

# EATING THE

Future-Proof your kitchen

# GAP

**FOODPAIRING®**  
THE FLAVOUR INTELLIGENCE COMPANY

THE  
FLEMISH  
PRIMITIVES

**eit** Food

Official partner of the 2022  
World Cup of Culinary Arts



Partner information

## Fixing the broken food system

Agricultural practices are destroying forests and threaten biodiversity. Our food system is responsible for 25% of global CO<sub>2</sub>-emissions. While ⅓ of the food we produce goes to waste, 820 million people go to bed everyday with hunger. More so, 2 billion people are lacking in micronutrients, while 650 million people are obese. The hidden costs of this food system for our health and ecology loss are \$12 trillion per year and will grow to \$16 trillion (equaling the GDP of China).

Of course this wasteful system **cannot be sustained**. The food system should be taking care of us, the farmers, and the planet. Experts agree that encouraging people to adopt a more plant-rich diet is important to reduce the impact of food on the climate and improve your health.

Restaurants, food service and the food industry have an **important role** to play in guiding and educating this menu change. Chefs are the perfect ambassadors and educators to help people evolve towards a **more sustainable and healthy diet without sacrificing deliciousness**.





## About *Eating the Gap*

Foodpairing, the creator of the successful event '*Flemish primitives*', will, together with the European Commission & City of Ghent, organize "**Eating the Gap**". An international congress inspiring and empowering people through chefs towards healthy and sustainable food.

On stage we pair the world's best chefs with food innovators, showcasing and sharing knowledge on sustainable, healthy and future-proof food.

We look forward to welcoming **900+ food professionals, journalists, social media influencers and chefs** to spread the message to conscious people across Europe

## Reach

Eating the Gap is held during the 'Flanders Food Week', which features the world famous '**50 best restaurants**' ceremony the day after Eating the Gap and will attract journalists, chefs and food professionals from all over the world.

**180+ journalists** from culinary and mainstream press are expected. Additionally the message will be broadcast by **40 selected social media influencers** with a combined **reach of 1.2million people** in Europe.





## Our Themes

**Sustainable sourcing** - What strategies do chefs around the world apply, to adopt a seasonal and local cuisine? How can our industry support the variety and variability of plants, animals, microorganisms and biocultural systems linked to agriculture and food? How can we make our food system sustainable and provide access to new, exciting and tasty food from a diverse pool of selection?

**Fighting Food Waste** - What is food waste and what are by-products from our food system? How can we transform waste products into tasty and healthy food? What strategies from circular economy can we apply that not only improve the ecology, but also the rentability of our business?

**Healthier Meals** - How can you integrate allergen-free, diet sensitive dishes in your menu without compromising on taste or experience? How to implement personalized gastronomy for better health and enjoyment of your customers? How can new insights in fermentation improve health and taste? How can the taste of plant-based food be developed further?

**Restaurant 4.0** - Be ready to experience the future of food & how we feed the world in 2050. How will lab-grown meat taste? What strategies & technologies are next in foodtech? Imagine growing food everywhere: in your kitchen, on your roof, and... in space.





## Details

Where:

- Ghent - a forerunner in the promotion of sustainable food.
- Gent ICC - international convention center

When:

- 1st of June 2020

What:

- inspiring Keynotes at the center-stage
- 20+ break-out sessions by worlds' best chefs & local talent
- market place with tastings from startups and food industry.

## Our Offer

Package	Silver	Gold	Platinum	Ultimum
price (excl. Vat)	€4,950	€9,950	€11,950	€24,950
Marketing				main sponsor
logo on conference book & app	v	v	v	v
logo on website	v	v	v	v
name & logo in welcome speech	v	v	v	v
name & logo in closing speech	v	v	v	v
logo displayed between sessions		v	v	v
social media announcements			v	v
company link in newsletters 500K			v	v
30" video shown before keynote				v
logo on center stage (cont')				v
logo on attendee pass				v
Tickets to invite your clients				
free conference passes	15	25	30	50
Extra Visibility				
sponsor & contribute break-out session (option)		x	x	x
sponsor & contribute main-stage session (option)				x

## Personalize your partnership

We invite you to share your ideas on a customized partnership with us. This includes food supply, breakfast, lunch or the closing reception or other.. Share your ideas and we will propose a tailor-made partner deal.

## Be part of change, engage & become partner!

Get on board now.

Contact - [johan@foodpairing.com](mailto:johan@foodpairing.com) / +32 479 639866



Johan Langenbick



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from the creators of



powered by



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