IUOAMC

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From observation to evidence

How do we make a judgement explainable?

Palestine / Living memory

Land, memory and the table

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Examples and tools to keep



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Fuad Asaad

When taste leads a team

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Opening editorial: Ahmad Issam Maadarani · Editor-in-chief: Djamila Khiari

Message from the General President

The Profession Holds Knowledge Worth Preserving



When a profession brings its voice to the page, it becomes responsible for the impression it leaves in its readers' memory. The page remains after the event has ended; it is read far from its author, and learners return to it to compare what was said with what they were able to put into practice. This is why I see this issue as a pledge to the reader: to offer clear knowledge, to give serious work its rightful place, and to write the history of the profession through the names of those who contribute to it.

I founded the International Union of Arab Master Chefs out of my belief that a chef's expertise deserves an environment that helps it grow, circulate, and be documented. Today, we seek to deepen this relationship between practice and education: to make questioning part of skill, to ensure that the reason for a procedure is understood, and to enable learners to explain their decisions, review their results, and then improve their work.

In the kitchen, a chef knows that results are not made from quantities alone. There are ingredients that change, timing that must be understood, heat that needs to be controlled, and a team whose members depend on one another. In tasting, an observation is not complete with mere approval or rejection; it becomes complete when the taster finds precise words to explain what they perceived, and a clear criterion that connects sensation to decision.

For this issue, we chose to connect what happens at the evaluation table with what takes place in the kitchen and what people's memories preserve. We examine yield and cost per portion because precision protects the efforts of both workers and business owners. We discuss judges' independence because trust requires practices that can be reviewed. And we open a dossier on heritage because a recipe carries with it a place, people, tools, and working methods that deserve to be documented.

Human experience also has its place in these pages. We feature Fuad Asaad as our personality of the issue, in recognition of his role in leading the tasting team and passing knowledge on to others. Teamwork reveals the impact of knowledge when responsibilities are shared, the language of evaluation becomes more consistent, and learners find someone to help them move from impressions to reasoned observations.

We also wanted this issue to reach families. In the recipes section, an idea is connected to quantities, steps, and signs of success. In "The Young Chef," we begin with curiosity and respect: how do we describe color, aroma, and texture? How do we care for our tools? And how do we learn alongside adults without turning the kitchen into a place of risk?

To chefs, teachers, researchers, and readers: these pages are an invitation to contribute work worth reading, experiences that can be explained, and sources that give their authors due credit. And to the editorial team, led by Djamila Khiari: our responsibility is to ensure that the quality of what we offer matches the trust we ask for.

I want this issue to mark the beginning of a professional habit: observing carefully, questioning seriously, and recording faithfully. When we return to these pages years from now, may we find knowledge that has benefited the profession, names that have received their due, and experiences that remain open to understanding and further development.

Ahmad Issam Maadarani

Founder and General President of the International Union of Arab Master Chefs

International Union of Arab Master Chefs
iuoamc.uk/ar/entities/iuoamc

Editor-in-Chief's Message

Writing for the Profession and Preserving the Memory of Taste



Djamila Khiari
Editor-in-Chief of IUOAMC MEDIA Magazine

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Responsibility for the written word begins before publication. It begins when we ask what we truly know, who gave us that knowledge, and what effect our writing will have on a reader who is learning, a chef building a future, or a family preserving a recipe from the memory of its home. With this question, I begin my role as editor-in-chief of IUOAMC MEDIA magazine: how can we make what we publish a contribution worthy of our readers' time and trust?

In a world where a dish can cross continents in seconds on a phone screen, it becomes our duty to give it what an image alone cannot: its context, its meaning, and the story of its maker. Behind the result that reaches the table lies work that no single shot fully reveals: the choice of ingredients, an understanding of their transformations, discipline in execution, and responsibility for the safety of those who eat them. Good writing about cooking knows how to see this work and explain it well.

The Value of the Profession Lies in Its Details

When we introduce a chef to readers, the most rewarding thing we can reveal is the way they think. Why did they choose this technique? How do they know that the dough has reached the right stage? What do they do when the flour's moisture content changes or the rhythm of service is disrupted? And how do they pass their expertise on to those who work with them? Precise answers reveal the value of experience and give readers knowledge they can discuss, test, and use.

Expertise deserves language that does it justice. That is why I believe professional dialogue begins with listening, followed by questions that get to the heart of the work. We want the magazine to approach the kitchen as it is experienced every day, with its experimentation, corrections, and calculations of time and cost, and with the cooperation and respect for workers it demands. This is where competence develops, and where the true meanings of responsibility and leadership become clear.

Heritage: A Responsibility to Document

An inherited recipe carries more than its quantities. It carries local names, tools and working methods, and a relationship with the season, the land, and the occasion. It may preserve the memory of a woman whose name no one recorded, or the craft of a baker whose knowledge was passed down orally through generations. When we bring that recipe to our pages, we have a responsibility to ask who recounted it, where they learned it, and what has changed in it over time.

We will need precision when dishes resemble one another and accounts differ. We present what the evidence supports, attribute each account to its source, and clarify what remains open to research. With this care, documentation can preserve the diversity of cuisines and make differences a path to understanding. Safeguarding heritage requires honesty in describing it and fairness in recognizing those who have carried it down to us.

Let us imagine a dossier on a traditional bread in a village: its value begins when we record the name of the person who makes it, what local people call it, the type of flour and oven, and the signs the baker relies on to know when it is done. We then explain how the baker learned to make it and what has changed in its ingredients or method. These details allow readers to understand the connection between a recipe and its environment, and give practitioners a description they can use. Here, reporting becomes a professional record that preserves knowledge and the names of those who hold it.

Knowledge Readers Can Use

When we publish educational material, we want readers to understand its steps and limitations. A workable recipe needs clear quantities, temperatures specified for each process, signs that practitioners can observe, and an explanation of possible errors. If we describe a product or technique, we must distinguish between what has been tried, what has been observed, and what requires further testing. This precision enables readers to make informed decisions.

The magazine's responsibility grows when it addresses safety, nutrition or professional assessment. Here, the strength of a statement must match the strength of the evidence, and specialist advice must be sought where appropriate. Respect for science means making it understandable; respect for readers means explaining the limits of information without obscuring it or reducing it to a misleading promise.

Trust Is Built in Practice

I aspire to an editorial practice that preserves the names of writers and photographers, identifies paid or promotional content, and provides space to correct documented errors. I see public correction as an extension of the responsibility of publishing: readers have the right to know what changed and why, and creators have the right to have their contributions clearly attributed.

I also want these pages to embrace expertise wherever it is found: in the chef shaping a personal style, the artisan preserving a precise technique, the researcher explaining a transformation in matter, and the teacher making a skill teachable. I look forward to fair representation for women, young people and local initiatives, with careful consideration of their work and an opportunity for serious endeavours to speak for themselves.

In this first editorial, I set out a vision against which to measure my work: that readers should leave our pages with clearer information, a deeper question, and a more accurate appreciation of the effort that goes into the profession. I invite practitioners to share their work, sources and questions with us, so that we may write about cooking with the knowledge, awareness and fairness it deserves.

We write because the profession deserves to be understood. We document because the memory of taste deserves to reach tomorrow bearing the names of its creators and the truth of their experiences.

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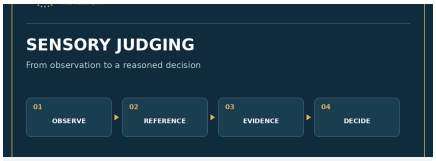
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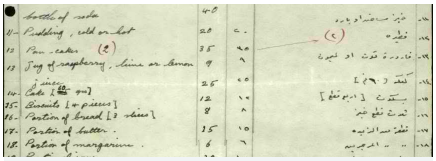
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