

CHAPTER II

ESTABLISHMENT BACKGROUND

2.1 HISTORY OF THE COMPANY

Jumeirah Al Naseem Hotel is one of the Jumeirah Group Property under Dubai Holding in United Arab Emirates. Which operates a world class 6.500+ key portfolio of 26 luxury properties across the Middle East, Europe and Asia. The Jumeirah Group was formed on 7th July 1997 and was set to become one of the world's leading luxury hotel chains. Jumeirah Beach Hotel was open in the same year and continues with Burj Al Arab, Jumeirah Emirates Tower and Madinat Jumeirah that include 3 hotel Al Qasr, Mina A Salam and Al Naseem Hotel and about to open the new one is Marsha Al Arab.



Figure 2.1 Jumeirah Al Naseem Hotel

Starting December 1, 2016 Jumeirah Al Naseem Hotel opened its doors to guests, marking the final chapter in the construction of the award-winning Madinat Jumeirah "The Arabian Resort of Dubai". The meaning of Al Naseem is

Sea Breeze that reflects the resort beachfront location. Emirati artist Mattar Bin Lahej was commissioned to create four statement art pieces in the hotel. Behind the front desk is a poem written in Arabic Calligraphy. The author is the Ruler of Dubai and Vice President of the UAE His Highness Sheikh Mohammed Bin Rashid Al Maktoum. Palm trees are a symbol of Arabia. There are 14 different species of Palm tree across the Jumeriah Al Naseem.

2.2 VISION, MISSION AND COMPANY OBJECTIVES



Figure 2.2 Vision and Mission

2.2.1 VISION

“To be recognised globally as one of the world’s top five luxury hospitality brand”

2.2.2 MISSION

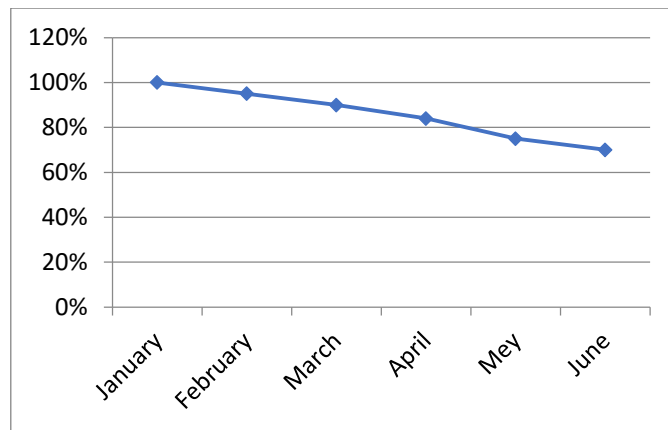
We offer inclusive exclusivity by curating unforgettable experience for everyone who walks through our doors

2.2.3 COMPANY OBJECTIVES

Jumeirah define the guest experience through three pillars; sublime gastronomy, surprising design and architecture and signature service

2.3 ABOUT THE COMPANY

Jumeirah Al Naseem Hotel has 430 rooms plus 5 rooms penthouse. During on high season on January until February the occupancy it reaches 100% and will be going down on march and april will be around 80-90 %, in mey will be around 75% and will going down on june and july because of the low season around 55%.



There are 8 outlets + 1 Main Kitchen + 1 Bakery and Pastry kitchen in Jumeirah Al Naseem:

2.3.1 Rockfish



Figure 2.3 Rockfish Restaurant

Beachfront dining with fresh seafood, sublime signature dishes and stunning sunsets, they serve Mediterranean food specialist on seafood. For the seat capacity they can serve around 75 with opening hours:

Sunday-Friday	12.30-15.30
Saturday	13.00-15.30
Dinner	16.00-22.30.

2.3.2 Blind Tiger



Figure 2.4 Blind Tiger Bar

Blind tiger is a modern with a fancy design. They serve light bites or canapés with opening hours daily 17.00-02.00. The seat capacity for the blind tiger is 50-60 peoples.

2.3.3 Summersalt



Figure 2.5 Summersalt Restaurant



Figure 2.6 Summersalt Beach Club

A unique beach club experience with original fusion cuisine and expert mixology with international dish. The capacity seat on summersalt beach club will be around 250 peoples and for the restaurant will be around 75 peoples and opening hours is:

Beach club daily 09.00-19.00

Restaurant 12.30-00.00

2.3.4 Kayto



Figure 2.7 Kayto Restaurant

Serve fusion food call Peruvian Nikkei that is between Japanese and Peruvian. The capacity seat will be around 40 people with opening hours is:

Lunch

Sunday-Friday 12.30-15.30

Saturday lunch 13.00-15.30

Dinner

Sunday- Thursday 18.00-23.00

Friday-Saturday 18.00-23.30

2.3.5 Al Mandhar Lounge



Figure 2.8 Al Mandhar Lounge

Serve sweet and savoury, afternoon tea with intimate catchups in comfortable surrounding with international dish and family friendly. The capacity seat will be around 60 people with opening hours is:

Daily 08.00-23.00

Afternoon tea 14.30-18.30

2.3.6 Palmery



Figure 2.9 Palmery

Serve international buffet with different food concept every day. The seating capacity will be around 80 people, with opening hours is: Daily

breakfast 6.30-11.30

Dinner 18.30-22.00

2.3.7 Sugarmash



Figure 2.10 Sugarmash

With international dishes and cold drinks served in relaxed poolside setting, they can cover with 80-100 people with opening hours in 12.00-17.30

2.3.8 Kalsa Pool Bar



Figure 2.11 Kalsa Pool Bar

Served international fast food dish, because they are for pool side and the beach every day they can cover for 1000 people with opening hours 11.30-18.30

2.3.9 Main kitchen



Figure 2.12 Main Kitchen

Served international dish for room services and opens 24 hours. Main kitchen is also in charge to provide food items for function, turndown and amenities.

2.3.10 Pastry and Bakery

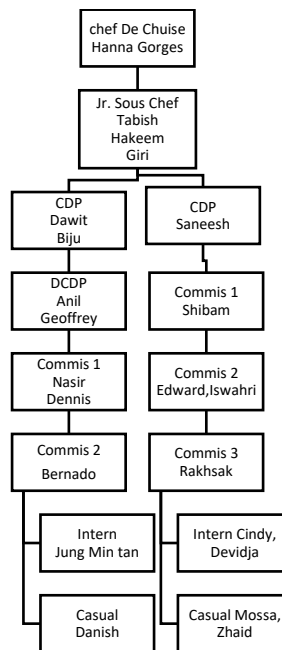


Figure 2.13 Pastry and Bakery Kitchen

Provide all the bakery and pastries for all outlets and open production for 24 hours

2.4 ORGANIZATIONAL STRUCTURE AND MAIN TASK

2.4.1 Main Kitchen Organizational Structure and Main Task



Hot Kitchen Cold Kitchen

Figure 2.14 Main Kitchen Organization Structure

Job Description

1. Chef de Cuisine

- Develop new menus and recipes
- Kitchen staff evaluation/meeting every week/ month
- Checking food quality
- Monitor hygiene and sanitize of the kitchen staff
- Manage kitchen staff

2. Jr. Sous Chef

- Manage daily operations
- Make weekly schedule
- Trainer to the kitchen staff
- Do weekly meeting
- Make an order that needed in kitchen
- Supervise kitchen staff
- Food quality control before go to guest table
- Checking inventory every day
- Making order for the guest

3. Chef the partie

- checking all label in kitchen
- make an order and checking the commis, intern, casual doing it
- supervise and train the commis, intern and casual
- making mise en place
- Checking the inventory that needed to let the Jr. Sous Chef order
- Chiller deep cleaning

4. DCDP

- Help CDP to prepare the dishes on their section
- Help to check the kitchen is running well when the CDP is not on the place

- Prepare mise en place
- Maintaining the kitchen is clean
- Chiller deep cleaning

5. Commis

- Make mise en place
- Train the trainee
- Checking the delivery
- Checking label
- Maintaining the cleanliness and sanitation on their section
- Temperature and inventory checking

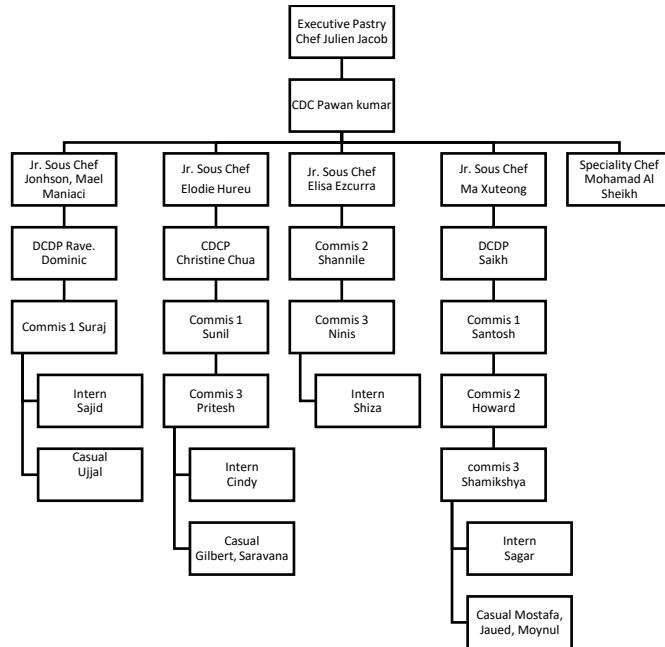
6. Casual

- Help the chefs on work
- Taking food ingredients from the chiller/freezer
- Taking food ingredients from delivery area as needed

7. Intern

- Make mise on place
- Make an order supervise by the chefs
- Maintaining the kitchen is clean
- Help the chefs on work

2.4.2 Pastry and Bakery Organizational Structure and Main Task



Bakery – Al Mandhar,Aminities,lounge – Signature Restaurant – Production,Palmery

Figure 2.15 Pastry and Bakery Organization Structure

1. Executive Pastry Chef

- Creating the menus and make new recipes
- Check every outlet display
- check the kitchen cleanliness
- lead the meeting every months
- food testing check
- make special order as required
- train the kitchen staff new recipes

2. CDC

- Food testing check
- Make new recipes or dishes as approved by the pastry chef
- Food quality check
- Inventory check

- Checking and maintaining kitchen to always be clean and follow the SOP

3. Jr. Sous Chef

- Checking inventory and making the order as needed
- Supervise the kitchen staff to make sure everyone follow the SOP
- Food quality control check
- Email check every day to knows the special request
- Make new recipe or dishes for food testing

4. DCDP

- Train the intern and casual
- Monitoring on commis, intern and casual work
- Maintaining the kitchen is clean and on the right section
- Placing order as needed when the manager/Jr. Sous Chef not on duty
- Make mise on place

5. Commis

- Make mise on place
- Doing production for the display
- Train the intern and casual
- Checking the inventory and notify the manager
- Maintaining the kitchen to be always clean

6. Casual

- Set up the display
- Help the chefs on work
- Clean the kitchen

7. Intern

- Make mise on place
- Make production for the display
- Help the chefs on work

- Clean the kitchen

2.5 HYGIENE AND SANITATION

2.5.1 Personal grooming and hygiene



Figure 2.16 Food Safety Poster

Jumeirah Al Naseem is following the Dubai Municipality rules on running the hotel in each the department. According Dubai Municipality every chef or those who are contact with food need to follow the instructions (Dubai Municipality, 2020).

- All the food handlers should be on good health, free from any symptoms or illness, not be carries of food borne diseases, not be suffering from discharging wounds or sores on any exposed part of their bodies
- All the food handlers should be done medical test conducted by the concerned government authority and retain relevant occupational health cards
- If food handler is suffering from an illness or communicable disease, the person in charge is responsible for ensuring appropriate action is taken

- When returning to work after medical leave or illness, food handlers should have written clearance from the treating physician, particularly in the case of diagnosed, reportable communicable diseases
- Food handlers with clean cut/wounds can work if the cuts are completely protected by brightly colored, waterproof dressings that can be spotted easily if fallen in to the food
- Food handlers with open infected lesions, cuts, wounds on their bodies must not allowed to handle food or to come into contact with food utensils, equipment and food contact surfaces
- Food handlers should wear clean hat or hair net when entering food preparation or storage area
- During work time, food handlers should not wear any jewellery
- Only clean and preferably light colored outer clothing or protective overalls should be worn by food handlers
- Hand of food handlers should be kept clean at all times, nails should be kept short and free of nail varnish
- Wearing name tag is required when handling food in guest area
- Safety shoes is required when entering the kitchen area
- Using black shoes and black socks only is required
- No long hair and beards for male and for female hair should be tie and using hair clips if necessary
- Make up should be keep simple

2.5.2 Label Date



Figure 2.17 Date Label

Label date is really important in the kitchen. Every day kitchen staff needs to check the label to prevent any spoil to the food. The entire food label is different according to how fast the food will be spoiled. For the foods that are storing in freezer will be on 1 month label, and for food that are storing in chiller will be valid 3-7 days, the open dry foods will be on 1 months and the open dry food that is touch by hand will be on 1 day. All the open food ingredients that is storing in other container should be attached with the food labelling that contain the name of the product and the expired date.

2.5.3 Knives and Cutting Board



Figure 2.18 Knives & Chopping Board Colour Codes

To minimize the risk of cross contamination of food during preparation, Jumeirah Al Naseem follow the right instruction by separated the chopping board and knives by colour. Red is for raw meet, brown is for cooked meat and meat products, white is for dairy products such as bread or cheese, green is for vegetables and fruits, blue is for raw and cooked fish that use separate boards and yellow is for pork products (not required because Jumeirah Al Naseem only use halal ingredients), all of the colour applies for the knives as well.

2.5.4 Hand wash method



Figure 2.19 Hand Wash Technique

Following the WHO guidelines of hand hygiene, every staff in kitchen must be following the instruction written on the poster that always beside the sink. There is at least 1 sink in each area, for main kitchen there is 3 sink and pastry bakery there is 4 sink with sanitizer, Ecolab hand soap and tissue on each sink. There will be always a random test on how to wash hand from the manager, and training so that everyone knows how to wash hand properly.

2.5.5 Chiller and Freezer Temperature



Figure 2.20 Temperature Monitoring Record

Chiller and freezer in kitchen must be maintaining according the right temperature. For the chiller it must always under 5°C and freezer has to be below -18°C . Every chiller and freezer has the temperature monitoring record that will be collect later, the record must be filled on 8 a.m, 12 a.m and 6 p.m for main kitchen and for pastry are 2 a.m, 8 a.m and 2 p.m. this record also required name and id number of the person who's written the record. In main kitchen each time required item that easily spoiled to be written on the record so the staff will be put more attention on the item.

2.5.6 Food Temperature

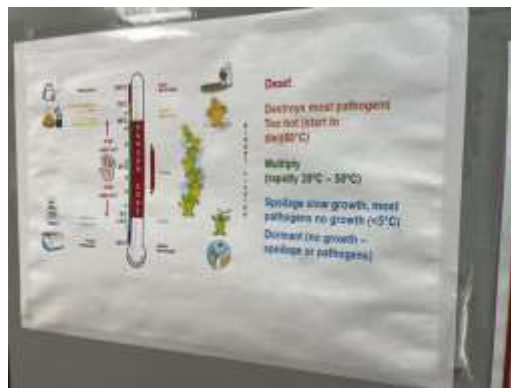


Figure 2.21 Food Temperature

Before start working in kitchen or everyone who will be direct contact to the food must attending the basic food safety training and pass the test. The food safety training is including food temperature. Food temperature that the kitchen follows is according Dubai municipality. When defrost high risk frozen foods, the food shall not rise above 5°C and should be used within 48 hours. Meanwhile frozen raw meat, poultry and fish may be defrost under cold water and not exceed 5°C. The temperature of cooking must be reach 75°C that will be giving an equivalent pathogen reduction. For the cooked foods to be served hot must be held at least 60°C. To keep cooked food right after cooked will be kept inside blast chiller until it reaches 20°C for about 2 hours and can be keeping inside the chiller and should be used within 72 hours (Dubai Municipality, 2020).

2.5.7 Deep Cleaning



Figure 2.22 Deep Cleaning

Deep cleaning will be done every months by the engineering staff, all the stuff inside the chillier must be taken out and they will be clean the machine and the roof that cannot be reached without stairs. The deep cleaning also will be done by kitchen staff every week by changing the big container on smaller size depends how much is left, checking and changing the label, covering the trolleys with plastic, put the same thing in one tray, checking the berries that

cannot be used anymore to store in freezer. The stewarding will mop the floor and when is not busy they will clean the racks. The cleaning will be taking care by 3 shifts, the chiller is for morning shift, general freezer is for afternoon shift and ice cream freezer is for night shift.

2.5.8 Handle and receiving ingredients



Figure 2.23 Receiving Area



Figure 2.24 Sanitize Area

The kitchen staff will not handle the receiving, there is receiving staff who will handle it while the chefs only comes to check the whether the right order comes or not. After they receive it, it will be directly wash and sanitize before it is stored in the chiller. It will be separated in 2 containers, there are green which is sanitized and yellow is for the non-sanitized. For the dry

ingredients, it will be put in the dry storage by the receiving staff. Not all the items come will be wash and sanitize by the receiving staff, because some of the items will be spoiled fast, so only be washed when using it, example is berries.

2.5.9 How to Handle Kitchen Waste



Figure 2.25 Recycling Bin

There is 3 kind of trash bin inside the kitchen, the first one is general so anything can be thrown, and the other two is for food recycling and mixed recycling. These two kinds of garbage will be given to the Dubai Municipality and they will recycle it. All the expired items that are still on the packaging must be thrown out first before throwing the packaging and the whole food like bread should be destroy so this kind of food will be not used by someone else.