

## Culinary Team Canada and the 2012 World Culinary Olympics

Become part of the legacy, vision and passion that has made our chefs international contenders and world champions for over 25 years

Become part of the winning team, committed and determined to bring home the Gold in 2012

Become a Culinary Team Canada partner

**Culinary Team Canada: Legacy + Vision + Passion**





### Culinary Team Canada: Legacy + Vision + Passion

Twenty-five years of international competition, and Canada's chefs consistently rank among the top contenders, having earned scores of Gold Medals and four World Championships.

Team Canada is determined to bring home the Gold and another championship at the 2012 World Culinary Olympics.

The members of Team Canada represent the best of our outstanding cooks, and they represent our nation with passion and pride. Not only do the chefs demonstrate expert culinary techniques and abilities but they also bring unique creativity in showing to advantage the richness and diversity of our food products and multicultural foodways.

### Become Part of a Winning Team

The Alberta Culinary Arts Foundation (ACAF), under Chef Simon Smotkowicz's direction, has been given the mandate by the Canadian Culinary Federation to manage Culinary Team Canada until the 2012 World Culinary Olympics.

Since the first team was assembled in 1972, Canadian chefs have seen their participation in international competitions as **opportunities that enrich Canada's foodservice, hospitality and tourism industries**: the honing of culinary expertise, the exchange of professional skills with master chefs from around the world, the sharing of those experiences in workplaces back home and the showcasing of partnerships that contribute to culinary development of Canada.

Team chefs have long been associated with **qualities that are the foundation of culinary excellence in this country**: teamwork and commitment to being the best in the world, a gold medal reputation and fostering culinary arts in Canada for future generations of culinarians.

The success and good reputation that these chefs have worked so hard to achieve are as essential in our organization as they are in yours. In fact, many local, regional and national organizations, from both the public and private sector, have capitalized on this "gold medal profile" to communicate their business philosophy to their staff, clients and competitors. Both government and business have enhanced their profiles by utilizing Team Canada for special events, including dinners, promotions and product launches.

As Culinary Team Canada focuses on the 2012 World Culinary Olympics (the premier international culinary competition) in Erfurt, Germany, we invite you to be a part of the Olympic action through partnership with the Team. Along with special fundraising events, partnerships built on value, that suit the needs of both partner organizations and Culinary Team Canada, are the main funding source for practice, travel and competition expenses.

## Teamwork and Commitment

Culinary Team Canada is composed of select chefs who must compete for the opportunity to represent Canada internationally. The Team's success is based on more than their culinary excellence and creativity. It depends on their commitment to spend hundreds of volunteer hours developing and testing recipes, practicing individually and as a team, and refining their work in preparation for the World Culinary Olympics, where seconds count and hundredths of a point can make all the difference. And their success depends on the collective effort of our Team partners, industry supporters and dedicated volunteers. Therefore, when Culinary Team Canada wins, so will you through your association with the Team.

## Gold Medal Reputation for Over 25 Years

Canada has been recognized internationally for its culinary teams since 1972. But 1984 marked the coming of age of Canada's chefs — their first world championship at the World Culinary Olympics.

Culinary Team Canada pursues excellence in culinary arts, skills and craftsmanship in order to deservedly represent Canada as culinary ambassadors of a cuisine that is uniquely Canadian, reflecting the cultural diversity and agricultural abundance of our country.

With world-class resumés, Canadian chefs, individually and as a team, are regarded as some of the best chefs in the world. At the 2012 World Culinary Olympics, Canada's national team is aiming for Gold, aiming to be best overall and World Champion. And when the spotlight falls on Culinary Team Canada, it lights up the entire country. As a supporter of the Team, you can become part of this Olympic endeavour.





### The History of Culinary Team Canada in International Competition

- 1972 Canadian Culinary Team competes internationally for the first time
- 1984 Gold/Gold\* and World Champion for the first time at the World Culinary Olympics, Frankfurt
- 1988 Gold/Gold at the World Culinary Olympics, Frankfurt
- 1992 Gold/Gold, best overall and World Champion at the World Culinary Olympics, Frankfurt
- 1996 Gold/Gold at the World Culinary Olympics, Berlin
- 1997 Gold/Gold, best overall and World Champion at the Culinary Grand Prix ScotHot, Glasgow
- 1998 Gold/Gold at the ExpoGast Culinary World Cup, Luxembourg  
Silver/Silver at the International Salon Culinnaire, Singapore
- 1999 Gold/Gold and fifth overall at Le Salon Culinnaire Mondial, Basel  
Gold/Gold and second overall at the American Culinary Classic, Chicago
- 2000 Gold/Gold and fourth overall at the World Culinary Olympics, Erfurt
- 2001 Gold/Gold, best overall and World Champion at the Culinary Grand Prix ScotHot, Glasgow
- 2002 Gold/Silver and sixth overall at the ExpoGast Culinary World Cup, Luxembourg
- 2003 Silver/Silver at the American Culinary Classic, Chicago
- 2004 Gold/Silver at the World Culinary Olympics, Erfurt
- 2005 Gold/Gold and second overall at Le Salon Culinnaire Mondial, Basel
- 2006 Gold/Gold at the ExpoGast Culinary World Cup, Luxembourg
- 2007 Gold/Gold and second overall at the American Culinary Classic, Chicago
- 2008 Silver/Gold and fourth overall at the World Culinary Olympics, Erfurt

\* National teams are awarded medals in a two-part competition with point total determining overall standing.

### The Price of Olympic Gold

The road to Gold begins long before the five-day competition in October 2012. From the team selection process, through the countless hours of practice, fundraising events, logistics planning, and international lead-up competitions, the focus is on bringing home World Culinary Olympics Gold. However, an endeavour like this comes with a price tag. To cover the Team's operating and competition expenses, Culinary Team Canada hosts special fundraising events and teams up with partners.

**Partnership programs** are excellent opportunities for organizations to support Canada's national culinary team and capitalize on that association for marketing and promotion purposes. Team Canada is open to both monetary and in-kind partnerships, and to customizing arrangements around your organization's interests, ideas and budget.



### Partnership Program

Partnering with Culinary Team Canada means outstanding chefs join your organization's team as a unique resource. The Team's international reputation for culinary quality, innovation and excellence can add solid-gold lustre to your organization's activities and efforts.

### Customize your partnership package

**Choose benefits that best suit your needs and budget.** Here are some examples of what Culinary Team Canada can do for you.

#### *Services*

- Develop recipes
- Consult on product development
- Present cooking workshops
- Prepare and serve a client appreciation reception, an employee awards luncheon or a corporate special event dinner

#### *Marketing and communications*

- Participate in product demonstrations or launches
- Participate in promotions at major food shows
- Develop recipes that link the Team's competition menu to your marketing program
- Provide the Culinary Team Canada logo for use in your print and electronic media, brochures and advertisements
- Make the medals won by the Team available for your advertising and promotion

#### *Recognition*

- Display your logo in Team print and electronic publishing, brochures, media information and display material
- Identify your organization as a partner and official sponsor of Team fundraising events
- Identify your organization as official sponsor of the national newsletter and the national CCFCC conference

#### *Team special events*

- A reserved table and behind-the-scenes kitchen tour at a Team fundraising dinner
- Foursome entry and hole sponsorship at a Team golf tournament

Sending a professional culinary team to the Olympics requires teamwork and strong partnerships, where both partners realize value. The best partnerships are built on specific mutual benefits. That's why **each of our partnership arrangements is created from scratch.**

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Thank you for your interest. To discuss the Team and partnership opportunities, please contact the Team Manager or the Culinary Team Canada office:

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