Beat: Lifestyle

MIRAZUR OF CHEF MAURO COLAGRECO IS ELECTED BEST RESTAURANT OF THE WORLD 2019

AT THE WORLD´S 50 BEST RESTAURANTS

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USPA NEWS - The world's greatest chefs were gathered tonight (June 25, 2019) for the grand Gala Evening of the World's 50 Best Restaurants 2019, sponsored by S.Pellegrino and Acqua Panna and held at Marina Bay Sands in Singapore. The awards ceremony culminated in the dedication of Chef Mauro Colagreco, who received the double award for Mirazur, his French restaurant, Best Restaurant in the World 2019 and Best Restaurant in Europe 2019.
"World's Best Restaurant 2019 is a worldwide recognition for Mirazur, but also Chef Colagreco's proof of love for France and its local products, most of them being grown in his garden a few steps from his restaurant. of the Côte d'Azur.
The list of World's 50 Best Restaurants 2019, with 15 new restaurants and 26 destinations, shows that the culinary planet is more than ever without boundaries and in motion. Hélène Pietrini, Director of World's 50 Best Restaurants

Since 2002, The World´s 50 Best Restaurants has reflected the diversity of the world´s culinary landscape.Thanks to its panel of more than 1,000 culinary experts, as well as its structured and audited voting procedure, the annual list of the world´s finest restaurants provides a snapshot of some of the best destinations for unique culinary experiences, in addition to being a barometer for global gastronomic trends. The World´s 50 Best Restaurants is uninhibited, a pioneer in the field. This is the only restaurant rating system on the planet that, each year, enables you to take a tour of the most creative and unique ideas that the culinary world has to offer,“ says Hélène Pietrini, Brand Director of The World´s 50 Best Restaurants. The World´s 50 Best Restaurants brings together an incredible community of chefs from around the world. The annual awards ceremony was held in London from 2003 to 2015 before starting a global tour with its first stops in New York in 2016 and Melbourne in 2017. In 2018, festivities took place in Bilbao, Spain. 50 Best is more than just a list. It is a celebration of the universality of cuisines, which is also explored in the #50BestTalks series of live culinary conferences and demonstrations, as well as the events that focus on the gastronomic strengths of a particular region, namely Asia´s 50 Best Restaurants and Latin America´s 50 Best Restaurants . With a social media following of more than 1 million food lovers, the brand also has an
extraordinary reach into the global foodie community through its digital channels. In 2016, William Reed Business Media, the company that owns The World´s 50 Best Restaurants brand

50 WOLRD BEST RESTURANTS IS A GLOBAL CELEBRATION FOR CHEFS AND THEIR CUISINE----------
The awards ceremony and unveiling of the list is a unique opportunity to unite chefs, gourmets, and journalists from all over the world at an emotionally charged celebration of cuisine, hospitality, and those who are passionate about the restaurant industry.VFollowing the hugely successful 15th edition in Australia, The World´s 50 Best Restaurants hosted the 2018 awards ceremony at the Euskalduna Centre in Bilbao on 19 June. A series of events ran from 16-20 June across the Basque region of Spain, showcasing the area´s outstanding culinary credentials to an international audience of industry professionals and food lovers. The 2018 event attracted more than 1,000 guests including global media, food critics, chefs, restaurateurs, gastronomes and sponsors. Last year 49 out of the 50 restaurants were represented at the ceremony. The invited chefs agree
to participate without knowing their ranking, and they wait with bated breath during the countdown. It is not so much a competition as it is a graceful, healthy rivalry where participants share their joy and savour a festive moment. A highlight for chefs, this ceremony is traditionally preceded by the Chefs´ Feast

UNDERSTANDING THE ROLE OF THE SPONSORS----------
The World´s 50 Best Restaurants does not rely on the sale of guides (the rankings are available to all on the website), nor on contributions, as it is not a label or a network, nor on affiliations (no reservation system). The World´s 50 Best Restaurants has chosen financing through its partners, relying on 100% sponsorship. Although they are present at the award ceremonies and associated with the names of awards and occasional content campaigns, the sponsors have no impact on the vote. They are strictly excluded from the voting process, as attested by the Deloitte certification. Similarly, the countries that host award ceremonies, such as Australia in 2017, are partners of The World´s 50 Best Restaurants. Their aim is to attract attention to the culinary traditions and expertise of their

country, which they hope to introduce to the visiting chefs, media outlets, and specialised and qualified public. Sponsors have zero sway on results. In the face of controversy and questions from the media, the transparency of the voting system and the certification of its control are paramount to maintaining the integrity of The World´s 50 Best Restaurants model. Without exception, none of the sponsors are made aware of the list of 50 Best Restaurants or their ranking before the ceremony

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