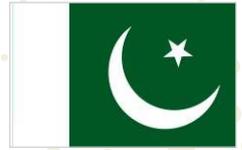


# PAKISTAN INTERNATIONAL CULINARY CHAMPIONSHIP

(PICC) 2025 FEBRUARY 27-30, 2025

## OBSERVER'S REPORT



**ENDORSED BY**  
WORLD  
ASSOCIATION  
OF CHEFS  
SOCIETIES

[www.picc.cap.net.pk](http://www.picc.cap.net.pk)



Chef's Association of Pakistan  
شہنشاہان ایسوسی ایشن آف پاکستان





# Introduction



Chefs' Association of Pakistan  
شيفس ايسوسي ايشن آف پاڪستان



**P**akistan International Culinary Championship (PICC) 2025, held from January 27 to January 30, 2025, emerged as one of the largest and most prestigious culinary events in Pakistan. Organized by the Chefs Association of Pakistan (CAP) and strategically partnered with the College of Tourism & Hotel Management (COTHM), this four-day celebration of culinary excellence was endorsed by Worldchefs, Paris, further solidifying its global significance.

With participants from across Pakistan and 12 countries, the event brought creativity, innovation, and inclusivity, showcasing the vibrant culinary culture of Pakistan on the international stage.



# CHEFS ASSOCIATION OF PAKISTAN (CAP) ELEVATING CULINARY EXCELLENCE IN PAKISTAN

The Chefs Association of Pakistan (CAP) takes immense pride in its role as the torchbearer of culinary excellence in Pakistan. As the only national member of Worldchefs, the global authority on culinary matters, CAP has consistently strived to elevate Pakistan's culinary landscape to international standards.

A standout testament to CAP's commitment to culinary innovation and expertise is the annual Pakistan International Culinary Championship (PICC). PICC has firmly established itself as Pakistan's premier culinary event, drawing the attention of culinary aficionados, professionals,



Chefs' Association of Pakistan  
شيفس ايسوسي ايشن آف پاكستان

and enthusiasts from across the nation and beyond.

In 2025, CAP continues its tradition of hosting the most awaited culinary extravaganza, PICC, Season 8. This event showcases the exceptional talent, creativity, and craftsmanship

of chefs, both local and international, who gather to participate upon CAP's invitation. The endorsement by Worldchefs, Paris, further underscores the global significance and recognition of PICC.

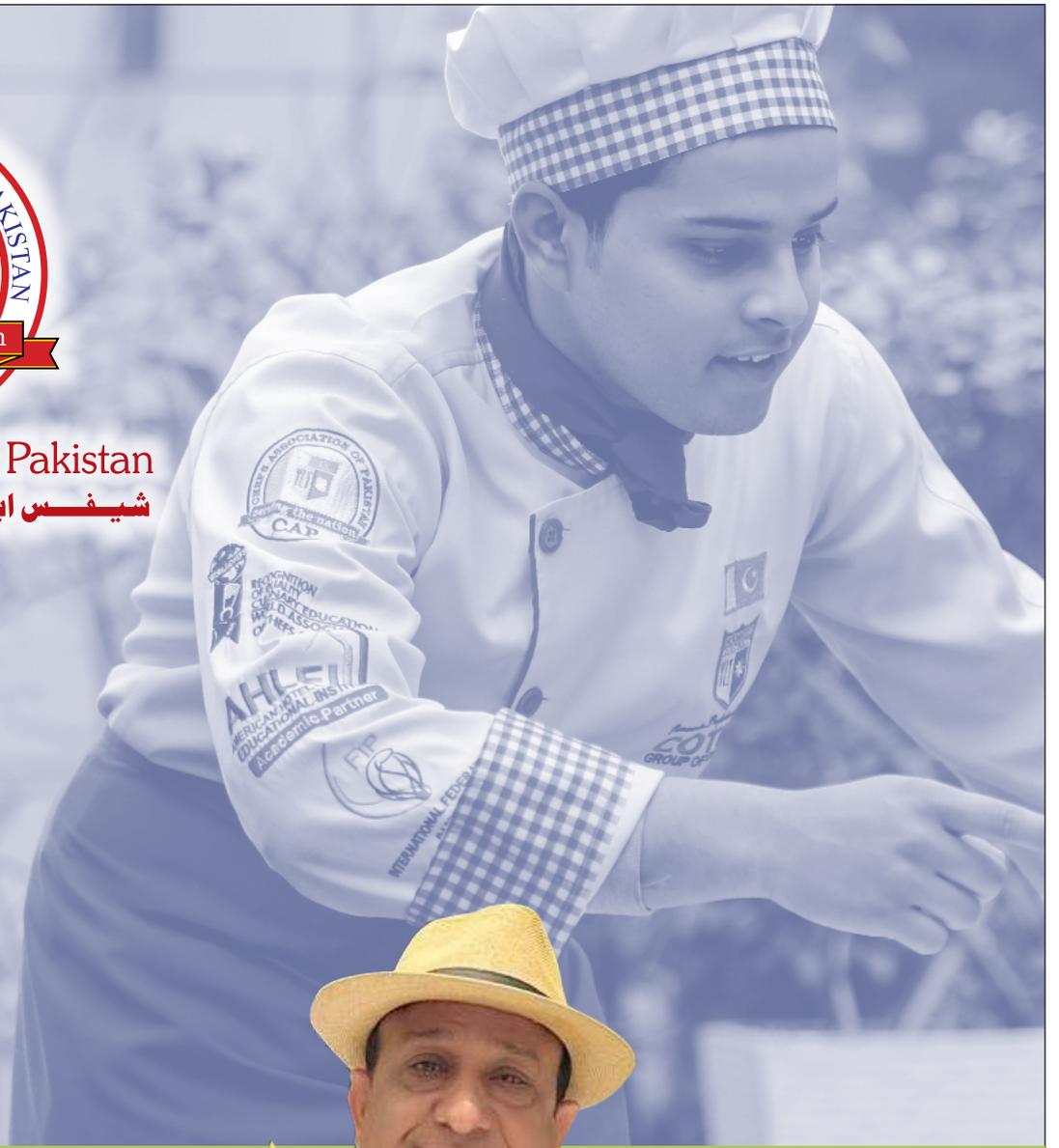
As we embark on PICC 2025, we invite you to join us in celebrating the culinary arts and witnessing the fusion of flavors, techniques, and cultures that make PICC a truly exceptional culinary experience.

Prepare your taste buds and culinary aspirations for an unforgettable journey at PICC 2026, where the Chefs Association of Pakistan continues to inspire, innovate, and delight the senses.

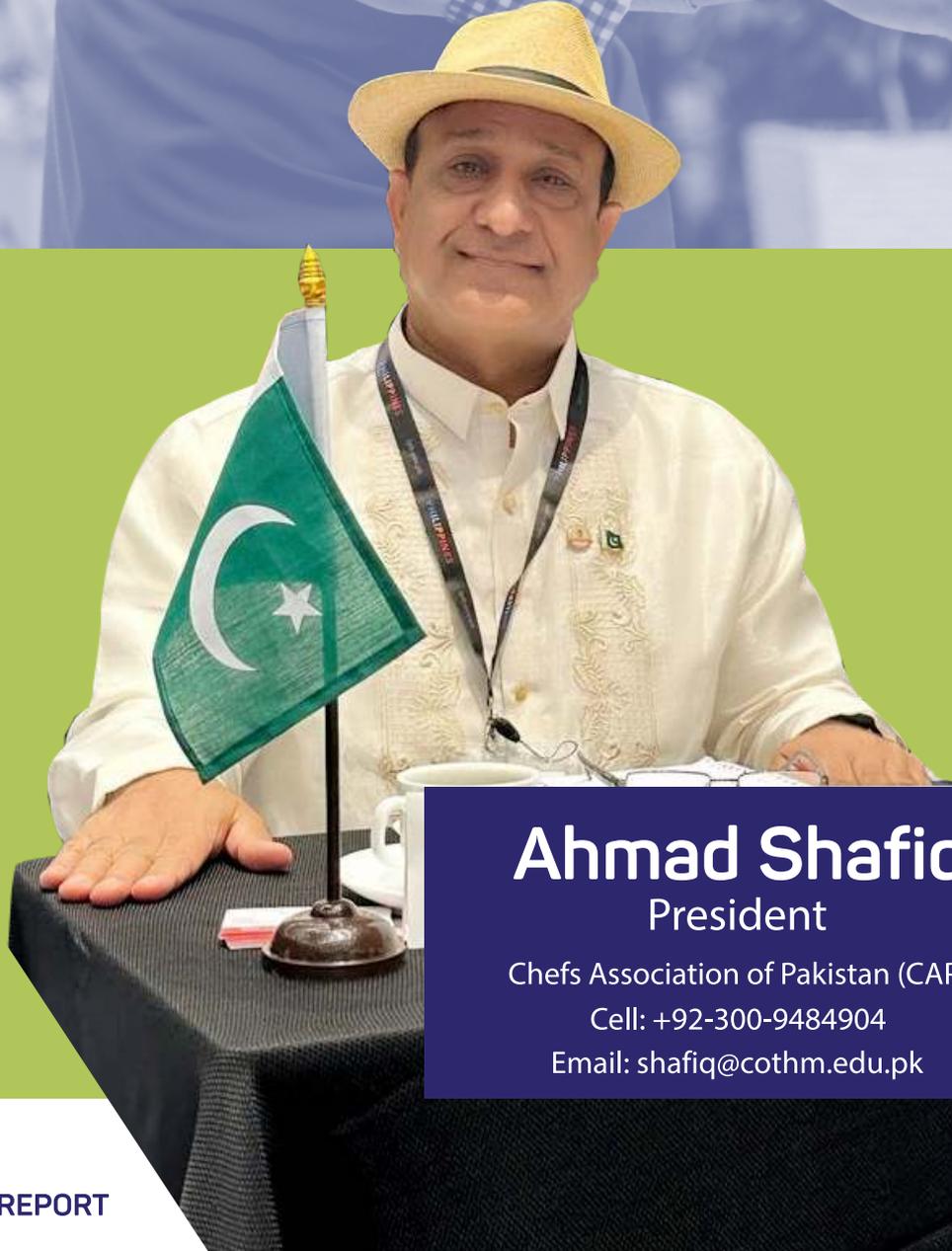




Chefs' Association of Pakistan  
شيفس ايسوسي ايشن آف پاكستان



## MESSAGE



**Ahmad Shafiq**  
President

Chefs Association of Pakistan (CAP)

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# Serving The Nation

Since 2006



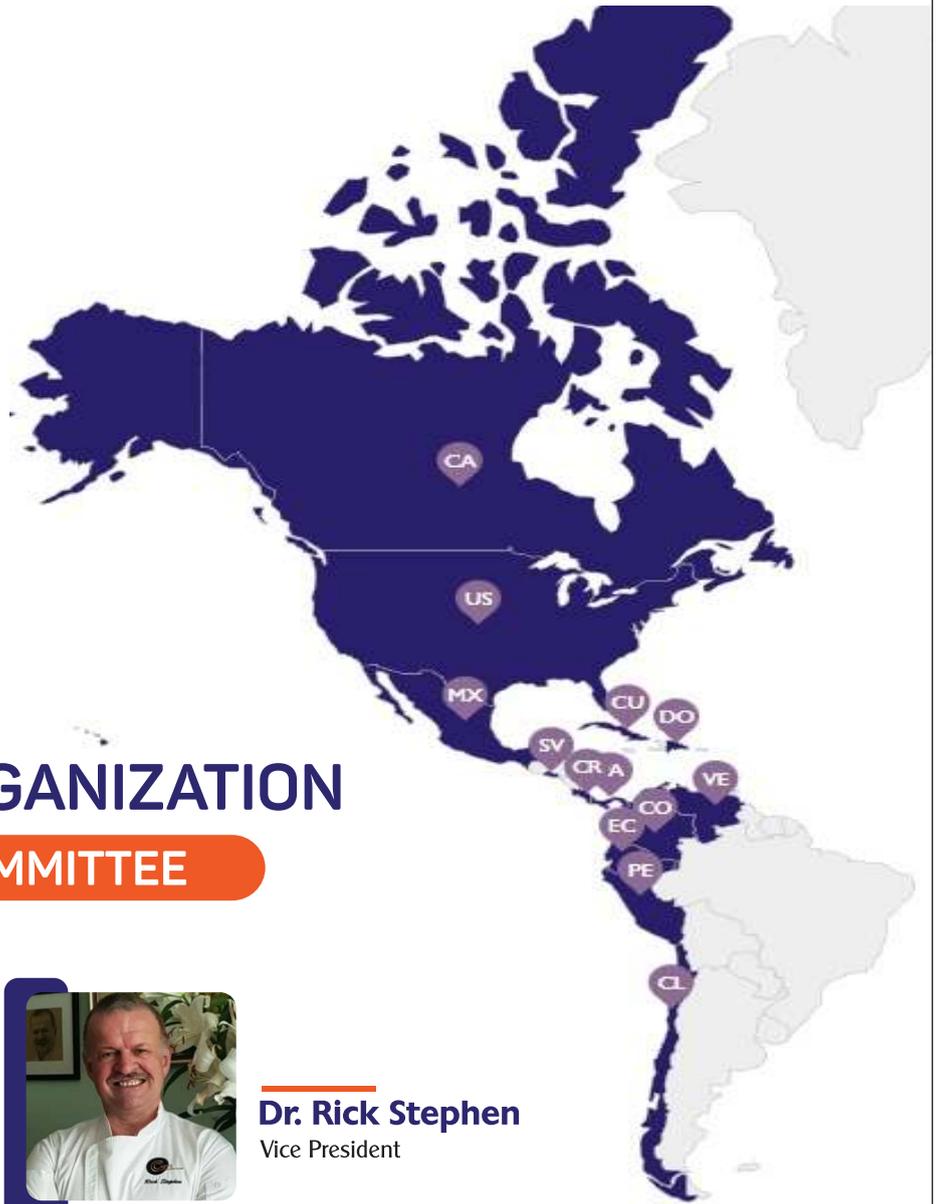
CAP has always been there to promote gastronomical tourism in Pakistan. Considering its tradition of promoting Pakistani cuisine all over the world, CAP is once again going to organize the international culinary championship in Pakistan. Our aim is to encourage young culinarians and give them a chance to showcase their culinary skills at international level. We will give our youth a chance to interact with international chefs and culinary champions.

This championship will bring to light the innovative dishes cooked by Pakistani and international cuisiniers. The event will make Pakistani cuisine famous all over the world and make Lahore famous as 'Food Capital of Pakistan'.



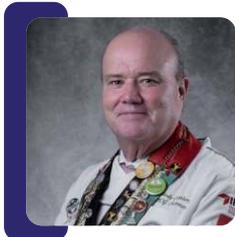


**WORLD  
ASSOCIATION  
OF CHEFS  
SOCIETIES**



## WORLDCHIEFS ORGANIZATION

### EXECUTIVE COMMITTEE



**Andy Cuthbert**  
President



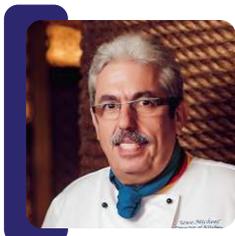
**Dr. Rick Stephen**  
Vice President



**Alain Hostert**  
Secretary General



**Kristine H. Hartviksen**  
Assistant Vice President



**Uwe Micheel**  
Vice President Finance



**Willment Leong**  
Continental Director for Asia





## WORLDCHIEFS, PARIS ENDORSES PICC 2025

**W**orldchefs, headquartered in Paris, is a prestigious global organization that serves as the voice of culinary professionals from around the world. With a rich history dating back to 1928, Worldchefs is dedicated to promoting the culinary arts, fostering international collaboration among chefs, and setting high standards for culinary excellence.

One of the notable ways in which Worldchefs contributes to the culinary world is through its endorsement of various culinary

events and competitions worldwide. Among these events, the Pakistan International Culinary Championship (PICC) stands out as a shining example. Organized annually by the Chefs Association of Pakistan (CAP) in collaboration with the College of Tourism and Hotel Management (COTHM), PICC has earned the prestigious endorsement of Worldchefs.

This endorsement by Worldchefs underscores the significance and global recognition of PICC within the culinary community. It reflects the event's commitment to

upholding the highest culinary standards, promoting culinary innovation, and providing a platform for international chefs to showcase their talents.

With Worldchefs' endorsement, PICC continues to thrive as the biggest culinary championship in Pakistan, attracting culinary enthusiasts, professionals, and international chef teams eager to participate and compete on a global stage.



## LARGEST CULINARY CHAMPIONSHIP IN PAKISTAN

**P**ICC 2025 holds the distinction of being Pakistan's largest culinary championship. It was meticulously organized by the Chefs Association of Pakistan and endorsed by Worldchefs, Paris.

The collaboration with

COTHM as the strategic partner ensured a seamless and professionally executed event. The championship not only celebrated the culinary talent within Pakistan but also attracted international attention, positioning Pakistan as an emerging culinary hub.





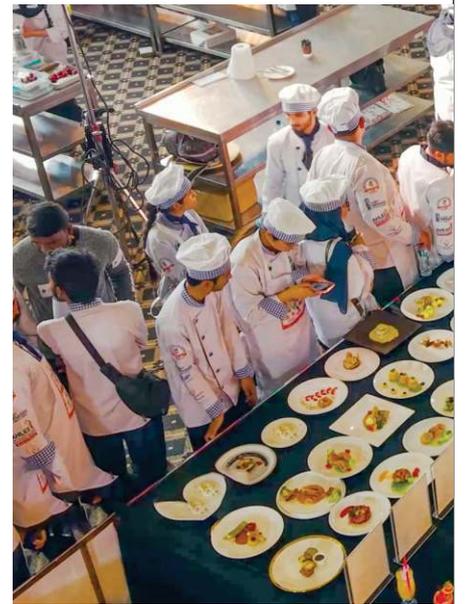
# LARGEST CULINARY CHAMPIONSHIP IN PAKISTAN







# LARGES



# ST CULINARY CHAMPIONSHIP IN PAKISTAN





## LIVE OPERATIONAL KITCHENS

A standout feature of the event was the setup of 25 live operational kitchens. These kitchens allowed participants to showcase their culinary expertise in real-time. From savory delights to intricate desserts, chefs demonstrated their creativity and skills while engaging with the audience.

The live kitchens brought an interactive element to the event, giving guests a closer look at the art of cooking and providing a platform for chefs to connect with their audience.





LIVE OPERATIONAL KITCHENS





## BAKING LOUNGE MANAGED BY THE PRESTIGIOUS CHOCOLATE ACADEMY



A major highlight of PICC 2025 was the Baking Lounge, expertly managed by the renowned Chocolate Academy. This dedicated space became the heart of cake and dessert competitions, where participants showcased their talent in the intricate art of baking.

The lounge was filled with delicious aromas as chefs crafted visually stunning and delectable desserts, pushing the boundaries of creativity and technique. The presence of the Chocolate Academy added an extra layer of prestige to the lounge, ensuring that the competitions were held to the highest standards. It was not only a place for competition but also for inspiration, where guests could witness the magic of fine pastry work and indulge in some of the most exquisite baked creations.





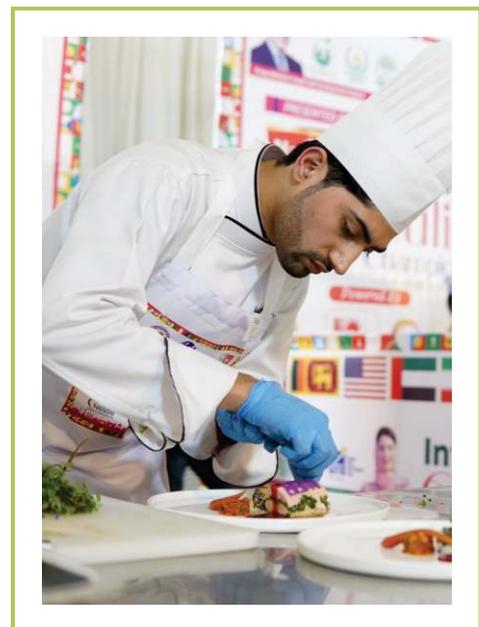


# NATIONAL PARTICIPATION FROM ALL PARTS OF PAKISTAN

ICC 2025 witnessed widespread participation from all corners of Pakistan. Junior chefs, and culinary professionals from diverse regions came together to compete and represent their local cuisines and cooking techniques.

The diversity of participants added a layer of richness to the competition, highlighting the country's varied food culture.







Pakistan



USA



Uzbekistan



Bangladesh



Maldives



UAE



Turkey



Australia



Iran



Azerbaijan



Morocco



## INTERNATIONAL PARTICIPATION FROM 11 COUNTRIES

Adding a global dimension to the competition, participants from 11 countries joined as competitors and jury members. This international involvement showcased a blend of culinary traditions from around the world and contributed to a highly competitive environment.

The presence of seasoned chefs and culinary experts from various countries elevated the event's prestige and facilitated valuable cultural exchanges within the culinary community.



# 'SENSES IN THE KITCHEN' A SPECIAL INCLUSIVITY SEGMENT

A groundbreaking initiative at PICC 2025 was the 'Senses in the Kitchen' segment, which featured visually impaired children, hearing-impaired children, and individuals with different abilities, who were given the opportunity to cook and showcase their culinary talents. The competitors who participated in this special segment were from Pakistan Foundation Fighting Blindness and LABARD. This segment, exclusively partnered with Chughtai Lab, Sultan's Organics, and Cheezious, celebrated inclusivity and broke down barriers in the culinary world.







# CATEGORIES OF COMPETITION

With 27 different categories introduced into the competition, PICC 2025 offered something for everyone. These categories spanned a wide range of culinary disciplines, from baking to live cooking, providing participants the opportunity to demonstrate their skills in specific areas of expertise.

This diverse range of categories ensured that talent from all facets of the culinary world was represented and celebrated.

- 1 BEST CUISINER OF PAKISTAN {Individual}
- 2 BEST PASTRY CHEF OF PAKISTAN {Individual}
- 3 BEST BLACK BOX-TEAM
- 4 FOUR-COURSE GOURMET DINNER - TEAM
- 5 BEST CARVING ARTIST OF PAKISTAN {Individual}
- 6 THREE-COURSE MODERN PAKISTANI MENU {Individual}
- 7 PIZZA CHAMP - PROFESSIONAL {Individual}
- 8 YOUNG CHEF OF THE YEAR {Individual}
- 9 THREE-COURSE GOURMET DINNER MENU {Individual}  
(FOR INTERNATIONAL CHEFS ONLY)
- 10 GRAVITY CAKE FREE STYLE {Individual}
- 11 BEEF MAIN COURSE {Individual}
- 12 CHICKEN MAIN COURSE {Individual}
- 13 SEAFOOD MAIN COURSE {Individual}
- 14 PASTA MAIN COURSE {Individual}
- 15 PETITES FOUR & PRALINES {Individual}
- 16 HIGH TEA MASTER {Individual}
- 17 BAKED GOODS, BAKED BREADS {Individual}
- 18 CAKE DECORATION {Individual}
- 19 FOUR PLATES OF DESSERTS {Individual}
- 20 PIZZA CLASS {Student}
- 21 PASTA MAIN COURSE {Student}
- 22 CHICKEN MAIN COURSE {Student}
- 23 CUPCAKES CREATIONS {Student}
- 24 THREE-COURSE PAKISTANI CUISINE {Student Team}
- 25 A MEDLEY OF MOCKTAILS {Student}
- 26 CREATIVE TABLE SET-UP {Student}





## FOOD SAFETY & HYGIENE INSPECTIONS

In addition to the exciting culinary displays, PICC 2025 prioritized the compliance to food safety and hygiene practices. Dedicated food safety and hygiene inspection teams were present throughout the event to ensure that the highest standards were maintained in all the kitchens and food preparation areas.

These teams conducted regular checks to ensure that participants adhered to strict hygiene practices, and food safety regulations were followed meticulously.

The presence of these teams ensured the maintenance of health and safety standards in culinary events, ensuring a safe and hygienic environment for both participants and guests.



## NINE PRESTIGIOUS TITLES

The event featured nine prestigious titles, awarded to top performers in the competition. These titles carried significant weight and recognition, both within Pakistan and internationally. Winning one of these titles was an acknowledgment to the participant's culinary prowess and a valuable achievement in their professional journey.

1	<i>Best</i>	<b>CUISINIER OF PAKISTAN</b> ( Open for Local Chefs only)
2	<i>Best</i>	<b>PASTRY CHEF OF PAKISTAN</b>
3	<i>Best</i>	<b>BLACK BOX-TEAM</b>
4	<i>Best</i>	<b>FOUR COURSE GOURMET DINNER-TEAM</b>
5	<i>Best</i>	<b>CARVING ARTIST OF PAKISTAN</b> (Individual)
6	<i>Best</i>	<b>THREE COURSE MODERN PAKISTANI MENU</b> (Individual)
7	<i>Best</i>	<b>PIZZA CHAMP (PROFESSIONAL)</b>
8	<i>Best</i>	<b>YOUNG CHEF OF THE YEAR</b>
9	<i>Best</i>	<b>THREE-COURSE GOURMET DINNER MENU</b> {Individual-International}

# CASH PRIZES WORTH

# 25,000 USD

In addition to the titles, cash prizes worth around 25,000 USD were distributed among the winners of the competition with the kind support of NAVTTC. The financial rewards served as an incentive for chefs to bring their best skills to the table and added an extra layer of excitement to the event. This financial support also highlighted the importance of culinary excellence and helped support the careers of talented chefs.



## AFFORDABLE ENTRY FEE

With an entry fee of only 3 to 5 dollars per person, PICC 2025 made the event accessible to a wide range of participants. This affordable entry fee enabled culinary enthusiasts, students, and professionals to compete in the event without financial barriers, ensuring inclusivity and encouraging participation from diverse backgrounds.



## APPROXIMATELY 5,000 PARTICIPANTS

With around 5,000 participants, PICC 2025 attracted one of the largest gatherings of culinary talent ever seen in Pakistan. The sheer number of participants underlined the event's success and its appeal to culinary professionals and students alike. The diverse pool of competitors contributed to an exciting and dynamic atmosphere throughout the competition.



## FREE INGREDIENTS AND CONSUMABLES

One of the most generous aspects of the event was that nearly 90 percent of the ingredients and consumables were provided free of charge from the sponsor companies. This initiative alleviated the financial burden on participants and ensured that they could focus solely on their culinary skills. By removing the cost of ingredients, PICC 2025 created a level playing field for all participants, regardless of their background.



## PRESENCE OF GOVERNMENT REPRESENTATIVES

The event saw the presence of ministers and representatives from both federal and provincial governments, who lent their support and endorsement to the championship. Their participation highlighted the significance of the event in promoting Pakistan's culinary and tourism sectors, as well as its potential to stimulate economic growth in the hospitality industry.

Additionally, the event was graced by an array of distinguished guests, including socialites, ambassadors, media persons, and other high-profile attendees.

Their presence helped elevate the event's profile, bringing global attention to the culinary arts in Pakistan and highlighting the importance of PICC 2025.





## EVENT SPONSORSHIPS

The success of PICC 2025 was made possible thanks to the support of numerous sponsors. National Foods, as the title sponsor, played a pivotal role in the event's success. Gold sponsors like Cheezious, KnN's, and Nestle Professional, along with silver sponsors including Young's Food, Shangrila, Ambassador Commercial Kitchen Equipment, and Coca Cola, contributed significantly. Realite Farms and Rose Petal also added value by partnering as the Vegetable and Hygiene Partners, respectively, providing key resources and products for the competition.



## MEDIA COVERAGE

The event was extensively covered by both national and international media outlets, ensuring that the excitement and success of PICC 2025 reached a global audience. This media attention highlighted the importance of the championship and its impact on the culinary world, drawing attention to Pakistan's growing role in the global culinary scene.



## SOCIAL MEDIA INFLUENCERS

The presence of social media influencers at PICC 2025 helped amplify the event's reach, with influencers covering various aspects of the event, including cooking demonstrations, participant experiences, and behind-the-scenes glimpses. Their coverage played a vital role in engaging a wider audience, particularly younger generations, and increasing the event's visibility across digital platforms.



## SEMINARS AND WORKSHOPS

In addition to the competitions, seminars and workshops were held throughout the event to develop healthy discussions and knowledge exchange among chefs. These sessions allowed participants to enhance their skills, share experiences, and stay updated on the latest culinary trends and innovations.



# CULINARY CREATIONS: **10,000** PLATES SERVED

Over the four days, approximately 10,000 plates were prepared and displayed, showcasing the hard work, creativity, and dedication of the participants. This staggering number of dishes served was a proof to the scale of the event and the skill of the chefs involved.









## PANEL OF JUDGES FOR PICC - 2025

As per the requirements set by Worldchefs, a panel of seasoned chefs including Worldchefs' approved judges was appointed to judge the competition. These experienced professionals ensured a fair and high-standard evaluation process. Additionally, rookie judges were given the opportunity to participate, providing them with valuable training and exposure to elevate their skills for future competitions.



## WORLDCHefs APPROVED JUDGES

SR.NO	SURNAME	GIVEN NAME	CATEGORY	GENDER	NATIONALITY	ROLE IN PICC 2025
1	Raees	Muhammad	Continental	Male	USA	Head of Jury
2	Ahmad	Shafiq	Continental	Male	Pakistani	Judge
3	Mohamed	Abdulla	Continental	Male	Maldivian	Judge
4	Bulgari	Manzoor	Regional	Male	UAE	Judge

## LOCAL JUDGES

5	Razzaq	Muhammad	Local Judge	Male	Pakistani	Judge
6	Babar	Jahanzaib	Local Judge	Male	Pakistani	Judge
7	Iqbal	Faiza	Local Judge	Female	Pakistani	Judge
8	Abbasi	Amir	Local Judge	Male	Pakistani	Judge
9	ul Haq	Rizwan	Local Judge	Male	Pakistani	Judge
10	Hadi	Abdul	Local Judge	Male	Pakistani	Judge
11	Laique	Hira	Local Judge	Female	Pakistani	Judge
12	Maqbool	Saima	Local Judge	Female	Pakistani	Judge
13	Ali	Irshad	Local Judge	Male	Pakistani	Judge
14	Ali	Sher	Local Judge	Male	Pakistani	Judge
15	Arshad	Hassan	Local Judge	Male	Pakistani	Judge
16	Jahangir	Mian Saqib	Local Judge	Male	Pakistani	Judge
17	Ashraf	Muhammad	Local Judge	Male	Pakistani	Judge
18	Ud Din	Salah	Local Judge	Male	Pakistani	Judge
19	Gohar	Falak	Local Judge	Male	Pakistani	Judge
20	Butt	Tauseef	Local Judge	Male	Pakistani	Judge
21	Ahmad	Shabbir	Local Judge	Male	Pakistani	Judge

## ROOKIE JUDGES

SR.NO	SURNAME	GIVEN NAME	CATEGORY	GENDER	NATIONALITY	ROLE IN PICC 2025
22	Hussain Balti	Abid	Rookie	Male	Pakistani	Judge
23	Khan	Taimoor	Rookie	Male	Pakistani	Judge
24	Waseem	Muhammad	Rookie	Male	Pakistani	Judge
25	Tahir	Syeda Faiza	Rookie	Female	Pakistani	Judge
26	Arif Siddiqui	Hina	Rookie	Female	Pakistani	Judge
27	Firdaus	Amna	Rookie	Female	Pakistani	Judge
28	Moman	Muhammad	Rookie	Male	Pakistani	Judge
29	Hassan	Nadia	Rookie	Female	Pakistani	Judge
30	Tayyaba	Younas	Rookie	Female	Pakistani	Judge
31	Ameen	Muhammad	Rookie	Male	Pakistani	Judge
32	Hanifa	Ilkin	Rookie	Male	Azerbaijan	Judge



# NATIONAL CULINARY TEAM BELTS

One of the most exciting moments of the event was the awarding of belts to new members of the 'National Culinary Team of Pakistan.' These belts symbolized the achievement of these individuals and marked their entry into the national culinary community, further strengthening Pakistan's culinary talent pool.



# LIVE BROADCAST ON SOCIAL MEDIA

To reach a broader audience, the event was streamed live on the official social media handles of CAP and PICC 2025. This allowed viewers around the world to engage with the event, watch live cooking competitions, and stay updated on the latest developments in the championship.



# COVERAGE IN HOSPITALITY PLUS MAGAZINE

The entire event will be published in Hospitality Plus, a monthly English magazine that covers hospitality and tourism. This extensive coverage, with around 5000 copies of the Hospitality Plus magazine, will further enhance the visibility of PICC 2025 and promote Pakistan as an emerging destination for culinary tourism and expertise.



# AWARDS AND RECOGNITION





**FOR FURTHER ASSISTANCE, CONTACT:**

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