



Reviewing Report on City of Gastronomy Chengdu China

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Foreword

In April, 2010, Chengdu was approved by UNESCO to officially join Creative Cities Network and was reputed as City of Gastronomy, the first ever in Asia. Over the past two years, Chengdu has made it a long-term and central task to maintain and lift the honorary brand of City of Gastronomy and has taken a series of measures accordingly, such as complying with pledges it made for application, formulating complete plan of industrial development, fostering brand enterprises in catering, developing special food courts, hosting food festivals and promotion activities, all of which have drawn satisfactory fruits.

1.Chengdu's catering industry has witnessed a robust growth

In 2011, the total retail sale of catering industry stood at over RMB 38 billion, up by 18.5% year on year. Up till now, Chengdu has housed over 200 catering enterprises of large scale, over 2,000 super-grade chefs, nearly 300 national-level culinary and service masters, over 60,000 catering enterprises, over 600,000 catering employees, 4 enterprises with Chinese Well-known Trademark, over 30 Chinese Famous Snacks, 13 Chinese Time-honored Brands and over 10 famous food courts.

2. Highly value the efforts of innovation and enlarge foreign exchanges

Required by Creative Cities Network, Chengdu has placed high emphasis on developing its creative industries. With regard to food innovation, catering enterprises have been supported and guided to explore from depth the brand culture and to intensify efforts in management and innovation. At the same time, making full use of the platform of Creative Cities Network, Chengdu has headed for South America, North America, ROK, Singapore, Hong Kong and Taiwan to launch exchange projects and display the profound culture and long history of Chengdu as City of Gastronomy and its innovative achievement in food.

3. Uplift substantially the popularity of Chengdu at global stage

As an important image card, the title City of Gastronomy has played a positive role in raising the international reputation of Chengdu. Currently, 212 Fortune 500 enterprises have had presence in Chengdu, the first among central and western Chinese cities. Recently, Chengdu has been confirmed as the host city of the 12th Fortune Global Forum themed on the New Future of China. Chengdu is the 4th city in China hosting Fortune Global Forum, and the first ever in West China to have this great honor.





Chapter One Government and Policies

Since 2010, Chengdu has made it a long term and central task to maintain and lift the honorary brand City of Gastronomy to raise the soft power of the city.

1.Improve the system to facilitate the construction of City of Gastronomy

A task force led by the Vice Mayor of Chengdu has been instituted to guide and coordinate food creative industry. Chengdu Commercial Bureau has even set up a special division, arranged professional officers to take charge of the job for that task force, and also founded Chengdu City of Gastronomy Promotion Association. The municipal government integrated the development of food creative industry into the list of its targets management, and instituted a supervision and inspection system to demand coordination between related departments and to ensure the enforcement of all detailed mission in this regard.

2.Compile Chengdu Plan to Grow Catering Industry

Based on the realistic challenges and opportunities, we compiled Chengdu Plan to Grow Catering Industry, in which we put forward an idea that is, efforts must be made to upgrade, transform and integrate the growth of catering industry through expanding cultural brands, innovating marketing management and constructing food clusters; to globalize, modernize, industrialize and scale up catering industries in Chengdu, consolidate and uplift the global clout of Chengdu as City of Gastronomy; and to make Chengdu, the city with profound culture, a world class famous city for fine food with global influence, a city featuring Sichuan cuisine and famous food catering enterprises as well as exquisite food from both home and abroad. All these efforts will serve the demand of us to transform economic development pattern.

3.Formulate Implementation Program to Construct City of Gastronomy

According to the obligations and responsibilities of Creative Cities Network members set by UNESCO, Implementation Program to Construct City of Gastronomy has been drafted to make Sichuan cuisine more standardized, industrialized and globalized with greater popularity. Steps have been suggested to take to usher in joint food programs, construct three food function zones including visitors distribution center of ancient towns, large-scale commercial center and special food court in communities and to build six bases and one heights in order to make Chengdu the real City of Gastronomy.

4.Increase financial assistance by broadening financing channels

Special funds were set up for City of Gastronomy to support innovation in dishes and extension of catering industrial chains. Coordination with commercial banks and social investing and financing institutes was stepped up to seek diverse channels of financing

for catering corporations.

5.Take actions to explore, protect and carry forward traditional food culture

Aiming at the development of traditional food culture, the government assisted food industrial associations to launch food evaluation activities among such as Chinese food, hotpot or snacks to explore those unknown dishes., ushered in scientific innovation mechanism to enrich Chengdu food and offer necessary technological assistance for the industrialization of Sichuan cuisine, supported the endeavor to apply for putting traditional Chengdu food into the list of intangible cultural heritages, and applied to make 9 traditional Chengdu dishes craftsmanship such as Mapo Tofu, Sliced beef in Chili sauce and Long Wonton the intangible cultural heritage at city level.

6.Train the professional talents in catering industry

Based on practical needs of catering enterprises, vocational training, on-the-job training and short-term training were launched for professional employees and talents in this field with the input jointly contributed by the government, enterprises and individuals.

7.Initiate brand marketing and promotions for City of Gastronomy

During the past two years, we have organized championship enterprises in catering to head for the US., Singapore, Columbia, Chinese Taiwan and Hong Kong to launch food cultural exchanges, which produced satisfactory effects. Meanwhile, our counterparts in the US., Canada, Spain, Japan, Singapore, Thailand, ROK, Sri Lanka, Chinese Taiwan, Hong Kong and Macao were also invited to Chengdu for exchanges. During the Shanghai Expo 2010, Chengdu opened a food pavilion to exhibit Chengdu food and its culture for 200,000 visitors. Meanwhile, the productive work of the overseas publicity team for City of Gastronomy-Chengdu, CCTV programs Taste and Across the China, together with the advertisements of Chengdu food among mainstream media in ROK, Japan, Britain and Taiwan helped raise the global influence of Chengdu as City of Gastronomy substantially.



Chapter Two Business Organizations

The food business organizations in Chengdu grow stronger as the catering industries here keep expanding. At present, the food business organizations in Chengdu, which serve the interests of the public and cover a variety of fields are cohesive and hold four major functions to represent, serve and coordinate the food industry and self discipline.

1. Basic Information

Currently, there are three city-level business organizations in catering industry of Chengdu, namely, Chengdu City of Gastronomy Promotion Association, Chengdu Association of Cuisine and Chengdu Catering Profession Association. The three associations own over 10,000 members, among which are 4000 group members, and over 5000 individual members, including well-known celebrities in city first-tier brand enterprises and institutes.

1.1 Chengdu City of Gastronomy Promotion Association

It is an organization founded in July, 2010 with the great support of city government shortly after Chengdu being awarded by UNESCO the title City of Gastronomy.

1.2 Chengdu Association of Cuisine

Founded in May 1992, it was formed by individuals, groups and institutes engaged in culinary teaching, practice, catering management and food nutrition research. The major events the association launched are culinary cultural research, culinary knowledge campaign, culinary talents training and technique exchanges.

1.3 Chengdu Catering Profession Association

Founded in March 2002, it was composed by enterprises, public institutions, groups and individuals engaged in operation and management, culinary technique and teaching, culinary theory and food nutrition research. Chengdu Catering Profession Association devotes to relevant activities in the purpose of carrying on and forwarding the essence of Sichuan cuisine.

2. Representative organization: Chengdu City of Gastronomy Promotion Association

2.1 An association with clear-cut positioning and thoughts of development

Chengdu City of Gastronomy Promotion Association commits itself to promoting the brands of Chengdu food industries and the sustainability in the industry, boosting the spreading and innovation of Chengdu gastronomic culture and exchanges with outside world. The goal of the association is promoting the city development and exchanges with foreign friends and constructing a real City of Gastronomy. Function as an intermediary to represent, serve, coordinate and discipline the food industry, Chengdu City of Gastronomy Promotion Association upholds the concept of members-initiated,

service-oriented, growing-driven, uniting creative values and cooperation for all-wins.

2.2 An association with complete institutions and mature mechanism

Chengdu City of Gastronomy Promotion Association sets up 7 divisions such as membership, project management, publicity and programming. 80% of the total 30 employees possess a degree higher than bachelors. 8 professional committee for Chinese food, hotpot, foreign food and entertainment catering have already been constructed or under construction. Information exchange platform inside the industry, the official website for Chengdu City of Gastronomy Promotion Association, has also been instituted.

2.3 An association with a great number of members and extensive influence

Chengdu City of Gastronomy Promotion Association owns over 4000 member restaurants or individuals under its arm, among which, there are over 10,000 representative brand enterprises with first grade, nearly 100 member enterprises in food industrial chain, hundreds of Chinese Culinary masters, Sichuan cuisine masters or star chefs. Meanwhile, it established friendly cooperative relationship with over 30 counterparts from home and abroad, and concluded long term strategic cooperation ties with 10 large brand manufacturers producing raw or auxiliary materials related to catering, brand commercial real estate groups and financial institutes.

2.4 An association with productive achievements

2.4.1 Efforts were made to shape an industrial brand image for City of Gastronomy

In September 2010, Chengdu Feast—City of Gastronomy Classical Dishes for Feast Selecting & Displaying was held with great success to showcase the rich catering landscape. In 2010 and 2011, Chengdu annual catering brand charts were released with sound public feedback.

2.4.2 Initiate overseas marketing of City of Gastronomy

An ambassador mission of overseas communication for Chengdu was formed with top 6 well-known experts or figures in international gastronomy. In May 2011, the mission was led to Taiwan to promote Chengdu, where contacts have been established between the mission and local famous anchors, commentators and culinary masters. In September, City of Gastronomy Summit was held with complete success during the 8th International Food & Tourism Festival. In November, Chengdu City of Gastronomy Promotion Association sent a delegation to attend the World Conference of Creative Cities Network in Seoul to advertise Chengdu with food as a medium.

2.4.3 Enhance industrial exchanges & cooperation home and abroad

Chengdu brand enterprises in catering have been organized to send representatives to the US., ROK, Singapore, Chinese Taiwan, Chinese Hong Kong and Chinese Macao to launch professional visits and exchanges. We also received our counterparts from Japan, Singapore, Chinese Taiwan, Hong Kong and Macao. In 2010, cooperated with Agricultural Trade Cooperation Office of American Consulate General in Chengdu, Chengdu City of Gastronomy Promotion Association co-held All American Catering Exhibition (Chengdu) and Introduction. In 2011, it also, co-hosted with 8 agricultural

associations in America the First Chengdu-America Food and Cooking Exchange.

2.4.4 Strengthen infrastructure in food and enable industrial organizations to play a coordinating role

Annual Survey Report on Chengdu Catering Enterprises has been released for 2 consecutive years to develop an information database platform for Chengdu catering industry. Supporting the effort of government in enhancing industrial discipline and food safety, Chengdu City of Gastronomy Association also took the lead to launch the construction of industrial self-disciplinary regulation system in hotpot enterprises. In 2011, over 30 the Close Gathering activities exclusive for members have been introduced, attracting over 500 branded catering enterprises to participate. Meanwhile, the association also organized its member firms to join activities for agricultural products production and marketing, and played its coordinating role in developing industrial strategic alliance with financial investing institutes to make it easier for catering enterprises to get loans and go public.



Chapter Three Theme Activities and Exchanges with Foreign Countries

After obtaining the title City of Gastronomy, Chengdu began to enhance communications and collaborations with global creative cities and cities of gastronomy by taking advantage of the creative cities network of UNESCO as a platform. The presence of a variety of governmental and non-governmental theme activities and exchanges at global level also bred respect for originality, propelled the growth of Chengdu food creative industry and opened a window for the outside world to know Chinese food culture better.

1. Theme activities

1.1 China International Food & Tourism Festival

Initiated in 2004, China International Food & Tourism Festival (hereinafter Food Festival) has grown into a global comprehensive food expo after 8-years evolvement. In 2010, as the first food festival in Chengdu after it gained the title City of Gastronomy, the 7th International Food Festival, with City of Gastronomy and Its Colorful Life as its theme, hosted a number of celebrated events such as the Opening Ceremony & First City of Gastronomy Summit, Chengdu Feast—City of Gastronomy Classical Dishes for Feast Selecting & Displaying, and Brands Going to Countryside—Food Experiencing in Countryside. Foreign ambassadors to China from 20 countries including Maldives, Argentina, Croatia and Philippine were invited to join the feast. At the Chengdu Feast—City of Gastronomy Classical Dishes for Feast Selecting & Displaying, one of the most important theme activities, 33 classical feasts and 200 classical dishes selected from 60 feasts and 1000 dishes attracted tens of thousands of local residents and foreign experts to attend.

The 2011 8th Food Festival, themed on Chinese Food, World Feast also witnessed the launching of 11 theme activities including food appraisal, summit, joint food expo from home and abroad, Green Mix Plate-food sales exhibition for the benefit of customs, cultural performance & interactive games, food discovery, food & tourism experience, and over 100 other unique supporting activities such as food enjoying in countryside, food treatment in Autumn, picnic in rural place, food photographing and folkways. The principal festival event attracted over 330 participants, producing direct operating revenue of 430 million RMB, 39 million per day, up by 31.6% compared with last festival. The food festival drew the involvement of a large number of visitors from the US, Italy, Russia, Japan, ROK, Chinese Hong Kong, Macao and Taiwan and local residents. It received a total of 8.587 million spectators, 780,700 per day, rising by 15.58% compared with last festival. 135,000 visitors, the highest number was reached some day.

1.2 Chengdu Food Exhibition at 2010 Shanghai EXPO

In 2010, Chengdu Food Pavilion was opened in Shanghai EXPO where a special food promotion month event featuring tasting Sichuan food, drinking Sichuan spirit, viewing Sichuan traditional opera and enjoying Chengdu snacks was initiated. 180,000 visitors were attracted by the unique Chengdu food event, including 120,000 foreign visitors. Nearly 20 national pavilions designated Chengdu food pavilion as a must-seeing place for their viewers. Two dishes made in Chengdu food pavilion, duck blood in chili sauce and mandarin fish with pickled Chinese cabbage, won the title Famous or Distinctive Dish at Shanghai EXPO.

1.3 Ambassador mission of overseas communication for City of Gastronomy --Chengdu

Chengdu initiated officially in 2012 the endeavor of an ambassador mission of overseas communication for Chengdu. At present, 6 influential and famous figures in world catering field with high popularity who care about this city are already employed as ambassadors of food communication to grow the brand influence of Chengdu as City of Gastronomy.

2. Exchanges with the outside world

2.1 Join the Creative Cities Network of UNESCO

In both 2010 and 2011, Chengdu sent delegations to attend the General Conference of UNESCO Creative Cities Network in Shenzhen and Seoul, among which our representatives have made remarks regarding the practice of Chengdu to become City of Gastronomy. During the conference, Chengdu delegation had in-depth discussions with other brother cities of gastronomy and reached consensus regarding the construction of the Creative Cities Food Alliance.

2.2 Join the Popayan International Food Festival in Columbia

In August, 2010, Chengdu attended Popayan International Food Festival in Columbia at the invitation. The Chengdu delegation cooked premium Sichuan dishes and Chengdu snacks for 600 guests, attended the Chinese Food Seminar hosted by Popayan, initiated with Popayan Food Association the *Popayan Food Declaration* and advocated to establish the Creative Cities Food Alliance.

2.3 Expand the market in North America

In June 2010, Chengdu coordinated 23 food companies to expand the North American market by attending the 2010 American Summer World Quality Food Exhibition, the first choice event for enterprises to enter professional food trading. Being a part of the exhibition and having exchanges with counterparts enabled our enterprises to know better the investment climate, relevant laws and regulations of America and build sound relations with local business, enlarging their confidence to open American market.

2.4 Launch City of Gastronomy promotion and exchanges in Hong Kong and Taiwan

In May 2011, Chengdu mobilized a brand catering business mission of 120 delegates to Hong Kong, observing HOFEX 2011 and having discussions and communications with their local counterparts. Also in May, a delegation was instituted to promote Chengdu as City of Gastronomy in Taiwan. In Gaoxiong, Taichung and Taipei, four

rounds of Sichuan culinary training course have been launched to train nearly 200 students, five Sichuan-Taiwan Food Cultural Exchanges Workshop have also been initiated. As the results of the fruitful events, a long term professional cooperation mechanism has been co-established between Chengdu City of Gastronomy Promotion Association and food associations in Taipei, Taichung and Gaoxiang.

2.5 Host International Cooking Skill Exchange Competition

In April 2011, Chengdu supported United States Potato Board in hosting 2011 United States Potato Cooking Competition, which attracted chefs from local established catering enterprises in Beijing, Tianjin, Shanghai, Guangzhou and Chengdu to have field competition in cooking. Dishes such as sea cucumber embraced by a bowl of potato, smashed potato with black pepper and fried beef with American potato have been innovated at the competition. In November 2011, Chengdu also coordinated with the Agricultural Trade Office of American Consulate General in Chengdu, hosting the Launch for American Cooking Exchange activity & the first round of Chengdu-America Food and Cooking Exchange. Chefs from both China and America competed and communicated through cooking during the lasting 3 days.



Chapter Four Food Courts

Chengdu food courts, planned and guided by the government, engaged by the business and supported by the public are prospering. Several different food courts, like historic traditional food court, modern urban catering cluster, international food court and special food cluster, have attracted visitors from home and abroad as a highlight of the city.

1. Yi Pin Tian Xia - a commercial strip of tourism and food

Yi Pin Tian Xia is a 1380m-long, 48m-wide commercial strip with a total architecture area of over 1million m² and a commercial area of 130,000m². It houses 103 catering and entertainment enterprises, employs 3,000 labors, and is able to accommodate 15,000 customers at one time. The strip contributed a total taxation of over RMB 50 million in 2011.

2. Qintai Road

Qintai Road is a unique food court rebuilt from a rundown street with an architecture style of Ming and Qing dynasties in 2002, which was named after the romantic love story of Sima Xiangru, a talented man, and Zhuo Wenjun, a beautiful lady. The 600m-long and 24m-wide Qintai Road clusters four industries, namely, food culture, jewelry culture, tea culture and tourism culture. It houses 108 stores with a commercial area of 55,550m² and annual tax revenue of RMB 20.5 million. Qintai Road is also home to a number of Chengdu established catering brands, such as Huangcheng Laoma, Tanyoto and Lion Pavilion.

3. Jinsha Catering and Entertainment Block

Jinsha Catering and Entertainment Block, a commercial area with the semi-diameter of 400m and centered on famous Jinsha Relics Museum, gathers different high & medium-level catering and recreation stores. Constituting of several streets of 800m long and 25m wide, the block is in the shape of the Chinese character Kai(open). Stores in an old style are dispersed over the streets and exist harmoniously with the tree-shade environment of the block. So far, there are over 200 catering and entertainment companies in the block, accounting for more than 85% of the total business.

4. Kuan & Zhai Alley

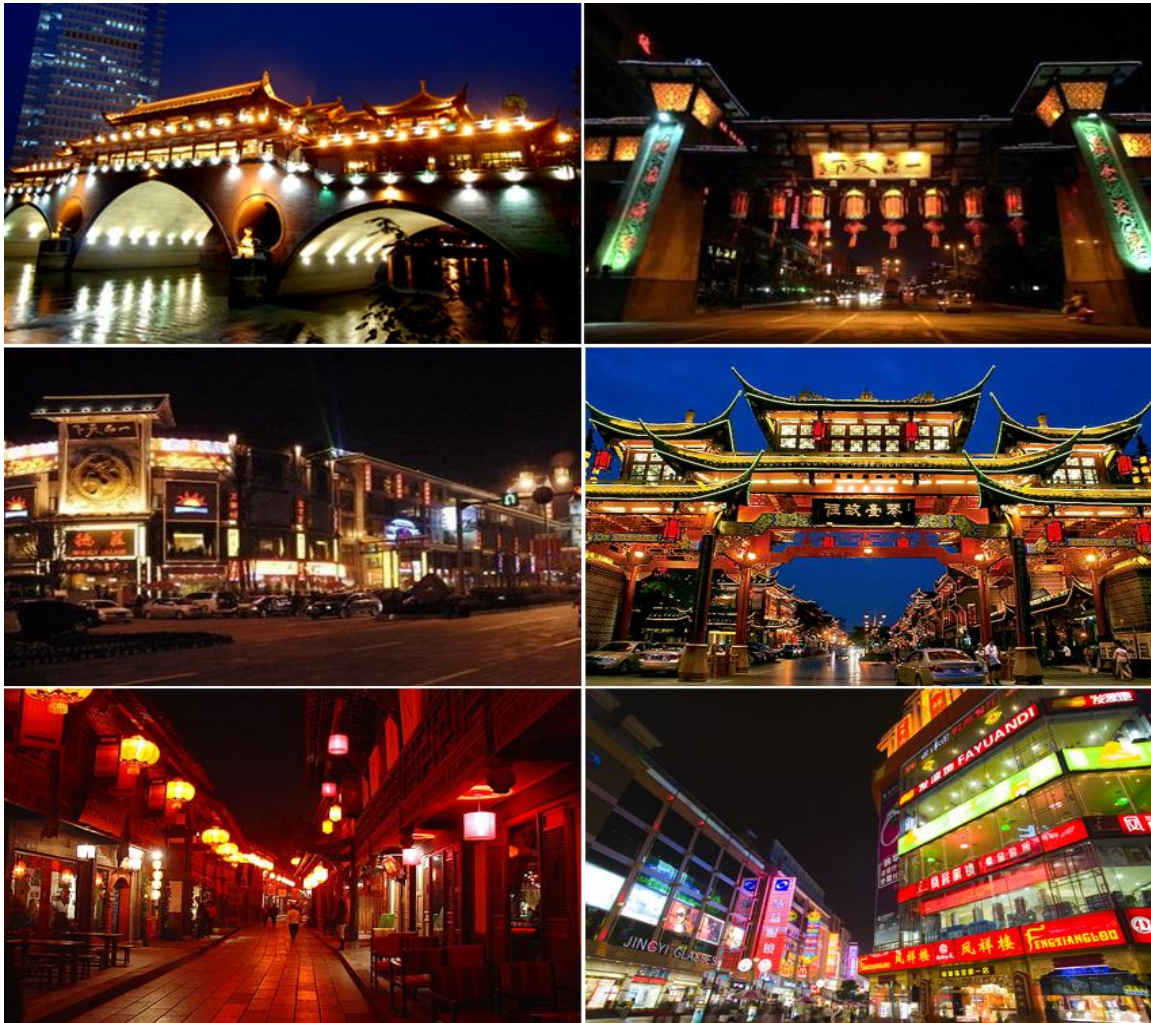
Kuan & Zhai Alley is one of the three historical and cultural protection zones in Chengdu. It has been protected ever since 1980s according to *Chengdu Regulations Protecting Historical and Cultural City*. As a creative industrial project, based on keeping the style of old buildings, Kuan & Zhai Alley has been rebuilt into an integral up-to-date zone for relaxation, which retains the essence of history and culture of Chinese courtyard, the original style of life and architecture, and serves delicate food. This unique

business zone consists of three paralleled alleys, with Kuan Alley serving Chinese food, Zhai Alley serving western food, simple dish and special meal, and Jing Alley hosting bars and snack stores.

5. Jinli Ancient Street

Situated next to Wuhou Temple, Jinli Ancient Street is the core of the business zone of tourism and relaxation particularly planned and created to display Shu Han culture of the Three Kingdoms period. Jinli Ancient Street is 1000m long with an architecture area of 6,500 m².

The architecture in Jinli Ancient Street is based on the style of the residential house in late Ming and Qing dynasties. Housed inside the catering and accommodation area of Jinli Ancient Street, authentic Sichuan food restaurant like the Banquet of Three Kingdoms and local specialty like Zhang Fei Beef demonstrate the culture of Sichuan folkways and Three Kingdoms. Nowadays, 161 stores are present in Jinli Ancient Street, among which 30% are stores for catering and snacks.



Chapter Five Major Enterprises

The thriving of Chengdu modern catering and food creative industry can not be obtained without the long term hard work of a large number of brand enterprises, who possess advanced management concept and practice, strong ability of innovation, huge influence, hot market consumption, stable position, profitable tax revenue, strong social responsibility, leading role in the industry and high popularity at home and abroad.

1.Chengdu Hongxin Restaurant Co.,Ltd

Founded in 1996, Chengdu Hongxin Restaurant company now owns 4 direct sale stores, 1 franchisee and holds the shares of Sichuan Wenxin Catering Management Co., Ltd. Chengdu Hongxin Restaurant company has an operating area of 36,000 m², employs 2000 workers, yields over 300 million RMB operating revenues annually and pays over 30million RMB taxes yearly.

Chengdu Hongxin Restaurant company follows the strategy of Stronger First and Larger Second to grow itself. Tremendous efforts have been made to enhance the management, know-how, capability and foundation, winning itself plenty of honour such as Chinese Famous Store in Catering, Chinese Best-selling Brand of Sichuan Dish and Chengdu Top 10 Catering Enterprises. Chengdu Hongxin Restaurant company has already been rated as Sichuan Famous Trademark and is now applying to join the list of Chinese well known trademarks.

2. Chengdu Da Ronghe Catering Management Co., Ltd

Founded in 1999, Chengdu Da Ronghe Catering Management Co., Ltd has evolved into a group enterprise specialized in catering brands management with over 700million RMB assets, 6,000 workers, 600 million operating revenue annually and 30 Chinese restaurants, tea houses or recreation stores in 36 large and medium-sized cities across China. To enrich Sichuan cuisine and its food culture, Chengdu Da Ronghe Catering Management Co., Ltd created brand-new type of Sichuan cuisine, exquisite as Guangdong cuisine, beautiful as Suzhou and Hangzhou cuisine, looking like Huaihe and Yangzhou cuisine while retaining the taste of Sichuan food. Meanwhile, it is distinctive in operation and fast in innovation, which is of profound and extensive significance to Chinese catering industry.

In 2011 and 2012, this company sent cooks, waiters and artists to host Chinese Cultural Year at the invitation of Weggis Garden Inn of Canton of Lucerne, Switzerland for 2 consecutive years. At the cultural event, they not only provided exquisite culinary services for Swiss friends, but also displayed the Tianfu history and culture through Sichuan food, tea and music as mediums. Their participation was spoken highly of by the

host of Switzerland, distinguished guests and the Chinese consul general in Zurich.

3. Chengdu Old House Restaurant Management Co., Ltd

Originated in 1997, Chengdu Old House Restaurant Management Company is a group enterprise specialized in catering brands management and committing to founding a restaurant of 100 years old, carrying forward the Chinese food culture and shaping Sichuan brand cuisines. Nowadays, Old House has developed into a large catering bloc with over 3000 employees, an operating area of nearly 50,000 m², an industrial base of 30 acres with the target of covering a number of provinces and cities. Due to over 20 cultural theme restaurants under its arm, it produces nearly 400million RMB output value annually and pays over 30million taxes with the reception of 5million customers/times per year.

Chengdu Old House Restaurant Management Company was awarded lots of honours including Chinese 100 Strong Catering Enterprise, Chinese Well-known Restaurant, Sichuan Well-known Restaurant and Chengdu Top 10 Well-known Restaurant. It is now applying to join the name list of Chinese Well-known Trademarks.

Chengdu Old House Restaurant Management Company has a 10-year plan, that is, to open the market of over 20 large or mega cities across China, expand its business to Southeast Asia, Hong Kong and Taiwan, increase its stores from 20 now to over 50 in the years ahead.

4.Chengdu Baguo Buyi Restaurant Development Co.,Ltd

Founded in 1996, Chengdu Baguo Buyi Restaurant Development Company is a Chinese well-known catering and cultural enterprise winning the honour of Chinese Famous Trademark.

After 16- years growth and exploration, Chengdu Baguo Buyi Restaurant Development Company has grown into a chained restaurant group based in Chengdu and operated in Beijing, Shanghai, Shenzhen, Hangzhou, Sanya and Fuzhou. It has over 30 direct sale stores and franchisee under its arm. In 2011, its annual operating revenues hit 580million RMB. Since 2010, Chengdu Baguo Buyi Restaurant Development Company has opened branches in 10 other provinces like Shanghai and Xinjiang with 16,000m² operating area being newly added. Currently, it is preparing to open a branch in Washington and tap overseas market.

5.Chengdu Restaurant Company

Chengdu Restaurant Company is 56 years old. Specialized in making Sichuan cuisine and Chengdu snacks, it owns 9 Chinese Time-honored Brands and 10 Sichuan Time-honored Brands.

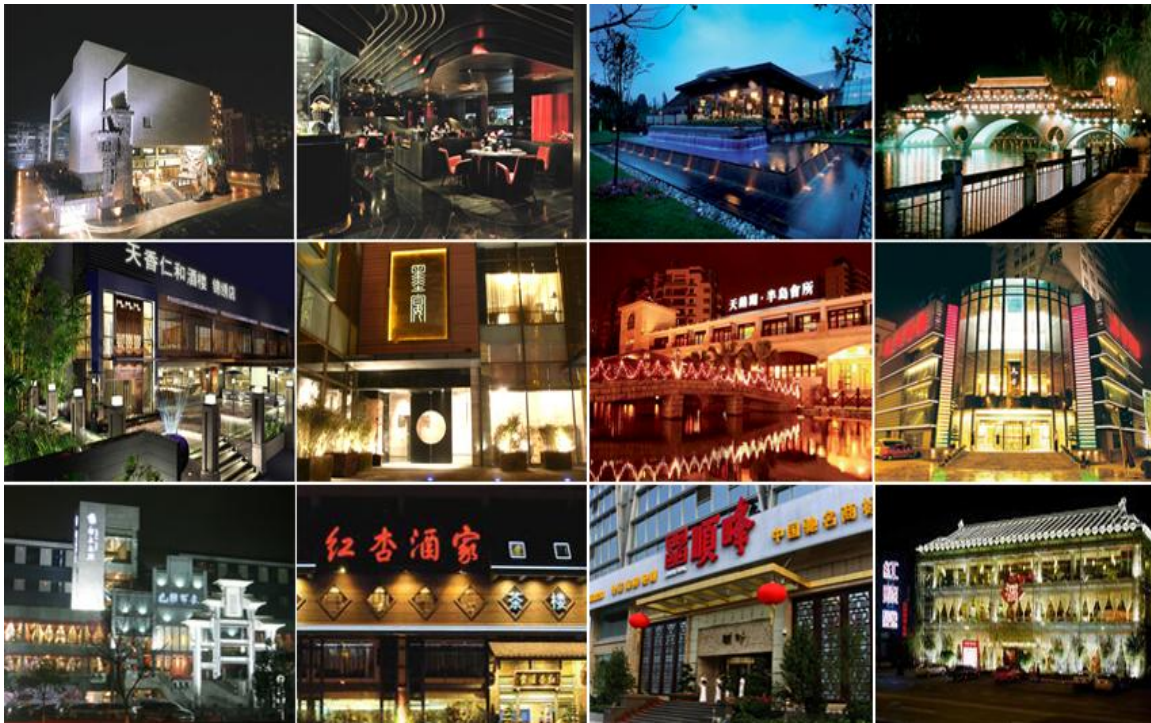
Chengdu Restaurant Company has started over 90 franchised stores in Japan, Beijing, Chongqing and other large-and-medium-sized cities. Lai Rice Ball, Long Wonton and Zhong Dumplings as well as the set of seasonings for Mapo Tofu are already sold abroad. In recent years, Chengdu Restaurant Company has made visits to Japan and Taiwan for cultural exchanges, and made helpful attempts to spread the culture of Sichuan cuisine and Chengdu snacks.

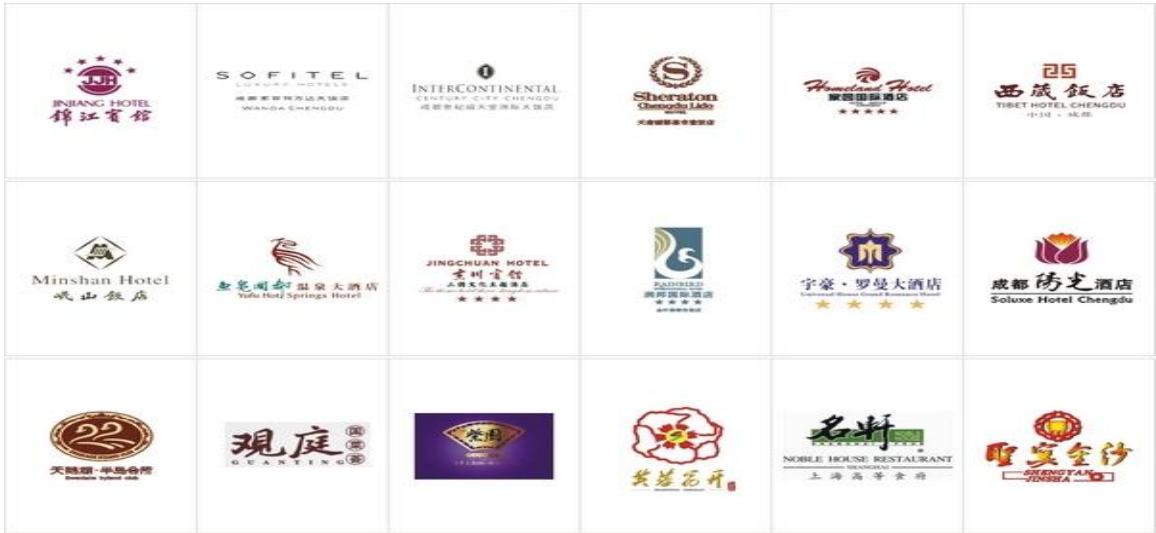
In 2010, the cooking technique of Long Wonton, Mapo Tofu, Lai Rice Ball, Sliced Beef in Chili Sauce, Haozidong Duck, Zhong Dumplings, stewed marinated dish in Pansunshi, Zou Silver Carp in Dai river thatched cottage(dishes under the arm of the company) listed as Chengdu Intangible Cultural Heritage. In 2011, the cooking craftsmanship of Lai Rice Ball, Mapo Tofu, Zhong Dumplings and Sliced Beef in Chili Sauce were put into the list of Intangible Cultural Heritage at provincial level. 15 employees in Chengdu Restaurant Company were designated as heirs to Sichuan provincial and Chengdu city Intangible Cultural Heritage. At the end of 2011, Chengdu Restaurant Company had 1,325 employees working in retail stores and created 520million RMB turnover.

6. Chengdu Huangcheng Laoma Hotel Co.,Ltd

Initiated in 1986, Chengdu Huangcheng Laoma Restaurant Company is a catering enterprise specialized in serving Chengdu-flavor hotpot. Since founding, it has sold over accumulatively 6million hotpots for customers.

At present, Chengdu Huangcheng Laoma Restaurant Company possesses hundreds of millions assets in RMB. It is now a large enterprise of chain operation engaged in producing and selling raw and auxiliary materials for hotpot, beverage trading and 16 hotpot restaurant operating. Chengdu Huangcheng Laoma Restaurant Company, with core competitiveness, holds an important position in high and medium-end catering market in Chengdu, Beijing, Haerbin and Lanzhou.





Chapter Six Research on Protection of Sichuan Cuisine Listed as Intangible Cultural Heritage

Chengdu, which retains various ancient cultural heritages, is also the R&D center for innovation and the origin of Sichuan cuisine.

1. Sichuan cuisine listed as the intangible cultural heritage at different levels

Among the three batches of national intangible heritage list released from 2006 and 2011, there are 3 Sichuan cuisine items, namely, the production process of broad bean paste in Pi county, production technique of fermented soy beans in Yongchuan, Tongchuan, the production craftsmanship of pickled mustard tubers, ranking No.3 in the number, second only to Beijing, Shanxi, tied for the third place with Zhejiang.

On the provincial intangible cultural heritage list, there are 31 items of Sichuan cuisine. Also dozens of Sichuan dishes are listed as intangible cultural heritages at city and county level.

2. Representative inheritors for intangible cultural heritage of Sichuan cuisine

In Sichuan province, we have one national intangible cultural heritage inheritor of Sichuan cuisine, namely, Mr. Lei Dingcheng, heir to the production process of broad bean paste in Pi county. Besides, we also have 18 intangible cultural heritage inheritors of Sichuan cuisine at provincial level.

3. Colorful festivals launched to showcase the charm of Sichuan cuisine as intangible cultural heritage

To advertise and display Sichuan cuisines listed as intangible cultural heritages, the government has carried out a number of festivals, among which China Chengdu International Intangible Cultural Heritage Festival, China International Food & Tourism Festival are the most influential and popular. The former is a large cultural festival aiming at promoting the protection of intangible cultural heritage. Since 2011, International Intangible Cultural Heritage Festival will be permanently hosted in Chengdu. During the 2011 Third event, the food and culture experiencing zone serving and displaying traditional Chinese time-honored snacks and traditional fine food from home and abroad was the most popular which fully exhibited the exquisite production craftsmanship of Chengdu and Sichuan snacks on the list and demonstrated the richness and vigor of Sichuan cuisine.

During each China International Food & Tourism Festival, Chengdu municipal government has taken steps to develop cultural heritage and to raise the influence and

image of Sichuan cuisine. At the 8th China International Food & Tourism Festival 2011 which produced sound social and economic profit, a food and cultural feast was presented to the visitors, who can not only taste the fine food from all parts of China, but also view the production process of cuisines and Chinese traditional folk art performance on the spot.

4. Protect and develop Sichuan cuisine listed as intangible cultural heritage

The most typical case is the production process of broad bean paste in Pi county. Since it listed as intangible cultural heritage, Pi country government tries hard to expand its influence by Intangible Cultural Heritage Festival and other food festivals. In order to make the culture of making broad bean paste in Pi county better known to the consumers and pave the way for its marketing, many efforts including building Ande Sichuan Food Industrial Park and Sichuan Food Museum, launching exhibition and sales activities of broad bean paste and its production techniques have also been taken.



Chapter Seven Education Institute

Chengdu food education institutes are in abundance with large scale. There are 35 professional and non-professional food institutes in Chengdu, the most in China. As the growing of city food industry, the pool of talents in culinary art, service and management produced by the food education institutes have become an important driving force to sustain Chengdu food industry and build Chengdu the real City of Gastronomy.

1. Sichuan Higher Institute of Cuisine

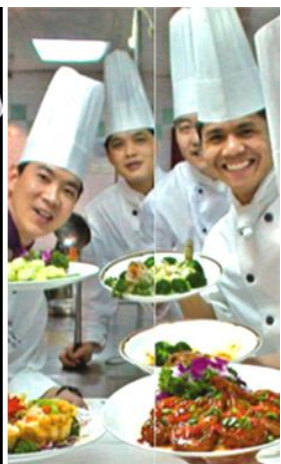
Founded in 1985, Sichuan Higher Institute of Cuisine is the only full-time regular college named after cuisine. It recruits students from regular college entrance examinations and specializes in training human resources in tourism and catering.

Sichuan Higher Institute of Cuisine has 445 teachers, 40 professors included, 1 national outstanding teaching group, 4 provincial outstanding teaching group and over 7000 students. There are ten departments or faculties including cuisine, food science, hospitality management, tourism, business administration, foreign language, information technology, art, sports and entertainment as well as ideology and politic theory teaching. Majors related to tourism such as tourism management, catering management and services, tour guide, tourism e-commerce, hospitality management, sports and relaxation service and management and tourism English have also been opened in this school, which co-exist, support and complement with each other.

2. Yinxing Hospitality Management College of CUIT

Yinxing Hospitality Management College of Chengdu University of Information Technology (CUIT) is the first college co-founded by Chengdu University of Information Technology, who is 60 years old, and the famous catering enterprise in 2002 and approved by Chinese Department of Education.

Yinxing Hospitality Management College of CUIT opened 8 departments including hospitality management, tourism management, business administration, financial management, foreign languages, e-commerce, art design and recreational sports management, 10 graduate majors and 16 junior college majors. According to the authoritative MyCOS survey, the comprehensive employment indicators of graduates in Yinxing Hospitality Management College of CUIT were among the top few in national institutes of higher education. The employment rate of the first batch graduates in 2006 reached 90%, rising to 94.8% in 2007 and to 96% in 2008. Even affected by the financial crisis in 2009, the employment rate still stayed at as high as 93.8%, up to 97% in 2010.



Chapter Eight Impact of the Media

Since UNESCO approved Chengdu to join the Creative Cities Network in February 2010, and awarded Chengdu the title City of Gastronomy, the mainstay media in Chengdu has focused great attention on the creative cities network and City of Gastronomy and made constant and substantial media coverage. According to the incomplete statistics, over the past two years, there have been over 4000 direct or in-direct media coverage with over 1000 photos, more than 30,000 minutes advertisement on TV and Broadcasting station, 1300 pieces of news per time on average, over 200 special columns and feature stories about the creative cities network and City of Gastronomy.

1. Internet: The official website for City of Gastronomy--Chengdu <http://www.mszd.org/> has been built since September 2010.

2. Large Album of Pictures: City of Gastronomy--Chengdu was published. The origin, feature and culture of Chengdu cuisine are introduced in an all-round manner and the close ties between City of Gastronomy and city brands building are illustrated in the album.

3. Reference book for food guide: Chengdu Food Map and Chengdu Food Consumption Guide were published to offer assistance for food enthusiasts from home and abroad by listing the information of a thousand catering brand enterprises in Chengdu.

4. Special TV program: On 2011 National Day, as the first special program, Taste of City of Gastronomy—Chengdu, was played by CCTV-4 to introduce Chengdu Museum of Sichuan Cuisine, Sichuan Food Industrial Base, Laboratory of Sichuan University and other 30 brand catering enterprises in Chengdu and their special dishes.

5. TV Feature & Magazine: Feature program City of Gastronomy--Chengdu was played on Taiwan USTV-Unique Discovery, the program enjoying the first audience rating in Taiwan. In August 2010, Taiwan USTV and the Unique Magazine introduced four program sections, namely, Numb and Spicy, New and old Sichuan Dish, Special snacks and Established Restaurants, who made in-depth and exquisite coverage of the four famous food courts in Chengdu including, Wide & Narrow Alley, Yi Pin Tian Xia, Jinli Ancient Street and Jinsha Catering & Entertainment Block, and 22 brand catering enterprises such as Yinxing, Huangcheng Laoma and Hongxin Restaurant.



成都市美食之都促进会
CHENGDU CITY OF GASTRONOMY ASSOCIATION

2012中国·成都
第十届全国城市餐饮行业协(商)会工作研讨会

会议时间: 2012年4月1日-4月3日 会议地点: 中国 成都
主办单位: 上海餐饮行业协会 承办单位: 成都市美食之都促进会 协办单位: 成都市餐饮行业协会

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成都盛宴
CHENGDU FOOD FESTIVAL 2011

Great American Food Prom
美国美食盛宴
at Nova Cafe & Grill 尽在荟星庭
3/21 March to 5th April 3月25日至4月

第八届中国国际美食旅游节
THE 8TH INTERNATIONAL FOOD & TOUR FESTIVAL OF CHINA
2011国际美食之都高峰论坛
2011 INTERNATIONAL GASTRONOMY CITY SUMMIT

Chapter Nine Evaluation and Prospect

Being awarded City of Gastronomy is itself a recognition of the leading position held by Chengdu in inheriting and innovating food culture. UNESCO Creative Cities Network provides Chengdu with a wonderful platform of international cooperation and exchanges, and a great brand of city promotion. It helps a lot to raise the reputation of Chengdu at global stage and contribute to the city development in the future.

1. Opportunities for Chengdu in its accelerated efforts in building an international City of Gastronomy

1.1 Support of provincial and municipal government

The objective of making Chengdu a regional center and a globalized city to support the construction of an inland open economy of CPC Sichuan Provincial Committee and the strategy of fully-covered opening up and fully globalization of CPC Chengdu Municipal Committee constitute a momentum to build Chengdu a real international City of Gastronomy.

1.2 Huge market potential

According to the plan of Chengdu-Chongqing Economic Development Zone, the regional GDP of this region will reach RMB 4 trillion and the urbanization rate 52% by the end of the 12th 5-year plan. The huge market growth potential ensures a promising future of Chengdu catering industry.

1.3 Strong industrial base

Rich in materials and resources, Chengdu owns over 60,000 catering enterprises with a complete food industrial chain. China International Food & Tourism Festival has been convened for 8 times so far. The catering industry and the tourism, convention & exhibition and commercial industry are mutual-supporting. Meanwhile, the profound food culture and complete system for food education & training also contribute to the construction of City of Gastronomy.

2. Challenges for Chengdu in constructing City of Gastronomy

2.1 Imperfect promotion system

The construction of City of Gastronomy is closely linked to the development of catering, tourism, culture, innovation, convention & exhibition industries and sister-city relationships. It requires all aspects of social forces, internationally standardized decision-making and operation system and the wisdom of all to take advantage of this process.

2.2 Insufficient policy support

Problems facing our efforts in building City of Gastronomy and growing catering

industry include lack of well-targeted policy guidance and supporting system, under-developed industrial standardization system and credit system, financing difficulties and high operation costs of corporations, and poor services.

2.3 Small scale of industry and backward operation and management patterns

The producing technology fails to be standardized and regulated, and the operation fails to grow industrialized. Compared with international famous catering companies, there is a huge gap in corporate scale, profitability, management practices and know-how, and global influence.

2.4 Slow in going globalized

Local catering enterprises in Chengdu lack manpower in management, technology and marketing with a global vision. Therefore, there is a lack of awareness and willingness for local food companies to go global. Only few of them have plans to go listed or start overseas business. In addition, since Chengdu is in short of the presence of international established food enterprises, the cooperation and exchanges between local catering industry and overseas counterparts need to be enhanced.

2.5 Lack of sound social climate

The planning and publicity efforts in cultural communication, tourism exchange, language environment and public sign need to be improved.

3. Constructing City of Gastronomy is a long-term growth strategy of Chengdu

3.1 Accelerate building catering headquarter base to enable its high-end development

Efforts should be stepped up to usher in established cross-national catering enterprises to set up regional headquarters, breed and incubate more major Sichuan cuisine enterprises to grow into large transnational corporation blocs, make Chengdu the regional headquarter for transnational catering enterprises and facilitate the clustering of Chengdu catering industry.

3.2 Accelerate building marketing and publicity base to shape more catering brands

Mainstream media and network at home and abroad should be well used to foster talents in marketing and publicity, to protect Chengdu as the original place of Chengdu food, to carry out food marketing and promotion events, to upgrade the influence and attraction of Chengdu food brands, and to consolidate the honor of City of Gastronomy.

3.3 Accelerate building cultural and tourism exchange base to promote the globalization of Chengdu catering industry

Contacts with other members of UNESCO Creative Cities Network should be enhanced; China International Food & Tourism Festival should be refined; Chengdu Food -- Global Itinerant Exhibition and Exchanges should be launched. A diversified international exchange platform should be set up to fully exhibit the unique charm of Chengdu food culture and make Chengdu one of the most important innovation and communication centers of food culture in the world.

3.4 Accelerate building food industrial growth base to fuel the chain of catering industry

Large catering enterprises should be encouraged to facilitate chain growth at home and abroad by brand exporting and opening direct sales stores to expand the industrial

scale and market share of Sichuan cuisine. Speeding up the endeavors to set up the production base for raw and auxiliary materials and seasonings of Sichuan cuisine, establish logistic and distribution centers of catering industry, formulate quality tracing system of raw and auxiliary materials and seasonings, set up and rebuild large central kitchens or food processing centers to enable mass and industrialized production of Sichuan cuisine and provide guarantee for the chain operation of Sichuan cuisine industry.

3.5 Accelerate building education & training base to modernize catering industry

Based on Chengdu culinary education resources, international culinary education & training groups and enterprises should be ushered in to set up catering-majored overseas students training centers, foreign training and employment bases to enable Chengdu to become a talent base for catering industry's growth and the cradle of masters of Sichuan cuisine. Through improving the comprehensive quality of catering employees, the modernization level of Chengdu catering industry could be raised.

3.6 Accelerate building R&D base to standardize the catering industry

Sichuan Higher Institute of Cuisine should take the lead to integrate the knowledge of catering enterprises, industrial associations and institutes of scientific research to discover and sort out Chinese food culture and traditional cooking techniques, to explore and develop new variety of Chinese food, to study and formulate the producing standard of major Chinese food according to modern food science theory and world advanced patterns. Our objective is to standardize Chinese food and Sichuan cuisine and make Chengdu the global scientific center for R&D and innovation of Chinese food and Sichuan cuisine, in particular.

3.7 Accelerate building food clusters to diversify the catering industry

Combining with cultural and tourism industry, we should make more efforts in building food courts and developing community food, business food and leisure food. To coordinate the balanced growth of different kinds of catering business type, such as formal meal, fast meal, theme catering and leisure catering to fully demonstrate the unique feature of Chengdu food and its rich catering culture. Chengdu should be developed into an open, inclusive, diversified and harmonious City of Gastronomy focused on Sichuan cuisine and supplemented with other famous world cuisines from home and abroad.

As a member of UNESCO Creative Cities Network, Chengdu will stick to its objective and mission of constructing an international City of Gastronomy to integrate cuisine with culture, science & technology and tourism in an innovated manner, to expand openness to and cooperation with other member cities, and to develop creative food culture in creative cities. It is our goal to enable local residents and international society to draw and enjoy the fruits of building City of Gastronomy, and to contribute to the world economic integration and the diversity of creative cities.

