



CULINARY
WORLD CUP
24-28.11.2018



24-28.11.2018

Press Pack

24 September 2018

Villeroy & Boch Château de Septfontaines 326, rue de Rollingergrund L-2441 Luxembourg



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Organised by:



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DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de l'Économie

Direction générale du tourisme





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General presentation

EXPOGAST - the gastronomy event of world renown!

Every four years EXPOGAST brings together the professions of gastronomy and hospitality to honor the art of cooking.

EXPOGAST is an event in many respects: a gathering place for the most talented chefs coming from the five continents, a trade fair for the professions in the field of gastronomy, a public event all about food and drink, and a world-class international cooking competition.

A DYNAMIC FORUM FOR THE PROFESSIONS OF GASTRONOMY

This year EXPOGAST will take place from 24 to 28 November in four halls at LUXEXPO THE BOX in Luxembourg- Kirchberg.

For five days LUXEXPO THE BOX will be a showroom for extraordinary talents, new trends in gastronomy and original ideas. EXPOGAST also promotes economic exchange with the Greater Region, network among young workers, and highlights the social, cultural and economic role of the catering sector

WORKSHOPS AND CONFERENCES

A series of workshops and conferences will place EXPOGAST as the national and international centre for gastronomy, hotels and tourism.

The Chamber of Commerce, in collaboration with the Horesca and the hotel schools “École d’Hôtellerie et de Tourisme du Luxembourg” of Diekirch and “Lycée Technique de Bonnevoie” (LTB), will use EXPOGAST to provide the sector with a dynamic forum for exchange and new experiences and knowledge.



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1ST INTERNATIONAL B2FAIR MATCHMAKING EVENT BY THE CHAMBER OF COMMERCE

The Chamber of Commerce of the Grand Duchy of Luxembourg in the framework of its Enterprise Europe Network activities will organise for the 1st time an International *b2fair* Matchmaking Event during Expogast from 26th - 28th November 2018.

The *b2fair* matchmaking event will offer Luxembourg and foreign companies three days of intense professional meetings as well as a unique opportunity to establish business relations and long-term partnerships in the gastronomy and culinary sectors, at a national, regional and international levels.

The international *b2fair* matchmaking event at Expogast will offer your companies:

- 3 days of intense business meetings
- an opportunity to build strong relationships and partnerships in the gastronomy and culinary sector
- a unique possibility to explore new culinary techniques
- an excellent networking opportunity for all actors of the gastronomy and agro food sector
- a possibility to find your right business partner in one single meeting place.

For more information or registration, visit the website: www.b2fair.com/expogast2018



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Villeroy & Boch Culinary World Cup

75 nations to compete in 2018

Around 75 different nations from the five continents will be guests in Luxembourg-Kirchberg from 24 to 28 November, celebrating a gastronomic festival that meets the highest standards: a world event in the halls of LUXEXPO THE BOX!

The Villeroy & Boch Culinary World Cup is one of the largest and most important cooking competitions in the world with excellent reputation. 30 national teams, 15 junior national team and 15 teams in “Community Catering” (in part regional or military teams) will compete within five days and produce their three-course menus in one of the eight kitchens set up for the competition - often after months of rehearsals to ensure the success of the event.

These 60 teams will be joined by other teams competing for a region from their country, and by individual chefs and pastry specialists.

The teams participating in the Villeroy & Boch Culinary World Cup come from the following countries:

- National Team, Community Catering and Junior Team :
Denmark, England, Germany, Luxembourg, Sweden, Switzerland and Thailand.
- National Team and Community Catering:
Croatia, Finland, Hungary, Poland, Slovenia.
- National team and Junior team:
Austria, Hong Kong, Norway, Slovakia, South Korea, United Arab Emirates.
- National team only:
Iceland, Italy, Lithuania, Malaysia, Mexico, Netherlands, Scotland, Singapore, Spain, United States, Wales, Czech Republic, Cyprus.
- Community Catering only:
Greece, Taiwan.
- Junior team only:
Belgium, Canada.



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Villeroy & Boch Culinary World Cup

THE TEAMS AND PARTICIPANTS COME FROM 75 COUNTRIES

- | | | | |
|----|------------------------|----|----------------------|
| 1 | Algeria | 39 | Korea |
| 2 | Andorra | 40 | Kuwait |
| 3 | Armenia | 41 | Laos |
| 4 | Australia | 42 | Latin America |
| 5 | Austria | 43 | Lithuania |
| 6 | Azerbaijan | 44 | Luxembourg |
| 7 | Bahamas | 45 | Macao SAR |
| 8 | Bahrain | 46 | Malaysia |
| 9 | Bahrain | 47 | Malta |
| 10 | Bangladesh | 48 | Mexico |
| 11 | Barbados | 49 | Netherlands |
| 12 | Belarus | 50 | New Zealand |
| 13 | Belgium | 51 | Norway |
| 14 | Bosnia and Herzegovina | 52 | Oman |
| 15 | Canada | 53 | Poland |
| 16 | Chile | 54 | Portugal |
| 17 | China | 55 | Romania |
| 18 | Croatia | 56 | Russia |
| 19 | Cyprus | 57 | Scotland |
| 20 | Czech Republic | 58 | Senegal |
| 21 | Denmark | 59 | Serbia |
| 22 | Dominica | 60 | Singapore |
| 23 | Ecuador | 61 | Slovakia |
| 24 | England | 62 | Slovenia |
| 25 | Finland | 63 | South Africa |
| 26 | France | 64 | Spain |
| 27 | Germany | 65 | Sweden |
| 28 | Greece | 66 | Switzerland |
| 29 | Haiti | 67 | Taiwan |
| 30 | Hong Kong SAR | 68 | Thailand |
| 31 | Hungary | 69 | Ukraine |
| 32 | Iceland | 70 | United Arab Emirates |
| 33 | India | 71 | United Kingdom |
| 34 | Ireland | 72 | United States |
| 35 | Israel | 73 | Vanuatu |
| 36 | Italy | 74 | Vietnam |
| 37 | Jamaica | 75 | Wales |
| 38 | Kazakhstan | | |



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Villeroy & Boch Culinary World Cup

THE EXHIBITION OF COLD DISHES

The exhibition of cold dishes is both a gastronomic show and a feast for the eyes: it presents the creations of teams and individual chefs. They are examined by the international jury and admired by visitors.

This exhibition is presented every day differently, as new masterpieces are presented every day.

THE VILLEROY & BOCH CULINARY WORLD CUP COMPETITIONS

- National Team Competition
- Junior National Team Competition
- Community Catering Competition
- Individual competition for chefs
- Competition for pastry chefs

AN INTERNATIONAL JURY OF EXPERTS

The jurors evaluate the leaders according to internationally valid criteria, which also apply to other competitions. The 52 jurors are professional chefs from different countries, licensed by the „World Association of Chefs Societies“ for their experience and training.

The juries are chaired by Luxembourg chefs: Aloyse Jacoby is president of the jury and of the „Jury Cold“, Carlo Sauber is president of the „Jury Hot“.

Culinary creations will be judged according to the „Worldchefs“ rules, which apply to international competitions.

The following criteria are taken into account: appearance, composition, correct and professional preparation, service (execution, portions, innovation and choice of material).

The teams compete at the highest gastronomic level and therefore obtain the highest quality products from different sources.



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Villeroy & Boch Culinary World Cup

The permanent equipment made available by the organizer may not be dismantled or transformed. However, teams can also complete the material at their request if it is necessary for the preparation of a dish.

The only limitation concerns the energy demand: 8 additional hand tools which must not exceed a maximum power of 10KW in total.

SUSTAINABILITY AND MEASURES AGAINST FOOD WASTE

The Villeroy & Boch Culinary World Cup will feature a number of innovations.

This year, the youth teams will no longer participate in a competition with cold creations, but will complete a classic 3-course menu and will also have the task of preparing a gourmet buffet. An exciting event that will allow young chefs to once again showcase their talent and creativity - and to introduce themselves not only to the juries, but also to the public during the buffet service. Visitors will be able to enjoy these buffets (for a fee) every evening.

Sustainability plays an important role in the organization of the competition. Young leaders, in particular, must learn to work effectively and to respect food. The Community Catering competition will also focus on sustainability and measures to combat food waste.

NEW SOFTWARE MADE IN LUXEMBOURG

Another new feature of the Villeroy & Boch Culinary World Cup is the „paperless“ evaluation tool used by the juries: each juror enters his or her scores into the central system via a tablet, which collects the scores and automatically generates the corresponding medals - bronze, silver and gold.

This system was developed in Luxembourg and has already proved its skills at other international competitions in Erfurt, Thessaloniki, Lyon, Singapore and Kuala Lumpur. The software manages the entire process, from registering leaders and teams to paying registration fees, archiving all email traffic and evaluating during the competition. The system even generates the printing of diplomas.



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Villeroy & Boch Culinary World Cup

VILLEROY & BOCH'S CREATIONS FOR WINNERS AND PARTICIPANTS

During the competition, the teams will use the plates from the Villeroy & Boch “Blossom” and “Stella Vogue” series, both made of top quality porcelain. Mr Michel von Boch will personally present the trophy to the winner on 29 November.

In addition, all winners will receive a plate with a special decoration for the Villeroy & Boch Culinary World Cup 2018.

And each participant will receive a Villeroy & Boch Cup as a souvenir: the design of the Cup 2018 was created by Luxembourg artist Claire Krieger.



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Villeroy & Boch Culinary World Cup

FROM 24 OCTOBER 2018:

Online reservation of the menus

The menus of the 60 teams will be prepared for five days at the Villeroy & Boch Culinary World Cup 2018 - and they will be served to the public in the evening in the restaurant, which has 890 seats.

Pre-orders for these menus are made exclusively online, from Wednesday 24 October 2018 at 11 a.m., via the website www.expogast.lu

Menus will be paid by credit card at the time of ordering.

As usual, there will be a lot of interest again and the menus of the different teams will be very quickly sold out.



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Villeroy & Boch Culinary World Cup

COMMUNITY CATERING

Hot Kitchen 24.11.2018	Hot Kitchen 25.11.2018	Hot Kitchen 26.11.2018	Hot Kitchen 27.11.2018	Hot Kitchen 28.11.2018
Thailand Culinary Academy	Luxembourg Culinary Catering Team	Fazer Culinary Team Finland	Community Catering Team Croatia	Hungarian National Military Team
Community Catering Taiwan	Slovanian Armed Forces Culinary Team	Combined Services Culinary Arts Team UK	Swiss National Catering Team Luzerner Kantonsspital	Fazer Culinary Team Sweden
Community Catering Team Vienna	Catering Team of Denmark	Polish Military Team	Koch- Nationalmannschaft der Bundeswehr	Culinary Catering Team Greece

JUNIOR TEAM

Hot Kitchen 24.11.2018	Hot Kitchen 25.11.2018	Hot Kitchen 26.11.2018	Hot Kitchen 27.11.2018	Hot Kitchen 28.11.2018
Buffet 27.11.2018	Buffet 28.11.2018	Buffet 24.11.2018	Buffet 25.11.2018	Buffet 26.11.2018
Youth National Team Slovakia	Youth National Team Austria	Youth National Team Norway	Youth National Team Switzerland	Youth National Team Thailand
Youth National Team South Korea	Youth National Team Belgium	Youth National Team Luxembourg	Youth National Team Sweden	Youth National Team England
Youth National Team Hong Kong	Youth National Team Canada	Youth National Team United Arab Emirates	Youth National Team Germany	Youth National Team Denmark



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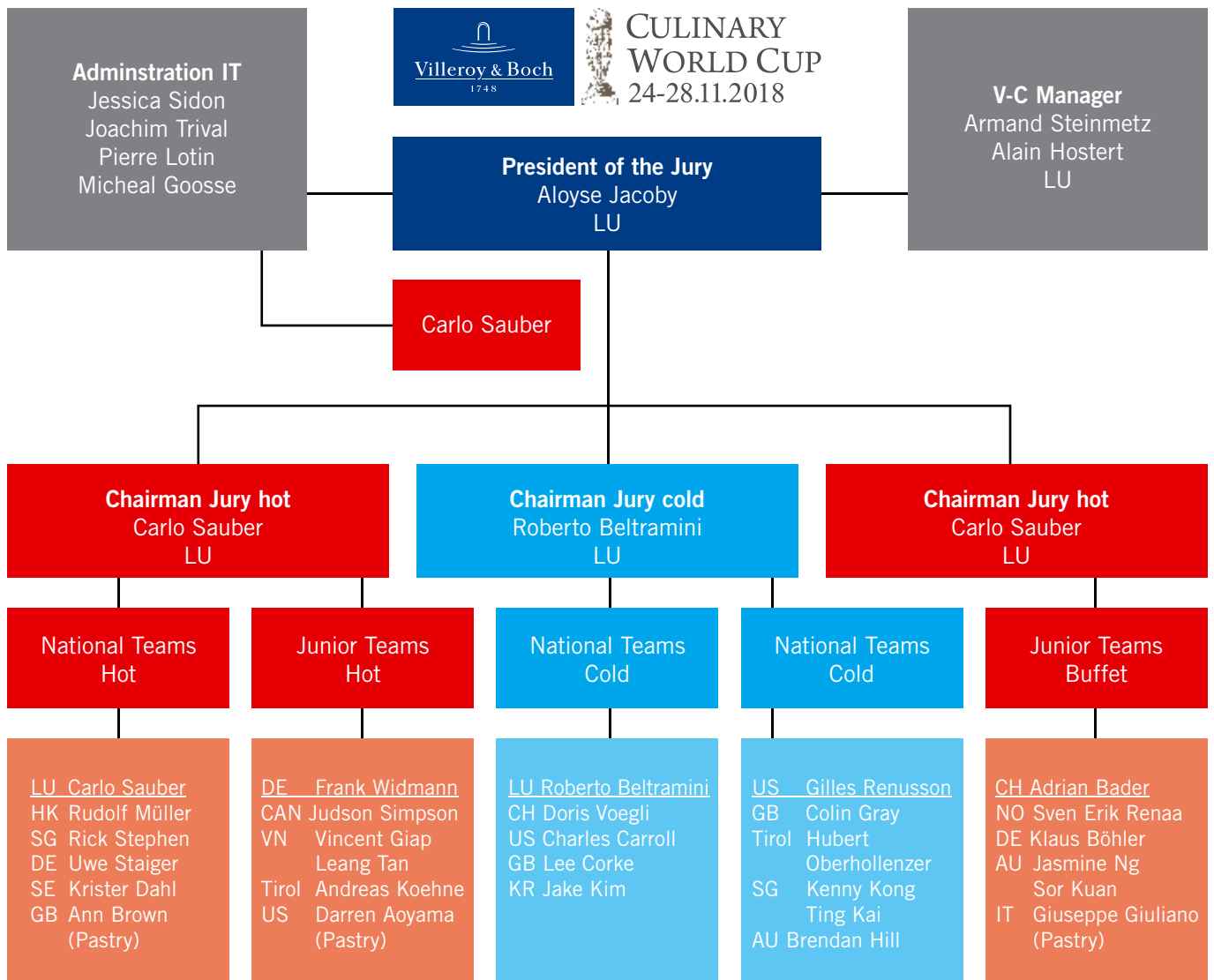
Villeroy & Boch Culinary World Cup

NATIONAL TEAM

Hot 24.11.2018	Hot 25.11.2018	Hot 26.11.2018	Hot 27.11.2018	Hot 28.11.2018
Cold 27.11.2018	Cold 28.11.2018	Cold 24.11.2018	Cold 25.11.2018	Cold 26.11.2018
National Culinary Team Iceland	National Culinary Team Denmark	National Culinary Team Finland	National Culinary Team Germany	National Culinary Team Switzerland
National Culinary Team Norway	National Culinary Team Singapore	National Culinary Team Sweden	National Culinary Team USA	National Culinary Team Hong Kong
National Culinary Team South Korea	National Culinary Team Czech Republic	National Culinary Team United Arab Emirates	National Culinary Team England	National Culinary Team Luxembourg
National Culinary Team Cyprus	National Culinary Team Netherland	National Culinary Team Hungary	National Culinary Team Croatia	National Culinary Team Italia
National Culinary Team Scotland	National Culinary Team Malaysia	National Culinary Team Mexico	National Culinary Team Poland	National Culinary Team Spain
National Culinary Team Thailand	National Culinary Team Slovakia	National Culinary Team Slovenia	National Culinary Team Wales	National Culinary Team Lithuania

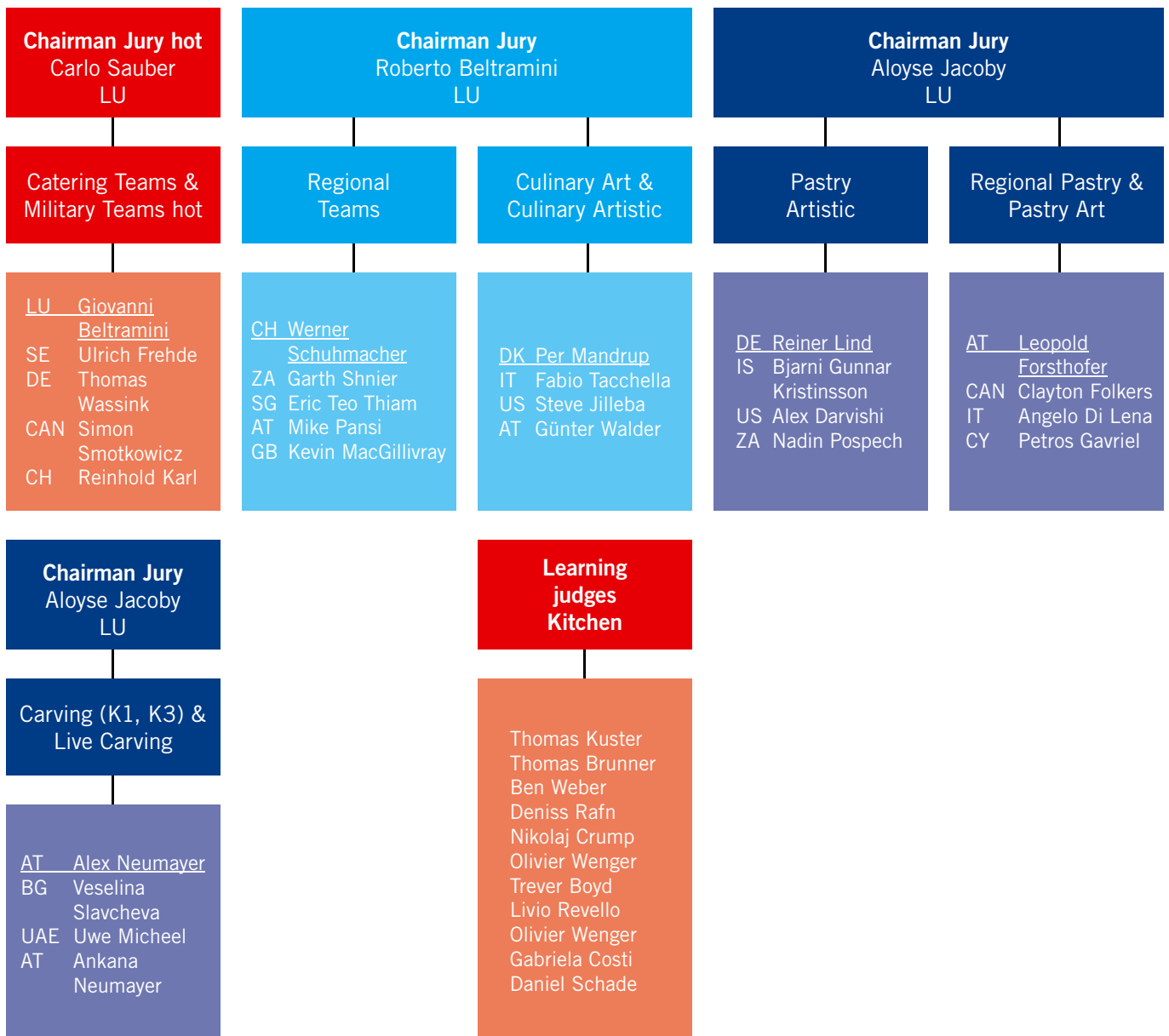


Villeroy & Boch Culinary World Cup





Villeroy & Boch Culinary World Cup





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Expogast 2018

EXPOGAST NOW IN FOUR HALLS AND WITH 15% ADDITIONAL EXHIBITION SPACE

EXPOGAST is a real experience and discovery fair that offers exhibitors a great opportunity to present their specialties, new products and product ranges as well as services. All the commercial and professional sectors related to gastronomy will be represented at EXPOGAST: food and beverages, technology and hygiene, equipment, accessories for restaurants and hotels, service providers, organization and IT, associations, suppliers of specialties, professional groups, wines and spirits, as well as official stands.

EXPOGAST 2018 will occupy four halls - Hall 2 and Hall 3 on the east side and Hall 9 and Hall 8 on the west side. This gives EXPOGAST an additional area of 3,500 square meters (plus 15 percent) compared to the 2014 edition, and EXPOGAST will transform the exhibition halls into a true world of experience.

The stands will be located in Hall 8, Hall 2 and Hall 3, together with EXPOGAST sponsors and partners, and the “Culinary World Cup” will take place in Hall 3. The vast majority of the exhibition space has already been booked, but stands are still available!

The very popular exhibition of the «cold» culinary creations of the national teams will occupy a big area in Hall 2 and once again be a magnet for the public.

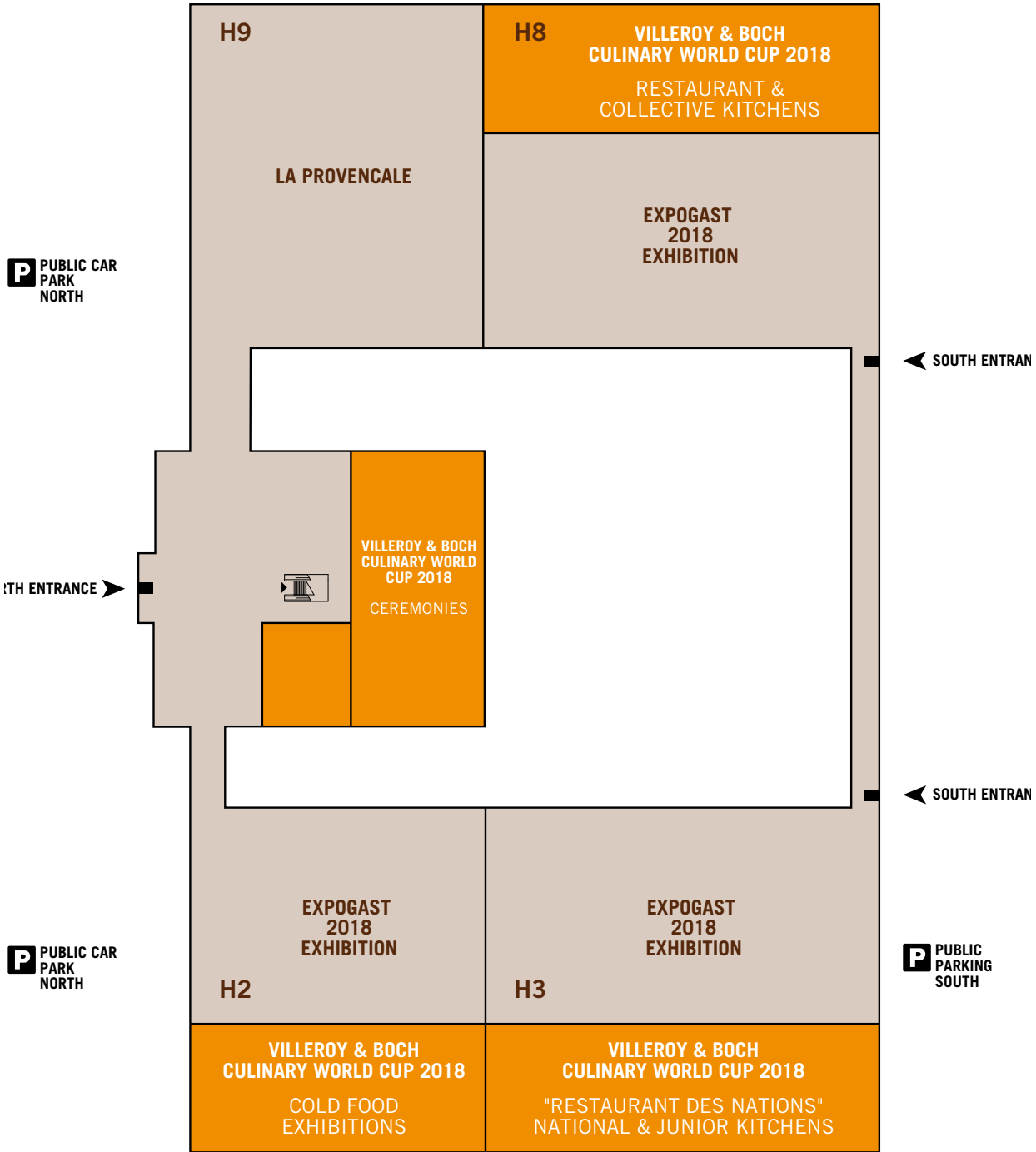
Hall 9 will once again be the huge showcase for “La Provençale”, one of EXPOGAST’s traditional main sponsors.

The kitchen for the competition, previously set in Hall 8, are now split up in Hall 3 and Hall 8: The national teams and junior teams will produce their three-course menus in Hall 3, and the competitions between the collective teams will be held in Hall 8. The restaurants in which EXPOGAST visitors will have the opportunity to taste their (pre-ordered) menus are attached - the “Restaurant des Nations” is thus located in Hall 3, while the second restaurant with the specialties of the “cuisines collectives” is located in Hall 8.

As usual, the opening and closing ceremonies as well as the daily announced jury decisions will take place in Hall 1C.

The press center will also be located in Hall 8 - around 150 journalists from all over the world will report on the Villeroy & Boch Culinary World Cup, EXPOGAST and Luxembourg.

Hall map





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Practical information

Further information and menu orders (from 24 October at 11 a.m.) can be found at www.expogast.lu

PLACE

LUXEXPO THE BOX
10, circuit de la Foire Internationale
L-1347 Luxembourg-Kirchberg

PUBLIC ENTRY TIMES

From 11:00 to 21:00

DATES

From Saturday 24 to Wednesday 28 November 2018

TARIFFS

Entrance fee: 12 €
Catalogue: free of charge

DIRECT ACCESS

North entrance (International Fair Circuit - Hugo Gernsback Street)
South entrance (Circuit de la Foire Internationale - rue Carlo Hemmer)

Adapted access for people with reduced mobility, Daycare

Parking spaces LUXEXPO THE BOX

North - Parking 750 spaces
South car park 650 spaces

Additional parking spaces

Place de l'Europe (1324 seats)
Parking d'Coque (593 spaces)
Konrad Adenauer (438 seats)
Auchan (2766 seats)

Public transport

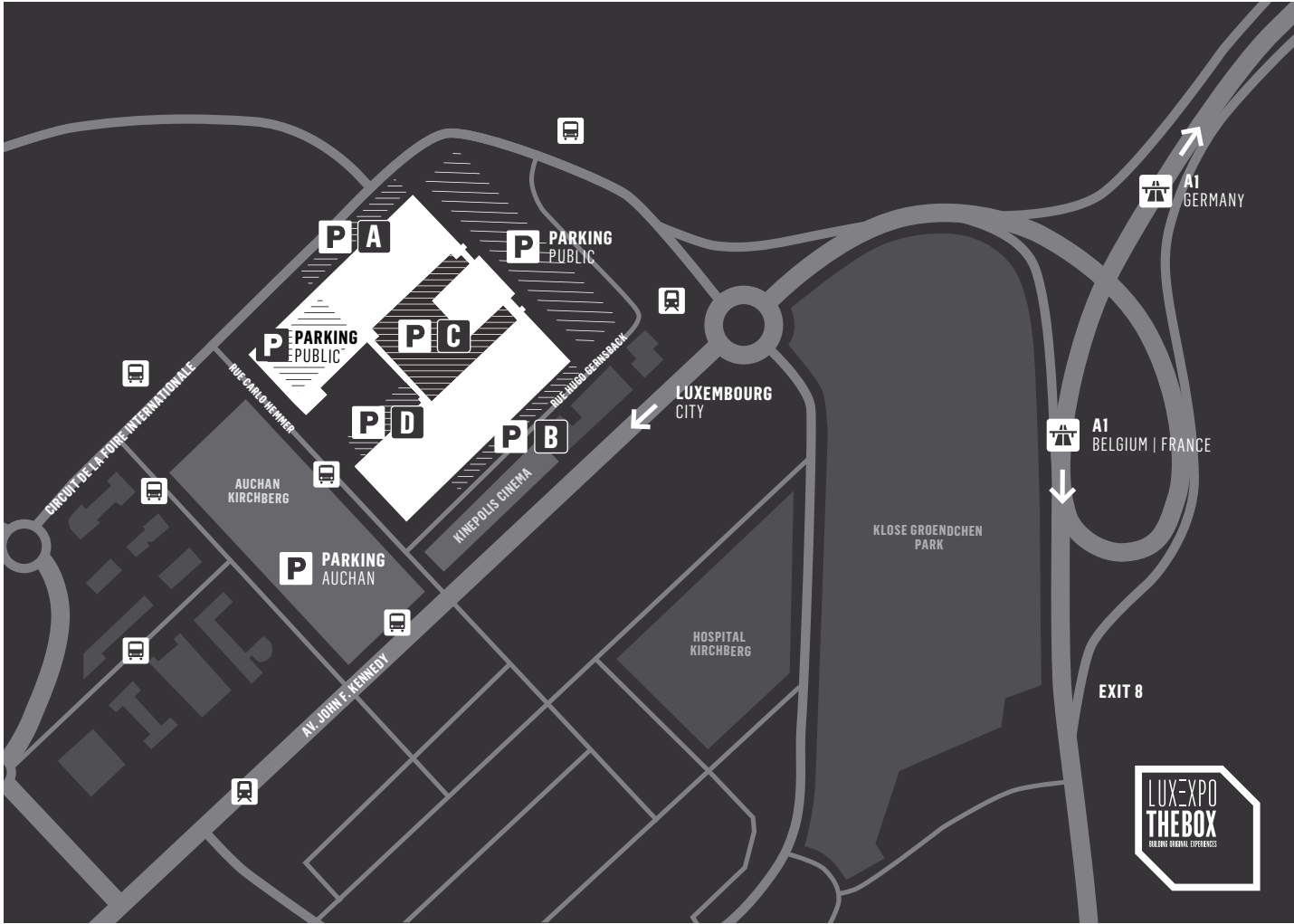
Train: Station: Pfaffenthal - Kirchberg
Tram: Line 1
Bus: different lines



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ACCESS VIA

Highway A1
Exit 8

Latitude: 49.636277
Longitude: 6.173147



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The organisers

LUXEXPO THE BOX

LUXEXPO THE BOX is a platform for encounter and for the promotion of economic activity, made available to businesses wishing to position themselves in Luxembourg, the Greater Region or internationally. The conference and exhibition centre is characterised by its central geographical position, its ease of access and the modular nature of its infrastructure and the professionalism of its team and its partners.

EXPOGAST, organised by LUXEXPO THE BOX in collaboration with brain&more and the Vatel Club Luxembourg, is held a stone's throw from the European institution buildings, in Luxembourg's business and financial district.

BRAIN&MORE

Relying on its considerable experience in the communication sector and in creating events for the HORESCA sector and tourism in particular, the agency brain&more is involved in the project by providing all of its expertise in commercial terms.

VATEL CLUB LUXEMBOURG

Founded in 1931, the cooperative of catering professionals was renamed the Vatel Club Luxembourg in 1958. With the objective of uniting and bringing together the interests and aspirations of all those involved in the culinary arts, in 1972 it organised the first salon of gastronomy, culinary arts and confectionery.

Today the Vatel Club organises the Villeroy & Boch Culinary World Cup, the exhibition of cold dishes, and manages the gastronomic restaurant at the show. The Vatel Club also provides LUXEXPO THE BOX with its HORESCA sector know-how.



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The sponsors

VILLEROY & BOCH

Villeroy & Boch, a long-standing tableware partner, officially supports EXPOGAST as the exclusive partner of the Culinary World Cup 2018. Villeroy & Boch has been a partner of the Culinary World Cup since 1972 and this year for the third time as the name giving sponsor.

Georges Schmitz, “Regional Sales Manager Hotel» of Villeroy & Boch, underlines that «the cooperation with the Vatel-Club Luxembourg is much more than a sponsorship for Villeroy & Boch, it is a partnership lived with the chefs. Villeroy & Boch is delighted to be able to play its part in enabling talented young chefs from all over the world to present their culinary talents to an enthusiastic audience. We are honoured and pleased to observe the masters of the culinary arts and, above all, how they arrange their creations on our porcelain.”

GOLD & SILVER

As key HORESCA operators in the Grand Duchy, the majority of Gold and Silver partners have been associated with the event and involved themselves in the project at several levels for many years. Without them, EXPOGAST as well as Villeroy & Boch and the Culinary World Cup would not be able to continue the project. Nevertheless, each year the team becomes larger.

The culinary professions in Luxembourg and the attraction of EXPOGAST in particular bring new partners, wishing to take their place on the market or to confirm their leadership. The organizers thank them most sincerely for their unfailing involvement.



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The press

THE PRESS IS WELCOME!

A press office will be available to journalists on the EXPOGAST site. The journalists will find all useful information, news, the results of the day, official photos and recommendations for the stay in Luxembourg.

The space will also be equipped with free WiFi.

In addition to the press office, there is a specially equipped interview room where meetings can take place in a relaxed atmosphere.

A press coordinator will attend EXPOGAST every day and be available for any information.

Applications for press accreditation will be made via the website www.expogast.lu (Press), from 24 October 2018. Applications must be received by November 19, 2018.

Contacts

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