



CULINARY CHALLENGE 2025

June 10 – 13, 2025 / KINTEX, Korea

Sponsorship Opportunities



Event Information

- **Event Name** Seoul Food & Hotel Culinary Challenge 2025
- **Date** June 10(Tue) – 13 (Fri), 2025
- **Venue** KINTEX 1, Korea
- **Organisers**

사단법인
한국조리사협회중앙회
KOREA CHEFS ASSOCIATION SINCE 1924

informa markets

kotra
Korea Trade-Investment
Promotion Agency
- **Endorsed by**

Worldchefs
WORLD ASSOCIATION
OF CHEFS
SOCIETIES
- **Sponsored by (2024)** INTERPORC, Nestle Professional, Original Belgium Fries, Total Food Service
- **Participants (2024)** 350 Professional chefs and students
International participants from 6 countries
(Taiwan, Malaysia, Vietnam, Thailand, Philippines)
- **Event Result (2024)** 12 Live Classes & 6 Display Classes
30 Gold, 73 Silver and 138 Bronze medals





About Culinary Challenge

The Seoul Food & Hotel Culinary Challenge will return for its 8th edition at SFH 2025, building upon its growing status with the Korean chef scene and continuing its role as a Worldchefs endorsed event. 400 chefs ranging from students to professionals will compete each other for the chance to become the champions of Seoul Food & Hotel Culinary Challenge 2025.

▼ Click and Watch our Video! ▼





Competition Categories (2024)

1. Main Course Meat / Poultry / Game

1-2. Spanish Pork Main Course

2. Main Course Fish / Seafood

3. Modern Asian Main Course

4. Asian Noodles

5. Hot & Cold Pasta Duo

6. Fresh Pasta Master Challenge

7. Creative Korean Japchae

8. Nestlé Professional Modern Chinese WOK Challenge

9. Nestlé Professional Chef Challenge

10. Creative Macaron

11. Fruits & Whipping Cream Icing Cake

12. Tapas / Finger Food (Cold Display)

13. Appetizer (Cold Display)

14. 3 Main Courses (Cold Display)

15. Plated Desserts (Patisserie Art Display)

16. Pastry Showpiece (Patisserie Art Display)

17. Artistic Sculpture (Patisserie Art Display)





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	<input type="radio"/>	<input type="radio"/>	
2. Competition category named after sponsor	<input type="radio"/>	<input type="radio"/>	
3. Sponsor's logo in the event promotional materials – Poster, Website, Rulebook, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Sponsor's logo on the wall, kitchen and signage of the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Sponsor's logo on the judge's jacket & staff uniform	<input type="radio"/>		
6. Sponsor's advertisement in the e-newsletter	<input type="radio"/>		
7. Sponsor's advertisement on the official social media of the event – Facebook, Instagram, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Sponsor's advertisement in the event leaflet	<input type="radio"/> (Full Page)	<input type="radio"/> (1/3 Page)	<input type="radio"/> (1/3 Page)
9. Sponsor's promotion booth in the event area (booth size negotiable)	<input type="radio"/>		
10. Invite as a special judge at the sponsoring category	<input type="radio"/>	<input type="radio"/>	
11. Invite as a presenter at the award ceremony	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1. Class Name

- Competition category named after sponsor



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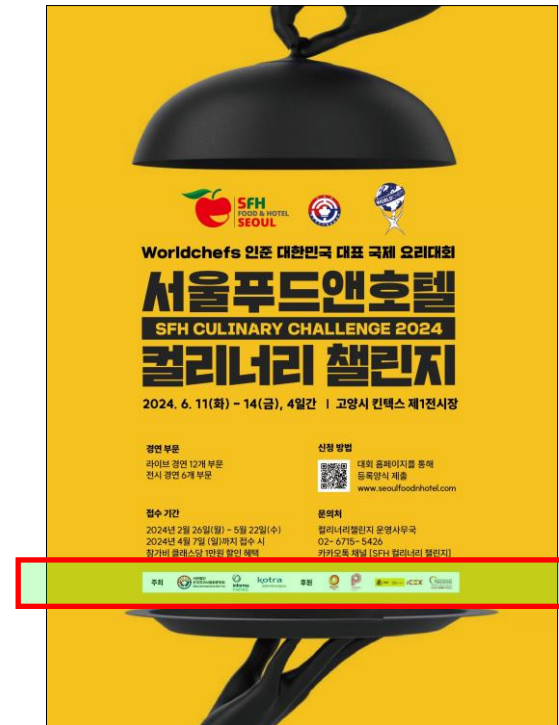
class9	Nestle Professional Team Challenge
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class 10	Cacao Barry Innovative Dessert
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2. Event Promotion Materials

- Sponsor logo in the poster, website and rulebook



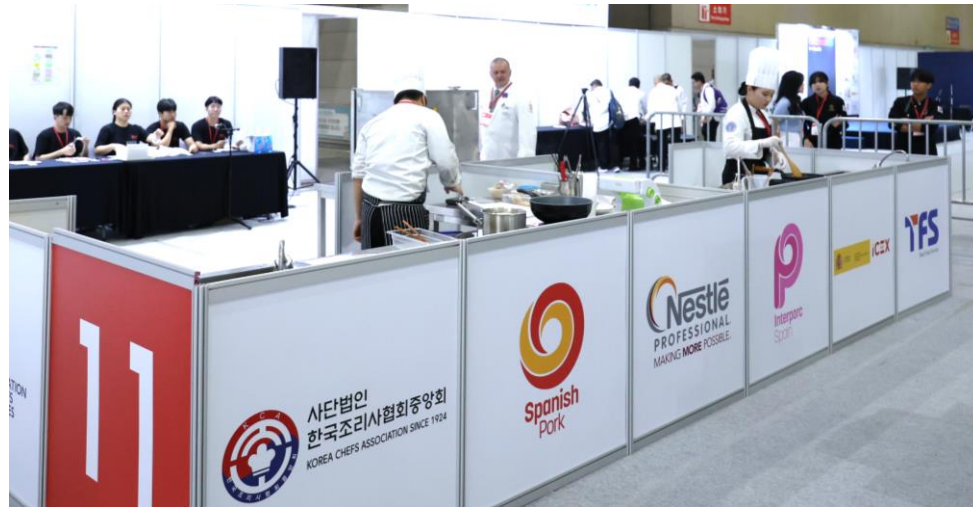
[Poster]



[Webpage]

3. Event Area

- Sponsor logo on the wall, kitchen and other signages



*The design is subject to change without prior notice.



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

Spanish Pork Main Course

Worldchefs 인준 대한민국 대표 국제 요리대회
서울푸드앤호텔 SFH CULINARY CHALLENGE 2024
컬리너리 챌린지
 2024. 6. 11(화) ~ 14(금), 4일간 | 고양시 컨텍스 제1전시장
www.seulfoodhotel.com

심사위원 Judge

Chairman of Organizing committee
JeongHag Kim
 Chairman of Culinary Challenge
 President of Korea Chefs Association

Chief Judge
Dr Rick Stephen AM
 Chief Judge SFHCC2024
 Nominated for VP in Team Andy
 Chairman of WORLDCHEFS Culinary Committee

Honorary Chief Judge
Alan Palmer
 WORLDCHEFS Historical Committee
 International Judge

Pastry Head Judge
Kenny Kong
 Singapore Pastry Alliance
 Honorary President

WORLDCHEFS Certified Judges

대외 시간표 Timetable

6.11

HOT COOKING
 09:00-09:30 Class 4 - Asian Noodles (1)
 10:00-10:45 Class 1 - Main Course Meat or Poultry (1)
 10:00-10:45 Class 2 - Main Course Fish or Seafood (1)
 11:15-11:45 Class 4 - Asian Noodles (2)
 12:15-12:45 Class 7 - Creative Korean Japchae
 13:15-13:45 Class 5 - Hot & Cold Pasta Duo (1)
 13:15-13:45 Class 4 - Asian Noodles (3)
 14:15-15:00 Class 3 - Modern Asian Main Course (1)
 14:15-14:45 Class 6 - Fresh Pasta Master Challenge (1)
 15:30-16:15 Class 1 - Main Course Meat or Poultry (2)

CULINARY & PASTRY ART
 09:00-10:30 Class 12 - Tapas / Finger Food
 Class 13 - Appetizer
 Class 14 - 3 Main Courses
 Class 15 - Plated Desserts (1)
 Class 17 - Artistic Sculpture

6.12

HOT COOKING
 09:00-09:45 Class 2 - Main Course Fish or Seafood (2)
 10:15-11:00 Class 3 - Modern Asian Main Course (2)
 11:30-12:15 Class 2 - Main Course Meat or Poultry (3)
 12:45-13:15 Class 6 - Fresh Pasta Master Challenge (2)
 13:45-14:15 Class 5 - Hot & Cold Pasta Duo (2)
 14:45-15:30 Class 1 - Main Course Meat or Poultry (3)
 16:00-16:30 Class 8 - Nestlé Professional Modern Chinese WOK Challenge

CULINARY & PASTRY ART
 09:00-10:30 Class 15 - Plated Desserts (2)
 10:30-12:00 Class 16 - Pastry Showcase

6.13

HOT COOKING
 09:00-09:30 Class 4 - Asian Noodles (4)
 10:00-10:30 Class 8 - Fresh Pasta Master Challenge (3)
 11:00-11:45 Class 1-2 - Spanish Pork Main Course (1)
 12:15-13:00 Class 10 - Creative Macaron (1)
 13:30-14:15 Class 9 - Nestlé Professional Chef Challenge (1)
 14:45-15:30 Class 10 - Creative Macaron (2)
 16:00-16:45 Class 9 - Nestlé Professional Chef Challenge (2)

6.14

HOT COOKING
 09:00-09:30 Class 5 - Hot & Cold Pasta Duo (3)
 10:00-10:45 Class 1 - Main Course Meat or Poultry (4)
 10:00-10:45 Class 1-2 - Spanish Pork Main Course (2)
 10:00-10:45 Class 2 - Main Course Fish or Seafood (4)
 11:15-11:45 Class 5 - Hot & Cold Pasta Duo (4)
 12:15-13:00 Class 11 - Fruits & Whipping Cream King Cake

CULINARY & PASTRY ART
 09:00-10:30 Class 15 - Plated Desserts (3)

사상내역 Awards

올해의 셰프상 | Chef of the Year 2024
 상금 100만원 KRW 1,000,000 Cash Prize

요리 부문 대상 | Best Culinary Chef

제과제빵 부문 대상 | Best Pastry Chef

식약처장상 | Award by the Minister of Food and Drug Safety of Korea

한국조리사협회총회장상 | Award by President of Korea Chefs Association

최우수단체상 | Best Culinary Team
 상금 50만원 KRW 500,000 Cash Prize

Class 1-2 INTERPORC (스페인 백색돈육협회)
 TOP 1-3 최고급 스페인 돼지고기 선물세트 Premium Spanish Pork Gift Set

Class 8&9 Nestlé Professional (네슬레 프로페셔널)
 TOP 1: 고급 호텔 숙박권 & 식사권 Hotel Accommodation & Buffet Voucher
 TOP 2: 고급 호텔 식사권 Hotel Buffet Voucher
 TOP 3: 고급 칼 Premium Kitchen Knife

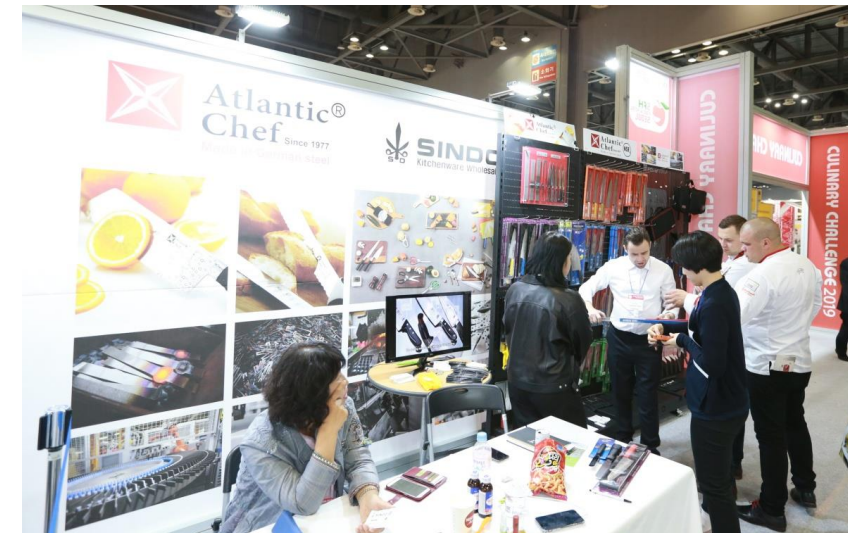
INSPIRED ITALIAN

GO FOR GOLD.
 Original Belgian Fries
 The N°1 fries from the heart of Europe
 Visit us at hall 4, booth 4D501

GOLD Sponsor

8. Promotion booth

- One booth will be provided. Booth size is negotiable



9. Other opportunities

- Invited as a special judge and award presenter





CULINARY CHALLENGE

Contact



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