



LOCAL SOLUTIONS

Organising cookery events and contests

What better way to draw attention to good food and quality products than to hold a cookery contest between chefs, or invite people to cook with chefs themselves. This tool explains how to organise a cookery event for schools, companies, professionals or the general public.

DESIGNED FOR

LOCAL
INSTITUTIONS

LOCAL EXPERIENCES



THE CITÉ DU GOÛT ET DES SAVEURS INVITES FOOD LOVERS TO PARTICIPATE IN COOKERY WORKSHOPS

“We discover new flavours and learn new techniques at every workshop, and mingle with and talk to different chefs and participants of all ages» says Christelle, a customer of the Cité du Goût et des Saveurs de Ploufragan in Côtes-d’Armor, Brittany. The team at the Chambre de Métiers et de l’Artisanat des Côtes d’Armor (Côtes d’Armor Chamber of Trades and Crafts) who created Cité du Goût, have been promoting quality local products and assisting the dissemination of knowledge and skills via a culinary focus group for 15 years.

They came up with the idea in the aftermath of the ‘mad cow disease’ scare. Consumers at the time had become aware of certain livestock practices, and their confidence in the food they were buying was severely shaken. The aim of Cité du Goût was therefore to publicise the skills and techniques of artisan processors and facilitate encounters between them and the consumers.

The workshops are held in a professional kitchen or at the premises of the artisan processor; the workshops are open to everyone and there is a charge for attendance. Local chefs and artisans take part every year and share their expertise with members of the public.

The events can also be tailored for schools, businesses and local communities, and since 2020 are also available as online workshops. Videos of some of the cooking techniques have also been produced. A subscription is required to access the content: workshops, demonstrations, etc.

In March 2021, a cookery contest was organised between local cooks from Pays de St. Brieuc, using 100% local produce. The theme for the competition was ‘The Return of Spring’. The four contestants selected each had to devise two recipes: a hot dish incorporating the mandatory ingredient - monkfish, and a dessert of the cook’s choice using primarily local produce.

There are three people in total who work on organising the annual programme of events, along with approximately 50 contributors and partnerships with local producers.

SOURCES AND REFERENCES

Site de promotion régional suédois :

www.cma22.bzh/c%3%B4tes-d%E2%80%99armor/les-ateliers-culinaires-en-c%3%B4tes-darmor

www.localeat.org/index.php/concours-culinaire-edition-pays-de-saint-brieuc-2021/

PREPARE AN OUTLINE OF THE EVENT

- Decide who the target audience will be: members of the public (schools, local residents, customers from outside the area via online tools, tourists or professionals (artisan processors, producers, elected officials, collective catering managers, etc.)
- Identify a suitable venue (specially-created digital platform, local fair (food-specific or otherwise), market, public or professional trade fair)
- Choose a type of culinary activity (workshops, contests, cooking demonstrations, challenges) with a theme and/or mandatory ingredient
- Work out what kinds of partnership are needed for the funding plan, loans of equipment and staff, venue (food sector professionals, food companies, professional organisations, equipment suppliers, etc.), and which media to use for publishing the recipes.....

DO

MODEL FOR ORGANISING A COOKERY COMPETITION

- Plan the event and set a budget for it (personnel costs, communication, location, venue, contributors, equipment).....
- Draw up the competition rules and send them to an adjudicator (competition context, conditions for participation, duration of the event, registration, theme, composition of judging panel, criteria for evaluation and scoring, liability, image rights). Create a web page with an online form for chefs to submit their entries.....
- Select a venue for the competition and seek partners (for funding, recruitment of chefs, etc.).....
- Announce the contest and recruitment of chefs via a press release, press conference and social media (3 months before the start of the contest).....
- Contact chefs to notify them of that a contest backed by professional organisations is being organised
- Recruit panel members
- Collate the entries and go through them with the help of the judging panel if the number of places in the contest is to be limited
- Announce the names of the contestants and put together a press kit including photos of the chefs and their recipes. Produce videos to showcase the chefs and the products
- Communicate with the chefs to explain the proceedings (venue, schedule and timings for judging, equipment available, purchase of ingredients, tasting plates, chefs' uniforms and outfits for the press conference).....
- On the day of the contest, put together a team including waiters, a time keeper and a photographer. Organise an award for the winner and a press conference to announce the results.....

