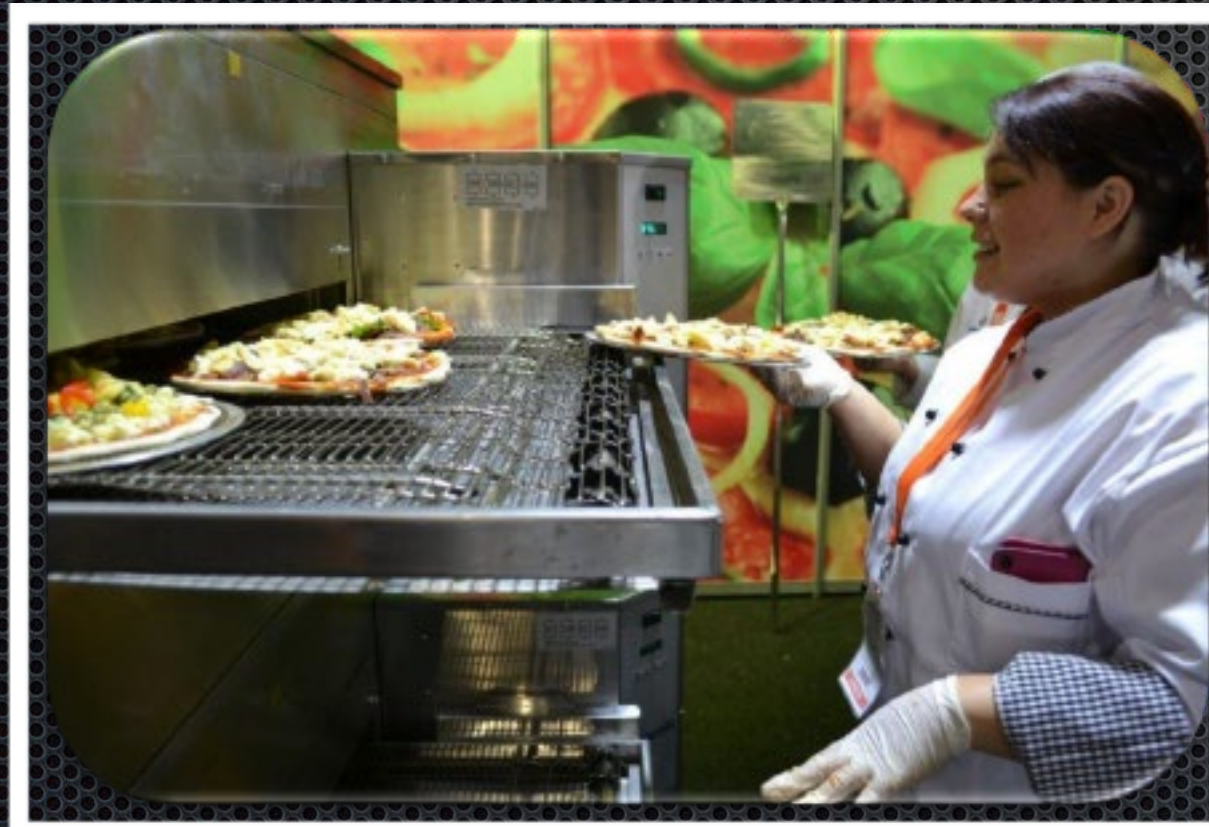


Global Pizza Challenge 2023

The Hotel Show Africa 18th - 20th May 2023





Presentation Structure

- What is the Global Pizza Challenge?
- How will it work in 2023
- Value Proposition
- Investment Options



Global Pizza Challenge
DUBAI



Global Pizza Challenge
VIETNAM



Global Pizza Challenge
THAILAND



Global Pizza Challenge
NEW ZEALAND



Global Pizza Challenge
NAMIBIA



Global Pizza Challenge
CHINA



Global Pizza Challenge
SINGAPORE



Global Pizza Challenge
SOUTH AFRICA



Global Pizza Challenge
AUSTRALIA



Global Pizza Challenge
TAIWAN

WHAT IS THE GLOBAL PIZZA CHALLENGE?



Why the Global Pizza Challenge

The competition was created to encourage and support the independent pizza sector and to encourage new ideas and innovation.

Pizza competitions are an effective way to create awareness and sales for a extensive target market.

This competitions is a global vision that will infiltrate your entire target market simultaneously.

Whether the pizzeria is a stand-alone restaurant, takeaway, part of a hotel, suburban outlet or in a trendy part of town – the competition is open to all ***pizza makers*** who care about their product.

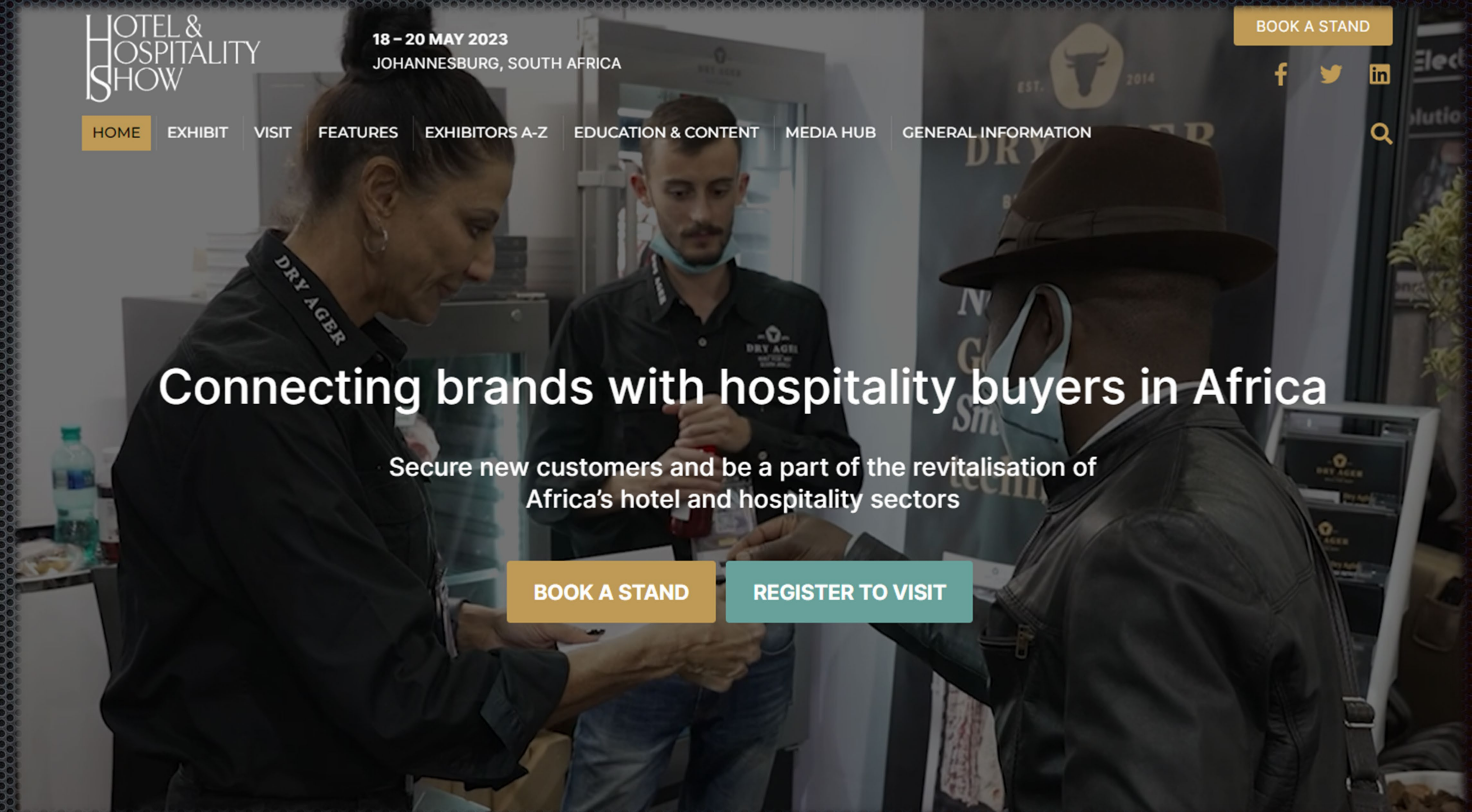
Similar competitions in Namibia, Australia, Vietnam, Shanghai, Dubai, New Zealand, America, Austria and Italy have been observed by trade organisers as a major draw card and from the media as an exciting event.



The Event - Target Market

Business Owners, Manufacturers and Retail Operators involved in supplying and / or buying for the hospitality market across sub-Saharan Africa.

The South African Global Pizza challenge will become again a major attraction in our new home - The Hotel Africa Show 2023.



How does it work?

- All pizzerias are invited to send in their recipes.
- All recipes are assessed for correct use of product, innovation of traditional and sponsored product, balance of ingredients, conceptual flavor, innovation and development of the crust
- All qualifying finalists are invited to attend the final, where they will be required to cook 4 pizzas in any of the four categories.
- The competition is endorsed by the South African Chefs Association and judged according to international Worldchefs guidelines
- One contestant will be chosen as the South African winner of the Global Pizza Challenge 2023.
- Event is endorsed by selected World Association of Chefs Societies member countries and is judged by international Chefs to a recognized standard



Marketing Approach

This is a first of it's kind, combining cooking challenges, street food stalls, wine & beer demonstrations, interactive bakery cook off's, all combined and nestled together with live entertainment. Welcome to the Hotel Hospitality Show 2023.

An extensive social media campaign will be driven starting three months before the show. This will be supported by the event organizers DMG Events and their partners.

The Global Pizza Challenge 2023 will attract an audience that in the past, have not necessarily attended the Hotel Hospitality Show 2023. - the premier South African Hospitality trade show.

There will be continuous activity on the stand. Excitement generated by a professional MC, but similar events have always attracted a good audience who are encouraged to sit, sample the offerings, comment on them and learn about them and it's sponsors.



Value Proposition

Product Exposure - Customised Product Demos / Product Stand Exposure / Competitor product Usage

Expert Presentation Slots throughout show to Showcase Products

Use of SA GPC Logo on your Products

Access to the "Live" stream of the event on your social media channels,

Inclusion of Product Marketing Promotional Material throughout the Live Stream

Logo placement on all Marketing Material

Company and Product mentions by Professional MC's through out event

Networking Opportunities with you Potential Clients on the GPC Stand





Investment Opportunities

Packages



Naming Rights Platinum R 150,000.00

Gold Package R 50,000.00

Silver Slice Package R 20,000.00

Naming Rights Package R 150,000.00

- 3 X Online recorded demos/cooking lessons of your product(s) by a professional Chef, (pre, during & post competition)
- Viral Marketing - Product range exposure throughout South Africa and Globally
- Access to all 2023 Pizza Recipe Entries
- Ownership of the 2023, winning recipe for marketing etc
- Use of GPC 2023 logo on all your products
- Marketing of company logo with 200-word company profile, throughout all GPC social media platforms and website
- Chefs focus group zoom meeting hosted by us for you and including you to present your company and products to a select group
- Social Media press release
- Prominent logo placement and advertorial on all GPC social platforms Web Site, Facebook, Instagram, Twitter, LinkedIn
- 10% of fee to be donated to “Dream to Be A Chef Foundation” on your behalf.



Gold Package R 50,000.00

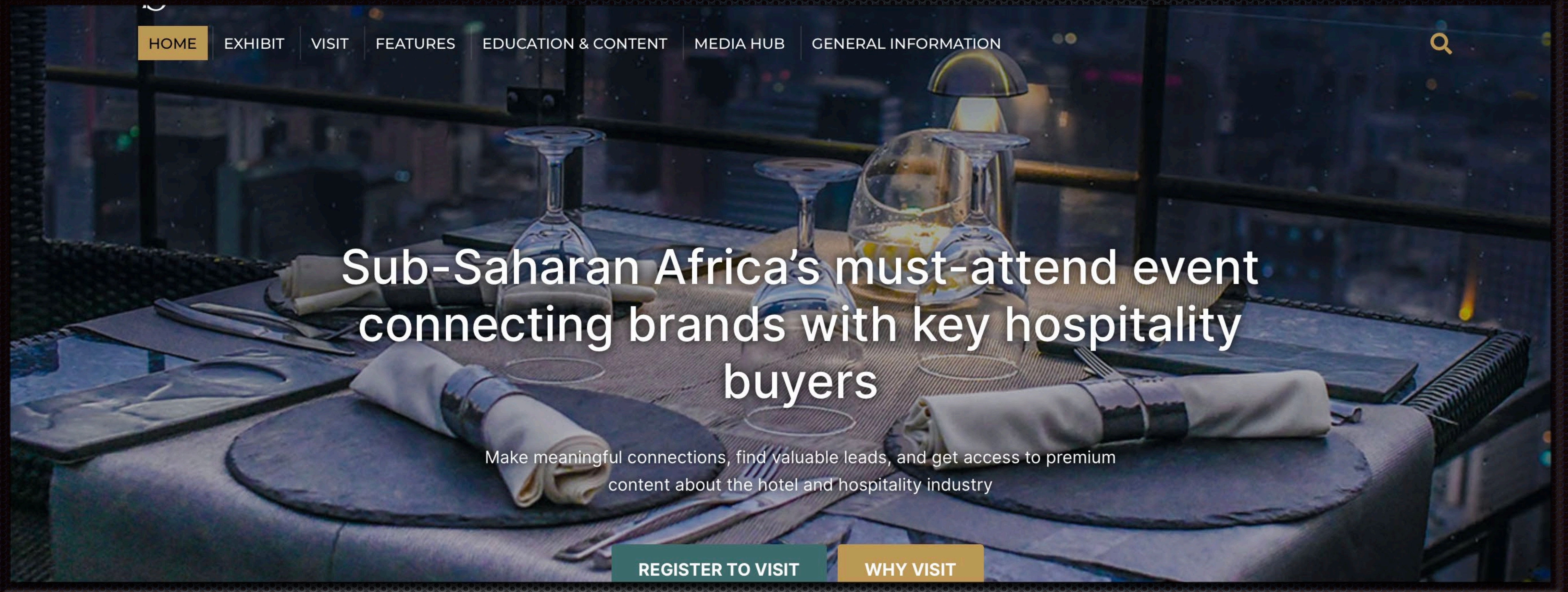
- 1 X Online recorded demos/cooking lessons of your product(s) by a professional Chef, (pre, during & post competition)
- Viral Marketing - Product range exposure throughout South Africa and Globally
- Access to all 2023 Pizza Recipe Entries
- Use of GPC 2023 logo on all your products
- Marketing of company logo with 100-word company profile, throughout all GPC social media platforms and website
- Social Media press release
- Secondary logo placement and advertorial on all GPC social platforms Web Site, Facebook, Instagram, Twitter, LinkedIn
- 10% of fee to be donated to “Dream to Be A Chef Foundation” on your behalf.



Silver "Slice" Package R 20,000.00

- Viral Marketing - Product range exposure throughout South Africa and Globally
- Access to all 2023 Pizza Recipe Entries
- Use of GPC 2023 logo on all your products
- Marketing of company logo with 50-word company profile, throughout all GPC social media platforms and website
- Social Media press release
- Grouped logo placement and advertorial on all GPC social platforms Web Site, Facebook, Instagram, Twitter, LinkedIn
- 10% of fee to be donated to “Dream to Be A Chef Foundation” on your behalf.





We look forward to welcoming you to the Hospitality Event of the Year