



“BEST PLATE CHALLENGE” SPECIFICATION

1. ABOUT THE CHALLENGE
2. CALL TO THE CHALLENGE
3. WHO CAN PARTICIPATE?
4. CATEGORIES
5. TIPS FOR BEING THE WINNING VIDEO
6. WHY SHOULD YOU PARTICIPATE?
7. REQUESTS FROM THE PARTICIPANTS
8. TECHNICAL CONDITIONS
9. IMPORTANT RULES
10. HOW TO SEND THE VIDEO
11. THE ORGANIZERS
12. CONTACT
13. PARTICIPATION FORM

1. ABOUT THE CHALLENGE

WorldFood Istanbul and World Gourmet Society Present: Best Plate Challenge

WorldFood Istanbul has become the exclusive partner of the international “Best Plate Challenge” by partnering up with the World Gourmet Society, a prestigious society consisting of the world’s leading chefs, gourmets, food writers, journalists and restaurant managers.

After the successful business results obtained from last year’s challenge organized in Turkey for the first time, WorldFood Istanbul invites Turkish chefs to exhibit their best and most creative plates at the “Best Plate Challenge” to be organized in Turkey for the second time.

The goal is to create a bridge for chefs all around Turkey in supporting them with their recognition in the international platform, promotion of local products and sharing of their culture.

Those who display their persona and plates in the most creative way will be rewarded in the “Best Plate Challenge.”

2. CALL TO THE CHALLENGE

Many foodies in the world don't know how chefs from different countries present and plate up food. Show the entire world that you as a chef can reflect your persona and food on a plate in the most creative way possible!

Prepare your most creative plate and participate in WorldFood Istanbul’s “Best Plate Challenge” to be organized in Turkey for the second time in partnership with the World Gourmet Society!

Send us a video that reflects you and your culture with your most creative plate prepared with local or regional ingredients. In the video, we want to see your restaurant, techniques, ingredients, team, plate but most importantly, your persona!

If you consider your plate to be the “most creative plate”, here is what you need to do: After inspecting the top 10 videos sent to World Gourmet Society (WGS) in 2018, shoot and send us your video no longer than 3 minutes prepared effectively with a good videographer and explaining why your plate is creative and why you are a unique chef and representing your country/region with local ingredients. Preserve your cuisine and proudly represent your country and region!

3. WHO CAN PARTICIPATE?

Unique hotel/restaurant/café chefs who prepare and serve high-quality and superior dishes are welcome to participate.

Participation is free of charge.

4. CATEGORIES

The videos will be evaluated in eight different categories and the finalists and a winner will be determined for each category. You can submit your video and win in more than one category. The star category of this year is: **"Show Your Chef Persona!"**

1. Show Your Chef Persona – **Star Category for 2019**
2. Most Creative Plate
3. Best Use of Ingredients
4. Best Cooking Technique
5. Best Local Taste
6. Most Professionally-Produced Video
7. Most Entertaining Video
8. Best Social Media Interaction

5. TIPS FOR BEING THE WINNING VIDEO

- a. Inspect the top 10 videos on the World Gourmet Society website sent in 2018 from Turkey and other countries.
- b. The video must not be longer than 3 minutes.
- c. Find a good videographer and discuss how the video can be prepared in the most efficient way possible.
- d. Personalize your video; show us why your plate is creative and why you are a unique chef.
- e. Use local ingredients and proudly represent the Turkish cuisine, your region and culture.
- f. Have fun while preparing your video and don't forget that a good video may become your "social media footprint" in the future.
- g. Have a look at this video showing the presentation of previous participants <https://youtu.be/p5CX1c2AEoA>
<https://youtu.be/gCP0wRowfj0>
<https://youtu.be/wPII3IGdNKs>
<https://youtu.be/mcrBkFnLFRY>
<https://youtu.be/5FY-zDSN1aY>

6. WHY SHOULD YOU PARTICIPATE?

- a. You will have the chance to proudly represent your cuisine and country in the international platform and "make a mark in social media."
- b. You will also have the chance to be included in more than 10 newsletters and various announcements to a network of more than 50.000 gourmands consisting of the prestigious WGS members, press releases directed to more than more than 3.000 journalists and over 35 press articles, radio, and TV exposure.

- c. All accepted videos will be presented to the World Gourmet Society's global community and to a world class jury appointed by WGS.
- d. The finalists that will be determined from the accepted videos will get to promote their plates to thousands of visitors within the scope of World Food Istanbul, to be organized on September 4-7, 2019
- e. The winner of "Best Plate Challenge Turkey" will be given their medal at the ceremony that will take place at WorldFood Istanbul in the presence of the founder of WGS and members of the jury.
- f. The finalists and winning videos will be shared on WorldFood Istanbul's special YouTube channel. The results will also be displayed on WGS' own website and other announcement channels.
- g. All participants accepted to the Best Plate Challenge will also earn the right to directly participate in the global challenge. The global finals will take place on January 27, 2020 in London and host renowned chefs from all around the world.

7. REQUESTS FROM THE PARTICIPANTS

- a. Chefs should feel free to add all their creativity and ideas to the video. **Most important being that the video should show the personality of the chef. The chef's personality and cooking style will make every video totally unique.**
- b. The video should show the creativity, ideas, skills, and cooking art of the chef.
- c. It should be fun to watch and maybe surprise the viewer, giving people the opportunity to learn the chef's work. The video 'should come from the heart' and be authentic.
- d. The chef can show his/her team, restaurant, ingredients, techniques, etc.
- e. To be nominated, a video needs to be unique, should show originality, dedication to haute cuisine, should have an educational component, and most of all, be fun and entertaining for the audience.
- f. The video should incorporate the culinary heritage of the chef's country of origin. We recommend explaining where the food originates and the food culture in the given country.
- g. The video can be in any language in which the chef is most comfortable. Recordings and subtitles in English will give you the best results when published in social media. The translation service for the subtitles is under the responsibility of the chef who prepared the video.
- h. The ending of the video should always be a shot of THE CHEF'S BEST PLATE.

8. TECHNICAL CONDITIONS

- a. The video should not be longer than 3 minutes.
- b. Videos should be recorded and edited with dimensions 1920 x 1080 or at least 1280 x 720. These standards are now reachable by most video cameras on the market.
- c. It is very important to have enough light on the plate during the process, so the plate is not in shadows.
- d. The chef can use any equipment; smartphones are absolutely OK. There are many amazing camera and smartphone videos on the internet.
- e. We recommended the use of a tripod for fixed shots, or a stabilizer gimbal for shooting in motion.
- f. Best to use a lavalier microphone for the subject's voice, not the camera's ambient sound.

- g. Editing videos from a series of photos will not give you the best results.
- h. A custom preview image will offer the best results when the videos are loaded onto YouTube.
- i. Camcorders should have a Manual Focus and Aperture setting, this will prevent the subject from falling out of focus or backlit in the event of camera shake.
- j. When using a cell-phone, it is best to record in landscape mode. The setting of the phone camera must be set to manual; there are apps for this.
- k. We recommend using film production apps when a smartphone is used to cut the film, add music, etc.

9. IMPORTANT RULES

- a. The chef is responsible for the content of the video. The content must be in line with the Intellectual Property Laws and Copyrights. As an example, photo or music rights cannot be violated.
- b. Please use only free music, or music you have the rights to use.
- c. WGS and World Food Istanbul reserve the right to accept or not accept a video in the challenge.
- d. WGS and World Food Istanbul reserve the right to embed their own logos and other elements in the video. This will be done by the team at no cost to chefs.
- e. The jury put together by WGS will have the final decision in accepting a submitted video as an entry in the “Best Plate Challenge”.
- f. Every participant who submits a video accepts that the video may be displayed on the promotional channels of WorldFood Istanbul and World Gourmet Society.

10. HOW TO SEND THE VIDEO

- a. Create a file. Content of this file must be:
 - i. Your video (no larger than 2GB)
 - ii. Filled in, signed and scanned copy of the **Participation Form** in the last page of the specification
 - iii. Short biography (Word, A4)
 - iv. High-resolution photograph (.jpeg)
 - v. Signed approval of the participation form in the last page of the specification
- b. Upload your video to the WeTransfer cloud system. This service is free to use up to 2GB.
- c. Send your file, containing all of the above, to sefineniyitabagi@ite-turkey.com

11. THE ORGANIZERS

a. About WORLDFOOD ISTANBUL 2018:

27th WorldFood Istanbul, which is the international gathering point of Turkish food sector, is preparing to gather the food world with many brand-new products on September 4-7, 2019. With the attendance of more than 1.000 brands, WorldFood Istanbul Food Exhibition will host the food sector at TÜYAP Fair and Congress Centre.

27th International Food Products & Technologies Exhibition World Food Istanbul 2019, organized by ITE Group's Turkey Office E Uluslararası Fuar Tanıtım Hizmetleri A.Ş., will host an exhibitor profile of various products for 4 days, primarily including drinks, milk and dairy products, meat and poultry, fresh fruits and vegetables, seafood, frozen goods, staple food and oils, sugary products, bakery products, dried nuts and food additives.

For detailed information: <http://www.worldfood-istanbul.com>

b. About WORLD GOURMET SOCIETY:

WGS, which is an exclusive society consisting of the world's leading chefs, writers, restaurant managers and gourmets, has more than 50.000 followers on digital platforms. Their goal is to discover and support new cuisines and new talent!

For detailed information: <http://world-gourmet-society.com/en/about>

12. CONTACT

Contact:

ITE Turkey Marketing Directorate
Exhibition Content Department
+90 212 291 83 10 / extension: 3113 & 3015
sefineniyitabagi@ite-turkey.com

13. PARTICIPATION FORM

PARTICIPANT'S NAME	
NAME OF THE WORKPLACE	
WEBSITE	
E-MAIL	
PHONE NUMBER	
ADDRESS	
CITY	
I have read and agree to the specification.	(signature)