

# *The Bermuda Culinary Arts Development Fund*

Given the size and importance of the hospitality and tourism industry to Bermuda, we believed that new and innovative concepts had to be developed to promote and encourage young Bermudians not only to enter the hospitality industry, but also to fully develop their potential.

One such concept identified was to develop and implement a Bermuda Culinary Arts Development Fund (BCADF). This fund will provide financial assistance to enable young Bermudians, who have already shown a commitment to the industry, to travel abroad either for further education or further professional development. We believe this fund is vital for the long-term benefit of our young culinarians and ultimately to Bermuda itself.

Successful applicants must have already shown their commitment to the hospitality industry as the base requirement for eligibility is that they have already completed any of the below:

- The Culinary Apprenticeship Program developed by the National Training Board;
- The Associates Degree in Culinary Arts offered by the Bermuda College;
- The Diploma in Culinary Arts program offered by the Bermuda College; and / or
- Any Bachelor / Associates Degree offered by an internationally recognized Culinary Institution (for example the Culinary Institute of America, Johnson & Wales etc).

More specifically, the funds provided to a scholarship recipient will be used to further their technical education (for example a Masters of Culinary Arts Program at a recognized culinary institution), or another way these funds can be used is to provide financial assistance for young Bermudian culinarians to travel overseas to gain valuable professional and personal development, by placing the recipients in internship programs with overseas restaurants and hotels.

The Fund is overseen by Total Marketing & Communications Limited, a member company of the Total Group, who also manage and produce the popular annual Bermuda Gourmet Getaway (formerly known as the Bermuda Culinary Arts Festival). Through the relationships that they have built with many overseas celebrity chefs, they can arrange for our young interns to work in some of the most famous restaurants in the world, thus affording them invaluable professional experience.

Sponsorship has been provided from the Bank of Bermuda HSBC and additional funds are raised on an annual basis through three separate events that are part of the Bermuda Gourmet Getaway.

The first is the Escoffier Cup. This event features Bermuda's best professional chefs competing in live cook-offs. Sixteen spaces are available for the competition. Chefs battle through four preliminary rounds before four finalists are awarded the opportunity to compete in the final live cook-off "Iron-Chef style" that is held in the Viking Village during the Bermuda Gourmet Getaway. The winner is crowned Bermuda's Chef of the Year and is awarded a prestigious prize supplied by the Gourmet Getaway's lead sponsor Bermuda Gas.

The event is backed by product sponsors Elle & Vire, Butterfield & Vallis, The Supermart, Goslings, International Imports, Total Marketing & Communications Limited, Hormel Pork, Foley Fish, Maple Leaf Farms and Certified Angus Beef.

Graham Redford, TMC's Managing Directors says, "We have always been extremely excited about the Escoffier Cup as it offers the opportunity for the Island's best chefs to compete under international standards as the entire competition is judged under amended international guidelines as set out by the American Culinary Federation. Part proceeds raised from ticket sales for all stages of the Escoffier Cup benefit the BCADF. "

He added "This event is unique, as the spectators who have come out and supported our top chefs on the Island will also be supporting the Island's future chefs. "

The second fund-raising event is the Silent Auction that is also held at the Viking Village during the final two days of the Bermuda Gourmet Getaway, which offers a huge variety of wonderful prizes with 100% of the proceeds going towards the BCADF. And the third event is a Charity Golf Tournament that is held at Riddells Bay Golf and Country Club as the final event of the Bermuda Gourmet Getaway.

## *The Benefits of the Fund*

- To increase public awareness of the Hospitality Industry;
- To offer young Bermudians the opportunity to further their education or professional training;
- To increase personal professional development;
- To raise the profile of a career in the industry;
- To raise the standards of Bermudian Food & Beverage excellence;
- To encourage new and innovative styles of production and presentation;
- To provide a showcase for individual skills, techniques and styles;
- To provide rewards of recognition from fellow professionals;
- To allow the public to experience new culinary styles, trends, and philosophies;
- To provide an excellent forum for professional development; and
- To establish relationships with relevant international organizations to ensure Bermuda is fully involved in the global gastronomic arena.

*For more information or to apply for funding, please contact:*

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