

For Immediate Release
22 May 2013



The World Street Food Awards

A recognition programme component of the World Street Food Congress

For centuries food and food culture have played an essential role to life. In today's global landscape it is as much a part of our heritage as is music or the performing arts and represents a menu of migrations: geographical and cultural movements of ingredients, cuisines, habits and representations. With tremendous mass appeal, it is a continuously evolving scene and there is no better time than to steer this interest onto a diligent platform; one that offers opportunities for the industry professionals, entrepreneurs, tourism bodies, educators and even manufacturers.

Comfort street food culture was born out of necessity and often desperation, which mothered its ingenuity. Many of such street food vendors do so because they have little or no access to various mainstream economic channels and opportunities, due to lack of education or funds. Street food vendors' humble artisanal craft comes devoid of any slick polish, culinary degree and branding. They make their food the way they know and offer them in its full honest glory. Some came out to the streets many years ago with their family recipes at hand to carve out a living. But over the decades and even centuries in some countries, it has become an iconic part of their culinary landscape and is well loved by travel foodies worldwide.

They may be grilling meats or kebabs on the street kerb, softly stewing pork and skin for *tacos* or carefully shaving and trimming fresh fruits and vegetables for *rojak*, but their craft and recipes must remain. It is one of the world's most democratic food culture where everyone, be it budget or fussy palates, can vote for on their feet.

Comfort and street food is also one of the world's most loved culinary heritage and in the spirit of the World Street Food Congress's quest to *Preserve*, *Professionalise* and identify *new Possibilities* and opportunities for comfort street food culture, we proudly announce the world's inaugural World Street Food Awards (WSF Awards).

Why the World Street Food Awards?

The WSF Awards will serve as a yardstick of comfort street food excellence. It must serve its role as an inspiration for a new order of the industry, accentuating the World Street Food Congress's mission and intent to nurture the world's comfort and street culinary heritage. Through this recognition, the WSF Awards seeks to open this big green field of its attendant opportunities. It seeks to promote skills development and stimulate learning and education which equates to more jobs, self-employment opportunities and entrepreneurship; more exciting menus for the culinary universe and even deeper development in culinary travel and trade. This creates a new demand for this breed of street food professionals and heightens awareness for this already famous food culture.



Judging and Selection Process

The World Street Food Congress has, for the last 10 years been observing and identifying the list of reputable players in this field. It works in tandem with its worldwide team of advisors (including the World Street Food Council) alongside a team of international researchers and peers, including event creator Makansutra, who, over the last 16 years, has been inking comfort street food guides in various countries, operates and consults in food court business models and concepts, produce its own international street food TV shows (on Discovery, MediaCorp and Asian Food Channel) and has online and mobile content businesses.

Covering various aspects of the industry—from well-established street food cities and unique food court concepts, to food journalists and associations that work to promote and look after the interests of street vendors by addressing concerns of the various elements in the changing food landscape. The voting and selection process is rationalised with a tight format and there is an Awards Committee made up of dedicated culinary travellers and partners/advisors as well as industry professionals who volunteer their time and have a strict and clearly articulated viewpoint derived from their knowledge in the field and industry. It also works together with various bodies and organisations that champion this food landscape. The committee works in four separate zones: Asia, Americas, Europe and the Middle East. The divisions are designed to represent the global street food scene.

There are no cash prizes or trophies. All award winners receive a World Street Food Congress certificate. It is not a competition, but an international recognition program.

Criteria:

There are various criteria for each category winner. Each category identifies a winner based on their contributions to the world of comfort and street food. The Best Street Food Masters, for example, looks at confidence, cuisine knowledge, operations, adaptability and scalability, over and above food quality. Writers and bloggers must churn out content that inspire thought and advocacy, invoke engagement and command a call to action. The Best Street Food City will have us look at tripartite relationships between government, street food vendors and industry players.



The World Street Food Awards

Categories:

1. Best Street Food City

Criteria: Actively engages in tripartite relationships between government, street food vendors and industry players to preserve, promote and celebrate comfort and street food culture. Present opportunities for society to be a part of this food culture.

2. Street Food Entrepreneur of the Year

Criteria: Has a cogent and clear understanding of the potentials and nuances of street food culture and generates/harnesses ground-breaking opportunities/ideas in that field.

3. Best Street Food Guide/Magazine

Criteria: Takes the enjoyment and understanding of street food to a higher level. It takes on content with a 360 degree viewpoint and provides a bird's eye view for both food lovers and industry watchers.

4. Best Street Food Eatery concept

Criteria: A "thinking" kitchen that expresses street food culture in a setting that is innovative, refreshing and thought-provoking while staying true to its heritage.

5. Street food product Manufacturer of the Year

Criteria: Creating authentic street food tastes and flavours from food loving lands and cultures and making it accessible to a mass global audience. It takes into account best practices and ingredients sources.

6. Best Street Food Hawker Centres / Hawker Streets

Criteria: Showcasing the unique culture and flavours of comfort and street food that preserves and promotes the best in their respective countries. Good hygiene and safety operation and environmental factors.

7. Street Food Masters of the Year (Top 10)

Criteria: We look at their mode of operations – ingredients sourcing, food preparation, hygiene factor, adaptability, consistency, confidence and not only quality and flavour of food.

8. Street Food Association/Group of the Year

Criteria: Addresses a mission that encompasses the multi-faculty development of street food culture and business, and addresses their longevity and viability.

9. Street Food Blogger/Writer

Criteria: Addresses multi-faceted issues and engages a wide, active and supportive audience. Deliver deep vision and insightful aspects of this food culture that attracts curiosity and is informative for the general public at large.

10. Best New Street Food Dish

Criteria: Has unique modern character yet showcases the culinary heritage and culture of the city/country.

The World Street Food Awards will be announced on the 9th of June 2013.



The World Street Food Council

The World Street Food Congress is powered by the World Street Food Council* (WSF Council), a think tank comprising prominent names made up of influential thinkers, advocates and movers of the F&B eco-system in the world. They will function as thought leaders and vanguards of the industry at the World Street Food Congress.

This team, comprising of members from around the world, has collectively contributed to a big part of the planet's culinary markets. They have been carefully selected for their ability to track, motivate, inform, engage and inspire the markets, foodies and professionals of this industry.

Some of the names in the Council include Anthony Bourdain, world renowned television personality, author and avid street food advocate; James Oseland, Editor-in-Chief of Saveur magazine and acclaimed author of Cradle of Flavor (one of 2007's best books by Time Asia and the New York Times); Johnny Chan, top China TV food host and winemaker; and is chaired by KF Seetoh, Makansutra's and WSFC's founder and CEO.

The role of the WSF Council members is varied and diverse, serving as vanguards, thought leaders and excellence bench-markers with a clear mission to:

1. Preserve
2. Professionalise
3. Actualise new Possibilities for the world of comfort and street food culture

They also advise, consult, engineer and help lobby for projects and programs that will further the ideals and mission of the World Street Food Congress and its partners, member, associates and the faculty to the profession, trade and industry and play an advisory role to the WSFC on The World Street Food Awards

***The full list of the World Street Food Council will be announced at the opening of the World Street Food Congress Dialogue on Monday, 3rd of June.**

****Each Council member has a minimum one year (renewal) term, based on their time schedule and their contributions.**

*****The WSFC Council will be making an inaugural appearance on the 3rd June at the WSFC Dialogue for a panel discussion at 4.30pm at the F1 Pit Building in Singapore.**



About the World Street Food Congress

The World Street Food Congress (WSFC) is the brainchild of KF Seetoh, founder of Makansutra, the organizer of the event. A first of its kind in the world, it has a 10-day feasting component -the World Street Food Jamboree, a 2-day World Street Food Dialogues component and a World Street Food Awards element. The event is powered by the World Street Food Council, a think tank comprising prominent names made up of influential thinkers, advocates and movers of the F&B ecosystem in the world. They will function as thought leaders and vanguards of the industry at the World Street Food Congress. Some of the names in the Council include James Oseland, author, avid street food advocate and acclaimed author of Cradle of Flavor (one of 2007's best books by Time Asia and the New York Times); Johnny Chan, top China TV food host and winemaker; Arbind Singh from the National Association of Street Vendors of India; and KF Seetoh, Makansutra's founder and CEO.

More information can be found at: www.wsfcongress.com

Media/Press Contact:

Carol Anne Wah
Tel: (65) 6438 4038
E-mail: carol@wsfcongress.com

LEWIS PR on behalf of Makansutra
Gina Daryanani / Thulasi Mahadevan
Tel: (65) 6571 9140
E-mail: makansutra@lewispr.com