

THE WORLDS LEADING CULINARY AWARD PLATFORM PUBLISHES THE BEST CHEF TOP300 WORLD FINALISTS

Milan, July 6th 2018 - The global selection of The Best Chef TOP300 is here with all finalists in the running to win The Best Chef Award 2018. The Best Chef Awards Gala will be held later this year on 1st October 2018 in Milan.

The scale of <u>The Best Chef Awards</u> and its exclusive character is the most highly influential in the culinary world thanks to their network of the world's best chefs and social media influence. They currently boast over 48 million monthly visitors who also contribute to serve a measure of the voting process. Last year in 2017 **The Best Chef Awards** were held in Warsaw, Poland with **The Best Chef Award** awarded to Joan Roca from Spain.

The awards gala is a global event with chefs attending from all over the world travelling from United States, South Africa, United Arab Emirates, Japan and from all over Europe for the hottest culinary gala ticket. This year the chefs will be flying to Milan for The Best Chef Awards Gala in Milan where exclusively 2 Michelin

star chef Nick Bril - who brought Deep house music to the world of haute cuisine with Sergio Herman in the trendy and beautiful old church now called The Jane restaurant in Antwerp - will be DJ'ing the event.

This year the initial voting process has been completed and the exclusive world selection of The Best Chef TOP300 finalists were just published. Soon after the publication, the final stage of voting begins and it will remain open for two months before the winners are presented at the gala as well as the global chef rankings.

And how does The Best Chef selection work? Each year 50 new entries (chefs) are selected with our collaborators and added to the last year's Top300 list. Next all included chefs begin to vote for themselves. The chefs have 10 choices up to 1000 points to 100 points to decide who will be the last 300 chefs' finalists. They vote for the Chef as a person, recognizing his talent, experience, potential as well as personality. Afterwards Top 300 finalists are voted by culinary professionals, photographers, artists, and fol-LOVERS. The culinary professionals vote *via* a special survey. The fol-LOVERS vote this year until 01 September 2018. They do it on The Best Chef page just by clicking LIKE on the photo of the selected chefs. The fol-LOVERS voting influences ranking of 30%. The final list will be announced in Milan on 01 October 2018.

The Best Chef Gala is also live streamed across all their social media platforms. The chefs are awarded honorably on their skill and everything it represents to be The Best Chef, therefore chefs are awarded as an individual and nationality and not by restaurant. To realize a chefs accomplishments inspiring new talent and new talent being recognized by their peers igniting creativity all over the world with their followers or "fol-LOVERS" as The Best Chef like to say, is the greatest part of The Best Chef.

On 1st October 2018 in Milan the gala will present awards to The Best Chef, The Best Chef Pastry, The Best Chef FoodArt, The Best Chef Lady, The Best Chef Rising Star, The Best Chef City Gourmet and also this year they have introduced The Best Fol-LOVER due to appreciation and dedication of their fans.

A full list of The Best Chef Awards 2018 TOP300 finalists can be found on their website www.thebestchefawards.com

For high-resolution images:

https://www.dropbox.com/sh/km47st9qxvq6lcx/AABCNclkyIPb vNaeKimkX PZ0a?dl=0

Official video:

https://wetransfer.com/downloads/eed082437b1eabea340db85d6b9b891b20180704080115/55746f90ea2c3c98b0ceb3604887bc6220180704080115/2f8f09

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ABOUT THE BEST CHEF (not for publication)

The Best Chef is a new concept which was born in 2015. It presents the "Haute Cuisine" world through digital and social marketing platform, positioning and imposing itself into the digital world as one of the first groups dedicated to serving only the greatest of chefs. The Best Chef strategy and close relationships with its audience has made it possible to reach monthly up to **48 million visits** on our page with **America and Europe** as the first markets for its media coverage.

The first edition of The Best Chef Awards took place on 25th October 2017 in Warsaw.

The Best Chef Awards 2017 Winners:

The Best Chef – Joan Roca, Spain

The Best Chef Pastry – Roger van Damme, Belgium

The Best Chef FoodArt - Atsushi Tanaka, Japan

The Best Chef Lady – Chantel Dartnall, South Africa

The Best Chef Rising Star – Rafał Koziorzemski, Poland

The Best Chef City Gourmet – Atelier Amaro by Chef Modest Amaro. This is a special award to recognize the best restaurant in the host country.