



NATIONAL
Seafood
CHEF OF THE YEAR

*Sponsorship
Opportunities*

Welcome...

The National Seafood Chef of the Year Competition is an annual event that is open to colleges across the UK.

It is completely unique and not only inspires young chefs in training, but it creates education opportunities that will have a positive impact on them and develop them to become outstanding chefs. The competition not only gives chefs a chance to demonstrate their skills, but it makes the links between UK landed seafood species highlighting quality of products and sustainability.

We have an obligation to inspire the next generation of chefs and influence change in the UK dining culture to promote the fantastic seafood species we have access to across our shores. The essence of the competition is to encourage student chefs to be skilled in the preparation of the species used whilst not over complicating dishes to get the best out of the seafood selected.



About the competition...

The National Seafood Chef of the Year Competition in association with The Grimsby Institute is in its 27th year.

The competition is open to all full-time and college-based modern apprentice chefs, and is highly regarded across the seafood industry for the valuable industry experience it gives to contestants. This unique opportunity provides young chefs with a platform to demonstrate their flair, understanding, skill and ability using fish and seafood from sustainable sources. Teams of two are tasked with creating a three-course menu using specially selected MSC & ASC approved fish and seafood species. Regional heats take place across the UK in May where the young chefs will need to cook their menu, with the three highest scoring teams from each heat going on to compete at the Grand Final on the 7th June 2024.



Sponsorship opportunities...

We would like to invite you to support the next generation of Seafood Chefs.

Our mission is to empower young chefs to create masterpieces, promote the abundance of affordable and sustainable fish and seafood, and drive the culinary industry forward. By sponsoring this event, you're not just supporting the next generation of seafood chefs; you're actively contributing to the positive promotion of the seafood and hospitality industry.

Seize this incredible opportunity to shape the future of culinary excellence and leave a lasting mark on the journey of young aspiring chefs.

BRONZE “Ocean Enthusiast” – £2,000

- The National Seafood Chef of the Year website to include links on our web page and company logo
- Company logos across all marketing materials, i.e. wing stands at heats and final
- Invitation/s to the Competition Launch Lunch on Wednesday 21st February 12noon–2pm.

SILVER “Culinary Pioneer” – £5,000

- The National Seafood Chef of the Year website to include links on our web page and company logo
- Company logos across all marketing materials, i.e. wing stands at heats and the final, including the video to capture the final
- Company logo embroidered to chefs jackets on the sleeve (randomly positioned)
- Monthly promotional drives over social media pages which links your support running up to the final
- Invitation/s to the Competition Launch Lunch on Wednesday 21st February 12noon–2pm.

GOLD “Sustainable Seas Partner” – £10,000

- The National Seafood Chef of the Year website to include links on our web page and company logo
- Company logos across all marketing materials, i.e. wing stands at heats and the final, including the video to capture the final
- Company logo embroidered to chef’s jackets on the sleeve (top of the sleeve)
- Monthly promotional drives over social media pages which links your support running up and across the final, key messages to be promoted
- Be part of the presentation awards ceremony at the final with the winners to present alongside the guest judges (photos for marketing the final)
- Be part of the filming for the National Seafood Chef of the Year footage used to capture the event
- Product placement and promotion opportunities, key positions, main headline sponsor recognition across event marketing
- Invitation/s to the Competition Launch Lunch on Wednesday 21st February 12noon–2pm.

Seafood Chef of the Year JUNIORS Sponsorship – £2,000

Our Seafood Chef of the Year JUNIORS competition a small spin off from the main competition. Only in its second year we invite local school pupils to put forward video entries of them preparing their own fish or seafood dish. They are then judged and those successful pupils are invited back to a live final.

This inter-school competition is aimed at year 10 students so we are inspiring an even younger generation of budding chefs. The final contestants have a fantastic day with our local celebrity chefs learning new techniques and using state-of-the-art facilities. There’s even some amazing prizes in there too.

- Company logos across all marketing materials, i.e. leaflets into schools, wing stands at heats and the final, including the video to capture the final.
- Company logo embroidered to chef’s jackets on the sleeve (top of the sleeve)
- Monthly promotional drives over social media pages which links your support running up and across the final, key messages to be promoted.
- Be part of the presentation awards ceremony at the final with the winners to present alongside the guest judges (photos for marketing the final).

For further information on becoming a sponsor please email ukseafood@grimsby.ac.uk



NATIONAL
Seafood
CHEF OF THE YEAR