

Le Cordon Bleu Paris Alumni Awards 2017

As part of Le Cordon Bleu's Alumni Cocktail Gala, we offer you the opportunity to participate in our very first alumni award competition.

The winners of this prestigious competition will be decided by renowned chefs and professionals. Among other surprises, the winner will receive a dinner invitation for two in a Parisian restaurant. The winners will also be included in Le Cordon Bleu social media platforms, newsletter and press releases.

There are three award categories for which you may apply: the Most Mediatized Alumni, the Best Alumni Concept, and the Most Successful Entrepreneur.

The Most Mediatized Alumni

The individual who receives the greatest degree of media attention (TV interviews, published work, etc.) and who actively participates in social media (Instagram, Facebook, etc.). The winner of this award may be present in the greatest variety of social media platforms, have the largest number of followers, or have the most felt presence in the media.

The Best Alumni Concept

The individual who has created the most innovative business venture or business model. The winner of this award will have an original and creative business concept or format which has proven to be unique, popular or efficient.

The Most Successful Entrepreneur

The individual who has been most enterprising and ambitious in the creation of restaurants or hospitality establishments. The candidates of this prize may have a variety of different restaurant formats (such as running Michelin Star restaurants as well as more casual cuisine, pastry or wine establishments). They may also run their businesses in alignment with corporate social responsibility (for example, by hiring employees from disadvantaged backgrounds, or by using their establishments as a mean to share their food culture).

In order to apply for one of these award categories, please fill in the **form** below and attach a **video** (two minutes maximum) which briefly demonstrates or justifies why you are the best candidate for the award category for which you are applying. The winners will have their video



displayed on the evening of the event but with no audio/ sound – so be creative and visual in your videos!

Application Deadline: September 3, 2017 (5pm Paris time)