



Disciples  Escoffier
埃科菲(中国)西餐厨师联谊会
Association pour la transmission et l'évolution de la Cuisine
弘扬和推动烹饪业的协会
Benelux, Canada, Chine, Etats Unis, France, Hongrie, Italie, Japan, Mexique, Océan Indien, Suisse
比利时、卢森堡、荷兰、加拿大、中国、法国、美国、匈牙利、意大利、日本、墨西哥、印度洋、瑞士

Escoffier China

Sponsor Opportunities 2010

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Dear Partner

Thank you for your interest in Disciples Escoffier Greater China Delegation.

By supporting our project, you would not only be showing support of Gastronomy interest, but Young chefs based learning.

Disciples Escoffier is one of the largest and renowned chef association over the world, and the only one officially installed in China, achieving national and international recognition for their effort in raising knowledge training development.

On behalf of the Chairman board team, I invite you to read through our corporate package. I am certain that you will see the many ways in which the strength of our organization aligns with the strength of yours, and I hope to see you join our list of high profile corporate.

If you have any further questions, please do not hesitate to visit our website for further information, or contact me directly.

Sincerely,
Robert Fontana
President-Greater China
Chairman-Asia

www.disciples-escoffier-china.org



Escoffier Introduction

Introduction

Escoffier was established with the China Cuisine Association in 2009 and is part of the International Disciples Escoffier association which has over 20,000 member world wide.

Disciples d'Escoffier is contributed to provide opportunities for its members' delight and edification, to further develop the professional training of chefs, and also to generate gains in the perfection of the art of fine dining.

Disciples Escoffier Greater China initiated by Robert Fontana, followed in particular by series of demonstrations, trainings, competitions, exchanges...etc

following the need of Hospitality industry we launch a special program, **4Step Apprentice Program** a "consortium" with Metro, Sopexa and Escoffier settle a 4 times/year Apprentice Program to delivered training to no experienced Chinese western chefs to be the root of our future.

Perspective

Promoting training, friendly relationship as well as creating positive learning atmosphere for chef is the most important goal of Disciples Escoffier.

To do this, we believe in our program representing chefs and sponsors with pride

Your support

As with any non-profit project, sponsors play a huge role in what we do. Without the generosity of people and companies in the surrounding area, and even natinal corporation, we would not be able to build and race our cars. By helping us achieve our goal, you are supporting independent learning, inovation and dedication. All of our members who have graduated have gone on to become valued employees and contributors to society, and it is you that makes this happen.

This is an amazing opportunity for your company to be recognized for helping young chefs to move education an the future and into the present.



Escoffier Program 2010

3rd Chapter Dinner

(Mars 2010)

Emile Jung, 2 Michelin stars and Restaurant Le Crocodile à Strasbourg, will be cooking for the Hospitality Professionals and Epicurean in Hong Kong, Macao, Shanghai and Beijing.

Enthronization of new members 2010

Youth Hope Contest China

(March 1 – April 15 2010)

Regional selection will be held in Kunming, Beijing, Shanghai, Wuhan and Guangzhou). The winner and runner-up of each region will be invited to participate in the National Competition which will be held in Beijing. A joint press conference with SIAL will be held on the same day

Youth Hope Contest Asia

(May 20, 2010)

The winners from 8 countries (China, Thailand, Vietnam, Korea, Hong Kong, Macao, Singapore, Philippines) will be invited to participate in the Asia competition which will be held during the SIAL 2010.

Cooking Trend Area – SIAL

(May 19 -21, 2010)

During 3 days different product and cooking technics will be demonstrated by renowned Chef in the Cooking Trend Area.

VIP Lounge with wine tasting and food pairing

4 Step Training

(2009 – 2010)

During a 4 x 2 days training program (56 hours total), young chefs will thoroughly explore the themes and discover full knowledge

1st Step Sanitation & Food safety, Poultry, Fruit Desserts

2nd Step Molecular Cuisine, Seafood, Cakes

3rd Step Dairy products, Red Meat, Yoghurt cake

4th Step Goose Liver, Fond and basic sauces,

Final Examination



Escoffier Sponsor Level 2010 Platinum

¥ 90,000.00

One time Registration Fee (only for new members) RMB 10,000
(Limited to 10)

Entitled as Partner Member in all Escoffier communication
Entitled to use the "Escoffier Greater China" name to organize
own event

Entitled to use Escoffier logo (subject to Board final approval)
Invited to the Chairman board annual meeting

Honored with "1 blue ribbon "Amis des disciples d'Escoffier
Certificate

Escoffier China Chef member will support two PR event during
the year

Privileged to sponsor Escoffier China organized events

- **News Letter (4000 address)**

Product / Brand image (size 3 x 5") 3 times/year

Presentation of 2 new products and/or services 1 time /year

Link to your web-site

Logo as Partner member on every News letter

- **Web-site**

Company presentation in Escoffier Greater China website

Company logo on web-site as partner

Link to your web-site

Escoffier China Chapter Dinner

2 Free invitations for the "Escoffier China Mainland Chapter"

Company Logo on menu and press release

5 minutes speech during press conference & 1 roll-up

- **Regional & National contests**

Your company Logo on the contest banner National & Regional

Company logo on back-drop on National contest winner press
Conference (50cnx50cm)

Hand-over prices during National competition by representative
Company logo on all documents & hand-outs

presentation opportunity of company during the award ceremony

5 products/brand on show table in the contest area during
competition

Press clippings & photos of the events

Photo opportunity with candidates

- **Cooking Trend Area / Asia Final**

Platinum will have 25% discount on SIAL PACKAGE

Escoffier Sponsor Level 2010 Gold

¥ 50,000.00



One time Registration Fee (only for new members) RMB 10,000
(Limited to 20)

Entitled to use Escoffier logo (subject to Board final approval)
Honored with Escoffier Certificate
Escoffier China Chef member will support one PR event
during the year

- **News Letter (4000 address)**

Product / Brand image (size 3 x 5") 2 times/year
Presentation of 1 new products and/or services 1 time /year
Link to your web-site
Logo as Partner member on every News letter

- **Web-site**

Company presentation in Escoffier Greater China website
Company logo on web-site as Corporate member
Link to your web-site

- **Escoffier China Chapter Dinner**

1 Free invitations for the "Escoffier China Mainland Chapter"
Company Logo on menu and press release

- **National contests**

Your company Logo on the contest banner National
Company logo on back-drop on National contest winner press
conference(20cmx20cm)

Hand-over prizes during National competition by
representative

Company logo on all documents & hand-outs
presentation opportunity of company during the award
ceremony

2 products/brand on one show table in the contest area during
the

Competition

- **Cooking Trend Area / Asia Final**

Gold Partner will have 15% discount on SIAL PACKAGE

Escoffier Sponsor Level 2010

Silver

¥ 30,000.00



One time Registration Fee (only for new members) RMB 10,000

Entitled to use Escoffier logo (subject to Board final approval)
Honored with Escoffier Certificate

- **News Letter Asia (4000 address)**

Product / Brand image (size 3 x 5") 2 times/year

Presentation of 1 new products and/or services 1 time /year

Logo as Partner member on every News letter

- **Web-site**

Company presentation in Escoffier Greater China website

Company logo on web-site as member

Link to your web-site

- **Escoffier China Chapter Dinner**

50 % discount on one seat for the "Escoffier China Mainland Chapter"

Company Logo on menu and press release

- **Cooking Trend Area / Asia Final**

Silver sponsors will have 5% discount on SIAL PACKAGE



Events & Activity Review 2009

No	Media	媒体名称 Publication	日期 Date	城市 City	文章标题 Headline	作者 Author	发行量 Circulation
01	Magazine	餐饮与流通 Catering and Circulation	2009.5.25	Shanghai	中法双方共同繁荣餐饮业 La Chine et la France travaillent ensemble pour le développement de l'industrie culinaire	HU Jie	30,000
02	Magazine	餐饮家 Restaurateur	2009.5	Shanghai	SIAL CHINA 2009 打造国际食品贸易平台 SIAL CHINA 2009 a créé des plate-formes de commerce international sur les produits alimentaires	LI Pinky	20,000
03	Magazine	New western cuisine 新西餐	2009.06	Shanghai	埃科菲亚杯亚洲青年厨师大赛 第十届中国 国际食品博览会成功举办 Réussite d'Escoffier Youth Hope Contest China 2009 a SIAL	n/a	5,000
04	Journal	新民晚报 XINMIN Evening News	2009.04.24	Shanghai	青年厨师赛节约资源评分要求 Escoffier invite à des économies d'énergie lors du Youth Hope Contest China 2009	n/a	1,100,000
05	Journal	China food 中国食品报	2009.05.11		展会活动丰富多彩 — 未来烹饪趋势展望 SIAL s'ête en événements - les prochaines tendances de la cuisine spectacle	n/a	100,000

SIAL CHINA 2009打造国际食品贸易平台



No	Media	媒体名称 Publication	日期 Date	文章标题 Headline	作者 Author
06	Website	中国食品网 www.21food.cn	2008.06.04	埃科菲亚杯亚洲青年厨师大赛成功举办，中国厨协总动员 La Réussite de Escoffier Youth Hope Contest China 2009, Un Chef chinois récompensé par l'OC	n/a
07	Website	住邦网 www.zibang.com	2009.06	中国厨协成功举办埃科菲亚杯亚洲青年厨师大赛 Un Chef chinois gagne le concours de Escoffier Youth hope contest China 2009	n/a
08	Website	中国餐饮连锁经营网 www.cjshys.com	2009.06.04	中国厨协埃科菲亚杯总决赛 Un Chef chinois gagne le concours de Escoffier Youth hope contest China 2009	Yiming
09	Website	东方美食 中国吃网 www.eat.com	2009.06.04	中国厨协埃科菲亚杯总决赛 Un Chef chinois gagne le concours de Escoffier Youth hope contest China 2009	n/a
10	Website	新民晚报 www.xinmin.news365.com.cn	2009.04.24	青年厨师赛节约资源评分要求 Les jeunes cuisiniers invités à créer un plat avec une économie d'énergie maximum	Muzi
11	Website	餐饮快讯 www.info.tjia.com	2009.06.11	埃科菲亚杯大赛在沪推广西餐美食 Escoffier promeut la cuisine occidentale à Shanghai	Bijiao
12	Website	环球市场 www.huanqiu365.com	2009.05.22	2009年第二届中国青年烹饪师大赛 Escoffier Youth hope contest China 2009	n/a

和顶级大厨在一起

“和顶级大厨在一起”是2009年6月在上海举办的埃科菲亚杯亚洲青年厨师大赛的主题。本届大赛吸引了众多来自亚洲各国的优秀厨师参赛，经过激烈的角逐，最终决出了比赛的冠、亚、季军。大赛不仅是一场厨艺的较量，更是一次厨艺的交流与碰撞。通过大赛，参赛厨师们不仅展示了自己的烹饪技艺，还学习了先进的烹饪理念和技巧。大赛的成功举办，进一步提升了中国厨师的国际影响力，也为中国餐饮业的发展注入了新的活力。



Brands

埃科菲亚杯亚洲青年厨师大赛
第十届国际食品博览会成功举办

2009年6月4日至6日，第十届国际食品博览会（SIAL CHINA 2009）在上海世博展览馆成功举办。本届博览会吸引了众多国内外知名食品企业参展，展示了丰富的食品种类和先进的食品生产技术。博览会期间，还举办了多场食品论坛和研讨会，为食品行业专业人士提供了交流和学习的机会。埃科菲亚杯亚洲青年厨师大赛作为博览会的重要组成部分，吸引了众多优秀厨师参赛，展示了精湛的烹饪技艺。大赛的成功举办，进一步提升了中国厨师的国际影响力，也为中国餐饮业的发展注入了新的活力。





2nd Chapter Dinner 2009

Location: Park Hyatt Hotel (Shanghai)
Date: 15th March 2009



200 Members enjoyed a the 6 course dinner prepared by 4 Master Chef of France



New Member enthronement



Escoffier Chefs team



Youth Hope Contest China 2009

Location Electrolux Training Kitchen (Shanghai)
Date 18th April 2009
Participants 12 winners and runner-up from the Regional selection: Beijing, Hangzhou, Sanya, Lijiang, Shanghai



Candidate on Action



Judge appraising food



Award Ceremony in D.G.B restaurant



Youth Hope Contest Asia 2009

Location SIAL
Date 20th May 2009
Participants 6 winners and runner-up from the Asia selection: Korea, Singapore, Macao, Hong-Kong Thailand, Mainland China



Candidate preparing his dish



Candidate preparing his dish



Prize Award in VIP Area of "Cooking Trend Area"



Cooking Trend Area 2009

Location SIAL 2009 (Shanghai)
Date 19th To 21st May 2009
Participants 20 celebrity chefs from France,
Japan, Hong-Kong, Macao,
Beijing, Lijian, Shanghai



Cooking Trend Area



Chef s G.Dugast,
D.Corby, F.Salati



Chef D.Rochat



Phd Anne Cazor,
Mollecular Cuisine



Chef J.Sorsa



Chef D.Seagall



Chef Cirille



Chef M.Asnerif,
E.Souliere, R.Fontana



4 STEP 2009-2010

Location Metro Kitchen (Shanghai)
Date 2009-2010
Participants During a 4 x 2 days training program (56 hours total), young chefs will thoroughly explore the themes and discover full knowledge



Chef Souliere & Franck
Chicken training program



Students in Metro Culinary
Center



Beaujolais course



Beaujolais course



Hygiene course



Hygiene course



Thanks to our Partners and Sponsors for the Support during the year 2009

Partners



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