



## P R E S S   R E L E A S E

### Global Chefs Challenge

***WACS announces the first worldwide chefs' competition ever. Unilever Foodsolutions is a Sponsor to the competition.***

The World Association of Cooks' Societies (WACS), representing about eight million chefs around the world, proudly announces the Global Chefs Challenge, the first worldwide chefs' competition ever.

The preliminary competition will begin in 2006, when each of the 72 WACS member countries will have the opportunity to hold a culinary competition to select their country's Global Chef candidate. In 2007, those winners will move on to the continental competition to represent Africa, Asia, the Americas, the Pacific and Europe. In 2008, the continental winners will compete at the final competition at the WACS World Congress in Dubai.

Unilever Foodsolutions will be a sponsor of this competition. "We at Unilever Foodsolutions are excited to be associated with this competition and to be a major sponsor of the World Association on a global level," said Norman Clubb, President and Chief Operating Officer of Unilever Foodsolutions North America. "This is just one more way of showing our long-standing commitment to the support of culinary arts around the world."

With such globally recognized brands as Knorr<sup>®</sup>, Hellmann's<sup>®</sup>, Becel<sup>®</sup> and Lipton<sup>®</sup>, Unilever Foodsolutions is a major worldwide supporter both of global WACS activities and local culinary organizations.

*The World Association of Cooks' Societies (WACS) is a non-political professional organization, dedicated to maintaining and improving the culinary standards of global cuisines. These goals are accomplished through education, training and professional development of the international membership. As an authority and opinion leader on food, WACS represents a global voice on all issues related to the culinary profession.*

#### **For more information please contact**

WACS Public Relations, Textvision, Aina Keller

Phone +49 (0)40 555 300 20, E-Mail [wacs@textvision.de](mailto:wacs@textvision.de)