

## FREEKEH, A LEBANESE SUPERFOOD?



According to celebrity chef Joe Barza, freekeh is turning into a true superfood. Its taste and smoky flavor, its color and versatility, all contribute to making it a rising star. Freekeh can be used in cold and hot dishes, as well as in main courses and desserts. It also has various health benefits, and is available all year long. Barza said that a large number of countries have already started incorporating freekeh dishes in their offerings. These include Spain, France, Portugal, USA, Canada and Latin America. Many believe that this ingredient would be part of international dishes, similar to the way quinoa made its way into various cuisines. "It is all about the marketing of the product," said Barza. "We have to do our best to promote it. Personally, I can say that I will be promoting freekeh in the World Summit happening in Monaco, just like I did with Ferra Andrea in Alicante." On your menu, the best freekeh dishes would be Freekeh Mehchi, Freekeh with Kharouf and Freekeh Salad.

[joebarza.com](http://joebarza.com)



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## THOMAS GUGLER LEADS WORLDCHEFS

Executive Master Chef, Thomas Gugler, corporate director of all kitchens at Arabian Food Supplies (AFS) in KSA, was elected as the president of the World Association of Chefs Societies (Worldchefs) for the coming four-year mandate, with a first mission to have one ambassador from each member country. Performance reports which will trace all activities and achievements of all boards comes next.

"I am sure that the entire region will benefit from this title, as I am aware of the various problems and difficulties in the area, as well as the needs and required support. With dedication and a close view, the region can bloom, more and more," he said.

Supporting young chefs to preserve rural cooking techniques, to grow the entire Worldchefs organization and to build bridges for communication in between all member countries, are also on Gugler's priority list. The main challenges would be uniting chefs worldwide and to set standards which apply internationally. Gugler believes it is crucial to further orient young chefs in regards to proper education. "We need global standards regarding schooling systems, to let them focus on both theoretical and practical courses," he explained. The entire Worldchefs team is already working on active committees, to establish a well-connected marketing and PR committee. Gugler also highlighted the importance of having a Cultural Heritage and Ethnic Cooking Committee for the promotion of local cuisines, with female representation in all committees.

[worldchefs.org](http://worldchefs.org)



## NEW EMIRATI COOK BOOK

Chef Uwe Micheel, director of kitchens of Radisson Blu Hotel, Dubai Deira Creek, and president of the Emirates Culinary Guild, has recently released his cook book, 'Flavours of Dubai'. The book combines traditional Emirati recipes and modern cuisine, using local produce.

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