



CULINARY CHALLENGE 2027

June 8-11, 2027 | KINTEX, Korea

Sponsorship Opportunities





SEOUL FOOD & HOTEL Exhibition

SFH Culinary Challenge at Korea's Leading Food Industry B2B Exhibition

- **Exhibition Name** Seoul Food & Hotel
- **Co-located Event** SEOUL FOOD
- **Dates** June 8(Tue) – 11(Fri), 2027
- **Venue** KINTEX, Goyang, Korea
- **Key Figures**
 - 76,121m²
 - 1,800 exhibitors from 49 countries
 - 27 national pavilions
 - 46,228 visitors from 70 countries

- **Organiser**



- **Event**

Seoul Food & Hotel Culinary Challenge
 Conference & Industry Seminars
 Business Matchmaking

Seoul Food & Hotel is the **Korea's largest international food and hospitality trade show** and an effective business platform connecting global food companies, buyers, and industry professionals.

SFH Culinary Challenge is an **official co-located event held within the Seoul Food & Hotel**, bringing together professional chefs and culinary students from Korea and around the world.

Together, the exhibition and culinary competition create a dynamic platform for business networking, industry engagement, and meaningful connections.





Event Information

- **Event Name** Seoul Food & Hotel Culinary Challenge 2027
- **Date** June 8(Tue) – 11(Fri), 2027
- **Venue** KINTEX Exhibition Center 1, Korea
- **Organized by**



- **Endorsed by**

- **Sponsored by (2026)** Nestlé Professional, Fonterra(Anchor Food Professionals), TIANYUN, APROFOOD, USDA, USMEF
- **Participants (2026)** 751 Professional chefs and students from 10 countries
(Canada, China, Italy, Kazakhstan, Korea, Malaysia, Philippines, Sri Lanka, Taiwan, Thailand)
- **Categories (2026)** Total of 24 Classes
(17 Live Cooking & Pastry Competitions, 7 Display Competitions)





Competition Categories(2026)

• The Rising Chefs Challenge

1. Youth Culinary Team Competition
2. Youth Pastry Team Competition
3. Rising Chef's Creative Macaron
4. Rising Chef's Cream Icing Cake Challenge

• CULINARY HOT COOKING

5. USMEF Western Main Course Meat or Poultry - Professional
6. USMEF Western Main Course Meat or Poultry - Junior
7. TIANYUN Salmon Trout Western Main Course - Professional
8. TIANYUN Salmon Trout Western Main Course - Junior
9. Hot & Cold Pasta Duo - Junior
10. Fresh Pasta Master Challenge
11. Nestlé Professional Chef Challenge
12. Anchor Food Professionals Perfect brunch

13. Nestlé Professional Modern Asian WOK Challenge
14. Nestlé Professional Asian Noodles Challenge
15. APRO FOOD Creative Asian Dumpling Challenge

• PATISSERIE PRACTICAL COMPETITION

16. Anchor Food Professionals Cream Icing Cake Challenge
17. Anchor Food Professionals Creative Macaron

• CULINARY & PASTRY ART COLD DISPLAY

18. FINGER FOOD
19. PLATED APPETIZERS
20. PLATED MAIN COURSES
21. PLATED DESSERT
22. THEMED CAKE (Under 25 Apprentice only)
23. PASTRY SHOWPIECE
24. ARTISTIC SCULPTURE





About SFH Culinary Challenge



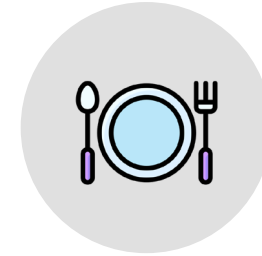
Korea's Premier International Competition

- Over 60 internationally accredited judges and 750 competitors from 10 countries
- A premier international stage for culinary competition and cross-border exchange among chefs from around the world



Worldchefs endorsed Competition

- Global recognition and influence
- Professionally managed in accordance with Worldchefs' official global standards for judging, scoring, hygiene, and food safety



Held in conjunction with 'SEOUL FOOD'

- Take place in Korea's largest food industry exhibition connecting you with 1,800+ exhibitors and 46,000+ visitors
- Promotional exposure and extensive networking opportunities with leading food industry professionals

**Showcase your brand and products on the global stage
where global chefs and food industry professionals come together!**



Sponsorship Effects

1

Brand Exposure & Product Experience

- Increase brand visibility and product exposure among food industry professionals.
- Give chefs and emerging culinary talent the opportunity to experience your products, helping you engage potential customers and build brand awareness.

2

Integrated Online & Offline Marketing

- Reach potential customers across multiple touchpoints, from pre-event digital promotion to on-site product exposure and experiences.
- Maintain brand visibility before, during and after the competition through integrated online and offline marketing activities.

3

Recipe Content & Product Development

- Receive dish photos and recipes from the competitors participating in your sponsored class.
- Leverage the content in your marketing activities and explore ideas for new menu and product development.

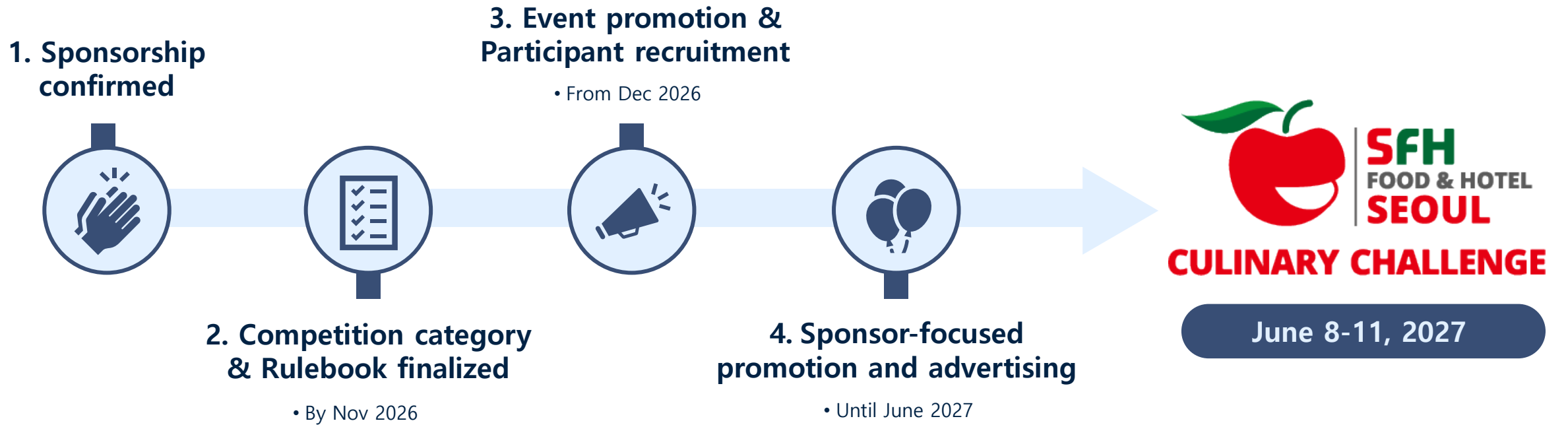
4

Brand Image & Social Responsibility

- Build a distinctive premium brand image as an official sponsor of an international culinary competition.
- Support the development of culinary talent and the food and foodservice industries, demonstrating your commitment to social responsibility and strengthening long-term brand value.



Sponsorship Process



*** Important Note:** Certain sponsorship benefits, including inclusion in the rulebook, participant recruitment, and pre-event promotion, may not be available if the contract is confirmed or the sponsorship fee is paid after the relevant deadlines.



Sponsor Requirements

1



Sponsorship Fee



2



Items for competition



3



Prize for the winners



Professional chefs and culinary students **demonstrate** their skills using **sponsor's products**.
Don't miss your chance **to enhance brand visibility** at **Seoul Food & Hotel Culinary Challenge!**



Sponsorship Packages



Platinum

US\$20,000



Gold

US\$10,000



Silver

US\$6,000



Bronze

US\$3,000

* Prices exclude VAT

* Platinum sponsors receive exclusive sponsorship rights within their industry category



Sponsorship Benefits



Category	Description	Platinum	Gold	Silver	Bronze
Logo Exposure	1. Competition category named after sponsor				
	2. (Pre-) Sponsor's logo and ad in the event poster, website and rulebook				
	3. (On-site) Sponsor's logo at the competition venue				
	4. (On-site) Sponsor's logo on event uniforms (Judge & Staff)				
Online & Offline Advertising	5. (Pre-) Sponsor's ad in the e-newsletter				
	6. (Pre-) Sponsored & boosted posts on social media channels				
	7. (On-site) Sponsor's ad in the event leaflet				
	8. (On-site) Sponsor's advertisement video displayed on screen in the competition venue				
	9. (On-site) Exclusive ceiling banner				
	10. (On-site) Official sponsor of the networking dinner				
On-site Participation	11. A promotion booth in the competition venue				
	12. Provide extra booth space dedicated to the chef's lounge				
	13. Invite as a special judge at the sponsoring category				
	14. Invite as a presenter at the award ceremony				
15. Participants' recipes and dish photos for the sponsoring category (*ingredient sponsor only)					



1. Competition category named after sponsor



Platinum

Up to 2 Categories

Gold

1 Category

Silver

1 Category

Rule Book



Class 5/6. **USMEF** Western Course Meat or Poultry



Class 7/8. **TIANYUN** Salmon Trout Western Main Course



Class 11. **Nestlé Professional** Chef Challenge
Class 13. **Nestlé Professional** Modern Chinese WOK Challenge
Class 14. **Nestlé Professional** Asian Noodles Challenge



Class 15. **APRO FOOD** Creative Asian Dumpling Challenge



Class 12. **Anchor Food Professionals** Perfect brunch
Class 16. **Anchor Food Professionals** Cream icing Cake Challenge
Class 17. **Anchor Food Professionals** Creative Macaron

Seoul Food & Hotel Culinary Challenge 2026

COMPETITION OVERVIEW

은행 수수료로 인해 국내 참가자와 해외 참가자 간 참가비에 차이가 있을 수 있습니다.

클래스	경연종목		일반참가비	
			국내참가자	해외참가자
The Rising Chefs Challenge (청소년 참가자 제한-중/고등학교 재학생)				
Class 1	Youth Culinary Team Competition	팀 경연	320,000원/1팀	330,000원/1팀
Class 2	Youth Pastry Team Competition	팀 경연	320,000원/1팀	330,000원/1팀
Class 3	Rising Chef's Creative Macaron	개인경연	80,000원/참가자 1인	90,000원/참가자 1인
Class 4	Rising Chef's Cream Icing Cake Challenge	개인경연	80,000원/참가자 1인	90,000원/참가자 1인
CULINARY HOT COOKING / 요리 라이브 경연				
Class 5	Western Main Course Meat or Poultry - Professional	개인경연	80,000원/참가자 1인	90,000원/참가자 1인
Class 6	Western Main Course Meat or Poultry - Junior	개인경연	80,000원/참가자 1인	90,000원/참가자 1인
Class 7	TIANYUN Salmon Trout Western Main Course - Professional	개인경연	80,000원/참가자 1인	90,000원/참가자 1인
Class 8	TIANYUN Salmon Trout Western Main Course - Junior	개인경연	80,000원/참가자 1인	90,000원/참가자 1인
Class 9	Hot & Cold Pasta Duo - Junior	팀 경연	150,000원/1팀	170,000원/1팀
Class 10	Fresh Pasta Master Challenge	개인경연	80,000원/참가자 1인	90,000원/참가자 1인
Class 11	Nestlé Professional Chef Challenge	개인경연	80,000원/참가자 1인	90,000원/참가자 1인
Class 12	Anchor Food Professionals Perfect brunch	개인경연	80,000원/참가자 1인	90,000원/참가자 1인
Class 13	Nestlé Professional Modern Asian WOK Challenge	개인경연	80,000원/참가자 1인	90,000원/참가자 1인
Class 14	Nestlé Professional Asian Noodles Challenge	개인경연	80,000원/참가자 1인	90,000원/참가자 1인
Class 15	APRO FOOD Creative Asian Dumpling Challenge	개인경연	80,000원/참가자 1인	90,000원/참가자 1인
PÂTISSERIE PRACTICAL COMPETITION / 제과 라이브 경연				
Class 16	Anchor Food Professionals Cream Icing Cake Challenge	개인경연	80,000원/참가자 1인	90,000원/참가자 1인
Class 17	Anchor Food Professionals Creative Macaron	개인경연	80,000원/참가자 1인	90,000원/참가자 1인
CULINARY & PASTRY ART COLD DISPLAY / 요리 & 제과 전시 경연				
Class 18	FINGER FOOD	개인경연	80,000원/참가자 1인	90,000원/참가자 1인
Class 19	PLATED APPETIZERS	개인경연	80,000원/참가자 1인	90,000원/참가자 1인
Class 20	PLATED MAIN COURSES	개인경연	80,000원/참가자 1인	90,000원/참가자 1인
Class 21	PLATED DESSERT	개인경연	80,000원/참가자 1인	90,000원/참가자 1인
Class 22	THEMED CAKE (Under 25 Apprentice only)	개인경연	80,000원/참가자 1인	90,000원/참가자 1인
Class 23	PASTRY SHOWPIECE	개인경연	80,000원/참가자 1인	90,000원/참가자 1인
Class 24	ARTISTIC SCULPTURE	개인경연	80,000원/참가자 1인	90,000원/참가자 1인



2. Sponsor's logo and ad in the promotional materials



Worldchefs 인준 대한민국 대표 국제 요리대회
서울푸드앤호텔
SFH CULINARY CHALLENGE 2026
컬리너리 챌린지

2026. 6. 9 (화) - 12 (금), 4일간 | 고양시 킨텍스 제 1전시장

경연 부문
라이브 경연 17개 종목
전시 경연 7개 종목

접수 기간
5월 8일까지 선착순 접수
*조기 마감 가능

신청 방법
대회 홈페이지를 통해
등록 양식 제출
www.seoulfoodnhotel.com

문의처
컬리너리 챌린지 운영사무국
02 - 6715 - 5427
카카오톡 채널 [SFH 컬리너리 챌린지]

대회 인스타그램

주최: 서울푸드앤호텔, informa markets, kotra, 후원: 식품의약품안전처, Nestle, Anchor FP, Geo, A프로식품

Rule Book Full Page A4 ad

Fresh New Zealand grass gives our butter its rich golden colour.

At Anchor Food Professional, we're proud to offer butter made not only delicious but also made using milk from New Zealand grass-fed cows. For over 100 years, New Zealand has been the world's leading source of high-quality grass-fed milk. Our butter is unique in its rich golden color.

Green grass, golden butter, inspiring performance.

Visit our website www.anchorfoodprofessional.com to learn more about our range of high performing products.

Individual Hot Cooking - Free Style
«The categories and sponsored ingredients are subject to change without prior notice.»

Class 12 - Anchor Food Professional Perfect Brunch
Open to all (Over 18 years old as of June 9, 2026)

- Prepare and present within 45 minutes: three (3) portions of a Perfect brunch dish.
- Create a brunch menu with the following composition:
 - 30-40% of the dish must be egg-based, and the butter or cream provided by the sponsor must be used.
 - Another 30-40% must be a bread- or dough-based brunch item, which may be sweet or savoury, such as burgers, sandwiches, French toast, pancakes, etc., and the cheese or cream provided by the sponsor must be used.
 - Appropriate vegetables or salad and sauce (more than one may be used) must be served.
 - The dish may be served cold, warm, or as a combination of both.
- Competitors can choose any type of bread for menu items and may bring it pre-made and sliced.
- Sandwiches can be any type (Sand, Roll, Open-faced, etc.).
- Pancake, waffle, or other similar batters may be prepared in advance and brought to the competition.
- Any pre-cooked protein items for sandwiches—for example, ham, chicken breast, steak, cold cuts, etc.—are allowed only in this class. However, these proteins may not be served directly on the plate and must be used as ingredients in the menu.
- Using other brands of cheese, butter, or cream is not allowed. If used, you will be disqualified.
- The dish must be presented on three (3) individual plates: two (2) for judging and one (1) for display.
- Each competitor will receive the sponsored products on the day of the competition.
- All ingredients, kitchen utensils, and plates to be supplied by the competitor.
- Two (2) copies of the recipe are required in the kitchen.

SPONSORING PRODUCTS

Lactic butter, Unsalted butter, Slice on slice cheddar cheese, Chef's Classic Whipping Cream

SPECIAL PRIZE OF CLASS

- TOP 1: STAUB Double-handle frying pan 32cm
- TOP 2: TRUECOOK Premium cutting board
- TOP 3: J.S.DINING Chef knife case

Poster and Website Logo placement

후원

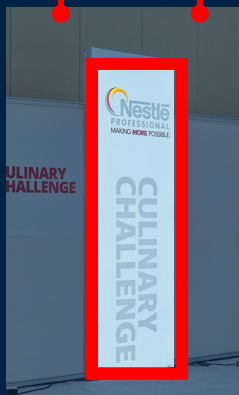




3. Sponsor's logo at the competition venue



- Locations : booth structures, back wall, awards stage, and registration counter



Backwall



Front of Kitchen



Front of Worktable

*The design is subject to change without prior notice.



4. Sponsor's logo on event uniforms (Judge & Staff)



Judge's jacket

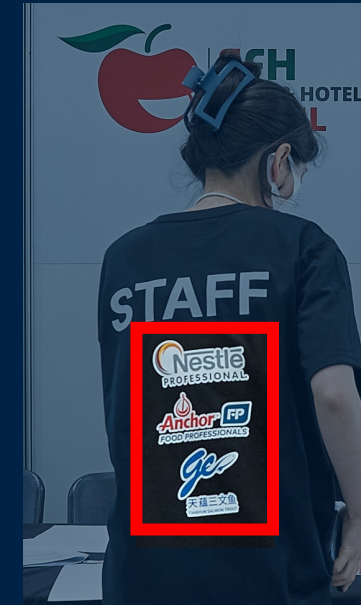
Quantity : approx. 30

Placement : Platinum – Back / Gold – One Sleeve(left or right)

Staff uniform

Quantity : approx. 20

Placement : Back





5. Sponsor's ad in the e-newsletter



Example

Recipient

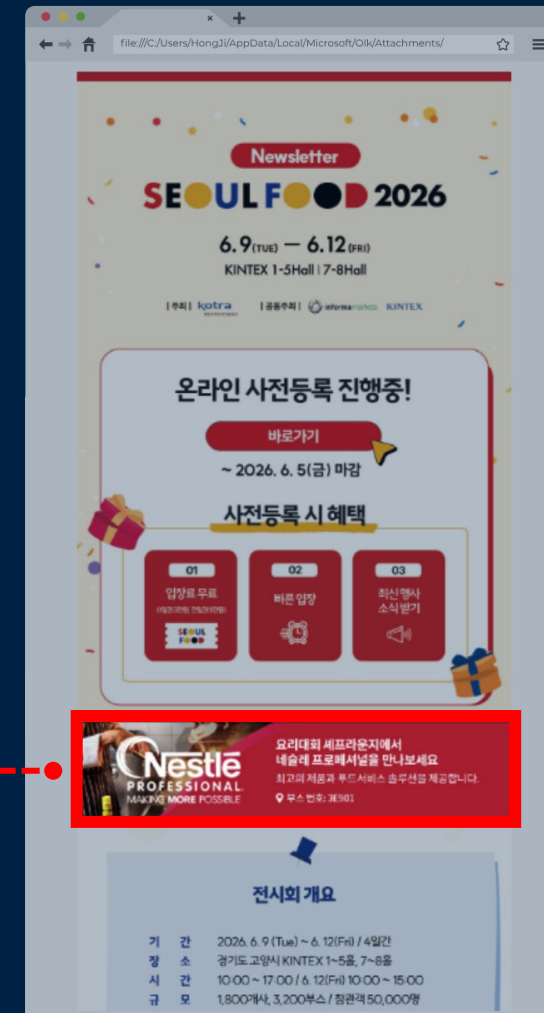
Approx. 50,000 industry professionals

Schedule & Frequency

Once in May 2027

Size

650 x 150px





6. Sponsored & boosted posts on social media channels

Channels

Instagram, Facebook

Schedule

Between April and June 2027 *Negotiable

Frequency

Platinum – 2 times / Gold, Silver, Bronze – 1 time each

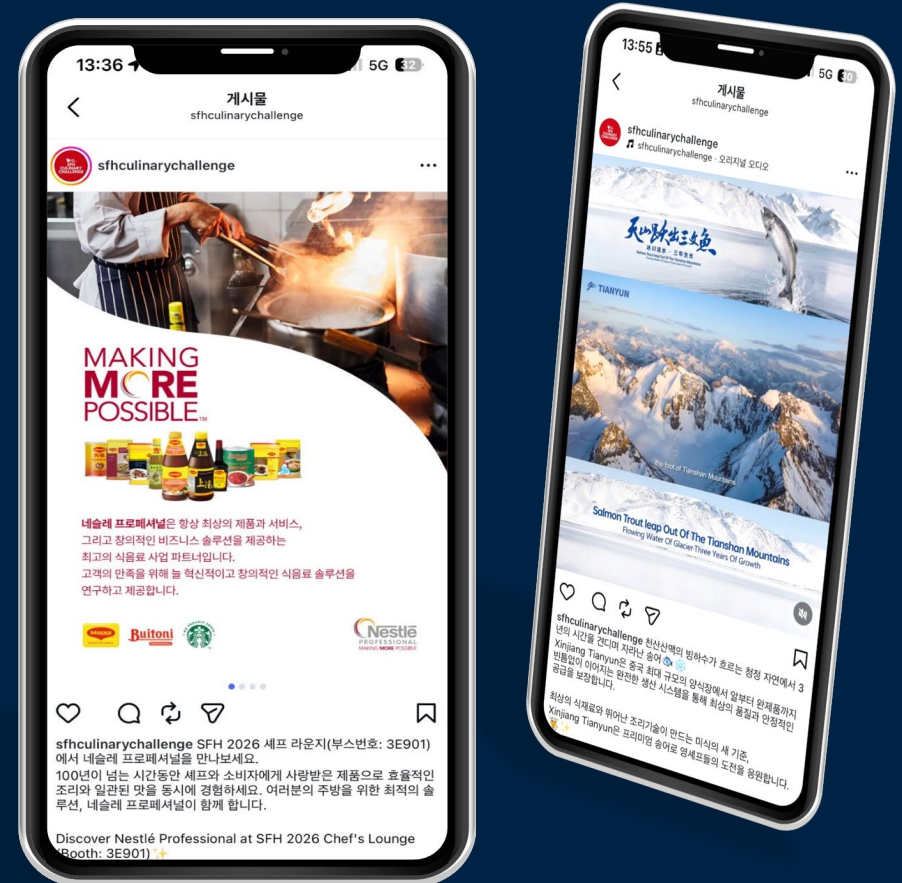
Paid Advertising

Platinum: Runs for 7 days per post (Avg. daily reach: 3,000)

Gold: Runs for 5 days (Avg. daily reach: 2,000)

Silver: Runs for 5 days (Avg. daily reach: 1,000)

Bronze: Runs for 3 days (Avg. daily reach: 1,000)





7. Sponsor's ad in the event leaflet



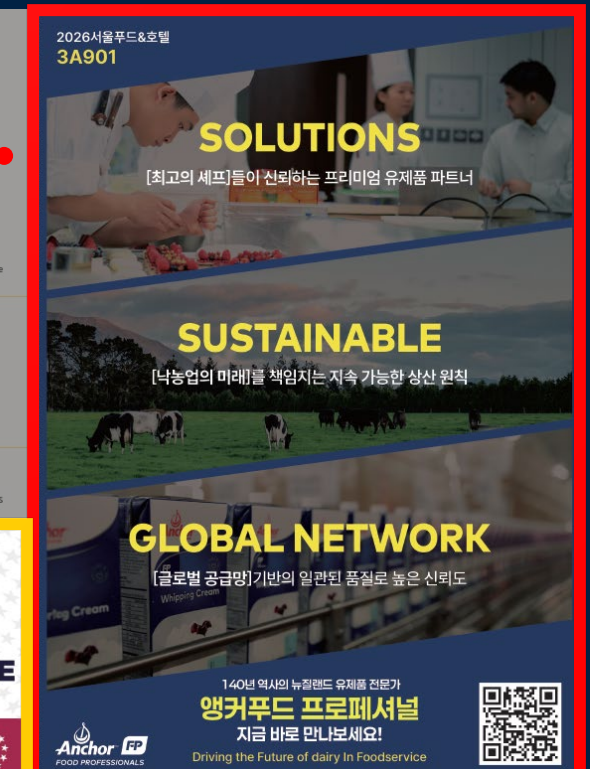
Quantity
2,000 copies

Placement
Platinum – 1 Inside page
Gold, Silver, Bronze – 1/3 Inside page

* 2026 Brochure Sample



Recipient
On-site participants & visitors





8. Sponsor's ad video displayed on venue screen



*Photos are from 2026 competition. Screen size, location and design are subject to change.



Front View of the Awards Ceremony Stage



Example of Ad Display on the Screen

Quantity

1 Video

Location

Awards Ceremony Stage Screen

Display Schedule

Throughout the four-day competition (08:00-16:00),
Excluding major announcements and award ceremonies



9. Exclusive ceiling banner



Competition Ceiling banner

*Images are for illustrative purposes only.

Quantity

1 Banner

Size

3 x 3 m

Placement

Next to the main ceiling banner above the competition venue



10. Official sponsor of the networking dinner

* If there are two or more Platinum Sponsors, the Networking Dinner will be jointly sponsored by the participating sponsors.

Offerings

- Sponsor video playback
- Sponsor welcome speech
- Sponsor photo zone
- Sponsor brochure and products placed on each table

- **Event name:** 2027 SFH Culinary Challenge Networking Dinner by [Sponsor]
- **Date:** June 7th (Mon) 2027, Evening
- **Location:** 16 floor Rooftop, Gloucester Hotel KINTEX *(Subject to change)*
- **Attendees:** Approx. 50 people including all sponsors, judges, KCA(Korea Chefs Association), and other Culinary Challenge officials
- **Purpose:** Build networks and strengthen collaboration among Culinary Challenge stakeholders

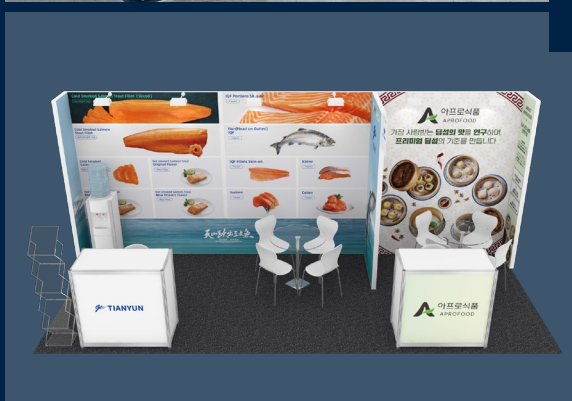




11. A promotion booth in the competition venue



* Promotional booth locations will be available on a first-come, first-served basis. Detailed criteria and schedule will be announced at a later date.



Booth Size

6sqm (3 x 2m)

Inclusions

Backwall graphic (3*2.5m), 1 Table, 2 Chairs

12. Platinum Sponsor Only



*An additional 30sqm will be provided for a dedicated Chef's Lounge (36sqm in total) providing food and beverage catering throughout the 4-day event.

*Exceeding 36sqm will be charged US\$3,960 / 9sqm (based on 2027 early bird rates excluding VAT)

13&14. Opportunities to participate in the competition



Special Judge 

Invite as a special judge at the sponsoring category



Award presenter 

Invite as a presenter at the award ceremony



CULINARY CHALLENGE

//

**Where exceptional dishes begin with your products.
Present your brand on a distinctive culinary stage.**

//



CULINARY CHALLENGE

Contact



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