



Post-event Report

Worldchefs Congress & Expo 2026



PASTURE. PASSION. PLATE.

Executive Summary & Agenda

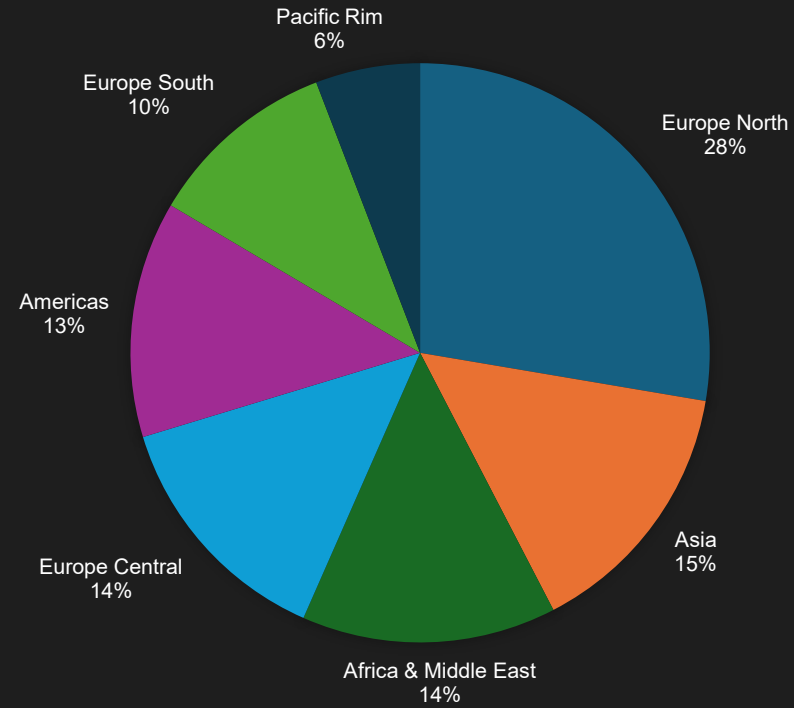
Worldchefs Congress & Expo 2026 brought together 959 attendees from more than 70 countries. The event delivered over 11.5 million social media impressions, reached more than 584,000 people on-site, attracted 263,537 website visitors throughout the campaign, and generated 162 media mentions. Delegate and stakeholder feedback was overwhelmingly positive, recognizing the quality of the Congress program, event operations, Global Chefs Challenge, and digital engagement tools. This report presents the key performance results, communications impact, lessons learned, and recommendations to support planning for future Worldchefs Congresses.

1. Attendee Result
2. Global Chefs Challenge Finals Highlight
3. Communications Campaign Achievement & Result
4. Lesson to learn
5. Attendee Feedback

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Congress Attendance Result

PAID ATTENDEES BY REGION



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WORLDCHIEFS
**CONGRESS &
EXPO WALES**
16-19 MAY 2026



PASTURE. PASSION. PLATE.

Official Promo Video



Watch Video: https://youtu.be/sF4CeQg_cd8?si=Knp2qB3lYoZztnjm

Website

The biennial event for industry leaders and culinary innovators

Network and expand your professional bonds with the most influential culinary body worldwide. Join us for Worldchefs Congress & Expo 2026, taking place 16–19 May 2026 in Newport, Wales. This edition's theme, **'Pasture, Passion, Plate,'** celebrates the journey of food from its origins to the final dish and highlights how food connects us all—from farm to fork, across borders and cultures. Don't miss this opportunity to be part of a global gathering that shapes the future of food.



98

years in the making

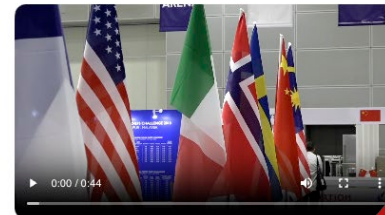
The first Worldchefs Congress was attended by 65 delegates from 17 countries. It was there that August Escoffier was named honorary President. A hallmark tradition since its inception in 1928, Worldchefs Congress & Expo have been organized in 40 cities to date.

Today, Worldchefs Congress & Expo brings together a global body of hospitality professionals, representing 110 national chef associations from around the world.

[Learn more](#)

72

competitors in the Global Chefs Challenge

[Meet the competitors](#)

Discover Wales

Worldchefs is delighted to welcome you to the breathtaking landscapes of Wales. Our host city, **Newport**, is a city and county borough in Wales, situated on the River Usk close to its confluence with the Severn Estuary, 12 mi northeast of **Cardiff**. With its rich culinary heritage and warm hospitality, explore a land of timeless traditions, innovative cuisine, and natural wonders waiting to be discovered.

[View the City Guide](#)

Pre-Event Comms



14+ speaker
videos



17+ competitor
videos

3
Young Chefs
Videos

Podcast Feature: Arwyn Watkins

A Welsh Welcome: Bringing Worldchefs Congress 2026 to Wales with Arwyn Watkins OBE

02nd October 2025

On this episode, Ragnar speaks with Arwyn Watkins OBE, President of the Culinary Association of Wales and the driving force behind bringing the Worldchefs Congress & Expo 2026 to the UK for the first time in its 98-year history. Arwyn has played a significant role in Wales' culinary scene, from coaching their junior team to a gold medal at the Culinary Olympics in 2004 to leading the successful bid to host Worldchefs' landmark event.

Worldchefs Congress & Expo 2026 promises to be an unforgettable showcase of the country's culinary identity, with networking, educational sessions, competitions, a world-class expo, and more. Tune in to hear Arwyn share the vision for the 2026 Congress, including the theme "Pasture, Passion, Plate," immersive experiences for young chefs, and how Wales' unique food, culture, and heritage will shape this global gathering on Episode 134: A Welsh Welcome: Bringing Worldchefs Congress 2026 to Wales with Arwyn Watkins OBE.

TUNE IN AND LEARN:

- **A Warm Welsh Welcome:** Explore how Worldchefs Congress 2026 will showcase Wales' rich heritage, iconic food and drink, and warm hospitality.
- **Pasture, Passion, Plate:** Discover the meaning behind the Worldchefs Congress & Expo 2026 theme and how it reflects Wales' culinary identity and culture.
- **Opportunities for Young Chefs:** Learn how the Young Chefs Program will provide transformative experiences, including cultural immersion activities and networking sessions, shaping the careers of the next generation.

Resources

In this episode, Arwyn Watkins OBE, President of the Culinary Association of Wales, shares the vision and what's in store for Worldchefs Congress & Expo 2026, taking place from 16-19 May, 2026, in Wales.



At the event, network and expand your professional bonds with the most influential culinary body worldwide. Over four inspiring days, you'll experience world-class educational sessions led by Michelin-starred chefs like Sian Wyn Owen and thought leaders including Rich Rosendale, Kris Hall and many others. Discover the industry leaders ready to share their insights – explore the Speakers.

Take part in exciting talks and networking sessions, witness the Global Chefs Challenge Finals, discover an impressive and curated expo, check out the exciting young chefs program, and more – explore the Program.



Watch Video:

<https://youtu.be/5zHwyXmBW9M?si=WnKARymuJVBVLrFZ>

Worldchefs Magazine: Issue 32

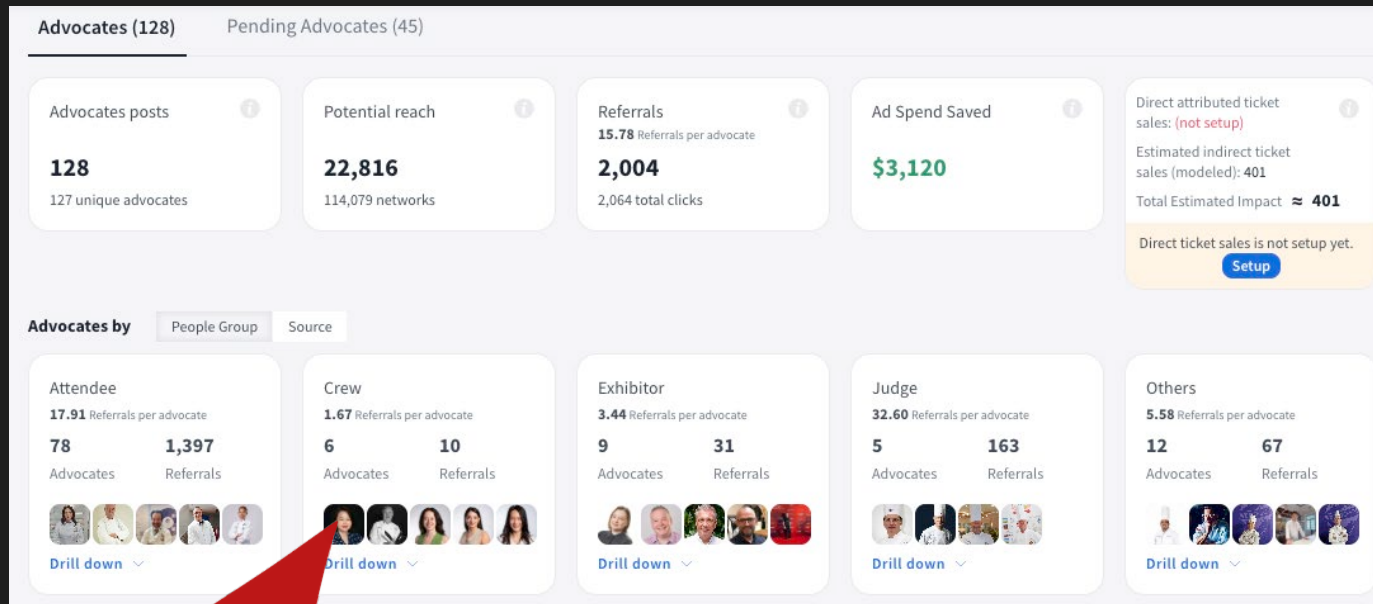


Official Recap Video



Watch Video: <https://youtu.be/gSToiWYRCds?si=RVaZgcY-SyobyB6z>

Premagic: Social Media Posters



- Over 2,000 referrals (visitors to our website)
- 128 people reshared the posters
- Over 22,000 potential reach



Memento: AI Photo Distribution

Commitment

User engagement metrics

360

Total registered users ⓘ



326

Active users with photos ⓘ



67.2%

User engagement rate ⓘ



Photo efficiency

Photo delivery performance metrics

6.1K

Photos captured and uploaded ⓘ



3K

Photos delivered ⓘ



1.5K

Photos shared or downloaded ⓘ

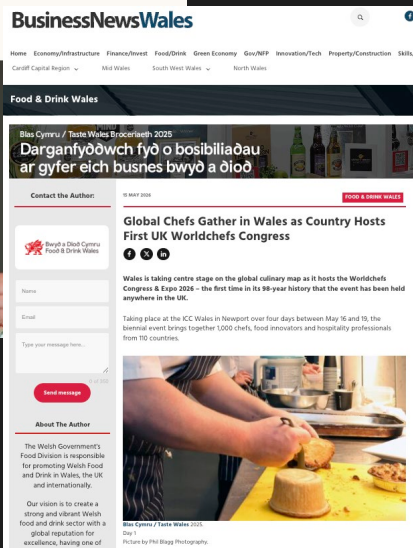
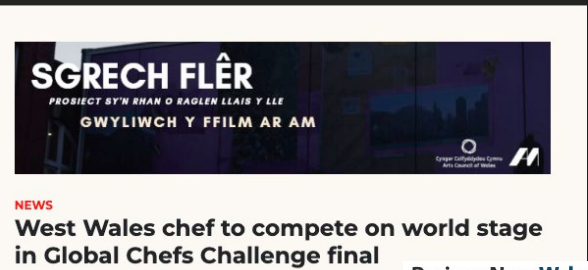


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Media Coverage

162
MEDIA
MENTIONS



Home > Eat & Drink > News 8

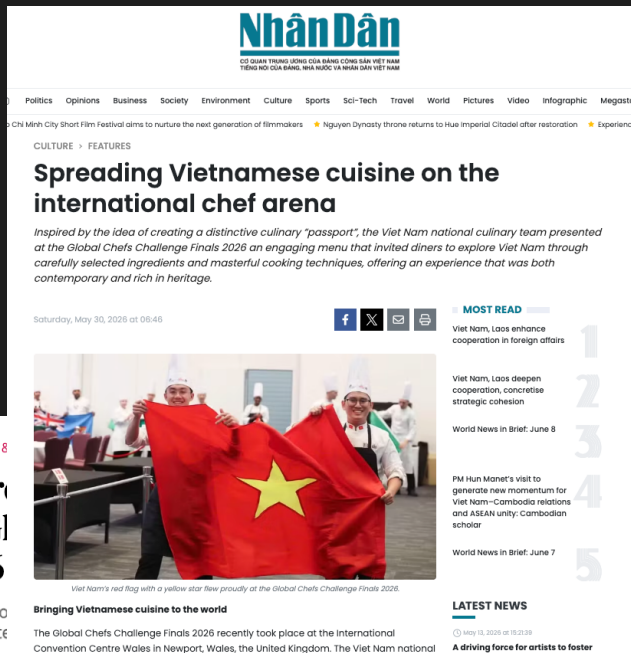
Team S'por Places At GI Finals 2026

Two chefs from Singapore
Finals 2026, a major inte

Izza Haziqah Abdul Rahman
25 May 2026 at 19:00

+ Set 8days as your preferred source on Google

Global Chefs Challenge Global Chefs Challenge Finals 2026 Singapore chefs Team



OFFICIAL NEWS OFFICIAL DOCUMENTS POLITICS ECONOMY

gastro-tourism potential showcased at international exhibition

Print A A



Baku, May 20, AZERTAC

Global Chefs Challenge Results PR

- 992 web views
- 2,397 engagements on socials
- 34,086 impressions
- 8,538 opens - EDM

Home > News > Global Chefs Challenge 2026 Results Are In: Celebrating Top Culinary Talents from Across the Globe



Global Chefs Challenge 2026 Results Are In: Celebrating Top Culinary Talents from Across the Globe

Read time: 4 Min

Global, 20th May 2026

Global Chefs Challenge 2026 Results Are In: Celebrating Top Culinary Talents from Across the Globe

Newport, Wales, 20th May 2026 – The Worldchefs Congress & Expo 2026 in Newport, Wales concluded with the announcement of the Global Chefs Challenge 2026 results, closing four days of top-level competition and showcasing some of the world's most talented culinary professionals. Chefs from across the globe competed across four categories, each challenging competitors to demonstrate technical expertise, creativity, and precision.

A leading international competition, the Global Chefs Challenge has become a prestigious event for chefs to test their skills and bring their best work to the table, setting a standard for excellence within the industry.

The winners of each category are as follows:

Global Chefs Challenge

- **Winner:** Giuseppe De Vincenzo, Italy
- **1st Runner Up:** Tommy Jespersen, Denmark
- **2nd Runner Up:** Stanton Wong Hau Zhe, Singapore
- **Best Fish Award by Sterling Halibut:** Tommy Jespersen, Denmark
- **Nestlé Professional Green Spatula Award:** Tommy Jespersen, Denmark
- **Anchor Food Professionals Award for Best Dessert:** Giuseppe De Vincenzo, Italy

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Post-Congress Summary PR

- 158 web views
- 169 engagements on socials
- 3,295 impressions
- 11,968 opens - EDM

Home > News > **A Historic UK Debut: Worldchefs Congress & Expo 2026 Welcomes 950+ Chefs and Industry Professionals to Wales**



A Historic UK Debut: Worldchefs Congress & Expo 2026 Welcomes 950+ Chefs and Industry Professionals to Wales

Read time: 11 Min

Wales, 02nd June 2026

The 41st edition of the biennial Worldchefs Congress & Expo brought the largest global event for chefs to the UK for the first time in its 98-year history, with delegates from 65 countries coming together in Newport from May 16 to 19, 2026.

Paris, France | 2 June 2026 – The 41st Worldchefs Congress & Expo, the landmark event for the international chefs community, was held in Wales from May 16 to 19. Organized by the World Association of Chefs' Societies (Worldchefs), the largest international membership organization in the hospitality industry, the four-day biennial tradition received acclaim for its 2026 program, bringing together chefs, educators, and hospitality professionals from 65 countries.

Worldchefs Congress & Expo 2026 marked the first time the event has been brought to the UK in its 98-year history. Hosted by the Culinary Association of Wales (CAW) at International Convention Centre Wales (ICC Wales) in Newport with the support of chefs from the Home Nations, 959 industry professionals from around the globe attended throughout the four days.

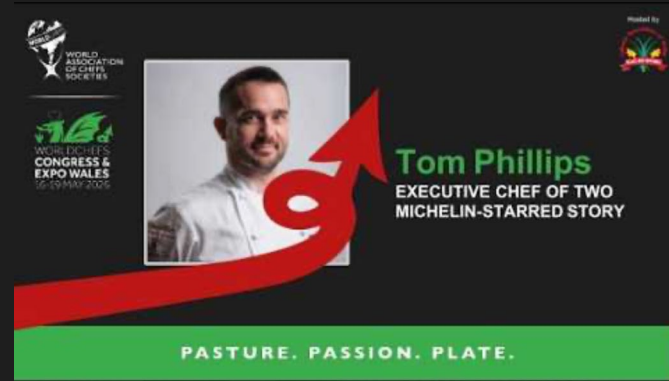
Coming together under the banner 'Pasture, Passion, Plate,' the 2026 Congress celebrated the journey of food from its origins to the final dish and how it connects people, from farm to fork, across borders and cultures. A dynamic program explored key issues in hospitality and food systems, giving delegates the opportunity to network with international colleagues, engage with a stellar line-up of expert speakers, watch the world's top chefs compete in the Global Chefs Challenge Finals, and experience a wide range of exhibits in the Expo.

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Check Out the YouTube Playlists



Day 1



Day 2



Day 3



Day 4

Watch Video:

<https://www.youtube.com/@worldassociationofchefssoc133/playlists>

Discover the Full Photo Album

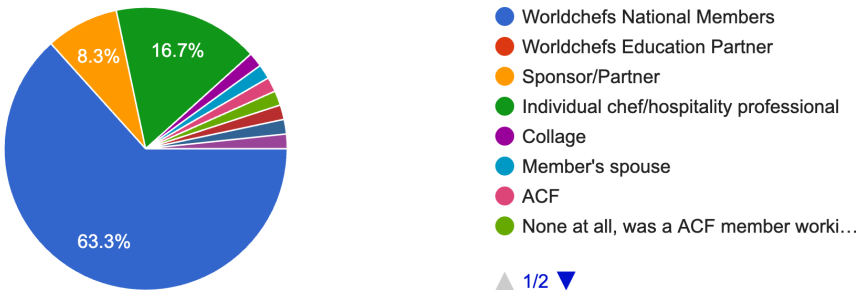
Worldchefs Congress & Expo 2026

[CLICK TO VIEW
HERE](#)

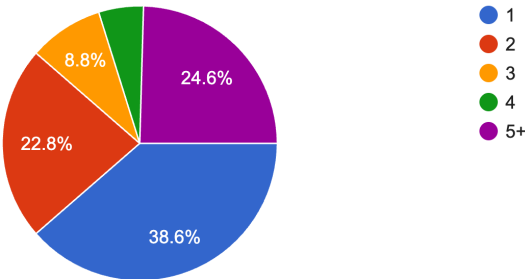


Congress Attendee Feedback

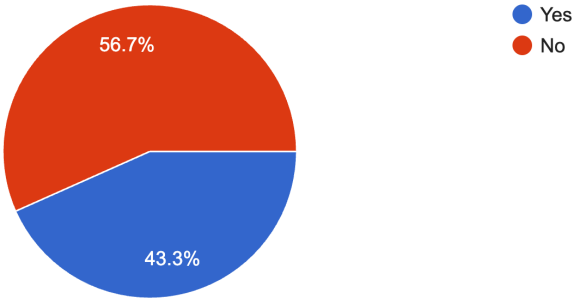
Are you a member of:
60 responses



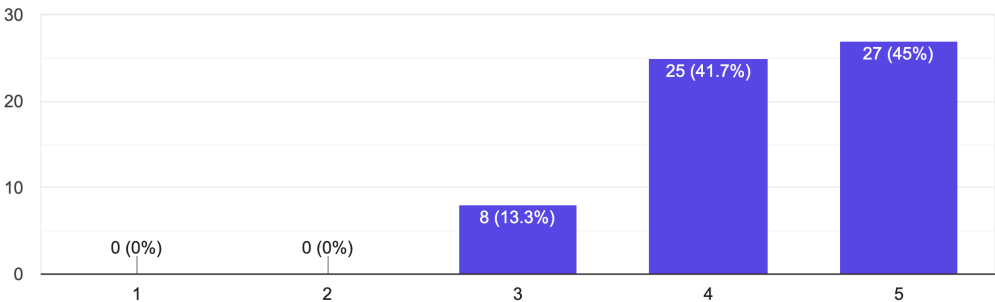
How many Worldchefs Congresses have you attended?
57 responses



Was this your first Worldchefs Congress?
60 responses



Overall Congress experience
60 responses

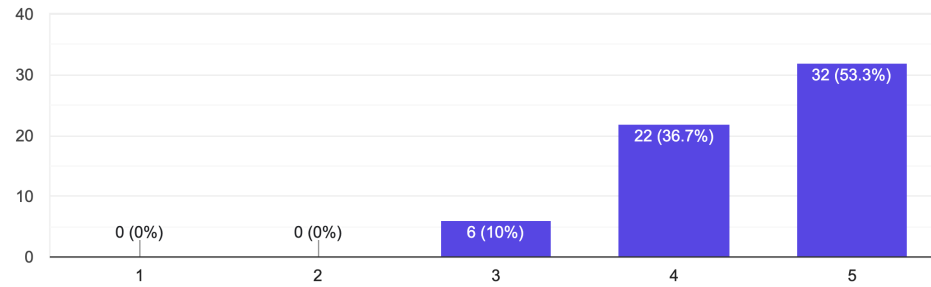


Scale 1 – 5: Very Poor / Poor / Average / Good / Excellent

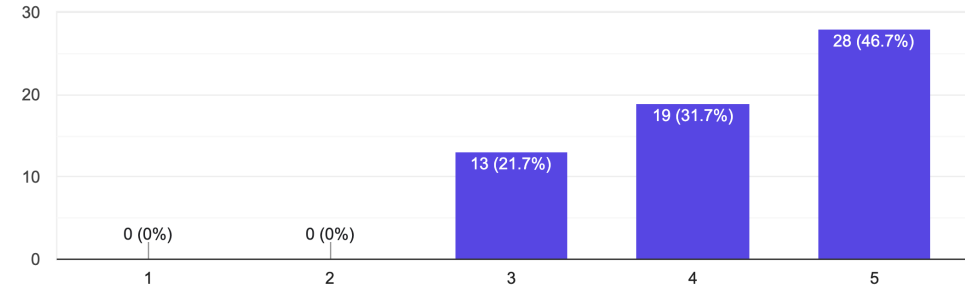
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Congress Attendee Feedback

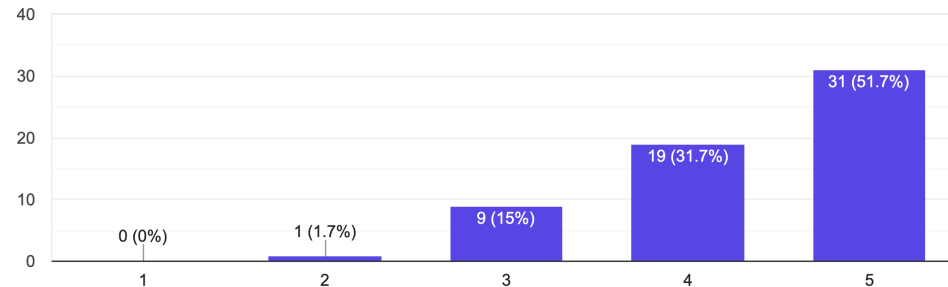
Overall organization
60 responses



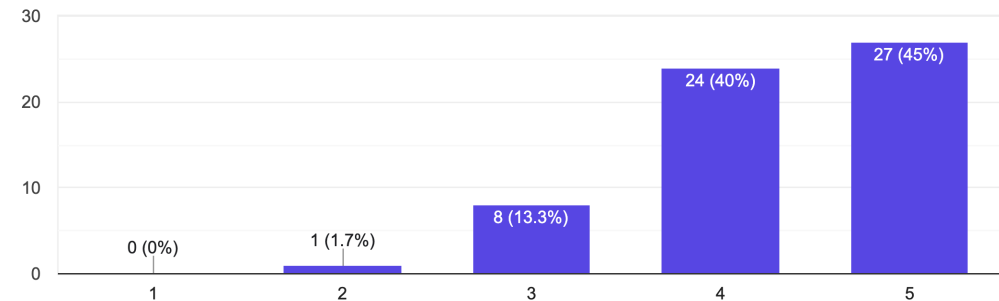
Congress program and schedule
60 responses



Quality of speakers and presentations
60 responses



Topics covered during sessions
60 responses



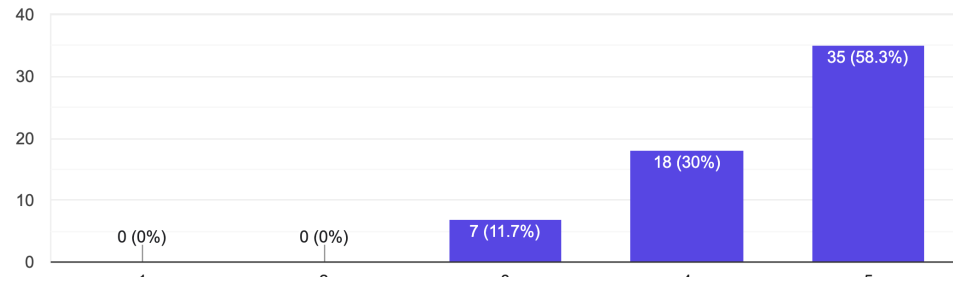
Scale 1 – 5: Very Poor / Poor / Average / Good /
Excellent

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Congress Attendee Feedback (cont.)

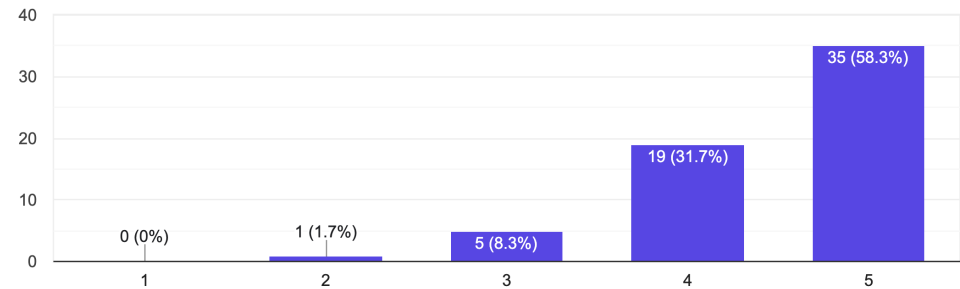
Networking opportunities

60 responses



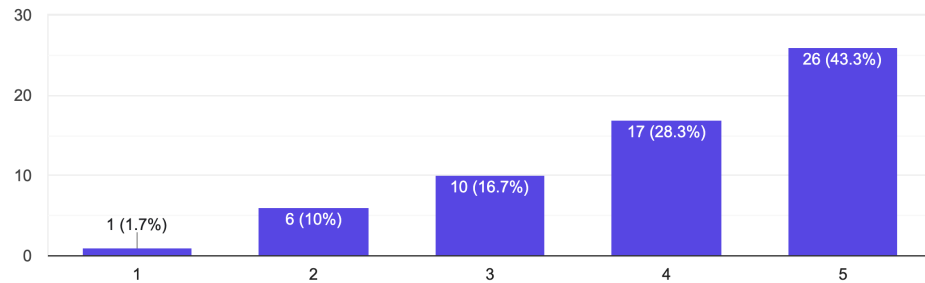
Venue and facilities

60 responses



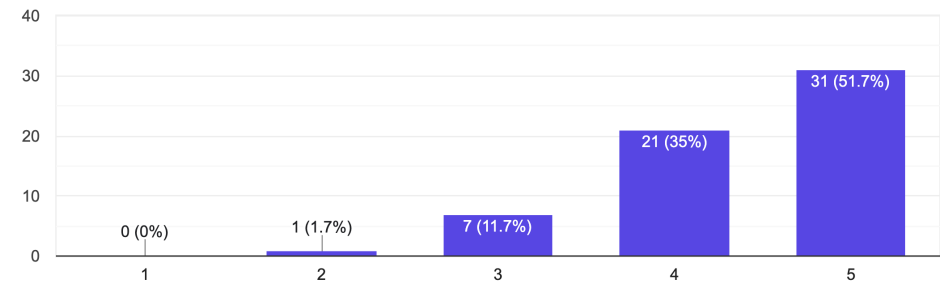
Food and beverage experience

60 responses



Social events and receptions

60 responses



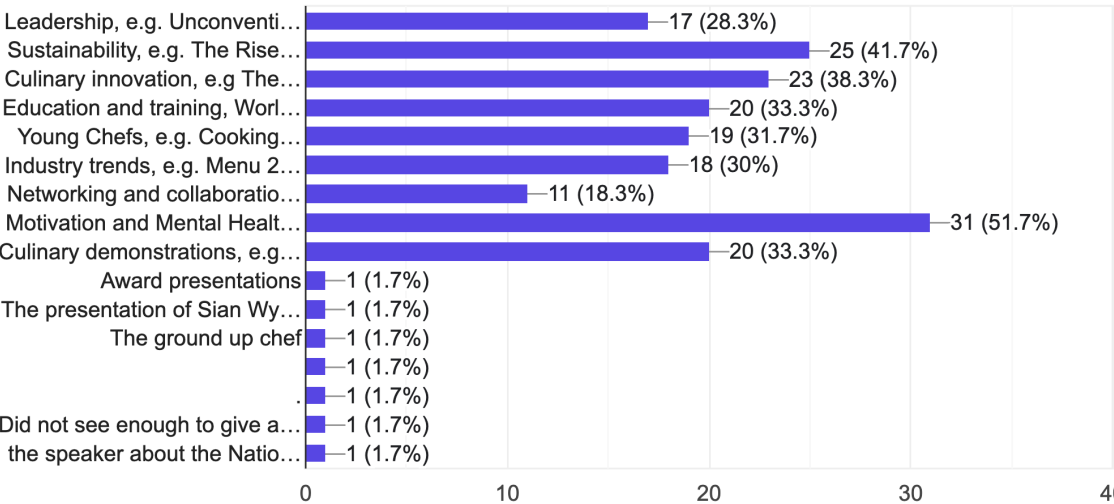
Scale 1 – 5: Very Poor / Poor / Average / Good /
Excellent

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Congress Attendee Feedback (cont.)

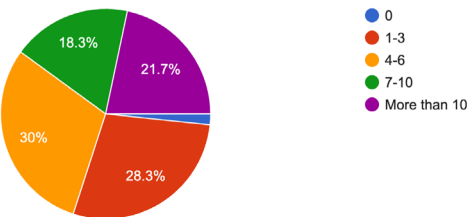
Which topics or sessions did you find most valuable? Select up to 3.

60 responses



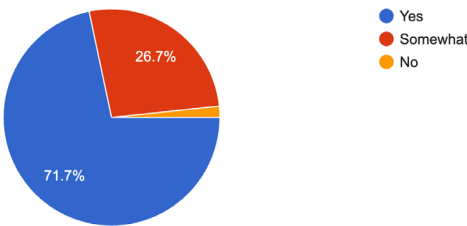
Approximately how many new contacts, leads, or potential partners did you meet?

60 responses



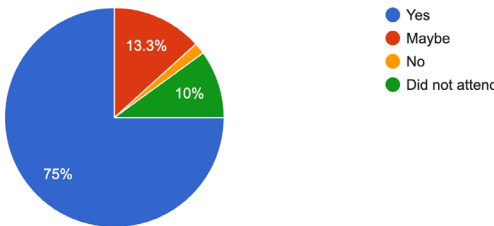
Did you make valuable new professional connections during Congress?

60 responses



Would you like Worldchefs to continue dedicated Leadership Sessions for associations, committees, and volunteers?

60 responses

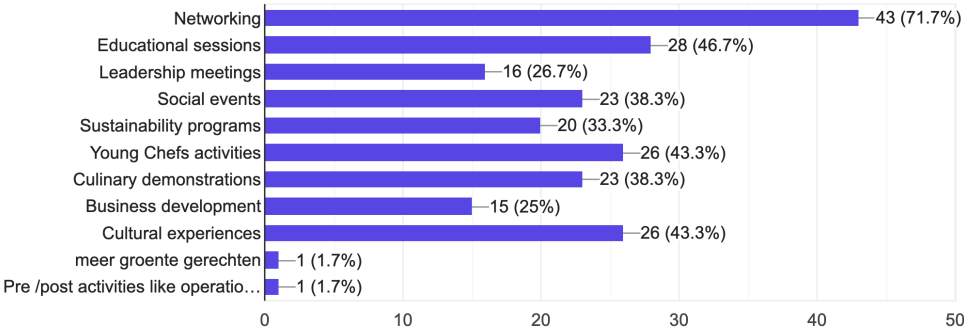


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Congress Attendee Feedback (cont.)

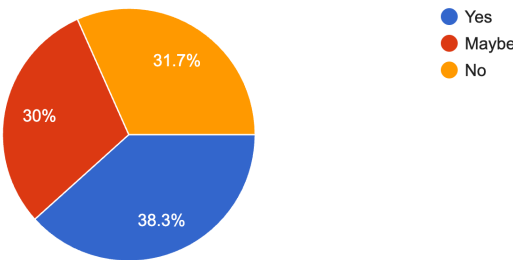
Which elements are most important for your future Congress experience? Select up to 3.

60 responses



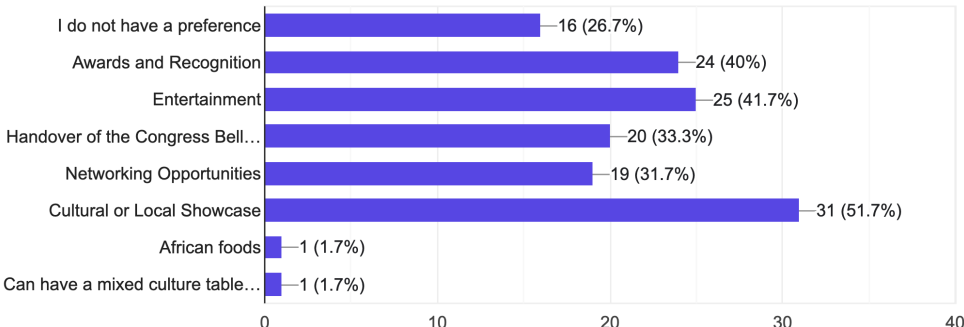
Would you support a shorter Congress format (Up to full 2.5 days of instead of 4 morning only days)

60 responses



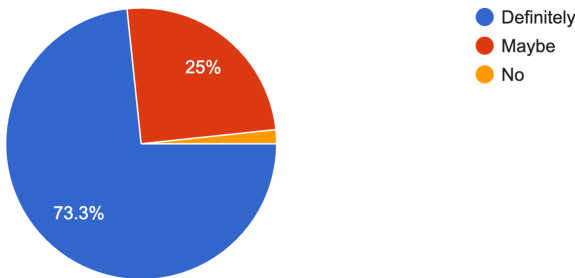
What would you like to see featured at the Gala Dinner? Select all that apply

60 responses



Would you attend the Worldchefs Congress 2028 in Paris?

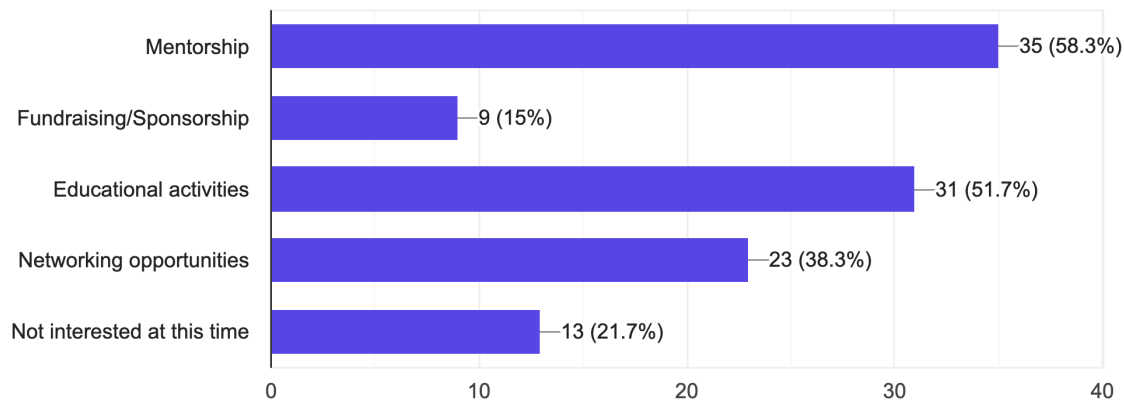
60 responses



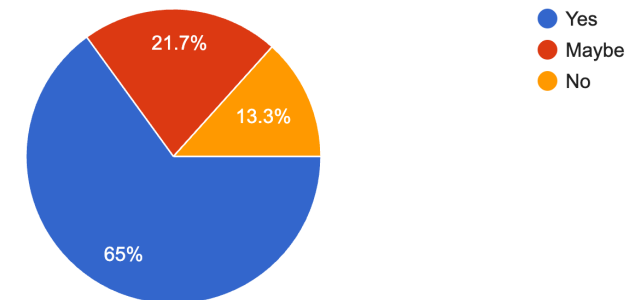
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Congress Attendee Feedback (cont.)

Would you be interested in supporting Young Chefs initiatives in the future? Select all that apply.
60 responses



Would you like to participate in future sustainability activations such as Feed the Planet, a Worldchefs initiative that educates, empowers, and...action and behavioral change in EU food systems?
60 responses



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Congress Attendee Feedback (cont.)

What was the most valuable part of your Congress 2026 experience in Newport, Wales?

	Networking	To know through chefs the future trends of the industry	Meeting chefs around the world
Presentations and Culinary competitions	Getting connected to other chefs	Competition pieces and dishes	New knowledge and meeting new friends
It was a very well-organized Congress.	communication, new contacts	Networking, getting involved with Worldchefs in an active role, experience of Wales, competition, and education.	The last day of the General Assembly
The speeches of Charles, Andy and the burned Chef	most meetings	New poeple I met and the connections I got.	Welsh Hospitality and the sessions
Meeting interesting Chefs from all over the world and making good connections.	networking	The most valuable part of my Congress 2026 experience in Newport was the opportunity to learn from and observe leading culinary professionals from around the world. The demonstrations, presentations, and panel sessions provided deep insights into global standards, pastry innovation, and evolving trends in culinary education. As a culinary educator, I found this exposure especially impactful, as it has given me fresh ideas and practical knowledge that I can adapt into my teaching, curriculum development, and student training back in Lagos. The experience has broadened my perspective on how to deliver more globally relevant and competitive culinary education.	Network
networking	I enjoyed the information, food & fellowship		new parteneship
All was good but can be improved	netwerken		Competitions and networking.
Young Chef	education, networking, learning about what world chefs does		The presentation by Sian Wyn Owen
Food and beverages was excellent specially halal option	Meet other chefs and follow up the 2 young chefs that I had with me to the congress	The Welsh Hospitality and exposure to the Welsh Food and drinks	educational program
Fiji to take first time in congress and Fiji receiving silver and bronze medal together with President Medal	Being in community with so many likeminded people from all over the world who all have ideas on how to move the industry forward.	Networking, Gala Dinner	
just getting a feel for what topics/programs chosen and why	Combination off the congress,and the global chef	meeting as many people as possible, giving our presentation	
The most valuable part of the Congress was the opportunity to connect with international hospitality professionals and exchange ideas relevant to the Polish gastronomy sector. Learning about new trends, sustainable practices, and successful business models provided inspiration and practical knowledge that can be implemented in Poland	Networking, Gala Dinner, cooking demonstrations,	Connection, interaction, Host culture, camaraderie	
Meeting so many Chefs from around the world	See all chefs and friend from all over the world	network	
Competitions	Feedback with the pastry judges	The possible to meet other teachers in restaurant schols	
Having the opportunity to meet with other professionals and create lifelong friendships and partnerships and it was important to see that no matter where we on the world we are together	The Facilitator in different fields, food and competitions	Competition	
the opportunity to meet experts and discuss with them	Identifying the Welsh Culture including Food & Beverage And Networking	The Michelin Star chefs speech and discussion about future	
	Seeing everyone from all over the world	Global Chef Challenge competition	
	The gathering of different cultures, networking and witnessing the motivation of the young chefs	to see what happens in other countries	

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Congress Attendee Feedback (cont.)

What is the one thing that makes the difference to you to attend Worldchefs Congress 2028 in Paris, France?

Price	Biggest thing for me is timeing, . I want to go more now that I attended the first one and have every intention on being at the next one in Paris in 2 years	Personal and authentic stories	The community and the nostalgia
More advertising	program and price	innovation and creativity	Feed the Planet Committee
-	Returning guest speaker part 2	Exposure Network Exchange of ideass	Moving the competition is a good idea.
recognition of my contributions sa an cative memeber of the Sustainability Committee and as adedicated engaged member of the world Chefs Day Committee	More educational activity for everyone and young chefs especially	Enhancing knowledge, keeping abreast with trends	Enhanced culinary experience
socializing with colleagues from all over the world	is where the Worldchefs started and be part of the 100 year's celebration	For the 100 year celebration. It needs to be huge!	reasonably priced accommodation closer to venue
If my husband attends	Visa assistance	The lack of global chefs competition and few other things like if there's time etc.	hotel close to the city
network	REconnect	The deciding factor for me would be a program that delivers strong practical value—especially in pastry innovation, culinary education, and globally relevant training standards. I am particularly interested in sessions that provide actionable insights I can directly apply to curriculum development and student training. Equally important is the opportunity for intentional networking with industry leaders and fellow educators, creating space for collaboration and professional growth.	Expecting the monopoly of food in France
keep the price fair	Timing		100th anniversary
I would like more food stands and producers	Finances		
Cost/budget	I believe it is informative, educational and sharing the trend.		
A special program	Accessibility to a hotel closer to the conference ... Celtic was not bookable even 3 months in advance so clearly if you were not part of the chosen elite then good luck	Inspire chefs through our presentation, meeting	
100's celebrations, culture event, gala dinner		affordability, over all cost when you are paying for yourself than organization or establishment.	
Will be a historic event, I hope all the chefs come to Paris. About one thing that makes the difference could be the ease of getting to and staying in Paris	The one factor that would make the biggest difference for me to attend Worldchefs Congress 2028 in Paris is the opportunity to gain practical insights that can be directly applied to the Polish gastronomy sector. Access to innovative culinary trends, sustainability solutions, and successful hospitality practices, combined with high-level networking opportunities, would provide significant value for both my professional development and the growth of the industry in Poland.	election of new president	
New conections		a country close to Sweden	
Meeting and networking with culinarians across the continent	To see and meet Chefs and Colleagues again	List of speakers	
It's the Centenary year & 10 years as an World Chefs Approved International Judge	It is is Paris! Also the food should be significantly better than UK	The 100th year and the place where they have started it	
Not sure at the moment		invitation	
Workshops for attendees in additions to keynotes	Cost and Location	Travel expenses	
		Price and richness of program	

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Congress Attendee Feedback (cont.)

Additional comments or feedback

Must be a special edition

Everything was amazing, but I would love to engage more whit young chefs and become mentor to others Latvian young chef participants.	I really loved the experinece and was really glad to see how well eveything was organized.	This was my first congress, I was only there for the first two days, it was an interesting experience for me, but it's a bit difficult to get to such a location, it's good when the airport is in the city where the congress is held
Overall the Worldchefs Congress in Wales was an event to remember.	The Congress provides a unique opportunity to network with likeminded people, innovators and industry leader's in the hospitality and development field. It is a privilege to attend.	Price ceremony during the galadiner was perfect
Embassy needs to consider full experiences paid trip for young chefs who don't have sufficient savings in your bank account.	Sponsorship, WACS office Team and partners	Sustainable - with water in alu cans on the corridor
You are all wonderful people. And it is great to work with such dedicated and appreciative professionals. Thank you again for this great experience. Chapeau! Chapeau! Chapeau!	Looking forward for a great show in Paris.	Thanks for all the effort and continuous support!
Food was just ok. Presentation, viscosity, textures, and menu was great. Just the flavors, moisture, and seasoning wasn't that great.	The overall experience as a congress was exceptional good.	Great job
sell world chefs logo items	Tea & Coffee Breaks should be a bit longer to enable us to network better	It was a wonderful 👍 experience of my life time especially the different cuisine , lunch and dinner served were fantastic.I love 🍷 it
The congress was interesting. Pherhaps you can do the lunch buffet smaller so we dont western so much food..	everything was geat	As the Only (Sri Lankan Nationality) World Chefs approved International Judge in Hot Cooking / Culinary Arts & Vegan / Plant Base - I would like to be in the Judging Panel at the 2028 Paris Congress. I have also judged IKA - Culinary Olympics in 2020 & 2024 as a National Junior Team Category
If only all competitors get medal on stage regardless to 1st, 2nd and 3rd.	I am expecting the food to improve. We need more Asian involvement in the presentation, such as guest speakers, or even giving one or more individuals the chance to represent member associations. Please select the best association.	
Dining out "your on your own" was a bit of a joke as Newport isn't exactly a dine out destination .. should have picked 10 restaurants that people could sign up to in advance for smaller group of say 10 ish kinda like normal international conferences do that want to offer a local dine out experience.	Great conference	
	Excellent, memorable congress and expo - great credit to Wales and Worldchefs.	
	It is really a pity that the presentations were filmed so poorly. In all of the videos, you can only see the presenters and not what is being shown on the screen. Additionally, the cooking demos are not visible from the top in the YouTube videos. This is really a blame and shame.	
	amazing event and great organization	
	Wish we also visit some local restaurant or expothe local cuisine . Meeting n interactive sessions to know the local psyche of the food some session on history of local cuisine .	
	I think it is unprofessional for ANY presenter to use profanity of any kind while addressing the congress from the stage! This needs to be clearly stated to every presenter before hand! If they cannot agree to this, they should not be allowed to present. This is totally unacceptable!!!	

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