



BRING THE WORLD PAELLA DAY TOUR TO YOUR DESTINATION IN 2026!

Can you imagine your city hosting one of the official qualifying rounds of the biggest paella competition in the world?

The **World Paella Day CUP** is more than a culinary contest — it's a **global celebration of culture, diversity, and culinary creativity**, with paella as the universal dish that brings people together. The grand final takes place every **September 20th in Valencia, Spain** — the birthplace of paella — where chefs from around the globe compete for the title of Best International Paella.

In 2025, qualifying events were held in **Uruguay, Colombia, Puerto Rico, Mexico, Bulgaria, and Japan**, generating strong participation, media coverage, and connection between cultures. In 2026, we want more.

WHAT DOES BEING A HOST MEAN?

- **Global Exposure:** Your city/country will be part of the official championship circuit, with global coverage through World Paella Day media and social media.
- **Gastronomic and Tourism Boost:** Attract locals and visitors while showcasing local products and culinary scene
- **Connect with Valencia:** Strengthen ties with the world capital of paella and a reference for Spanish and Mediterranean Diet.
- **Cultural pride:** Share the culture and customs surrounding paella: a dish that brings people, traditions and identities together.
- **Improve the competitiveness** and positioning of participating chefs.

WHAT DOES BEING A HOST MEAN?

- Invite chefs interested in competing for the title of best paella in the country.
- Select a winner to represent your country in the final in Valencia.
- Receive full support and visibility from the official World Paella Day team.

WANT TO HOST A QUALIFYING ROUND?

Fill in **this form** before **20 October** (where you will find more information) and tell us your proposal to join the world paella map.

Let's work together to fill your city with the aroma of wood, tradition, and innovation!

The World Paella Day CUP 2026 is already running, and your city can be part of it.



WORLDPAELLADAY.ORG

NOTE: We are looking for an organization or entity (hospitality, restaurant, gastronomic or paella association) able to successfully bring together participants from a country and organize and finance the event.