



9th Edition
Guide for Candidates

European Championship of Offal Products

Edition 2026/2027





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1_General Overview and Championship Ambitions

Set Theme



Traditions Reinvented for a Festive Recipe

Reinterpret a festive dish inspired by your culinary heritage, incorporating one or more offal products into a contemporary interpretation.



Objectives and Ambitions of the 9th Edition



Promoting Offal Products

Showcase offal products in gastronomy to strengthen their culinary recognition.

Professional Expertise

Highlight the skills of chefs, artisans, and offal specialists who work with these products with expertise.

Image of the French Meat Industry

Support and promote the positive image of the French livestock and meat industry among the general public.

National and European Visibility

Maintain strong visibility at the national and European level for offal products and their stakeholders.



Photo Credit: Didier Venom

Key Dates for the 2026/2027 Edition



Key Highlights of the Edition

Applications Open: May 18, 2026

Application Deadline: September 30, 2026

Finalists Announced : October 7, 2026

Championship Final: November 24, 2026, at Rungis Académie

Awards Ceremony: February 2027, at the Salon International de l'Agriculture

Target Audiences

The championship is aimed at **gastronomy and food service professionals** working with offal products: chefs, restaurateurs, artisans, and specialized European candidates.

The event also benefits from **visibility among the gastronomic press, meat industry stakeholders**, opinion leaders, and the **general public** thanks to media and digital relays.



Photo Credit: Didier Venom

Candidate Selection Criteria



Originality and Difficulty

Originality, creativity, and the complexity of the recipe are major evaluation criteria.

Kitchen Work

The jury evaluates technical mastery, organization, professional technique, and time management in the kitchen.

Presentation and Plating

Particular attention is paid to the dish's aesthetics, plating quality, and the way products are showcased.



Photo Credit: Didier Venom

Introducing the Host and the Jury President



Jury President: Alain Fontaine

A leading figure of the Parisian bistro scene, Alain Fontaine is the chef-owner of Le Mesturet restaurant, located in the heart of Paris. A passionate advocate for traditional cuisine, he has campaigned for years for bistros to be recognized as UNESCO intangible cultural heritage. He embodies sincere, exacting, and popular dining, rooted in product quality and the transmission of know-how. Particularly attached to offal products, Alain Fontaine makes a point of showcasing them on his menus, drawing on the richness of French culinary heritage.



Edition Host: Ghislaine Arabian

Ghislaine Arabian earned two Michelin stars for her restaurant in Lille, and later at the Pavillon Ledoyen in Paris. Ghislaine Arabian specializes in Flemish and French cuisine, drawing on both influences in her recipes. In 1994, she received the Trophée des Femmes en Or. In 2007, she took over the restaurant Les Petites Sorcières in Paris and transformed it into a “neo-bistro.” She is also known for appearing on the Top Chef television show, broadcast on M6 from 2010 to 2014.



Jury Composition



A Jury of Recognized Professionals

The championship will bring together several complementary profiles:

- Tasting Jury
- Technical Jury
- Industry professionals and food service experts



Photo Credit: Didier Venom

Prizes for the Winners



First Prize

The first prize offers a reward of €3,000, recognizing the winner's excellence.

Second Prize

The second prize is worth €1,000, rewarding an outstanding performance.

Third Prize

The third prize offers a reward of €500, encouraging promising participants.



Photo Credit: Didier Venom

Championship Timeline



Phase 1: Call for Applications

Candidates must submit their recipe file, visuals, and product commitment before **September 30, 2026**. French candidates are asked, during preselection, to provide the jury with proof of the “France” origin of the offal products they will present. European candidates are asked to provide proof of the origin “from their country” for the products used.

Phase 2: Selection and Interview

The jury selects candidates based on their application file. 10 finalists will be selected before **October 7, 2026** (French and European candidates).

Phase 3: Cooking Final

A 3-hour final at Rungis on **November 24, 2026**.

All offal products used by the finalists will be supplied by the CNTF and certified “origin France.” These products will be showcased during the final (visuals, seals, etc.)

Phase 4: Awards Ceremony

Awards ceremony in **February 2027** at the Salon de l'Agriculture.



Photo Credit: Didier Venom

2_Communication and Visibility Initiatives

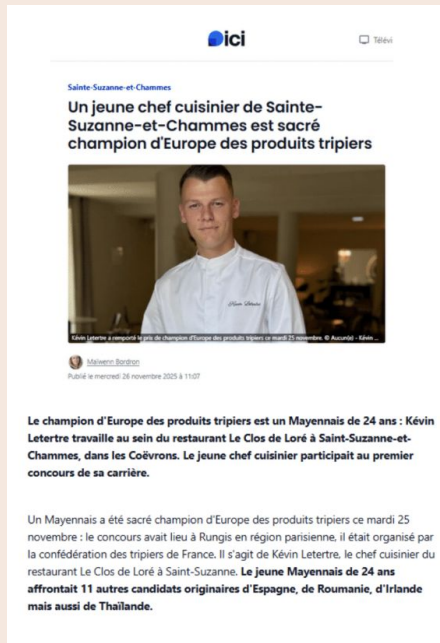
A 2025 Edition with Strong Visibility



The previous edition of the championship enjoyed **strong visibility** among professionals and specialized media.

The 2025 winner, **Kevin Letertre** generated **extensive social media coverage** as well as several press features highlighting offal products and the candidates' expertise.

The championship has now established itself as an **event recognized within the gastronomic industry** and food service professions.



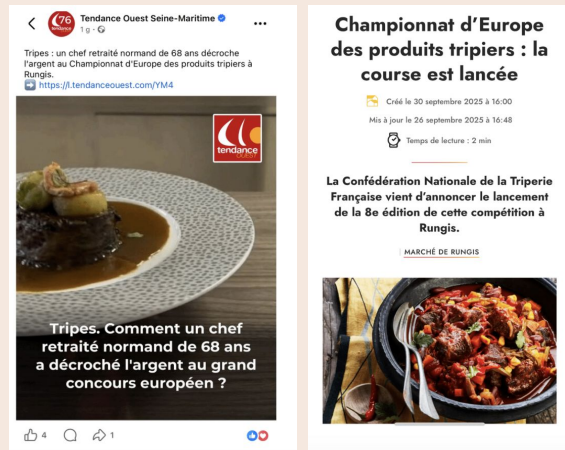
A 2025 Edition with Strong Visibility

The European Championship of Offal Products enjoys **growing visibility**, with **numerous publications covering the event, the candidates, and offal products** in specialized media, regional press, and on social media.

Each edition generates coverage that showcases culinary expertise, food service professions, and the gastronomic richness of offal products.

Press articles, Instagram and Facebook posts, video content, and partner relays all contribute to this **multi-channel visibility**.

This media coverage also helps showcase the candidates, their expertise, and their professional journeys.



A Qualified Audience and Measurable Impact



58 Media Features Obtained

- **32** online publications
- **15** print publications
- **9** social media posts
- **2** radio features

National Visibility

- Potential audience reached:
59,963,194
- Advertising equivalent value:
€55,352 (€44,281.60 excl. tax)

A Diversified Media Coverage

- **48%** national press
- **26%** regional press
- **21%** departmental press
- **5%** international press

Visibility That Lasts Over Time

- **20** features before the championship
- **38** features after the championship, including 4 in 2026

Media Engaged Around the Championship



Strong Event Recognition

- **76%** of publications mention the European Championship of Offal Products in their title
- **88%** of media features include a visual or video related to the championship

Qualitative Coverage

- **83%** general public press
- **17%** trade press
- **72%** general-interest press
- 28% gastronomic / foodservice (CHR) press

Journalists on Site

- **7** journalists present during the championship
- **4** interviews conducted:
 - RFI Romania — 6 min 01
 - Sweet FM — 1 min 46
 - Affiches Parisiennes — 8 min 32
 - Frigo & Co

Strong Regional Presence

- **14** features for the Eure
- **13** features for the Mayenne
- **5** features for the Sarthe
- **3** features for Paris
- **2** features for the Rhône

A Communication Strategy Dedicated to the Championship



Digital Campaign

- Social media activation (Instagram, LinkedIn, X)
- Distribution via newsletters and partner relays
- Creation of dedicated content (teasers, interviews, short-form formats)

Printed Materials

- Posters, invitations, and press kits
- Visuals distributed to professional audiences and media

Targeted Press Relations

- Mobilization of specialized press (gastronomy, trade, industry)
- Distribution of key information before and after the event

Consistent Messaging

- Alignment with industry communications



The Championship Generates Visibility for Candidates Before, During, and After the Event



Before the Event

- Integration into the communication campaign (social media, press relations, print materials)
- Presence in official announcements and editorial content
- Association with the championship's promotion among media and the industry

During the Event

- On-site visibility (signage, materials, speaking opportunities depending on level)
- Privileged access to key moments (final, jury, networking)
- Direct interaction with professionals and media

After the Event

- Press and digital coverage
- Reuse of content (photos, videos, quotes)
- Extended visibility during the awards ceremony at the Salon de l'Agriculture



Why Participate?



Showcase Your Expertise

Highlight your technique, creativity, and approach to offal products.

Gain Visibility

Benefit from the press and digital coverage generated by the championship.

Join a Professional Network

Meet chefs, jury members, artisans, and stakeholders in the gastronomic industry.

Take Part in a Recognized Championship

Join an event recognized by professionals, media, and the industry.

How to Apply?

1

Download the
Application Form
and Rules at
tripierdefrance.fr



2

Prepare Your
Recipe



3

Submit Your
Application



4

**If You're
Selected...**

You will be contacted
by the organizing team
to take part in the
championship final on
November 24, 2026, at
Rungis Académie.



9th Edition

THANK YOU!

contact: championnat@trapiers.fr

