



**EXPOGAST**  
 12<sup>th</sup> INTERNATIONAL  
 TRADE SHOW FOR  
 GASTRONOMY  
 22-26.11.2014

**PRESS RELEASE**

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## THE GASTRONOMIC ELITE MEET IN LUXEMBOURG! EXPOGAST OPENS AT LUXEXPO FROM 22 TO 26 NOVEMBER

***An 880-seat gastronomic restaurant, enlivened over 5 days by 45 teams and more than 450 chefs from 5 continents, all involved in an outstanding culinary competition to the delight of all who attend. The “Grail” sought by the contesting teams ... the Villeroy & Boch Culinary World Cup.***

To have the best possible opportunity of winning, these gastronomic performers prepare for many months, just as top athletes train assiduously, and then for a few days they occupy almost all of the professional kitchens in the country perfecting the final details of their performances, leaving absolutely nothing to chance.

Battle commences on Saturday 22 November at Luxexpo, with the USA, England, Wales, Hungary, Spain and Romania for the national teams, and Germany, Wales and Slovenia for the national junior teams. More than 30 countries will be competing from 22 to 26 November in those two categories. The contest ends on 26 November, with an exciting bill and the two Luxembourg teams in the spotlight.

Visitors will be able to follow the encounters in the category for Regional Teams, in which Luxembourg is competing, and those for Regional Junior Teams, Individual Chefs and Pastry Chefs. And even more, a marriage of tastes means there has to be an “Itallux” team, of Italian and Luxembourg chefs, in combat on Wednesday 26 November.

Savoring a unique experience, the public will themselves be assessing the quality of the dishes prepared! The principle is to serve these à la carte menus in the gastronomic restaurant, in order to involve the largest possible number at the very heart of the competition and to allow them to share such an exceptional opportunity. The menus are sold on line on the show’s internet site at [expogast.lu](http://expogast.lu).

At lunchtime each day, community catering teams will be competing with each other, to be assessed in line with the regulations set by the World Association of Chefs Societies. Everything is taken into account in that assessment: appearance, composition, preparation and service. The public can “judge” by tasting their preparations.

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As a true temple of the ephemeral, Expogast provides an opportunity to eat and to observe. The exhibition of cold dishes, a completely visual competition, is dedicated to the creations of teams and of individual chefs. Renewed each day, these preparations are assessed on several criteria: presentation, composition, preparation. They are admired, observed, scrutinised, examined ... but never touched!

With all its competitions and awards, the event brings together 105 teams and 1,000 chefs. An international jury composed of 55 top chefs will ensure the competitions run smoothly, observing the strict rules of culinary art.

Expogast is also a show with some 200 exhibitors to please the finest of tastes. Exhibitors provide for every need, from tableware, furniture, kitchen equipment, food products and beverages to bakery, pastries and much more.

Like Villeroy & Boch itself, the partners of the event are icons of their professions. They have taken Expogast to their hearts for various reasons, including geographic situation, often linked to history, and also the relations which exist between them. Expogast enables them to maintain those links and to create new ones. They can take advantage of the event to introduce new products and services to the public, whether professional or private. The equipment and services provide to the competition enable them to support a sector with which they share the values of quality, precision and creativity. Expogast and the Villeroy & Boch Culinary World Cup are at the meeting point of service providers and suppliers on the one hand users on the other, namely the top chefs.

“Expogast is unique, we organise it for service providers and suppliers alike, for top chefs and for the Grand Duchy, in order to promote the region and to foster exchanges in a setting dedicated to their art. This event is not to be missed by anyone wishing to put in an appearance or to conquer new markets, and we know that the majority owe it to themselves to take part. This show offers one of those rare occasions in Luxembourg when it is possible to meet so many top chefs, genuine trend setters, from around the entire world. We are fully aware of our responsibility in all of this, and that is why, every four years, Luxexpo, the Vatel Club and Brain & More rise confidently to the challenge. Once again we are ready to allow the public to judge and to give their verdict,” says Jean-Michel Collignon, Director of Luxexpo.

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