

Celebrity chefs reveal their 2012 food trends

With the New Year just around the corner, we asked chefs to predict both what they would like to cook and what they thought people would want to eat. Here is what they said



Chef Sylvain Arthus

The 2012 kitchen will be lighter with less cream, butter and fat and more broth and juice, simplicity and freshness being key. **La Table D'Alfred** head chef.



Chef Joe Barza

The world is returning to slow food rather than fast food. With all the publicity on the impact of what we eat on our health, customers are asking more and more for their food to be cooked and not just merely assembled. Today the focus is on home cooking. This shift in consumer perception and behavior should be noted and observed closely. **Joe Barza Culinary consultancy** founding partner/consultant chef.



Chef Samaan Helal

2012 will be mostly about adventure

Cooking is becoming more and more refined. The choice of produce and the mix of flavors are more important than the technique in itself. Chefs are paying a lot of attention to which suppliers they are working with. Biodynamics, a philosophy that aims to respect nature as a whole, is nowadays very popular. **Mirazur** restaurant executive chef.



Chef Fabrice Danniell

The most important trend will be healthy eating, with more vegetables instead of red meat. Healthy is not limited to preparation methods but will go all the way to the origins and sourcing of ingredients. As consumers always look for new things to try and new tastes to experience, there will be a rise of multicultural and multi-ethnic ingredient combinations to create new fusion recipes. **Le Cordon Bleu Dusit Culinary School** Bangkok executive chef.



Chef Angelo Sultano

Cuisine is it's own territory and the trend is the chef's creativity.

upscale whereby the products offered are more sophisticated and geared towards a specific target clientele. Also in 2012, food outlets will become specialties' outlets; we are seeing smaller, more specialized dishes, served in a relaxed and comfortable setting. Live cooking remains an important trend and will continue. Open kitchens are popping up everywhere and customers are very responsive to them. **Le Notre Paris Kuwait & MMC Catering** culinary development consultant and executive chef.



Chef Thomas Gügler

The 2012 food trends will be for regionally prepared food, as well as items purchased and selected from the local market. This together with selected food components, which consumers experience on their travels, better known as exotic foods, will be required more and more due to the global opening of markets. And, of course, the near future will bring us all the forgotten food treasures, which our parents and grandparents used to cook. **Saudi Arabian Airlines** catering division head chef.



Chef Jacques Rossel

In general clients are still very nervous after quality. However, food safety is also becoming an important issue and it will be part of any food trend whatever it may be. Guests are becoming aware of food safety, are more and more demanding in terms of hygiene. It is the responsibility of any food establishment to ensure the food being served is safe. Having said that, generosity, using excellent quality ingredients, simple

The trend will be for the sublime produce that does not hide behind multitude of artifacts. The search will be on to find varieties of the best tastes, which are now often sacrificed to productivity. If you eat a carrot dish, the main taste should be the carrot, not the onion or the shallot. 2012 will be the year of natural flavor of ingredients. **Wendell** Bread Contest ambassador/founder.



Chef Pierre Marin

For the coming year cuisine should be inventive while respecting the classic basis with quality produce. Inspiration by molecular cooking in moderation: it's a very precise cuisine for curious people and not for everybody. Easy to use ingredients should be avoided. There should be a standardized taste and a saturated with preservatives. Organic produce, meat and fish are traceable and vegetables that are not from intensive production are in demand, as is regional produce guarantee freshness. **Auberge** Martine owner.



Chef Angelo Sultano

Duomo Restaurant owner.

IN BRIEF

The SPA **Phoenicia Hotel Beirut** launched iLA their new signature product that provides and maintains well-being to body and soul. Angelika Ferner, iLA expert, who came specially from Switzerland for the occasion, gave a detailed presentation on how the treatments will positively energize body and mind.

phoenicia-ic.com

The fifth edition of the **Gelato World Cup** is on the way and will take place from 21 to 24 January 2012 at the Rimini Exhibition Center. Teams from all over the world are getting ready to compete with their international peers from 13 countries. This year's theme is *The Gifts of the Land and Sea*. gelateriadipiazza.com

The first shisha sommelier for **Dubai's Ritz Carlton**. An expert will offer guests a specialized menu of shisha flavors based on their personal preference, or paired to complement their selection of food and beverage. Guests can even have a unique shisha blended for them and have the recipe noted for their next visit to the property. ritzcarlton.com

Beirut 365 is the first Gift Book on the Lebanese market that enables you to enjoy exclusive privileges in the most happening restaurants, pubs, and clubs in town. It also includes winter and summer resorts, spas, sports and outdoor activities with over 200 exclusive gifts worth more than 5,000 USD in value. The limited edition of Beirut 365 will be available at major bookstores beginning of 2012.

Lebanon Awards

Lebanese star chefs honored



Joe Barza

The hospitality branch of the American University of Technology (AUT) celebrated star Lebanese chefs during a

ceremony in November under the auspices of H.E. Fadi Abboud, minister of tourism, Lebanon.

Marcel Hnein, AUT Vice-President of foreign affairs, honored nine Lebanese chefs

for their achievements during the ceremony. In her speech, the AUT president Ghada Sakr Hnein



Philippe Massoud

thanked the chefs for their efforts and their international achievements and invited her students to follow their lead. Minister

Abboud insisted on the importance of Lebanese cuisine and expressed a need for culinary



Samer Hallab

tourism. Chef Iskandar Abagi was honored with the Excellence in Catering Award, Chef Elias Abou Samra received the Lifetime Achievement Award, while Chef Charles Azar was awarded the Pastry Chef Excellence Award and Nazira Haddad Bitar the Excellence in Catering Entrepreneurship Award. Samer Hallab received the Excellence in Oriental Sweets Award, as Chef Clovis Khoury was



Nazira Bitar

honored with the Recognition for First Michelin Star Award and Chef Greg Maalouf was recognized with the Ambassador of Modern Lebanese Cuisine Award. Finally, the Award for National Culinary Heritage was given to



Charles Azar

Chef Philippe Massoud and a special tribute was paid to Chef Joe Barza who received the Innovative Advocate of New Lebanese Cuisine Award. For the honored chefs it was not only about being recognized for their talents, creativity and achievement it was also about being valued. The ceremony was followed by a reception where chefs were able to mingle with students and the attendees and share their stories.



Greg Maalouf

In a final word, Chef Barza reminded the public that there was a time where the chef métier was shameful and they are all glad that their effort paid off and revealed what a wonderful artistic profession it is.



Iskandar Abagi

agricultural and national economy since it's creating job opportunities and is contributing to the development of tourism related to the wine industry", stated Pharaon during his speech.

aut.edu

Lebanon Vinifest

In celebration of wine

The 4th edition of its annual wine festival, Vinifest took place at the Beirut Hippodrome in November under the patronage of deputy and former Minister Michel Pharaon, with the partnership of HSBC Bank and the participation of the

producers and 40 exhibitors who offered to the public the opportunity to see their best products, all made in Lebanon. Many new wines were discovered by the public, which included wine professionals and individual wine institutions.

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The Hospitality News Middle East team wishes all its readers a double dose of health and happiness topped with loads of good fortune. And may each day of the coming year bring many reasons for celebration. We would also like to thank you all for your continued support, especially the Sursock Palace where the cover photo was taken. Have a great year ahead!

- 1 Dany Khairallah, Riviera Hotel - 2 Eric Sinning, Relais Foch - 3 Mohamed Zaghal, Relais Foch - 4 Nazira Bitar, Nazira Catering - 5 Marleine Matar, Cooking Courses - 6 Rudy Rizk, Prunelle - 7 Anne-Marie Bassouil - 8 Lionel Pellé, Cannelle Pastry Shop - 9 Brody White, Burgundy Restaurant - 10 Rabih Fouany, Phoenicia Hotel Beirut - 11 Raymond Abi Saad, Ecafe Sursoc - 12 Charles Azar, Four Seasons Hotel Beirut - 13 Mohamed Ourad, Momo Restaurant - 14 Abdallah Khodr, Le Gray Beirut Hotel - 15 Sassine Toufic, Al Sultan Ibrahim Restaurant - 16 Damien Deslandes, Faqra Catering - 17 Jamal Chewich, Sky Management - 18 Elie Saleh, Sofil Catering - 19 Jean Nassar, Blends - 20 Mohammad Darwich, Blends - 21 Jean Makhoul, Gefinor Rotana Hotel - 22 Chadi Zeitouni, Future TV - 23 Souheil Ghazal, Le Royal Beirut - 24 Naim Zoughaib, Metropolitan Palace Hotel - 25 Michel Nassar, Sofil Catering - 26 Richard Khoury, New TV - 27 Jihad Nohra, Aziz s.a.r.l - 28 Patrick Burat, Casino Du Liban - 29 Sylvain Arthus, La Table D'Alfred - 30 Jean-Baptiste Priolet, Boubess Group - 31 Jerome Serres, U Bay Restaurants & Club - 32 Jacques Rossel, Phoenicia Hotel Beirut - 33 Elmer Garganta, Shogun Restaurant - 34 Fadi Bitar, Balthus Restaurant - 35 Athanasios Tommy Kargatzidis, Ant Ventures Holding - 36 Gerard Herve, Rikky's Restaurant - 37 Stephane Loison - 38 Maroun Chedid, Medi Resto s.a.l - 39 Massimiliano Bugliosi, Phoenicia Hotel Beirut - 40 Nicolas Offredi, Albergo Hotel - 41 Kelly Jackson, Le Gray Beirut Hotel - 42 Georges El Murr, Le Bristol Hotel - 43 Sophie Tabet, Chez Sophie Restaurant - 44 Jihad Khoury, Semsom Restaurant - 45 Jacques Poulain, Phoenicia Hotel Beirut - 46 Rémy Lefebvre, La Maison Du Cavalier Restaurant - 47 Charbel Hamam, Sineco - Al Balad Restaurant - 48 Fadi Younis, USM Catering - 49 Hanna Khalil, Le Meilleur Pastry Shop - 50 Joe Barza, Joe Barza Culinary Consultancy - 51 Roberto Bullian, Basilio Restaurant - 52 Elias Khoury, Casino Mhanna Restaurant - 53 Iskander Abadi, C&M Mouth Cuisine - 54 Giacomo Gottrando, Eau



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