

EXPO *Culinaire*
CHEFS | PASTRY CHEFS | BAKERS | COOKS
FEATURING THE 22ND EMIRATES INTERNATIONAL SALON CULINAIRE
4 - 6 MARCH 2019 | EXPO CENTRE SHARJAH, UAE



ORGANISED BY

PURPLEkitchen
EVENTS

Mega chef competition comes to Sharjah giving a boost to training, education and tourism

Sharjah, United Arab Emirates: 27th February 2019 – The world’s largest single entry chef competition, the 22nd Emirates International Salon Culinaire, will debut next week from 4th -6th March at Expo Centre Sharjah. Executive Chairman of Sharjah Investment and Development Authority (Shurooq), His Excellency Mr Marwan Al Sarkal will inaugurate the event at 11am on 4th March.

Expo Centre Sharjah naturally commands a strategic position at the heart of the region’s business and commercial hub, located just 12 minutes from Dubai and 15 minutes from Ajman.

With less than six months to stage ExpoCulinaire, the Emirates Culinary Guild teamed up with organiser Purple Kitchen Events and Expo Centre Sharjah to ensure that the most established chef competition in the Middle East would continue to run in Q1 of 2019. The Salon used to be held as the main feature of Gulfood in Dubai and was a firm base for chefs to be part of the mega food event which took place last week. It will now sit within a dedicated platform for foodservice professionals and will finally bring back food, equipment and services under one roof – something the industry has been missing for several years.

“We planned for ExpoCulinaire to be 3 days but we have had to extend it by an additional day (not open for visitors) in order to accommodate the massive demand from competitors” said Uwe Micheel, President of Emirates Culinary Guild, Assistant Vice President of Worldchefs and Director of Kitchens at Radisson Blu Hotel Dubai Deira Creek. “Next year we will ensure our judges are in place even earlier to be sure we continue to grow the Salon Culinaire” concluded Micheel.

The 22nd Emirates International Salon Culinaire is an annual event endorsed by Worldchefs and has strong support from various sponsors including Nestle and IFFCO for the 29 different classes which are judged and awarded according to the global standards of experienced master chefs. Competitors are awarded with Gold, Silver or Bronze accreditation after detailed judging and feedback.

2,000 chefs will not be the only new profile in Sharjah, education and training will form another pillar of ExpoCulinaire. Four Education Partners (Chef International Centre, Emirates Academy of Hospitality Management, International Centre for Culinary Arts and Richmonte Masterbaker) have committed to a full three day, free-of-charge programme, totaling 27 sessions for students and aspiring hospitality managers in a mock kitchen and classroom set up. Joining them in the exhibition will be at least four other top educators and between them courses ranging from one day skills workshops to multiyear Bachelor and Masters degrees can be explored or signed up for.

Sharjah based IFFCO have chosen ExpoCulinaire to launch their latest product geared towards the foodservice market. "The strategy of using our specialized platform to reach catering professionals and buyers will grow year on year. If you want to meet the chef, pastry chef, baker and cook communities plus their senior management, ExpoCulinaire is a must" commented Joanne Cook, CEO of Purple Kitchen Events. "Focusing on culinary art, competitions, skills, learning, training, products and equipment driven by the inspirational passion and creativity of chefs is certain to have a positive impact on the tourism industry. The tourism sector is crucial to Sharjah and to the UAE as a whole, we must continue to lead and to capture the imagination of the hospitality industry" added Cook.

According to the World Travel and Tourism Council the direct contribution of UAE Travel & Tourism to GDP was AED69.1bn (USD18,825.6mn), 5.1% of total GDP in 2017 and is forecast to rise by 5.0% in 2018, and to rise by 4.1% pa, from 2018-2028, to AED108.4bn (USD29,527.2mn), 4.9% of total GDP in 2028. This ranks the UAE as 27th globally from 185 countries on the relative importance of Travel & Tourism's total contribution to GDP.

For more information, media enquiries, logos and high res images, please contact:
marketing@purple-kitchen.com

--Ends--

About ExpoCulinaire

Newly launched in 2019, the annual exhibition is the host to the 22nd Emirates International Salon Culinaire. Education/training, food, equipment and services for the catering industry are on display over 3 days for trade professionals and culinary students to see, touch, taste and try.

Website: www.expoculinaire.com

Facebook: @ExpoCulinaire

Instagram: @ExpoCulinaire

About The Emirates International Salon Culinaire

The Emirates International Salon Culinaire is the largest single-entry chefs' competition in the world. Structured as a series of practical and display-based culinary challenges or 'classes', this globally renowned annual contest gauges the diversity of entrants cooking skills and pushes the boundaries of modern day food preparation and presentation.

Evaluated by a panel of 30 international experts and mandated by the World Association of Chefs Societies (WACS), the Salon Culinaire provides credible industry recognition to more than a thousand master chefs, pastry chefs, cooks and bakers. The salon serves to inspire and encourage young chefs to continue striving for ever upward improvement in their daily work practice. Gold, Silver and Bronze medals and certificates are awarded to those competitors whose exhibits, in the opinion of the judges, have reached the commensurate international standard. In addition to the medal awards, there are special trophies awarded to individuals who have attained excellence at the competition in their particular field: gastronomy; bakery/pastry; artistic - and a new award designed to encourage the development of Arabic cuisine.

Website: www.emiratesculinaryguild.net

Facebook: @emiratesculinaryguild