



CULINARY CHALLENGE 2023

Sponsorship Opportunities

May 30 – June 2, 2023

KINTEX, Seoul, Korea



Event Information

- **Event Name** Seoul Food & Hotel Culinary Challenge 2023
- **Date** May 30(Tue) – June 2(Fri), 2023
- **Venue** KINTEX 1, Hall 5
- **Organisers**   
- **Endorsed by**  Worldchefs
- **Sponsored by (2019)** Nestle Professional, Matfer Bourgeat, 주방뱅크, Atlantic Chef Knife, Le Ferre, LOWE, SEUM
- **Participants (2019)** 330 Professional chefs and students
International participants from Philippines, Malaysia, Taiwan and Thailand
- **Event Result (2019)** 14 Live Classes & 3 Display Classes
28 Gold, 60 Silver and 110 Bronze medals





About Culinary Challenge

The Seoul Food & Hotel Culinary Challenge will return for its 6th edition at SFH 2023, building upon its growing status with the Korean chef scene and continuing its role as a Worldchefs endorsed event. 300 chefs ranging from students to professionals will compete each other for the chance to become the champions of Seoul Food & Hotel Culinary Challenge 2023.

Click and Watch our Video!





Sponsorship Packages

Seoul Food & Hotel Culinary Challenge provides a variety of sponsorship opportunities to maximise sponsor’s brand awareness at the event.

Sponsor provides to the Organiser

- Sponsorship Fee
- Product for use during the event
- Prize for top 3 winners of sponsoring class

* Sponsorship fee is negotiable for stand exhibitors



Organiser provides to the Sponsor

- Maximum brand exposure
- Innovative dishes and creative recipes using sponsor’s product
- Opportunities to engage directly with the customers
- Early contact with culinary school students

Seoul Food & Hotel runs two different sponsorship packages.



GOLD
Package



SILVER
Package

Description	Gold	Silver
	US\$5,000	US\$3,000
1. Participant's recipes and photos of the dishes of sponsoring category (for food item sponsors)	V	V
2. Competition category named after sponsor (for food item sponsor)	V	V
3. Sponsor's logo in pre/onsite/post event promotional materials – Poster, Leaflet, Onsite banners, etc.	V	V
4. Sponsor's logo on the backdrop, wall, kitchen and signage of the event	V	V
5. Sponsor's logo on the judge's jacket & staff uniform	V	
6. Sponsor introduction in e-newsletter to an extensive database of over 50,000 industry contacts	V	
7. Sponsor introduction on the official social media of the event – Facebook, Instagram, etc.	V	V
8. Sponsor's advert in the event leaflet	V(Full Page)	V(1/3 Page)
9. Sponsor's promotion booth in the event area to distribute brochure and display product (booth size negotiable)	V	

1. Class Name

- Competition category named after sponsor



class 3	US Pork
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class5	Norwegian Salmon
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class9	Nestle Professional Team Challenge
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class 10	Cacao Barry Innovative Dessert
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2. Event Promotion Materials

- Sponsor logo in the poster, leaflet, onsite banners



3. Event Area

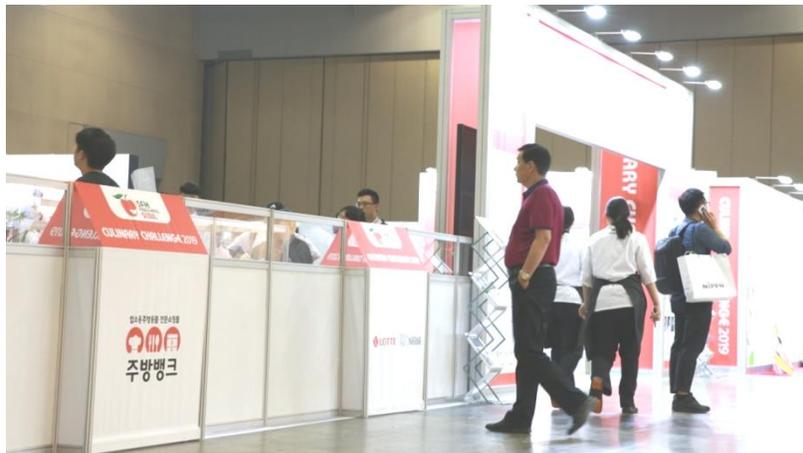
- Sponsor logo on the wall, backdrop, kitchen and other signage



[Kitchen]



[Backdrop]



[Wall]

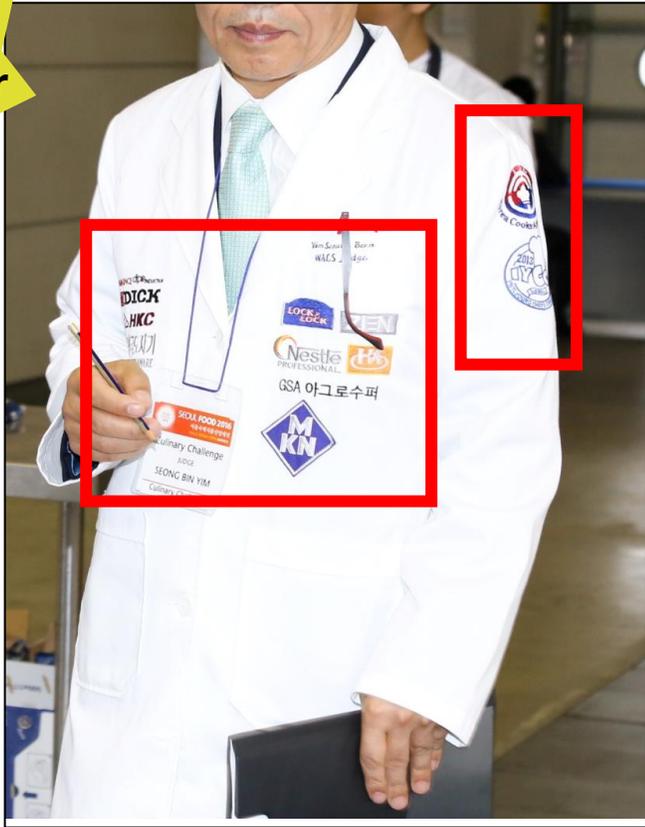


[Wall]

4. Event Uniform

- Sponsor logo on judge's jacket and staff uniform

GOLD Sponsor



5. E Newsletter

- Sponsor introduction in E-newsletter
- Distributed to over 50,000 industry contacts

GOLD Sponsor

6. Social Media

- Sponsor introduction on the social media of the event

7. Event Leaflet

- Sponsor's advert in the event leaflet.
- Placed at exhibition hall lobby and entrance of the event area

심사위원

Alan Palmer	Otto Weibel	김정학	김동석
Eric Low	Daniel Menezes	임성빈	신동진
Leslie Teong	김동석	문한식	안종성
오영진	임상희	김봉근	박승준
최수남	김동찬	강동원	김종욱

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CULINARY CHALLENGE 2019

WACS 인증 국제 요리경연대회

www.seoulfoodnhotel.com

2019년 5월 21일(화)~24일(금)

ORGANIZED BY UBM, kotra, CO-ORGANIZED BY WACS

SPONSORS: LOTTE, Nestlé, LE FERRE, MATFER BOURGEAT, etc.

Seoul Food & Hotel Culinary Challenge 서울푸드엔호텔 커피너리얼런지

Culinary Challenge 2019 경연 시간표

날짜	시간	내용
5월 21일 화요일	09:00am ~ 10:45am	Hot Appetizer
	11:00am ~ 14:45pm	Poultry
	15:00pm ~ 17:05pm	The Perfect Steak & Omelette
17:30pm ~ 18:00pm	Awards	
5월 22일 수요일	09:00am ~ 17:00pm	3 Main Courses
	09:00am ~ 09:45am	Korean Fusion Main Course
	10:00am ~ 12:45pm	Pork
	13:00pm ~ 13:45pm	Creative Sandwich
	14:00pm ~ 15:00pm	Innovative Dessert
15:00pm ~ 15:15pm	Mixed Salad	
15:15pm ~ 16:15pm	International Team Cook off	
16:40pm ~ 17:10pm	Awards	
5월 23일 목요일	09:00am ~ 17:00pm	3 Appetizers
	09:00am ~ 11:45am	Fish
	12:00pm ~ 15:15pm	Nestlé Professional Team Challenge
	15:30pm ~ 16:45pm	Italian Classic Pasta
17:10pm ~ 17:40pm	Awards	
5월 24일 금요일	9:00am ~ 17:00pm	3 Desserts
	9:00am ~ 10:45am	Seafood
	11:00am ~ 12:15pm	Chinese Stir Fry
	2:30pm ~ 15:15pm	Italian Classic Pasta
6:00pm ~ 17:00pm	Final Awards	

우승 상품

Chef of the Year 2019 올해의 셰프상
 UBM 주최 해외 요리경연대회 중 1개의 대회 출전 시 항공 숙박 지원 | Flight & Accommodations for one of UBM Culinary Challenges

Top 1 for Each Class 각 클래스 1등
 이블린릭 세트 칼세트 | Atlantic Chef Knife Set
 고급 유리엔 11 High-end Frying Pan

Class 8 (Chinese Stir Fry) & Class 13 (Nestlé Professional Challenge Team)
 Top 1 : 국제 식음료협회 참가권 | Exhibition Tour
 Top 2 : 고급 조리용/양자대 세트 | Professional chef uniform/apron set
 Top 3 : 뷔페호텔 식사권 | Lotte Hotel Restaurant Voucher

Class 11 (Mixed Salad)
 Top 1 : 올리브오일, 트러플오일, 발사믹식초 세트(대) | Olive Oil, Truffle Oil, Balsamic Vinegar Set
 Top 2 : 올리브오일, 트러플오일, 발사믹식초 세트(중) | Olive Oil, Truffle Oil, Balsamic Vinegar Set
 Top 3 : 올리브오일 | Olive Oil

Best Culinary Establishment 최우수 단체상
 압소용 4500X 냉장고 | 45BOX Refrigerator

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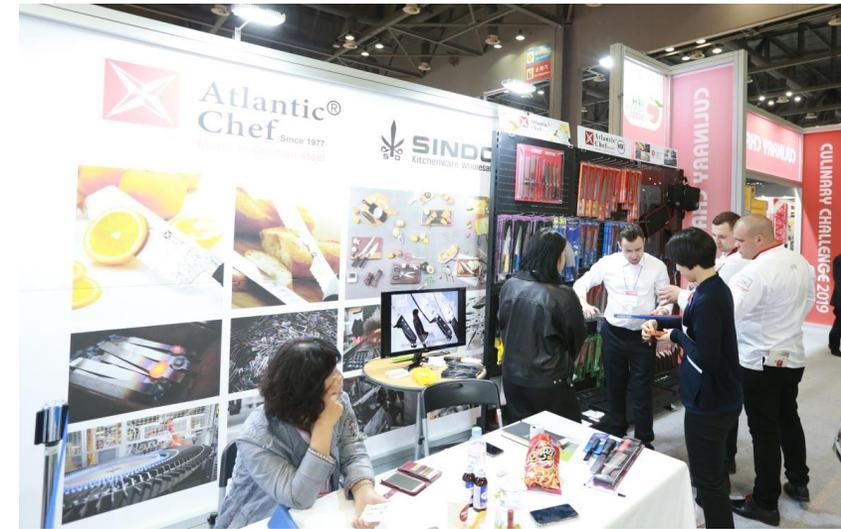
www.leferre.kr

MATFER BOURGEAT Hong Kong
 A PASSION FOR TASTE

8. Promotion booth

- Booth size is negotiable

GOLD Sponsor





CULINARY CHALLENGE

Contact



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