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KNORR BACKS THE NEXT GENERATION OF CHEFS

Knorr has announced the biggest ever investment in the Craft Guild of Chefs' Young National Chef of the Year competition, cementing its commitment to the future of the hospitality industry in its 175th year.

The trusted brand has pledged to help put the competition on its own platform to ensure that the entire industry takes notice of the talented young chefs that are set to shape the sector.

Stefan Horsnell, category marketing director at Unilever Food Solutions, says: "This is a big year for us. Not only is Knorr celebrating its 175th anniversary, but we're also going back to focusing on what we truly believe in – nurturing young chefs and supporting the stars of the future. Our industry is full of raw talent and Knorr's increased investment will help to raise the profile of Young National Chef of the Year so our young chefs can showcase their skills and get the recognition they deserve."

While flying the flag for junior chefs, Knorr will also continue its support of The National Chef of the Year Competition.

David Mulcahy, vice president of the Craft Guild of Chefs and organiser of the competition, says: "We're delighted that Knorr is continuing its support of these prestigious competitions. It's so important that we offer young chefs the opportunity to shine and provide them with a competition platform that competes with some of the best in the world. There will be a few changes to Young National Chef of the Year this year, all helping to raise its profile."

In this monumental year for the award-winning brand¹, Knorr will launch a series of added-value initiatives for chefs.

¹ Source: Knorr was voted Best Stock by over 300 chefs at Restaurant magazines' Chefs' Choice Awards 2013



Currently, Knorr is finding out from chefs their first memorable moments in the kitchen. Good or bad, Knorr wants chefs to share their 'first time' experiences online – with the first 175 chefs to win a free 1kg pack of Knorr Vegetable Paste Bouillon. Chefs should also look out for Knorr's special offers and on-pack promotions throughout the year that are a 'thank you' for their hard work and dedication in the kitchen (see www.ufs.com/uk/knorrbouillon for terms and conditions).

For more information on Knorr's Young Chef of the Year Competition and details on how to share your memorable moment, visit: www.ufs.com/uk/knorrbouillon

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