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THE MAGAZINE CHEFS LOVE TO READ
volume 10, issue 10

SIAL RULES

Complete list of rules and regulations for La Cuisine by SIAL in Abu Dhabi

JEDDAH SALON

Exclusive report from the 2nd edition of Jeddah Salon Culinaire held in KSA last month

PRIDE OF THE PALM

Sascha Triemer, Vice President – Culinary at Atlantis, The Palm believes in drawing boundaries way outside his comfort zone

YOUNG PRODIGY

Himanshu Saini is deconstructing and reconstructing Indian cuisine like Dubai has never seen before



SWEET SMART

Kapila Amaratunga, the youngest Executive Pastry Chef in the UAE shares his success story



MIDNIGHT SON

Conversation with Norway's biggest celebrity chef **Daniel Madsen** during his maiden trip to Dubai





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Dear Fellow Chefs, Ladies and Gentlemen,

Welcome to the last issue of our Gulf Gourmet for 2015.

We had a very busy but very productive year because the Emirates Culinary Guild team once again stood together as one. On this stage, I would like to thank the full team for their support starting of course with our Chairman Andy Cuthbert, Madam Josephine, the Executive Committee, and our Senior and Junior Members. We proved again and again how strong we are as a team. And a big thank you goes out to all our corporate partners. Without you in our team, we would not have all these great events.

Not everything in 2015 was great as we lost our Key Founder and Coordinator Alen John Thong. We will miss him and will remember him for many years to come.

We now are responsible for running 3 major shows in a year, the International Salon Culinaire during Gulf Food Dubai, the East Coast Competition in Fujairah and La Cuisine Du Sial in Abu Dhabi where we have around 2200 chefs' competing this year including visiting chefs from around 15 countries. We look forward to welcoming our colleagues from around the world again.

The registration for Salon Culinaire (to be held from February 22-25) is open and is filling up very fast. We do already have teams from Canada and Germany registered. Do not miss your opportunity to be part of Salon Culinaire 2016. All registrations are confirmed when the fee is received by the ECG Office.

Apart from our 3 main events, we had multiple activities in 2015. Our team travelled very successfully to Thessaloniki in Greece, Kuala Lumpur in Malaysia, Milan in Italy, Budapest in Hungary for our first Chaine Des Rotisseurs final, Colombo in Sri Lanka for the Dilmah High Tea World Final, Cape Town in South Africa for the San Pellegrino MEA Final.



Many great events in the UAE too. We had WACS judges' workshops with Chef Gert Klotzke, 5 great training sessions with Electrolux, a total of 14 hands-on workshops with our partners from AMFI – Arab Marketing & Finance Inc. on behalf of US Beef Export Council, Texas Beef, US Egg and Poultry Council, US Dairy Board. Thank you Mr. Bassam Bousaleh and the entire team in Beirut.

On this stage, I would like to thank Mr. Sunjeh from International Centre for Culinary Art (ICCA) and his team and Chef Mick Kitts and his team from Jumeirah Emirates Academy for the support. Without your great facilities we would not be able to do all the activities. We also had a very successful Annual General Meeting (AGM) in June at Miramar Al Aqah Beach Resort & Spa Fujairah with new elections where we enlarged your Executive Committee due to the rapid growth of ECG.

If you have missed any of our previous issues 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 visit the WACS Young Chefs Facebook page on [facebook.com/wacsyoungchefs](https://www.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 Ali Sayed and his Team from Hot Oven School of Creative Science Sharjah for hosting the November meeting.

Culinary Regards,

Uwe Micheel

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

ggcontents



09 » **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

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

16 » **Cover Story**
Exclusive interview with **Sascha Triemer**, Vice President – Culinary at Atlantis, The Palm who believes in drawing boundaries way outside his comfort zone

24 » **Chef of the month**
Himanshu Saini and how he's transformed TresInd into UAE's most talked about fine-dining Indian restaurant

31 » **Pastry Power**
(by Fonterra)
Exclusive interview and recipe from UAE's youngest Executive Pastry Chef **Kapila Amaratunga** of Sheraton Deira Creek Hotel

36 » **Golden Chef**
(by Nestle Professional)
Chefs **Mohamed** and **Supun** from Movenpick Hotel Jumerah Beach are the final challengers for the Nestle Professional Golden Chefs Hat competition Season 3





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ggcontents

- 40 » **Passing Through**
Conversation with Norway's biggest celebrity chef **Daniel Rogue Madsen** during his maiden trip to Dubai.

- 44 » **Supplier Story**
Interview with **Vasso Kousathana**, Managing Director & Founder, Award Deli, an ecommerce portal that specialises in award-winning food products for the discerning chefs...

- 46 » **SIAL is here**
Record visitor turnout expected at SIAL Middle East 2015 as show reaps benefits of focus on global F&B innovation and trends...

- 48 » **Events**
Images from around the region related to the industry. This issue includes images from Salon Culinaire Jeddah, US Beef Workshop and The Guild meeting...

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

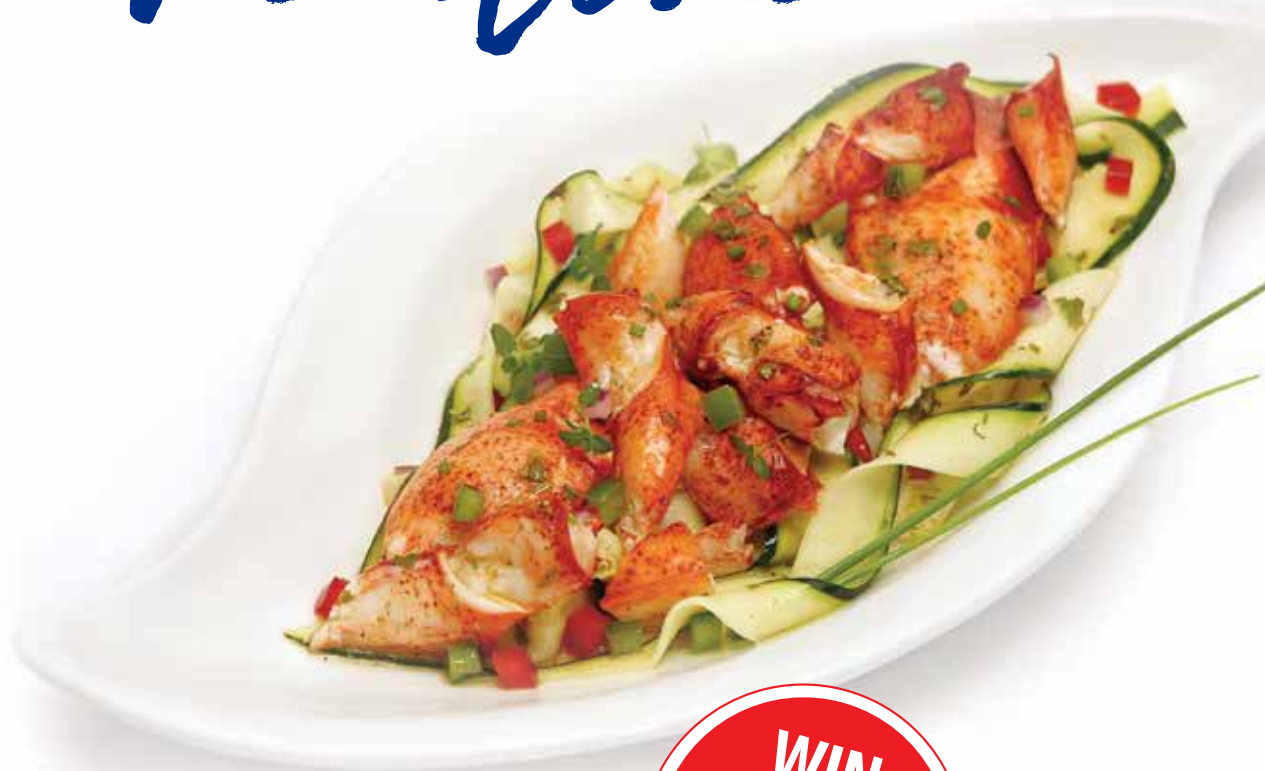
- 60 » **Members Directory**
A listing of all leading food and kitchen supplies companies for this region.

- 66 » **More Than A Chef**
Monthly column by Rohit Bassi enabling chefs to improve their soft skills.



Get creative

the best shellfish deserves
the finest chefs



Create the perfect shellfish dish for our first **Innovative Shellfish** challenge and you could be winging your way to Canada and be featured in Gulf Gourmet magazine.

Choose from our range of premium lobster, prawns, snow crab, Hokkigai and succulent Canadian Sea and Patagonian scallops to create an exciting and innovative recipe, using your culinary imagination.

***See reverse for full details.**

Entries to clearwater@gulfgourmet.net.



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Challenge Rules & Regulations



Please read the following rules and regulations carefully. Instructions contained herein are mandatory.

HOW TO PARTICIPATE

This challenge is only open to those professionally employed as a cook or chef in the UAE.

Develop an original innovative shellfish recipe containing at least one type of shellfish from the list below. (Note: You can use more than one type of shellfish. Shellfish can be paired with other proteins as well):

• Raw lobster meat

Clearwater premium Nova Scotia Prime lobster is only harvested twice a year, when its energy levels are at their highest. Available in convenient ready-to-cook formats - tails, claw and knuckle meat and combo packs – no shelling or waste involved.

• Canadian Sea scallops

Clearwater's 100% natural sea scallops are frozen at sea within less than one hour of harvesting, thereby locking in the flavour, texture and goodness of a fresh scallop.

• Patagonian scallops

Pure and natural, with a sweet, succulent taste, Clearwater Patagonian scallops are wild harvested in the temperate waters of the Continental shelf.

• Arctic surf clams – Hokkigai

Clearwater Arctic surf clams (or Hokkigai) are sweet and delicious, with brilliant red tongues, which add visual appeal to any sushi or sashimi dish.

• Cooked & peeled prawns

MSC certified wild harvested prawns which come from the pristine, icy waters of Newfoundland, Labrador and the Gulf of St Lawrence. They have a firm texture and a bright pink colour.

• Snow crab

Wild harvested snow crab from the pristine, icy waters of Nova Scotia and Newfoundland has a firm texture with a delicious, sweet taste.

- The recipe has to be for one individual main course.
- Total weight of shellfish on a plate must be 150 grams. Clearwater shellfish must be the hero of the recipe.
- Recipe must include starch, protein, and vegetables.
- The typewritten recipe and a photograph or drawing of the dish must be emailed to clearwater@gulfgourmet.net.

- The email must also contain your:

- Full name
- Contact details
- Current designation
- Company/Hotel name
- Name of employer (if different from above)
- Last date for receiving the entries is **December 15th, 2015**.

SHORTLISTING & FINALS

1. Up to 20 of the best recipes will be shortlisted based on innovation and nutritional balance in the recipe as well as the presentation of the dish in the photograph/drawing.
2. Shortlisted finalists will be informed by January 15th, 2016 and Clearwater shellfish will be provided to them for practice for the purposes of preparing the recipe which will be submitted for the Challenge.
3. Finalists must participate in a live cook-off in Dubai at the given date, time and location.
 - a. Clearwater shellfish and a cooking station will be made available.
 - b. Finalists will have to bring all other ingredients themselves.
 - c. Finalists must carry their own utensils and crockery.
 - d. 60 minutes will be provided to prepare and present the recipe as well as clean up the cooking station.
 - e. Must prepare and present four identical main courses on four individual plates.
 - f. Plates must be white and cannot exceed 32 cm in diameter/width.
4. Marks will be accorded to:
 - a. Innovation 30%
 - b. Taste 30%
 - c. Presentation 20%
 - d. Nutritional balance 12%
 - e. Hygiene 8%

DISCLAIMER:

Shortlisted finalists will have to sign an Authorization and Release Form stating, in part, that the recipe belongs exclusively to Clearwater and that Clearwater can use the recipe along with the name of the chef, designation of the chef, photograph of the chef, and name of the chef's employer for marketing purposes.

The winning Chef must complete his or her visit to Clearwater's Headquarters in Canada in 2016 and it is the winning chef's responsibility to obtain the visa. An official letter of invitation to visit Canada will be provided by Clearwater.

editor'snote

email editor@gulfgourmet.net

This month's issue has some incredible life stories of world-renowned chefs such as Norway's Daniel Rogue Madsen (DRM was named brand of the year in Paris in 2013 an honour previously given to the likes of Louis Vuitton and Visa) and German-born Sachsa Triemer (he's Vice President, Culinary at Atlantis managing a 450-strong army of chefs across 23 outlets including Nobu and Ronda Locatelli).

But the two chef stories that will blow your mind away are that of Himanshu Saini from India and Kapila Amaratunga from Sri Lanka.

At age 28, Himanshu is the Executive Chef of the highest rated restaurant on Zomato across all cuisines in Dubai. On weekends you have to wait over an hour to get a table at his restaurant on Sheikh Zayed Road to taste his modern take on Indian cuisine, which costs on average US\$150 per person. Last month, I spent my hard earned money experiencing his food and left the place determined to meet him and interview him. Read about his incredible success story from Delhi to Dubai via New York that began with cooking Maggi noodles to impress the girls in school.

And at age 29, Kapila is the youngest Executive Pastry Chef at a 5-star property in the UAE. He was also the youngest to win the Best Pastry Chef title at Salon Culinaire when he was just 24-years-old. And he is the youngest member of the UAE national culinary team and won a Gold for the country at the culinary Olympics in Erfurt, Germany in 2012. He began working in a kitchen store to support the family when his father had a paralytic attack and to this day he sends him mom most of his salary.

The common thread between the two are that they worked like



maniacs during the initial days of their career. Himanshu would reach at 8am when his work timings were 11am-11pm. Kapila would stay back till 3am after his shift would end at 11pm. They both spent extra hours helping their seniors and both never cared about money. Today, money follows them.

Don't miss the hardwork-to-success stories of these two youngsters, who come from middle class backgrounds and had no culinary god fathers to support them. There's an abundance of inspiration within these pages.

To all the chefs competing in La Cuisine by SIAL this month, we wish you the very best for the big day.

And last but not the least, this magazine is running the Clearwater Innovative Shellfish challenge where the best chef will be invited to visit Clearwater headquarters in Canada. Deadline for receiving entries is December 15 and all the rules are listed on the adjacent page. Give it a shot. You never know, it could be you.

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

Aquin George
Editor

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December 2015 **Gulf Gourmet**

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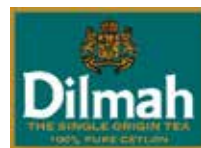


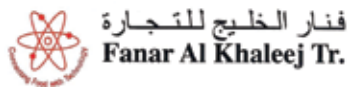
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newsbites



Uwe Felicitated

Chef Uwe Micheel, Director of Kitchens at Radisson Blu Hotel, Dubai Deira Creek and President of the Emirates Culinary Guild received two awards at two separate industry functions last month. On the left he's seen accepting the Judges Choice award for 'Special Contribution to the Middle East Culinary scene' at the Middle East Hospitality Excellence Awards 2015 and on the right he's seen alongside his beautiful wife accepting the Editor's Choice Award for his role as Regional Food Ambassador. Great going chef!

Dukes Dubai gets new Executive Chef

Globe-trotting UK chef Martin Cahill has been appointed Executive Chef at the British-themed Dukes Dubai on Palm Jumeirah. In his new role he is tasked with bringing authentic flavours of the UK to the property.



Chef Martin is the latest addition to the senior management team at the soon-to-be-opened hotel and hotel apartments. He began his career in the UK working for both The Savoy and Dorchester Hotel before taking up his first international role in Toronto, Canada.

He has spent the majority of his 20-year professional life overseas, with senior culinary positions for high profile hotel chains including Mandarin Oriental and Hyatt in Australia, Bermuda, Canada, Hong Kong and Taiwan.

Prior to this he worked as Executive Chef at the Mandarin Oriental Taipei managing a team of 171 chefs and eight popular outlets from pre-opening phase through to full operation.

The Dukes Dubai is a 273-room hotel scheduled to open next year and he will oversee the launch of six dining and lounge venues as well as catering.



Ty in Dubai

Chef Michael Ty, the former President of the American Chefs Federation was in the city last month. He met up with some of the senior members of the Emirates Culinary Guild. He's seen here (second from right) alongside James Griffith, Andy Cuthbert, Mike Wunsch, Uwe Micheel and Osama El-Sayed.

The H Dubai Appoints New General Manager and Regional Director

The H Dubai has announced the appointment of Kevork Deldelian as the new General Manager and Regional Director. A veteran in the hospitality industry with over 30 years of experience in 14 countries, Kevork brings a wealth of strong Middle East experience to The H Dubai from his previous position as Area General Manager of Qatar Airways Group Hotels.

With a post graduate in hotel management, Kevork began his career

in food and beverage and went on to hold various managerial positions with prominent international hotel brands such as Qatar Airways Group Hotels, Rotana Group, Intercontinental Hotels Group in Abu Dhabi, Muscat, and Saudi Arabia. During Kevork's tenure he has stabilized both hotel operations, improved sales and profit performance and continued to achieve a number of awards. As a testament to his operational and administrative skills, under his management he has won numerous International awards.



It's Canada Calling!

December 15 is the deadline for the Clearwater Innovative Shellfish Competition, the winner of which receives an all-expenses-paid trip to Canada. All you have to do is email a shellfish recipe to clearwater@gulfgourmet.net along with the image of the plated dish before the deadline. Shortlisted finalists will receive free shellfish from Clearwater to practice before the final cook-off in January. The winner of the finals will be invited by Clearwater to visit its headquarters in Nova Scotia, Canada. Who knows, it could be you!

Ramada Plaza JBR welcomes Brazilian Chef

Chef Rodolfo De Araujo Pires has been appointed as the new Specialty Chef De Cuisine at Fogueira Restaurant in Dubai, a Brazilian Churrascaria offering all-you-can-eat BBQ with steak cuts and live entertainment. Chef Rodolfo's addition will help position Fogueira as a main hub for Brazilians and fans of Brazilian cuisine.

This is Chef Rodolfo's first culinary experience in the Middle East. Prior to joining Ramada Plaza JBR, Chef Rodolfo worked with Sao Cristovao Restaurant in Sao Paulo and later aboard the Costa Cruise. He holds a degree in Tecnologo Em Gastronomia (Technology in Gastronomy).



Citymax opens first property outside the UAE

Citymax Hotels opened its first international property in Alexandria, Egypt last month. The new location is the seventh property from the brand, following four in Dubai, one in Sharjah and one in Ras Al Khaimah.

Located in Hayat Alex Park, the place operates in partnership with Marseille, the Egyptian property development group. The hotel spans across 10 floors, with 156 rooms and 46 hotel apartments. Other features include a ballroom, gym, two coffee shops, meeting rooms and a swimming pool. Citymax Hotel Alexandria also features two speciality restaurants.



To get your chef or company related news featured in this section, email editor@gulfgourmet.net



PRIDE OF THE PALM

Chef **Sascha Triemer** believes in drawing boundaries way outside his comfort zone. This is how a small town boy from Germany came to run one of the biggest 5-star F&B operations in the Middle East region. In a candid chat, the Vice President, Culinary at Atlantis, The Palm traces his long journey to success....

He'd have made a fine carpenter, an even finer policeman. But the finest Sascha Triemer makes, is a chef. Good for us. After all, there are fewer robbers to chase and chairs to fix than there are mouths to feed and taste buds to satisfy.

With a massive army of 450 chefs, that's exactly what Chef Sascha is doing these days. Handling what is unarguably the biggest single 5-star food and beverage operation in the Emirates, maybe even in the entire Middle East, the vice president of culinary at Atlantis, The Palm is giving thousands of guests daily a taste of the good life at 23 top restaurants including Nobu, Bread Street, Ossiano and Ronda Locatelli.

The 40-year-old chef has spent much of the two plus decades of his professional life stepping out of his comfort zone. Exploring the unknown is a need he was born with. Growing up in a still-divided Germany in the 1980s, he would venture



I hadn't thought of making a career in food though. First, I wanted to be a carpenter, then a policeman

into the deep, dark forests near his small town of Perleberg, picking different kinds of berries and bringing them home. "I hadn't thought of making a career in food though. First, I wanted to be a carpenter, then a policeman," he laughs at the memory.

Culinary creativity wasn't in any gene handed down the Triemer family. Chef Sascha's father was an advertising professional and his mother a teacher. "My exposure began with making jams at home and baking cakes with what we picked in the forest," he recalls.

When the time came to choose a vocation, academics were more or less ruled out. Kitchen being a place he did like spending time in, Chef Sascha decided to explore a career in the culinary industry. However, there were no internship opportunities close to home. So Chef Sascha headed out at the tender age of 16 to work at the 5-star Steigenberger Hotel in Bad Neuenahr, around 500 kilometres from home. "The first five-six months were tough but I survived. For three years, I went to school once a week and worked the other days."

Four years of hard work in the kitchen later, he felt the urge to see the other side – service - even though he wasn't quite sure at the time hospitality was his calling. The 5-star Palace Hotel in Meran in Italy gave Chef Sascha the opportunity to test that aspect for a few months. "At 20, you don't know what you want. I tried both cooking and services."

From Meran, Chef Sascha returned to



Chef Sascha Triemer with his wife and two daughters



3,500

Coming up next is a massive gala for New Year's Eve with 3,500 covers. This time around, it will feature a specially designed 10 kilo tin of caviar designed in France

Germany with a job at the Hilton Munich Park Hotel. Starting out as the commis chef, he climbed to chef de partie in two years, before taking a break to finish his compulsory military service. "In the military, I worked in the officers' casino, which had 50 seats. After that, I returned to Hilton Munich Park Hotel."

London being one of the big culinary hubs of the region, Chef Sascha felt it's a place he had to experience to move forward. In true German style, he meticulously planned the trip, right down to learning English beforehand.

"I shortlisted four-five hotels that had good restaurants, had interviews and got through two-three hotels. Finally, I took up a job at the grill restaurant in the Dorchester Hotel in Park Lane, which was a big name back then."

The traditional English food restaurant was teeming with German chefs. But for

the two years that Chef Sascha spent there, he stuck to colleagues of other nationalities to learn to express himself to everyone. Once in a while, that led to pretty funny situations. "A French chef once asked me to 'pick out' parsley and I understood wrong. I chopped the whole lot of parsley!" he laughs.

At the time, Dubai was being much talked about. The unpredictable wet and cold weather of London also made the warm and beachy climate of Dubai rather attractive. Ever the disruptor, Chef Sascha stepped out of his European life and into an unfamiliar zone the first chance he got.

"I joined the Burj-Al-Arab Hotel in 2001 as junior sous chef, starting out in the main kitchen and then was moved to Al Muntaha restaurant. I returned to the main kitchen two years later as chef de cuisine." Creating different experiences for guests is what he learnt on that job. "For example, we created a chocolate river



for an event. I love to work with different ideas and varied concepts. There were some 110 chefs in the main kitchen and it was interesting and challenging to get so many chefs on the same page."

Even though he was young, he was pretty much running the show. Things were in flux, more opportunities were created and senior chefs turned out to be great mentors. A strong work ethic and perseverance boosted Chef Sascha to executive sous chef at Burj-Al-Arab.

Much had been ventured and much had been gained. But experience in Chef Sascha's own favourite cuisine – Southeast Asian – was missing from his CV. So when an assignment at the Mandarin Oriental came up in Malaysia in

2007, he didn't think twice. "My plan was to stay in Malaysia for two-three years. But in just eight months, I was offered executive chef position at the Atlantis. It was too good an opportunity to refuse."

In the beginning, he was one of three executive chefs at the property. One handled water parks, the other banqueting and Chef Sascha was handed over the management of restaurants. Over the years, the operations were streamlined to one executive chef, with one executive sous chef each to take care of events, Tower 1 and Tower 2. Today, the executive chef reports to Chef Sascha who was promoted to vice president, culinary. "From 17 restaurants, we have grown to 23."

The "well-oiled operation" now needs

no major intervention, except when a new concept is being introduced. Micromanagement is not Chef Sascha's style, he prefers to hire the right chefs with heads firmly on their shoulders. "I don't like to hire prima donnas. There are also some chefs who are too passionate; they go overboard and veer from the concept. I avoid those kinds."

Talent retention is as important as hiring the right talent, he believes. This assumes more importance in light of the challenges coming up ahead as new hotels open up in the next couple of years. "You don't want to lose your key staff. We have weekly plans and I tell my main chefs to let me know if they know some good chef that wants to leave. We move them to some other part of



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operations they like. That way, they may leave a particular restaurant but they don't leave our operations."

How talent is managed has a strong impact on the consistency and quality of a restaurant. The Atlantis boasts of some of the UAE's most popular restaurants, which have a loyal fan following. Even though they are located quite a distance from the main areas, restaurants like Seafire Steakhouse and Nobu attract a sizeable external crowd. "It shows how popular we are. We have to keep innovating to keep that interest alive. I believe in 'eatertainment'. Like the Frank Sinatra theme at Seafire is a big hit."

Coming up next is a massive gala for New Year's Eve with 3,500 covers. This time around, it will feature a specially designed 10 kilo tin of caviar designed in France. Each tin is designed to keep all fish eggs in the caviar firm and unbroken. "We want to give guests an experience they talk about the whole year. We have ordered four such tins for the New Year's eve event."

Keeping a loyal clientele, with such an exclusive guest list, can be an expensive affair. In this day and age, keeping a lid on costs is a priority for restaurants, given the fierce competition. The market has thousands of new products, each boasting of being a trendsetter, and it's easy to go overboard? "Yes, I agree. So once a year, we sit down with a list of most selling and most expensive items to see if the costs are justified."

Chef Sascha is not one to impulsively jump the new trend bandwagon. He'd rather present traditional bestsellers with a modern twist than bring in entirely untested ideas. One way to do this is renovation of restaurants. "After Bread Street Kitchen, we are now planning to renovate Levantine Arabic restaurant. The targeted opening is later this year. We want to give it a fresh look and a contemporary design."

Some new concepts do work out

beautifully. For example, the Atlantis Beef, now a very popular item with about 52,000 kilos consumed annually. "We're also tossing around the idea of an Atlantis Chocolate and our own truffles and are thinking of flying our pastry chefs to France to create something different. We want to launch more of our brands of foods that are not available anywhere else."

Even with so many wheels turning professionally, Chef Sascha's personal life is rather peaceful. Work is exactly what he loves doing and home is where his charming Kenyan wife and two lovely daughters are. A sister in Germany, who is a food photographer, completes the family portrait. "My older daughter is

five and the younger one is two. We're a multicultural family." The household has bridged the cultural gap successfully but Chef Sascha still wants his daughters to know their roots. "My older daughter goes to a German kindergarten and she's fluent in the language."

For "me time", Chef Sascha hits the roads. "I love running and cycling. They take my mind off things and help me come up with solutions." His buddies on the roads are a Garmin watch and thoughts of the next runathons – Dubai Marathon and the Half Ironman for now.

Is he particular about what should be on his own plate? "I'm not a fussy eater. Oyster is the only thing I hate and I do

not enjoy seafood that much."

Like in a marathon, knowing your goal is important for success even in the kitchen, Chef Sascha says. "A chef should spend just three-four years into the career to figure out what he wants and then start working towards that goal. You have to be passionate and patient. You have to get up when you fall down and keep learning instead of giving up."

Knowing what he wanted brought him where he truly belongs. "I love being a part of this huge operation. When we do something, we do it big and we do it best."

With Chef Sascha at the helm, is that even a question.

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A MODERN PASSAGE TO INDIA

Meet 28-year-old executive chef **Himanshu Saini** who is deconstructing and reconstructing Indian cuisine like Dubai has never seen before. From street food to traditional fare, TresInd is the fanciest introduction possible to the curry country. No wonder it's the highest rated restaurant in Dubai on Zomato and among the top rated in Dubai on TripAdvisor...

Traditional wisdom says you have to taste a culture to understand it. If that indeed is true, Chef Himanshu Saini is an encyclopaedia to India.

A 'chaat trolley' inspired by Delhi street food; a mishti doi cheesecake that modernises the traditional favourite of Bengal; a deconstructed 'pani puri' that pays a tribute to Mumbai's best loved snack, each of his creations is designed to trigger nostalgia. That explains why Chef Himanshu has become the torchbearer of Indian food in Dubai at just 28. His restaurant, TresInd, is the city's top-rated restaurant on Zomato across cuisines today.

The Delhi-born chef has a strong professional lineage. In his first ever job, he was part of the opening team of the exclusive 'Indian Accent', one of the most celebrated restaurants in Asia. His other two workplaces – 'Masala Library' in Mumbai and 'Farzi Cafe' in Delhi – are also an addiction for many a food lover.

Burnout not a part of his lexicon, Chef Himanshu is an affable bundle of energy just warming up.

This remarkable culinary career began innocuously enough. Maggi, a popular brand synonymous with instant noodles in India, became his first ingredient to experiment with. "Like most kids, I was fed up of home food. So I would innovate with Maggi noodles and take it school in my tiffin when I was in 7th grade. It impressed the girls and I got pretty popular," Chef Himanshu laughs.

Academics wasn't quite his calling, something that became apparent in his mid-teens. Aware of their son's lack of interest in studies, his parents were more than happy when he decided to study hotel management.

"I got through Indraprastha university. This was school I liked going to." Initially, the professional kitchen did not turn out to be as much fun as the amateur kitchen. "We started out with French cuisine lessons and as a Delhi boy, I liked spicy food. The delicate flavours of French food were boring to me." Cooking also meant three-four hours of standing, burnt fingers, cuts and bruises and general discomfort. "I used to wonder how people did this for nine-ten hours daily. It was nothing like cooking instant noodles!"



With the kitchen being a bit of a disappointment, Chef Himanshu's attention turned to the air-conditioned front desk, and then to the glamour of bartending. "They started teaching us about wines and spirits. I decided it would be much more fun to be bartender, talking to guests, and tasting cocktails."



Pragmatism, however, prevailed. As the months fell away, Chef Himanshu started becoming more serious about his career. "A couple of incidents in my personal life also reinforced the fact that what I had going for me the most was my kitchen life. I learnt it was best to focus on one thing and master it rather than be a jack-of-all-trades."

Pragmatism also prevented Chef Himanshu from falling in love with the romance and exoticism of international cuisines. "As an Indian with an understanding of the country's culture, I felt I would do best with Indian cuisine. Someone from India will have an 80 percent chance of succeeding as an Indian chef. But if you try to excel in,

say Spanish food, then you should have lived in Spain for 10-15 years to really understand the cultural connections of food. Cooking is more than just about hunger, it's about a culture." Chef Himanshu disagrees with others that Indian food is not "cool".

As a management trainee, he joined

a leading chain of independent restaurants in Delhi, starting out with an oriental kitchen.

Chef Himanshu took to the place and the place took to him. His energy and enthusiasm won him friends at the restaurant. "The guy opening the kitchen would come at 10 AM and I would come at 8 and do everything for him. I was crazy and I just wanted to work. I made notes on what should be placed where and do everything I was told to do. They would give me 10 kilos of prawns to peel. I would do it without complaints and finish the job fast. They accepted me easily."

Protocol, however, dictated that a management trainee be moved around restaurants before he was given a permanent assignment. Overriding the protests of chefs, Chef Himanshu was shifted to another restaurant, '77'. At first, it felt like a punishment. "It was a 40-50 cover restaurant and there were hardly any guests. Breakfast was the only busy time. I was disheartened."

But greater things were in store and life did a backflip soon enough. The owners decided to renovate the restaurant and London's celebrated chef Manish Mehrotra was going to helm the new venture.

"He tried the concept of a modern Indian restaurant for a week and the management liked it. Today, that restaurant is 'Indian Accent', the 22nd best restaurant in Asia."

At Chef Manish's behest, the entire staff of '77' was retained for 'Indian Accent'. Chef Himanshu escaped being moved yet again, and the assignment kickstarted in 2008 what has been a spectacular career so far. "All I am today is because of that job," he confesses.

The first few months were all about smaller chores for the then budding chef. He picked up the nuances of modern presentation of traditional concepts. The changing face of the job kept a leash on Chef Himanshu's inherent restlessness.



Like most kids, I was fed up of home food. So I would innovate with Maggi noodles and take it school in my tiffin when I was in 7th grade. It impressed the girls and I got pretty popular

He spent a long five years there, getting growth opportunities early on when all senior chefs left towards the end of his training programme. "I was first working in the cold kitchen but helped in the hot kitchen after completing my work. Slowly, I was doing more and more. There were days I would come at 7 AM, finish at 2 AM and then be back by 9 AM. I learnt a lot, gained confidence, worked without days off."

After five years, when all avenues for learning were exhausted, Chef Himanshu moved on to join the opening team of another modern Indian restaurant. The restaurant, 'Masala Library', is so popular today that it has a waiting list. Another restaurant, 'Farzi Cafe', followed soon after.

Both Masala Library and Indian Accent work on the same idea but there are subtle differences in the ambience and clientele. "Indian Accent is frequented more by celebrities and high-profile people. It's a formal setting. Masala Library is a little more casual and popular. In Masala Library, I had freedom but also more responsibilities."

Even with his head and hands buried in work, Chef Himanshu gave in to curiosity when he came across a competition being organised by a company to find head chefs for its restaurants in Chicago

and New York. "I applied and won. Unfortunately, my US visa didn't come through. But the idea of going out and working took seed."

After a while, the visa came through. He went to New York "with great expectations and dreams of Michelin stars". Those dreams crash landed almost immediately. "It is a well-known Indian restaurant in New York. I didn't survive there too long. I didn't have much creative freedom and I was expected to keep food costs unrealistically low and use frozen produce. I had just two Mexican guys to help me in the kitchen and they were not trained Indian chefs."

A good destination for an Indian chef seemed to be Dubai, even though Chef Himanshu was initially not so keen on it. "I had a wrong perception of Dubai. Today, I think it's the best place to be. It has the diversity of cuisines and the depth of clientele."

Perhaps the first challenge Chef Himanshu faced at TresInd was of heading an existing workforce instead of doing his own hiring. What seemed to be a daunting task turned out to be a blessing in disguise. Chef Himanshu was lucky enough to have an efficient team with a strong creative streak. "To be honest, I learnt a lot from the chefs who were already here. About 70 percent of the things we have are what they produced and I improvised on."

It could be his humility and his willingness to learn from everyone that makes Chef Himanshu such a good leader. He likens running a kitchen to a game of chess. "You have to know which member of your staff does what best; like in chess, you have to know which piece can do what."

while other chefs his age dream of running F&B at 5-star hotels, Chef Himanshu is happy to stick to standalone restaurants. "Five-star hotels don't fuel creativity. You need a lot of



December 2015 **Gulf Gourmet**

approvals to introduce any idea. That becomes somewhat restrictive. Also, things have to be standardised.”

He also holds a contrarian view on the 'back-to-basics' wave in the industry. “Most executive chefs will hate me for saying this but if you can get readymade ingredients that taste much better than what you will spend hours on making, that too not so well, then why not use

them? It's a waste of time and resources. Mayonnaise, for example, can easily come out of a packet. Choose readymade ingredients carefully and opt for the good ones. They also help keep your food consistent.” This way, time can be better utilised on creations than on basics.

His own approach to creating dishes is simple – your food should trigger regular “cravings” in guests. “I believe in cooking

the kind of food I like to eat. A chef's menu is a reflection of his own palate. About 70 percent of the menu will be what the chef likes to eat and the rest is what other people like.”

Food is not just something to fill your stomach with. It's a conversation and a statement. These conversations are frequent on social media, with 'food p%#n' being one of the most used hashtags on Instagram and Facebook. “Guests eat with their eyes these days. I am not against it because it helps our cause.”

When it comes to trends, Chef Himanshu is very open to exploring other thought processes in food. On his visit list are Chef Gaggan Anand's Gaggan in Bangkok, Chef San Sebastian's Mugaritz in Spain and Chef Grant Achatz's Alinea in Chicago.

Such extensive travelling, however, will have to wait. On the cards in the near term is tying the knot with his longtime girlfriend. His two married sisters - one a twin – are looking forward to a 'big fat Punjabi wedding'.

Once he's hitched, Chef Himanshu's only grouse with his profession may become a bigger complaint. “My work doesn't give me enough time for myself. It will be difficult for my wife to understand. I haven't even made friends in Dubai because of my tight schedules.”

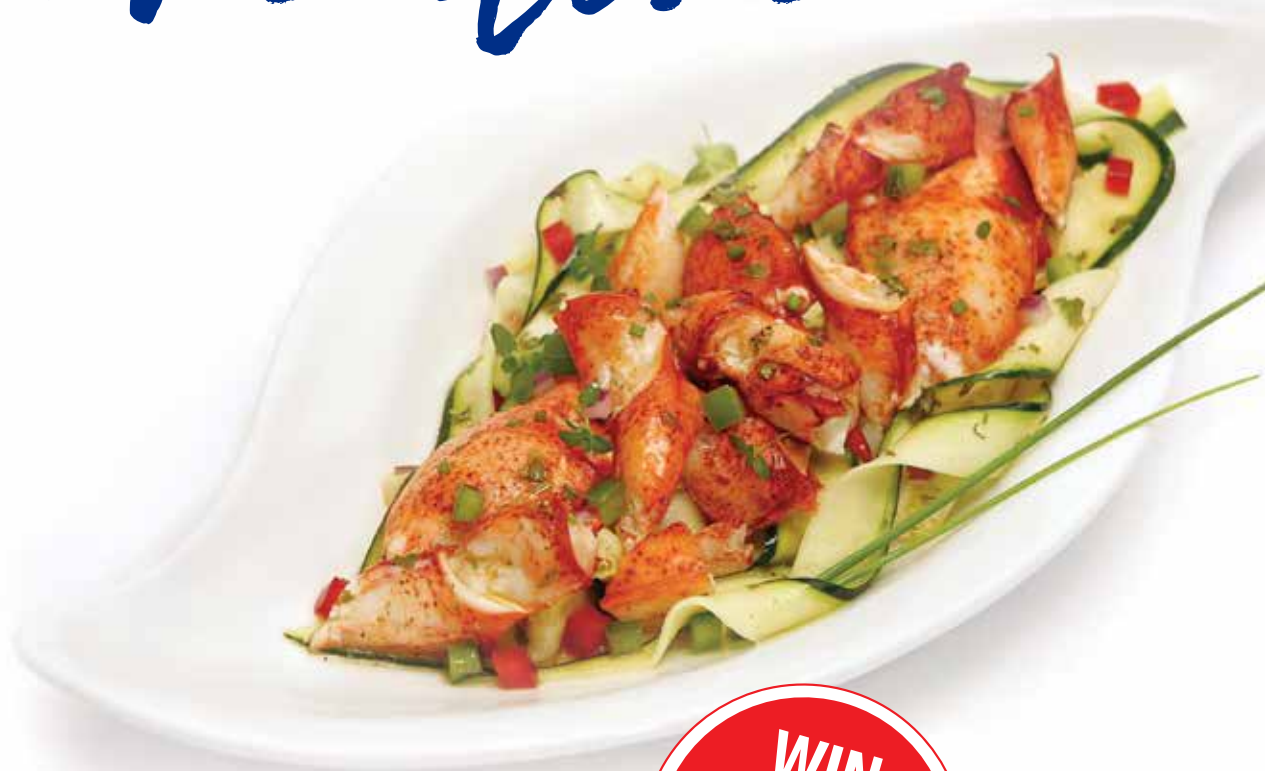
More time is a distant dream for now. Chef Himanshu's immediate challenge is to bring together India's diversity on a plate. With 29 states split into four culturally distinct regions, each with its own cuisine, that's easier said than done. “We have been experimenting. Like there's a pav bhaji soup and kolhapuri chicken, which are Mumbai specialities. We have a chicken pepper fry with ghonghura pickle - a pickle from Andhra Pradesh; and rasam, a south Indian broth, with squid noodles.”

This is one kind of unity in diversity you just cannot afford to miss.



Get creative

the best shellfish deserves
the finest chefs



Create the perfect shellfish dish for our first **Innovative Shellfish** challenge and you could be winging your way to Canada and be featured in Gulf Gourmet magazine.

Choose from our range of premium lobster, prawns, snow crab, Hokkigai and succulent Canadian Sea and Patagonian scallops to create an exciting and innovative recipe, using your culinary imagination.

***See reverse for full details.**

Entries to clearwater@gulfgourmet.net.



Transmed 



www.clearwater.ca

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Challenge Rules & Regulations



Please read the following rules and regulations carefully. Instructions contained herein are mandatory.

HOW TO PARTICIPATE

This challenge is only open to those professionally employed as a cook or chef in the UAE.

Develop an original innovative shellfish recipe containing at least one type of shellfish from the list below. (Note: You can use more than one type of shellfish. Shellfish can be paired with other proteins as well):

• Raw lobster meat

Clearwater premium Nova Scotia Prime lobster is only harvested twice a year, when its energy levels are at their highest. Available in convenient ready-to-cook formats - tails, claw and knuckle meat and combo packs – no shelling or waste involved.

• Canadian Sea scallops

Clearwater's 100% natural sea scallops are frozen at sea within less than one hour of harvesting, thereby locking in the flavour, texture and goodness of a fresh scallop.

• Patagonian scallops

Pure and natural, with a sweet, succulent taste, Clearwater Patagonian scallops are wild harvested in the temperate waters of the Continental shelf.

• Arctic surf clams – Hokkigai

Clearwater Arctic surf clams (or Hokkigai) are sweet and delicious, with brilliant red tongues, which add visual appeal to any sushi or sashimi dish.

• Cooked & peeled prawns

MSC certified wild harvested prawns which come from the pristine, icy waters of Newfoundland, Labrador and the Gulf of St Lawrence. They have a firm texture and a bright pink colour.

• Snow crab

Wild harvested snow crab from the pristine, icy waters of Nova Scotia and Newfoundland has a firm texture with a delicious, sweet taste.

- The recipe has to be for one individual main course.
- Total weight of shellfish on a plate must be 150 grams. Clearwater shellfish must be the hero of the recipe.
- Recipe must include starch, protein, and vegetables.
- The typewritten recipe and a photograph or drawing of the dish must be emailed to clearwater@gulfgourmet.net.

- The email must also contain your:

- Full name
- Contact details
- Current designation
- Company/Hotel name
- Name of employer (if different from above)
- Last date for receiving the entries is **December 15th, 2015**.

SHORTLISTING & FINALS

1. Up to 20 of the best recipes will be shortlisted based on innovation and nutritional balance in the recipe as well as the presentation of the dish in the photograph/drawing.
2. Shortlisted finalists will be informed by January 15th, 2016 and Clearwater shellfish will be provided to them for practice for the purposes of preparing the recipe which will be submitted for the Challenge.
3. Finalists must participate in a live cook-off in Dubai at the given date, time and location.
 - a. Clearwater shellfish and a cooking station will be made available.
 - b. Finalists will have to bring all other ingredients themselves.
 - c. Finalists must carry their own utensils and crockery.
 - d. 60 minutes will be provided to prepare and present the recipe as well as clean up the cooking station.
 - e. Must prepare and present four identical main courses on four individual plates.
 - f. Plates must be white and cannot exceed 32 cm in diameter/width.
4. Marks will be accorded to:
 - a. Innovation 30%
 - b. Taste 30%
 - c. Presentation 20%
 - d. Nutritional balance 12%
 - e. Hygiene 8%

DISCLAIMER:

Shortlisted finalists will have to sign an Authorization and Release Form stating, in part, that the recipe belongs exclusively to Clearwater and that Clearwater can use the recipe along with the name of the chef, designation of the chef, photograph of the chef, and name of the chef's employer for marketing purposes.

The winning Chef must complete his or her visit to Clearwater's Headquarters in Canada in 2016 and it is the winning chef's responsibility to obtain the visa. An official letter of invitation to visit Canada will be provided by Clearwater.



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A BITTERSWEET STORY OF SUCCESS

When the going got tough, the tough got going. And look where Chef **Kapila Amaratunga** reached. The executive pastry chef of Sheraton Dubai Creek is perhaps the youngest in this enviable position. As part of the UAE national culinary team, the Sri Lankan is also the pride and joy of his adopted country...

There's something about Sri Lanka that inspires creativity. It could be the greens of the thick forests, or the whites of the cottony clouds, or the crystal blueness of the seas.

These inspirations come more alive when pastry meets a Sri Lankan chef's hands. The hues, the patterns, the flavours, all bring together the colour palate that is Sri Lanka on a perfect plate.

Chef Kapila Amaratunga is one such artist whose essences can take over all your senses. At just 29, the executive pastry chef of Sheraton Dubai has earned his place on the UAE national culinary team. In October, he was part of the UAE team that came fourth at the World Pastry Championship in Milan from among as many as 17 teams.

To be fair, Chef Kapila had an early start. When he had just stepped into his 20s, he beat out many chefs with much more experience to win the Best Pastry Chef award at the Salon Culinaire in Gulfood 2008.

That win was a special one for the chef from Colombo. It was a celebration of years of hard work to fight the adversity that dogged the Amaratunga family and was a tribute of sorts to his mother, who taught him the value of never saying die.

At a time when most children his age were running about carefree, Chef Kapila was dealing with a tragedy in the family. "My father, who was an accountant, was paralysed when I was in the 8th grade. My mother had to step up and take care of us," says the chef, who is probably the youngest executive pastry chef in the UAE.

The family situation was hard with massive medical bills. Every penny counted. To help out, Chef Kapila took up part-time jobs washing the dishes and helping in kitchens. While his elder brother was academically-inclined, Chef Kapila's interest was more in food and beverage. "Somehow I managed to take



Somehow I managed to take 11th grade exams. We had to wait for three months for the results. That's when, one of my friends asked me if I wanted a job in a hotel helping stocking things and doing odd jobs

11th grade exams. We had to wait for three months for the results. In that time, one of my friends asked me if I wanted a job in a hotel helping stocking things and doing odd jobs."

With much of the family's resources going into his father's treatment, Chef Kapila said yes to the job at the Palm Village Colombo. He was given space in the quarters and he visited home once a month. After a week or two, the executive chef noticed the young trainee. "I used to work extra, I didn't watch the clock and spend three-four hours beyond my shifts to help around. He acknowledged these efforts and asked me one day if I wanted to work in the kitchen."

Chef Kapila did not feel a moment of hesitation. Donning the white chef's jacket was a matter of pride. "Of course, I wasn't to be handed the white jacket on a platter. The executive chef told me to come for training post my work hours. I would finish work at 7 PM and then work in the kitchen until 1 AM." He would make items like bread rolls from scratch, then clean the kitchen and tiles before calling it a day. This went on for three months and Chef Kapila impressed enough to be hired as trainee pastry chef.

"My college results sealed the deal. My

marks were a disaster. My father then told me to continue doing what I was." Chef Kapila was more than happy to go along – the scents, the colours and the essences gave wings to his inner artist. "I still feel there is a lot more creativity in the pastry kitchen than in the hot kitchen," he says.

A year later, Chef Kapila left Palm Village to join Pegasus Reef Hotel. He joined as commis 3 but was given a lot of responsibilities, which honed his organising skills. "I was working all the time and handed my salary to my mother, a practice I still follow today." The Pegasus stint also lasted a year and Chef Kapila interviewed at TransAsia for a job. TransAsia asked him for a hotel management degree, something that hadn't crossed his mind so far and the need for which he hadn't felt yet. "So I did a hotel management certificate from a hospitality school. I did it only for the certificate; a majority of the things that were taught to me there, I already knew."

One of the chefs at TransAsia, Chef Indika, noticed Chef Kapila's talent and attitude and took the budding chef under his wings. "He taught me how to work with chocolate, he pushed me hard too. I would get ready to leave after work and then he would say 'make 100 roses and then go'. I would be stuck in the kitchen until 3 AM. It was tough love but it moulded me into who I am."

By then, three and a half years had passed since Chef Kapila joined the Sri Lankan hospitality industry. A recruitment drive for chefs for the UAE was underway and he was alerted about it. "I went for the interview and in a month, was in the UAE."

That was sometime in the mid-2000s, Chef Kapila being barely 19 at the time. He started at Mr Baker at Sharjah and was made the head confectioner there within six months. That was also when Chef Kapila participated for the first time in Gulfood. "I had no idea about competitions. I participated in pastry



showpiece and open showpiece and won two bronze medals.”

Having started out at hotels, a life at pastry shops did not quite suit Chef Kapila. So he secured a job at the Al Bustana Rotana, taking a downgrade to commis 1 to return to the hotels fold. “Later, I joined Le Meridien as chef de partie. Six months later, I was promoted to senior chef de partie and after another half a year, I became junior sous chef.”

Interestingly, Al Bustana Rotana called Chef Kapila back, this time as an assistant pastry chef. “I started participating heavily in competitions and even went to Culinary Olympics. We won 16 gold medals. I was the only pastry chef. I didn’t sleep a wink for four-five days.”

After a couple of years in the assistant pastry chef position, Chef Kapila was offered a pastry chef assignment in Al Murooj Rotana. In a year, he headed out to Sheraton Dubai. In between, he trained with top UAE chefs for the World Hospitality Championship in 2013 and for the Culinary World Cup in Luxembourg in 2014.

At the recent World Pastry Championships in Milan, Chef Kapila,

along with good friend Chef Achala Weerasinghe from Madinat Jumeirah and several others, gave experienced teams stiff competition. “It was challenging because we were taking on teams like France. France didn’t do so well. So we thought we had a chance but Japan turned out to be really good.” Even as rank newcomers, the UAE chefs secured the fourth position. Japan was the winner, Italy the runner up and Austria came third. “Next time, we will definitely win,” says a confident Chef Kapila.

In a short time, he has achieved what most chefs spend a lifetime chasing. But Chef Kapila doesn’t fear career stagnation. “When I came here, it was only to learn. I am still learning.”

He cautions young chefs against being clock-watchers. “That doesn’t work in this industry. Also avoid chasing bigger, better salaries, chase your dreams instead. I see some chefs winning medals at competitions but the minute they are back in the kitchen, they have no motivation whatsoever till the next contest comes up. That’s an awful attitude.”

Watching trends in pastry is also key for any chef who wants to stay relevant. “Presentation is important and innovations in traditional desserts are in

trend these days.”

Chef Kapila’s own winning creation is a remarkable blend of art and engineering. A chocolate thinking head is decorated with wheels, a classic tribute to the piece of engineering that took man across ages - from the stone age to today’s space age. With his thoughts spiralling upwards to the great unknown, man is looking for the next-gen idea that will revolutionise the future.

For his own future, Chef Kapila has no set plans. He intends to spend four more years in Dubai, then explore opportunities in other countries including Canada, Italy and Australia. “I usually just go with the flow. Maybe I will even get married to my girlfriend in a year. Who knows?”

He should, family man that he is. Chef Kapila has proved to be a responsible son and brother. After decades of living in a rented accommodation, the Amaratunga family recently moved into its own house on land bought from his savings. “Unfortunately, my father passed away two years ago but he did come out of paralysis through sheer determination.”

The same determination he has handed down to his son. What better proof that fortune favours the brave.

CHOCOLATE

Soft chocolate ganache & pain d'epice, praline macaron served with chocolate & Tonka parfait

PAIN D'EPICE



Anchor butter	375gr
Water	600gr
Star anise	10gr
Sugar	270gr
Honey	600gr
Finely grated orange zest	15gr
Finely grated lemon zest	08gr

Ground nutmeg	02gr
Ground ginger	04gr
Ground cloves	02gr
Ground cinnamon	04gr
Baking soda	37gr
Flour	600gr

Preparation

- ◆ Boil together except flour
- ◆ Keep 24 hr room temperature
- ◆ After strainer the mixture add the flour
- ◆ Bake 180 degree for 10 to 12 min

SOFT GANACHE



Glucose	85gr
Water	85gr
Sugar	150gr
Agar agar powder	10gr
Anchor fresh cream	1500gr
Gelatin	8gr
Chocolate dark 68%	650g

Preparation

- ◆ Boil the glucose, water, sugar and agar agar
- ◆ Add the cream to the boil mixture and boil again
- ◆ Once its boil add the soaked gelatin
- ◆ Remove from the heat and pour on chocolate, mix it
- ◆ Keep it in the refrigerator for setting

WHITE CHOCOLATE & TONKA PARFAIT



Egg yolk	125gr
Icing sugar	87gr
Cream	375gr

White chocolate	75gr
Tonka bean	02gr
Gelatin	04gr

Preparation

- ◆ Make sabayon and add soaked gelatin in to it
- ◆ Fold the chocolate and cream in to the sabayon respectively
- ◆ Add the grated Tonka bean.

TRUFFLE CLOUD



Milk chocolate	250gr
Olive oil	43gr
Truffle oil	04gr

Preparation

- ◆ Combine all ingredients. Transfer to siphon with 2 cartridges. Charge to the container. Let it set in room temperature for 24 hours.

CHOCOLATE SAUCE



Dark chocolate	50gr
Water	200gr
Cocoa powder	150gr

Sugar	60gr
Cream	60gr
Glucose	20gr
Butter	30gr

Preparation

- ◆ Boil water, sugar, cream, glucose
- ◆ Add cocoa powder and chocolate
- ◆ Once its boil removes from the fire and adds the butter

PRALINE MACARON



Almond powder	250gr
Icing sugar	250gr
Egg white	90gr
Sugar	250gr
Water	60gr
Egg white	90gr
Brown food coloring	01 tsp

Preparation

- ◆ Sift the ground almonds and icing sugar. Mix with the first part of egg white and add the coloring. Cook Sugar and water at 118°C and pour onto the whipping egg white, whip until



Italian meringue Mix slowly the warm meringue in the colored almond paste until homogeneous Mix until you reach a ribbon texture Pipe in baking sheet, and bake in 2 Phases First phase: 145°C for 15 minute.

PRALINE FILLING



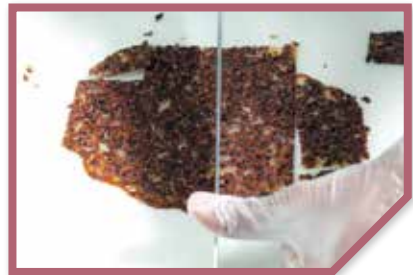
Praline paste	100gr
Anchor butter	25gr

Preparation

- ◆ Beat the butter until creamy texture
- ◆ Add the praline paste mix it together

MILK CHOCOLATE SOIL

Milk chocolate	120gr
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Maltosec	30gr
Maltodextrina	05gr

Preparation

- ◆ Mix all ingredients to small rook shape

GRUE TUILE

Sugar	100gr
Glucose	85gr
Fresh Anchor milk	85gr
Anchor butter	35gr
Grue	100gr

Preparation

- ◆ Boil the milk and butter then add glucose and sugar
- ◆ Cook antel 125c°
- ◆ take it out and mixed grue
- ◆ let it cool down and then is ready to use

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LAST MEN STANDING?

Mövenpick Hotel Jumeirah Beach are the final challengers for Season 3 of the Nestlé Professional Chef Golden Chefs Hat Competition. We find out if they have upped the ante...

These two youngsters could be the dark horses in the competition that draws to a close this month. In its third year, the level of talent showcased by our challengers have gotten only better. Nine hotels have already put forth their most promising young chef teams in the hope of clinching the coveted Golden Chefs' Hat.

And this month, the 10th team, are two youngsters Chef Mohamed and Chef Supun from Mövenpick Hotel Jumeirah Beach. The two may have grown up in two different countries,

but their hometowns are only miles apart with just the Indian Ocean separating them. Here's a bit about the two who work under the leadership of Executive Chef, Didier Laufenbrger.

M. Mohamed Hakkeem

Chef Mohamed's aim in life these days is simple. To use his skills in the most resourceful, innovative and flexible manner possible. Born and raised in the south Indian state of Kerala, this Commis I is known for his hard work and perseverance in the kitchen. Skills he's nurtured from childhood when he focused

on cricket and chess, which are his two main passions when he's not working.

Following his High School Diploma from O.S.L.C. School, Mohamed decided that he wanted a career in hospitality and joined the Carnival Institute of Catering Technology in Kerala where he secured a Diploma in Hotel Management.

His first job following his apprenticeship was at the Gateway Hotel Marine Drive Ernakulam and two years later he worked at Hotel Windsor in Thiruvananthapuram. He stayed





Chef M. Mohamed Hakkeem

here for three years before Dubai happened. He got a break in Movenpick Hotel Jumeirah Beach a little over a year ago. Even though he had to settle for a lower designation, he ensured he got a promotion in just months.

A young rising star in his property, he chose to cook for this competition a coconut crusted cod fish with salmon cake, squid ink tortellini, tomato puree, Sunchoke puree, baby vegetables and crustacean foam.

H.A. Supun lakmal

This 24-year-old Sr. Chef de Partie (Pastry) is a specialist at Pastry and



Chef H.A. Supun lakmal

Bakery Production & Management. With over seven years of experience under his belt, Chef Supun is a regular at chef competitions around the UAE. He has won many merit certificates and medals across the country and is usually commended highly for his wedding cakes. He believes his biggest strength is being a dependable team player who places a lot of emphasis on HACCP, quality control and pricing.

Following his studies in Vocational Training Centre Hotel Management (V.T.C) in 2007 at the Hotel Management & Catering Technology in Sri Lanka he further pursued a diploma

in baking in 2009. In 2008 he began his culinary journey as a Trainee in the Pastry and Bakery section of the Sri Lankan Air Force.

His first full time job as Commis was at the Cinnamon Grand Hotel in Colombo where he worked for two years before moving to Taj Samudra Hotel Colombo where he spent close to a year.

Hi first stint in the UAE was with the Movenpick Hotel Jumeirah Beach as Commis 2 in 2011. He soon left for Al Ghurair Rotana properties and worked with them for a while before returning to Movenpick in JLT as Chef de Partie. He rejoined his first employer Movenpick Hotel Jumeirah Beach as Sr. Chef de partie last September and is happy to have come back here after having experienced the work cultures in various hotels in and around the city of Dubai.

For our competition he has created a Greek yogurt panna cotta with wild berry consommé popsicle, honey Crème brûlée, mango spheres, tomato balsamic gel and dehydrated chocolate crumble with coconut tuile.

Turn the page over to check out both the recipes.

Coconut crusted cod fish with its salmon cake, squid ink tortellini, tomato puree, Sunchoke puree, baby vegetables and crustacean foam

FISH

MAGGI® Coconut Powder	100 g
Cod fish fillet	1 ea fillet
Salt	1tsp
Pepper corn	1 tsp
Olive oil	50 ml
Garlic	1 ea
Garlic powder	1 ea
Cilantro	100 g
Bread crumb	100 g

PREPARATION

- ♦ Clean and remove the scale from cod fish.
- ♦ Portion each fish to 4 pieces each 160 g.
- ♦ Season the fish with salt and put the fish in the vacuum bag along with pepper corn, lemon, orange, garlic, and oil.
- ♦ Seal the vacuum bag and cook it through sous vide style for 85°C for 12 minutes.
- ♦ Blend the crumb along with Maggi coconut powder, cilantro, and garlic powder.
- ♦ Add the crumb on the fish and serve it hot.

SALMON CAKE

MAGGI® Mashed potato	100g
Fresh salmon Poached	150 g

Carrot	20 g
Celery	20 g
Chives	1 g
Salt	1 g
Black pepper	2 g
Olive oil	5 ml
Sesame seeds	3 g
Bread crumb	5 g
Egg	1 ea
Flour	5 g

PREPARATION

- ♦ Poach the salmon in the milk bouillon.
- ♦ After cooking the Maggi potato powder in the milk, then it will become mash potato. Let it cool for a while.
- ♦ Mix the salmon along with Maggi mash, shallots, celery, carrot, chives and seasoning in a mixing bowl.

- ◆ Add the bread crumbs and mix for 2 or 3 minutes. Make form a small size of balls and place in the refrigerator for a while.
- ◆ Put the bread crumbs in a shallow bowl mix with sesame seeds. Roll the cake in the flour, the egg mixture and finally the bread crumb.
- ◆ Add oil to a frying pan and bring to a medium-hot temperature.
- ◆ Place the cake in the pan and cook until golden brown.
- ◆ It will take about five minutes. Place on paper towels to drain.

PASTA DOUGH

Flour	200 g
Squid ink	1 tsp
Salt	To taste
Olive oil	1 tsp
Egg yolk	1 ea
Whole egg	1 ea

PREPARATION

- ◆ Separate the egg into white and yolk and keep to one side
- ◆ In a Robot Coupe mix add all the dry ingredients as well as the olive oil
- ◆ With the mixer running add all the yolks and start by adding the flour a little bit at a time to achieve the correct consistency for the pasta dough

TORTELLINI

Cod fish trimming from the fillet	60 g
Sterilized Nestle® cream	75 g
Prawn Diced	5 g

Chopped Chives	2 g
Egg white	1 ea

PREPARATION

- ◆ To make mousse with prawn and Nestle cream, put egg white, season and blend it in the Robot coupe until it becomes mousse
- ◆ Meanwhile dice the cod fish fillet trimmings
- ◆ Add the cod into the mousse and finish by adding the chopped chives and check the seasoning.
- ◆ Finish by rolling into balls to the required size

TOMATO PUREE

MAGGI® tomato coulis	200 g
Shallots chopped	5 g
White onion chopped	20 g
Garlic smashed	2 ea
Carrot	20 g
Celery	20 g
Basil	A sprig
Salt	2 g
Pepper	2 g

PREPARATION

- ◆ Heat the oil in a sauce pan add shallots and onion until it becomes sauté for 3 minutes.
- ◆ Add the celery and carrot sweat it with butter, cook for a while.
- ◆ Add Nestle tomato coulis and bring to a boil, and simmer until raw flavor goes off from the tomato coulis, then puree until it becomes very smooth in the blender.

Smooth consistency.

- ◆ Season with pepper and salt.

GLAZED VEGETABLES

Asparagus	4 ea
Baby zucchini	100 g
Baby beets	4 ea
Red radish	1 g
MAGGI® Chicken stock	1 g
Butter	1 tsp
Salt	To taste
Pepper	To taste

PREPARATION

- ◆ Cut the carrots into small rectangle shape. Peel the asparagus. Cook the vegetable separately in salt water until tender.
- ◆ Meanwhile prepare the chicken stock. To prepare the chicken bone, mire poix, garlic, thyme, water and bring it to boil, let it simmer for 4 hours. Strain the stock and add Maggi powder until infuse flavour. Then Glaze the baby vegetable in butter and chicken stock emulsion.

PUREE

Sun choke	100 g
Shallots chopped	5 g
White onion chopped	20 g
Garlic smashed	2 ea
Butter	20 g
Chicken stock	20 ml
Sterilized Nestle® cream	25 ml
Salt	2 g
Pepper	2 g
Thyme	a sprig

PREPARATION

- ◆ Peel and cut the sun choke into roughly small pieces. Heat the oil in a sauce pan add shallots and onion sauté it for 3 minutes. Add the sun choke sweat it with butter, thyme for a while. Add chicken stock and bring to a boil, and simmer until the sun choke is very tender, then add the Maggi cream puree until very smooth in a blender. Smooth consistency.
- ◆ Season with pepper and salt.

CRUSTACEAN SAUCE

lobster shell, Prawn shell	500 g
Chicken stock	400 ml.
Shallots	2 no
Thyme	A sprig



Salt	To taste
Pepper corn	2 gm.
Sterilized Nestle® cream	50 ml
Tomato paste	½ tsp
Lecite	½ tsp

PREPARATION

- ◆ Melt butter in pot over medium heat
- ◆ Add garlic and onions and cook for 4 to 5 minutes
- ◆ Roast the shell for 45 minutes and crust into fine crumb
- ◆ Add the shell into pot along with tomato paste sauté vigorously until it is well cooked. Add the chicken stock and bring it to simmer then add the pepper corn and thyme.
- ◆ Cook for additional 2 hours.
- ◆ Remove from heat and strain through fine strainer
- ◆ Reheat the foam .Finish with lecite, Maggi cream and season. Blend it through a hand blender until the foam is consistent

TO ASSEMBLE

- ◆ In a warm round plate, swipe in the middle of the plate side, arrange the salmon cake in between fish.
- ◆ Place the tortellini next to fish cake. Arrange the vegetables in between the fish, and salmon cake and sauce. Serve immediately.

Greek yogurt pannacotta with wild berry consommé popsicle , honey Crème brûlée, mango spheres, tomato balsamic gel, dehydrated chocolate crumble with coconut tuile

Greek Yogurt Pannacotta

Docello® Panna Cotta	200g
Yogurt	100g
Milk	200ml
Gelatine	8g

Preparation

- ◆ Boil the milk and add yogurt and cook well. then add the panna cotta mix.
- ◆ Put gelatine at the end.

**Wild Berry Consommé**

Blackberry puree	200ml
Raspberry puree	200ml
Sugar	50g
Lime juice	5ml
Salt	1g
Gelatine	8g

Preparation

- ◆ Mix blackberry, raspberry puree. Make it warm as well as add sugar, salt and gelatine.
- ◆ After it cools down add lime juice

Honey Crème Brûlée Tube

Docello® Crème Brûlée	150g
Cream	200g
Honey	25ml
Glucose	15g
Gelatine	6g

Preparation

- ◆ Boil the cream, glucose and honey. Add the Crème brûlée mix
- ◆ Put gelatine at the end.

Tomato Balsamic Gel

Nestle® Tomato paste	75g
Water	50g
Balsamic Reduction	20ml
Glucose	10g
Sugar	25g
Aga Agar	4g

Preparation

- ◆ Make the tomato paste, water, glucose, sugar and balsamic warm
- ◆ Once mix boils, add Aga Agar.

Mango Sphere

Mango puree	200ml
Water	50ml
Gluconolactate	10g
Alginate	5g
Water	1 L

Preparation

- ◆ Mix mango puree and water with a blender and add the gluconolactate and set in moulds in freezer. Take the water and add the alginate powder blend and keep it in chiller for approximately 20 minutes. Drop the mango spheres in the alginate solution wash off with clear water.

Coconut Tuile

Nestle® coconut powder	50g
Sugar	15g
Tempura flour	50g
Olive oil	10ml

Preparation

- ◆ Mix together the coconut powder, sugar tempura flour and olive oil. Make it a batter and fry it in the pan.

Dehydrated Chocolate Crumble

Docello® Chocolate Mousse	250g
Milk	200ml
Egg yolk	4 pcs
Sugar	25g
Kit Kat® Mix In	25g

Preparation

- ◆ Mix milk and chocolate mousse, boil the sugar and egg yolk sabayon. Mix the two mixes together and put Kit Kat.
- ◆ Once it is mixed put all into silica mat and keep it in a dehydrate oven 45°C 24 hrs.



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SON OF THE MIDNIGHT SUN

He can charm the birds off the trees. What Chef **Daniel Rouge Madsen** prefers doing instead is charming foodies with his prowess not just in the kitchen but also outside it. The man behind **DRM** brand of high-end culinary products and services is spreading the message of Norwegian cuisine across the seven continents. Here's all you want to know about the versatile, charismatic chef from the land of the midnight sun...

It's easy to mistake Daniel Rouge Madsen for a filmstar. Be it a smile or a dapper suit, there's little he can't wear with ease. The suave chef is Norway's brand ambassador, entrusted with spreading the Norwegian word to every mouth. The country couldn't have chosen a better warrior. Chef Daniel's signature brand 'DRM' – named after his initials – joined the league of Visa and Louis Vuitton when it was adjudged 'brand of the year' in 2013 in Paris.

Perhaps many Norwegian filmstars even wish they could get into Chef Daniel's star-studded shoes for a day. The charismatic chef has rubbed shoulders with presidents, royalty and celebrities, hobnobbed with top Nordic chefs including Noma restaurant founder Rene Redzepi and shared screen space with celebrated chef Gordon Ramsay.

That's not even the tip of the iceberg that Chef Daniel's profile is. He's the co-author

of 'World's Best Seafood' cookbook, a familiar face on TV show 'Totally Wild' and the protagonist of 'Hands off, chef' cooking show featuring 96 celebrities.

DRM, founded last year, is Chef Daniel's high-end products and services firm that aims to promote Norwegian culture and cuisine across the world. "We are based in Stavanger, the oil capital of Norway. We work closely with the Norwegian Seafood Council to promote the country's

specialities abroad," says the 40-year-old chef during his first trip to Dubai last month to promote Norwegian Seafood.

Chef Daniel's 25-year career boasts of some of the world's top restaurants - 3-star Michelin Waterside Inn in London and 2-star Michelin Le Moulin in France. "It's been a long journey that started when I was just 15 years old but I've enjoyed every single minute of it," he says.

Born to a British father and a Norwegian mother, Chef Daniel first discovered his penchant for food when he was not more than 14. "It would be a nice story if I could tell you I learnt cooking from my mum but I didn't. She was a florist. We had a 'work week' in school and I chose to work in the kitchen. I had a wide smile on my face that whole week. The passion I felt was enormous!" The decision to become a chef came very easily thereafter because

if "you have so much fun at work, there has to be something in it."

Still in his mid-teens, Chef Daniel started out doing all kinds of "rubbish" work for two years – washing pots, working for free, "being a yes man". "But I knew I was doing everything to reach a goal. The rest was white noise."

When he turned 18, he went through a catalogue that listed top hotels and "burned a lot of money on phone bills" calling five-star hotels asking for a job. A hotel in Italy had one to offer. "My mother was apprehensive about sending me so far. She was worried that I didn't have money and I wouldn't be able to handle life in a different country. But I managed to convince her otherwise."

Chef Daniel travelled to Bardolino in Italy, where he learnt from the Italians that the most important ingredient in delicious food was passion. "After working there for some time, I got a call from a Norwegian chef in Las Vegas, who asked me if I wanted to come down to the US. Saying 'no' didn't even cross my mind."

In Las Vegas, Chef Daniel joined the Flamingo Hilton. "It was a big operation with 14 outlets, 3,500 rooms, 2,500 chefs. For me, it was a culture shock. From a cosy corner of Europe to Disneyworld." But what happened in Vegas didn't stay in Vegas. "I learnt about volumes and adapting to different cultures at a very young age and I still carry those lessons everywhere with me."

In a year and a half, Chef Daniel returned to Norway, working as head chefs in some restaurants. However, he felt there was some experience he was missing. "I had done volumes, I had done passion. Now I needed to do fine dining. So I went to Guide Michelin and started cold-calling Michelin-star restaurants. The chefs there would just laugh at me and tell me there's a long line of experienced chefs waiting to get in."

His big break came when he managed





It's been a long journey that started when I was just 15 years old but I've enjoyed every single minute of it

to get 3-Michelin star chef Michel Roux of London's Waterside Inn on the phone. Chef Michel initially repeated the same line about a long waiting list. "But I said I won't take no for an answer. I made a deal with him. I told him I'll pay for my flight and accommodation and work a weekend free at the restaurant. Then he can decide if I deserve the job or not." The tenacious man that he is, Chef Daniel bagged the job, jumping a queue of as many as 200 chefs. "First, I was picking herbs and later I became chef de partie for seafood. This is what made me realise I had a passion for seafood."

After Chef Michel, Chef Daniel found another great teacher in French 2-Michelin star chef Edouard Loubet when he joined the Le Moulin de Lourmarin in France. "Later, I returned to Norway with Gastronomisk Institutt AS – better known as the Culinary Institute of Norway. It's a prestigious institute that grooms top Norwegian chefs and Norway's national culinary team." Chef Daniel worked at the institute for a decade, training chefs for world competitions and promoting Norwegian cuisine.

Self-discovery was a pleasant outcome of this job. "I started to understand my strong and weak sides. Most of my colleagues there wanted to be world-class chefs and participate in competitions. That was not my strength. I was good at promoting things and being on TV and in media."

With experience in the entire spectrum of



the hospitality industry, Chef Daniel finally ventured out on his own with a business. "I have also done some TV shows, one in France with 40 million viewers. It's very satisfying - meeting so many people, talking about things I am passionate about, travelling, learning about cultures."

While wanderlust is an inherent part of his personality, Chef Daniel admits that it sometimes cuts into his family time. "I have an eight-year-old son and a two-year-old daughter. My lovely wife is very respectful of my job but I try to maintain a balance. Work and family are the two most important pillars of a good life. I believe that if you are happy at home, you will be happy at work too."

Chef Daniel likes the fact that open kitchens have brought chefs out of the backstage and given them a chance to interact directly with customers. He also favours a widespread rise in travel,

something that's making guests more aware of the authenticity of various cuisines. "People travel more today and they expect more. If they have eaten sushi in Japan, they will know if your sushi is as good or not. Today, chefs are not just chefs, they are scientists. They have to know what's the right temperature, the right consistency, what complements what, why what happens."

It's a complex environment that a chef operates in these days. But that's not necessarily a bad thing; it keeps a chef on his toes.

"At the end of the day, you are only as good as the last dish you put out," he finishes, summing up an entire profession in a heartbeat and running off to win his next battle.

Like the midnight sun, this Norwegian son refuses to go down.

Marketplace for award-winning food items now in the UAE

We speak to **Vasso Kousathana**, Managing Director & Founder, Award Deli, an ecommerce portal that specialises in award-winning food products for the discerning chefs...



Could you tell us a bit about Award Deli?

It is a unique concept and a global first, I believe. Only products that have won awards in international competitions are eligible for inclusion for sale on the Award Deli website.

We have set exceptionally high standards for the quality of service, and the shopping experience has to have a wide spectrum range which covers efficiency from ordering to delivery, ability for both online and telephone order and shopping experts to assist

and same day delivery. Our core value is totally customer-oriented.

We are online so all customers can easily access our unique range of products (as opposed to limited to a specific area if dealing with a retail shop).

The products are fairly priced which allows for a wider range of consumers to experience products of extremely high quality on a frequent basis.

We can categorically state that all Award

Deli products have received awards from high profile panels of industry experts including sommeliers, chefs, sous chefs and acknowledged gourmet experts.

What can you tell us about yourself?

I was born and raised in Athens, Greece and relocated to the UAE in 2008. On top of my extensive experience in the finance sector, I was involved in the hospitality business for many years and, therefore, always place special emphasis on customer service, supply chain management and customer satisfaction



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by putting the customer at the heart of every process. This is an integral part of the Award Deli ethos and one that I am very proud of.

How did you get involved in this business and why?

As a consumer with high demands, a mother and business person, I identified a gap in the market: customers in the multinational environment of UAE had to rely on word of mouth for the top shelf, so to speak, and their expectations were not always met. High quality products were hard to find and were overpriced. Like all parents I wanted to give my children and my whole family only the best and this is how the Award Deli idea was born.

With emphasis on a high quality of services on both pre and after sales and exceptional product quality, we made the decision to go for the outstanding and believe we have delivered with Award Deli.

How easy it so source award winning products that may be short on supply but high on demand since receiving recognition?

Good question. It is very challenging, as expected for any kind of work which demands such high standards. It is this challenge that I welcome since I believe this is what is making the difference and the finest is what we would like to offer to our customers.

While this sounds ideal for the retail consumers, can professional chefs take advantage of such an opportunity considering they buy in bulk?

Recognizing the particular needs of professional chefs we are already in discussions with our suppliers and considering alternatives to cover the specific area and be the first choice for the discerning.

We appreciate that some of the products may not be an efficient solution for "bulk buffet". However, for more special menus and chefs signature

dishes, we are the ideal choice, making Award Deli the place to visit.

I strongly believe that our products are the perfect fit for the unique culinary creations of professional Chefs.

Can you give us examples of the kind of products that are available in your online marketplace?

We have award-winning traditional products such as parmigiano, olive oil, rice, muesli, hand-made pastas, marmalades, tea, coffee, to name a few, for those who want the purity of their recipes maintained.

We also offer award-winning products with a twist, such as sea salt dark chocolate, beetroot ravioli, pecorino and honey tortellini, knot grass honey amongst many others that are both unique and certain to tantalize the tastebuds of food enthusiasts in the UAE.

Why did you launch Award Deli in the UAE?

The selection was analyzed carefully. Dubai fitted the bill. Perfect fit of our concept with what UAE and Dubai are offering: Only the best of everything without compromise.

From a financial perspective, Dubai currently boasts some of the best growth rates in several fields. The population is expected to grow in the coming years as we draw closer to 2020, and the government actively supports economic development and levels of income are good. People live the good life here in the UAE and we contribute to it.

How do you store your products for freshness and longevity?

We have very demanding parameters throughout the whole process. We have very high quality assurance standards and continually demand the freshest produce and we then ensure it must be of unquestionable quality. We also pay particular attention to hygienic and quality standards which are maintained throughout the whole production and

supply procedures from estates, family farms and artisan kitchens.

We have invested in storage facilities with ergonomic and personalized design, to ensure the highest quality and taste of our products is maintained. All the products are stored in cold rooms. Even ambient products are kept in room temperature's cold room.

What is the turnaround time from placing an order to receiving the food products for both customers and suppliers?

As far as suppliers are concerned it depends on type of cargo. We do have both air freight and sea freight and time differs significantly allowing us to cover all needs and product types.

Our stock control management allows us to continuously monitor our processes and enhance them to optimize the time required from ordering the products from our suppliers to importing and storing them in our facilities.

When it comes to individual customers, we do offer same day delivery 6-days per week.

What are your plans for Award Deli once this online marketplace takes off?

We are now in position to start entering the B2B area with the focus clearly on high end hotels, restaurants, catering services

In addition to this we will continue to enhance our existing offering by adding to our portfolio of products and ensuring that we are providing customers with the very best in each product category.

What are your expansion plans?

We do have ambitious expansion plans that include growth in the UAE and across the GCC over the coming years. But we are not taking this lightly. We take all our steps and ideas very seriously and examine thoroughly all plans, since we have to ensure that the highest standards set will be maintained because our products and our services are our value proposition and selling point.



THE GUILD MEET

Last month's Emirates Culinary Guild meeting was hosted by Chef **Ali Sayed** and his team from Hot Oven School of Creative Science Sharjah. The event saw a huge turnout of chefs as well as corporate partners, some of whom had the opportunity to talk about their products. Here are images from the event.

GREAT EXPECTATIONS

Record visitor turnout expected at SIAL Middle East 2015 as show reaps benefits of focus on global F&B innovation and trends

The sixth edition of SIAL Middle East, the region's fastest-growing professional trade exhibition for the food, beverages and hospitality industry, returns to Abu Dhabi this month and is expected to welcome a record turnout thanks to a new show format and 6,500 pre-registered visitors, an increase of 30% on 2014.

Held under the patronage of HH Sheikh Mansour Bin Zayed Al Nahyan, Deputy Prime Minister of the UAE, Minister of Presidential Affairs and Chairman of Abu Dhabi Food Control Authority, global food innovation and future trends will headline the agenda at this year's event, which takes place at Abu Dhabi National

Exhibition Centre (ADNEC) from 7-9 December 2015.

Speaking at the press conference, Ali Yousef Al Saad, Chairman of the organising committee for SIAL 2015 and Acting Director of Communications and Community Service Division at Abu Dhabi Food Control Authority (ADFCA), said:

"Innovation is at the heart of our industry, you only have to look at the wide variety of exhibitors showcasing their unique and captivating products to see the advancements this diverse and progressive industry is making.

"Our new-look line-up for this year

covers the full spectrum of issues linked to innovation and global food trends, including sustainable food consumption and organic trends, improving local sourcing, the rise of eat and tweet trends and fresh approaches to reducing waste from micro to macro levels."

Examples of products showcasing innovation is the Grower's Cup, by The Coffee Brewer – they have taken the traditional cup of coffee and developed an innovative way of packaging to enhance coffee on-the-go.

In summary, SIAL Middle East 2015 will feature over 900 exhibitors, buyers from 50 major airlines and 30 international pavilions underscoring the growth and



L-R HE Helal Mohamed Al Hameli, Deputy Director General, Abu Dhabi Chamber; Ali Yousef Al Saad, Chairman of the organising committee for SIAL 2015 and Acting Director of Communications and Community Service Division at Abu Dhabi Food Control Authority (ADFCA); Fadi Saad, Director, SIAL Middle East; Abdul Rahman Mohamed, Group Director – Commodities, Agthia.



Our new-look line-up for this year covers the full spectrum of issues linked to innovation and global food trends, including sustainable food consumption and organic trends, improving local sourcing, the rise of eat and tweet trends and fresh approaches to reducing waste from micro to macro levels

popularity of the event. The show opens with the inaugural, invitation-only SIAL World Summit, which is set to welcome over 700 delegates and 50+ high profile speakers.

OnBoard Catering at SIAL provides a definitive platform for the travel catering industry in the Middle East region, which is proving to be one of the fastest-growing aviation markets in the world.

According to Fadi Saad, Director, SIAL Middle East the number of passengers arriving at GCC airports is expected to reach 450 million by 2020 compared with just 144 million three years ago and 750 million in-flight meals are currently served by regional airlines each year.

"US\$ 86 billion is being spent by regional airports on expansion and Abu Dhabi, Dubai and Doha international airports, already have a combined annual capacity for 190 million passengers. It is this growth in passenger traffic that once added to accelerated global network plans, that is driving significant inflight catering service demand," he added.

A record number of entries has been received for the SIAL Innovation World Champions awards' showcase. Up from 142 entries in 2014 to 218 this year, a total of 113 products will compete in the final. The UAE has the fourth largest number of products selected, with India, Italy and France just ahead. The winners

from SIAL global events will join the line-up in another first for the exhibition.

Rounding out the show floor events, organised by the Emirates Culinary Guild of Abu Dhabi, in collaboration with the World Association of Chefs' Societies, La Cuisine by SIAL will feature 850 professional chefs competing for an array of culinary awards.

Finally, new this year is the inaugural Regional Barista Championship, organised in association with the International Coffee & Tea Festival. A total of 21 regional barista competitors will compete for the title of Best Regional Barista. A specially created Brew Bar will also showcase the latest innovations from the coffee world.

Humaid Matar Al Dhaheri, Acting Group CEO of Abu Dhabi National Exhibitions Company (ADNEC), said: "ADNEC is pleased to welcome back SIAL Middle East which has become an important annual event on our calendar. As the mega event is expected to draw the participation of hundreds of international delegates, we look forward to working with our strategic partners and the Abu Dhabi Food Control Authority to ensure a seamless experience for the organisers, exhibitors and delegates. We are confident that the exhibition will support Abu Dhabi's sustained efforts to emerge as an international hub for food, drink and hospitality industry."

15,000

Record breaking 15,000 visitors anticipated as pre-registration up 30%

900

900 exhibitors, 30 international pavilions

700

700 delegates and 50+ high profile speakers.

850

850 competing chefs

35%

35% increase in entries for SIAL product innovation awards

Salon Culinaire Jeddah

Jeddah saw its 2nd Salon Culinaire held under Reed Sonaidi Group and the Saudi Arabian Chefs Table from November 17-20. Endorsed by WACS, the competitions held across 24 categories saw many chefs participate in the static classes, live cooking and artistic classes.

All the international judges were certified by WACS and included the likes of Gert Kloetzke from Sweden, Uwe Micheel from UAE, Nikolay Baratov from Russia, Gerard Mendis from Sri Lanka, and Raman Khanna from India.

Local society chefs included Adrian Meyer of Albilad Hotel Jeddah, Yvan Marclay of Hilton Hotel Jeddah, Daniel Mayor of Crown Plaza Jeddah and Maher Naddaf of Moevenpick Ice-cream. Local Marshals included Mohammed Ezzeldine, Eva Marie Ramos, Hani Zain, Sultan Moghayr, Mahmoud Khalil and Mahmoud Sultan.

The entire event was organised by the Continental Director of WACS Africa



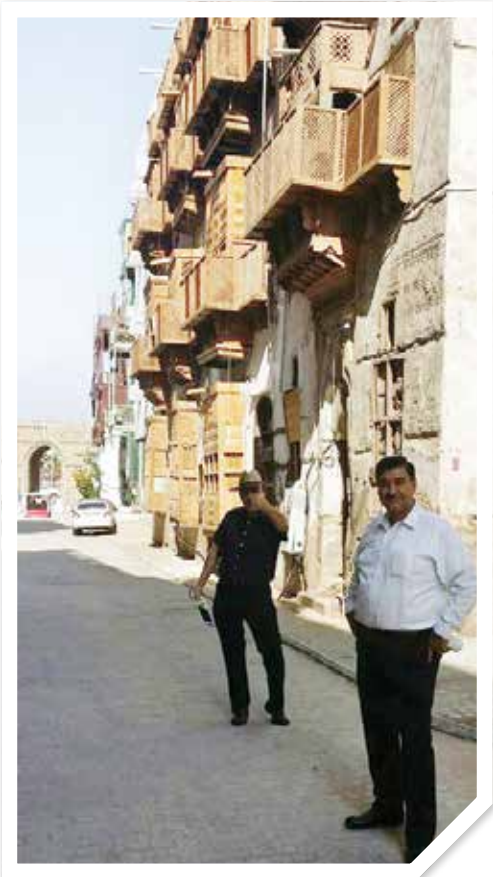
& Middle East Thomas A. Gugler in cooperation with Reed Sonaidi Group and Rony Haddad the Show Manager.

Winners took away a total of 6 Gold medals, 30 Silver medals, and 41 Bronze medals in addition to numerous Merit Certificates and token of appreciations.

Gert Kloetzke conducted a judges building seminar with 20 people who

have been nominated for the coming two years as rookie judges. The response was very good with the new rookies including Adrian Meyer, President Saudi Arabian Chefs Table Circle; Yasser Jad, President Saudi Arabian Chefs Association; Yvan Marclay, Vice President Saudi Arabian Chefs Table Circle, Senior SACTC Board Members Daniel Mayor, Maher Naddaf, Douglas Ellis and Junior SACTC Board Members.







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.
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.
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.

3. Edible media may be used, singly or in mixed media.
4. Written description required.
5. Maximum area w90 x d75cm.
6. Maximum height 90cm (including base or socle).

Class 05: Baked Goods and Baked Bread Showpiece

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

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

Class 06: Petites Four & Pralines

1. Exhibit six varieties.
2. Six pieces of each variety (36 pieces total) plus one extra piece of each variety on a separate small platter for judges' tasting. each piece to weight between 8-12grams)
3. Freestyle presentation and theme
4. Present the exhibit to include a

small showpiece.

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

Artistic Displays

Class 07: Chocolate Carving Showpiece

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

Class 08: Fruit & Vegetable Carving Showpiece.

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

Class 09: Open Showpiece (Free Style Showpiece)

1. Freestyle presentation.
2. Only showpieces made of edible food material will be accepted for adjudication.
3. Frames and wires support are allowed but must not be exposed.
4. Maximum area w90 cm x d75 cm.
5. Maximum height 75 cm. (including base or socle).
6. Special note: To enhance the overall level of competition and to aid competitors to demonstrate superior modeling skills, it is permitted to use, frames and

supports

.i.e. Styrofoam support must not pre-molded and simply sprayed, a round cylinder to form the base of a body is permitted, and under no circumstances will pre-carved detailed Styrofoam of any other media be permitted. If the judging committee deems that the finishing has been aided by excessive excessive moulding work it may not be judged.

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

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

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

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



8. Eight pieces should correspond to one portion.
9. 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. 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 December 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.

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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.



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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.

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The largest body that speaks for this group of Chefs is The Emirates Culinary Guild (ECG).
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- ▶ Circulated at top regional and international culinary events

WHO READS IT?

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Work Address:	Tel:	
Web Address:	Email:	
Telephone Office:	Professional Title:	
Fax Office:	Type of Membership Required: (Please tick one)	
Tel. Home:	Corporate <input type="checkbox"/>	Senior Renewal <input type="checkbox"/>
Fax Home:	Senior <input type="checkbox"/>	Junior <input type="checkbox"/>
Email:		

Declaration to be Signed by all Applicants

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

Signed:.....

Proposed By:

Sig:.....

Seconded By:

Sig:.....

FOR OFFICIAL USE ONLY

Remarks:

Payment received?

Certificate Given.

Pin Given.

Medal & Collar Given

Approved

Approved

President.....

Chairman.....

Fees:

Young Member: Junior members will receive a certificate.

Senior Members: Above the rank of chef de partie (or senior chef de partie on executive chef's recommendation).

Dhs.350/=joining. Includes certificate; member-pin, member medal and ECG ceremonial collar. Dhs.

150/=per year thereafter.

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Corporate Member Dhs. 20,000 per year

THE POWER OF YOUR VOICE

"When the whole world is silent, even one voice becomes powerful" — Malala Yousafzai



MORE THAN A CHEF
ROHIT BASSI

Many years ago the public imagined chefs to be sophisticated with French accents, simply considered a cut above the rest.

Enters Gordon Ramsay on the scene with the documentary "Boiling Point," which highlighted his rages in the kitchen. Then you have the loving Jamie Oliver who is the complete opposite when it comes to how he talks with his staff and students.

We need to understand that the voice is a powerful tool. Our voice can easily communicate the wrong message to the other person. This wrong use of the voice combined with unfriendly words and body language can make the situation uncomfortable, and in a number of cases unbearable.

So, it is extremely important to remember when interacting with people "It's not just what you say, it's how you say it!" which makes the difference.

There are three secrets to having a quality voice, these being:

1. **Pitch Power** – When your pitch is high it often informs the person you are anxious or upset. You may come across as unfriendly and are unaware of how to behave with others. A medium pitch comes across as more serious and authoritative. Great to have but some people may see it as being autocratic and rigid. Be careful, a

smile will help here. A low pitch could make the other person feel you lack confidence and may not trust you.

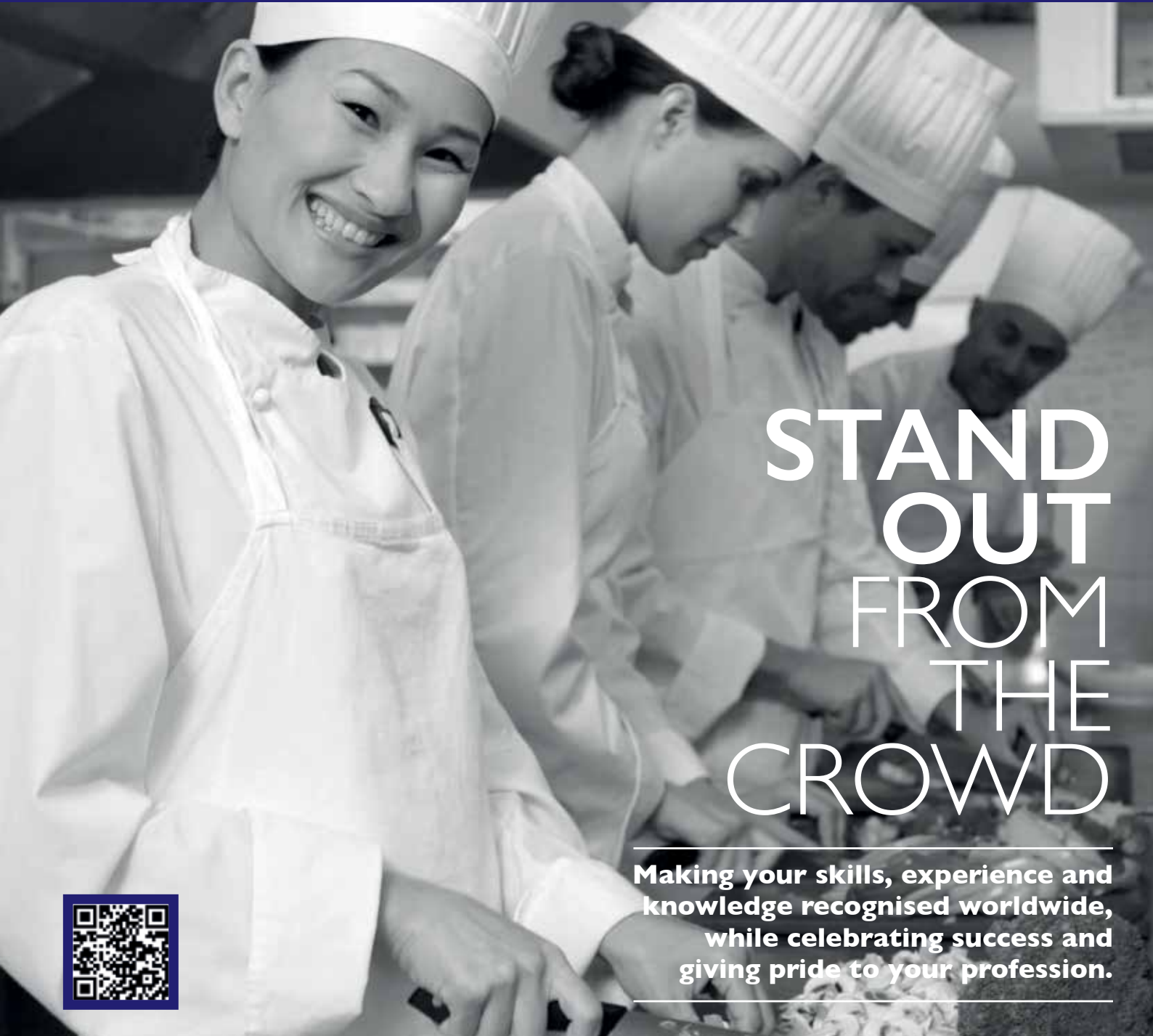
2. **Tone Truth**- I have often heard my close friend say to me in anger "I don't like that tone of voice!". This basically refers to the combination of various pitches being used to set a scene or a mood. Listening to the tone of the voice you are able to envisage whether you are friendly or unfriendly. In essence they portray your feelings.
3. **Speed Strength** – When someone speaks as fast as a speeding train it is extremely difficult to understand him or her. This will especially make the other person feel you are anxious and in a rush. While someone who speaks at a moderate pace it certainly is easier to comprehend him or her. Speaking very slow will surely make the other person lose interest and many a times the other person will believe what you are saying is not at all important.

Our voice tends to mirror our inner feelings and great caution is advised on how you use your voice. Remember when your voice comes across as annoyed; impatient, or condescending, the listening party could easily get difficult with you.

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



Words mean more than what is set down on paper. It takes the human voice to infuse them with deeper meaning.
— Maya Angelou



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