



## II International Kremlin Culinary Cup IX International Exhibition “PIR. Hospitality Industry”



### POST RELEASE

The International Exhibition “PIR. Hospitality Industry”, held on October 4-7 2006, was a major event in the food and hospitality industry of Russia. Moscow gathered world leaders of the gastronomic, restaurant and hotel business to demonstrate professional skills and share experience.

“PIR. Hospitality Industry” is the most large-scale and popular event in the food industry and restaurant business. In 2006 it gathered over 38 000 visitors from Moscow, Russian regions, CIS and overseas countries. Over 450 companies from more than 25 countries of the world have presented a full range of their products and services designed for restaurant and hotel business.

This year the exhibition was visited by some of the most powerful people in Russia, which proves the exposition’s vital importance for the development of the whole region. Among the honourable guests one could see Head of the Public Catering General Office with the President Administration of the Russian Federation, Head of the Russian Chamber of Commerce and many others.

The PIR project has already had nine editions and has won popular love and respect. Next year the “PIR. Hospitality Industry” exhibition will mark its tenth anniversary!

### Event Program

The exhibition space of 33 000 sqm allowed to divide the exposition in several thematic zones: “Hotel equipment. Interior. Cleaning”, “Beverages for public catering enterprises”, “Foodstuffs”, “Restaurant equipment and technology”. Such a variety of topics shows the exhibition’s thematic diversity.

In the course of the four working days of the exhibition, from October 4 till 7, numerous events were held:

- International Kremlin Culinary Cup
- VII Russian Culinary and Service Championship:
  - Best Pizzeria Contest
  - Best Service Contest
- Restaurant Management School
- Hotel Management School
- IV All-Russian Culinary Congress
- Special program for pizza houses
- Kofefest PIR-SCAE
- Vinomania – PIR
- Best Hotel Room Interior Contest
- “Restaurant and Hotel Design: Concept of the Future” action
- “Find a Job” action

## **International Kremlin Culinary Cup**

One of the brightest events of the exhibition was no doubt the International Kremlin Culinary Cup (IKCC). The competition has gathered chefs and confectioners from over 20 countries of the world, i.e. Germany, France, Italy, Israel, South Korea, China, Malta, Thailand, Romania, Serbia, Lithuania, Estonia, Bulgaria, Ukraine, Kazakhstan, Iceland, Turkey, Great Britain, Belgium and Russia). Over 300 culinary professionals and 18 national teams have come to Moscow to show their skill and compete for the Grand Prix – a unique handmade Kremlin Cup.

In compliance with international rules, the IKCC set of contests encompassed three main categories: art-class, cold and hot display. Participants could compete both in individual and team contests (thematic display buffet, buffet with tasting and practical team contest for confectioners). The national teams' results were then calculated and the winner of the Grand Prix was announced.

IKCC Competitors were all respected chefs and confectioners with a good professional record.

*Head of the Italian national team – Sonia Re:*

*“I represent the Italian Cooks Professional Association team. All our team members are chefs at their restaurants. We participate in culinary competitions, in particular in the International Kremlin Culinary Cup, in order to bring to all parts of the world the taste and flavour of Italy that accompanies us every day and to make people love Italian cuisine. And of course we'd like to add to the competition some joy and harum-scarum touch so typical of the Italians. Seriously speaking, the main objective of our team and Association is to combine professionalism and simple ingredients, making culinary masterpieces out of ordinary products.”*

*Representative of the German national team – Thomas Ruprecht:*

*“I'm a professional cook and manager of an enterprise that counts around 100 employees. We prepare circa 3-4 thousand portions a day. I have come to this competition as a member of the German Cooks Federation team. We were inspired by the third place that we won at the European culinary challenge and we decided to come and compete here.”*

The jury panel consisted of experienced international judges, most of whom are approved by WACS. The chairman of the panel was Mr Gissur Gudmundsson (Iceland), the panel also included such distinguished persons as Mr Dumitru Burtea (Romania), Alexander Filin (Russia), Mr Kenneth Fraser (Great Britain), Hans-Dirk Halbfell (Germany), Mr Min Soo Kang (South Korea), Mr Jakob Magnusson (Iceland), Mrs Alla Mishina (Russia), Giorgio Nardelli (Italy), Mr Rodney Naylor (Great Britain), Stephane Pierre (Belgium), Elena Shramko (Russia) and Mr Joseph Vella (Malta).

*Gissur Gudmundsson: “There were a few things that amazed me. First of all, I admired judging vegetarian dishes. This category is rare at international competitions. Moreover, I liked Buffet with Tasting. It's a good idea to organize such a contest and to make a glass wall in the kitchen stations to allow the public see the teams at work.”*

The awards ceremony took place on October 7 at Crocus Expo Exhibition Center. The Grand Prix was won by teams who had earned the biggest number of gold medals and had scored the biggest number of points. These are the teams of the Italian Cooks Professional Association and the German Cooks Federation.

*Head of the Italian national team – Sonia Re:*

*“We are very happy and glad about our victory because we have tried really hard to win the first prize. We are full of joy!”*

*“Professionally, as well as personally, these people put all their heart in what they do. In order to participate in such competitions one should be not only a talented cook but also an easy-going person, part of the team, one should be able to resolve problems and to tune to foreign mentality.”*

*Head of the German national team – Uwe Staiger:*

*“Finally our team, the Meistervereinigung gastronom and the German Cooks Federation are very proud to bring the Kremlin Cup again to Germany. It is a big success to win more gold medals than all teams, including the teams of the last year. You can see about this the quality of your contest is improving year by year. After winning the team contest in Erfurt 2000 at IKA and the vice-world championship in Luxembourg in 1998 the winning of the Kremlin Cup is one of the brightest highlights in our history.”*

## **VII Russian Culinary and Service Championship**

The VII Russian Culinary and Service Championship, which encompassed two contests: Best Pizzeria and Best Service, - had become to be an independent part of the International Kremlin Culinary Cup. The judging criteria for the Best Pizzeria were worked out by Italian judges: Marco Adorni, Franco Cardelli and Enrico Bianchini. They put an emphasis on the simplicity and speed of the pizza preparation, good taste and versatility. Gold medals were granted to the Napoli pizzeria (Velikiy Novgorod) and the Dolce Vita pizzeria (Sochi).

The Best Service was a new contest for us. The jury panel included: Thomas Goerke (Germany), organizer of the Couvert D’Or contest; Marina Bezfamilnaya (Russia), president of the Siberian Hospitality Association; Vladimir Burkovskiy and Zufar Gayazov, famous Russian restaurant owners. Silver medals were granted to Vitalich restaurant (Nizhniy Novgorod) and Art-Kofe restaurant (Kazan). By the ruling of the jury panel, no gold medals were awarded.

## **Management Schools**

Over 800 representatives of restaurant and hotel business became participants of a special training program, whose main part was the Management School. A series of conferences and seminars helped to share experience on how to improve the performance of a hotel or restaurant, to enroll, train and motivate staff, etc. The moderator of restaurant conferences was Igor Bukharov, president of the Russian Restaurateurs and Hoteliers Federation. Hotel conferences were guided by Tatyana Gostenina, vice-president of the Russian Restaurateurs and Hoteliers Federation and director general of the Hospitality Management Group, as well as by Vadim Prasov, vice-president of the Russian Restaurateurs and Hoteliers Federation and director general of the Hospitality publishing house.

## **IV All-Russian Culinary Congress**

The IV All-Russian Culinary Congress embraced over 80 seminars and master-classes, devoted to the most urgent problems of restaurant cookery and confectionary. The question “How to improve efficiency?” was being answered by the leading experts of the ‘Exclusive’ Center of Culinary Craft and the best chefs of the National Chefs Guild of Russia. For the first time ever, visitors could not only participate in the seminars and master-classes but also to taste the dishes, prepared during the presentations, in a specially equipped tasting hall.

## **Kofefest PIR-SCAE**

Kofefest PIR-SCAE, a joint program of the Speciality Coffee Association of Europe and the Information project 'PIR', encompassed not only seminars and master-classes but also Russian Championships:

- Moscow Regional Qualifying Stage of the Russian Barista Championship 2007. Finalists will represent Moscow at the Russian Barista Championship (May 2007, Moscow). The winner of the Russian Barista Championship will represent Russia at the World Barista Championship (July 2007, Tokyo);
- Russian Latte Art Championship 2006 - qualifying stage of the World Latte Art Championship 2007. The winner of the competition will represent Russia at the World Championship on 18-20 May 2007 in Belgium;
- Russian Coffee and Alcohol Championship 2006 – qualifying stage of the World Coffee in Good Spirits Championship 2007. The winner will represent Russia at the World Championship on 18-20 May 2007 in Belgium.

The honourable guest of the competitions, world barista champion Tim Wendelboe (Norway), held two master-classes: “Cappuccino of the world standard” and “Espresso of the world standard”. Furthermore, the winner of the World Coffee in Good Spirits Championship 2006 Anna Serova (Russia) showed her skill of the Irish coffee preparation.

## **Vinomania – PIR**

For the second year in a row the Vinomania – PIR joint project offered the exhibition visitors an opportunity to talk to representatives of wine companies operating in the HoReCa market. Tastings, discussions of beverages' assets and drawbacks with representatives of wine houses – all these things facilitated the creation of restaurant and hotel wine cards.

Moreover, visitors were traditionally offered a rich program of professional seminars in the restricted Vinomania-PIR zone. This year the participants of the program studied the ways of improving restaurant's performance figures.

The first block of seminars, Wine Section, was guided by Irina Drubachevskaya, leading instructor of the Nostalgie wine and high gastronomy school, author of the book “Wine. To know, to understand, to feel”. Mrs Drubachevskaya covered such topics as: effective combination of drinks and dishes in a restaurant, necessity of a sommelier in a restaurant, creation of a sorted wine card. Furthermore, participants had a chance to learn how to serve different wines at a seminar held by the DP Trade Company.

The second block of seminars, Spirits Section, was guided by Vladimir Vorozhba, principal of a bartender's school. Mr Vorozhba touched upon the following topics: how to earn on exotic spirits in a restaurant, how to create and sell alcohol cocktails in a restaurant.

In addition, visitors had a unique opportunity to talk with producers and creators of exquisite beverages at the following tastings, organized by Vinoteka: product line of Pierre Croizet cognac house, Marquise de Livry Armagnac, Castarede House's wines and Chateaux du Prada Armagnac.

## **Best Hotel Room Interior Contest**

The Best Hotel Interior Contest had already become traditional for the “PIR. Hospitality Industry” Exhibition. The project was supported by the Russian Restaurateurs and Hoteliers Federation, the Hospitality publishing house and the Russian Hotel Association. The main objective of the project was to show the latest trends in the hotel room design. This year competitors were asked to recreate a double room of a resort three star hotel for a middle class married couple. Every room was accompanied by a detailed description and cost evaluation. The rooms were judged by such hotel design experts as Mr Loktev, famous Moscow architect, author

of the Marriott hotel chain buildings in Moscow; Mr Grundtman, designer of the Marriott hotel interiors; Mrs Gostenina, vice-president of the Russian Restaurateurs and Hoteliers Federation and director general of the Hospitality Management Group; Mrs Farafonov, chief editor of the 'Hotel and Restaurant' magazine. According to the jury, the best room interior was designed by the last year winner Anastasiya Kozeltseva.

## **Restaurant and Hotel Design: Concept of the Future**

Organizers of the initiative offered an unrivalled opportunity for young designers to show their works, to outspoke for themselves and start a professional career. Students of Moscow Architectural Institute and Moscow Artistic and Industrial Institute (MAII) displayed artistic architectural concepts for hotels and restaurants specifying the landscape design around the building, floor plans, interiors, equipment, furniture, dishware, uniform and other accessories necessary to create a single style of the building. The winner of the contest was Yulia Butyrina, four year MAII student.

## **Round table on smoking restrictions**

The Russian Restaurateurs and Hoteliers Federation and the NGO Social Initiatives Center (Moscow) organized in the framework of the exhibition a round table titled: **“Legislative initiatives in the field of smoking restrictions in restaurants, cafes, bars, hotels and public recreation zones”**. The discussion was attended by representatives of Russian and Moscow legislature, president of the Russian Restaurateurs and Hoteliers Federation, top managers of the major restaurant holdings Rosinter Restaurants and ARPIKOM as well as famous Russian restaurant and hotel owners. In the course of a dynamic debate, several representatives of the Russian Restaurateurs and Hoteliers Federation decided to enter the State Duma public council for smoking restriction questions.

For the first time in the framework of the 'PIR. Hospitality Industry' Exhibition a promotional action “Find a job” had taken place. The action was meant for hotel and restaurant industry players. The job offer and demand boards allowed over 2000 specialists to place their resumes and permitted restaurants and hotels to put up job announcements.

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