



Dear Worldchefs,

I am pleased to introduce myself as the new Chairman of the **International Chefs Day Committee**. During the last four years, I served as the Chairman of the Women in Worldchefs Committee and now I am excited to work together with this new Committee and our partners at **Nestlé Professional**, assisting in the development and promotion of **International Chefs Day!**

Each year, on **October 20th**, Worldchefs and its members celebrate International Chefs Day. This important date goes hand in hand with an annual theme, aimed at giving pride and honour to the profession, while using the opportunity to make a positive change within a Chef's vocation, their local communities and to make a difference in a young person's life. Since 2015, in co-operation with Nestlé Professional, we have created and realized campaigns that foster healthy eating habits among children.

The time has come to reveal the International Chefs Day 2017 theme: "**Foods for Healthy Heroes!**"

We want to encourage this opportunity to teach kids about healthy eating by letting them be creative with food. With the Chef's input, education and help, the kids will be able to create recipes out of powerful healthy foods, helping to turn them into "**Healthy Heroes**".

I am honored to lead and work with such an amazing team that includes both the International Chefs Day Committee Members and the Nestlé Managers. However, nothing we do would be possible without a strong community of

Worldchefs members supporting and promoting this campaign by volunteering to set an example for the young children of the world. We hope you will set aside International Chef's Day to participate in this special global showcasing opportunity by hosting workshops and activities for children.

How can you participate?

Please click [here](#) in order to download the "**Foods for Healthy Heroes**" presentation with details about this year's campaign. We are excited to have translation services available to Worldchefs this year, made available by Nestlé Professional. Our Committee will be happy to provide assistance with contact information for the Nestlé Marketing Manager and Regional Offices for your country.

I trust that after reviewing the presentation and materials provided, you will be as excited as we are, to start planning your activities for International Chefs Day 2017.

To get started, we are looking for Worldchefs who can help us promote a new generation of healthy eaters by submitting recipes for potential use in the 2017 International Chefs Day campaign. These recipes should be a reflection of local healthy eating habits. Please see attached template with recipe guidelines.

Please submit your recipes by email to joannaochniak@wp.pl on or before May 15, 2017.

For additional information, please contact any of the International Chefs Day Committee Members:

Chairman - Joanna Ochniak - Poland - joannaochniak@wp.pl

Vice Chairman - Simon Smotkowitz - Canada - ssmotkowitz@edmonton.com

Member - Joern Lie - Norway - j.lie@gamle-raadhus.no

Member - Tony Chang - Taiwan - tonychang279@gmail.com

Member - Georges Chihane - UAE - girus7@hotmail.com

Member - Hilmar Bragi Jonsson - Iceland - chefhilmar@gmail.com

Member - Bernd Uber - Australia - cuisiner@bigpond.com.au

Member - Marcos Rodriguez Caban - Puerto Rico - m.rodriguez275@suagm.edu

We look forward to an exciting and rewarding International Chef's Day 2017 promoting "**Foods for Healthy Heroes**"!

Thank you for your ongoing support and participation.

Kind Regards,

Joanna Ochniak, Chairman

Worldchefs International Chefs Day Committee

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