



WORLD
ASSOCIATION
OF CHEFS
SOCIETIES

WORLDCHIEFS GLOBAL YOUNG CHEFS CHALLENGE 2017

THE HANS BUESCHKENS TROPHY
SIRHA LYON. 25 JANUARY 2017



THE
GLOBAL
VOICE OF
THE CULINARY
INDUSTRY





WORLDCHefs GLOBAL YOUNG CHEFS CHALLENGE

THE HANS BUESCHKENS TROPHY

Worldchefs Global Young Chefs Challenge will be hosted for the first time at the Sirha Lyon 25 January 2017. The Home of the Bocuse d'Or.

INTRODUCTION

The Worldchefs Global Young Chef Challenge was created in 2002 as part of the increased interest that Worldchefs as an organisation decided to dedicate to young chefs and their future.

First hosted at Worldchefs Congress in Kyoto, Japan in 2002 and continued throughout the years following the rhythm of these international gatherings: in Dublin, Ireland in 2004, Auckland, New Zealand in 2006, Dubai in 2008, Santiago, Chile in 2010, Daejeon, Korea in 2012, Stavanger, Norway in 2014 and Thessaloniki, Greece in 2016.

After a year of intense competition around the world, 7 semi-finals putting against each other the skills of 21 young chefs from 21 countries, the Worldchefs Global Young Chef Challenge Final will be taking place during Sirha Lyon 2017 on the 25th of January 2017 and will run on the same day as the Bocuse d'Or finals in a nearby hall.

This competition will see the 8 finalists battling for the Hans Bueschken's Trophy including the host country competitor from France.

The competitors will have to prepare and present a 3 course menu of 6 servings in the required timeframe – 3 hours.

This will be the first time that Sirha, Lyon Fair will host the Worldchefs Global Young Chefs Challenge Finals. In previous editions, the Worldchefs Global Young Chefs Challenge has always taken place alongside the Worldchefs Global Chefs Challenge and Worldchefs Global Pastry Chef Challenge during the bi-annual Worldchefs Congress.

ABOUT WORLDCHefs

World Association of Chefs Societies ("Worldchefs") is a global network of chefs associations founded in October 1928 at the Sorbonne in Paris, where the venerable Auguste Escoffier was named as first Honorary President. Today, this global body has over 100 official member chefs associations that represent more than 8 millions of professionals worldwide.

WORLDCHEFS GLOBAL YOUNG CHEFS CHALLENGE STRUCTURE

The competitors will prepare three course meals for 6 people by using predetermined products for jury evaluation and for photos and media.

1st course - Entree

A cold or warm fish appetizer with garnishes using Sterling Halibut.

2nd course –Main Course

The only proteins to be used will be Veal from The VanDrie Group and will include veal blade, veal loin and veal sweetbreads. This course must be balanced and include, sauce(s), starch and vegetables.

Nestle Professional stock from the "CHEF" range – veal stock, fish stock, shellfish stock and vegetable stock will be used in main course and can also be used in the 1st course if required.

3rd course - Dessert

The dessert will include a distinctive chocolate component; the chocolate to be used will be Valrhona Grand Cru De Terroir Manjari 64% from Madagascar.

The dessert will also include the flavor of a Dilmah tea as part of at least one component.



PARTNERSHIP BENEFITS OVERVIEW

Become our partner and you can also be part of this truly global competition with an arena consisting of **1000 m2 area**, fully-equipped with **8 professional kitchens**, a **VIP lounge** and a grand stand able to welcome **100 spectators**. Being a Worldchefs partner grants you access to the largest global network of chefs associations with **105 national associations** and representing over **10 million chefs** worldwide.

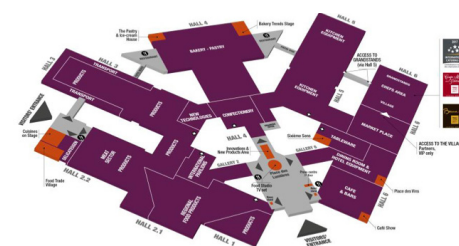
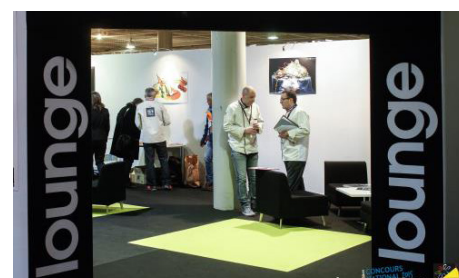
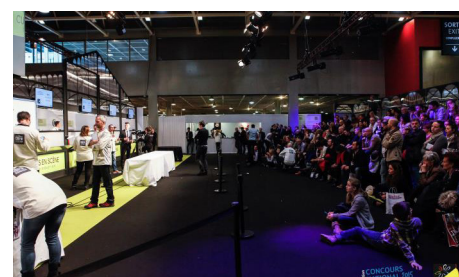
In addition, **Sirha** receives almost **200 000 professional visitors** from **135 countries** whereof **20 000 are chefs**. Sirha is covered by **1000 journalists** with **2 300 media-web down fall** during that week and **6.4 million page views**. It also hosts the world most prestigious individual cooking competition, the **Bocuse d'Or**.

WHAT DO YOU GET AS OUR PARTNER

- PARTNER's will be **recognised as sponsor on the competition stage**, on **banners** and **videos screens** at the Final.
- PARTNER has the possibility to run **short promotional message** on screen and be **interviewed by the MC** during the competition.
- PARTNER will **receive full rights to use recipes and pictures of the dishes** and form the competitions for their own communication purpose.
- PARTNER will have **free access to VIP lounge**.
- PARTNER has the possibility to submit **full page advertorial or advertisement to WORLDCHEFS magazine** and **online e-newsletter**.

DIAMOND PARTNER

- PARTNER has prominent **logo positioning in all communication materials**.
- PARTNER will have **FREE PASS for guests** of their choice for **up to 100 invitations**. (you will have at your disposal a specific online platform where you can personalize text, logo, etc. and send invitations directly to your guests and network).



PARTNER WITH US

Partnership is at the heart of Worldchefs and it has been since we started in 1928. We are driven by our mission to opportunity globally and we have ambitious goals that can only be achieved by working together with you

CONTACT US

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OVER
100
MEMBER
COUNTRIES

10 MILLION
CHEFS

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