

A study tour/ working group UAE – Dubai

Universities meet in the Middle East 14th – 19th May 2017

“Put your head in the clouds”



Outline document : Andrew Daniels CFSP

- We know the Middle East! – Manitowoc Foodservice have a new facility and development kitchen in Dubai’s Silicon Oasis. We have dedicated team of colleagues, a great customer base, and a wide host of connected, inspiring contacts & associates.
- Joint venture between Manitowoc Foodservice and David McKown UHS Ltd to bring together senior individuals from UK Universities – who hold similar forward driven vision for their Food & Beverage operations.
- Experience food & beverage at 5 star to street level –
- Unlock the wonders of Levantine Cuisine – first hand, appreciate modern styles as well as the traditional – laid down from Turkish & Ottoman Empires of Old.
- So much more than Tabbouleh, Hummus & Baba Ghanoush!! Live cooking sessions with Cyrus Todiwala and spice insights as he is joined by Innovation Director Mini Jaitly from Midas Foods India
- Review University infrastructure approached from a UAE perspective – tour of Emirates Hospitality Academy & University City
- See how a leading class operator does it! – Jumeirah trip, behind the scenes at the Madinat.
Spend the day with Andy Cuthbert -**General Manager Madinat Jumeirah C&I, Jumeirah Hospitality Chairman Worldchefs**
See how the Madinat operation ticks! – Live veranda cooking – hands on delegate fun & involvement

- Each night enjoy a great group dinner at one of Dubai most revered eateries – with option to take in back of house and hear from the operations food & beverage team leaders
- Making the chain strong Key note speech - visit global operator to hear first hand from their senior team how they operate and deliver success via global brand standards – what processes and structures make standardisation and the required GOLD stand achieved with confidence.
- Technology driven foodservice – “modern equipment for the modern aspiring concept operator”
Enjoy this insightful session at Manitowoc Foodservices newest offices and development kitchen at Dubai's Silicon Oasis.
Hear from Manitowoc’s experienced product managers and enjoy a varied selection of foods as Manitowoc chefs put the food and beverage technology equipment through its paces.



Draft Itinerary

Day 1 : Sunday 14 May

Delegate individuals arrive at London Heathrow Airport at the group check concourse to meet with trip leaders Manitowoc/ UHS.

Arrive UAE – Dubai – customs/ arrival clearance

Group Hotel transfer

Hotel Check in – Conrad Hilton Sheikh Zayed Road Central Dubai.

A late night welcome drink at the bar – for the group before hitting the pillow.



Day 2

8:45am - Delegate group meet in hotel lobby

9 am - Board transportation for breakfast

Strengthening the Chain – Key note speaker

8:30 am - Enjoy Breakfast offer at a significant Global Brand site – guest from TBC joined by Manitowoc Key Accounts Manager Leo Parrot.

“Challenges to achieve and maintain a Leading Global Brand Foodservice Concept to demanding Gold corporate standards in the Middle East” what systems and procedures help make the difference?



12:30 – Delegate Group splits – to be assigned study areas – coach drops off the groups the rest of the afternoon – is food and beverage fact finding and tasting! Dubai style.

Food study Safari

Chance for each group to visit a number of Dubai's latest, most interesting and successful & inspiring operations

Delegates will order up food and drink and share in their collective thoughts, appreciation of the F&B offer and the operations style and ambiance, before moving on to the next site.

Loosen that belt!!

17:30 – Groups return to the hotel

19:00 – Group collected to spend several hours in Old Dubai region Al Karma – Our spice team join us for dinner. Cyrus Todiwala and Mini Jaitly wet our appetite with street level Indian treats in this thriving area of Dubai – with a chance to find a gift to take back home.

21:15 - Group collected - Take to our table to experience a truly memorable Indian meal – with a twist.



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Day 3

7:30 - Group meet in hotel lobby

7:45 – Group board coach



A Day with Jumeriah

Group transfer to the world famous Madinat hosted by Andy Cuthbert GM Madinat Jumeirah C&I, Jumeirah Hospitality and Chairman of Worldchefs

8:30 – Arrival/ Welcome from Andy Cuthbert and team at meeting room Jumeriah conference centre.

Presentation & overview of Andy's role and what makes Jumeirah stand apart in the market place ?

Q&A

9:30 - Group converge into kitchen for Arabic Breakfast table – prepared by Jumeriah kitchen team.

10:00 - Group split into A & B for back of house tour and kitchen tours.

11:30 - Groups come together in conference meeting room – to hear from Mini Jaitly Innovations Director from Midas Foods.



Benefit from learning more about spices and condiments.

Hear the heat around chilli – how and why do flavours change when differing energies are applied!

What flavours and ingredients throughout India's many regions have exported globally into the global populations taste buds

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13:00 – Group move to the Jumeriah water terrace

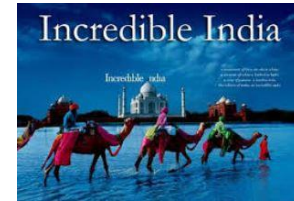
Open air Spice – The Spice is Right!

Respected Chef Cyrus Todiwala OBE joins our group to cook some fantastic dishes, as some delegates help with the cooking and in so create a most memorable afternoon on one of the Madinat' s beautiful resort locations.

Classic Indian dishes and more are sure to make for a food tasting packed afternoon as Cyrus creates delightful dishes from his favourite regions of India.

For this session Cyrus will be helped by Mini as the information on regional dishes and spices is shared further still.

Cyrus will share with the group insight of his passion, his love of Incredible India



Cyrus our Spice genie

- 16:00 –** Join the Group with a tour of the Souk Madinat to delve deeper into spice/ free time
- 18:00 –** Group to return hotel.
- 20:15 –** Group meet in hotel reception – Walk along the SZR to Zaroob for dinner.



Day 4 – Breakfast

STUDENT EXPERIENCE FOCUS

THE EMIRATES ACADEMY
OF HOSPITALITY MANAGEMENT

In academic association with Ecole hôtelière de Lausanne



- 8 am – Group leaves hotel for tour of Emirates Academy
- 8:45 am - Arrival/ Welcome – overview presentation on Emirates Academy
- 9:30 am - Tour of Campus – with insight into student accommodation
- 11:00 am - **Costa on Campus**



Our group are joined by senior Costa team members from the Middle East, to share success of how the business is evolving, how and why embracing new technology is key for the Costa model.



DUBAI INTERNATIONAL ACADEMIC CITY

- 12noon - Light lunch served
- 12:30 - Group collected and transferred to DIAC
- 13:15 - Arrive with hosted facility tour and overview of site
- 14:45 - Group collected and transferred back to hotel
- 15:15 - Drop off at hotel – quick turn around freshen up for Desert excursion.
- 16:00 - Group collected by Platinum Heritage.
- 22:00 – Group returned to hotel.



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Day 5 - Breakfast



8:15 – Depart Hotel from Manitowoc Foodservice Offices and Development Kitchen in Dubai's Silicon Oasis

Technology driven foodservice

9:00 - Welcome to our Offices from Team, UAE and outline of Manitowoc – our business, our Global reach and focus in on our UK set up from senior Manitowoc team

Group split into 2

10:00 - **Team 1** - remain in the kitchen for Convothem and conservation frying with Frymaster_focused session
Team 2 - move to area 2 for Merrychef detailed insight session

12noon - Groups break for lunch – comfort break and catch up on calls

12:15 - Light lunch served in development kitchen – with working overview of BiC – Blend in Cup beverage innovation.

13:00 - Groups rotate sessions

15:00 - Sessions close - comfort break

15:15 - Group Q&A and round up of the day - formal close of session

16:15 - Group collection, transfer to hotel

17:00 - **Arrive at hotel**

19:45 - Group collected for dinner – Pier Chic.

11:45 - Coach back to hotel.

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Day 6 –

Relaxing morning - take advantage of late check out of 12 noon

Individuals to settle their room charges

12:30 - Group collected, luggage stored on coach for the day - transfer to JW Marriott across Dubai Creek in Deira

Friday Lunch Dubai style

Free time for delegates – to see last minute sights, buy presents for family, loved ones

Delegates to be back at JW Marriott for 21:30 at the latest

22:15 - Coach leaves for airport –

22:45 - Group check in – Duty Free Emirates Terminal

Flight home – arrive early morning 20th May London Heathrow



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