



Your Gateway to Victory



13 14 15 JUNE 2024 | TIMINGS: 10 AM TO 7 PM | TRIPURA VASINI PALACE GROUNDS
BENGALURU, INDIA



INCREDIBLE CHEF CHALLENGE 2024

World of Hospitality in association with national Chef's association is pleased to announce "The Incredible Chef Challenge 2024" – The most prestigious culinary art competition, to be held in 6 selected cities, with an objective to attract young talent showcasing skills also promoting culinary excellence across India

A food extravaganza, to explore and recognize the culinary skills of Professional Chefs to achieve excellence in Culinary Art, Food Preparation, Presentation and Serving. ICC highlights the promotion of culinary excellence. This annual competition is the ultimate arena where hundreds of culinary talents across India will display their masterly skills, and seek accreditation and feedback for improvement from the judging panel of internationally acclaimed chefs.



SUPPORTING ASSOCIATION (WOHXPO 2023)





A PLATFORM
CELEBRATING
**CULINARY
ART**
IN INDIA



It is time that the industry recognises Incredible young professionals, etching new boundaries of the Indian food business, by celebrating their brilliance.

RESHAPING FOOD LANDSCAPE THROUGH NEW TECHNIQUES, INNOVATIONS AND INSPIRATIONS

The culinary world in India has seen a very surprising change with many youngsters making huge impacts with their effortless cooking skills and creativity, they are changing the game with ease and poise. A chef is known to manage a smooth, well-run kitchen. Unlike other artists, a chef has many constantly changing variables before him to produce a masterpiece.

Incredible Chef Challenge offers the next generation of culinary talents an opportunity to explore their culinary art abilities.

Chefs are pushing the boundaries of fine dining by bringing in new techniques and ingredients to their kitchens, innovating and delivering dishes that are unfamiliar and 'exotic' to their menus.

A COMPETITIVE PLATFORM TO IDENTIFY...

- Recognition of culinary tradition by introducing best in global cuisine
- Presentation skills while ensuring the most delectable of tastes
- Ability to understand technology as an asset and not a replacement of culinary techniques
- Champions who use new ingredients and dishes to influence an entire industry



COMPETITION CATEGORY

INDIVIDUAL DISPLAY COMPETITION

- Professional Competition: Open to any Chef from a restaurant, hotel, confectionery/catering organization/catering institute
- Inter College Competition: Entries are invited from Hotel Management Institutes to participate in the above event.

LIVE COOKING

- Professional Competition: Open to any Chef from a restaurant, hotel, confectionery/catering organization/catering institute
- Inter College Competition: Entries are invited from Hotel Management Institutes to participate in the above event.

JUDGEMENT BY WHO'S WHO OF THE CULINARY WORLD

Masters of culinary craft, spearheading innovation themselves, will assess—

- innovation
- timeless tradition
- passion for excellence

The Incredible Chef Challenge 2024 a thoughtful platform to evolve the diverse repertoire of Indian culinary and beyond through a culinary art competition in India, would recognise both professionals and students, accrediting their skill-sets. The Challenge will be judged by a panel of internationally acclaimed chefs.



ICC 2024 FEATURES



300+
Competing Chefs



100+
Top Jury Chef's



500+
Executive Chefs



MasterClass By
Celebrity Chef's



Chef's Round Table
Conference



8000+
F&B Professionals



Award Ceremony



Networking
& Much more



CHAMPION SPEAK



Do you know what makes a real chef? It's the creative instincts and the presence of mind in any given situation to cook a sumptuous meal. Do you have these qualities in you? Let professional chefs test you!

CHEF SALIL FADNIS
Hotel Manager, Hotel Sahara Star



Challenges are those milestones that make us not only strong, but also determine as to what we really want to achieve. Make Incredible Chef Challenge 2024 one of your milestones among many to come

CHEF SUDHIR PAI
Food & Beverage Consultant



There's no end to creativity. If you are a creative thinker, prove the chef within you. Challenge yourself. Let Incredible Chef Challenge 2024 be your stepping stone to evolve.

CHEF VIVEK KADAM
Executive Pastry Chef, ITC Maratha



If you get an empty plate, decorate it as you like it. But, remember that it should get liked by others too. So, your choices need to match people's great expectations on platters...

CHEF JERSON FARNANDES
Executive Chef, Novotel Mumbai -Juhu



Skills will only be recognised when creativity stands next to it as a strong friend. Just keep these Jai-Viru combination with you, and you will be a winner!

CHEF TUSHAR MALKANI
Culinary Director, The Good Food Guys & Gourmet Food Works LLP



When we compete for brilliance, we take a step closer toward achieving our goals.

CHEF ALTAMASH
Executive Chef, Oakwood Premier Prestige, Bangalore



Competitions are those pedestals that we need to strive for, always. Achieving growth can only be realised once we test the waters of excellence. Want to test yourself? World of Hospitality Incredible Chef Challenge Bengaluru 2024 opens its doors. Just deep dive!

Dr. CHEF DAMODARAN. K
President - SICA, Celebrity Chef



Perfection is a tight rope. Can you walk on it? Here's an opportunity to culinary professionals to showcase their perfection on a plate. Register for Incredible Chef Challenge 2024 Bengaluru to be held during the World of Hospitality expo. Stay tuned for more details...

CHEF SHEETHARAM PRASAAD
General Secretary - SICA, Corp Exe Chef - GRT Hotels



Professional Exhibitions like World of Hospitality Expo definitely, plays a very important role to help the growth of the industry. It's a business platform where industry comes together to showcase latest products, exchange knowledge through interactive seminars, competitions, and networking. I have great hopes from such exhibitions and WOHXpo will change the industry for sure.

CHEF KASIVISWANATHAN MUTHURAMAN
Director - Food & Beverage, Radisson Blu Atria Bengaluru



South India Chef's Association (SICA) and World of Hospitality (WOH) are coming together again to offer a platform for chefs to creatively express themselves through the Incredible Chef Challenge. My best wishes and kudos to the organizing team for bringing this together in these tough times. Good luck to all participating Chefs.

CHEF VIJAYA BASKARAN
General Secretary, Indian Federation of Culinary Association
Chef Olam Food Ingredients (ofi)



Delighted to know that Incredible Chef challenge will be held in Bengaluru...what an opportunity for budding chefs! Eager to witness the creative activities at the World of Hospitality expo.

CHEF DHARMENDER LAMBA
Executive Chef, Oberoi Hotels & Resorts
President, Telengana Chefs Association



Cook a storm of creativity at Incredible Chef Challenge 2024 Bengaluru! World of Hospitality expo is all set to host this incredible culinary challenge. Be a part of it to meet F&B stalwarts.

CHEF JUGESH ARORA
Director, Chef's Table Studio,
Honorary president South India Chef's Association



The hospitality scene in Bangalore is certainly on an upswing and we anticipate a steady growth in demand. In the last 3 years, the city has welcomed some notable luxury brands lending to a boost in the overall quality. Platforms like these are an impactful way for the fraternity to come forward for a knowledge exchange.

FREDRIK BLOMQVIST
General Manager, Four Seasons Hotel Bengaluru



PARTNERSHIP OPPORTUNITIES

- Presenting Partner
- Main Ingredient Partner
- Spice Partner
- Cooking Oil Partner
- Cutlery Partner
- Tableware Partner
- Cookware Partner
- Dairy Partner
- Beverage Partner
- Uniform Partner
- Equipment Partner

PRESENTING PARTNER

(Deliverables)

- Brand logo will be placed above the Incredible Chefs Challenge 2024 logo, mentioning Presenting Partner
- Logo part of the checkers backdrop
- One Hoarding at the exhibition Area
- Brand Pavilion with 36 m2 booth space (Raw)
- An opportunity to conduct workshop with presenting partners ingredient or products
- Pre- and post-coverage in **World of Hospitality** digital magazine
- Composite logo on Certificates, as well as on the plaques presented to the Jury members
- Opportunity to give away trophies and medals to winner (min three)
- Product display rack at the competition area

Total investment: INR 15 lakh + GST

CUSTOMISED PARTNERSHIPS

(Deliverables)

- Brand Logo to appear as per their nomenclature (example, Spice Partner)
- AV to be played during the breaks
- Logo on the Checker Backdrop
- Brand Pavilion with 12 m 2 booth space (Raw)
- One Standee at the competition area
- Pre & Post coverage in Incredible World of Hospitality News Magazine
- Composite logo on Certificates, as well as on the plaques presented to the Jury members

Total Investment: INR 7.5 Lakh + GST

PAST PROUD PARTNERS



ASSOCIATION PARTNERS (WOHXPO 2023)



PHOTO GALLERY OF PAST ICC

180+

ICC PARTICIPANTS

20+

JURY

12+

SPEAKERS & PANELIST

12+

EXHIBITORS

6+

SPECIAL EVENTS





Incredible world of
hospitality news



ABOUT US

Incredible Fairs and Media Pvt. Ltd. (IFMPL) is a venture founded by a team of extremely passionate tradeshow professionals, each having over 27 years of rich experience in organising and managing large format B2B exhibition. The company focusses on the Food and Hospitality sector with a new invigorating thought to propel the F&B and hospitality businesses in India, is showcasing the industry's progression through World of Hospitality monthly digital magazine, WOH Webinar (by deliberating progressive subjects) and World of Hospitality Expo in Bengaluru and Goa; It brings forth the trending industry players to highlight technology facets that will push the boundaries of the Food and Hospitality sector.



ICC 2024
Bengaluru

INCREDIBLE CHEF CHALLENGE 2024

AT WORLD OF HOSPITALITY EXPO

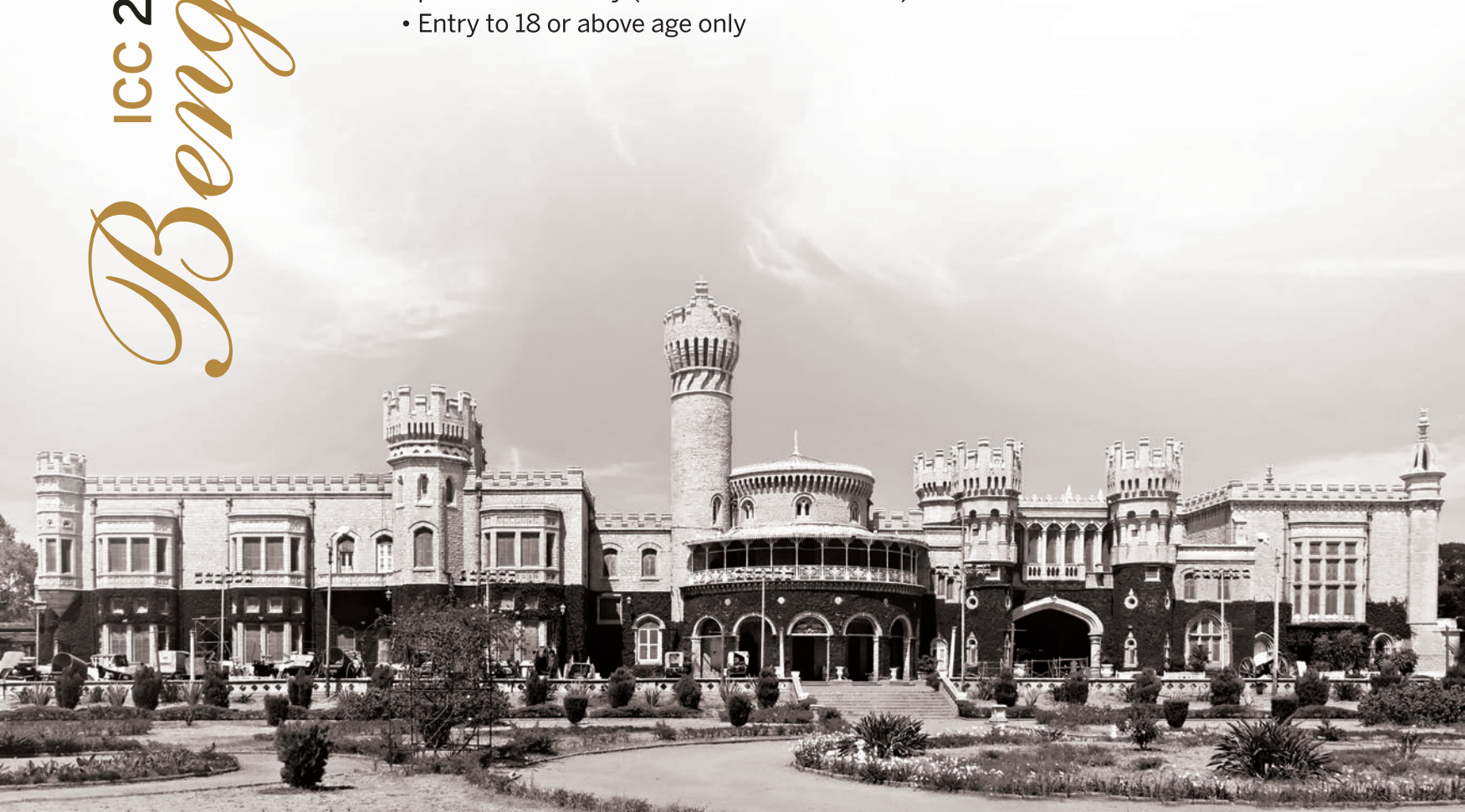
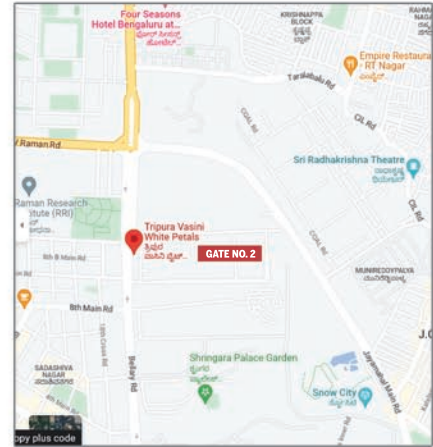
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BENGALURU, INDIA

TIMINGS: 10 AM TO 7 PM

ENTRY RULES

- Entry restricted to HoReCa trade professionals only (No consumers allowed)
- Entry to 18 or above age only



FOR ENQUIRES CONTACT

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N M Joshi Marg, Lower Parel (W), Mumbai – 400013.

The competition is open to restaurant, hotel, confectionery / catering organization / catering institute chefs and students. Students below 18 years of age would not be allowed.. Rights of admission reserved with Incredible Fairs and Media Pvt Ltd.



TRUSTED PARTNER



Incredible world of
hospitality news

