

# FUTURE MENUS

TOP GLOBAL TRENDS 2024



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# EXECUTIVE SUMMARY

How to serve more with less is the big ask of chefs today. Diners are hungrier than ever for unforgettable dining experiences – delicious food, drinks and entertainment. However, the ability to satisfy these demands is getting tougher as the price of ingredients, labor shortages and the cost of doing business continue to soar. This requires doing things in a new way to deliver top dishes that excite, with chefs' creative skills still at the core. Staying on top of menu trends is key but it's a big undertaking, particularly in this digitally-inspired world where trends on social media develop and decline at lightning speed.

That's where the UFS Future Menus 2024 Food Trends report comes in. Countless hours of detailed research by experts in the foodservice industry, coupled with input from more than 1,600 chefs in 21 countries across the globe, have gone into identifying the biggest menu trends. A lot has changed in the 12 months since the inaugural edition was published. Information on the trends has been refined and updated.

We see evolution in all the trends but three are growing at pace.

- 1 Flavor Shock** is about having a respectful disrespect for familiar flavors by tearing up the rule book and delivering on diners' raw excitement for exploding experiences. They want wild fusion, chaos cooking and a no-holds-barred approach to the dishes they see on the menu.
- The **Plant-Powered Protein** trend offers a big opportunity to satisfy guests' hunger for chef-created and chef-inspired dishes in this space. People are seeking new culinary experiences that revolve around plant-rich proteins such as beans, pulses, legumes and vegetables.
- Local Abundance** is about celebrating local produce and staying close to nature. Over three quarters (77%) of Gen Z diners and 70% of Baby Boomers are willing to pay more for dishes with locally sourced ingredients.
- Low-Waste Menus:** maximizing resources through creativity. Research tells us increasing profitability is the main reason why chefs embrace this trend, while 54% do so to be more sustainable.
- Irresistible Vegetables:** almost half of all chefs see this trend as a way to offer new and interesting dishes. It's also a tasty way to attract new diners and stand out from the competition. More inspiration is the order of the day and is provided in this report.
- Modernized Comfort Food:** continues to meet demand for classics with a twist and delivers authentic dishes.
- Feel-Good Food:** exploring new cuisines to satisfy the appetite for wholesome dining.
- The New Sharing** is about attracting more guests to enjoy bonding over food that's good for the soul.

Meanwhile, a big space remains at the table for two other popular trends – **Low-Waste Menus** and **Irresistible Vegetables**. Both are highly relevant for today's high-cost environment and the big shift towards flexitarianism. In fact, 42% of diners are now flexitarian, representing one of the fastest growing dietary trends today.

So what now? It's time to put the trends into action. Incorporating them into menus is simple and just a few clicks away, thanks to the report's user-friendly design – useful resources like recipes, techniques, and tips are provided along with links to short online demos and trainings, further dish inspiration, ingredients, UFS product hacks, and cost-efficient applications. Dive in!



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### Recipe Key:



**Plant-Forward Recipe:**  
Recipes with at least 80%  
ingredients from plant sources.



**Time-Saving Recipe**



**Recipe Contains Allergens**

All the recipes have been developed considering the nutritional quality of ingredients through better techniques and/or alternatives wherever possible.

Costs per portion were estimated by local chefs and converted into euros. Note that with unpredictable price fluctuations, these costs may vary.





“In the ever-changing global landscape, staying ahead of trends is crucial for any chef or food industry professional.”

## FOREWORD

Words by

By Chef Joanne Limonco-Gendrano  
– Executive Chef of Unilever Food  
Solutions Arabia and the Islands

In the everchanging global landscape, staying ahead of trends is crucial for any chef or food industry professional. This year's Future Menus report has been meticulously crafted and aims to help you navigate the unpredictable changes happening in the food scene globally. To ensure that this is relevant locally, we have collaborated with chefs from diverse operational backgrounds across region, gathering their unique interpretation of these trends.

This report also delves into the preferences of the Gen Z diners as they begin to have more influence in the dynamics of decision making when eating out. We have also included articles and interviews with key figures in the industry, offering their perspectives on the trends and how they are reacting and adapting to these changes.

As the food scene continues to evolve, we hope that this report will inspire you with ideas on how to stay ahead. Rest assured, with over 250 professional UFS chefs globally, we will always be on the lookout for trends and solutions to help you get prepped for tomorrow.



#Prepped for tomorrow





# FLAVOR



# SHOCK



## *No Rules Experience*

In all aspects of life, we're demanding bigger, better, more vibrant experiences that we won't forget – and why should the food we eat be any different?

We're in an era of **sensory overload**, and it's time to lean into that. Diners are keen to see chefs tear up the rulebook and experiment more, using authentic Mexican sauces like salsa poblana to create modern burgers, for example. They want wild fusion, chaos cooking and a **no-holds-barred** approach to the dishes they see on the menu.

The future of dining is about seeing food as a form of **escapism**, a vision that is achieved through the need to surprise and challenge diners with sensorial dishes that are designed to delight.





# GEN Z'S *Love* AFFAIR WITH SPICY AND GLOBAL CUISINE

Words by  
Culinary Consultant and  
Food Writer, Courtney Brandt

**Gen Z, officially the generation born between the mid-1990s and the early 2010s, is a digitally native and socially conscious group making its mark on the F&B industry. Their dining habits and preferences are not just different but unique. Overall, there is a desire for health, adventure, and environmental responsibility. However, let's delve into some of the key Gen Z food trends shaping the future of what we eat (and why that's a good thing).**

## Dining with a Conscience

Gen Z is an environmentally conscious group and expects the same from the food industry. Sustainable sourcing, eco-friendly packaging, and reducing food waste are all priorities for this generation. In the same category, driven by a desire for health and environmental responsibility, this generation is leading the charge toward a more plant-based diet. Within this age group is a growing demand for innovative meat and dairy alternatives. From plant-based burgers that sizzle just like the real thing to oat milk lattes, Gen Z is embracing delicious and sustainable options, and the demand for plant-powered options is soaring. This trend includes supporting brands prioritizing sustainable practices, reducing food waste, and choosing locally sourced ingredients. Sustainability is a significant concern for Gen Z. Restaurants that prioritize eco-friendly practices and ethical sourcing are likelier to win their loyalty. Knowing where their food comes from and supporting local farmers is essential to this cohort.

## Adventurous Global Flavors

Gen Z's love for global flavors means that this group isn't just sticking to traditional cuisines but mixing and matching ingredients and

techniques from different cultures to create exciting fusion dishes. Think Korean tacos, sushi burritos, Indian-inspired pizza, kimchi mac and cheese, or churro-flavored ice cream. And how are these dishes gaining traction? Social media networks have exposed Gen Z to a range of exciting global cuisines. They are adventurous eaters seeking out authentic flavors from around the world. In addition, they are more open than previous generations to exploring unconventional ingredients and lesser-known cuisines. This curiosity and willingness to step outside their culinary comfort zone drive innovation and diversity in their food choices. They're not afraid to experiment with familiar flavors, adding unexpected ingredients or ethnic spices to create exciting flavor combinations. It's all about putting a modern spin on comfort food favorites.

## The Camera (Always) Eats First

Food presentation has become something of an art form for Gen Z. They're drawn to visually stunning, delicious, and social media-worthy dishes. Rainbow-colored smoothie bowls, elaborate milkshakes topped with all sorts of treats, and aesthetically plated brunch items are all the rage. While dining out (or in), food has become a way to connect, and Gen Z values communal dining experiences. Whether gathering for a potluck, hosting virtual cooking sessions with friends, or participating in food-related challenges on social media, they cherish the sense of community that food brings. While at home, with access to endless recipes and cooking tutorials online, Gen Z is getting creative in the kitchen. They're experimenting with homemade versions of their favorite restaurant dishes, crafting DIY snack boards for social gatherings, and even





trying food preservation techniques like pickling and fermenting. Finally, forget three square meals a day. Gen Z is all about snacking. Busy lifestyles and a preference for smaller, more frequent bites drive this trend. Snacking is a big part of Gen Z's eating habits. They're drawn to portable, convenient, and indulgent snacks offering quick pick-me-up during busy days. Snack subscription services, gourmet popcorn flavors, and trendy snack bars with unique ingredients are all in vogue.

#### Delivery is a...Do!

Ordering food online, using food delivery apps, and exploring virtual dining experiences are all part of Gen Z's tech-savvy approach to dining. They appreciate convenience, customization, and the ability to discover new eateries and cuisines with just a few taps on their smartphones. Gen Z will search for deals and discounts on delivery apps, and restaurants offering suitable portion sizes at reasonable prices will win their business. While they love a good treat, Gen Z is also interested in healthy eating. Delivery services that highlight fresh ingredients and healthy options will be more attractive. Finally, Gen Z values their time. They expect fast delivery and get impatient if things take too long. Restaurants that prioritize quick preparation and efficient delivery services will win their loyalty.

#### What This Means for Restaurants

To capture the Gen Z market, regional restaurants must adapt. This could mean becoming digitally savvy. Restaurants may put time into developing a user-friendly online ordering system and maintaining an active social media presence to connect with this social media-driven generation. It's up to chefs and kitchens to embrace diversity and innovation. They can offer a menu that caters to health-conscious preferences, with global flavors alongside local favorites. By



understanding these evolving dining habits, restaurants can position themselves for success in the age of Gen Z.

#### From One Gen Z Chef

Chef Solemann Haddad, the award-winning talent behind Moonrise and a member of Gen Z, brings a unique perspective from inside the kitchen. "People want one thing: they want to feel good. The job of restaurants now is not to wear a tie and give formal service. Their job is to make people feel good. There's an empathetic side to running a restaurant now; I think it requires a degree of emotional intelligence and adaptability in service. It can actually be very draining from the restaurant

Gen Z values their time. They expect fast delivery and get impatient if things take too long. Restaurants that prioritize quick preparation and efficient delivery services will win their loyalty.

side, but it's worth it when guests leave so happy. I feel people are not paying for food; they're paying to have a good time. Everything comes into play: the food must be amazing, the DNA of the restaurant, its essence must be consistent, and the service has to be friendly and personalized. You need a lot of experience to be able to have the agility to create the small moments that make going to restaurants such a special experience."

#### Conclusion

In conclusion, Gen Z's food trends reflect creativity, consciousness, and curiosity. From plant-based power to tech-savvy dining, this generation is shaping the future of food in exciting and meaningful ways. One thing is sure as they continue to influence food culture: their appetite for innovation and discovery knows no bounds. Gen Z's influence goes beyond just food choices. They're looking for an experience. Instagrammable dishes, interactive dining concepts, and restaurants that align with their social values are all part of the package. Gen Z is a powerful force in the food industry, shaping the future of what we eat. Their focus on health, adventure, and sustainability pushes the boundaries of culinary innovation and creates a more exciting and responsible food landscape.

"I feel people are not paying for food; they're paying to have a good time. Everything comes into play: the food must be amazing, the DNA of the restaurant, its essence must be consistent, and the service has to be friendly and personalized."

**Chef Solemann Haddad**





### *Salsa verde*

The key ingredients of this green sauce are garlic, onion, Serrano peppers, and coriander.

### *Encacahuatado*

Similar to a mole, the main ingredients in this recipe are peanut and pumpkin seeds, with some added spice from Guajillo and Chipotle chillies.

### *Salsa poblana*

Mild green poblano chillies, originally grown in the Mexican state of Puebla, are roasted or fried to make this sauce, which is delicious with chicken or pasta.

### *Salsa roja*

This red sauce forms part of Chilaquiles, a popular breakfast dish of fried corn tortillas, but you can also use it for tacos.

### *Mole rosa*

Dried chipotle, rose petals and spices including cloves, cumin and cinnamon are used in this sauce, which accompanies meat, chicken, fish, and octopus.

**MEXICAN  
SAUCE IDEAS**  
FOR MODERN BURGERS,  
PASTA, CHICKEN,  
AND MORE

With  
Chef Carlos Venegas, Mexico

Words by  
Ryan Cahill

For more Mexican recipe ideas,  
visit [unileverfoodsolutions.com.mx](https://unileverfoodsolutions.com.mx)





The concept of multiple *kushi* or skewers provides a perfect canvas for this trend, as it weaves together an array of textures and tastes in a single dish. This plant-forward recipe intertwines an assortment of flavors from the Middle East, crafting a delightfully unexpected combination that serves as an ideal appetizer.



## KUSHI PLATE

**Chef Joanne Limoanco-Gendrano, Arabia**  
 @hellochefjo

For Casual Independent Restaurants

### Ingredients (Serves 10)

#### Batter

2250 ml water  
 18 g xanthan gum  
 15 g Knorr Aromat  
 450 g rice flour  
 450 g tapioca flour

#### Vegetables

1000 g eggplant, peeled and sliced into 3" segments (1cm thick)  
 1000 g king oyster mushrooms, sliced into 1" segments horizontally, scored  
 50 g Knorr Aromat  
 30 g coriander powder

#### Miso Date Glaze

100 g white miso paste  
 200 ml date syrup  
 water, as needed

#### Chili Hollandaise

250 g Knorr Hollandaise Sauce  
 90 g Knorr Thai Sweet Chili Sauce  
 30 g gochujang  
 water, as needed

#### Tahini Dressing

200 g Hellmann's Vegan Mayo  
 100 g tahini  
 10g garlic cloves  
 2 g ground pepper  
 1 g salt  
 15 g lemon juice  
 30 ml cold water

#### Black Eggplant Kushiage with Tahini

600ml original batter  
 15g black charcoal powder  
 600g marinated eggplant  
 120ml tahini dressing  
 20g tobiko  
 30g chives, finely sliced

#### Tofu Kunafa

600g firm tofu, pressed overnight, sliced into 1.5-cm cubes  
 10g Knorr Aromat  
 3g crushed black pepper

3g coriander powder  
 600ml original batter  
 300g kataifi or kunafa dough  
 150ml miso date glaze  
 30g pistachio powder

#### Corn-Flaked Eggplant Kushiage with Chili Hollandaise

500g marinated eggplant  
 600ml original batter  
 300g corn flakes, crushed  
 250ml chili hollandaise  
 30g white sesame seeds, toasted  
 50g microgreens

#### Kaffir Chili Dust

5g kaffir lime leaves, dehydrated and grinded to powder  
 15g Knorr Lime Powder  
 7g chili powder  
 3g salt  
 10g white sugar

#### Corn Bomb

10g baking powder  
 50g cornstarch  
 50g tapioca flour  
 360g corn kernel (from fresh corn)  
 5g Knorr Aromat  
 2g black pepper  
 70g smoked cheese (cheddar, gouda - frico), grated  
 60g dried mango, finely chopped  
 water, as needed  
 120g Hellmann's Vegan Mayo  
 10g kaffir lime dust





**Method****Batter**

- To make the batter, place the water in a deep bowl. Use a hand blender to blend the water and add the xanthan gum while the equipment is running.
- Whisk in the Knorr Aromat, rice, and tapioca flour. Batter can be stored in the chiller until ready to use.

**Vegetables**

- Place the eggplant and mushrooms on separate trays.
- Season with Knorr Aromat, coriander powder, and pepper. Set aside until ready to use.

**Miso Date Glaze**

- Combine all ingredients in a saucepan. Heat to dissolve the miso.
- Taste and adjust seasoning. Add water to thin out as needed.

**Chili Hollandaise**

- Combine the ingredients together in a blender.
- Add a small amount of water if necessary.
- Place in a squeeze bottle or piping bag, chill until ready to use.

**Tahini Dressing**

- Combine the ingredients together in a blender.
- Place in a squeeze bottle or piping bag, chill until ready to use.

**Tofu Kunafa**

- Preheat the oil to 180°C.
- Season the diced tofu with Knorr Aromat, pepper, and coriander powder.
- Dip each seasoned, diced tofu with batter and coat with the kataifi strands.
- Deep-fry for 3-4 mins until golden brown and crispy.
- Place over a rack to drain off excess oil.
- Drizzle with miso date. Sprinkle with pistachio powder before serving.

**Black Eggplant Kushiage with Tahini**

- Preheat the oil to 180°C.
- Whisk together the charcoal powder and the batter.
- Coat each eggplant with batter. Deep-fry for 3-4 mins until the eggplant is crispy.
- Place over a rack to drain off excess oil.
- Pipe the tahini dressing on the surface of the fried eggplant. Garnish with tobiko and chives.

“Operators aim to differentiate their menus with unique flavor combinations and interactive dining experiences. This is especially challenging when creating plant-forward dishes for a market that predominantly prefers meat.”

**Chef Joanne Limoanco-Gendrano**

**King Mushroom “Scallops”**

- Skewer the scored and marinated mushrooms using bamboo sticks.
- Grill over medium heat.
- Take off the fire and brush with the miso date glaze.
- To serve, sprinkle each mushroom skewer with fried quinoa and bonito flakes.

**Kaffir Chili Dust**

- Place all ingredients in a bowl. Dry whisk to evenly combine.
- Place in an airtight container.

**Corn Bomb**

- Combine the flour, cornstarch and tapioca flour in a bowl. Dry whisk to combine.
- Combine the corn, Knorr Professional Aromat Seasoning Mix, pepper, grated cheese & dried mango in another bowl. Start by adding half of the flour mix and 30 ml of water. Mix with your hands to combine. If the mixture does not feel stick enough, gradually add more water.
- Heat oil to 170°C. Form the corn mixture into balls and insert a cube of cheese in the middle. If available, you can alternatively use a falafel press to form them into discs. The corn bombs can be set in the chiller before frying.
- Fry the corn bombs. Set them over a rack. Drizzle with Hellmann's Vegan Mayo and dust with Kaffir spice powder before serving.





# GRILLED SEABASS WITH CHOJANG BBQ SAUCE AND SALSA VERDE

By Chef Giovanni Ledon

@chefgloledon

## For Restaurants

Chef Giovanni Ledon is the culinary mastermind behind the innovative Japanese-Korean cuisine at Akira Back Dubai. Leading the kitchen since the restaurant's opening in 2019, Chef Ledon has garnered a reputation for his creative and daring flavor combinations. He draws inspiration from fresh, seasonal ingredients and extensive experience working in international kitchens.

## Ingredients

### For the Chojang BBQ sauce

60 ml gochujang (Korean chili paste)  
60 ml rice vinegar  
30 ml Knorr Professional Oyster Sauce  
30 ml raw honey  
30 ml lemon-lime soda  
1 small garlic clove  
3 g Knorr Professional Chicken Stock Powder  
5 ml Sesame oil

Add all ingredients to a blender and blend until smooth.

### For the salsa verde

25 g parsley  
25 g cilantro  
25 g fresh oregano  
10 g garlic  
2 g raw sugar  
20 g jalapeno  
25 g lemon juice  
90 ml extra virgin olive oil  
Salt & pepper to taste  
Add the parsley,

cilantro, oregano, garlic, sugar, jalapeno, and lemon juice to a blender.

Blend all ingredients and slowly add the olive oil, emulsifying the sauce.

Season with salt and pepper as needed.

Add the sauce to a squeeze bottle and keep chilled.

### For the pickled pearl onion

100 g rice vinegar  
50 g sugar  
25 g diced beetroot  
100 g pearl onion  
Bring the rice vinegar, sugar, and beetroot to a boil.  
Slice the pearl onions into 2mm rounds using a mandolin.  
In a small bowl, add the boiling vinegar mixture to the onions.  
Once cooled, store them in an airtight container in the chiller.





### Method

- 1 sea bass (deboned)
- Olive oil
- 1 fish grilling rack (if available)
- Chojang BBQ sauce (prepared)
- Salsa verde (prepared)
- Pickled pearl onion (prepared)
- Sliced radish (garnish)
- Micro coriander (garnish)

- Preheat your grill and fish grilling rack over high heat.
- Lightly coat the fish with olive oil and season with salt and pepper.
- Place the fish on the grill rack and cook with the skin side facing down.
- Once the skin has started to char a bit, flip it over and open the rack. Brush the skin side of the fish with an even coating of the Chojang BBQ sauce.
- Flip the fish and repeat the process.
- Once the fish is cooked on both sides and nicely glazed, remove it from the rack and plate it on the dish.
- Finish the dish with some dots of salsa verde and garnish with pearl onions, sliced radish, and micro coriander.





# KINGFISH CEVICHE

By Chef Gabriela Chamorro  
@girl.and.the.goose

## For Restaurants

Chef Gabriela is the creative force behind Girl and the Goose, a contemporary and popular supper club. Gabriela's passion for fresh, locally sourced ingredients shines through in every meticulously crafted dish, creating a vibrant tapestry of flavors that delight the senses. At Girl and the Goose, diners are treated to a unique gastronomic experience that blends traditional techniques with modern flair, all orchestrated under Gabriela's expert guidance.

## Ingredients

### For the ceviche

- 60 g kingfish maldon sea salt
- 70 g green coconut
- pepian corlander
- ress viola edible flower
- 20 g lychee sorbet

### For the Piplan verde base

- 1 tsp corlander seeds
- 1 tsp cumin seeds
- ½ tsp whole black peppercorn
- 20 g jalapeno chili
- 10 g garlic
- 20g lemongrass
- 15 g ginger
- 10 g shallots
- 5 g corlander roots
- 5 g fresh basil leaves
- kaffir lime zest
- 5 g pumpkin seeds

### For the lychee sorbet

- 1 kg lychee puree
- 30 g sugar (white)
- 20 g lime juice
- 70 g pro cream







## Method

### Pipian Base Preparation

- Start with the base. Roast the pumpkin, coriander seeds, cumin seeds, and black peppercorns in a dry pan over medium heat until fragrant.
- Once cooled, grind them into a fine powder using a spice grinder or mortar and pestle.
- Peel and chop the ginger, garlic, and shallots. Thinly slice the lemongrass, using only the lower tender part.
- Blend all ingredients (seedless chili) in a food processor until it forms a smooth paste.
- If the paste is too thick, add a tablespoon of vegetable oil.
- Once ready, transfer it to an airtight container and store it in the refrigerator.

### Lychee sorbet preparation

- Mix all ingredients at high speed.
- Let it rest for at least 8 hrs. in the fridge before churning the mix.
- Store the lychee sorbet in the freezer after it gets churned.



### Ceviche preparation:

- In a small mixing bowl, add kingfish and 0.4 tsp of salt. Mix well.
- Place the fish on a ceviche plate.
- Add a portion of green coconut piplan.
- Decorate with coriander cress and viola edible flowers.
- Add a scoop of lychee sorbet on top of the fish before serving.





# LOCAL

# ABUNDANCE

## *Celebrating Local*

Whether it's in the kitchen, among your customers or with business owners in the local area, the ability to embrace and celebrate **community** is at the heart of all successful restaurants.

If you're yet to establish your love of local, it's time to start building relationships with the farmers and growers near you. Combining two or more traditional components using local ingredients is a great way to create something new that looks refreshing on a plate.

The local links you cultivate will help you to create seasonal and local dishes that **excite** and **invigorate** the tastebuds of your diners. Home is where the heart is, after all!







## FRESH ON *Table*

With  
Founder and CEO, Mr. Atul Chopra  
Words by  
Courtney Brandt

**Fresh On Table (FOT) has been a catalyst for promoting** local farms and assisting in the UAE's food security mission. As a team, FOT is working towards its vision of completing the circular economy sustainability loop by recycling food and farm waste. They have a specialized team of agricultural experts who provide technical consultancy to farms, helping them grow products with specific requirements. They work to optimize consistency in yield and production by experimenting with various growing media and fertilizer formulations.

### Embracing Flexitarianism: Revolutionizing Local Produce Access in the UAE

The flexitarian lifestyle has recently surged in popularity, driving a significant shift in dietary habits worldwide. As more people adopt a flexible approach to their diet, incorporating both plant-based and occasional animal products, the demand for fresh, locally-grown produce has never been higher. Fresh On Table, a key player in promoting local farms and sustainability in the UAE, is at the forefront of this movement, making fresh vegetables more accessible to food operators and contributing to the country's food security mission.

Founder and CEO Mr. Atul Chopra said, "The rise of flexitarians—consumers who primarily follow a plant-based diet but occasionally eat meat—has somehow influenced our produce offerings. At Fresh On Table, we have responded to this trend by focusing on a wider variety of plant-based produce. This includes a diverse array of vegetables and fruits. We prioritize seasonal and locally grown vegetables and fruits to meet the demand for fresh, nutritious, and sustainable plant-based foods.

Fresh on Table also offers alternative proteins. We are in the process of expanding our range of plant-based proteins, such as legumes and plant-based meat alternatives, to cater to flexitarians seeking protein sources beyond traditional meat. Finally, organic produce is always available. Given the flexitarian interest in

health and sustainability, we offer a variety of organic produce and items grown using sustainable farming practices. To cater to responsible sourcing, we promote sustainably caught local fish, fresh chicken, and cage-free egg movement."

"To cater to responsible sourcing, we *promote sustainably* caught local fish, fresh chicken, and cage-free egg movement."

Founder and CEO, Mr.  
Atul Chopra







### Flexitarianism and Its Influence on Produce Offerings

The rise of flexitarianism has significantly influenced the types of produce offered to customers. With increasing consumers seeking fresh, locally sourced vegetables, Fresh on Table has tailored its offerings to meet this demand. By focusing on various vegetables that appeal to flexitarians, FOT ensures that food operators can provide their customers with high-quality, nutritious options. Opportunities in the growing flexitarian market are abundant. FOT has the opportunity to expand its product offerings by introducing specialty crops and lesser-known vegetables that align with flexitarian preferences.

### Connecting Chefs with Local Farmers

Fresh On Table's business model bridges the gap between local farmers and food operators, making it easier for chefs to access the best locally-grown produce in the country. FOT enables quick and efficient connections between farmers and food operators through its platform. This digital marketplace allows chefs to browse available produce, place orders, and communicate directly with farmers, streamlining the procurement process and ensuring that only the freshest ingredients reach their kitchens. Innovative practices and technologies are at the core of FOT's operations. By collaborating with farmers to implement sustainable farming techniques and advanced crop management

systems, FOT helps farmers manage their businesses more effectively. These innovations improve the quality and yield of produce and reduce waste and environmental impact, aligning with FOT's mission to complete the circular economy sustainability loop.

The seller panel platform streamlines the connection between farmers and food operators by digitizing and simplifying their interactions. With seamless communication, the platform provides a direct communication channel between farmers and Fresh on Table, facilitating quick and efficient information exchanges that are then communicated to HORECA partners.

The platform allows farmers to control pricing and manage their inventories efficiently, ensuring Fresh on Table access to up-to-date information about available products. The FOT platform simplifies the transaction process, enabling smoother and faster selling and reducing the administrative burden on farmers. At Fresh on Table, the company works with partner farms to help them develop certain SKUs according to the trends of HORECA and the fine-dining restaurant industry. Finally, FOT has recently launched Zahraa, which broadcasts farmers' daily pricing and demand trends.

Fresh On Table has revolutionized how local produce is accessed and consumed in the UAE. By promoting local farms, sustainability, and food security, FOT is helping to shape a more sustainable and resilient food system. As the flexitarian lifestyle continues to rise, Fresh on Table's commitment to connecting chefs with the best locally-grown produce positions it as a leader in the industry, driving innovation and sustainability for the future.



### Supporting Food Operators in a Competitive Market

In a challenging and competitive market, FOT's value-added platforms, such as a track-and-trace program and the carbon emission calculator, provide essential support to food operators. The track-and-trace system allows chefs to verify the origin and journey of their produce, ensuring transparency and trust in the supply chain. The carbon emission calculator helps food operators understand and reduce their environmental footprint, promoting more sustainable practices. FOT's seller platform also aids in cost management by optimizing the supply chain and lowering intermediaries, allowing chefs to source high-quality produce at competitive prices. This efficiency benefits food operators financially and supports local farmers by providing them with a direct and reliable market for their produce.





# STUFFED EGGPLANT WITH HAREESA, DATES AND LOCAL GHEE

By Chef Khalil Youssef  
@chefkhalilyoussef

For Hotels, restaurants and caterers

Traditionally made with local wheat, meat, and ghee, hareesa is a beloved dish in Saudi Arabia, especially during Ramadan and the pilgrimage season. The wheat and meat are often pounded into a mash. What it is lacking in visual presentation is made up by its densely packed nutritional value. In this recipe, Chef Khalil stuffed eggplant with hareesa and topped it with fried shredded lamb. The addition of local dates, walnuts, and pomegranate seeds not only adds texture but also provides a delightful contrast in flavor.

## Ingredients

- 800 g lamb shoulder, boneless
- 800 g hareesa or local wheat (can be substituted with pearly barley)
- 2 pcs bay leaves
- 1 pc cinnamon stick
- 5 pc cardamom, whole.
- 1 pinch nutmeg.
- 2 l water
- 30 g Knorr Chicken Stock Powder
- 10 pcs eggplant, medium size, sliced lengthwise into half, scored, and roasted.
- 300 g olive oil
- 60 g all-purpose flour
- 30 g cornstarch

## For Garnish

- 100 g dates molasses
- 100 g local ghee, warm
- 200 g walnuts, crushed and lightly toasted in ghee
- 400 g medjool dates, pitted and diced
- 200 g pomegranate seeds
- 50 g parsley leaves, finely chopped or micro cress.







While wheat is more common nationwide, barley hareesa might be more prevalent in specific regions of Saudi Arabia with a stronger focus on whole grains. Chicken can be used instead of lamb.



## Method

- In a large pressure pot, combine the wheat/pearl barley and the lamb. Add water, bay leaves, cinnamon sticks, black pepper, cardamom, nutmeg and **Knorr Chicken Powder**. Bring to a boil, then reduce heat and simmer for 2-3 hours, or until the wheat/ barley and meat are cooked through and the mixture has thickened. Adjust the amount of water depending on how thick you want the hareesa to be.
- Separate 200g of the lamb from the mixture. Let it cool down, then shred the lamb meat thinly.
- Heat olive oil in a small sauce pot. Combine the flour and cornstarch in a bowl. Toss the shredded lamb meat making sure that they are evenly coated.
- Deep-fry the shredded lamb until crispy. Transfer to a strainer over paper towels. Set aside until ready to use.
- Remove the bay leaves, cinnamon stick, and cardamom. Transfer the lamb and wheat/barley to a food processor. Puree the mixture until it reaches a smooth or slightly chunky consistency.
- Preheat the oven to 200C (400F). Line a baking sheet with parchment paper. Toss the eggplant halves eggplant with olive oil, salt, and pepper. Bake 20-25 minutes until the eggplant is tender and golden brown.
- To assemble the plate, spoon a small amount of the hareesa on the center of the plate. Arrange the roasted eggplant on top.
- Stuff the remaining hareesa inside the eggplant. Spread a layer of the fried shredded lamb on top.
- To garnish, drizzle with dates molasses, ghee and sprinkle with the toasted walnuts, dates and pomegranate seeds. Top with freshly chopped parsley or micro cress.





# ROASTED CAULIFLOWER SALAD AND BARBECUE GULF TIGER PRAWNS

By Chef Patricia Roig  
@patriciaroig



## For Restaurants

Chef Patricia draws inspiration from her travels and the diverse culinary traditions she encounters. Her time in Dubai has exposed her to Middle Eastern flavors and ingredients, which she seamlessly integrates into her cooking. She masterfully combines authentic Spanish dishes with contemporary techniques, creating a unique fusion that delights the senses. With mindfulness around sustainability, her dishes are known for their vibrant colors, bold flavors, and meticulous presentation, reflecting her dedication to excellence. For this particular dish, she says, "This is a recipe whose main ingredients are vegetables. Using the whole cauliflower with different elaborations, we reduced waste and put the entire ingredient on the table."

## Ingredients

### For the salad base

- 1 whole cauliflower
- 100 g sweet potato
- 80 g sweetcorn
- 100 g Hellman's Classic Mayonnaisse
- 4 g Knorr Lime Seasoning
- 20 ml lemon juice
- 20 g spring onions
- 5 g salt
- 20 ml extra virgin olive oil

### For the prawns

- 20 pieces gulf prawns
- 60 g Knorr Hickory BBQ Sauce
- 15 g lime juice
- 1gm chili flakes

### For the pickle

- 100 ml apple cider vinegar
- 100 ml water
- 35 g sugar
- 2 g salt

### Cauliflower base preparation

- 20 pieces Gulf prawns
- 60 g Knorr Hickory BBQ sauce
- 15gm lime juice
- 1gm chili flakes







## Method

### Cauliflower base preparation:

- Prepare the cauliflower by removing the stem and the leaves and keeping all of them on the side to be used later. Cut the cauliflower into small florets (bite-sized). Wash and drain before using.
- Put the cauliflower florets in an oven tray with olive oil, salt, and a pinch of black pepper. Roast in a preheated oven at 180C for 7 minutes; remove from the oven and reserve.
- Prepare the cauliflower leaves nicely by removing damaged parts and thinly slicing them across the grain. Reserve in a bowl.
- Make a pickle by boiling the water, vinegar, sugar, and salt until all the ingredients dissolve, and pour it while boiling over the cauliflower leaves.
- To finish with the cauliflower, grate the leftover stem and reserve it on the side. Using whole cauliflower is essential, as it will reduce waste to a minimum.
- Mix the **Hellman's classic mayonnaise** with lemon juice, **Knorr lime seasoning**, and extra virgin olive oil for the dressing in a separate bowl. This mixture will be used with the roasted cauliflower florets.
- Peel the sweet potato and cut it into small, diced pieces. Blanch in water and sauté until the outside is caramelized.

### Preparation (prawns)

- Marinate the prawns in the **Knorr Hickory BBQ sauce** and the lime juice.
- Stir-fry the prawns in a nonstick pan with a blast of olive oil until they have a nice brown color. Be careful not to burn the sauce; season at the end with chili flakes.



### To assemble

- Mix the cauliflower, sweet potato, and sweetcorn in a big bowl. Add the prepared **Hellmann's mayo & lime dressing** and gently toss the vegetables ensuring that they are all nicely covered. This process needs to be delicate so as not to break the vegetables.
- Spread the salad on a serving platter. This mix should be at room temperature, so keeping the vegetables in the fridge after preparing them is unnecessary.
- Stir-fry the prawns and spread them along the salad.
- To finish slightly, cover the salad with the grated cauliflower stem, top with finely chopped spring onions, and sprinkle the dish with a pinch of **Knorr lime seasoning**.





# LOW-WASTE MENUS



## *Maximizing Creativity*

Your leftover legumes are destined for a second life and your offcuts of oxtail are about to become something tasty, like the carrot top pesto created by Chef Brandon Collins. It's time to **push the boundaries** of your culinary creativity and turn your waste into a winning dish.

The rising cost of produce means that we need to be resourceful in order to reduce waste, whether that's using the whole ingredient to create more components or sharing excesses with other restaurants. Reducing waste is no longer just about sustainability, it's about **maximizing the potential of ingredients** and creating **unique food stories** that bring communities together.







## HOW TO GET *Creative* WITH WASTE

With  
Chef Brandon Collins  
Words by  
Ryan Cahill

"Waste" has always been a dirty word when it comes to food. Specifically, it conjures up images of rotting vegetable offcuts piled up at the bottom of the bin. In recent years, buzzwords like "upcycled" and "ugly foods" have helped to shift the negative narrative surrounding food waste, and chefs are embracing the idea of getting creative with would-be waste.

"Anything that you don't throw into the bin is going to *translate to dollars* on the plate."

**33%** of all food produced globally goes to waste<sup>3</sup>



With the cost of produce rising year-on-year, it's never been more important to make use of every last edible part of the ingredients we use. This is something Brandon Collins, Executive Chef for UFS North America, is passionate about. "Anything that you don't throw into the bin is going to translate to dollars on the plate," he explains. "Utilising would-be waste provides excitement for customers and also forces us chefs to be more creative and adventurous."


"One of the very first ways that I got into utilizing waste was thinking about the things that I knew were edible," Brandon shares. "Cores of cauliflower, broccoli stems, mundane things that we often throw out can be turned into soups. Or perhaps take those stems and slice and pickle them."

Brandon adds, "One of the things that I've done with banana peels is dice them really small, mix them with vinegar, sugar and a little bit of jalapeño and then use it over oysters. It became a cool mignonette sauce. Super simple, but it brought that beautiful fruitiness of the banana out."

**Chef Brandon Collins offers five tips on how to start your food upcycling journey.**

- 1 **Find the Perfect Pickle Brine**  
My top tip is to find a pickle brine that you love. Once you have a universal brine, you can pickle anything. You can ferment or pickle garlic, you can pickle cabbage, eggs, whatever you want!
- 2 **Do Your Research**  
One of my go-to books is *Surplus: The Food Waste Guide for Chefs* by Vojtech Věh. It's amazing and full of useful information.
- 3 **Eat Global**  
There are so many cuisines that are based on fermented food, preserved food or the utilization of waste. So start exploring!
- 4 **Look to the Past**  
If you look at historic recipes, they utilize everything. Looking back into the past can help propel us into the future and inspire us.
- 5 **Rethink Waste**  
Look at what you throw in the bin, or what you traditionally remove from an item and ask yourself if you actually have to remove it. Do I have to peel that carrot? Do I have to peel that banana? Are these things necessary for creating the dish or the flavor profile that I'm looking for? Nine times out of ten, leaving it on actually creates a better dish.





“There are so many dishes that can be easily adapted or tweaked. You just have to be creative.”

## LESS IS MORE: THE BENEFITS OF A SMALLER MENU

With  
**Chef Audrey Crone**

Words by  
**Herman Clay**

An increasing number of chefs and restaurateurs are realising the importance of data-driven decision making, especially in the face of challenges such as staff shortages. One effective strategy that is gaining momentum is the implementation of smaller menus.

It might seem counterintuitive, but simplifying it can help businesses look after the bottom line while ensuring the customer feels there is great choice on a smaller menu. And it's equally rewarding for those doing the actual cooking. “Having a smaller menu gives chefs more freedom to explore their creativity without having to compromise on quality or consistency,” says Audrey Crone, Executive Chef of UFS Ireland.

**70%** of operators believe this trend is set to grow<sup>4</sup>

Embracing the concept of a smaller menu can also lead to cost savings and a more sustainable operation. Audrey explains: “If you have a carefully curated, condensed menu, it makes it easier to manage inventory and minimize the amount of perishable items that go to waste.”

Enabling restaurants to optimize their pricing and profit margins is a big part of the appeal of smaller menus. But for Audrey, it all comes back to ensuring greater quality and consistency. “If you're able to reduce the amount of ingredients coming in the back door, then ultimately you're in a better position to deliver great food.”





# DETROIT STYLE FOCACCIA PIZZA

WITH NDUJA, CARROT AIOLI, CARROT TOP PESTO  
AND FERMENTED GARLIC CREAM

Chef Brandon Collins, North America

@chefbrandone

For Restaurants and chains

## Ingredients (Serves 4)

### Carrot Aioli

0.25 kg Hellmann's  
Real Mayonnalse

0.25 kg orange carrots,  
tops removed, rinsed,  
and reserved

28 g hot sauce

28 g vinegar,  
rice or white

Salt & pepper to taste

### Carrot Top Pesto

240 g carrot tops,  
blanched

120 g spinach,  
blanched  
zest from 1 pc lemon

56 g olive oil

56 ml canola or mild oil

1 pc avocado

225 g parmesan grated,  
reserve the rind

Salt & pepper, to taste

### Fermented Garlic Cream

12 pcs fermented  
garlic cloves, grated

1 l Heavy cream

1 pc parmesan rind  
salt & pepper, to taste

### Fermented Garlic

25 cloves garlic

472 g water

1.5 Tbsp kosher salt

1 tsp fennel seeds

3 pcs bay leaves

1 tsp dried oregano

### Focaccia Dough

560 g all-purpose flour

3 tsp Salt

2 tsp Instant Yeast

420 ml Lukewarm water

100 ml Extra Virgin

Olive oil

### Assembly

1 dough recipe

112 g low-moisture  
mozzarella, diced

112 g gouda, diced

112 g carrot aioli

25 g carrot top pesto

25 g garlic cream

150 g nduja or chorizo  
(Halal beef version)

One of the global top dishes with a high-fiber focaccia base, topped with a pesto made with carrot tops, carrot aioli, fermented garlic, and a kick of spice from Nduja.







"I recreated something familiar while using the whole ingredient. It's a combination of simple yet trending flavors on a recognizable vessel, utilizing fermentation as a way to preserve excesses in the kitchen."

Chef Brandon Collins



## Method

### Carrot Aioli

- Rinse carrots and toss with oil.
- Roast at 163°C until tender.
- Let it cool.
- Place all ingredients in a blender and puree until smooth. Set aside.

### Carrot Top Pesto

- Place all ingredients in a blender and puree until smooth.

### Fermented Garlic Cream

- Combine garlic and spices in a jar.
- Dissolve salt in water and pour over garlic herb mix.
- Let it set on the counter with a loose-fitting lid for 4 days.
- Seal and place in fridge until needed.

### Pizza Dough

- Combine the flour, yeast and salt in a bowl. Dry whisk to combine evenly.
- Add the water and 60ml of the olive oil to the mixture. Use a mixer with a dough hook or your hands to knead until it becomes a sticky dough.

- Transfer to a bowl and cover. Let it stand for 2 hours
- When the dough has doubled in size. Cover the bowl with a cling film. Refrigerate overnight.
- The following day, grease a 13x18 pan with the remaining olive oil. Gently transfer the dough into the pan and cover the with a cling film. Let it rest for another hour.
- Dip your hands with water or olive oil. Gently stretch the dough then reach the corners of pan while indenting it with holes using your 10 fingers. Be careful not to deflate the dough.
- Dough is now ready to be layered with the toppings.

### Assembly

- Preheat the oven to 204°C.
- Top dough with diced cheese, making sure to spread across the entire pan.
- Drizzle with garlic cream.
- Bake for 18 mins or until the dough is cooked through and the cheese is crispy on the sides.
- Place Nduja on top of the pizza and let it sit for 5 mins.
- Remove from the pan and drizzle over some carrot aioli and carrot top pesto.
- Cut into 4 pieces.







# KITCHEN KIMCHI AND KIMCHI PANCAKE WITH SPROUT SLAW

By Maher El-Tabchy

@maher.tab

## For Restaurants

Maher El-Tabchy is a passionate advocate for fermented foods and founder of Tabchilli, a Dubai-based company specializing in artisanal fermented products. Maher's interest in fermentation began in his childhood and has grown into a successful business creating hot sauces, kimchi, sauerkraut, and other fermented goods. Driven by a desire to promote gut health, reduce food waste, and embrace sustainable practices, Maher is a recognized expert who frequently leads workshops for both home cooks and professional chefs.

## Ingredients

### For the kimchi

1 kg cabbage or Chinese cabbage (chopped)  
2% sea salt  
100 g ugly carrot, julienned  
100 g green onions, chopped  
100 g bell pepper, thinly sliced  
200 g radish daikon  
2 cloves garlic, minced  
1 cm ginger, grated

2 tbsp Knorr Professional Tomato Powder  
2 tbsp Knorr Oyster Sauce  
2 tbsp Korean red chili flakes (Gochugaru) or Tabchilli fermented chili  
8 g tbsp sugar  
5 g rice flour

### For the kimchi pancake

1 cup chopped kimchi  
1/2 cup kimchi juice (or water)  
1/2 cup all-purpose flour  
1 pc egg, beaten  
1 green onion, chopped  
Vegetable oil for frying

### For the sprout slaw/pancake

1 cup mixed brussels sprouts  
1 pc lime, juiced and zested  
1 small cucumber, julienned  
1 tbsp rice vinegar  
2 tbsp sesame oil  
1 tsp Knorr oyster sauce  
1 tsp honey  
1 tsp sesame seeds  
Fleur de sel (to taste)





### Kimchi preparation:

- Start by salting the cabbage. Mix the chopped cabbage with sea salt in a large bowl. Add water and let sit for 1-2 hours. Rinse and drain well.
- To prepare kimchi paste, combine garlic, ginger, Knorr tomato powder, Knorr oyster sauce, chili, rice flour, and sugar in a small bowl.
- Finally, combine and pack. Mix the salted cabbage with carrot, green onions, bell pepper, cucumber, and kimchi paste.
- Pack into a jar, pressing down to remove air bubbles. Be sure to leave 1 inch of headspace.
- Finally, cover and ferment at room temperature for 6 days. Once the desired flavors are reached, transfer to the fridge.

### Pancake preparation:

- Start by mixing the batter. Combine kimchi, juice, flour, rice flour, egg, and green onion in a bowl. Mix well.
- Heat a thin layer of oil in a skillet over medium heat to cook the pancake. Pour in the batter and spread evenly. Cook for 3-4 minutes on each side until golden brown and crispy.

### Sprout slaw preparation:

- To prepare the sprouts, discard the outer layer of leaves from the sprouts. Finely slice the remaining parts.
- Mix the lime juice, zest, sesame oil, oyster sauce, and honey in a small bowl to make the dressing.
- Next, combine and season. Add the dressing to the sliced sprouts, ensuring they are well coated. Season to taste with fleur de sel.
- To finish, add sesame seeds for additional flavor.
- For serving, plate 1 or 2 pancakes with the slaw on top or side, garnishing with microleaves.







# BAKED BROKEN EGGS IN CURRIED ONION GRAVY

By Chef Ali Shaddique

@shiddiqueaway



## For Restaurants

Born and raised in Singapore, Chef Ali's passion for food stems from family meals that explore diverse cuisines. He honed his skills in Dubai, playing a key role in opening the successful 11 Woodfire before taking the helm at LOWE, a Green-starred Michelin restaurant. LOWE is a highly-rated restaurant in Dubai known for its innovative and globally inspired cuisine. The restaurant is located in the Al Barari neighborhood and offers a contemporary setting focusing on fresh, seasonal ingredients.



## Ingredients

### For the curried onion gravy:

200 ml coconut oil  
4 g mustard seed  
30 g ginger, peeled & minced  
30 g garlic, peeled & minced  
2 kg red onion, peeled & sliced  
1/2 kg Knorr Professional Tomato Pronto  
3 tbsp Kashmiri chili powder  
3 tbsp coriander powder  
1 tsp garam masala

1/4 tsp fennel powder  
1/2 tsp turmeric powder  
1 bunch curry leaves  
3 pcs eggs

### For the garnish:

Cashews, toasted, crushed, and strained  
Spring onion, sliced  
Coriander leaves, picked  
Curry leaves, fried  
Yogurt, strained overnight

## Method

- Start with the curried onion gravy ingredients. Heat the coconut oil, then add mustard seed, ginger and garlic.
- Add sliced onion and continue cooking until the onion is caramelized and soft.
- Add Knorr Professional Tomato Pronto and continue cooking until reduced.
- Add the remaining ingredients and cook down till dark and thick consistency.
- Set the mixture aside.
- Heat the oven to 180C.
- Next, heat some of the curried onion gravy in a pot and transfer it to oven-proof serving ware, such as a Dutch oven or casserole dish.
- Crack the eggs into the gravy.
- Place the casserole in the preheated oven and bake for about 5 minutes, depending on the required doneness of the eggs.
- Once baked, remove from oven and garnish with the remaining ingredients. Serve with your favorite bread on the side.





## BARAKAT *Low Waste*

With Managing Director at the Barakat Group of Companies,  
Mr. Kenneth D'Costa

Words by Courtney Brandt

**Delivering across the UAE, Barakat is an online grocery delivery service offering fruits, vegetables, and juices.** The company is a well-established supplier known for its fresh produce. Barakat is committed to engaging with the broader community and raising awareness about the importance of sustainability in the food industry. Through continued innovation and collaboration, Barakat aims to set new standards for low-waste practices and inspire others to join them in creating a greener future, all while offering healthy products.

### Barakat's Low-Waste and Sustainability Objectives: A Commitment to a Greener Future

In an era where environmental sustainability is paramount, Barakat has emerged as a leader in low-waste initiatives. With a steadfast commitment to reducing waste and promoting sustainable practices, Barakat has implemented various innovative solutions that benefit the environment and enhance operational efficiency. Managing Director at the Barakat Group of Companies, Mr. Kenneth D'Costa, says, "Innovation and sustainability are at the heart of our mission. We believe that responsible business practices benefit the environment and create a stronger connection with our community. Innovation remains at the core of our success. We continuously reinvest in brand reinforcement and differentiation, ensuring long-term growth alongside responsible business practices."

Many of our commitments align with the UAE's Vision 2023 and the spirit of COP28. We recognize our role in the local ecosystem and actively contribute to economic development, sustainability, and social well-being through ethical sourcing and responsible operations. Our strategic partnerships with farms in the United Arab Emirates help us reduce our carbon footprint, minimize waste, and provide our customers with the best of fresh. For example, the 100-Mile initiative is an innovative program aiming to source ingredients within a 100-mile radius, reducing transportation emissions and supporting local farmers. Our local growers follow the best sustainable practices, which include crop rotation, soil conservation, efficient water management, beekeeping, and more."



*"Our strategic partnerships with farms in the United Arab Emirates help us reduce our carbon footprint, minimize waste, and provide our customers with the Best of Fresh."*

**Mr. Kenneth D'Costa,**  
Managing Director at the  
Barakat Group of Companies



### Packaging Innovations and Low-Waste Development

A cornerstone of Barakat's sustainability efforts is its approach to packaging. Recognizing the significant environmental impact of traditional packaging materials, Barakat has developed eco-friendly alternatives that reduce waste and support recycling efforts. The packaging is designed to minimize plastic use, incorporating biodegradable and compostable materials wherever possible. This option reduces the amount of waste in landfills and encourages consumers to adopt more sustainable habits. The company has also invested in technologies and processes that optimize raw materials, ensuring that every part of the product is utilized efficiently.

### Reducing Waste in Production and Distribution

The team at Barakat has taken significant steps to reduce waste throughout its production and distribution processes. Implementing lean manufacturing principles has minimized waste at every stage of production. This includes optimizing production schedules to reduce overproduction, improving inventory management to prevent spoilage, and enhancing logistics to ensure products are transported efficiently and with minimal waste. Barakat has streamlined its production processes to maximize the utilization of fruits and vegetables. This includes optimizing cutting techniques to minimize trimmings and employing efficient juicing methods that extract maximum yield from each piece of produce. Additionally, Barakat has invested in energy-efficient technologies and practices, further reducing its environmental footprint. From utilizing renewable energy sources to implementing water-saving measures, the company is committed to sustainable production practices that align with its low-waste objectives. Recognizing that



cosmetic imperfections often lead to wastage, Barakat regularly uses 'ugly' or imperfect fruits and vegetables. These items are perfectly nutritious but may be overlooked by consumers due to supermarket appearance standards.

### Supporting Food Service Customers in Managing Food Waste

Barakat extends its low-waste initiatives to its food service customers, providing them with tools and resources to manage food waste effectively. The company offers training programs and workshops to educate chefs and food service operators on best practices for reducing kitchen waste. This includes techniques for proper food storage, portion control, and creative ways to use leftovers. By collaborating with food service establishments, Barakat helps them implement sustainable practices that reduce waste and improve operational efficiency. This partnership approach ensures that sustainability efforts are integrated across the food supply chain.

### Collaboration with Chefs and Food Service Establishments

Barakat's collaboration with chefs and food service establishments is critical to its low-waste initiatives. Chefs are encouraged to incorporate Barakat's sustainable products into their menus, showcasing the versatility and quality of eco-friendly ingredients. Collaborating with culinary professionals, Barakat promotes menu development that utilizes whole ingredients efficiently. This approach includes recipes incorporating entire fruits or vegetables and creatively using peels and pulp in dishes, juices, or sauces, reducing food waste. Barakat organizes road shows and farm and factory tours for chefs and kitchen staff. These sessions focus on sustainable culinary practices, including proper storage techniques, maximizing ingredient yields, and innovative uses for surplus produce.

### Future Plans for Waste Reduction Initiatives

Looking ahead, Barakat has ambitious plans to further its waste reduction initiatives. The company is exploring new technologies that enhance recycling capabilities, developing even more sustainable packaging solutions, and expanding its educational program for food service operators. Upcoming projects include introducing a comprehensive food waste tracking system, which will provide valuable data to optimize waste reduction efforts further. Barakat's commitment to sustainability is not just a corporate responsibility but a guiding principle that drives their business forward. By embracing the principles of a circular economy and promoting transparency in their sustainability efforts, Barakat sets a benchmark for the industry, demonstrating that environmental stewardship can coexist with business success.







# MODERNIZED COMFORT FOOD

## *Adventurous And Satisfying*

Comfort food as we know it is **changing**. Where once we saw comfort food as dishes that were familiar and safe, we're making way for new recipes that reflect the heritage of the chef and the restaurant's locale.

Through rich **culinary storytelling** and the chef's genuine **emotional connection** to the dish, diners are presented with new and fresh food experiences that feel and taste special. Think classic and rustic ancestral recipes to be shared and enjoyed to create the new comfort food like Chef Kenneth Cacho's innovative lumpia filled with smoked wintermelon.





# Nostalgia IN THE KITCHEN: BRINGING CLASSIC DISHES TO Modern DINERS

Words by  
Lauren Kemp

## History is full of lost culinary treasures

Chefs, restaurateurs and recipe creators around the world are re-discovering local traditions, and reimagining dishes by looking to history for fresh ideas in an industry that increasingly demands authenticity. This, coupled with the demand for local, sustainable sourcing, means ingredients that had been resigned to the long-lost past are back on our plates.

## Reimagining ingredients

These artifacts of tables past are reappearing and rebranding with impressive deftness. It's now possible to get mead at music festivals, offal is being sold as a delicacy and honey has never left. Chefs are fermenting and pickling all sorts and combinations of vegetables, fruits, and spices.

New trends are wonderful and coupled with a historic relevance they're even better. It was great when quinoa hit the scene, but it can be hard to import and water-intensive to grow. In seeking something that fulfills the quinoa demand in a local, sustainable way we can look back at what our great-great grandparents, and their friends were eating. Welcome back, ancient grains! Spelt and rye-based bread is more expensive than ever, farro is appearing all over the shop, pearl barley sounds exotic and does what quinoa does so well (making chickpeas look passé).

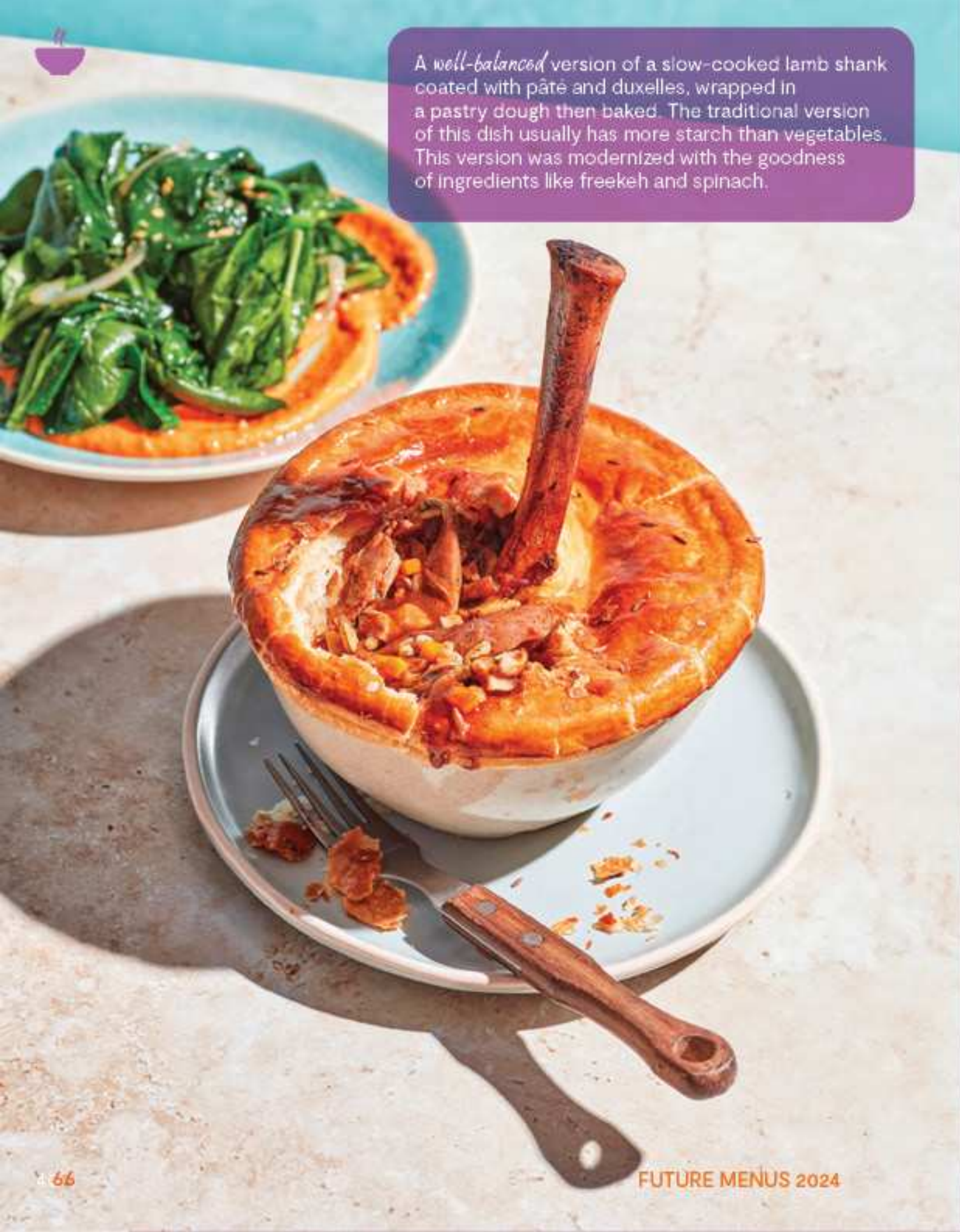
In the quest for originality, it might sound ironic to look to the past, but what better way to show a new ingredient, a fresh concept, or a sophisticated technique than to apply it to a classic. There's a simple joy in being served a familiar dish in a bright new way; it's the best of both worlds.

"These artifacts of tables past are reappearing and rebranding with impressive deftness."

**65%** of operators believe this trend is set to grow in the future<sup>s</sup>







A well-balanced version of a slow-cooked lamb shank coated with pâte and duxelles, wrapped in a pastry dough then baked. The traditional version of this dish usually has more starch than vegetables. This version was modernized with the goodness of ingredients like freekeh and spinach.

# LAMB SHANK FATTEH

Chef Sherif Afifi, Egypt

@chef.sherif.afifi

For Restaurants

A

## Ingredients (Serves 10)

### Lamb Shank

2000 g lamb shank,  
5 pcs of 400g each

### 25 g Knorr Far East Seasoning

500 g orange, sliced

20 g salt

5 g black peppercorn

25 g garlic, cloves

25 g rosemary, stalks

50 ml olive oil

75 g Knorr Hickory  
BBQ Sauce

### Mushroom Freekeh Duxelles

250 g cremini,  
shiitake or oyster  
mushroom, diced

50 g carrots, minced

50 g shallots, minced

5 g garlic, minced

50 g olive oil

20 g Knorr Vegetable  
Stock Powder

1 g black pepper

500 g freekeh

500 ml water

### Roasted Red Pepper Sauce

500 g red bell pepper

20 g thyme, fresh

1 g black pepper

5 g garlic, cloves

50 g olive oil

5 g Knorr Vegetable  
Stock Powder

20 g butter

### Nutmeg Caramelized Onion

1000 g white onion,  
julienne

50 g olive oil

1 g nutmeg

1 L boiling water,  
for deglazing

5 g Knorr Vegetable  
Stock Powder

2 g salt

### Pot Assembly

500 g freekeh duxelles

5 pcs lamb shanks

400 g nutmeg  
caramelized onion

20 g parsley, chiffonade

20 g coriander,  
chiffonade

800 g puff pastry, block

### Side Dish Assembly

200 g paprika sauce

500 g sautéed spinach





## Method

### Lamb Shank

- Rub the lamb shanks with Knorr Far East Seasoning Powder, Knorr Hickory BBQ Sauce and salt.
- Prepare the vacuum bags and add all ingredients along with the lamb shank in the bag.
- Vacuum seal it and cook it for 3 hours at 85°C.

### Mushroom Freekeh Duxelles

- Sauté the mirepoix (carrots, shallots, and garlic) in olive oil until soft.
- Add the mushroom and keep stirring.
- Season with Knorr Vegetable Stock Powder and black pepper then add the freekeh.
- Add hot water then cover. Let it cook for 20 mins over a low heat.

### Roasted Red Pepper Sauce

- Slice the bell pepper and season it with Knorr Vegetable Stock Powder, black pepper, and olive oil.
- In a tray, place the marinated bell pepper and add the garlic cloves and the thyme.
- Roast for 10 mins at 190°C.
- Place the roasted bell pepper in a bowl, cover with cling film for 10 mins then peel its skin off.
- Blend the roasted pepper with the roasted garlic then finish with a cube of butter.

"The key here is balancing the dish, making it healthier, trendier, and more flavorful by adding more vegetables and reducing starch."

**Chef Sherif Afifi**



### Nutmeg Caramelized Onion

- In a medium-sized pan, heat up the olive oil then sauté the onions.
- Season it with **Knorr Vegetable Stock Powder**, salt, and nutmeg.
- Deglaze with the boiling water until the onion caramelizes.

### Pot Assembly

- In a round baking pot, add 100g of mushroom freekeh duxelles.
- Add the cooked lamb shank on top of the mushroom freekeh duxelles.
- Add 80g of nutmeg caramelized onion around the lamb shank.
- Add parsley and coriander then seal the pot with the puff pastry. Bake for 10 mins at 230°C.

### Side Dish Assembly

- In a medium-sized side plate, pour 40g of the paprika sauce.
- Top it with 100g of sautéed spinach.

#### For Central Production Kitchens:

This recipe can be stored chilled and assembled. The baking part can be done to order.





# DIRTY FRIES

By Chef Ali Yazdi  
@mr.slav

For Quick service chains & restaurants

Emirati Chef Ali is well known for his upbeat, outgoing personality and dedication to the perfect burger. For this recipe, the young chef says, "One of the main inspirations behind the creation of this dish was my childhood. I used to mix and match everything in the chiller with the leftover fries from my fast food orders to make a super flavorful new dish. Since Hellmann's is my favorite, I not only used the ingredients for this recipe, but I also serve a range of the products at my restaurant chain."



## Ingredients

### For the fries:

500 g french fries  
2 tbsp white onion, small dice  
10 pcs cucumber dill pickles  
1 tsp finely chopped parsley

### For the sauce:

50 g Hellmann's Real Mayonnaisse  
50 g Hellmann's Classic Mayonnaisse  
50 g Hellmann's Tomato Ketchup  
10 g onion powder  
10 g garlic powder  
15 g paprika powder  
10 g Hellmann's mustard  
10 g Colman's English Mustard  
5 g black pepper  
25 g pickle brine

### Method

- Fry the French fries in a deep fryer at 175C until golden, or for approximately 2 minutes 30 seconds.
- Once the fries are cooked, set aside, add all the sauce ingredients to a large bowl, and whisk until thoroughly mixed.
- Add the fries to a serving plate, and top the mixture off with the diced onions and cucumber pickles.
- Drizzle the fries with the special sauce and top with finely chopped parsley.





# ALHLWIA

By Chef Shaheen  
@chef.shaheen

For Restaurants and caterers

Chef Shaheen's restaurant, Yaba, has become quite popular in Dubai. This venue boasts a vibrant atmosphere and focuses on fresh, flavorful Iraqi cuisine. The restaurant offers a modern twist on traditional dishes created by the architect-turned-chef Chef Shaheen. Expect innovative presentations and creative uses of ingredients. With a vibrant atmosphere and friendly service, Yaba is an excellent choice for a fun and flavorful meal.



## Ingredients

### For the curried onion gravy:

100 g carrots peeled  
100 g potatoes, peeled  
20 g Knorr Chicken Stock Powder  
2 pcs lamb shanks  
1 Tbsp coriander powder  
1 Tbsp cinnamon  
1 Tbsp cumin  
sliced almonds  
coriander (fresh)  
Hellman's Classic Mayonnaise  
Salt  
Pepper

### Method

- Roughly cut the carrots and potatoes. Put them in a sous vide bag, add the **Knorr chicken stock**, salt, and pepper, and cook at 88C for three hours. After they are soft, smash them in the bag.
- Place lamb shanks in a sous vide bag and add coriander powder, cinnamon, cumin, salt, and pepper. Cook at 88C for 12 hours.
- Remove the bone from the lamb shank, break all the meat into pieces, mix with the vegetables, and form into a croquette.
- Once finished, roll the croquettes into sliced almonds to cover all sides. Fry the croquettes at 180C until golden brown.
- For the coriander mayonnaisse, dehydrate some fresh coriander in a dehydrator for 12 hours. Then, grind it to powder.
- Use one cup of **Hellmann's Classic mayo** and three tablespoons of dehydrated coriander powder to mix very well.
- Add coriander mayonnaisse to the halwa ball for plating and dust with coriander powder.







# SAYADIAH RICE WITH SHRIMP

By Jameel Hareedl  
 @jameel\_hareedl

## For Restaurarants

Chef Jameel is passionate about the culinary arts and brimming with creative energy and a profound commitment to innovation. He focuses on crafting exceptional dining experiences by fusing traditional and modern techniques. While deeply respectful of Saudi cuisine's rich traditions, he embraces an international approach, refining classic dishes with a contemporary twist. Chef Jameel is a talented, self-motivated, and professional chef who sees challenges as opportunities for growth. Ultimately, his unwavering commitment to excellence fuels their ambition to become a leading chef in KSA, recognized both locally and internationally.

## Ingredients

### For the Prawns Bouillon

100 g carrot, diced  
 35 g celery, diced  
 10 g garlic chopped  
 150 g onion, diced  
 3 g Knorr Vegetable Stock Powder  
 50 g olive oil  
 120 g prawns (heads & shells)  
 15 g tamarind paste  
 2.5 g black pepper corns  
 3 g coriander seeds  
 1 g stone flower  
 1 g black lemon  
 15 g sayadiyah spice powder  
 1 pc red chili  
 1 g bay leaves  
 5 g salt  
 2000 ML water  
 3 g Knorr Fish Stock Powder

### For the rice

50 g clarified butter  
 150 g onion, brunoise  
 300 g calrose rice, washed  
 450 g shrimp bouillon  
 8 g sayadiah spice powder  
 2 g black lemon powder  
 20 g olive oil

### For the prawns:

50 g olive oil  
 200 g fresh prawns  
 5 g garlic, minced  
 Pinch black pepper powder  
 4 g Knorr Lime Seasoning  
 15 g lemon juice  
 Pinch smoked paprika

### For the Tamarind Gel

80 g tamarind paste  
 120 g shrimp stock  
 150 g water  
 10 g lemon juice  
 0.5 g salt  
 0.2 g black pepper powder  
 1.25 g cumin powder  
 0.5 g black lemon powder  
 5 g brown sugar  
 5 g fresh garlic  
 0.75 g xanthan gum

### For the Tahini sauce

13 g tahina  
 15 g lemon juice  
 0.1 g cumin powder  
 0.2 g coriander powder  
 0.2 g black pepper powder  
 30 g yogurt  
 0.25 g Knorr Lime Powder  
 1 g Colman's English Mustard  
 6 g honey  
 10 g cream cheese  
 40 g Hellmann's Classic mayonnaise

### For the Garnish

Lemon segments  
 Lemon skin  
 Red chili slices  
 Micro herbs





## Method

### Prawns Bouillon Preparation

- Preheat oven to 190°C.
- Drizzle the vegetables with oil and season with **Knorr Vegetable Stock Powder**
- Dice all vegetables into similar-sized pieces.
- Sprinkle **Knorr Vegetable Stock Powder** over the vegetables.
- Roast the seasoned vegetables in the oven at 190°C for about 15 minutes.
- In a pot, sauté the prawn shells in olive oil, crushing them to release all the flavors.
- Add the roasted vegetables to the pot with the prawn shells
- Mix in the tamarind paste and spices, continuing to stir.
- Add **Knorr Professional Fish Stock Powder** and more **Knorr Vegetable Stock Powder** for seasoning.
- Pour in water and let the mixture simmer over medium heat for at least 30 minutes until it reduces slightly.
- Strain the mixture and use the resulting bouillon to cook your rice.

### Rice Preparation

- Sauté finely chopped onion with clarified butter until it turns brown and darkens, which may take about 30 minutes.
- Add the calrose rice to the pan, stirring for 1-2 minutes until the rice is coated.
- Mix in the spices with olive oil, continuing to stir.
- Pour in the prawn bouillon.
- Bring the mixture to a boil over medium-high heat, uncovered.



- Reduce the heat to low and let the rice simmer for about 15-20 minutes or until rice is al dente.
- Remove the saucepan from heat and let it stand, covered, for 5-10 minutes. The rice is now ready.

### Prawn Preparation

- Clean the prawns, remove the heads and shells, and set the shells aside for the prawn bouillon.
- In a bowl, mix all the ingredients until well combined.
- Add the prawns to the bowl and mix until they are fully coated. Marinate the prawns for at least 8 hours.
- In a sauté pan, cook the prawns on both sides until they are caramelized.

### Tamarind Gel Preparation:

- In a saucepan, add all the ingredients except the xanthan gum.
- Bring the mixture to a boil, mashing the tamarind paste while stirring.
- Let it boil over medium heat for 40 minutes.
- Strain the mixture, ensuring the strained liquid is around 90 ml.
- Pour the liquid into a measuring cup and add the xanthan gum.
- Using a hand blender, blend at medium speed for 30 seconds until a gel texture is achieved.
- Transfer the gel to a sauce-squeezing bottle.

### Tahini Sauce Preparation:

- In a mixing bowl, add all the ingredients. Whisk until well combined and a smooth texture is achieved.
- Transfer the sauce to a sauce squeezing bottle.

### Garnish and Assembly:

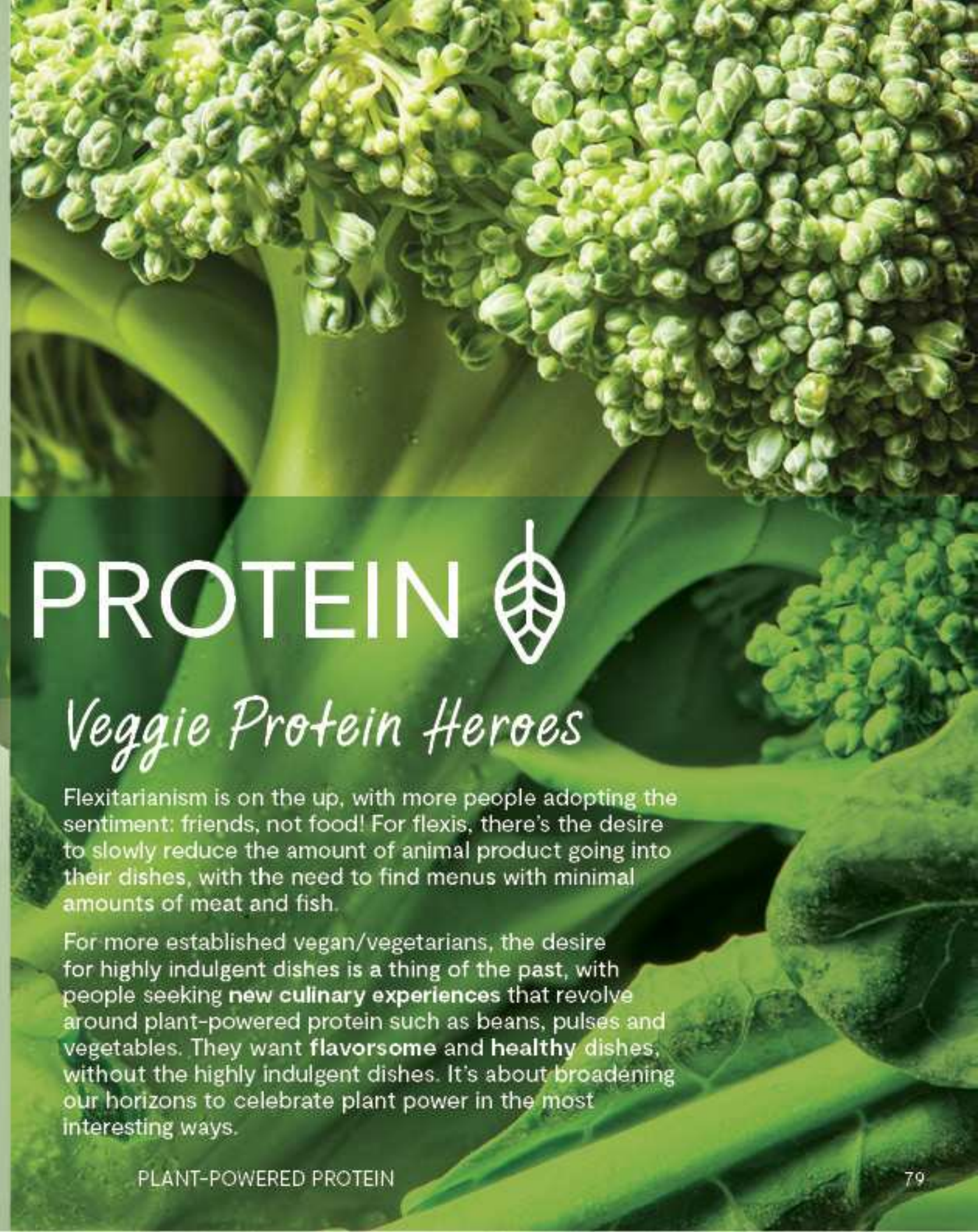
- Pour the rice into the desired serving plate.
- Arrange the sautéed prawns on top
- Top it with dots of the two sauces.
- Spread the lemon segments in different areas.
- Garnish with chili slices and microgreens.







# PLANT-POWERED



# PROTEIN

## *Veggie Protein Heroes*

Flexitarianism is on the up, with more people adopting the sentiment: friends, not food! For flexis, there's the desire to slowly reduce the amount of animal product going into their dishes, with the need to find menus with minimal amounts of meat and fish.

For more established vegan/vegetarians, the desire for highly indulgent dishes is a thing of the past, with people seeking **new culinary experiences** that revolve around plant-powered protein such as beans, pulses and vegetables. They want **flavorsome** and **healthy** dishes, without the highly indulgent dishes. It's about broadening our horizons to celebrate plant power in the most interesting ways.





# FLEXITARIANISM: HOW *Small Changes* CAN MAKE A BIG DIFFERENCE

Words by  
Lauren Kemp

## Flexitarians Have It All

Back in the day, vegetarians going out to eat were served stuffed mushroom to start with and penne all'arrabbiata for their main. They could try and make up a meal out of sides, but it was frowned upon. They must accept their lot and look forward to dessert where they could eat like the rest. Vegans were simply not invited.

No more! That's thanks to plant-forward menus, vegan, and vegetarian options. The rise of the flexitarian has turned these sorry dinner tables all the way around, and rightly so!

Flexitarian is defined as 'a primarily vegetarian diet with occasional meat or fish'. The flexi method means that nothing is strictly off limits, so diners are free to choose based on their own needs and preferences, be they physical, financial, or environmental.

Flexi's principles are largely contained within the term 'conscious gastronomy', which reflects all the things modern diners love – seasonal, organic, local, low-waste and low-carbon offerings that are cheaper both to create and to order.

Researchers from the University of Westminster have found that "meat eaters are significantly more likely to choose vegetarian meals when they make up the majority of food offered. A menu had to be at least 75% vegetarian for this choice tipping point to occur."<sup>8</sup>

Vegetarian and vegan options have a much larger profit margin than meat-based dishes. It's no surprise that chefs across the globe are now extolling the virtues of vegetables and sharing exponentially more fabulous ways to center veg-centric dishes.

**35%** of French households are reducing their meat consumption<sup>7</sup>

"The *flexi* method means that nothing is strictly off limits."







## FOUR INGREDIENTS FOR *HEALTHY* AND MINDFUL *DISHES*

With  
**Sana Minhas, Nutritionist**  
Words by  
**Ryan Cahill**

The growing movement toward embracing plant-forward sources not only reduces our reliance on animal agriculture but also offers numerous health benefits. Below, Sana Minhas suggests four nutritious plant based ingredients to help the wellbeing of people and the planet.

### 1 **Beans and Pulses**

These versatile members of the legume family boast a surprising superpower: they can convert nitrogen from the air and 'fix' it into a form that can be readily used by plants. Beans and pulses are also a rich source of fibre, protein and B vitamins.

### 2 **Whole Grains**

Whole grains and cereals have been a key source of food for humans for the longest of times. Diversifying carbohydrate sources beyond the basic white rice, maize and wheat is essential for not only making our menus more exciting and unique, they also provide more nutritional value and improve soil health. Think about millet, buckwheat, wild rice, quinoa - these wholegrains take your dishes to the next level and help your diners eat more wholesomely.

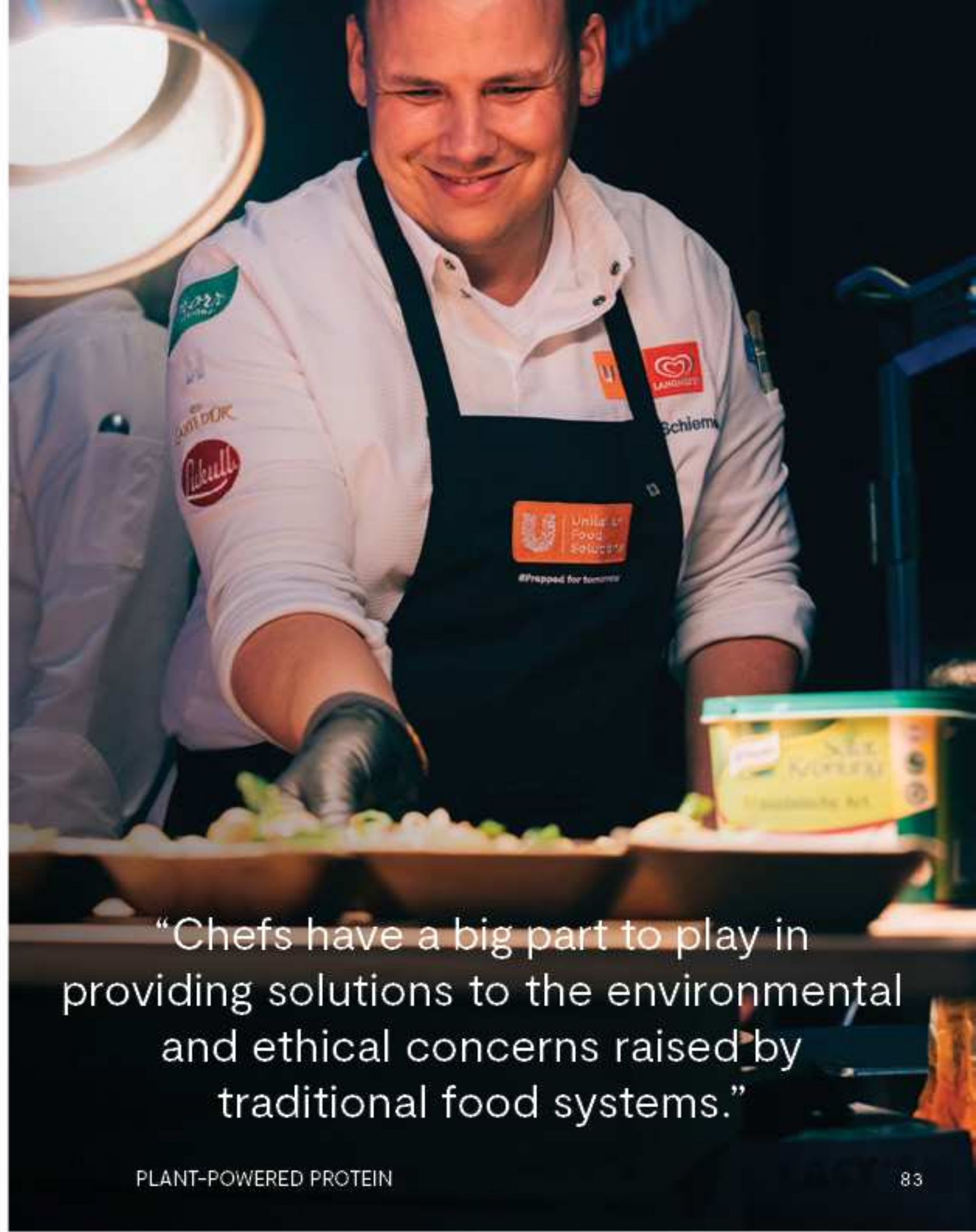
### 3 **Leafy Greens**

Leafy greens are the most versatile and nutritious of all types of vegetables. They contain dietary fiber and hence are good for your gut and are packed with lots of vitamins and minerals, low in calories, and provide many health benefits.

### 4 **Nuts and Seeds**

As well as being high in protein, healthy fats, and vitamin E, the desirable flavor and crunchy texture of these little powerhouses makes them a great addition to almost every dish.

Humans have discovered over 20,000 edible plants, but we only consume 150-200 on a regular basis, which is less than 1%.



“Chefs have a big part to play in providing solutions to the environmental and ethical concerns raised by traditional food systems.”





# FRESH VEGETABLE “LUMPIA”

WITH PEANUT SAUCE AND PICKLED RADISH

**Chef Kenneth Cacho, Philippines**  
 @chefkencacho  
 For Restaurants

## Ingredients (Serves 10)

### A selection of filling ideas:

#### Pickled Radish

100 g radish, cut into 1cm cubes  
 10 g kosher salt  
 3 g ginger, sliced  
 30 g distilled white or coconut vinegar  
 30 g sugar, white granulated  
 2 g bay leaves, dried  
 10 g black peppercorns  
 2 g thai red chill, whole  
 5 g tamarind powder soup base  
 3 g bay leaf

### A selection of garnishes:

#### Peanut Powder

80 g roasted peanuts  
 40 g brown sugar

OR

#### Crispy Vermicelli and Seaweed

Vegetable oil for frying  
 100 g vermicelli, deep fried  
 20 g crispy nori, ground  
 20 g toasted sesame seeds  
 2 g Knorr Chicken Stock Powder

### A selection of filling ideas:

#### Guisadong Gulay (Sauteed Vegetables)

30g vegetable oil  
 10g garlic, minced  
 50g onions, deseed, sliced into strips  
 100g tomatoes  
 150g bottle gourd, julienne, seeds removed  
 150g sponge gourd, julienne, seeds removed  
 150g jicama, julienne, peeled  
 10g Knorr Chicken Stock Powder

OR

#### Guinataang Gulay (Vegetables in Coconut Milk)

30g vegetable oil  
 10g ginger, brunoised  
 10g garlic, minced  
 50g onions, brunoised  
 100g winged beans, julienned  
 150g long beans, 4cm in length  
 100g squash, 1cm diced  
 5g fish sauce  
 150g coconut milk  
 10g Knorr Chicken Stock Powder

OR

#### Tortang Talong (Eggplant Omelette)

60g eggs, beaten  
 1g Knorr Chicken Stock Powder  
 15g spring onions, finely sliced  
 100g eggplant, charred, peeled and chopped  
 1g pepper

OR

#### Stewed Tofu and Lima Beans

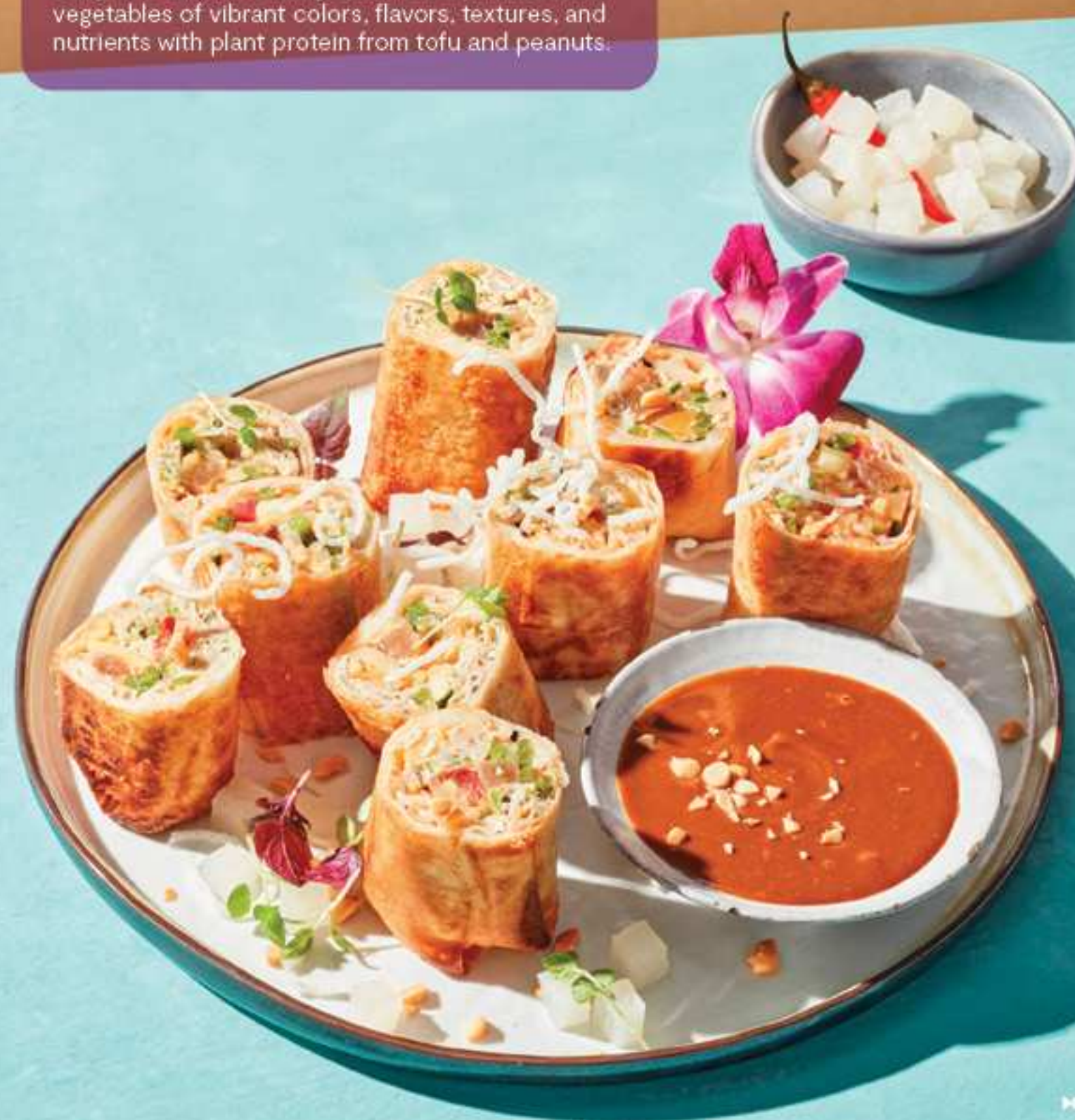
500g lima beans, dried  
 10g Cal lime powder or Calcium Hydroxide  
 1500g water  
 80g vegetable oil  
 10g garlic, minced  
 100g onions, brunoise  
 250g water  
 20g Knorr Chicken a Stock Powder  
 400g tofu, crushed  
 30g Knorr Oyster Sauce  
 5g dark soy sauce  
 10ml Liquid seasoning or light soy sauce

OR

#### Smoked Wintermelon

500g wintermelon, seedless  
 50ml Liquid seasoning or light soy sauce  
 100g brown sugar  
 2g pepper  
 10g Knorr Chicken Stock Powder

The Filipino Folk song, “Bahay Kubo,” depicts a rural farm setting that grows local Filipino vegetables. Different techniques were used like smoking, grilling, roasting, to add complex flavors to the many different, versatile ways of filling the *lumpia* made with the 18 vegetables from the popular folk song. The different filling options are packed with vegetables of vibrant colors, flavors, textures, and nutrients with plant protein from tofu and peanuts.





**Serve with:****Peanut Sauce**

200 g water  
80 g sugar  
50 ml liquid seasoning  
or light soy sauce

50 g Knorr  
Oyster Sauce

2 g star anise

15 g cornstarch

50 g Peanut butter (creamy)

**Assembly**

30 pcs spring roll  
wrapper  
100 g mustard leaves,  
middle stalk removed  
and cut into thick strips

Grated garlic

Water

**Method****Pickled Radish**

- Salt the radish and leave at room temperature for 1 hour.
- Strain and wash the salted radish.
- Make a gastrique with the rest of the ingredients then bring to a boil.
- Pour the gastrique directly to the radish and leave to pickle for 2 weeks.

**Guisadong Gulay (Sautéed Vegetables)**

- Heat a frying pan and add the oil. Sauté garlic, onions and tomatoes.
- Add the rest of the ingredients and continue sautéing.
- Cover and lower the heat. Cook for 15 mins until vegetables are tender.

**For Central Production Kitchens:**

You can choose among the different fillings in this recipe as preferred. Prepare the filling and wrap ahead, then freeze and store in bulk. These can be deep-fried to order in the restaurant.

**Guinataang Gulay  
(Vegetables in Coconut Milk)**

- Heat a frying pan and add the oil. Sauté ginger, garlic, and onions.
- Add the winged beans, long beans, and squash.
- Cook for 5 mins and deglaze the pan with fish sauce.
- Pour the coconut milk and add Stock Powder.
- Bring to the boil and cover the pan.
- Cook for 10 mins or until the squash is soft.

**Tortang Talong (Eggplant Omelette)**

- In a bowl, mix all ingredients together.
- In a greased pan, cook the omelette, evenly spreading the mixture until set.
- Cut into 10 wedges.



"I drew inspiration from the traditional folk song, "Bahay Kubo," that highlights vegetables that are affordable, hearty, locally available, and delectable."

**Chef Kenneth Cacho**

**Smoked Wintermelon**

- Marinate the wintermelon with all the ingredients overnight.
- Place in a smoker and hot smoke at 120°C for 1 hour.
- Cool down and cut into strips.
- It can be pan-fried or used as it is.

**Stewed Tofu and Lima Beans**

- Place beans, water and cal lime powder or calcium hydroxide in a non-reactive pan.
- Bring to a boil while stirring for 5 mins.
- Remove from the heat and leave covered overnight.
- The next day, rinse and rub the beans to remove as much skin.
- Ground or pulse in a food processor until mealy.
- In a pot, heat the oil and sauté the garlic and onions.
- Sauté the beans for 15 mins and add the rest of the ingredients.
- Cook the stew for 15 more mins.

**Peanut Sauce**

- Whisk all ingredients in a pan.
- Bring to a boil while constantly stirring to avoid lumps.
- Simmer for 5 mins and strain.

**Assembly (Lumpia/Spring Roll)**

- Make a spring roll, arranging each component in layers, except the sauce and radish.
- Roll tightly then brush edges with garlic water to seal.
- In a frying pan, shallow fry the lumpia and cook until golden brown on all sides.
- Serve with the sauce and pickled radish.



A creative way of substituting meat with *accessible* and *affordable* vegetables, recreating the flavor profile of a classic grilled Turkish kebab by combining umami-rich and stable sauces with kebab spices.

# TÜRKIYE MOLASSES-GLAZED CABBAGE

Chef Pinar Balpınar, Türkiye  
@ufs\_chef\_pinarbal

For Restaurants



## Ingredients (Serves 10)

### Molasses Glazed Cabbage

100 g Knorr Oyster  
Sauce

50 g Knorr Hickory  
BBQ Sauce

25 g pomegranate  
molasses

15 ml white grape  
vinegar

15 ml Vegetable oil

80 g Onions

### Spice Mix

10 g Knorr Aromat  
Seasoning Powder

20 g Isot pepper  
(smoked chili flakes)

7 g sumac

7 g cumin

2 g dry oregano

### Cabbage

100 g butter

1700 g white cabbage

### Spicy Bulgur Rice with Pickled Cabbage

20 g vegetable oil

60 g green bell  
pepper, brunoise

400 g Knorr  
Tomato Pronto

15 g Knorr Aromat  
Seasoning Powder

900 g water

250 g bulgur rice

150 g pickled cabbage

60 g butter

50 g watercress  
stems, sliced

### Walnut Mayonnaisse

100 g walnuts

300 g Hellmann's  
Real Mayonnaisse

5 g Knorr Aromat  
Seasoning Powder

100 g water

### Creamy Baba Ganoush Puree

350 g red bell peppers

185 g eggplants

10 g tomato paste

5 g Knorr Aromat  
Seasoning Powder

25 g olive oil

2 g salt

10 g white vinegar

60 g plain  
greek yogurt

### Crispy Onion Strings

200 g onions

100 g wheat starch

5 g Knorr Aromat  
Seasoning Powder





### Tips and Substitutions

- Isot is one of the protected food products in Turkey which means it is registered and protected by legislation. If not available, you can use smoked spicy chill flakes or smoked paprika.

## Method

### Molasses Glazed Cabbage

- To make the molasses glaze: Combine all the ingredients in a blender. Puree until smooth.

### For Spice Mix

- Mix **Knorr Aromat Seasoning Powder** and all other spices together.
- Slice the cabbage into wedges. Include the stalk to keep it intact and prevent waste. Secure the leaves with a wooden skewer.
- Brush the cabbages with molasses sauce.
- Sear the cabbage with butter in a pan. While searing, use a heavy meat hammer to press.
- Once all sides are seared, cover the cabbage with spice mix and brush with more molasses glaze. Place the cabbage in a 250°C oven for 4 mins.
- Remove the cabbage from the oven. Brush with more molasses glaze.
- Remove the skewers before serving.

### Walnut Mayonnaise

- Roast Walnuts at 180°C for 8 mins.
- Blend roasted walnuts until smooth and create a walnut praline.
- Blend walnut praline with water, Hellmann's mayonnaise and **Knorr Aromat Seasoning Powder** until smooth.
- Strain it.

### Creamy Baba Ghanoush Puree

- Roast bell peppers and eggplants in the oven or grill. Place red bell peppers and eggplant on a baking sheet and roast for about 30 mins or until peppers are charred.
- Remove from the oven and place in a bowl. Cover and let it steam for about 15-20 mins. Peel and deseed peppers. Peel eggplants.
- Place the peppers and eggplant to a food processor, add tomato paste, **Knorr Aromat Seasoning Powder**, olive oil, salt, and vinegar. Blend until smooth.
- Transfer to a saucepan. Simmer over very low heat for 20-30 mins, or until thickened, stirring frequently. Remove from heat.
- After the puree has cooled down, add Greek yogurt and continue blending until smooth.



"The sauces and seasonings add umami, meaty, and smoky flavors that are expected from traditional Turkish meat skewers. Unlike traditional kebab, the recipe can be prepared without any special grill equipment."

**Chef Pinar Balpınar**

### Crispy Onion Strings

- In a bowl, mix wheat starch and **Knorr Aromat Seasoning Powder**.
- Slice onions thinly with a peeler or mandolin. Take the excess juice from the onions with a kitchen towel.
- Mix onions with the seasoned starch.
- Heat the oil to 160°C and deep-fry the onions until golden brown and crisp.

### Spicy Bulgur Rice with Pickled Cabbage

- Heat oil in a saucepan, add bell peppers and sauté for 30 seconds.
- Add **Knorr Tomato Pronto** and **Knorr Vegetable Seasoning** and stir.
- Add water and bring to the boil.
- Once the stock starts to simmer, add bulgur rice and pickled cabbage. Cover the pan.
- When all the water has evaporated, the rice is ready.
- Add some butter and mix it until the rice becomes sticky but pourable.

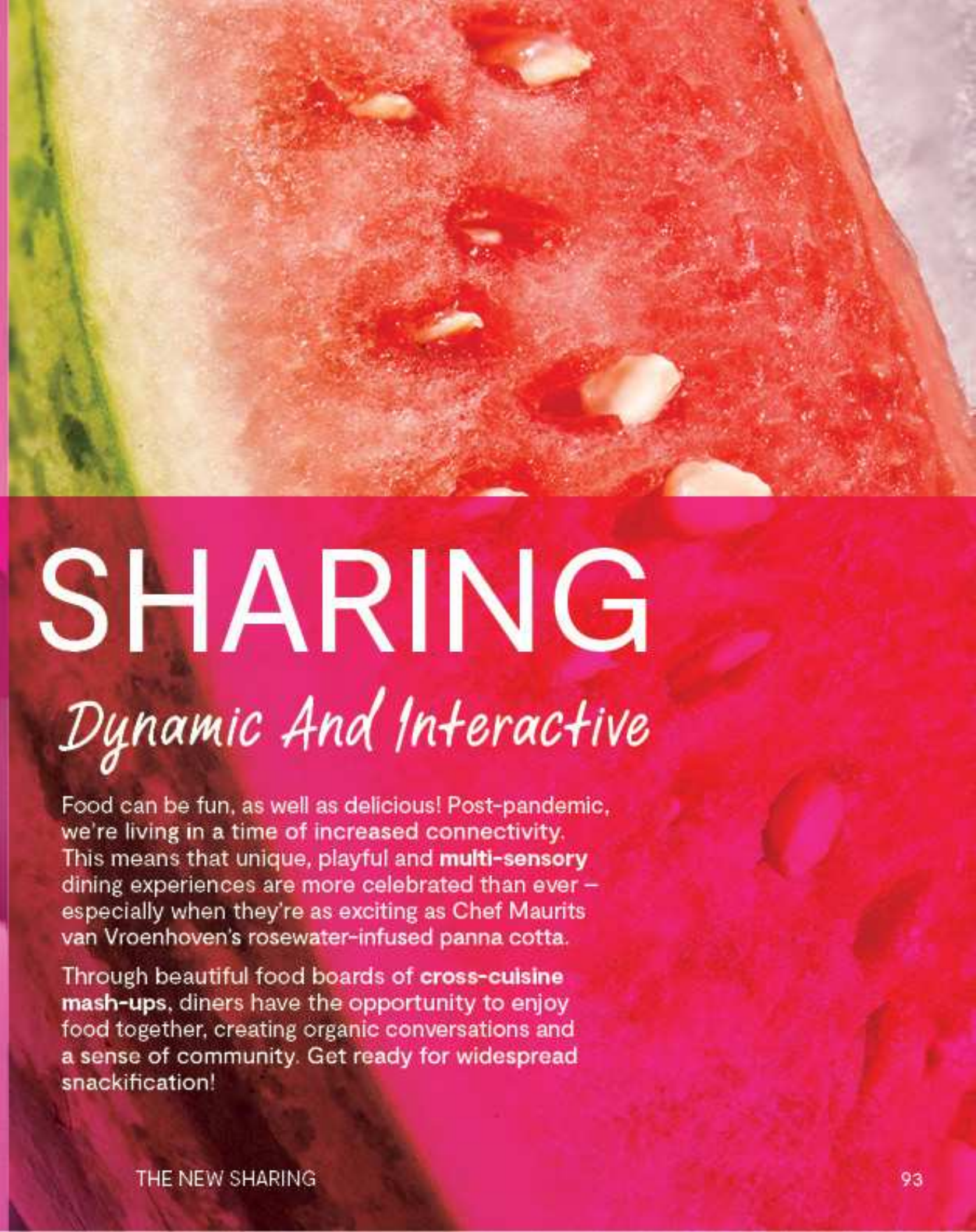
### Assembly

- Plate all components. Drizzle over some walnut mayonnaise then top with watercress.





# \* THE NEW



# SHARING

## *Dynamic And Interactive*

Food can be fun, as well as delicious! Post-pandemic, we're living in a time of increased connectivity. This means that unique, playful and **multi-sensory** dining experiences are more celebrated than ever – especially when they're as exciting as Chef Maurits van Vroenhoven's rosewater-infused panna cotta.

Through beautiful food boards of **cross-cuisine mash-ups**, diners have the opportunity to enjoy food together, creating organic conversations and a sense of community. Get ready for widespread snackification!





# A.I. AND THE *Future* OF RESTAURANTS

With  
Chef Eric Chua  
@chef\_eric\_chua  
Words by  
Ryan Cahill

## Eric Chua on how A.I. could be the future of restaurants

Restaurants can create holistic and memorable dining experiences that cater to customer preferences while optimizing kitchen efficiency with Artificial Intelligence. It's important to carefully choose solutions that align with your restaurant's concept and budget, ensuring a seamless blend of technology and culinary artistry.



- Enhanced Personalization**  
AI can analyze customer data and preferences to provide personalized dining recommendations, making each guest feel special and valued.
- AR/VR Immersive Dining Experiences**  
Create augmented or virtual reality dining experiences where guests can explore the origins and compositions of ingredients, dine in unique ambiance, or even interact with digital elements in their surroundings.
- Customer Feedback Analysis**  
Utilize AI to analyze customer feedback and reviews, identifying trends and areas for improvement to continuously enhance the dining experience.
- Inventory Management**  
Implement AI-driven inventory management systems that track ingredient levels, predict restocking needs, and minimize food waste.
- AI Recipe Development**  
Use AI to generate innovative ingredient pairings and presentation ideas, allowing chefs to experiment with new culinary concepts.

"Let the A.I. handle the precision and data while you focus on the *creativity* and *passion* for cooking!"

Chef Eric Chua





# WATERMELON RUBIK'S CUBE SALAD

By Chef Eddy Diab

@chef.eddy.dlab

For Restaurants

An interactive and enjoyable experience is essential for any sharing plate. Chef Eddy embodies this philosophy while he was conceptualizing his version of a watermelon salad. Guests can "dissect" or solve the cube before taking a bite, making it both fun to see and fun to eat.

## Ingredients

### For the sauce

50 g fresh basil  
80 g kiwi fresh  
20 g pine nuts  
20 g pistachio  
15 g garlic  
30 g parmesan cheese  
5 g Knorr Aromat Seasoning  
150 g Hellmann's Real Mayo  
100 g olive oil  
15 g apple vinegar  
Salt and pepper

### For the Balsamic gelee

225 g balsamic vinegar  
200 g water  
50 g honey

### For the sesame crust:

40 g black sesame seeds  
5 g charcoal powder  
2 pcs egg whites  
42 g unsalted butter  
10 g sugar  
25 g all-purpose flour

### For the salad components

120 g beetroot, peeled  
250 g watermelon cube  
180 g melon cube  
280 g cucumber cube  
180 g feta cheese cube  
Salt pepper  
Olive oil





## Method

### Sauce Preparation

- Add all the ingredients in a blender, mix well and start to add olive oil slowly until you get the texture of the pesto sauce. Set aside in the chiller until ready to use

### Balsamic Gelee Preparation

- Boil all the ingredients together in a saucepan for 3 min
- Pour into tray and refrigerate at least 6 hours
- After it has set, run a knife through the tray to cut them into cubes.
- Transfer to a Thermomix. Puree until smooth.
- Transfer to a squeeze bottle. Chill until ready to use.

### Sesame Crust Preparation

- Preheat oven to 140C.
- Place the black sesame seeds in a spice grinder. Ground into an almost fine powder
- In a blender, combine the rest of the ingredients with the ground sesame powder. Blend until smooth.
- With the spatulas spread the mixture in baking paper and bake for 10-15 minutes.
- Carefully "peel off" the crust from the paper and let it cool down.

### Salad components and assembly

- Boil the beetroot until cooked through, then roast for 10 min with salt, pepper and olive oil
- Cut all the ingredients into cube in the same size
- Stack them alternately to form a Rubik's cube
- Drizzle the sauce around the cube. Pipe the balsamic gelee strategically on the plate
- Garnish with sesame crust







# CAUSA TUNA TARTARE

By Chef Roberto Segura

@robertosegura

For Restaurants

Chef Roberto Segura's remarkable journey from the traditional kitchens of Peru to the global culinary stage is a testament to his talent, hard work, and unrelenting passion for cooking. His ability to blend cultural influences and innovative techniques has made him a standout figure in the culinary world, and his contributions continue to shape and inspire the future of gastronomy.

## Ingredients

### For the sauce

450 g bluefin tuna mix  
30 g avocado  
700 g causa  
100 g chalaquita  
100 g spicy mayo  
100 g nikkel dressing  
20 g cancha crispy (crushed)  
20 g cress  
5 g coriander  
3 g spring onions  
10 g sesame seeds (black)  
10 g crispy quinoa (black)

### For the Blue Fin Tuna Mix

30 g bluefin tuna (chopped)  
50 g red onion (chopped)  
50 ml soy sauce  
50 g lime juice  
20 g aji amarillo paste  
5 g spring onion  
Salt

### For the Causa

2 kg potato (mashed and sieved)  
120 g aji amarillo paste  
150 g lime juice  
10 ml vegetable oil  
400 g Knorr Professional Mashed Potato  
50 g aji rocoto paste  
Salt

### For the Chalaquita

50 g red onion (brunolse)  
40 g coriander stem (brunolse)  
10 g jalapeno (brunolse)  
10 ml lime juice  
10 ml vegetable oil  
salt

### For the Nikkel Dressing

90 ml soy sauce (reduced sodium)  
90 g lime  
10 ml sesame oil  
5 g aji rocoto paste  
5 g ginger (fresh and grated)  
Salt

### For the spicy mayo

30 g Hellman's Mayonnaisse  
30 g honey  
3 ml lime juice  
135 g sriracha sauce





## Method

### Causa base preparation

- Mash the boiled potatoes until smooth and lump-free. Mix in the aji amarillo paste, vegetable oil, Knorr Mashed Potato, lime juice, salt, and pepper. Adjust the seasoning to taste.
- Set aside to cool to room temperature.

### Tuna tartare preparation

- Combine the diced tuna with the rest of the ingredients in a mixing bowl. Mix gently to ensure the tuna is evenly coated with the seasonings.

### Nikkei dressing preparation

- Mix the soy sauce, lime juice, sesame oil, aji rocoto, and ginger in a small bowl.

### Spicy mayonnaise preparation

- Combine the mayonnaise, sriracha sauce, honey, and lime juice in a separate bowl. Mix until smooth. Adjust the amount of sriracha to your preferred level of spiciness.

### Chalaquita preparation

- Combine the red onion, jalapeño, cilantro, lime juice, and salt in a medium bowl. Mix well and let it sit for a few minutes to allow the flavors to meld.

### Dish Assembly

- Use a ring mold or your hands to mold a layer of the potato mixture on a serving plate, creating a circular base about 1 inch thick.
- Spoon the tuna tartare mixture evenly on top of the potato base.
- Drizzle the soy dressing over the tuna tartare.
- Add a dollop of spicy mayonnaise on top or alongside the tartare.
- Top with a generous spoonful of chalaquita.







# IRRESISTIBLE

# VEGETABLES



## *Vegetable Democracy*

With such a saturated market within food services, your dish of the day can't just taste great, it needs to look the part too. Diners demand food that is not only full of nutrition and nourishment, they want it to look **aesthetically interesting** – and vegetables might be the answer.

Veg allows cooking to become an artform, with chefs able to create **vibrant** and **picturesque plates** that excite diners and leave them feeling inspired. It can transform a dish from something lackluster and beige, to bright and brilliant, like Chef Dana Cohen's Hot Honey Caramelized Butternut Squash Tostada with Whipped Feta. Vegetables have long been overlooked, it's time for them to be front and center.





# HEIRLOOM TOMATOES TART TATIN

By Chef Doulamis Ilias

@Ilias\_doulamis

For Restaurants

Chef Doulamis Ilias is known for his innovative approach and dedication to culinary excellence. With a profound passion for gastronomy and sustainability, Ilias has carved a niche, blending traditional techniques with contemporary flair. His expertise spans various cuisines and is celebrated for his ability to elevate simple ingredients into gourmet delights. In Dubai, a city renowned for its diverse culinary landscape, Ilias stands out for his commitment to quality and creativity, continually pushing the boundaries of flavor and presentation. His influence extends beyond the kitchen, as he actively participates in culinary events and mentors aspiring chefs, contributing significantly to the growth and dynamism of Dubai's food culture. Chef Ilias says, "Drawing inspiration from the rich culinary traditions of Greece, I'm trying to infuse authentic Mediterranean flavors and ingredients into my cooking to create dishes that pay homage to my homeland's gastronomic heritage."

## Ingredients

### For the marinated tomatoes

2 kg heirloom tomatoes  
100 ml olive oil  
10 g thyme  
1 whole garlic  
5 g salt  
5 g pepper  
5 g Knorr tomato pronto  
10 g Knorr Professional Far East Seasoning

### For the Tomato Jam

1 kg heirloom tomatoes  
20 ml extra virgin olive oil  
20 grms banana shallots  
5 g thyme  
1 whole garlic chopped  
25 g sugar  
10 g salt  
5 g pepper  
5 g Knorr Tomato Pronto  
10 grm Knorr Professional Far East Seasoning

50 g Hellman's Tomato Ketchup  
20 g fresh basil  
50 ml clear vegetable stock

### For the pate Sablée

150 g unsalted butter soft, at room temperature  
½ tsp salt  
50 g granulated sugar  
1 egg  
250 g all-purpose flour

### For the tomato and piment d'espelette oil

10 g Knorr Tomato Powder  
250 ml olive oil  
10 g garlic  
50 g espelette pepper  
100 g Sundried tomatoes

### For assembling the Sablée

100 g feta cheese  
100 g of cream after feta cheese.  
10 g capers  
50 g kalamata olives  
10 g fresh basil leaves





## Method

### Marinated roasted tomatoes

- Marinate the whole heirloom tomatoes with olive oil, garlic, thyme, **Knorr Tomato Pronto**, **Knorr Professional Far East Seasoning**, salt, and crushed pepper.
- Place the mixture on an oven tray, bake for 15 minutes at 160C, and then remove it from the oven.
- Once removed, brush the basil-infused olive oil over the tomatoes and set aside.

### Pate Sablée

- Gently rub the butter with salt, sugar, and flour.
- Gradually add the egg shaping to the dough. Do not overmix the ingredients. Refrigerate for at least 3 hours.
- Roll the chilled dough evenly to the desired thickness according to your tart mold dimension and height, assuring enough space to hold the fillings. Blind bake with 80% baking beans.
- Cool down to room temperature and start with fillings.

### Tomato Jam Base

- Take half of the oven-roasted tomatoes, peel the skin, and chop the chunks. Remove the seeds.
- Sauté the banana shallots, garlic, and thyme in a pan with extra virgin olive oil.
- Mix the chunks of tomatoes, sugar and stir until it continues; add vegetable stock if needed.
- Add the **Hellman's tomato ketchup**, **Knorr Tomato Pronto** **Knorr Professional Far East Seasoning** and cook on a slow fire.
- Once the mixture is ready, add the fresh basil, remove it, and keep it aside.

### Tomato and Piment d'Espelette oil

- Use the sundried tomato petals, remove the seeds, and cut it into small pieces.
- Blanch the red pepper and remove the seeds as well.



- Keep the tomato petals and chilies soaking in the olive oil with garlic cloves and thyme overnight.
- Mix the tomato and pepper with a Thermomix, and add olive oil gradually.
- Remove the oil and place it in the double paper filter to save the refined oil, and place it in the chiller to maintain the consistency.

### Assembling the Sablée

- Preheat the oven to 175-180C.
- Fill the tomato jam into the sablee. Sprinkle with some finely chopped basil leaves.
- Arrange a layer of roasted heirloom tomatoes on top
- Drizzle with the tomato & piment d' espelette oil & sprinkle with thyme leaves. Place in the oven and bake for at least 15 minutes or until everything is heated through.
- Cream the feta by combining it with a bit of heavy cream in a food processor. Transfer this mixture into a piping bag.
- Once the sablee is crisp, remove from the oven. Garnish with friend crispy capers, Kalamata olives. Drizzle with the feta cream and arrange basil leaves on top.







# EDAMAME AND CAULIFLOWER KOFTA, CARAMELIZED BEETROOT HUMMUS, ONION ASH & TAPIOCA CRACKER

By Chef Alex  
 @alex\_stumpf

For Restaurants and caterers

Chef Alex from BB Social Dining in Dubai is renowned for his innovative culinary style that marries Eastern and Western flavors with an avant-garde twist. Under his leadership, BB Social Dining has become a hotspot for food enthusiasts seeking a unique dining experience. Chef Alex's commitment to using fresh, high-quality ingredients is evident in every dish, often featuring unexpected flavor combinations and artistic presentation. His ability to create a dynamic and memorable culinary journey has earned him a reputation as one of Dubai's most exciting and forward-thinking chefs.

## Ingredients

### For the kofta

200 g peeled edamame  
 400 g cauliflower florets  
 10 g Jalapeno chili  
 8 g mint  
 8 g parsley  
 15 ml sunflower oil  
 100 g onion, finely chopped  
 1 teaspoon ground cumin  
 1/2 teaspoon paprika smoked

1/4 teaspoon Knorr Far East Seasoning  
 1/2 teaspoon salt  
 3 tablespoons dried currants chopped  
 3 tablespoons toasted pine nuts chopped  
 1 cup breadcrumbs  
 1 egg

### For the beetroot hummus

200 g roasted beetroot  
 30 g lemon juice  
 1 pc garlic cloves, peeled  
 2 tbsp tahini  
 2 tbsp extra virgin olive oil  
 20 g walnuts, toasted  
 1 tsp cumin seeds  
 3 g Knorr professional seasoning

### For the onion ash

500 g white onion peeled and layered

### For the tapioca cracker

500 ml water  
 70 g tapioca pearls  
 4 g Knorr Vegetable Bouillon Powder





## Method

### Kofta Preparation

- Remove the stem and leaves from the cauliflower.
- Cut the florets into small pieces and pulse them in a food processor until the cauliflower resembles couscous.
- Do the same for the edamame, remove the beans from their shells, and pulse the beans.
- Heat oil in a medium skillet over medium heat. Add the onion and cook until translucent.
- Add the cauliflower, edamame, cumin, and all other spices, and cook, stirring frequently, until the cauliflower is tender, about 5-10 minutes. Remove from heat and transfer to a large bowl.
- Add the currants, pine nuts, breadcrumbs, and egg, and stir to combine. The mixture should hold together when pressed between your fingers.
- Heat about 2 inches of oil in a skillet over medium heat. Shape the cauliflower mixture into balls about 1 1/2 inches in diameter. Fry the kofta, turning after several minutes, until golden brown on all sides. Remove from the pan with a slotted spoon and set aside on a paper towel-lined plate while you fry the rest of the kofta.

### Beetroot hummus preparation

- To make beetroot hummus, roast the vegetables until tender, then let them cool and chop them into smaller pieces.
- Toast the walnuts in a dry skillet over medium heat for about 3-5 minutes, stirring frequently to avoid burning, then let them cool slightly.



- Combine the roasted beetroot, lemon juice, peeled garlic clove, tahini, and extra virgin olive oil in a food processor.
- Add the toasted walnuts, cumin seeds, and **Knorr Professional Seasoning** (which seasoning – need to edit). Blend the mixture on high speed until smooth and creamy, occasionally scraping down the sides to ensure everything is well combined.
- If the hummus is too thick, add a small amount of water or extra olive oil to achieve the desired consistency.
- Taste and adjust the seasoning as needed, adding more lemon juice, salt, or **Knorr Professional Seasoning** to suit your taste.
- Transfer the beetroot hummus to a serving bowl, drizzle with extra virgin olive oil, and garnish with additional toasted walnuts or a sprinkle of cumin seeds, if desired.

### Onion ash preparation

- To make onion ash, preheat your oven to its highest setting (230-260C).
- Peel and quarter the onions, then spread them evenly on a parchment-lined baking sheet.
- Roast the onions until completely blackened and charred, which may take 30 minutes to 1 hour, depending on your oven.
- Allow the charred onions to cool, then grind them into a fine powder using a blender, food processor, or spice grinder.
- Store the onion ash in an airtight container until ready to use. The mixture adds a smoky, charred flavor to your dishes. Ensure good ventilation during the process, as cooking this product can produce solid smells and smoke.

### Taploca cracker preparation

- To craft the taploca crackers, boil 500ml of water in a medium saucepan.
- Add 70g of taploca pearls and 4g of **Knorr Vegetable Bouillon Powder**, stirring until the bouillon dissolves. Cook until the pearls turn translucent, and the mixture thickens to a glue-like consistency (about 15-20 minutes).
- Spread the cooked taploca mixture thinly onto a parchment-lined baking sheet, letting it cool and set.
- Once dry, cut into desired shapes.
- Heat oil in a deep fryer or pan to 175C and fry the crackers until they puff up for a few seconds.
- Remove and drain excess oil on paper towels. Finally, dust the crackers with onion ash for a smoky flavor.







# FEEL-GOOD



# FOOD



## *Holistic Wellbeing*

This year is all about the feel-good factor. “Healthy options” are about to be transformed. By thinking outside of the box, we can dream up **divine** and **unexpected** dishes that are rich in nutrients, beautiful to look at and tasty too!

The lettuce-based salad is out, and alternative veg and nutritional grains are in – like the millet used by Chef Jimena Solis in her signature Millet Malfatti dish. It’s important to develop a **well-rounded** understanding of nutrition and wellbeing. We all have a responsibility to safeguard all aspects of human health, and that starts with the food we eat!





## THE HIDDEN BENEFITS OF WHOLESOME DINING

Words by  
David Wright

The narrative around superfoods in recent years suggests there are only a few highly marketed foods that pack a rejuvenating punch. The truth is that our kitchens are full of foods that have the power to revive and restore.

"Our kitchens are full of foods that have the power to revive and restore."

Let's start with lentils. These little legumes can reduce the risk of a host of chronic diseases such as diabetes, obesity, cancer and heart disease. So whether you use them in a stew, salad or dip, lentils are definitely one to feature in your menu planning.

Eggs are also amazing – a nutritional hand grenade, often described as a 'complete protein', they contain all nine amino acids we need.

A fairly new product for diners is Kefir, but this microbe-rich dairy product has been fermented for over 2,000 years. These microscopic populations of bacteria are thought to be essential for improving digestion and lowering cholesterol.

Watercress is related to mustard and is part of the brassica family of vegetables. It is eaten in many countries and spans most continents. Considered a 'superfood' because of its high content of antioxidants, it is particularly rich in beta carotene and vitamin C. Both the delicate green leaves and paler stems can be eaten either sautéed or fresh, and are great when mixed in soups, salads, tarts and omelettes.

These are just a few examples, but if you consider similar ingredients for your menu, including lots of colorful vegetables and fermented foods, the health benefits cannot be underestimated!





# HOW *Nutrition* IS SHAPING THE F&B INDUSTRY

Words by  
Nutritionist & Marketing  
Specialist, Jumana Jalal

The world of food and beverage (F&B) is undergoing a delicious transformation, driven by a growing consumer focus on health and wellness. This article explores the top nutrition trends shaping the industry, how restaurants are adapting their menus, and the exciting innovations that could revolutionize the way we eat.

## Healthy on the Menu:

### Top Nutrition Trends

Diners are no longer simply seeking sustenance; they're demanding food that nourishes their bodies and minds. Here are some of the hottest trends:

- **Functionality First:** Forget empty calories! Consumers are drawn to food and beverages that offer specific health benefits. This includes options that support immunity, digestion, energy levels, and weight management.
- **Plant-Powered Plates:** The plant-based movement continues to flourish. Vegetarian and vegan options are no longer niche; they're center stage, with chefs offering innovative and flavorful dishes that rival their meaty counterparts.
- **Personalised Plates:** The future of food might be customized to your needs. Look for restaurants catering to dietary restrictions and exploring personalized menus based on individual health goals.
- **Transparency Reigns Supreme:** Consumers want to know what they're eating. Clean labels with recognizable ingredients and a focus on avoiding artificial additives are key.
- **Less Is More:** Public health concerns are driving a push to reduce sugar and salt content in both processed foods and restaurant menus.



Pre-cut *vegetables*, pre-cooked grains, and other convenient options can streamline food preparation and reduce labor costs. This allows restaurants to offer a variety of fresh, healthy dishes without the extensive labor typically required for scratch cooking.





Operators struggle with food cost and more specifically, animal protein. At the same time, diners are becoming more conscious about their health and the environment. This recipe is a highly *nutritious* version of the classic malfatti served with a firewood-smoked and grilled vegetable sauce.

It provides a significant amount of *wholesome* ingredients like grains, nuts, and vegetables like chickpeas, millet, and spinach. It's also lactose and gluten-free, and great for vegans and vegetarians.

#### For Central Production Kitchens:

The malfatti can be prepared ahead and frozen in bulk. Add the chickpea flour to the mix and knead until the dough is firm. Portion and freeze.

## MILLET MALFATTI IN SMOKED VEGETABLE SAUCE

Chef Jimena Solis, Argentina

@chefsufsarg

For Restaurants, hotels and caterers



### Ingredients (Serves 10)

#### Malfatti

300 g raw millet  
15 g Knorr Vegetable Stock Powder  
440 g spinach, blanched and chopped  
125 g Knorr Potato Flakes  
500 g water, for the purée  
10 g sunflower oil  
250 g chickpea, cooked  
2 g pepper, crushed  
5 g lemon zest  
150 g walnuts, toasted  
lemon zest  
walnuts, toasted

#### Smoked Sauce

185 g 185 g Knorr Tomato Powder  
1500 g water  
200 g red capsicum  
200 g green capsicum  
200 g yellow capsicum  
250 g onion  
350 g tomatoes  
1 g chilli  
500 g charcoal  
200 g wood chips  
2 pcs siphon charges  
20 g agar-agar

#### Crackers

100 g bagasse or leftover from vegetables  
100 g sesame seeds  
50 g whole grain sesame seeds  
1 g salt  
1 g crushed pepper





"Charring of vegetables, combined with trendy and nutritious ingredients such as millet, gives this dish lots of umami and meaty flavors. Healthy dishes can definitely be tasty!"

Chef Jimena Solis



## Method

### Malfatti

- Wash the millet and toast it slowly in a pan.
- Cook the millet with the vegetable bouillon (1L water + 15g granulated bouillon).
- For the puree: Boil 500g water, add the sunflower oil and incorporate very slowly the dehydrated potato flakes. The puree needs to be firm in texture.
- Chop the chickpeas in a mixer.
- Toast the walnuts in the oven.
- Chill all the ingredients and combine them (cooked millet + chickpea + puree). Add the lemon zest, the spinach finely chopped and the salt and pepper.
- Shape them into balls - around 35g each.
- Preheat the oven 200°C. Roast the balls for 5 mins or until golden in color.
- Whole Recipe Cooked: Combine 625g millet + 250g puree + 250g chickpea puree + 440g spinach + 150g walnuts + 5g lemon zest.

### Smoked Sauce

- Smoke the fresh vegetables with the wood chips and charcoal.
- Mix all the smoked veggies.
- Sift and set aside the bagasse.
- For the tomato sauce: boil 1500g water and add the dehydrated tomato flakes.
- Combine the smoked vegetable puree and the tomato sauce.
- Heat the sauce and add the agar-agar.
- Mix well and pour the sauce into a siphon. Charge it.

### Crackers

- Partially grind the seeds.
- Add the bagasse to the seeds then add salt and crushed pepper.
- Spread the mix on a silicone mat.
- Bake at 90°C until dry and golden brown.







# VEGAN SUMMER SALAD WITH BURNT EGGPLANT, MUSTARD, VEGAN MAYO, & TAHINI DRESSING

By Chef Rita Soueidan

@chef\_ritasoueidan

For Restaurants, hotels and caterers

Chef Rita Soueidan has earned acclaim for her innovative blending of traditional Lebanese flavors with contemporary cooking techniques. Renowned for her meticulous attention to detail and ability to infuse dishes with a deep sense of authenticity, Chef Soueidan has captivated the palates of locals and tourists. Her restaurant in Dubai, Maisan 15, serves as a vibrant culinary hub where she showcases her passion for fresh, locally sourced ingredients and her dedication to elevating Lebanese cuisine to new heights.

## Ingredients

### For the salad

200 g mixed cherry tomatoes, halved  
10 g sourdough bread torn into smaller pieces  
45 g cucumber, medium dice peeled, deseeded  
3 g 1/4 of a banana shallot, thinly sliced into rings  
1/4 pc green chilli, deseeded and finely chopped  
1 tsp lemon zest

15 ml lemon juice  
15 ml extra virgin olive oil, plus extra for the sourdough and final drizzle  
Finely chopped mint, generous pinch  
Sumac, generous pinch for the sourdough

### For the garnish

Aleppo chilli  
Basil leaves  
Extra virgin olive oil

### For the dressing

1 kg eggplant  
30 g Colman's English Mustard  
20 g tahini  
3 tsp sea salt (10g)  
20 g Hellmann's Vegan Mayo





## Method

- Char the eggplants over a flame, and peel and scoop out the flesh once cool. Place the flesh in a colander over a bowl to drain.
- Once drained, transfer the flesh to a food processor along with the rest of the dressing ingredients and process until smooth. Transfer the dressing to a container and place it in the fridge.
- Set the oven temperature to 180C. Mix the torn sourdough with a drizzle of olive oil and a generous pinch of sumac, place on a tray, and bake for 5 minutes or until crisp and golden.
- Add the salad ingredients to a mixing bowl and gently mix. Add 1 tablespoon of the dressing to the salad and gently mix.
- Transfer the salad to a serving bowl, drizzle with extra virgin olive oil, sprinkle with a generous pinch of Aleppo chili, and garnish with basil leaves.







# SUMMER ZUCCHINI MOUSSAKA WITH CHICKPEA AND LENTIL RAGOUT

By Chef Milan Jurkovic

@chefmilanj



For Restaurants, hotels and caterers

Chef Milan Jurkovic is the culinary mastermind behind 21 Grams, a Bib Gourmand Balkan bistro in Dubai that has garnered acclaim for its authentic and soulful cuisine. With a passion for preserving the rich culinary traditions of the Balkans, Chef Milan expertly crafts dishes that highlight the region's diverse flavors and heritage. At 21 G, guests can indulge in a menu that blends rustic, homemade recipes with modern culinary techniques, creating a unique dining experience that transports patrons to the heart of the Balkans. Chef Milan's commitment to quality and authenticity has made 21 G a beloved destination for locals and tourists seeking an unforgettable taste of Balkan culture in the vibrant city of Dubai. For this dish, he says, "This dish transforms genuine comfort food into an even better vegetarian comfort dish."

## Ingredients

### For the chickpea and lentil ragout

400 g yellow onion	50 ml Bertolli extra virgin olive oil
200 g carrot	30 g Knorr Aromat
100 g celery	20 g sugar
80 g chickpeas	15 g garlic
50 g lentils	10 g thyme
500 g Knorr Tomato Pronto	4 pcs bay leaves
10 ml Bertolli balsamic vinegar	

### For the tomato sauce

400 g Knorr Tomato Pronto  
20 g sugar  
5 g salt

### For the Zucchini Moussaka

1000 g yellow zucchini  
150 g Kashkaval cheese

### For the garden bouquet

10 g basil  
10 g mint  
10 g parsley  
10 g edible flowers  
10 g dill  
50 g green lettuce  
10 g chives





## Method

- Soak the chickpeas in water overnight.
- Cut the onion into julienne strips and grate the celery and carrot. Sauté the vegetables together with olive oil, then add the chopped garlic, thyme, and bay leaves. Add the lentils, balsamic vinegar, and sauté everything on high heat briefly.
- Add the soaked chickpeas and water, then add Tomato Pronto and spices. Turn down the heat to low and let it simmer until the water evaporates and the chickpeas and lentils are cooked.
- Meanwhile, slice the yellow zucchini lengthwise to a thickness of 2mm. Spread them on a baking sheet lined with parchment paper and bake for 3 minutes at 180C.
- Take a 10mm radius ramekin and start lining the bottom and sides with the zucchini slices, overlapping each piece by half its width. Once the ramekin is lined, layer the ragout and grated Kashkaval cheese inside.
- Finish with a layer of Kashkaval cheese on top, and fold the zucchini ends to close the moussaka. Heat the prepared moussaka in the oven at 200C for 10 minutes.
- For the tomato sauce, cook the Knorr Tomato Pronto with olive oil and spices until creamy. Blend with a hand blender until smooth.
- Prepare the garden bouquets by arranging small bouquets with equal amounts of aromatic herbs.
- To plate the dish, spread the tomato sauce on the bottom. Place the warm moussaka on top of the sauce. Finish with a garden bouquet on the top.







## MORE THAN FOOD FOR FUEL: DEVELOPING DELICIOUSLY HEALTHY DISHES

With  
Chef Sam Kass  
Words by  
Herman Clay

Since gaining national recognition for his role as personal chef to the Obamas during their time in the White House, Sam Kass has used his platform to transform the way we think about food, nutrition, and the role of chefs in promoting better eating habits. Here he offers five tips for striking the perfect balance between flavor and health in your cooking.

### 1 **Understand the Relationship Between Nutrition and Wellbeing**

"The connection between nutrition and wellbeing all starts with the nutrient density of your dishes. Focus on how much nutrition each calorie delivers. The goal is to ensure that every calorie counts and contributes to nourishment."

### 2 **Get Into Local Sourcing and Sustainability**

"Sourcing locally can offer fresher and higher-quality ingredients, but remember that sustainability is multifaceted. For example, a poorly farmed local cow fed on low quality grain is less sustainable than a responsibly farmed grass-fed animal transported from another part of the country."

### 3 **Embrace Innovations in Food Production**

"Healthier and environmentally friendly foods, especially alternative proteins, are becoming more accessible all the time. Look for delicious and nutrient-dense options that reduce the overall environmental footprint of a dish or menu without compromising on taste."

### 4 **Emphasize Plant-Based Ingredients**

"Plant-based foods are at the forefront of creating a healthier and more sustainable food system. Incorporate beans, lentils and legumes into your dishes as they are a great source of protein, nutrient-dense, sustainable, and super versatile."

### 5 **Explore the World of Mushrooms**

"Mushrooms are an amazing ingredient that can bring unique umami flavors to your dishes. They're nutrient-dense, offer diverse flavor profiles, and are easy to incorporate into various recipes."







# ABOUT THIS REPORT

Unilever Food Solutions (UFS) Future Menu Trends Report 2024 was compiled from robust global data and extensive chef inputs, including industry reports of leading third-party sources (Kantar, Firmenich, Symrise, IFF, The Forge, CMJ-PDC), social media analytics using 77,000 keywords representing 69 million searches across more than 21 countries, perspectives from UFS' 250 professional chefs and in-depth feedback of more than 1,600 chef professionals located in 21 markets worldwide via UFS e-panels.

The Future Menu Trends Report findings have been translated into practical, action-driven solutions for foodservice operators globally, including recipe suggestions, preparation techniques and ingredient solutions operators can use on their menus.

## Get #Prepped for Tomorrow with Unilever Food Solutions

As a B2B partner to chefs from around the world, we don't just offer products but also other services to help develop chefs. On our global website [UFS.com](https://UFS.com), we house thousands of recipes, practical kitchen and team solutions, content for inspiration, and free training modules.

ACADEMY is a portal with the latest professional trainings – all filmed and created with expert chefs from around the world. Our team are waiting to teach you skills, tips and tricks that can be used right now in your kitchens. If you would like to learn more about a few of the trends found in this report, check out some videos below.

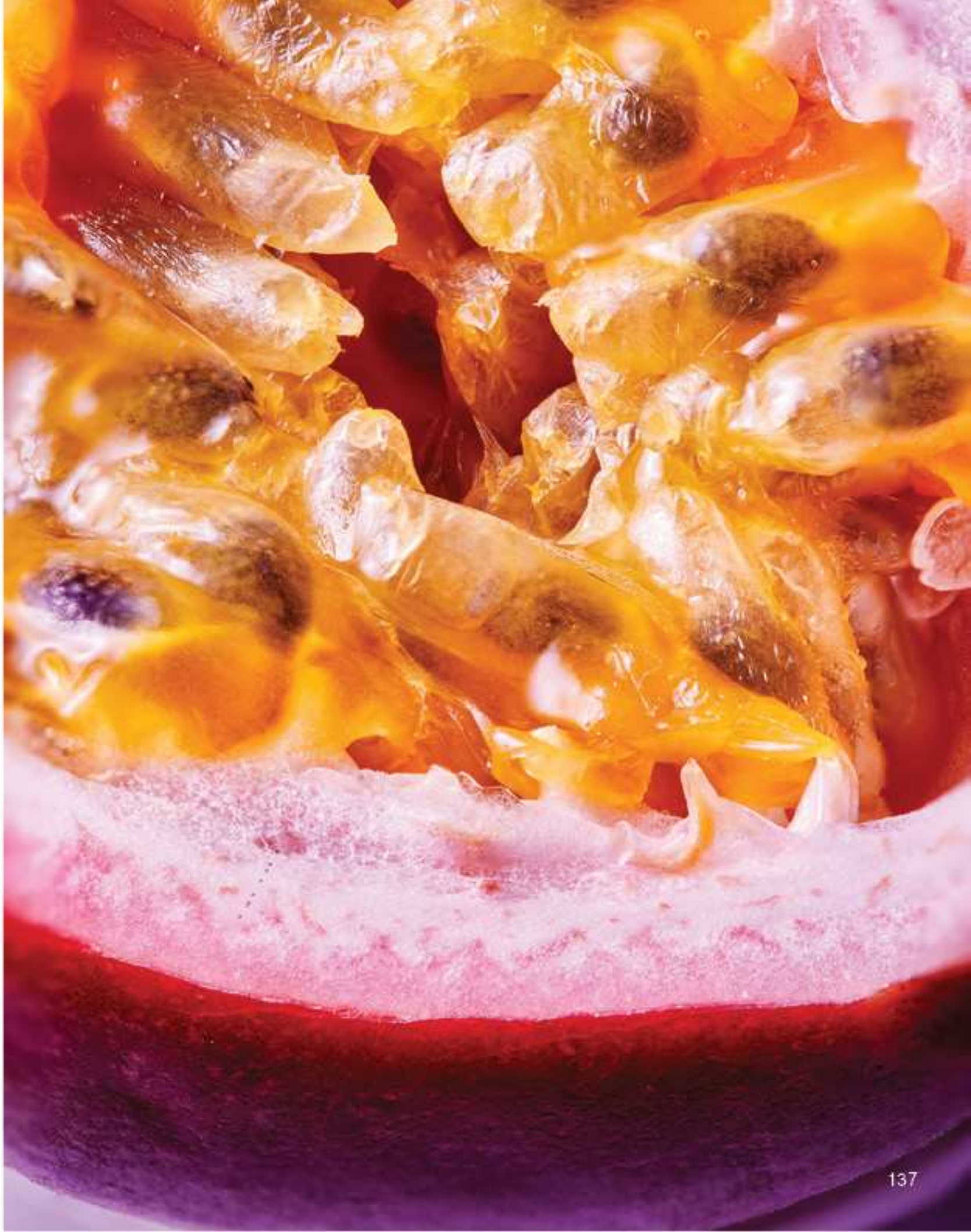
**Fair kitchens** is the UFS movement that's fighting for a more resilient and sustainable foodservice industry. We're calling for change because we believe that healthier kitchen cultures make for healthier businesses. At [UFS.com](https://UFS.com) you can find our range of tools, trainings and solutions to the toughest kitchen culture challenges, leadership skills and much more.

*[Low-Waste Menus Course](#) and [Irresistible Vegetables Course](#)*

by Christian Weij, Fermentation Expert

# ACKNOWLEDGEMENTS

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