



Sensational Cuisine

Hospitality

BY DUBAI WORLD TRADE CENTRE

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ARABIAN HOSPITALITY

Advancing traditions

Dubai today is a dynamic city of high finance and bustling commerce. But below the surface, the Bedouin legacy still informs daily life.

Emiratis are rightly proud of their traditions which place a high value on hospitality. Inviting an outsider to share a family meal remains an essential way of extending friendship and strengthening social ties. The dining table is also important in business relationships as a place where trust is established.

Culture in the UAE is strong but flexible, maintaining its own identity while taking on board some of the finer elements of other societies. The last few decades have seen a large growth in the cuisine available in Dubai, which has become a kind of culinary united nations.

At Dubai World Trade Centre (DWTC), we've long upheld this local tradition of gracious hospitality, while adapting to a new era of variety, innovation and international excellence.

“Delivering world class hospitality for more than a decade”



CATERING SERVICES

Supreme excellence

While DWTC may be most familiar as a first-choice venue for events, we offer world-class, royally endorsed cuisine.

Our in-house catering team has built an indisputable reputation for delivering consistently mouth-watering delights to our centre's delegates. We've hosted royalty, international dignitaries and guests from around the world, gaining considerable expertise in satisfying eclectic palates along the way.

Banquets at DWTC combine the finest flavours from around the world, including contemporary Middle Eastern, Mediterranean, Continental and Pan Asian cuisine, produced with carefully sourced ingredients and presented with flair.

Besides these high-prestige dinners, we regularly cater to thousands of delegates at the exhibitions and conferences we host. With the ability to serve up to 15,000 guests each day, our kitchens and staff consistently exceed even the supreme service that is synonymous with Dubai. Not only that, but we have the kitchen capacity and manpower to supply these events in addition to weddings, outside catering and gala dinners-all on the same day.

With our unparalleled experience, it's no surprise we're the first choice for Dubai's most prestigious gala events. We also deliver our trademark specialities to events beyond our gates. Offsite event catering has proved a resounding success. We can supply outstanding food and service for private or corporate events.

We also host and cater bespoke weddings and receptions. We've won renown for our expertise in Emirati weddings, consistently proving our flair and knowledge by catering to the unique styles, ceremonies, cuisine and service requirements of the most discerning families.

In short, we understand how catering reflects on you, your company and your brand. While some demand quality at any price, we have packages to suit a range of budgets. In every case, we go out of our way to create memorable experiences your guests will thank you for.



“Ability to serve
up to 15,000 guests
each day”

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OUR PHILOSOPHY

Authentic delights

Stepping into our kitchen is like viewing the world in microcosm, through the lens of international ingredients and dishes.

Our team of 135 experienced chefs can deliver a complete multi-course banquet from concept to presentation, while maintaining the ethnic essence of each cuisine they're serving up. Expertise, authenticity and passion for food are the defining characteristics of our operation.

DWTC's kitchens employ chefs of 17 different nationalities from five continents-each handpicked for their regional cuisine expertise and hospitality track record. Such first-hand knowledge guarantees the authenticity of cooking styles from around the world. The chefs share their secrets and learn our house specialities bringing depth, quality and consistency to the menus we offer.

Having won culinary accolades and a number of gold medals at international competitions in the UAE for two consecutive years, our chefs work daily to live up to their reputation. The award-winning pastry team includes a master artist, whose ice sculptures and inventive chocolate and spun sugar creations have placed him among the most highly decorated craftsmen in the country. He's just one example of the specialist knowledge and experience our team possesses.

A keen attention to detail and a constant desire to outdo themselves underpins every facet of our operations-from the chefs in the kitchen through to the service staff, stewards and commercial staff who ensure things run smoothly. A genuinely global, multi-cultural team, we bring vast experience to bear to make our cuisine-and your event-authentic and memorable.

Emirati cuisine

Over the years, traditional Bedouin cooking has been enhanced by dishes from beyond the UAE's shores, most notably from Syria, Lebanon, Palestine, Egypt, India and Pakistan. The result is a diverse new age of Emirati cuisine, rich with the region's aromatic spices.

Of the two massive kitchens onsite, one is called the Emirati kitchen and is DWTC's pièce de résistance. While all our food and beverage operations reach a lofty five-star level, our signature cuisine sets new standards with a six-star rating. Given that Dubai is our home, we embrace the opportunity to showcase the country's rich, diverse culture through food that's packed with heritage and tradition.

International cuisine

We're proud of our world-class status and are well equipped to cater to international appetites. Our menus offer dishes from as far afield as Europe, the Far East, Asia and Africa. Only the freshest ingredients are sourced and transformed into innovative dishes brimming with exotic flavours.

Since we regularly cater to the global conference circuit, authenticity is extremely important to us. Not only do we aim to impress guests with their 'home' cuisine, we must be equally proficient at specialities they may have sampled on their travels. For this reason we go out of our way to hire chefs from around the world who are steeped in their own traditions.



Our chefs today come from Australia, Belgium, China, Egypt, France, Germany, Iran, Jordan, Lebanon, India, Indonesia, Morocco, Nepal, Nigeria, Sri Lanka, Syria, Thailand and the United Arab Emirates bringing first-hand expertise in many of the world's cuisines.

“135 chefs, from 17 countries and 5 continents”

OUR KITCHENS

Magnifying flavours

Impressing with its ultramodern technology and sheer scale, the kitchen's 3,650m² area means we can produce everything in-house.

So how do we work with such large-scale orders with just 135 chefs, when major five-star hotels in Dubai take on over five hundred chefs to cater for similar turnover volumes? The key is efficiency-executed to perfection by an on-call operations team that works with a skilled group of senior chefs on a day-to-day basis.

Quality is our underlying promise-starting with nothing short of the best ingredients, something essential to the delivery of a premium product. The current kitchen infrastructure opened in 2003 and has since been awarded the highest ratings by the Dubai Municipality each year. We are one of only a handful of establishments in the city's five-star hotel category to achieve this distinction and maintain it consistently.

Our facilities match that of the world's best restaurants with an array of hi-tech computer-controlled combination ovens, advanced refrigeration systems and uniquely engineered negative air pressure ceilings that enhance the working environment by lowering temperatures and noise levels. And our spotless work stations and separated preparation areas have earned us HACCP and ISO 22000 certification.

Left Side Image

An ethos of transparency and empowerment is essential to running a successful large-scale operation. Clearly proud of their accomplishments, the team enjoys the satisfaction that comes from a job well done.



OFFSITE CATERING

Wider appreciation

While our venues are perfect for large-scale events, we can also prepare and serve world-class cuisine at a location of your choice.

Our kitchen is an integral part of the DWTC experience. But we're able to deliver our award-winning service anywhere. We've catered for conventions, sporting events, gala dinners, concerts, product launches, weddings and other family events. Our clientele ranges from major corporations to sports and entertainment stars, international dignitaries and even royalty-testament to our team's uncompromising standards in quality and presentation.

Our highly professional team can supply most requirements from linens, glassware and cutlery to event staging, lighting and rigging. We customise our menus in close consultation with you so any individual lifestyle or dietary need can be met and complemented with international and local beverages. In addition to our serving staff, we also offer a stewarding service to make sure that your event happens without a hitch.

One thing that keeps us ahead of our competitors is our strong logistics operation. Our delivery vehicles are fitted out with all the equipment needed to ensure we can deliver fresh food anywhere. With this fleet, we can also set up cooking stations anywhere you need and handle any size of event off our premises.

When the Formula 1 roadshow rolled into Yas Island, we were there to make sure that the hospitality was more than a match for anywhere else on the global circuit. Other offsite catering has included the Rugby Sevens tournament, many cricket matches and a night to remember aboard the iconic QE2 liner docked at Port Rashid Cruise Terminal for New Year's Eve.



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AWARDS

Recipe for success

**The only constant in the gourmet world is change.
We keep our finger on the pulse.**

Staying on top form means both anticipating and setting trends. Time is invested in meticulously researching new dishes, perfecting the nuances of the flavours and building the in-house skills prior to actual preparation and presentation of a concept to the market. We can't afford shortcuts.

To go beyond our clients' expectations, we learn what they value most. By seeking critical feedback after every function, our food and beverage unit incorporates preferences and suggestions that expand our service offerings. Our willingness to adapt is just one reason our clients keep coming back. They know we are always fine-tuning our recipe for success, enabling us to deliver the highest quality time and again.

As a progressive hospitality provider we move with the times to accommodate our guests' dietary preferences. In-house nutritionists work with our chefs to design meals for people with diabetes or other medical conditions. And we meet today's demand for healthier living with a range of options offering fewer calories without sacrificing anything in taste.

Our culinary team regularly wins medals at the Emirates International Salon Culinaire organised by the World Association of Chefs Societies (WACS).

Salon Culinaire achievements

2011 - 44 medals (6 Gold, 14 Silver, 24 Bronze)

2010 - 5 gold medals including 'best hygiene' award and 'best kitchen artist', 14 silver medals, 27 bronze medals

We've won 'Best effort of a single 5-star establishment' for the years 2008, 2009, 2010 and 2011

2011 - Event Caterer of the Year - Caterer Middle East awards



A blue refrigerated truck trailer is shown from a low angle, looking up. The trailer has a corrugated metal top and a blue side panel. On the blue panel, there is a logo for 'DUBAI WORLD TRADE CENTRE' and the text 'REFRIGERATING SERVICES'. A yellow and black hazard stripe runs along the bottom edge of the trailer. The background is a bright, overcast sky.

“Our delivery vehicles are fitted out with all the equipment needed to ensure we can deliver fresh food anywhere”

To take the next step, visit www.dwtc.com

Or contact us direct:

- Email: hospitality@dwtc.com
- Tel: +971 4 308 6979
- PO Box 9292, Dubai, UAE

Business hours:

8am to 5pm, Sunday to Thursday.

Getting here:

Dubai is well served by a major world-class airport, several ports and a choice of highways and bus routes throughout the UAE.

For more details, see our website.



مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE