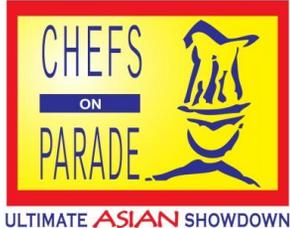


2013



19 March 2013,

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35,000 visitors throng to COP 2013: 35% more than COP 2011!



Chefs on Parade 2013 (COP 2013), a four-day hospitality event, culinary competition and trade exhibit held at the SMX Mall of Asia last February 28 to March 3, attracted over 35,000 visitors—up from about 26,000 visitors at COP 2011. Organizer Hotel and Restaurant Association of the Philippines (HRAP) confirmed that with 286 trade exhibit booths, over 120 food experts and guest chefs in attendance, and 481 students and 261 professionals as contestants, COP 2013 is definitely the grandest that HRAP has organized since 1974

The biggest winners of the competitions were the International School for Culinary Arts and Hotel Management (ISCAHM) and Makati Shangri-La Hotel who cinched the Presidential Trophies in the student division and professional division, respectively. ISCAHM got two diploma medals, one bronze, four silvers and one gold medal; Makati Shangri-La received one diploma medal, three bronzes, one silver and three gold medals.

Resounding success

Overall Chairman Philippe Bartholomi declared, “COP 2013 was a resounding success. COP has successfully evolved from a simple culinary event to a major hospitality show and trade exhibit that it is now. Everyone from the trade and other organizers have recognized COP as the leading hospitality show in the Philippines.”

Chairman Bartholomi cited that throughout the four days, the four halls of SMX were jampacked, and that he received plenty of positive feedback from the attendees. He said, “Our biggest achievements this year were getting the interest and involvement of everyone in the industry, seeing so many happy people meeting their favorite celebrity chefs, and knowing that so many culinarians gained further knowledge through interaction in the competition and workshops.”

Chefs on Parade would not have been successful without generous supporters. This list includes sponsors De La Salle-College of Saint Benilde, the Department of Tourism, Tourism Promotions



FEBRUARY 28 TO MARCH 3, 2013



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