



# K-Food World Festival Guidelines

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## WHO CAN ENTER

- Any foreign national residing in the UK can take part in the competition.
  - \* **Overseas Korean nationals are not eligible for this contest**
- Individuals must be 18 and over on 20 July 2013.
- No specific cooking skills will be required, whether you enjoy cooking at home or are an expert at preparing dinner for your friends, you are welcome to join.

## PRIZES

- The UK Qualifying Winner will win a trip to South Korea in order to participate to the Final [return flights, accommodation and meals are included].
- The Second UK Qualifying Finalist will receive a Cuckoo Rice Cooker.
- The Third and Fourth UK Qualifying Finalists will receive Bibigo Restaurant Vouchers.
- The Fifth UK Qualifying Finalist will receive a hamper of Korean cooking utensils and ingredients.
- The Winner of the Grand Final in Seoul will win US \$10,000.

## HOW TO ENTER

In order to enter the competition you must submit an [Entry Form](#) along with the [Video of you cooking](#) and [Signed Consent and Release Agreements](#).

### **Firstly make a video**

- You must create a video of yourself cooking a Korean dish.
- You must carry out the recipe without external assistance.
- Video needs to include:
  - 1) Your name and the name of your chosen recipe
  - 2) Ingredients

- 3) Cooking process
- 4) The completed dish
- You can choose whether you would like to narrate or use subtitles.
- The video should be no longer than 10minutes.

### **Secondly upload your video on Youtube**

- You will need to upload your video onto your own Youtube channel.  
\*Please follow the link on [How to create a Youtube Channel](#)
- Once you have uploaded your video on your Youtube channel, you will need to send us the link of your video along with your entry form.
- All video entries will be made available online on the Embassy's Youtube Channel (ROKEmbassyUK) after the closing date for the Video Submission.

### **Finally submit your application**

- All entries must include the signed Entry Form and Consent and Release Agreements which must be received **by midnight on Thursday 11 July 2013**.
- On the Entry Form you will find a space where you must insert the Youtube link of your video.

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## **JUDGING CRITERIA**

- Knowledge of Korean food
- Creativity
- Presentation

## **CONTEST SCHEDULE**

Closing date for the submission of entry forms	11 July 2013
Announcement of 5 Successful Contestants	12 July 2013
<b>Live Cooking Contest at <a href="#">Central Street Cookery School</a></b>	<b>20 July 2013</b>
K-Food World Festival Final in Korea	16 August 2013

## TERMS AND CONDITIONS

- One entry per person.
- By sending your entry form and video you are consenting for your video to be published on the Embassy's Youtube Channel and also to be used by MBC.
- You consent that all details on your entry form are correct.  
[Any misleading information will result in disqualification from the competition]
- Any inappropriate video content or abusive/discriminatory language will result in the immediate disqualification from the competition.
- Individuals must travel to London for the Live Cooking Contest at their own expenses.
- The winner of the UK competition must be available to travel to Korea the week of 12 August to 17 August 2013 for the Finals. If the UK winner cannot participate in the whole programme, you may be able to discuss about the length of your stay with the organiser of the Final.
- We are not liable if due to your religion or other personal beliefs you cannot complete a cooking task or touch/eat specific ingredients.
- There will be no cash alternative to the prize in whole or part.