WORLD FOOD CHAMPIONSHIPS

WHAT IS THE WFC?

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 Orange Beach, Alabama, more than 450 teams from 14 countries and 40+ American states have now been narrowed down to 10 category champions to compete in the final round of the 6th Annual World Food Championships.

WFC'S FINAL TABLE VII

For the first time in its six-year history, the World Food Championship's Final Table was separated from the November Main Event, so that Food Sport could have its own "Super Bowl" moment like all other major sporting leagues.

Moving the Final Table to the Spring and keeping the Main Event in the Fall provides both a signature culminating event for 2017 and a dynamic kick-off to the 2018 Food Sport season.

WFC NAMES NEW PRESENTING SPONSOR

Walmart, the world's largest grocery retailer, is joining the world's largest Food Sport event as the Official Retail Partner and Presenting Sponsor of the 2018 World Food Championships.

To celebrate this new relationship, WFC is hosting the Final Table event in Bentonville, Arkansas on April 21-22 to crown its new World Food 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 2018.

Debuting this spring and published four times annually, featured content includes:

- Profiles on each of our Top Ten Champions and our Grand Champion.
- Features on the history of the WFC and Food Sport.
- Reviews of the latest in food trends, health and nutrition.
- Recommendations for the best food competitions and destinations of the year.
- 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:

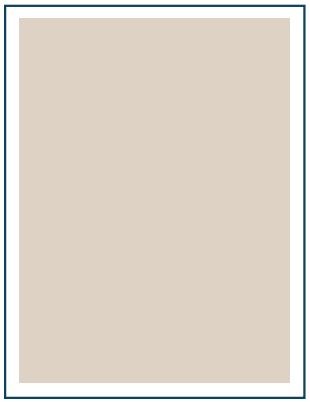
- Each of the Top Ten Chefs home markets.
- On site at The Final Table in April.
- Select Food Sport events and festivals around the country.
- Advertisers, Sponsors, and WFC State Partners.
- Throughout the Gulf Coast for WFC 2018.

World Food Championship 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	Annual - $6,000 ($1,500 per issue)	Single Issue - $2,000
Half Page	Annual - $3,600 ($900 per issue)	Single Issue - $1,100
Third Page	Annual - $2,000 ($500 per issue)	Single Issue - $800
Outside Back Cover	Annual - $12,000 ($3,000 per issue)	Single Issue - $3,500
Inside Front Cover	Annual - $7,200 ($1,800 per issue)	Single Issue - $2,100
Inside Back Cover	Annual - $7,200 ($1,800 per issue)	Single Issue - $2,100



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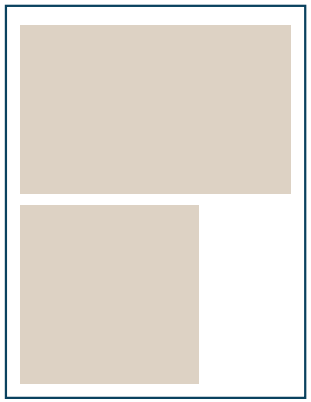

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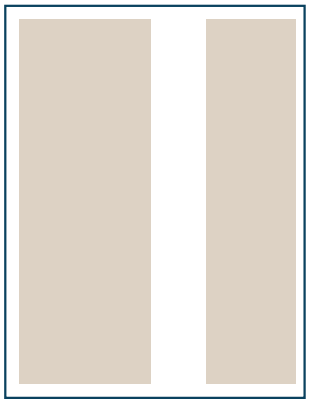

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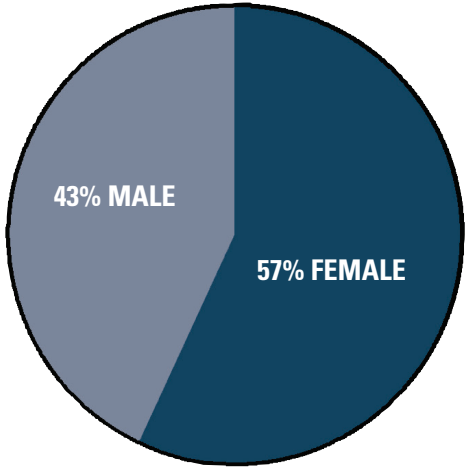
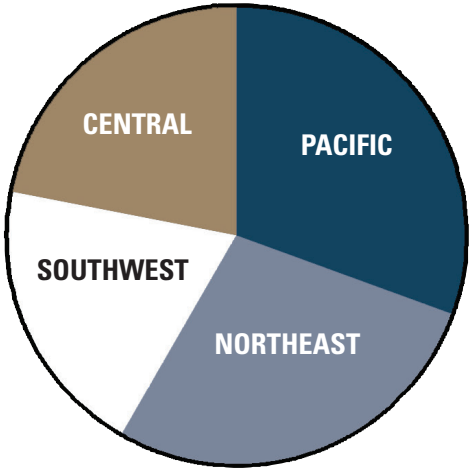
31 MILLION FOODIES IN THE US





FOODIES ARE IN ALL AGE BRACKETS

THE LARGEST BLOCK IS 22-44.

58% HAVE SOME COLLEGE EDUCATION.

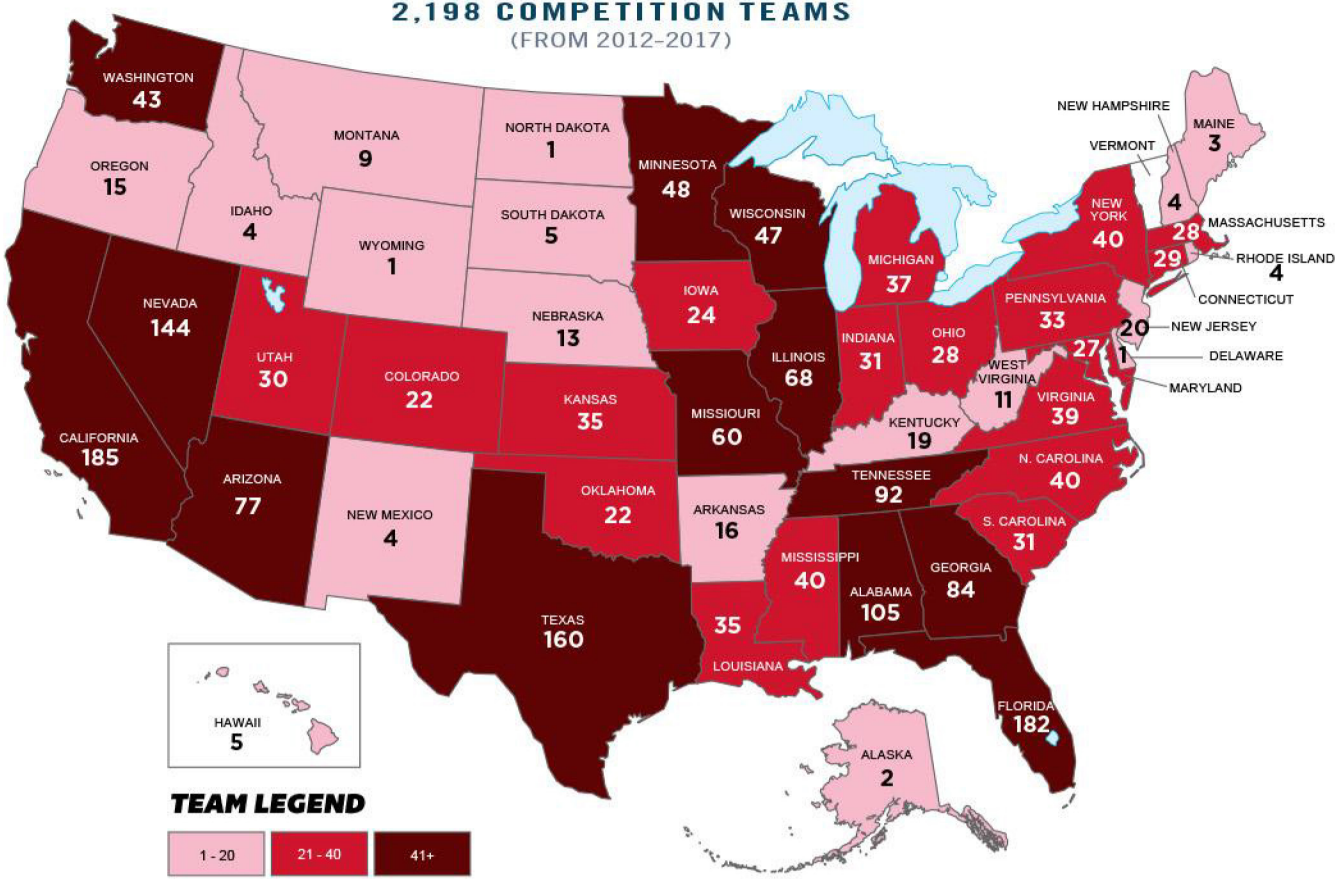
12% HAVE GRADUATE DEGREES LEADING TO GENERALLY HIGHER INCOMES IN THIS GROUP

OVERVIEW OF COMPETITION TEAMS AT THE

WORLD FOOD CHAMPIONSHIPS™

2,198 COMPETITION TEAMS

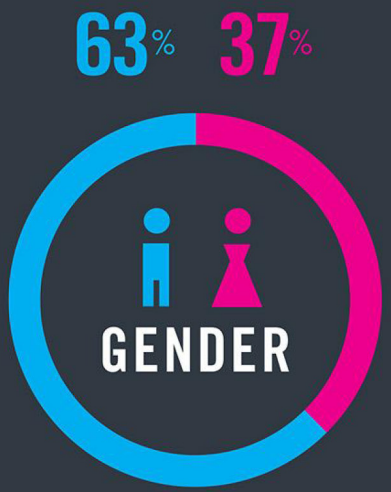
(FROM 2012-2017)

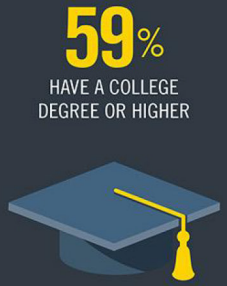


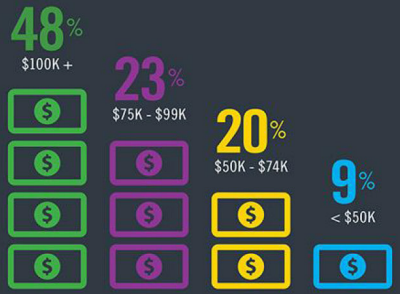
INTERNATIONAL (195)

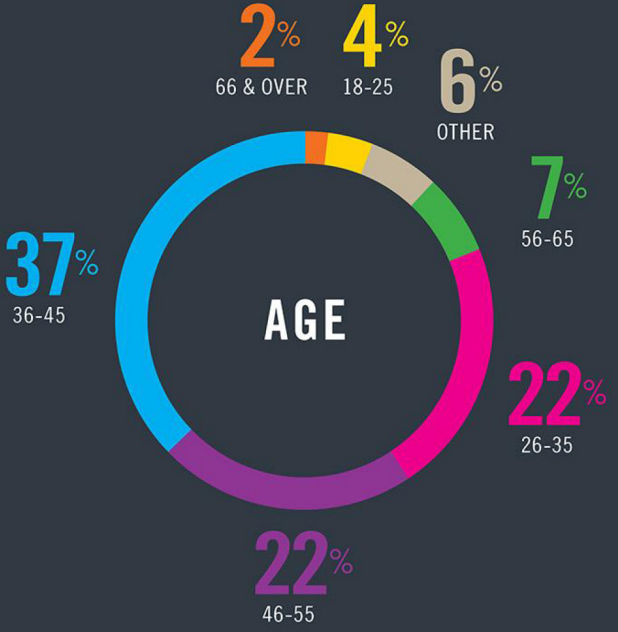
AFRICA	2
ANTIGUA/BARBUDA	1
AUSTRALIA	2
BAHAMAS	1
BELGIUM	2
CANADA	89
CAPE VERDE	1
CHILE	1
DOMINICAN REPUBLIC	3
ENGLAND/UNITED KINGDOM	28
ESTONIA	2
FRANCE	3
GAMBIA	1
GERMANY	10
GUAM	1
HAITI	1
HONG KONG	1
INDIA	6
ITALY	1
JAPAN	1
NETHERLANDS	12
PAKISTAN	1
PHILIPPINES	9
PUERTO RICO	6
RUSSIA	1
SINGAPORE	1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

FOOD CHAMP DEMOGRAPHICS









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