



Press release

April 2022

“Villeroy & Boch Culinary World Cup” 2022 –

Villeroy & Boch is once again a partner of the prestigious cooking contest

For the fourth time - after 2010, 2014 and 2018 - Villeroy & Boch is once again lending its name to the “Villeroy & Boch Culinary World Cup” as a cooperation partner. As well as defining the title, Villeroy & Boch will also be providing the porcelain for the restaurants in the contest. The prestigious international culinary contest will take place in conjunction with the gastronomy trade fair EXPOGAST from 26th to 30th November 2022 in Luxembourg-Kirchberg.

Behind the scenes, the preparations have already begun: at the end of March 2022, Burkhard Schmidt, Sales Director Hospitality, and Georges Schmitz, Key Account Manager International, met with the organisers of the “Villeroy & Boch Culinary World Cup” in the porcelain manufacturer’s hospitality showrooms in Luxembourg. Ben Weber, president of the Vatel Club Luxembourg, and Alain Hostert, vice president, selected three different plates from the successful The Rock collection for this year’s event. “We are convinced that these plates will provide a fantastic stage for the creations of the culinary national teams and junior national teams,” comments Burkhard Schmidt. “This coloured-through premium porcelain collection stands out with a natural slate look in white and black and is an ideal choice for this competition. The design of the plates will provide maximum scope for creative presentations by the international chefs. Once again, this promises to be the absolute visual and taste highlight at the end of the year!”

EXPOGAST: Gastronomy trade fair and meeting place for foodies

From 26th to 30th November 2022, EXPOGAST in Luxembourg will be the ‘place to be’ for all foodies. Because the prestigious international “Villeroy & Boch Culinary World Cup” will be taking place in parallel to the gastronomy trade fair. The competition is accessible for the public and visitors to the exhibition will have the opportunity to sample the chefs’ culinary

creations for lunch or dinner in the Restaurant des Nations. The “Villeroy & Boch Culinary World Cup” is one of the biggest and best-known culinary contests in the world. In 2022, 15 national teams and 15 junior national teams will be taking part in the two competition categories. A further 15 “Community Catering” teams will also be competing for the title.

Photos for download:

<https://cs.villeroy-boch.com/openshare/46870ab4>

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Villeroy & Boch

Villeroy & Boch is one of the world's leading premium brands for ceramic products. The family business, which was founded in 1748 and is headquartered in Mettlach/Germany, stands for innovation, tradition and exceptional style. As a renowned lifestyle brand, Villeroy & Boch offers products from the sectors Bathroom and Wellness and Dining & Lifestyle, and is active in 125 countries.