



World PAELLA DAY CUP

TERMS AND CONDITIONS FOR PARTICIPATION WORLD PAELLA DAY CUP 2025

DESCRIPTION

Since 2018 and every 20th September, the World Paella Day has been celebrated, a recognition to the most universal dish of València's gastronomy. A day on which Valencians share paella with the rest of the world to celebrate, beyond recipes and ingredients, its most international version.

And what better way to share it than to offer chefs from all over the world the opportunity to cook their own recipe in the birthplace of paella. In this spirit the World Paella Day Cup was born, which in 2024 celebrates its fifth edition.

It is an international competition in four phases where up to **12 chefs** will go to the grand final and defend their country with their paella in **September 20th**.

This year -again- the finalist chefs will participate in the **World Paella Day Stage Valencia experience**, five days in Valencia to immerse themselves in the paella culture with programmed visits to the Huerta de València, the rice fields of the Albufera Natural Park, the Central Market and many more.

Once more, Spain will maintain its role as host country of the competition, but will not participate.

With qualifying rounds being held in Uruguay, Colombia, Bulgaria, Japan, Mexico and Puerto Rico, these 6 countries will choose their finalist in face-to-face competitions and are excluded from this digital selection.

HOW TO PARTICIPATE

Participation is divided into four phases:

PHASE 1. REGISTRATION (until June 3rd)

Fill in **this form** and send us a photo and a video (in horizontal format) before 3 June 2025, no longer than 59 seconds, in which you tell us at least:

- Your professional story (in English and/or Spanish)
- Which country you would like to represent
- Why would you like to participate in the VI World Paella Day CUP?

Send the picture and video by email to: worldcup@worldpaelladay.org

PHASE 2. SELECTION OF THE FINALISTS (from June 10th to 23rd)

Best candidates who adequately fulfill the requirements of phase 1 will be listed on **www.worldpaelladay.org** (or the digital support that is deemed appropriate) in June 10th, and can be voted on by the public until June 29th. In addition, candidates will be able to campaign as they see fit in the media and social media using the hashtag **#WorldPaellaDayCUP**.

NOTE: If fraudulent voting is detected, the contestant will be disqualified; the organisers request 'fair play' among the candidates.

The jury, made up of professionals appointed by the World Paella Day organisation, taking into account the votes, geographical representativeness, media and social media impact, entities/organisations supporting the candidacy, as well as the candidates' track record and videos, will select the 4 or 6 finalists (and 3 reserves) before July 14th.

The selected candidates will be notified by email on a personalized basis.

PHASE 3: WORLD PAELLA DAY STAGE (September 17th-21st)

The selected finalists will be invited to come to Valencia to compete on September 20th.

Finalists are offered a complete Stage program of activities that will allow them to get to know Valencia and its province: the birthplace of paella and its Mediterranean Pantry.

The World Paella Day organizers will cover the travel expenses (train or economy class flights) and accommodation for each finalist chef plus one assistant (in a double room), as well as the activities included in the stage.

In the event that a finalist does not accept the conditions of participation, their place will be offered to the other reserve finalists until the number of four or six selected is completed (to be added to the finalists selected in the qualifying rounds in Uruguay, Colombia, Bulgaria, Japan, Mexico and Puerto Rico).

PHASE 4. WORLD PAELLA DAY CUP 2025 FINAL (September 20th)

Once the Stage phase is over, finalists will face each other cooking their paellas on September 20th, live, in the space designated by the organization.

PRIZE

The winner will receive as a prize the trophy that will accredit him/her as the winner of the **VI World Paella Day Cup**. In addition, the second and third classified will also receive a prize. (Transport expenses for the trophy are not included).

All finalists will receive a commemorative jacket and a certificate of their status as finalists.

All finalists and their assistants will be able to participate in the World Paella Day Stage (travel -plane or train ticket in tourist class, accommodation - 4 nights in double room AD - and travel and lunches/dinners of the official program) in the days prior to the final.

Acceptance of the prize will require the acceptance of the rules of participation.

ASPECTS TO BE TAKEN INTO ACCOUNT FOR PARTICIPATION

- 1- Materials that are not submitted correctly for participation and within the established dates will be disqualified.
- 2- Any entry arriving after the deadline will be rejected.
- 3- Only one finalist per country will be selected.
- 4- Participants grant the image rights for the diffusion of the content in this promotional action indefinitely.
- 5- The jury and organizers may make any decisions it deems necessary for the smooth running of the competition.