

SFH
FOOD & HOTEL
SEOUL

CULINARY CHALLENGE 2024

Sponsorship Opportunities

June 11 - 14, 2024

KINTEX, Seoul, Korea



Event Information

- **Event Name** Seoul Food & Hotel Culinary Challenge 2024
- **Date** June 11(Tue) – 14 (Fri), 2024
- **Venue** KINTEX 1, Korea
- **Organisers**



- **Endorsed by**

- **Sponsored by (2023)** INTERPORC, Nestle Professional
- **Participants (2023)** 370 Professional chefs and students
International participants from Taiwan and Thailand
- **Event Result (2023)** 11 Live Classes & 6 Display Classes
23 Gold, 58 Silver and 103 Bronze medals





About Culinary Challenge

The Seoul Food & Hotel Culinary Challenge will return for its 7th edition at SFH 2024, building upon its growing status with the Korean chef scene and continuing its role as a Worldchefs endorsed event. 370 chefs ranging from students to professionals will compete each other for the chance to become the champions of Seoul Food & Hotel Culinary Challenge 2024.

▼ Click and Watch our Video! ▼





Competition Categories

- | | |
|---------------------------------------|---|
| 1. Main Course Meat / Poultry / Game | 9. Ultimate Taste of Choux |
| 2. Main Course Fish / Seafood | 10. Tapas / Finger Food (Cold Display) |
| 3. East & West Fusion Main Course | 11. Appetizer (Cold Display) |
| 4. Asian Noodles | 12. 3 Main Courses (Cold Display) |
| 5. Pasta Duo (Team Challenge) | 13. Plated Desserts (Patisserie Art Display) |
| 6. Chinese Wok Fried | 14. Pastry Showpiece (Patisserie Art Display) |
| 7. Nestle Professional Chef Challenge | 15. Artistic Sculpture (Patisserie Art Display) |
| 8. Creative Macaron | |





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 three different sponsorship packages.



GOLD



SILVER



BRONZE



Description	Gold	Silver	Bronze
	US\$5,000	US\$3,000	US\$2,500
1. Participant's recipes of sponsoring category	○	○	
2. Competition category named after sponsor	○	○	
3. Sponsor's logo in the event promotional materials – Poster, Website, Rulebook, etc.	○	○	○
4. Sponsor's logo on the wall, kitchen and signage of the event	○	○	○
5. Sponsor's logo on the judge's jacket & staff uniform	○		
6. Sponsor's advertisement in the e-newsletter to over 50,000 industry contacts	○		
7. Sponsor's advertisement on the official social media of the event – Facebook, Instagram, etc.	○	○	○
8. Sponsor's advertisement in the event leaflet	○ (Full Page)	○ (1/3 Page)	○ (1/3 Page)
9. Sponsor's promotion booth in the event area (booth size negotiable)	○		
10. Invite as a special judge at the sponsoring category	○	○	
11. Invite as a presenter at the award ceremony	○	○	○

1. Class Name

- Competition category named after sponsor



class 3	US Pork
---------	---------



class5	Norwegian Salmon
--------	------------------



class9	Nestle Professional Team Challenge
--------	------------------------------------



class 10	Cacao Barry Innovative Dessert
----------	--------------------------------

2. Event Promotion Materials

- Sponsor logo in the poster, website and rulebook



[Poster]



[Webpage]

3. Event Area

- Sponsor logo on the wall, kitchen and other signages



[Kitchen]



[Awards backdrop]

4. Event Uniform

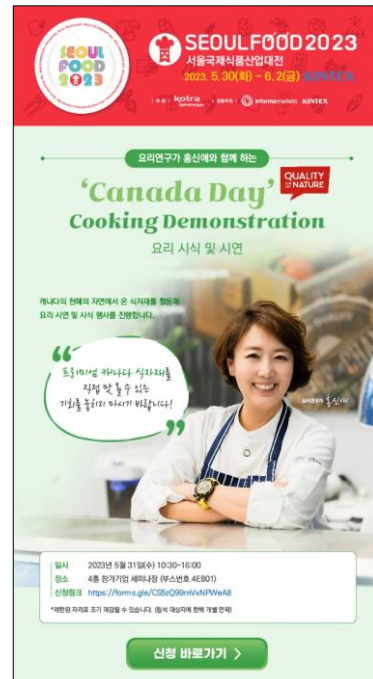
- Sponsor logo on judge's jacket and staff uniform

GOLD Sponsor



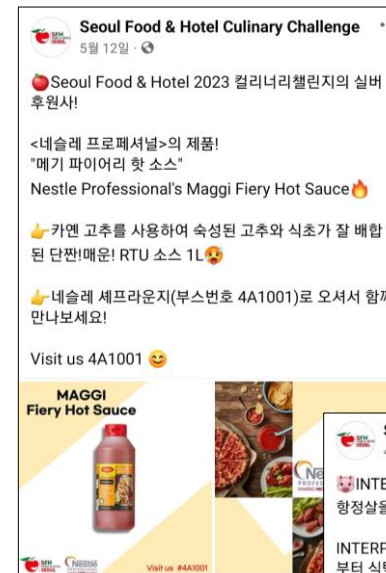
5. E Newsletter

- Sponsor's advertisement in the E-newsletter
- Distributed to over 50,000 industry contacts



6. Social Media

- Sponsor introduction on the social media of the event



7. Event Leaflet

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

심사위원 Judges

Kim Jeong Hak Chairman of SFH Culinary Challenge 2023 President of Korea Chefs Association South Korea	Alan Palmer Chief Judge of SFH Culinary Challenge 2023 Worldchefs International Judge Switzerland
Willmet Leong	Andreas Muller
Yim Seoung Beon	Alan Ho
Park Dee Soon	Kim Hak Geun
Ahn You Seong	Jung Byung Woon
Lee Dong Wook	Jake Kim
Eric Kim	Aiden Ahn
Chia Chi LI	Lim Sang Hee
Kelly Yoon	Gyeong Ok Yeo
Jeong Nak Sin	Jang Myeoung Ha
Moon Hwan Sig	Shin Dong Jin
Kim Won Koo	Kim Dae Sung
Kim Bu Young	Choo Jun Hyook



Spanish Pork Main Course

2023. 05.30 - 06.02

2023 CULINARY CHALLENGE

Worldchefs 인준 국제 요리경연 대회

Organized by: SFH, Informa, KOTRA, ICEX, Nestlé Professional

Sponsored by: Nestlé Professional, ICEX

CULINARY CHALLENGE 2023 Worldchefs 인준 국제 요리경연 대회

세계조리사협회(Worldchefs)가 인준하고 한국조리사협회중앙회 (KCA)가 공동 주최하는 Culinary Challenge 에서 350명의 프로페셔널 셰프와 요리 전공자들의 환상적인 요리경연대회가 4일간 펼쳐집니다. 선수들의 창의적인 디쉬를 만나볼 수 있는 캘리너리 챌린지에 여러분을 초대합니다.

350 chefs ranging from students to professionals compete each other for the chance to become the champions. Welcome to Korea's World Class Culinary Competition, endorsed by Worldchefs.

대회 개요 Overview

- 행사명 Event Name**: Seoul Food & Hotel Culinary Challenge 서울푸드호텔 캘리너리 챌린지
- 경연일시 Date**: 2023.5.30(화) - 6.2(금), 09:00 - 17:00
- 장소 Venue**: Hall 4 내 경연대회장, KINTEX
- 주최 Organizer**: KCA, Informa markets, KOTRA
- 후원 Sponsor**: Intercorp, Nestlé Professional
- 인준 Endorse**: Worldchefs
- 경연부문 Classes**: Main Course Meat / Poultry / Game, Spanish Pork Main Course, Main Course Fish / Seafood, East & West Fusion Main Course, Asian Noodles, Pasta Duo, Chinese Wok Fried, Nestlé Professional Chef Challenge, Creative Macaron, Ultimate Taste of Choux, Korea Best Sushi Cup, Tapes / Finger Food, Appetizer, 3 Main Courses, Plated Desserts, Pastry Showpiece, Artistic Sculpture

경연 시간표 Timetable

5월 30일 화요일 | 30 May

- 09:00 - 09:30 Asian Noodles
- 09:50 - 10:20 Chinese Wok Fried
- 10:40 - 11:20 Nestlé Professional Chef Challenge
- 11:45 - 12:15 Asian Noodles
- 12:35 - 13:05 Chinese Wok Fried
- 13:25 - 14:10 Nestlé Professional Chef Challenge
- 14:30 - 15:15 Spanish Pork Main Course
- 15:35 - 16:20 Nestlé Professional Chef Challenge
- 16:00 - 17:00 Daily prize ceremony

5월 31일 수요일 | 31 May

- 09:00 - 09:30 Pasta Duo
- 09:50 - 10:35 Main Course Meat / Poultry / Game
- 10:55 - 11:40 Main Course Fish / Seafood
- 12:00 - 12:45 Main Course Meat / Poultry / Game
- 13:05 - 13:50 Korea Best Sushi Cup
- 14:10 - 14:55 Main Course Meat / Poultry / Game
- 15:15 - 15:45 Asian Noodles
- 16:05 - 16:50 Main Course Meat / Poultry / Game
- 16:00 - 17:00 Daily prize ceremony

6월 01일 목요일 | 01 June

- 09:00 - 09:45 Main Course Fish / Seafood
- 10:05 - 10:50 Ultimate Taste of Choux
- 11:10 - 11:55 Main Course Fish / Seafood
- 12:15 - 13:00 Ultimate Taste of Choux
- 13:20 - 13:50 Pasta Duo
- 14:10 - 14:55 East & West Fusion Main Course
- 15:15 - 15:45 Pasta Duo
- 16:05 - 16:35 Pasta Duo
- 16:00 - 17:00 Daily prize ceremony

6월 02일 금요일 | 02 June

- 09:00 - 09:45 Spanish Pork Main Course
- 10:05 - 10:50 Creative Macaron
- 11:10 - 11:55 Main Course Fish / Seafood & East & West Fusion Main Course
- 12:15 - 13:00 Creative Macaron
- 14:00 - 15:00 FINAL AWARDS

우승 상품 Prize

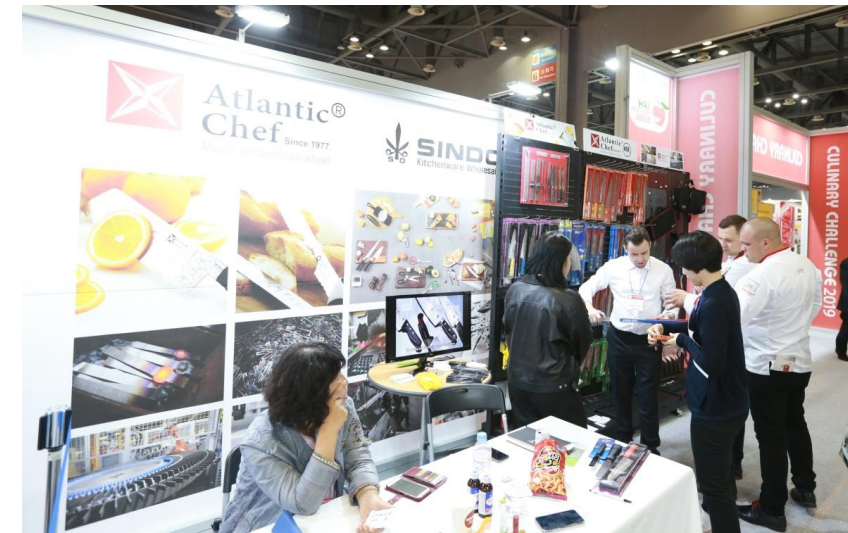
- Chef of the Year 2023 4위까지 대상**
찾쿠림 라이브 및 전사부문 점수 합산이 가장 높은 참가자에게 수여하는 최고상
총 상금 50만원 KRW500,000 Cash Prize
- Best Pastry Chef 4위까지 우수 대상**
제과제빵부문 점수 합산이 가장 높은 참가자에게 수여
총 상금 50만원 KRW500,000 Cash Prize
- Best Culinary Team 4위까지 대상**
6명이상이 참가한 단체 중 점수 합산이 가장 높은 단체에게 수여
총 상금 50만원 KRW500,000 Cash Prize
- Class 1-P Spanish Pork Prize**
최고급 스페인 돼지고기 Spain Premium Pork meat sponsored by ICEX
- Class 6 & 7 Nestlé Professional Prize**
 - TOP 1 고급 호텔 숙박권 & 식사권
Hotel Accommodation & Buffet Voucher
 - TOP 2 고급 호텔 식사권 Buffet Voucher
 - TOP 3 고급 조리복 세트 Professional chef uniform set
sponsored by Nestlé Professional



8. Promotion booth

- Booth size is negotiable

GOLD Sponsor



9. Other opportunities

- Invited as a special judge and award presenter





CULINARY CHALLENGE

Contact



Ms. Emma Im

Tel: +82 2 6715 5425

Email: Emma.im@informa.com