

# WORLD FOOD CHAMPIONSHIPS



The World Food Championships is the largest competition in Food Sport, where grand champions of previous events convene for a chance at winning the ultimate food crown and a share of hundreds of thousands of dollars in prize money.

After five days of non-stop, high-paced, tournament-style cooking in Dallas, Texas, more than 450 teams from 14 countries and 40+ American states have now been narrowed down to 10 category champions. They will compete at The Final Table in Indianapolis, Indiana in May where one of them will emerge as WFC Grand Champion.



# WORLD FOOD CHAMPIONSHIPS MAGAZINE

is the official guide for this year's Final Table and all of the activities, competitions, and excitement of the Food Sport Nation in 2020.

Featured content includes:

- Profiles on each of our Top Ten Champions.
- Features on the history of the WFC and Food Sport.
- Reviews of some of our favorite food competitions and destinations.
- Everything you need to know about this year's World Food Championships in November.



# THE ULTIMATE GUIDE TO FOOD SPORT NATION

National distribution of *World Food Championships Magazine* will include:

- Each of the Top Ten Chefs home markets.
- On site at The Final Table in May.
- Select Food Sport events and festivals around the country.
- Advertisers, Sponsors, and WFC Partners.

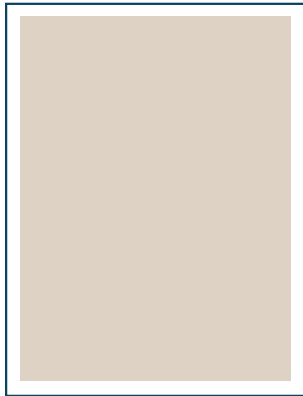
*World Food Championships Magazine* will also be produced in digital form to be read by Food Sport fans from around the world via websites and mobile platforms.

# WORLD FOOD CHAMPIONSHIPS MAGAZINE

## YOU'RE INVITED TO JOIN US!

### RATES AND SPECS

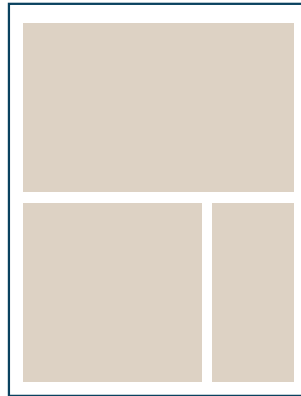
Full Page - \$1,500 • Half Page - \$900 • Third Page - \$500 • Sixth Page - \$300  
Outside Back Cover - \$2,200 • Inside Front Cover - \$1,800 • Inside Back Cover - \$1,100



Full Page Ad - No Bleed:  
7.347" x 9.875"

Full Page Ad With Bleed:  
8.875" x 11.375

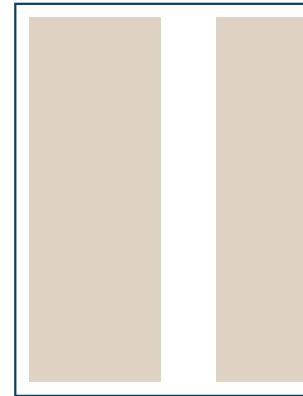
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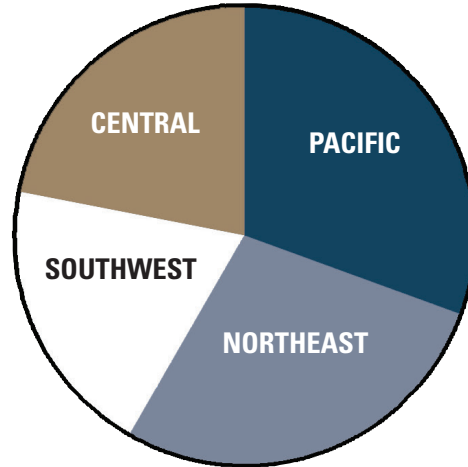
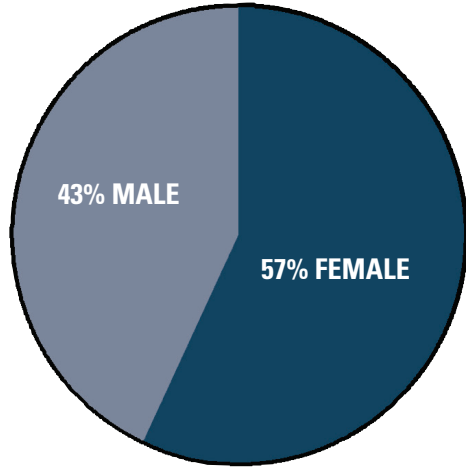
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# 31 MILLION FOODIES IN THE US



## FOODIES ARE IN ALL AGE BRACKETS

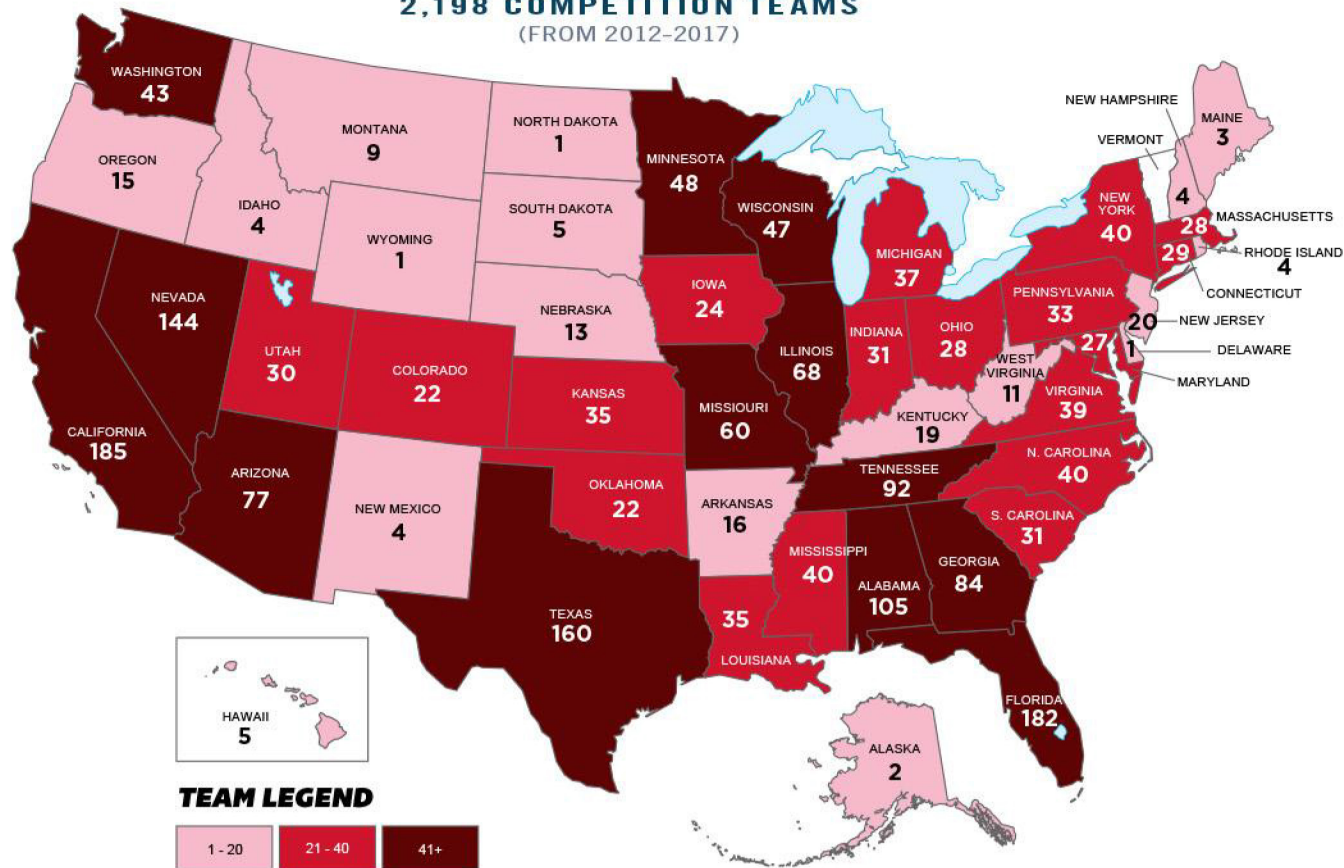
THE LARGEST BLOCK IS 22-44.

58% HAVE SOME COLLEGE EDUCATION.

12% HAVE GRADUATE DEGREES LEADING TO GENERALLY HIGHER INCOMES IN THIS GROUP

# OVERVIEW OF COMPETITION TEAMS AT THE WORLD FOOD CHAMPIONSHIPS™

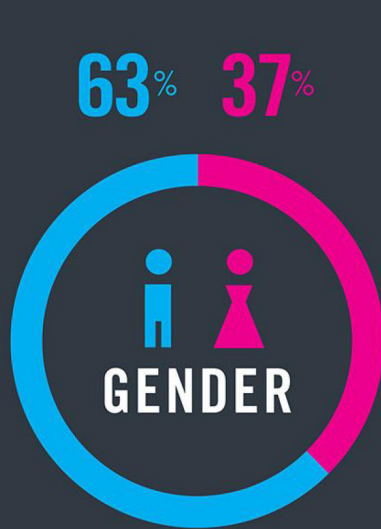
2,198 COMPETITION TEAMS  
(FROM 2012-2017)



## INTERNATIONAL (195)

AFRICA	2
ANTIGUA/BARBUDA	1
AUSTRALIA	2
BAHAMAS	1
BELGIUM	2
CANADA	89
CAPE VERDE	1
CHILE	1
DOMINICAN REPUBLIC	3
ENGLAND/UNITED KINGDOM	28
ESTONIA	2
FRANCE	3
GAMBIA	1
GERMANY	10
GUAM	1
HAITI	1
HONG KONG	1
INDIA	6
ITALY	1
JAPAN	1
NETHERLANDS	12
PAKISTAN	1
PHILIPPINES	9
PUERTO RICO	6
RUSSIA	1
SINGAPORE	1
SLOVAKIA	1
SOUTH AFRICA	2
STATE OF PALESTINE	1
TANZANIA	2
TRINIDAD & TOBAGO	2

# FOOD CHAMP DEMOGRAPHICS



**59%**  
HAVE A COLLEGE  
DEGREE OR HIGHER

