

## ANNUAL AWARDS OF EXCELLENCE SPONSORSHIP

### Royal Academy of Culinary Arts

*Leading the hospitality profession by example; shaping its future through education.*

Founded in 1980, the Academy of Culinary Arts is Britain's leading professional association of Head Chefs, Pastry Chefs, Restaurant Managers and suppliers. The 'Royal' title was gifted to the Academy of Culinary Arts in 2013. While concerned with raising standards and awareness of food, food provenance, cooking and service, its objectives are primarily focused on the education and training of young people in the hospitality industry and the provision of career opportunities. The Annual Awards of Excellence is at the heart of the Academy's education and training activities.

Patron: His Royal Highness The Prince of Wales; President: Brian J. Turner CBE; Chairman: John Williams MBE; Chief Executive Officer: Lisa Jenkins.

### Annual Awards of Excellence (AAE)

The AAE is the most prestigious award available to young people in the hospitality industry today, recognising and encouraging the most talented up-and-coming Chefs, Pastry Chefs and Waiters. It is the only award to cover all three categories of Kitchen, Pastry and Service. Since it began in 1983 over 650 young people have achieved the Award, setting them off on highly successful career paths.

As well as a competition, the AAE is an examination; all or none of the candidates can achieve the award depending on their ability to attain the standard of excellence set by the judges. All those who successfully reach this standard will win the AAE. In addition, the winning candidate who scores the most marks in each section is named the Royal Academy of Culinary Arts Young Chef, Young Pastry Chef and Young Waiter of the Year.

The purpose of the Awards is to inspire and encourage young people to achieve the highest possible standards in their chosen profession – Kitchen, Pastry or Service – and to offer them clear guidelines for success in their career. Participating in the awards is a great learning experience. Good basic skills are the essential cement with which young, ambitious members of the catering industry can build a rewarding career, while more taxing tasks help to identify the best cooks and waiters of today, who will become the leaders of tomorrow.

**Chefs** can be tested on a variety of food preparation and cookery tasks from making a salad to butchery skills and must demonstrate that they can prepare a variety of dishes including soups and dessert and a piece of their own free interpretation.

**Pastry** Chefs will be expected to demonstrate the ability to work with many different kinds of materials including detailed chocolate and sugar work and a creative presentation piece, whilst having an excellent grounding in baking and plated desserts.

**Waiters** are tested on their knowledge and skills in a wide range of food and beverage service aspects including product knowledge, technical service skills, interpersonal skills and teamwork.

The AAE is open to chefs, pastry chefs and waiters between up to 26 years old.

**Honorary President of the Awards**, Phil Howard, Chef/Co-owner, Elystan Street

**Chairman of the AAE: John Williams MBE**, Executive Chef, The Ritz

**Chairmen of Kitchen: Martyn Nail**, Culinary Director, The Dorchester & **Hywel Jones**, Executive Chef, Lucknam Park

**Chairmen of Pastry: Yolande Stanley MCA**, Lecturer in Patisserie & **Sarah Hartnett**, Executive Pastry Chef, Smart Group Ltd.

**Chairmen of Service: Sergio Rebecchi**, Serenata Hospitality & **John Cousins**, Director, The Food & Beverage Training Company

AAE Committees are subject to change and consist of members of the RACA. The RACA also invites guest judges to the Final, such as Angela Hartnett, Claude Bosi, Raymond Blanc and so on.

## **Format of the Awards**

### **November - Launch**

The AAE is launched each year in January with a call for entries which is sent to approximately 1500 of the UK's top hotels and restaurants. This will be sent once per week (also via e-mail) until the closing date in at the end of January 2024.

### **Early –February – Closing Date and Paper Judging**

After the closing date the paper entries will be judged by the committees.

### **PASTRY SEMI-FINALS**

#### **Thursday 15th February**

Pastry Semi-Finals taking place at the University of West London and Westminster Kingsway College

### **PASTRY FINALISTS MENTOR DAY**

#### **Wednesday 28th February- Barry Callebaut Mentor Day Banbury**

All the Pastry Finalists will be invited to the Barry Callebaut Chocolate Academy to learn more about the finals and get a masterclass on how to create their showpiece.

### **SERVICE QUARTER-FINALS**

#### **Monday 11th & 25th March**

Service candidates compete in quarter finals in Scotland at Gleneagles (11<sup>th</sup>) and London at The Connaught (25<sup>th</sup>).

### **KITCHEN SEMI-FINALS**

#### **Thursday 4th April**

Regional Semi-Finals will take place simultaneously at the beginning of April at our partner colleges, University of West London Westminster Kingsway College, Bournemouth & Poole College and University College Birmingham.

### **PASTRY FINAL**

#### **Thursday 4th April**

This year's final will cumulate at University of West London who will achieve the award this year?

### **KITCHEN FINALISTS MENTOR DAY**

#### **Wednesday 1<sup>st</sup> May- Classic Fine Foods**

All the Kitchen Finalists will be invited to the Classic Fine Foods Taste Lab to learn more about the finals and get a masterclass on how to create their dishes from Gary Jones.

### **SERVICE SEMI-FINALS**

#### **Monday 6th & 20th May**

Service candidates will be tested on classic cocktail making, a formal interview and their carving skills. Taking place at Gleneagles (6<sup>th</sup>) and The Savoy (20<sup>th</sup>).

## **KITCHEN FINALS**

### **Thursday 6<sup>th</sup> June**

Kitchen candidates will compete at University of West London who will achieve the award this year?

## **SERVICE FINAL**

### **Monday 17<sup>th</sup> & 24<sup>th</sup> June**

Service candidates will serve two guests at the table bringing together all of the skills that they have learnt throughout the award. Scottish final at Trump Turnberry (17<sup>th</sup>) and London Final at Alain Ducasse at The Dorchester (24<sup>th</sup>)

### **Finals**

Each Finalist will be presented with a bottle of Sparkling Wine and a certificate recognising their achievement. In 2023 we celebrated 26 award achievers. Sponsors are invited to the Service Final as guests.

### **Monday 29<sup>th</sup> July – Gala Dinner**

The winners are celebrated at a Gala Dinner in July which is attended by the great and the good of the industry<sup>1</sup>. Each is presented with either a personalised chefs jacket (Kitchen and Pastry) or a lapel pin (Service), a magnum of Champagne and a diploma.

At the Gala Dinner, the three highest scoring candidates (1 from each category) are announced and rewarded with further prizes including, a silver trophy and a travel bursary thanks to The Savoy Educational Trust (past trips have been to California and the wineries; Barbados with the West Indies Sugar & Trading Company; Reims with G.H. Mumm Champagne; Mexico; St Lucia with Hotel Chocolat; Los Angeles with the Dorchester Collection; and Hong Kong and Shanghai with The Langham Group).

## **Current Sponsors**

In 2023 the sponsors of the AAE were:

Berkmann Wine Cellars; Evolve Hospitality Recruitment; Maldon Crystal Sea Salt; L'Unico Caffè Musetti; Savoy Educational Trust (Winners' Bursaries); William Edwards, Woods Foodservice, The Caterer (Media Partner); The Staff Canteen (Media Partner)

## **Sponsorship Opportunities and Benefits**

Sponsorship is required to stage the AAE to the highest standard and to ensure that as many young people as possible are given the opportunity to take part. The cost of running the AAE is in the region of £40,000 per annum.

Ideally, sponsorship should be on an annual basis for a minimum of three years in order to ensure continuity and the best forward planning.

Sponsorship of the Annual Awards of Excellence is priced at £5500 + vat per annum.

### **Sponsorship Benefits**

- Sponsor logo to appear on all promotional material related to the AAE including: the website, entry form, headed paper, correspondence, press releases, banners.
  - Sponsor logo and statement of support to appear on RACA website with link to sponsor website.
  - Sponsor to be mentioned in all press releases. Opportunity for paragraph about sponsor to be included in Editor's Note.
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- Sponsor visibility at Quarter-Finals, Semi-Finals, Finals through use of logo on banners and paperwork.
- Sponsor branding at AAE Gala Dinner through banners and inclusion in PowerPoint presentation.
- Paragraph about sponsor and logo printed in menu for the AAE Gala Dinner.
- Included in the AAE video distributed via RACA website and social media channels after the gala dinner.
- Coverage via our Social Media channels Instagram 6000+ Facebook 2000+ Twitter 7000+, industry followers.
- Involvement in judging process through invitation to attend Finals as a guest\* to the Service Final at Alain Ducasse at The Dorchester.
- Agreed number of 6 places\* at the AAE Gala Dinner.
- Access to AAE winners, through the RACA, for PR purposes, as appropriate and to be discussed on an individual basis.
- Opportunity to attend RACA Plenary Meetings and network with members of the RACA.
- Opportunity to update RACA members via e-mail (through the RACA office), as appropriate and to be discussed on an individual basis. N.B. Not to be used as a sales opportunity.
- Named contact at the Royal Academy of Culinary Arts.
- The Royal Academy of Culinary Arts is happy to discuss any other ideas on an individual basis and will endeavour to fulfil the sponsor's requirements if possible.

\* Number of places at the Finals and Gala Dinner dependent upon level of sponsorship.

The AAE Gala Dinner is regularly attended by such personalities as (Chefs) Phil Howard, Brian J. Turner CBE, Raymond Blanc OBE, Alain Roux OBE, Claire Clark MBE, William Curley MCA and more; and Front of House Silvano Giralдин (Le Gavroche), Sergio Rebecchi (Serenata Hospitality), Edward Griffiths (Gold Service Scholarship), Simon Girling (The Ritz London); Simon King (JKS Restaurants); David Morgan Hewitt (The Goring)