



PURE



FLOUR



FROM  
EUROPE

# INDIAN FEDERATION OF CULINARY ASSOCIATIONS

(Proud Member of World Association of Chefs Societies)  
(Registered under Societies Registration Act 1975)

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INDIAN FEDERATION OF  
CULINARY ASSOCIATIONS  
National Member of World Association of Chefs Societies

# EUROPEAN FLOUR CULINARY CONTEST

## ONLINE COMPETITION FOR CHEFS ACROSS INDIA









**The Indian Federation of Culinary Associations** is a nodal body of culinary professionals in India and is an independent, apolitical, non-religious and voluntary organization of culinary professionals. IFCA was formed with the idea of developing the culinary profession and to showcase Indian cuisine on the global platform.

IFCA hopes to promote culinary knowledge and propagate various kinds of food and bring obscure culinary styles and practices to the forefront.

The main objective of IFCA is to live up to the general interest of the profession and to knit a closer link between the professionals, culinary institutes, allied food service industry professionals and to develop a high ethical standard of the culinary art.

IFCA is a forum dedicated to connect culinary professionals across the geography of India with people and places with the knowledge they need to succeed.



**Pure Flour from Europe** is a marketing and promotion programme launched in India under the charge of ITALMOPA, the Italian Milling Industry Association and co-sponsored by the European Union. It aims to increase the awareness among professionals, opinion leaders and consumers in India towards the quality and uniqueness of flour from Europe as well as their versatile applications in classic EU and local recipes.

Today's European milling industry combines traditional skills with advanced modern technology.

Approximately 47 million tons of rye and soft wheat are processed each year, with more than 3,800 companies employing 45,000 people. The EU flour milling sector is the single largest consumer of domestic wheat, rye, and oat, resulting in 600 various types of flour, which meets the high standards and unique demands of the consumer.

The online contest is intended to engage the members of the Federation to create new dishes using the promoted product which is Pure Flour from Europe. Recipes will use flour in the preparation of various dishes (hors d'oeuvres, starters, pizza, bread, finger food or desserts).









# Prize

Win a free trip to Italy!

All you need to do is create a recipe using our principal ingredient The European Flour.

A prize will be awarded to the chef who engages the most in promoting the promotion of the contest on their website and social media.

Here's your chance to compete against the best Indian chefs!

Last date for registration: 30<sup>th</sup> Nov 2023

[REGISTER NOW](#)

# GUIDELINES FOR PARTICIPATING

Please note the following rules and regulations are strictly to be adhered by all participating competitors and establishments for a smooth and professional contest to be carried out. It is the responsibility of all the participating establishment's Executive Chefs and / or Departmental Heads involved in the competition to educate and brief their respective participants on the rules and regulations of the competition, to ensure adherence to the rules and regulations.

All entries for categories will be confirmed only upon receipt of the completed registration form. A registration number will be issued for each entry. This registration number will be used for communication before and during the day of the event.

1. Every entry must be a bona fide work of the individual Competitor.
2. Any professional chef across India would be eligible to participate in this online contest. A single organisation can have multiple participants, with no set limit.
3. Last date for registration for the contest will be 30<sup>th</sup> Nov 2023, 11:59 PM IST time. Each competition participant will be a representative of their respective organisation.
4. All the entries and images uploaded should be as per the specifications and format shared by the organizing committee.
5. No change of registration will be allowed after the closing date of entries. In the event of cancellation of participation due to unforeseen circumstances, the organizers should be notified immediately.
6. If a competitor is unable to be present, a substituted competitor may be accepted as long as the Organizers have been notified at least prior a week or before a week.
7. Submission of the application form shall mean that the competitor agrees to abide by the Rules & Regulations of European Flour Culinary Contest 2022.
8. The Organizers reserve the right to rescind, modify or add on to any of the above rules and regulations and their interpretation of this is final. The Organizers reserve the right to limit the number of entries or amend a competition section, modify any rules, cancel any class or competition, or cancel/postpone the whole competition should it be deemed necessary.
9. All the Competitors should register with the organizers at least 2 days prior to the scheduled time of the contest, as per the competition time table. Competitors should produce a valid Photo ID (Passport etc.) at the time of registration.
10. Contestant Chef will provide recipe in the required format along with picture of the finished product, and picture of chef in professional attire.



11. The Jury would evaluate all the entries in the first round, and shortlist the finalists from the list. Based on this, the finalists would be eligible to participate in the final round, wherein there would have to use the primary ingredient which would be shipped to them.
12. A Step-by-step picture of preparation is required – Maximum 12 Pictures/dish, along with a brief statement by chef on how European flour has made his preparation/dish better. Cross-sectional photos and images of the slices (for relevant items) should also be shared.
13. Competitors, their helpers and chefs are requested to wear a full, freshly laundered chef's uniform during the competition.
14. Shortlisted Chefs will be notified and their recipes, pictures will be uploaded for an online voting contest. The participating chefs can promote the voting in their social media and other means.
15. Participant's uniforms in all live/static categories should be white and not have any hotel/resort logos or visible identification at all time.
16. No one will be allowed to intervene in the judging process and no appeals will be entertained. Judge's decision is final and no changes will be made after the final results are issued.
17. The Organizers reserve all rights to recipes, menus, videos, photographs, sound recordings, etc. used in the event. Any publication, reproduction or copying of same can only be made with the approval of the organizers.
18. Keep your written descriptions as brief as possible without losing clarity. You are allowed to have someone else do the written description for you. No points will be given for writing/displaying of menus/descriptions/recipes.
19. Recipe should use the principal ingredient – European Flour provided by organizers. Each competitor has to use his/ her own raw and unprocessed commodities unless other than those provided by the sponsor. The recipe can be from the following categories – Bread/Pasta/Pizza/Cakes/Pastries without icing (no elaborate designs or decorations will be permitted; only items like fruit cake, muffins, croissants, brioche and varieties of bread are permitted).
20. Scoring criteria will be Innovation, Creativity, Presentation, Recipe details, Nutrition and use of main ingredient (European flour).
21. The competitors must ensure their presence (or that of a representative) at the awards ceremony to collect awards. All awards are to be accepted in chef's / team uniforms.
22. No changes/alterations to names will be done on competition days. For any changes/alterations please contact Organizers through the registered email address.
23. The Competitor shall receive his/her participation details along with the final programme schedule in due course.



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