



CULINARY CHALLENGE 2026

June 9-12, 2026 | KINTEX, Korea

Sponsorship Opportunities



Event Information

- Event Name Seoul Food & Hotel Culinary Challenge 2026
- Date June 9(Tue) – 12(Fri), 2026
- Venue KINTEX Exhibition Center 1, Korea
- Organized by  사단법인 한국조리사협회중앙회
KOREA CHEFS ASSOCIATION SINCE 1924  informa markets  kotra
Korea Trade-Investment Promotion Agency
- Endorsed by Worldchefs  WORLD ASSOCIATION OF CHEF SOCIETIES
- Sponsored by Fonterra(Anchor Food Professionals), Yuhan Kimberly(WypAll),
(2025) KUKJE SUSAN, Nestle Professional, SUJISLINK, Butter & Onion
- Participants 650 Professional chefs and students from 8 countries
(2025) (Hong Kong, Malaysia, Philippines, Singapore, Sri Lanka, Taiwan, Thailand)
- Even Result 11 Live & 7 Display Classes
 54 Gold, 127 Silver and 279 Bronze medals





Competition Categories(2025)

• CULINARY HOT COOKING

1. Main Course Meat or Poultry
2. KUKJE SUSAN Ocean Main Course
3. Hot & Cold Pasta Duo
4. Fresh Pasta Master Challenge
5. Asian Noodles
6. Anchor Food Professionals Perfect Omelette & Sandwich
7. Nestlé Professional Chef Challenge
8. Plant based Vegan Main Course by SUJIS LINK
9. Nestlé Professional Modern Chinese WOK Challenge

• PATISSERIE PRACTICAL COMPETITION

10. Anchor Food Professionals Cream Icing Cake Challenge
11. Creative Macaron

• CULINARY & PASTRY ART COLD DISPLAY

12. Finger Food
13. Plated Appetizers
14. Plated Main Courses
15. Plated Dessert
16. Themed Cake (Under 25 Apprentice only)
17. Pastry Showpiece
18. Artistic Sculpture





About SFH Culinary Challenge



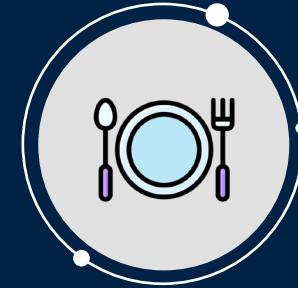
Worldchefs endorsed Competition

- Professionally managed in full compliance with Worldchefs' official global standards for judging, scoring, hygiene, and food safety



Korea's Premier International Competition

- 60 certified judges from 11 countries and 650 participants from 8 countries
- A premier international stage where chefs connect with each other



Held in conjunction with 'SEOUL FOOD'

- Take place in Korea's largest food industry exhibition connecting you with 1,600+ exhibitors and 45,000+ visitors
- Promotion and networking opportunities with leading industry professionals

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



Sponsorship Effects

1

Showcase your brand and product

To competitors and SEOUL FOOD visitors & exhibitors



2 Target marketing

Give end-users the chance to experience your product firsthand



3

Collect Creative Recipes

Get inspired and connect ideas to your product development



4

Build a positive brand image

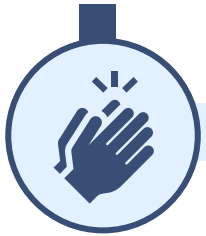
Boost brand awareness and credibility through sponsorship





Sponsorship Process

1. Sponsorship confirmed



2. Competition category & Rulebook finalized

• By Nov 2025



3. Event promotion & Participant recruitment

• From Dec 2025



4. Sponsor-focused promotion and advertising

• Until June 2025



June 9-12, 2026



Sponsor Requirements

2



Items for competition



1



Sponsorship Fee



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\$8,000



Silver

US\$5,000



Bronze






































US\$3,000





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) Exclusive ceiling banner				
	9. (On-site) Official sponsor of the networking dinner				
On-site Participation	10. A promotion booth in the competition venue				
	11. Provide extra booth space dedicated to the chef's lounge				
	12. Invite as a special judge at the sponsoring category				
	13. Invite as a presenter at the award ceremony				
14. Participants' recipes and dish photos for the sponsoring category (*ingredient sponsor only)					



1. Competition category named after sponsor



Platinum

Up to 3 Categories

Gold

Up to 2 Categories

Silver

1 Category

Rule Book



Class2. **KUKJE SUSAN** Ocean Main Course



Class6. **Anchor Food Professionals** Perfect Omelette & Sandwich
Class10. **Anchor Food Professionals** Cream icing Cake Challenge



Class7. **Nestle Professional** Chef Challenge
Class9. **Nestle Professional** Modern Chinese WOK Challenge



Class8. Planted based Vegan Main Course by **SUJIS LINK**

Seoul Food & Hotel Culinary Challenge 2025

SFH 컬리너리 챌린지가 2025년 6월 10일부터 13일까지 일산 킨텍스에서 열리는 Seoul Food & Hotel 2025에 다시 돌아옵니다. 한국조리사협회중앙회(Korea Chefs Association)와 Informa Markets이 공동으로 주최하는 이 행사는 2025년에 10주년을 맞이하여 더욱 화려한 요리 경연 대회로 발전하고 Worldchefs가 인증하는 한국 최고의 요리 경연 대회로 자리매김할 것입니다.
이 행사는 전 세계의 셰프들이 참가하여 뛰어난 기술을 선보일뿐만 아니라 세계적인 심사위원단 및 World Association of Chefs Societies(Worldchefs)의 심사 시스템을 통해 공개적으로 인정을 받는 무대가 될 것입니다.

COMPETITION OVERVIEW

종목 번호	경연 종목	개인/팀	입상 참가비
CULINARY HOT COOKING / 요리 라이브 경연			
Class 1	Main Course Meat or Poultry	개인경연	70,000원/참가자 1인
Class 2	KUKJE SUSAN Ocean Main Course	개인경연	70,000원/참가자 1인
Class 3	Hot & Cold Pasta Duo	팀경연	120,000원/ 1팀
Class 4	Fresh Pasta Master Challenge	개인경연	70,000원/참가자 1인
Class 5	Asian Noodles	개인경연	70,000원/참가자 1인
Class 6	Anchor Food Professionals Perfect Omelette & Sandwich	개인경연	70,000원/참가자 1인
Class 7	Nestle Professional Chef Challenge	개인경연	70,000원/참가자 1인
Class 8	Plant based Vegan Main Course by SUJIS LINK	개인경연	70,000원/참가자 1인
Class 9	Nestle Professional Modern Chinese WOK Challenge	개인경연	70,000원/참가자 1인
PÂTISSERIE PRACTICAL COMPETITION / 제과 라이브 경연			
Class 10	Anchor Food Professionals Cream Icing Cake Challenge	개인경연	70,000원/참가자 1인
Class 11	Creative Macaron	개인경연	70,000원/참가자 1인
CULINARY & PASTRY ART COLD DISPLAY / 요리 & 제과 전시 경연			
Class 12	FINGER FOOD	개인경연	70,000원/참가자 1인
Class 13	PLATED APPETIZERS	개인경연	70,000원/참가자 1인
Class 14	PLATED MAIN COURSES	개인경연	70,000원/참가자 1인
Class 15	PLATED DESSERT	개인경연	70,000원/참가자 1인
Class 16	THEMED CAKE (25세 미만 주니어 경연종목)	개인경연	70,000원/참가자 1인
Class 17	PASTRY SHOWPIECE	개인경연	70,000원/참가자 1인
Class 18	ARTISTIC SCULPTURE	개인경연	70,000원/참가자 1인

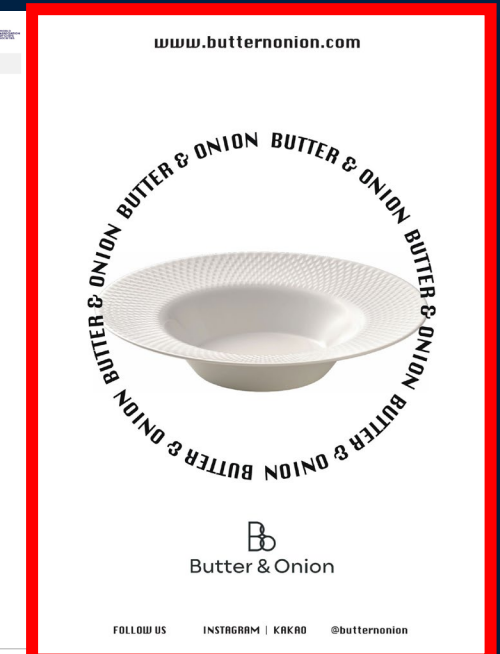


2. Sponsor's logo and ad in the promotional materials



Rule Book

Full Page A4 ad



Poster and Website

Logo placement

후원



(주)국제수신



SUJIS LINK
순지스링크

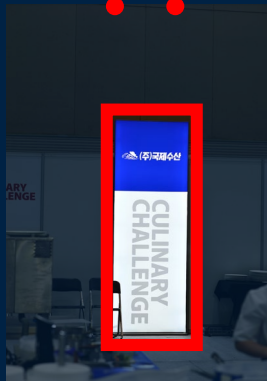
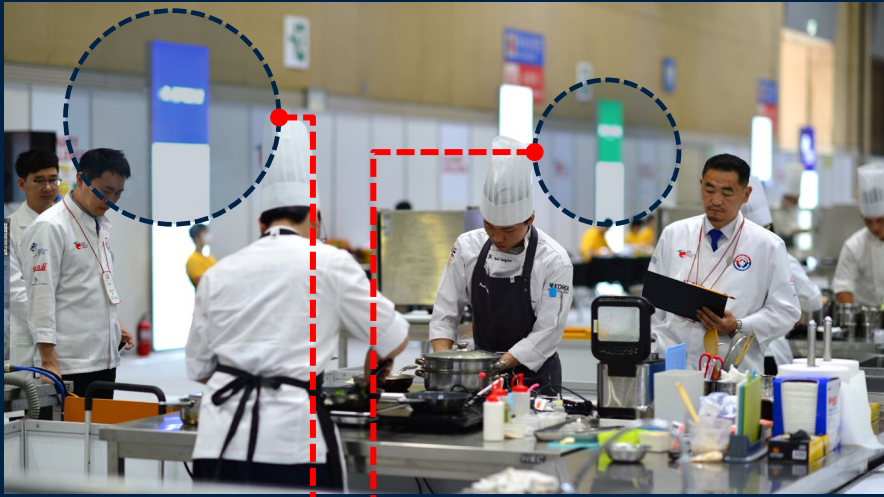




3. Sponsor's logo at the competition venue



- 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



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



Size

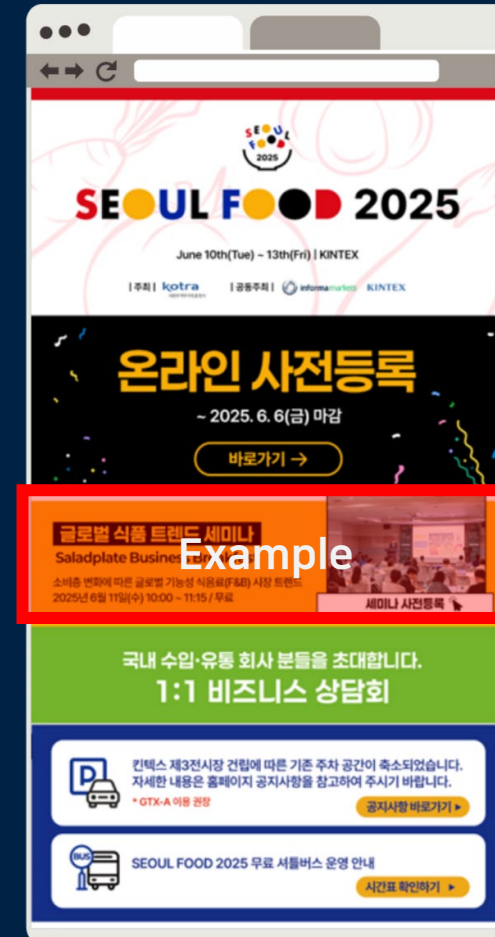
650 x 150px

Schedule & Frequency

Once in May 2026

Recipient

Approx. 50,000 industry professionals





6. Sponsored & boosted posts on social media channels

Channels

Instagram, Facebook

Schedule

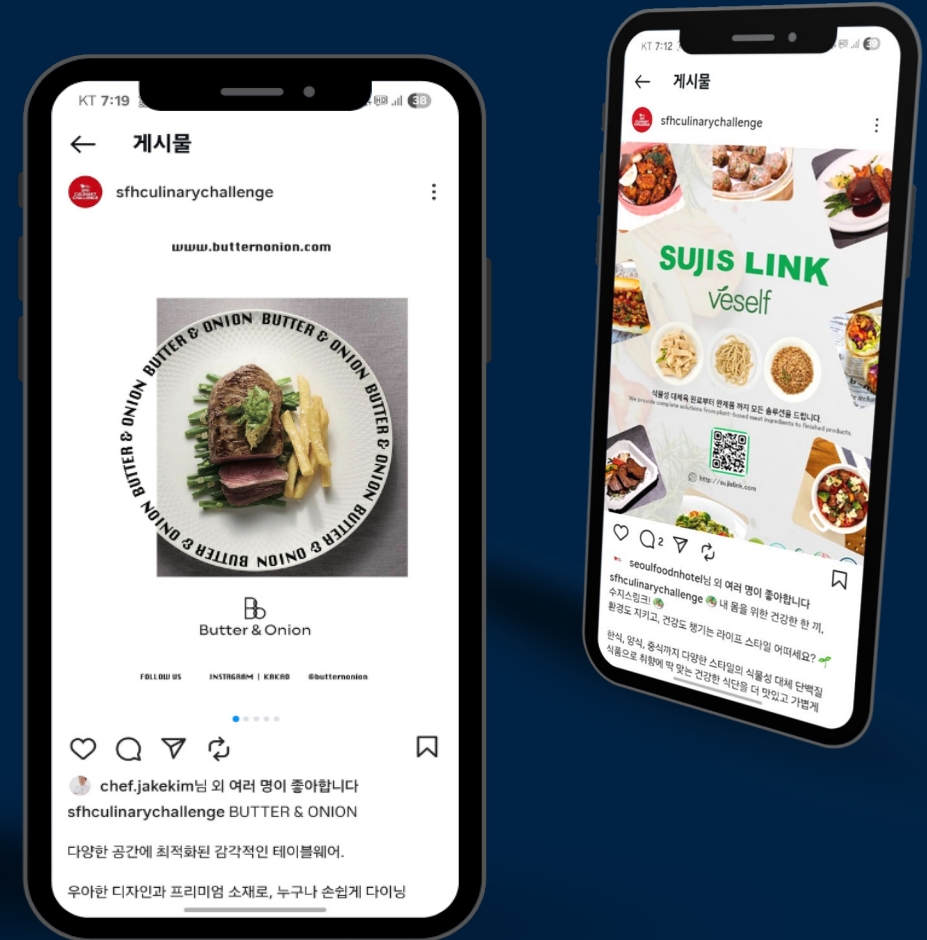
Between April and June 2026 *Negotiable

Frequency

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

Paid Advertising

Each post will be boosted for 5 days
(Average reach: approx. 3,000 per day)





7. Sponsor's ad in the event leaflet



Quantity

2,000 copies

Placement

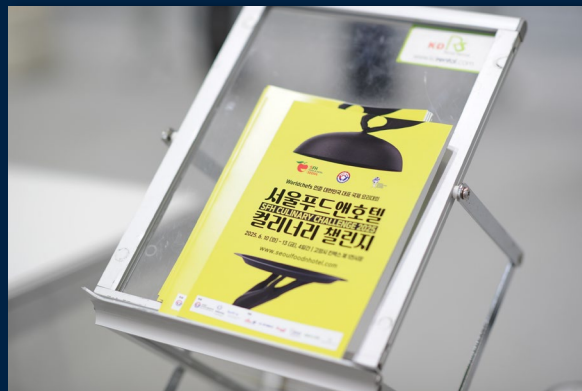
Platinum – Inside front cover or back cover

**First come, first served*

Gold, Silver, Bronze – 1 Inside page

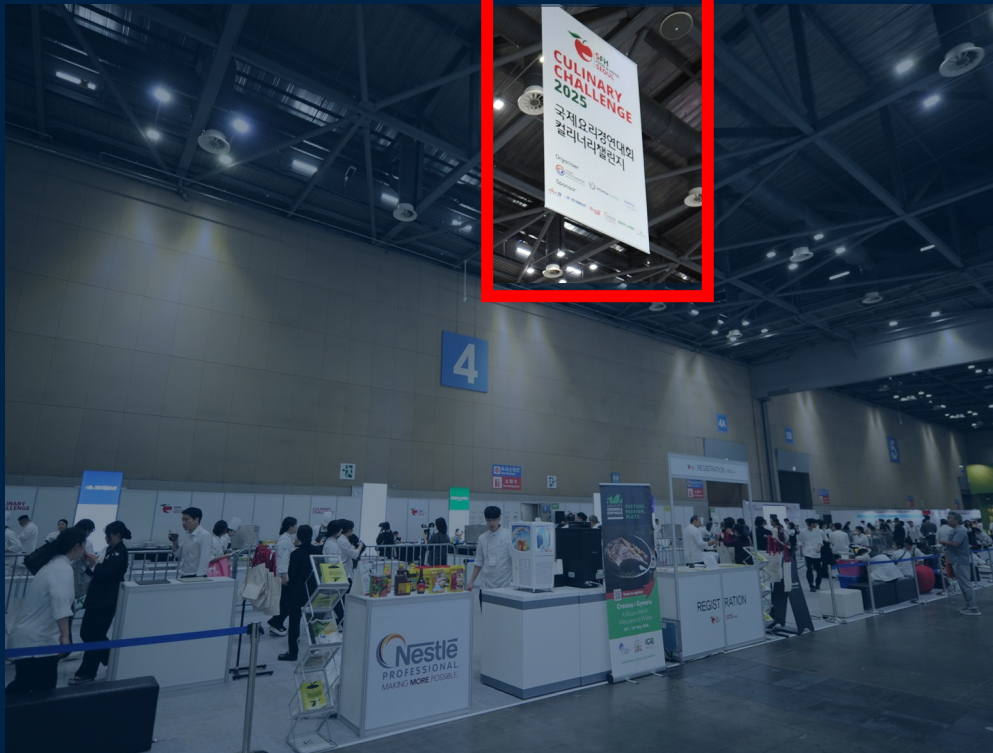
Recipient

On-site participants & visitors

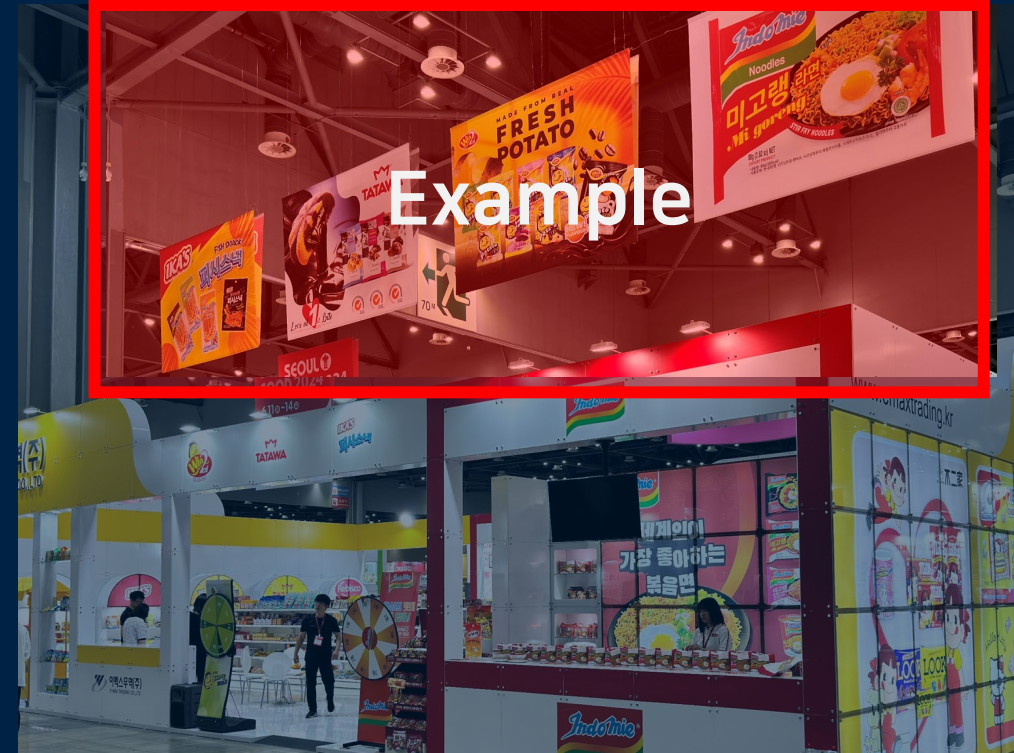




8. Exclusive ceiling banner



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



9. Official sponsor of the networking dinner



Offerings

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

- **Event name:** 2026 SFH Culinary Challenge Networking Dinner by [Sponsor]
- **Date:** June 8th (Mon) 2026, Evening
- **Location:** 16 floor Rooftop, KINTEX By K-tree Hotel
- **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



10. A promotion booth in the competition venue



Booth Size

6sqm (3 x 2m)

Inclusions

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



11. 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 at the domestic hall rate (₩3,080,000 / 9sqm based on 2025 rates including VAT)

12&13. 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

**“ Global chefs around the world are cooking with your brand.
Start your journey to the global market with powerful sponsorship. ”**



CULINARY CHALLENGE

Contact



Emma Im

Tel: +82 2 6715 5425

Email: emma.im@informa.com

