



# WORLD FOOD GIFT CHALLENGE 2024

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OPEN CALL FOR FOOD AND FOOD-RELATED CRAFTS GIFTS  
FROM WORLD AND EUROPEAN REGIONS OF GASTRONOMY

Organised by IGCAT

Hosted by

**Aseer, World Region of Gastronomy awarded 2024** on 25 April 2024

Deadline to submit registrations and fee:

**1 March 2024**

The World Food Gift Challenge is a competition to award and give international visibility to high-quality, artisanal food and food-related crafts gifts from the World and European Regions of Gastronomy.

Through the World Food Gift Challenge, the World and European Regions of Gastronomy can support their local small- and medium-sized producers of traditional products and highlight the stories that link those products to the region, therefore creating an added-value for their territory.

The World Food Gift Challenge is hoped to allow local producers in the World and European Regions of Gastronomy to capitalise on the ever-increasing demand from visitors for exceptional local food and food-related craft gifts, paired with their search for authenticity and uniqueness, and enhanced attention for sustainable products.

## PRODUCTS DESCRIPTION

Products submitted to the World Food Gift Challenge should comply with the following characteristics:

- uniquely differentiated artefacts having authentic, natural qualities that mix fine ingredients or quality raw materials with the skills, passion and care on the part of their manufacturer/s;
- not industrially or mass-produced, but developed and delivered on a small scale, involving the lowest carbon impact as possible and a responsible use of energy and natural resources;
- outcome of a successful combination of tradition and innovation - especially for what concerns sustainable packaging;
- representative of the local gastronomy and able to communicate engaging stories about themselves, their producers and/or the region they come from - especially through captivating packaging.

## TYPES OF PRODUCTS

Participating Regions should submit a total of **four (4) products** - two (2) products in each of the following product types related to culinary art:

### A. FOOD GIFTS (2 products)

Local food / beverage products suitable to be transported without the risk of perishing and/or losing their nutritional properties. In general, food gifts should be:

- fit for human consumption.
- compliant with the regulations on food safety and the food standards of the country where it is produced.
- reproducible for manufacturing and suitable for the market.
- produced locally.
- manufactured with mainly locally-sourced ingredients.
- manufactured with mainly natural ingredients such as unprocessed fruits and vegetables, meats, seafood, dairy products, herbs, and flowers.

**IMPORTANT! Please note that alcoholic beverages or any other products including alcohol as an ingredient CANNOT be accepted in this edition of the competition.**

## B. FOOD-RELATED CRAFTS GIFTS (2 products)

Cooking utensils or equipment (such as spoons, pots and the like) or other objects related to local culinary traditions and suitable to be transported. In general, kitchenware gifts should be:

- reproducible for manufacturing and suitable for the market;
- produced locally;
- manufactured with mainly locally-sourced raw materials.

## SELECTION PROCESS & CRITERIA

Products submitted to the World Food Gift Challenge 2023 will be evaluated by an international jury of experts from IGCAT and the World and European Regions of Gastronomy according to the following criteria:

- **PACKAGING** (sustainability, recyclability, adequacy for transport, design)
- **PRODUCT** (design, branding, contemporary appeal, innovation)
- **CONNECTION TO THE REGION OF GASTRONOMY** (storytelling of the product and/or producer)
- **UNIQUENESS** (use of local animal/plant varieties or raw materials, traditional craft, local design)
- **PERSONAL OPINION** (price-value, appeal to you in short - would you buy it?)

Products will be scored from 1 to 10 in each of the above listed criteria (where **10** = Outstanding; **9** = Excellent; **8** = Very good; **7** = Good; **6** = Above Average; **5** = Average; **4** = Below average; **3** = Weak; **2** = Very weak; **1** = Extremely weak).

The jury will select **10 winners**, (1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> Prize and 7 runners-up).

In case of a tie break situation, the Chair of the jury will have the final say.

## PRIZE

Winning products will receive:

- Visibility and promotion on IGCAT's websites and social media;
- An official World Food Gift Challenge certificate for the selected producers to display in their premises;
- A digital button with a link to IGCAT's website to be displayed on the winners' website.

## REGISTRATION FEE

The registration fee for the World Food Gift Challenge is **€ 1.200** (one thousand two hundred euro) per region. This amount covers organisational costs and will be invoiced by IGCAT prior to the competition.

## RULES

1. The World Food Gift Challenge 2024 will take place in Aseer, World Region of Gastronomy awarded 2024 on 25 April 2024.
2. The registration fee for the World Food Gift Challenge 2024 is **€ 1.200** (one thousand two hundred euro) and should be paid by **Friday 1 March 2024**. Regions should communicate in advance their intention to participate and send their invoice details to [f.toccoli@igcat.org](mailto:f.toccoli@igcat.org). Participation will be confirmed by IGCAT upon reception of the registration fee payment.
3. Regions should complete and submit the [registration form](#) provided by IGCAT by **Friday 1 March 2024**, including information about what kind of products they will present, so that the hosting region can arrange the display and the tasting equipment needed.
4. Regions should confirm at least one month prior to the competition whether they will bring their products with them or whether they intend to ship the products to Aseer (shipping address to be supplied later). In the latter case, regions are kindly asked to plan the shipment well ahead, as customs controls might delay the delivery of several days. If food gifts are shipped, regions need to ensure product integrity throughout the journey and specify any special storage needs for the hosting region (e.g. chill chain).

5. Regions are requested to provide at least two samples of each product presented (both food gifts and crafts gifts); one will be opened by the jury for tasting / evaluation; the other will be for display purposes, so that the packaging remains intact.
6. Packages including multiple products will be accepted as individual food or craft gifts provided that they are already available for purchase as packages.
7. Regions are advised that alcoholic beverages or any other products including alcohol as an ingredient CANNOT be accepted in this edition of the competition.
8. IGCAT and the hosting region will provide the material to set up the products' display for the competition, including:
  - Tables and tablecloths;
  - Equipment needed for the tasting of food products (cutting boards, plates, cutlery, etc.);
  - Signing for each of the participating Regions of Gastronomy with their logos to ensure visual homogeneity. No other additional banners or promotional materials from the regions will be put on display.
9. Regions can send up to 2-3 representatives that will also take part in the World Regions of Gastronomy Platform meeting, to be held in Aseer on 22-26 April. In order to process the visas and the other necessary procedures to access the country, participants are required to confirm their participation and send their details by Friday 1 March 2024. A registration form for attendees will be sent out by IGCAT closer to the deadline.
10. Regions are required to provide high-quality photos showing their products in detail.
11. In case that regions wish their products to be returned after the competition, they should arrange the shipment directly with the hosting region and cover the full costs.
12. All participants should adhere to IGCAT's Code of Conduct included in the Technical Guidelines. IGCAT Board reserves the right to deny access to the competition.

## ORGANISERS

The World Food Gift Challenge is organised and coordinated by the **International Institute of Gastronomy, Culture, Arts and Tourism (IGCAT)**. IGCAT aims to **empower local communities** by raising awareness of the importance to safeguard and promote distinct food, culture, arts and sustainable tourism assets. This is essential to balance against globalised food trends that are impacting on our planet, health and local economies.

IGCAT is a non-profit institute established in 2012, working with regional stakeholder consortiums in the fields of gastronomy, culture, arts and tourism. It counts on the expertise of a worldwide network of experts and works in partnership with specialised intergovernmental organisations.

IGCAT provides the World/European Region of Gastronomy Award and is the official secretariat for the World/European Regions of Gastronomy Platforms. Furthermore, the Institute has developed the European Young Chef Award, the Food Film Menu and the Top Websites for Foodie Travelers.

[www.igcat.org](http://www.igcat.org)

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