

The S.Pellegrino World's 50 Best Restaurants Awards 2011

DIARY DATE: London, Monday 18th April 2011

The much-anticipated S.Pellegrino World's 50 Best Restaurants Awards 2011 will be held on Monday 18th April at the historic Guildhall in the City of London, in the company of the world's finest chefs, international media and the world's most influential restaurateurs.

Celebrating its 10th anniversary this year, The S. Pellegrino World's 50 Best Restaurants Awards and List is organised by *Restaurant* magazine, and sponsored by S.Pellegrino, the worldwide famous sparkling mineral water representing Italian style all over the world.

S.Pellegrino, with a strong heritage enriched by international flair, is continuing also this year the successful partnership with *Restaurant* magazine, confirming its dedication to the fine dining world.

New award created for female chefs

Restaurant magazine is thrilled to announce a new award category this year: The Veuve Clicquot World's Best Female Chef Award. This honour will shine the spotlight on exceptional female chefs whose cooking delights and excites the toughest of critics across the globe. It will be voted for by the 27 international panels of critics, restaurateurs, food writers and chefs who make up the voting academy.

Stephane Gerschel, Director of International Communication at Veuve Clicquot, comments, "In 1805, Barbe Nicole Ponsardin became the young widow of François Clicquot, and decided to take over the small family wine business which had been created in 1772. Things were difficult, and in order to benefit from the loophole which was the only case when a female was allowed to run a business, she renamed the House 'Veuve Clicquot', literally, Widow Clicquot. Through several programs, such as the Veuve Clicquot Business Woman Award, created in 1972 and now active in 25 countries, we have taken on a tradition of honouring women who make a difference. It felt only natural that we celebrated our new partnership with the World's 50 Best Restaurants by creating a new category: The Veuve Clicquot World's Best Female Chef Award."

How the list is compiled

The list is created from The Electrolux World's 50 Best Restaurants Academy, an influential group of over 800 international leaders in the restaurant, food and drink industries. The Academy is split into 27 separate regions around the world, and each region has its own panel of 31 members including a chairperson.

The panel in each region is made up of food critics, writers, chefs and 'gastronomes', each of whom has seven votes. Members vote for seven restaurants and list them in order of their preference. At least three restaurants on their personal shortlists must be from outside of their own region.

William Drew, Editor of *Restaurant* magazine said "We are extremely excited about this year's S.Pellegrino World's 50 Best Restaurants list and awards ceremony. I'm sure the 2011 list will prove as stimulating as ever and we are honoured to be the event in every chef's diary."

The results are published in the May issue of *Restaurant* magazine. There will also be a standalone World's 50 Best Restaurants Guide available from the 19th April; this guide will be a must-have accessory for the increasing number of loyal followers of the list, and will be available worldwide.

Last year's list and the latest on up and coming events for intrepid global gastronomes is available by visiting www.worlds50best.com.

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Notes to editors:

Restaurant magazine is the UK's leading publication for restaurateurs and chefs, and has been running The World's 50 Best Restaurants since 2002. Restaurant magazine is solely responsible for organising the awards, collating the votes and producing the list.

S.Pellegrino, international trademark of Sanpellegrino S.p.A., is title sponsor of the awards. S.Pellegrino and Acqua Panna are the leading natural mineral waters in the fine dining world. Together they interpret Italian style worldwide as a synthesis of excellence, pleasure and well-being.



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