

The S. Pellegrino World's 50 Best Restaurants Awards 2010

London: Monday 26th April 2010

The much-anticipated S. Pellegrino World's 50 Best Restaurants Awards 2010 will be held on Monday 26th 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.

The S. Pellegrino World's 50 Best Restaurants Awards and List is organised and compiled by Restaurant Magazine, and sponsored by S.Pellegrino. The Awards are now in their ninth year.

The list is created from The World's 50 Best Restaurants Academy, an influential group of over 800 international leaders in the restaurant industry. The Academy comprises 27 separate regions around the world, and each region has its own panel of 31 members including a chairperson to head it up. The panel is made up of food critics, writers, chefs and 'gastronomes' each of whom has five votes. Members vote for five restaurants, (at least) two of which must be used to recognise restaurants outside of their region.

The results are published in the May issue of Restaurant Magazine. There will also be a World's 50 Best Restaurants Guide available from the 27th April, this guide will be a must-have accessory for the increasing number of loyal followers of the list, and will be available worldwide.

At the beginning of February, Restaurant Magazine is re-launching the website for the awards to enable restaurant enthusiasts from around the world to look up recommendations on the best places to eat wherever they are around the globe. Academy members and respected writers will be contributing to the 'blog' and readers can post comments and share their experiences.

By logging into www.worlds50best.com you will be able to keep track of the hottest places to eat on earth, plus hear about up and coming events for intrepid global gastronomes.



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Finally, new PR contact details for this year.

LUCHFORD APM is now leading on all press communications. Please contact us via email or phone using the following details:

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

PR contact details

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