



17TH PHILIPPINE FOOD 2025 EXPO

**BIGGER, BETTER
& TASTIER**

04-06 APRIL 2025

WORLD TRADE CENTER METRO MANILA





CULINARY CHALLENGE OBJECTIVES

- A. To enhance relationship between culinary Schools, Colleges and Universities in the Philippines in order to develop the students and industry practitioners in gaining and applying knowledge on the latest trends and innovations in Hotel and Restaurant operations.

- B. To foster friendly and healthy competition between students and faculty from culinary Schools, Colleges, and Universities.

- C. To focus on the culinary skills and artistry of future chefs, and to showcase the various elements of the food and beverage services in the hotel and restaurant and tourism industry, as well as to enhance education of nutrition and healthy cooking.

- D. To showcase students and the general public with an experience of a student competition and exhibition of food preparation and services in the culinary and hospitality management industry.



GENERAL INFORMATION

REQUIREMENTS & REGISTRATON



- Open to all faculty members and students currently enrolled in Hospitality and Tourism Management, Culinary Schools, Colleges and Universities.
- **NO REGISTRATION FEE** and **NO ENTRANCE FEE** for all participants who will be joining the competition.
- Each school may register for a maximum of three (3) categories, excluding the PFE Knowledge Challenge.
- Registrations will be processed on a **FIRST-COME, FIRST-SERVED BASIS**.
- All Student and Faculty Tandems must accomplish the following before **February 10, 2025**:

a) Official Registration Form with Signature of Endorsement from the Dean or Department Chair

b) Signed Conforme

c) A copy of the official School ID

d) All required documents must be uploaded to the provided Google form, and the online registration form must be fully completed

OFFICIAL REGISTRATION FORM FOR THE CULINARY CHALLENGE

GENERAL INFORMATION

WITHDRAWAL OF REGISTRATION & CHANGE OF ENTRIES

1. In the event that the Organizers agree to any requests for the release from the contract, participating schools will be required to submit a signed conforme together with their registration form, and the respective school of the signed participants will be liable for the corresponding penalty fee stated below:

CANCELLATION PERIOD PENALTY FEE

Less than one (1) month before the event Php 10,000

Less than two (2) weeks before the event Php 20,000

2. Changes to entries will be considered until 6:00 PM on February 10, 2025, subject to the availability of slots in the selected category. However, if certificates of participation have already been printed on or before the said date, the cost of changing the certificates will be charged accordingly. Changes in the name of participants after the said date will be subject to a processing fee.

3. Withdrawal of registration or changes in the entries must be made in writing addressed to the PFE 2025 Secretariat, duly signed by the establishment or school's authorized representative /officer.

4. The Organizer reserves the right not to entertain changes in the entries after February 10, 2025 as changes that will be submitted after the said date will affect the process of finalizing the entries and documentation.



COMPETITION CATEGORIES

FOOD STYLING AND PHOTOGRAPHY

THEME : "ILOCOS REGION"
DIVISION : STUDENT TANDEM

An on-the-spot food styling competition which aims to showcase the combination of art and culinary skills of each student. Food must be fit for consumption. All dishes must be photograph-ready after preparation.



PHILIPPINE REGIONAL TABLE SETTING

THEME : "ILOCOS REGION"
DIVISION : FACULTY AND STUDENT
TANDEM

A competition where participants shall set-up a 2-seater table with floral centerpiece following the theme assigned to them. Service interaction is required between participants and judges as part of the criteria for judging. A menu card with food and wine pairing must be included in the set-up.



KITCHEN MASTERS (30- MINUTE COOKING CHALLENGE)

THEME : "ILOCOS REGION"
DIVISION : FACULTY AND STUDENT
TANDEM

A time-pressured, on-the-spot cooking competition where participants must prepare one (1) appetizer, one (1) main course and one (1) dessert good for two (2) within 30 minutes only.





COMPETITION CATEGORIES

PINASARAP BREAKFAST

THEME : "ILOCOS REGION"
DIVISION : FACULTY AND STUDENT
TANDEM

An on-the spot cooking competition where participants must create a "Balanced Pinoy Breakfast Meal" – 1) Starch, 2) Protein with vegetable side dish, 3) Hot or cold beverage, and 4) 'Himagas' (a sweet dish eaten after the meal, i.e. fruits, dessert, etc.). The four-part meal must be artfully placed on a breakfast tray. Each breakfast platter should be good for one (1) serving.



MODERN FILIPINO DESSERT

THEME : "ILOCOS REGION"
DIVISION : FACULTY AND STUDENT
TANDEM

On-the-spot preparation of three (3) Filipino desserts presented in a modern, innovative, and creative manner.



HEALTHY PASTA

THEME : "ILOCOS REGION"
DIVISION : FACULTY AND STUDENT
TANDEM

On-the-spot cooking of a nutritionally balanced, Filipino-inspired pasta dish, applying healthy cooking principles and modern preparation techniques.





COMPETITION CATEGORIES



PFE KNOWLEDGE CHALLENGE

THEME : "PHILIPPINE REGIONS
AND DELICACIES"
DIVISION : STUDENT TANDEM



Academic quiz bee to test the knowledge of student tandems on local food and beverage, geography and tourism.

**This category is subject to change and may include an elimination round or preliminary phase.*

**This category is not included in the computation for the Overall Champion award.*

MYSTERY INGREDIENT

THEME : "ILOCOS REGION"
DIVISION : FACULTY AND
STUDENT TANDEM



On-the-spot cooking competition using the Mystery Ingredient. Participants must execute one (1) APPETIZER, one (1) MAIN DISH and one (1) DESSERT. One serving per plate for each course.



CULINARY CHALLENGE SCHEDULE OF EVENTS



Competition Briefing

DATE: March 1, Saturday
VENUE: University of Santo Tomas
TIME: 1:00PM - 4:00PM

Food Styling & Photography

DATE: March 22, Saturday
VENUE: University of Santo Tomas
TIME: 9:00AM - 12:00NN



DAY 1 | APRIL 4, 2025

Philippine Regional Table Setting

8:00AM - 9:00AM

QA & Judging

(for Philippine Regional Table Setting)
12:00PM - 12:30PM

Healthy Pasta

12:00PM - 2:00PM

Kitchen Masters

2:30PM - 4:00PM

UST Dream Team

(exclusive to UST CTHM Students)
4:00PM - 6:00PM



DAY 2 | APRIL 5, 2025

PINASarap Breakfast

10:30AM - 2:00PM

QA & Judging

(for Food Styling and Photography)
1:00PM - 1:30PM

Modern Filipino Dessert

2:30 PM - 5:00PM



DAY 3 | APRIL 6, 2025

PFE Knowledge Challenge

10:30AM - 12:30PM

Mystery Ingredient

12:00PM - 2:00PM

AWARDING CEREMONY

3:00PM





CULINARY CHALLENGE SCALE OF AWARDS



OVERALL CHAMPION

Plaque for School
Certificate of Recognition

1

1ST PLACE

Cash prize of Php 10,000
Certificate of Recognition
Plaque for School
Medals for Participants
Gift Packs

2

2ND PLACE

Medals for Participants
Certificate of Recognition
Gift Packs

3

3RD PLACE

Medals for Participants
Certificate of Recognition
Gift Packs

CONSOLATION PRIZES

Certificate of Participation

THE COMPUTATION FOR THE OVERALL CHAMPION DOES NOT INCLUDE THE PFE KNOWLEDGE CHALLENGE CATEGORY

