



ASIA'S EXCELLENT TASTE AWARDS

CHEF AWARDS



<https://asiatasteawards.com>

Overview of Asia's Excellent Taste Awards

Asia's Excellent Taste Awards was established in 2024 and is headquartered in Vietnam. This is an award to honor Chefs, Restaurants, and Food and Beverage Products.

Our awards help businesses/individuals increase brand recognition and reputation with Asia's Excellent Taste Awards certification.

We strive to promote innovation in the culinary industry and encourage chefs and businesses to be creative. Create future ambassadors, support business development and honor outstanding products/services, motivate enterprises to improve and expand constantly.



Chef Honors Category

01

Talented Young Chef

The award is for young chefs with potential and talent in the culinary industry. This is not only a recognition of the efforts and talents of young chefs but also a motivation for them to continue to develop and contribute to the Vietnamese culinary industry.

Terms and Conditions of Participation

- Age: 30 years old or younger.
- Experience: Have at least 5 years of total working experience in the fields of Casual Dining Restaurants, Fine Dining Restaurants or research and development for food and beverage brands.
- Submit CV and at least 3 references to the Organizing Committee.



Chef Honors Category

02

Excellent Master Chef

The award honors chefs with outstanding achievements and talent in the culinary field. They are skilled, experienced chefs with significant achievements.

Terms and Conditions of Participation

- Age to participate: Over 30 years old.
- Experience: Have at least 10 years of total working experience in the fields of Casual Dining Restaurants, Fine Dining Restaurants or research and development for food and beverage brands.
- Have served parties of over 500 people.
- Submit CV and at least 3 references to the Organizing Committee.



Chef Honors Category

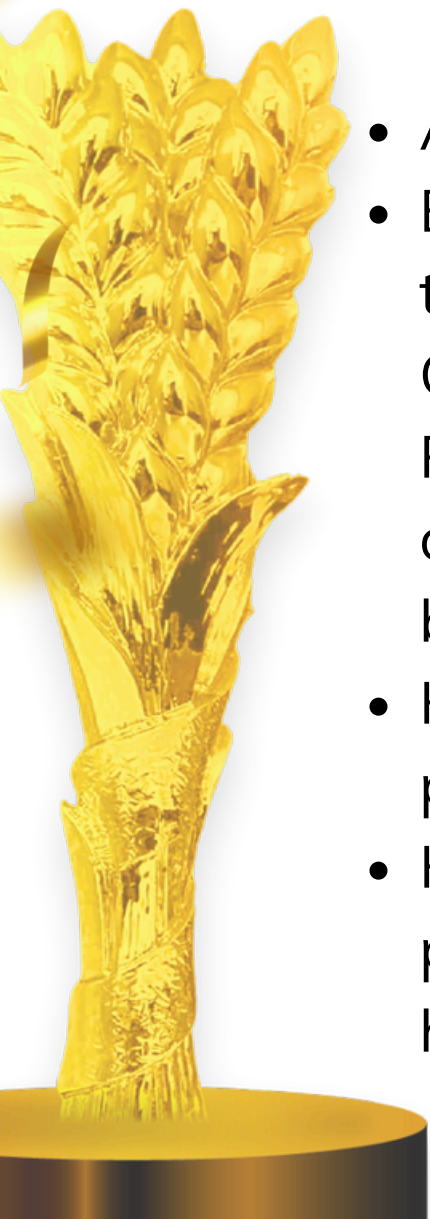
03

The Best Culinary Artisan

The prestigious award honors outstanding artisans in the field of traditional cuisine. This is an important recognition for individuals who have devoted themselves to preserving and promoting culinary cultural values.

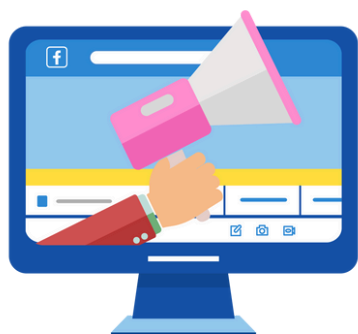
Terms and Conditions of Participation

- Age to participate: 35 years old or older.
- Experience: Have at least 15 years of total working experience in the fields of Casual Dining Restaurants, Fine Dining Restaurants or research and development for food and beverage brands.
- Have served parties of over 1,000 people.
- Have participated in culinary promotion programs at the Provincial/City level or higher.



Benefits for participants

Media



Communicate Personal information to participate on the program's official Fanpage.

Benefits for honorees

Cup / Medal / Certificate

Depending on the award category, you will receive a corresponding Cup/ Medal/ Certificate from Asia's Excellent Taste Awards.



Talented Young Chef:

Medals and Certificates

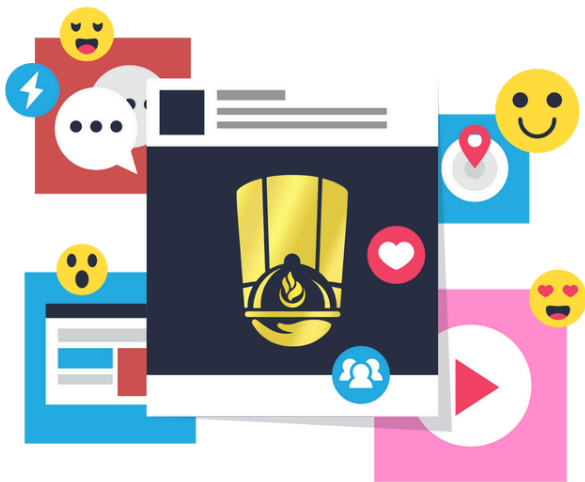
Talented Master Chef:

Trophy, Medals and Certificates

First Class Artist:

Trophy, Medals and Certificates

Media



Featured on the Global Chefs Union (GCU) Fanpage & Best of Gastronomie Website.

Media on Asia's Excellent Taste Awards platforms include press, social media and the program website.

Nomination

Nominated for the World Chef Awards



Priority participation in culinary trend seminars organized by BTC partners around the world.

Introduce participation in exhibition weeks and promote world cuisine (if any)

Registration steps

01



Registration online

Individuals register online according to the form provided by the Organizing Committee.

02



Confirm information

Individuals provide full information and documents to the Organizing Committee (if any).

03



Get results and certification

The winning individuals will receive medals, trophies and certificates at the program's awards night.



Cooperating units

CO - LOCATE



Food & Hospitality Hanoi - the oldest trade exhibition unit in Vietnam serving industries such as Food & Beverage, Hotel, Restaurants, Bakery, Catering, and many others.

SPONSOR



Informa - a leading international group in events, digital services and academic research with, in the FTSE 100, more than 12,000 employees working in 30 countries.

SPONSOR UNIT



Vietnam Culinary Culture Association (VCCA) - an association that exploits, preserves and develops Vietnamese culinary culture, promoting Vietnamese culinary culture to the world.



Best of Gastronomie International is an independent organization of chefs and gourmets, headquartered in France. The culinary organization includes 250,000 chefs from 170 countries.



The Culinary Innovation Centre For Training & Development has branches in several countries, including Egypt, Morocco, Algeria, Malaysia, Uzbekistan, and Germany. The center focuses on research and application of sustainable development science in the culinary industry and provides in-depth training for culinary professionals.



UNESCO Chairs - a network of international cooperation programmes and projects sponsored by UNESCO (United Nations Educational, Scientific and Cultural Organization). The aim is to promote international cooperation in the fields of education, science, culture, communication.



Global Chefs Union (GCU) - The alliance brings together more than 25 countries and 50 culinary industry associations. With the goal of promoting development and sharing knowledge in the culinary industry.



Association of Italian Chefs (AIC) - Association dedicated to the professional catering sector, promoting, improving and supporting chefs from all over the world.

Media channels

SPONSOR UNIT



**Hội Truyền Thông
Thành Phố Hà Nội**

Hanoi City Media Association

PRESS CHANNEL



VNExpress Newspaper



Cuisine 365



Tuoi Tre Newspaper



Travel magazine

DIGITAL MEDIA & SOCIAL MEDIA



Facebook Global Chefs



Website FHV



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CONTACT US

Email

info@asiatasteawards.com

Phone Number

+84 971 558 875

Address

135/28 Nguyen Huu Canh street, Ward 22,
Binh Thanh District, HCMC, Vietnam.