For immediate release

# The Best Chef Awards 2020 goes virtual

**Today, The Best Chef officially announced that their annual event will still take place on the 21st, 22nd and 23rd September, but in a virtual form. To guarantee everyone's safety and considering the current COVID-19 regulations, the world's leading culinary platform has decided to go back to its roots, presenting its Top100 via a top-notch online show and hosting hybrid conferences.**

The gastronomy industry has probably has been hit hardest by all the restrictions aiming to stop the spread of the coronavirus. The current situation has also inevitably affected the awards event scheduled in Rotterdam. After long and careful reflection on the 2020 list of best chefs and related awards, The Best Chef team decided to continue their work and to present the list and announce the winners. However, for safety reasons, it will be done in a different, virtual format. The Food Meets Science and Area Talks projects launched in Barcelona in 2019 with great success will also be presented virtually.

"It seems particularly important in this moment of great difficulty for the hospitality industry to keep going. Stopping would have meant giving up, and giving up is a negative message to the new generations who are the driving force behind this project. By doing this, we hope to provide a message of strength and positivity to the whole gastronomic world. However, we need to ensure the safety of all our guests. That's why we decided that the # TOP100 and Awards will be presented in a new digital format. As can be expected from The Best Chef Awards, the event will be something extraordinary and will surprise everyone," says Cristian Gadau, creative director of The Best Chef.

"In contrast to the 2019 list, the 2020 list will not name the restaurant associated with the chef, since when the list is announced, some chefs may have changed their place of work due to the closure of their restaurant or a transfer to another restaurant. Our decision has been made to help these chefs: excluding them from the list would have the negative effect of obscuring them and removing their visibility. The Best Chef is all about chefs and their personalities, knowledge, and what they represent as individuals," clarifies Cristian.

The full program for the event will be available soon on www.thebestchefawards.com

**The Best Chef initiatives to support the industry**

The Best Chef is working on several initiatives to support the gastronomy industry. The Best Chef Taskforce is gathering professionals, consultants with experience of the major gastronomic realities, graphic designers, web masters, video makers, photographers, digital agencies, booking system companies, and others. They are invited to use their experience to provide help to start-ups or projects that are facing particularly difficult situations because of the pandemic. The Best Chef will also devote most of its advertising space on all social media to promoting new ideas or solutions in the gastronomic world for the rest of 2020.

**For requests for interviews, more information, imagery or other enquiries, do not hesitate to contact us.**

**Visuals are available via** https://wetransfer.com/downloads/0d9fc4dd3a68c42a528120dedfb4ae2e20200608180342/7e8fbd8a19af9a65a62b136c92153bbe20200608180408/8b7691

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**About The Best Chef**

The Best Chef is a new concept born in 2015. It presents the "Haute Cuisine" world through digital and social marketing platforms, positioning and establishing itself in the digital world as one of the first groups dedicated to serving only the greatest of chefs. The Best Chef's strategy and its close contacts with followers have resulted in more than **1.2 million social media followers**.