

# GULFOOD & INGREDIENTS TIMES 2009

THE 14TH GULF FOOD, HOTEL AND EQUIPMENT EXHIBITION AND SALON CULINAIRE and  
THE REGION'S PREMIER INTERNATIONAL INGREDIENTS EXHIBITION FOR FOOD, BEVERAGE & HEALTH FOOD  
Dubai International Convention and Exhibition Centre & Airport Expo Dubai



25 FEBRUARY 2009

## Tasting the future

Taste the next latest thing at Cafe Culinaire from Emirates Snack Food

EMIRATES Snack Food has returned a winning concept to GULFOOD in the shape of its popular Café Culinaire stand.

"This year we have the second edition of Café Culinaire, which is a real gourmet restaurant where we serve breakfast, lunch and dinner.

"The whole purpose is to let people taste the products rather than just displaying them," explained managing director Ron Pilnik.

"We are next to the Salon Culinaire like last year, because our target clientele and existing clientele are all the people there - chefs, executive chefs, judges and the competitors as well."

Pilnik added that despite having stronger company branding around the stand, many people were still confusing the concept with an actual restaurant.

"They have even tried to leave money at the cappuccino bar," he revealed.

"So we've achieved what we wanted - making it feel like a real restaurant."

According to Pilnik, this year's exhibition has been "just as good or even

better" than last year's show.

"There's no doubt that Dubai and its chefs have taken a hit given the current economic situation," he admitted.

"But basically, you need to look at it as a pyramid with five-star luxury on top and fast food at the bottom.

"You can see the top is now falling through to the bottom. So people who ate in five-star restaurants are now going to four-star venues and former four-star patrons are going to three-star places," he continued.

"The losers are the one sat the top, but the winners are the ones at the bottom. If you look at quick-service outlets, they're doing very well.

"So people are still eating out and they will continue to do so - they're just moving down a level."

"We have to respond to that by offering special deals, looking at products that may be in demand now and making life easier for them and really adapt to what their new needs are," he said.

Pilnik added that the company planned to focus strongly on Abu Dhabi.



Is it a restaurant or an interactive (and tasty) GULFOOD stand? For Emirates Snack Food, raising the bar by providing high-end fare at the exhibition demonstrates their dedication to serving upmarket restaurants. In other words, when you stop by their stand, just taste and enjoy!