



# La Confrérie de la Chaîne des Rôtisseurs

## Introduction to the Chaîne in UAE

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International Gastronomy → **25,000+** members → **80+** countries  
→ **5** continents → Professional → Non-Professional → Culinary  
Arts and Service



# Introduction

## Chaîne des Rôtisseurs International

### Who are we?

With nearly **25,000** members, the **Chaîne des Rôtisseurs** is an *International Association of Gastronomy* with bailliages (chapters) now established in over **80** countries across **5** continents.

We aim to bring together amateurs and professionals from all over the world, whether they are *hoteliers, restaurateurs, executive chefs* or *sommeliers*, in the appreciation of fine cuisine.



Nearly **18,000** Non-professional members who are passionate about culinary arts and fine wine



Nearly **7,000** prestigious professionals encompassing all disciplines of culinary arts



Head chefs, young aspirants, and sommeliers in more than **2,200** restaurants around the world (2-3 Michelin stars, master craftsmen, Meilleurs Ouvriers de France)



General Managers of over **3,000** high-end establishments around the world



Over **200** international conference, facilities & service companies and catering services



Nearly **180** Private Clubs



More than **200** prestigious universities, hotel and cookery schools



More than **250** vineyards in some of the most beautiful winemaking regions and wine wholesalers



Nearly **90** cruise lines and airline companies



# Introduction

## Chaîne des Rôtisseurs International



### Our core values:

1. Preserve the camaraderie and pleasure of the table
2. Promote excellence in all areas of hospitality
3. Encourage the development of young chefs and sommeliers worldwide
4. Hold national and international competition to showcase upcoming talent
5. Be one of the key players in the transmission of knowledge
6. Provide international food support and aid to those in need
7. Develop training in the Hospitality and Food & Beverage industries



### Curnonsky, the Prince of Gastronomists



*Maurice Edmond Sailland, nicknamed "Curnonsky", was one of the founding members of the Chaîne des Rôtisseurs in 1950, named "Prince of Gastronomists" in 1927 for his defense of traditional home cooking and the founding of the Academy of Gastronomists in 1930. On his 80<sup>th</sup> birthday, 80 restaurants in Paris reserved a table to him for eternity, with a plaque that reads:*

*This place is one of Maurice Edmond Sailland-Curnonsky, Prince-Elect of Gastronomes, Defender and Illustrator of French Cuisine, Guest of Honor of this Establishment*

### A brief history:

**1248** Established by *King Louis IX* as the "Royal Guild of Goose Roasters"

**1509** *King Louis XII* changed the name of the Guild to "Rôtisseurs", and its activities were restricted to poultry, game birds, lamb, and venison

**1610** *King Louis XIII* granted the Guild a royal charter and its own coat of arms

**For over 4 centuries, the Confrérie cultivated and developed culinary arts and high standards of professionalism and quality. It set the standards of the "Royal Table."**

**1793** The Guild system was disbanded during the French Revolution

**1950** *Dr. Auguste Becart, Jean Valby, and "Prince" Curnonsky, along with chefs Louis Giraudon and Marcel Dorin, resurrected the Society and created La Confrérie de la Chaîne des Rôtisseurs*



# Introduction

## Chaîne des Rôtisseurs UAE



*In 1981, the Chaîne was established in Abu Dhabi, Al Ain, and Dubai.*

*In 2014, La Chaîne UAE was formed with the unification of the 3 baillages.*



Over **180** Non-Professional members who are passionate about culinary arts and fine wine



Present in **6** out of 7 Emirates with **10** National Council members and over **270** total members



Over **90** prestigious professionals encompassing all culinary disciplines

## UAE NATIONAL COUNCIL



**Ian Fairservice**

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Bailli Delegee UAE, Grand Commandeur

Member Conseil Magistral,  
Member Conseil d'Administration Honoraire

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Chancelier

Officier Commandeur In charge of overall administration, new members, promotions, international membership records, transfers

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**Sandeep Sathees**

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Commandeur In charge of Beverages

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**Monika Mueller**

Grand Officier  
Commandeur Events & Administration. Event bookings, payments, accounts, supports UAE membership records

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## Administration



# What is the Chaîne all about?



## What do we do?

- We **Host** Chaîne-sponsored dinners, gatherings and social events (with top Bailliage representatives present) in the spirit of brotherhood
- We **Appreciate** the chefs, sommeliers, Kitchen staff & brigade by providing them a highly sought-after Certificate of Appreciation from the Chaîne des Rôtisseurs
- We **Sponsor** yearly culinary competitions and events (especially for young & upcoming talent in the UAE) both nationally and internationally
- We **Promote** hospitality excellence in both top-quality and lesser-known establishments (restaurants and hotels alike) in Chaîne activities on *social media*, our *international and national websites*, *newsletters*, and *member influencers*
- We **Support** institutions that cater to the culinary arts and hospitality (universities, cooking schools, and service training)
- We **Provide** food support to international charities and relief efforts through Association Caritative de la Chaîne des Rôtisseurs (ACCR)

## Why host a Chaîne event?



- We hand over personally a certificate of appreciation to all members of the staff that participated in the event
- A CdR event is a great learning opportunity for young staff on how high-end events are conducted
- Receive a quality wall plaque of CdR for participating Professional Members
- We represent an organization with a **heritage** that dates back **800** years, with **21,000** members internationally and **240+** in the UAE
- Chaîne prestige attracts **top influencers** and **connoisseurs** to venues visited by the Chaîne
- Our dinners are covered extensively on **social media**, our **newsletters**, and **websites**
- We consist of **VIP members** such as diplomats, business gurus, media and marketing leaders, with a vast network of connections via word of mouth or social media
- We work **together** with your marketing team or management to **optimize the visibility** of our visit to your venue before, during, and after the event
- By hosting an event for the Chaîne, you will join the **prestigious international list** of restaurants & hotels that had the honor to have been visited by the Chaîne



# What is the Chaîne all about?

## *How do we do things?*

At Chaîne events, we do the following according to Chaîne specifications:



**Tasting events:** 10-14 days before the event to give a sneak peek

**Table layouts and seating plans:** Round tables of 6 to 8

**Pull-up banners:** Put on full display at the reception and dining area

**Photography and videography:** We have our own dedicated media team

**Branding:** Focus on the Values of: Benevolence, Commitment, and Excellence.

**With a Philosophy centered on:** Camaraderie, gastronomy, the pleasures of the table, developing young chefs and sommeliers, universality, and humanity



We also take food and wine (and talking about food and wine) **VERY** seriously. At any of our memorable gatherings, we follow certain protocols, like:

**Seasonings:** Salt and pepper are not placed on the table. Chefs take pride in adequately seasoning their dishes!



**Seating:** Round tables of 6 to 8 offer the best opportunity for conversation!



**Conversation:** There's an unwritten rule: never talk about politics, religion, or work. We, as you might expect, talk endlessly about food and wine!





# Our social media coverage

## GCC Social Media Presence:



Bahrain



434 followers



UAE



1000 followers



1300 followers



450 followers



Kuwait



656 followers



Online News

[newsonline.ChaînedesRôtisseurs.com](http://newsonline.ChaînedesRôtisseurs.com)



Website

[Chaîneuae.com](http://Chaîneuae.com)



Instagram

[@Chaîneuae](https://www.instagram.com/Chaîneuae)



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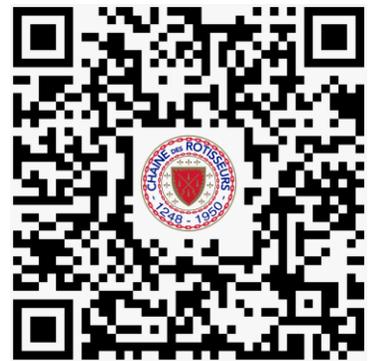
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