipped cream and fold it.

Method for micro sponge.

- ♦ Mix all the ingredients together and mix.
- ♦ Melt the chocolate and put the above mixture and mix well.
- ♦ Pour it into a syphon and put the gas inside and shake it well.
- ♦ Pipe it to cups and pit it to the microwave oven for 45 seconds.

Plating.

- ♦ Draw a line with raspberry fluid gel then sprinkle some sugar on it.
- ♦ Place the cream brûlée and sprinkle some sugar and caramelize it.
- ♦ Cut the panna cotta into 1 ½ cm cubes then glaze it and place it on the plate.
- ♦ Glaze KitKat chocolate mousse and place it on the plate.
- ♦ Place the crunchy Carmel mousse on the correct place.
- ♦ Spray the coconut cheese ball and place it on correct place and cover it with dehydrate mango sheet.
- ♦ Place the fluid gel drops by using squeeze bottle.
- ♦ Place the red mousse cake, blast cake, meringue drops, flower, chocolate glaze tuile and the sugar garnish.

August-September 2015 Gulf Gourmet



THE GUILD MEET

The last Guild meeting before the summer break was held on the side-lines of the 4th East Coast Culinary Competition at Miramar Al Aqah Beach Resort in Fujairah. The event was preceded by the Election of the Presidium and Executive Committee for the Emirates Culinary Guild. The meeting saw a large turnout of top chefs and corporate members who took the opportunity to showcase their latest product offerings to the chefs.



THANK YOU

The organisers of the 4th East Coast Culinary Competition 2015 would like to thank all its supporters for making the two-day event a spectacular success. Our special thanks to the sponsors who made this possible.

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LA CUISINE BY SIAL 2015

Briefs of the Classes for Entry

Class No. - Class Description

1. Cake Decoration - Practical
2. Elegance Stylish Wedding Cake –Three Tier
3. Four Plates of Dessert by Nestle Docello
4. Pastry Showpiece
5. Baked Bread Showpiece by AGTHIA
6. Friandises Petites Four Pralines Nougatines
7. Chocolate Carving Showpiece
8. Fruit & Vegetable Carving Showpiece by Barakat
9. Open Showpiece
10. Australian Lamb Five-Course Gourmet Dinner Menu by MLA
11. Tapas, Finger Food and Canapés by Grand Mills Bakeries
12. Individual Ice Carving
13. Ice Carving Team Event
14. Practical Fruit & Vegetable Carving by Barakat
15. Sustainable Fish & Seafood - Practical Cookery by J.M Foods
16. Australian Beef - Practical Cookery by MLA
17. Mezze – Practical Cookery by Boody's
18. Emirati Cuisine - Practical Cookery -
19. A Medley of Mocktails by AGTHIA
20. Etihad In flight meal sponsored by Etihad Airways
21. Ovo-Lacto Vegetarian Four-Course Menu by Egg Station
22. Dressed Lamb – Practical Butchery by Meat and Livestock Australia

Practical Pastry (Patisserie)

Class 01: Cake Decoration

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 "Beauty of Nature"
4. The cake base must be a

minimum size of 30cm X 30cm or 30cm 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

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 socle platforms)
10. Points will be deducted for non-compliance.

Class 03: Plated Dessert by Nestle Docello

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.
8. One of the plates must use Docello by Nestle as the main ingredient.

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.

- Edible media may be used, singly or in mixed media.
- Written description required.
- Maximum area w90 x d75cm.
- 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:

- A baked bread showpiece.
- Two types of bread loaves 200-300 grams (competitor's choice) two pieces of each loaf to be displayed.
- Two types of bread roll 25-40grams (competitor's choice)) three pieces of each roll to be displayed.
- Two types of baked sweet breakfast items 25-40grams (competitor's choice) three pieces of each item to be displayed.
- Two types of baked savoury breakfast items 25-50grams (competitor's choice) three pieces of each item to be displayed.
- One extra piece of each variety to be displayed on a separate platter for judges' tasting.
- All breads & dough must bake at own work place as fresh as possible and deliver to the competition venue for judging.
- Poor hygiene standard of handling bakery products will not be judged.
- Typewritten products description and recipes are required.
- Maximum area w90 x d75cm

Class 06: Petites Four & Pralines

- Exhibit six varieties.
- 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 8-12grams)
- Freestyle presentation and theme
- Present the exhibit to include a

small showpiece.

- Showpieces should enhance the presentation, and will be judged.
- Written description mentioning the theme is required.
- Typewritten products description and recipes are required.
- Maximum area w90 cm x d75 cm.

Artistic Displays

Class 07: Chocolate Carving Showpiece

- Free-style presentation.
- Natural colouring and minimal glazing is allowed.
- No frames, moulds or wires are allowed.
- Points will be deducted for non-compliance.
- Maximum area: w80 cm x d75 cm.
- Maximum height 75cm (including base or socle).
- Written description mentioning the theme is required

Class 08: Fruit & Vegetable Carving Showpiece by Barakat

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

Class 09: Open Showpiece (Free Style Showpiece)

- Freestyle presentation.
- Only showpieces made of edible food material will be accepted for adjudication.
- Frames and wires support are allowed but must not be exposed.
- Maximum area w90 cm x d75 cm.
- Maximum height 75 cm. (including base or socle).
- 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 excessive moulding work it may not be judged.

Class 10: Five-Course Australian Lamb Gourmet Dinner Menu by MLA

- Present a plated five-course gourmet meal for one person
- One of the appetisers for the meal must contain Australian Lamb as the main ingredient.
- The meal to consist of:
 - > *A cold appetiser,*
 - > *A soup,*
 - > *A hot appetiser,*
 - > *A main course with its garnish*
 - > *A dessert.*
- Hot food presented cold on appropriate plates.
- Food coated with aspic or clear gelatin for preservation.
- Total food weight of the 5 plates should be 600/700 gms.
- Typewritten description and typed recipes required
- If Australian Lamb is not used then 5 points shall be deducted from the judging
- Maximum area w90 cm x d75 cm.

Class 11: Presentation of Tapas, Finger Food and Canapés by Grand Mills Bakeries

- Exhibit eight varieties. Weight between 15-20 grams per piece
- Six pieces of each variety (total 48 pieces)
- Four hot varieties.
- Four cold varieties.
- Hot food presented cold
- Food coated with aspic or clear gelatin for preservation
- Presentation on suitable plate/s or platter/s or receptacles.



8. Eight pieces should correspond to one portion.
9. 2 of the cold items must use selected bread supplied from Grand Mills bakeries in their composition as a base.
10. Sponsored Bread Items will be given to competitors prior to the event and a list of varieties.
11. Name and ingredient list (typed) of each variety required.
12. 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 forbidden.

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.
8. The use of power tools is forbidden.

Class 14: Practical Fruit & Vegetable Carving by Barakat Fruit and Vegetables

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 - Practical Cookery by J.M Foods

1. Time allowed 60 minutes
2. Prepare and present four identical main courses using the following Fish and seafood provided by the sponsor as the main protein item of the dish and no other fish can be used, Sturgeon, Irish Oysters 8 pieces, Caviar 25 grams
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 all three sponsors items will result in a 5 point reduction of judging points
6. Typewritten recipes are required.

Class 16: Beef - Practical Cookery by Meat and Live Stock Australia

1. Time allowed 60 minutes
2. Prepare and present four identical main courses using Australian Beef as the main protein item.
3. Any cut of beef with the exception of tenderloin, rib eye and sirloin, can be used.
4. Weight of beef per portion on the plate to be 150-170grams
5. Present the main courses on individual plates with appropriate garnish and accoutrements.
6. Typewritten recipes are required.
7. If Australian beef is not used then 5 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:
 - > *Lebanon*
 - > *Syria*
 - > *Jordan*
 - > *Morocco*
 - > *Egypt*
 - > *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. Present the mezzeh in four equal portions.
8. Two portions will be presented and two portions will be presented to the judges.
9. If Boodys products are not used then 5 points shall be deducted from the judging
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:
 - > **Margougat Al Khudar**
 - > **Thareed Laham**
 - > **Margougat Al Dijaj**
 - > **Maleh Biryani**
 - > **Samak Mashwi**
 - > **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 by AGTHIA

AGTHIA will supply juices to entrants in this class.

Display three portions each of three different alcohol-free cocktails using any combination of the following Al Ain 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: In Flight Meal by Etihad

1. Create a lunch/dinner menu for business class passengers flying ETIHAD airline on Abu Dhabi/ London sector. A economy class ticket to home country for the winner of this class shall be awarded as a prize.
2. Menu must be practically reproducible for two hundred covers. All food items to be Western cuisine no Arabic food is required to be presented.
3. Durable enough for in-flight

service (i.e. suitable for chilling and re-heating without deterioration in quality).

4. Meal must be totally acceptable to Muslims.
5. One portion of the main-course will be re-heated and tasted as part of the judging process.
6. Menu to comprise: A choice of 2 hors d'oeuvre (each approx 90grams), One salad with a choice of 2 dressings, A choice of two main courses, one to be vegetarian (each approx. 280gr inclusive), One cold dessert (approx. 90g).
7. The Main courses must be suitable to be able to be reheated and served within 12 minutes.
8. Prepare and exhibit three portions of each dish. One for display as per pre-service set up in foils, one set for display as per service to guest (glazed), one set complete appetizers and main course for judges tasting this portion to be kept chilled ready for reheating once judges request. An oven shall be provided.
9. A written menu is required.
10. Typed recipes are required.
11. The organizers will provide the dishes for presenting the in-flight meals.
12. The main-course used for presentation purposes can be glazed with aspic to keep a good appearance.
13. The main-course used for reheating and tasting, must be covered with the foil provided.
14. All competitors shall be sent a guideline for the plating and portion sizes, these guidelines must be followed. Also a recipe sheet and photograph to be provided as per sample specification sheet provided.
15. Competitors will be provided with the dishes as soon as possible after receipt of their entry-forms and fees. Maximum area 120cm x 75cm

Class 21: Ovo-Lacto



Vegetarian Four-Course Menu by Egg Station

1. Present a plated three-course vegetarian ovo-lacto meal for one person.
2. Suitable for dinner service
3. The meal to consist of:
4. An appetizer containing EGG STATION egg product
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. The appetizer can either be cold or hot presented cold to contain a minimum of 60% egg product from EGG STATION as the main ingredient of the dish. Egg Station product will be made available to all competitors as required.
11. Total food weight of the four plates should be 600/700 gms.
12. Typewritten descriptions and recipes required.
13. Maximum area w75cm x d75cm

Class 22: Dressed Lamb - Practical Butchery by Meat and Livestock Australia

1. Prepare a whole, fresh, dressed lamb carcass into various ready-to-cook joints and pieces, some as required by the organisers, the others to competitor's choice. A training/demonstration will be provided by MLA prior to Salon event
2. Make a presentation of the finished cuts and off-cuts for exhibiting to the judges.
3. Competitors must use the fridges provided to store their finished cuts prior to judging
4. Cuts/joints can be suitable for foodservice or suitable for a retail butchery display.
5. Organisers will supply the dressed lamb for this class.

6. Each competitor will have one banquet table (supplied by the organisers) on which to work.
7. No power tools permitted.
8. Competitors to supply their own:
 - > *Tools and knives*
 - > *Twine or netting*
 - > *RED cutting boards (this is a municipality requirement and will be strictly enforced)*
 - > *Garnishing*
 - > *Display trays*
 - > *Sundries*
9. Time allowed: two hours
10. All tools and sundries will be inspected to ensure that they are hygienically suitable for food use. 11. Cuts required by the organisers are:
 - a) *Neck slices or Neck boned.*
 - b) *1 x shoulder, boned and rolled, tied or netted ready for roasting.*
 - c) *3 pieces shoulder chops.*
 - d) *Spare ribs.*
 - e) *1 x 8 rib Frenched rack.*
 - f) *Mid-loin chops from a short loin*
 - g) *1 x Eye of Loin.*
 - h) *1 x Tunnel-boned leg tied or netted for roasting.*
 - i) *1 x Seam-boned leg trimmed into its 4 primal cuts plus its bone-in shank.*

VENUE & ENTRY FEES

1. La Sial will be held during the La Sial Middleeast Exhibition from Decemeber 7th to 9th 2015.
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 2015 - AED:500/-per person*
 - ii. *Best Pastry Chef -*

- La Sial Abu Dhabi 2015 - AED:400/- per person*
- iii. *Best Artist - La Sial Abu Dhabi 2015 - AED:500/- per person*
 - iv *Best Arab National - La Sial Abu Dhabi 2015 - AED:300/- per person*

CLOSING DATE

5. Closing date for entries is December 1st 2015 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 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 #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.*

BEST ARAB NATIONAL

- i. *Class # 07. Chocolate Showpiece*
- ii. *Class # 09. Open Showpiece*
- iii. *Class # 12. Individual Ice Carvin*

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.
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.
 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 WACS guidelines in the hot kitchen discipline (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 to the competition whole.*
 - > *Meat may be de-boned and portioned and the bones cut*

- up.
- > *No pre-cooking, poaching etc. is allowed*
- > *No ready-made products are allowed.*
- > *No pork products are allowed.*
- > No alcohol 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 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.



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 7th -9th December 2015
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: BOMLAEAD
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 Culinare.

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:** theguild@eim.ae

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 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. 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.

AWARDS

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 18:00 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: theguild@eim.ae. 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 7.1
72. La Cuisine will run December 7th – 9th 2015.

newmembers



Mr Pankaj Bhatia, UFC Horeca Manager receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.

United Foods company (UFC) was established 1976 by the decree of H.H. Sh. Rashid Al Makhtoum, late Ruler of Dubai.

- Started commercial operations in 1979
- Became a Public Sharing Company in 1994.
- Listed at Dubai Financial Market in 2006.

UFC is proud to own the oldest refinery in the region, situated in Al Quoz–Dubai. A new factory opened in Jebel Ali, Dubai in 2005.

The company is part of Al Owais family business group, one of the pioneer Emirati business groups.

Our key activities: manufacturing, processing, & marketing of Ghee, Edible Oils, Butter & Margarine.



The company introduced the first branded ghee in consumer packs to the region and further cemented its quality reputation by offering pure ghee.

Over the past three decades, UFC has built, nurtured and continually improved upon its various brands of edible oils and fats.

Vision

To be a leading competitive company in our region, offering high quality food solutions to our diverse consumers, while improving the welfare and working conditions of our employees, creating wealth for our shareholders, and always being guided by our responsibility to our society and environment.

Mission

In UFC we commit to provide high quality products to our consumers. These are delivering a better quality at every aspect: safer, more nutritious, healthier and tastier. We commit to do our utmost to obtain the complete customer satisfaction at the most reasonable price.

- Values
- Integrity
- Excellence
- Innovation
- Social Responsibility

Business Lines

- B2C (through all retail channels Modern & Traditional Trade)
- B2B (Industrial, bulk and Institutional Sales)
- HoReCa (Hotels, Restaurants and Catering companies)
- Private Label



Food Source International is a Dubai based food import, export, marketing and distribution company. We are dedicated in sourcing premium quality chilled and frozen food products that we supply to the hotel, restaurant and catering industries.

Food Source International has more than 10 years of successful commercial enterprise in the region and has established itself as a reliable distributor of premium products.

Our wide range of products includes premium Australian Beef, Lamb, Veal, Wagyu, Game, Seafood, Dairy Products, Charcuterie and specialty items. US Beef, Veal and Poultry from Holland, Seafood from New Zealand and South East Asia, Italian Gourmet Foods, German Delicacies, as well as delicious Chocolates and Pastries made in Switzerland. Our customers are 5 star Hotels, Catering Companies, and fine dining restaurants in the UAE. We export our products to Oman, Maldives, Africa, GCC Countries and CIS Countries and have become the preferred supplier of fine foods for several high profile Hotels and Restaurants throughout the UAE and beyond.

Our philosophy to only offer the best products to our customers is also about standards. Committed to Food Safety we have been fully HACCP certified since 2011 and maintain a modern fleet of temperature-controlled vehicles and our own purpose built temperature controlled warehouse. We are strategically located at Dubai Airport which enables us to clear perishable shipments on a daily basis swiftly, without interrupting the cold chain. We deliver our products daily to our customers in Dubai, Abu Dhabi and the Northern Emirates swiftly. The whole process from import clearance, storage, picking and distribution is



Sacha Schatt - General Manager/Food Source International DAFZA receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.

handled directly by our experienced and dedicated team.

Our dedicated team of professionals is here to serve with broad product knowledge, enthusiasm, prompt service

and do not shy away of going the extra mile to satisfy our customers.

We look forward to the opportunity to service you with our quality products from around the globe.



Ajit Sawhney (CEO) and Harvinder Sahni (Chairman) receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.

We are pleased to introduce ourselves as one of the leading supplier of food and non food products to five star hotels, catering companies, airlines catering and other institutes with our offices located in Dubai & Sharjah, (U.A.E).

SAFCO's prestigious clientele includes five star hotels, catering companies, food chains, hospitals, bakeries, ship supply airlines, wholesalers and distributors worldwide.

Since its inception in 1994, SAFCO has continued to grow to become a leading importer, exporter and distributor of both food and non-food products.

Built on foundation and hard work, word spread quickly that they were capable of delivering the goods



with highest level of service and uncompromised quality.

Products and services, second to none, are first and foremost in the minds of the company and their commitment to customer is to serve with impeccable standards. SAFCO endeavor to become the number one company for the supply of top quality products with a focus on prompt deliveries and personalized services.

Moreover, it has been successful in

establishing a long-term business with overseas companies through the share and practice of Quality and Consistency. These relationships have allowed SAFCO to become an active importer, exporter and distributor in the Industry.

SAFCO comprises with the following services and divisions:

- ◆ Foodservice & Distribution (Frozen , Dry , Bakery and Dairy products)
- ◆ Gourmet specialties
- ◆ FMCG trade
- ◆ Hotel Supplies
- ◆ Ship Chandling
- ◆ Disposables and packaging products
- ◆ Logistics and container consolidation

In-house brands

- ◆ Super touch
- ◆ Super chef



Ms. Maria- Marketing Coordinator, Sheik Yasir – Operations Head and Fawad Ahmadi – Managing Director – Al Halal Food factory LLC receiving Emirates Culinary Guild Membership certificate from ECG President Chef Uwe Micheel.

Yes Meat is one of the most reputed and trusted meat processing companies in the UAE.

Today the company offers processed meat products from Beef, Chicken and Turkey in various flavors, shapes and sizes. Customized products are our specialty and we can adjust the production to the customers needs as we offer a wide range of processed meat products such as mortadellas, sausages, ham, salamis pepperonis, and burgers.

Accredited with HACCP certifications, the



company has adopted the best international industry practices. Strict production procedures are maintained, including sourcing of high meat products from certified Halal suppliers, to ensure that Halal guidelines are followed.

Taking into consideration the high potential offered in the region and the trust already developed amongst customers such as well renowned hotels chains, Yes Meat has put into place an ambitious growth plan which includes capacity expansion of the existing facility, setting up a new manufacturing facility and expanding the products portfolio to include poultry and frozen meat from Brazil, New Zealand, and Australia.

Yes Meat today offers a truly sumptuous spread – for all those who value good food.

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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ECG Corporate member directory

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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:.....

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Remarks:

Payment received?

Certificate Given.	Pin Given.	Medal & Collar Given
Approved President.....	Approved 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.

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Corporate Member Dhs. 20,000 per year

YOUR VIBE ATTRACTS YOUR TRIBE

"If you want to find the secrets of the universe, think in terms of energy, frequency and vibration." — Nikola Tesla

Through Josimar Delfin I came across these powerful words "Your Vibe Attracts Your Tribe". Before I begin, I must thank him for the inspiration to write this article and to create video logs and blogs about the same.

My career as a life coach has given me the opportunity to work with likes of The Address Hotels, Armani Hotel, Vida Hotels, Marriot and Jumeirah. Here I have met individuals who are extremely passionate about what they do. And in this journey many have given me the opportunity to serve them at a personal level.

These individuals request me to assist them in how they can outperform themselves. Many have a tendency to focus on their work life and the personal life is kept aside. The burning question I ask the individual is "What is important to you in your life?"

"Your Vibe Attracts Your Tribe" is profound and the foundation to our life, meaning that we reap what we sow; our inner world attracts our outer world. In simple terms look within yourself and see how you feel about your life, things around you, your work and everything

MORE THAN A CHEF

ROHIT BASSI



that matters to you. When you approach your whole life in such a manner the awareness arises of what is important to you in your life.

To attain success it is critical to work from the inside out; learn to know who you are and align yourself with your purpose in life. When we focus on the problems, issues or challenges in life we have the ability to attract more of that into it. On the other hand when we focus on creating and innovating a life of glory we start moving ourselves in that direction.

My friend (well in my mind) Dr.Wayne Dyer talks about this time after time. He highlights the importance of being compassionate in the way you behave with yourself. For example if you are unable to accomplish something you start beating yourself on how terrible and what a failure you are. On the other had when you look upon yourself with compassion you learn to find ways on

how you can better yourself.

Then research by Dr.Hawkins's regarding your vibes states "One individual who lives and vibrates to the energy of optimism and a willingness to be non-judgmental of others will counterbalance the negativity of 90,000 individuals who calibrate at the lower weakening levels." Now that is powerful.

An easy way to raise your vibrations is to introduce meditation into your life style. Even if you start with one-minute meditation you will notice a positive change within yourself and certainly in your performance. Give meditation a go; it works. You see "Your Vibe Attracts Your Tribe" simply is about having focus and attention so to bring into your life what will excel you into success.

"Listening to your ego brings your vibration down; listening to your higher self brings your vibration up." — Caroline A. Shearer

Rohit Bassi is the founder of In Learning and works across industries to help employees outperform themselves. You can contact him on rohit@in-learning.com

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