

The World Butchers' Challenge (WBC) is a butchery competition of epic proportions. With teams from across the globe battling it out for the title of the world's best, it's the ultimate mash up of passion, sport, food, skill, tension, rivalry and camaraderie, which makes for one compelling, thrilling and relevant experience.

## COMMUNITY REACH

### MEDIA

Extensive PR outreach achieving large amounts of international media coverage. The 2018 WBC was covered by the BBC network, Food and Wine New York and was featured as national TV series productions in New Zealand, Germany and France among many others.

### SOCIAL / ONLINE

Facebook: Over 6,500 engaged followers

Instagram: Over 7,000 engaged followers

Website: 2,000 average monthly website users



CENTRAL WBC HUB

TEAM + INDIVIDUAL BUSINESS SOCIAL / WEBSITES

NATIONAL PR

TEAM MEMBERS = NATIONAL / GLOBAL AMBASSADORS

ACCESS TO CUSTOMER / SUPPLIER DATABASE



16 NATIONAL TEAMS

## MORE THAN JUST AN EVENT

One of the things we're most proud of is the support network that this competition has fostered. Much more than just an event, it's about learning, sharing and believing in a greater good for the industry. We've also established the following initiatives:

- World Champion Butcher Apprentice & Young Butcher Competition (4th Sep 2020), 30 international competitors in each category.
- Multi-day study tour which precedes the event.
- 2018 published book, 1,000 printed and sold globally. 2020 to follow suit.
- 2020 World Butchers' Challenge All Star team.
- Category awards: World's Best Pork, Beef, Lamb, Chicken product; World's Best Gourmet, Beef, Pork Sausage.

Since 2018 the level of interest in the WBC has grown exponentially from new nations interested in competing, to foodies and chefs wanting to get involved to journalists and producers wanting a 'steak' in the event.

HELD AT THE GOLDEN 1 CENTER, SACRAMENTO

## AUDIENCE

2020 EVENT

- 3,000,000** Estimated budget (USD)
- 5,000** Anticipated spectators
- 195** Minutes of intensive sportsmanship
- 16** Countries competing in the WBC



## FROM HUMBLE BEGINNINGS...

The WBC was originally established as a Trans-Tasman Test Match between New Zealand and Australia in 2011. Since then the competition has grown year on year with sixteen teams competing bi-annually and that's just the beginning. Through this competition, a global community has been cemented with life-long friendships formed, business opportunities unlocked and the overall trade benefiting from an injection of creativity and innovation. This is the time to get involved... before this rocketship seriously explodes.

## ...TO UNLIMITED HEIGHTS