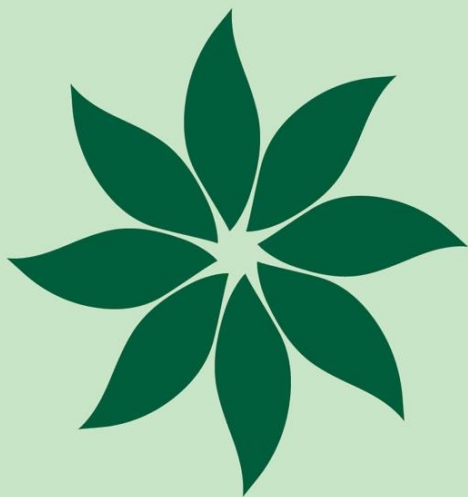
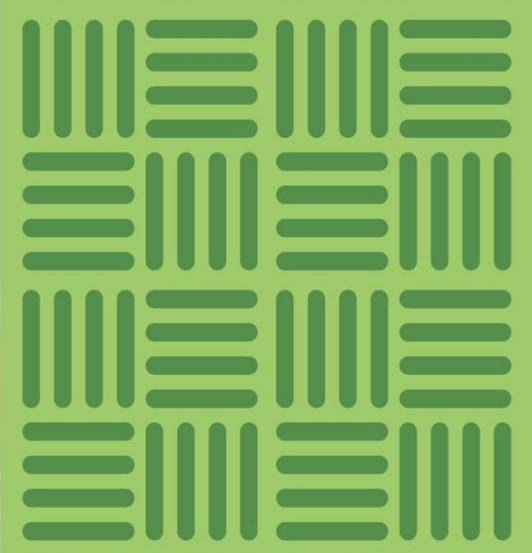




THE
**GREEN
SPATULA**
— AWARD —

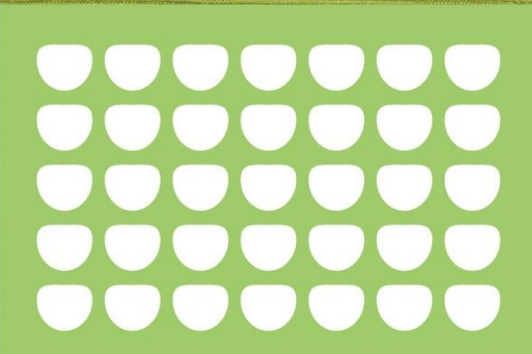
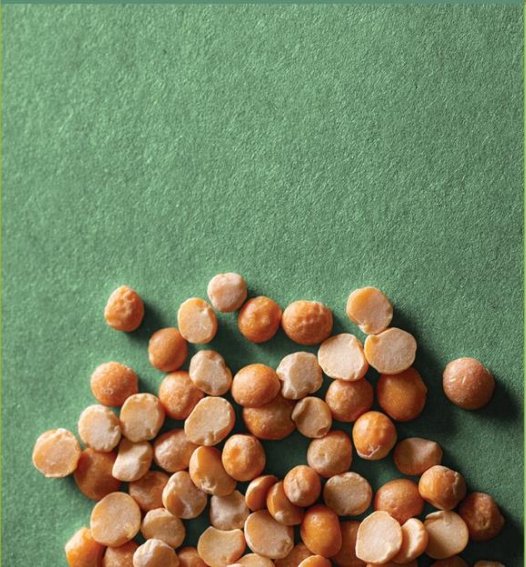
By
Nestlé
PROFESSIONAL



CELEBRATING
CHEFS'
FOCUS ON
SUSTAINABILITY



**EVENT
GUIDE**



Please share all content created for Green Spatula events with Nestlé Professional. We are here to support, ensure consistency and provide final approval



WELCOME TO THE GREEN SPATULA AWARD!



Purpose & audience of this document

Nestlé Professional is proud to introduce its first-ever culinary award to celebrate chefs' focus on sustainability endorsed by the World Association of Chef's Societies (Worldchefs).

We've created this guide to help culinary organizations and chefs understand the award, how to qualify, and how to integrate it into events and competitions. It also provides ready-to-use materials to support your teams in promoting sustainable culinary practices.



About the Green Spatula Award

This initiative provides a meaningful way to promote sustainable cooking practices on topics such as choosing ingredients, managing food waste, cooking methods, water use, and keeping the balance of taste, nutrition, and sustainability.

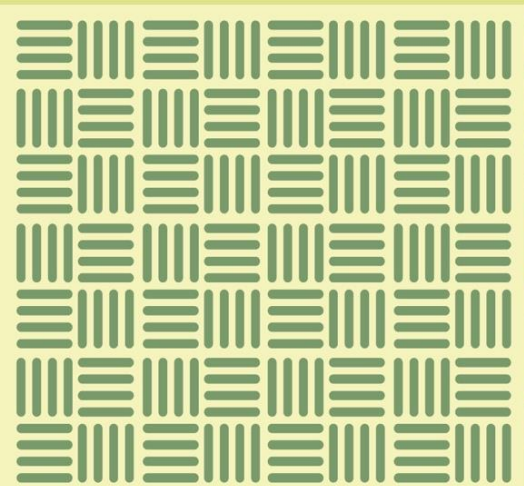
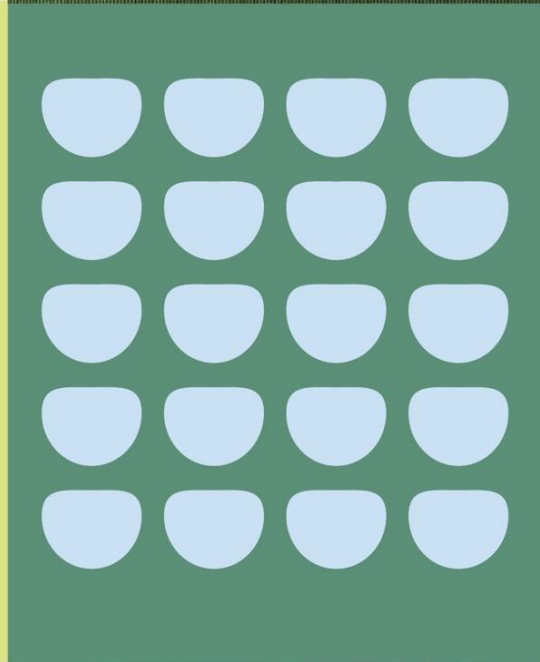
The award encourages chefs to add these practices to their skillset so that our industry can contribute to more sustainable practices.

Winners receive a distinctive Green Spatula trophy, along with a medal and a certificate.

What does the Green Spatula Award mean for you?

The Green Spatula Award is more than a recognition—it's a symbol of commitment to a better future. By embracing sustainable cooking practices, you're not just preparing meals; you're using your creativity to shape the future of our planet and the industry.

This award empowers you to inspire others, elevate your role as a chef, and future-proof your business while meeting the growing expectations of guests who value responsibility and sustainability.



HOW TO INTEGRATE THE AWARD INTO YOUR CULINARY COMPETITION OR EVENT

BEFORE THE EVENT

1. Find a suitable event to integrate the Green Spatula Award.

Worldchefs-endorsed competitions are ideal as the award's judging criteria are already synced with Worldchefs official judging criteria.

2. Inform Nestlé Professional about your interest

Reach out your local Nestlé Professional contact or write to the e-mail address greenspatula@nestle.com to seek alignment and support for your event. You can also connect Worldchefs via office@worldchefs.org to learn more about the initiative and receive their guidance.

3. Introduce the Green Spatula Award,

its purpose, the judging criteria, and your desire to partner with the competition. Be sure to mention the trophy, medal, certificate, and any prize money or gifts you will provide,

4. Order for free your trophies, medals, and certificates.

Get in touch with the Nestlé Professional and Worldchefs to request these items at no charge to you.

5. Consider whether or not to include monetary prizes.

Should you wish to include monetary prizes, please note that these must be funded independently from your own budget.

6. Promote your event.

Please ensure the content is shared with your Nestlé Professional and Worldchefs stakeholders, and that information on the winners and campaign results are circulated. The objective is to ensure mutual awareness and aligned messaging across public communications.



Share the jury criteria at least 3 months before the event so chefs can prepare and test recipes.

THE DAY OF THE EVENT

1. Partner with your local Nestlé Professional Team.

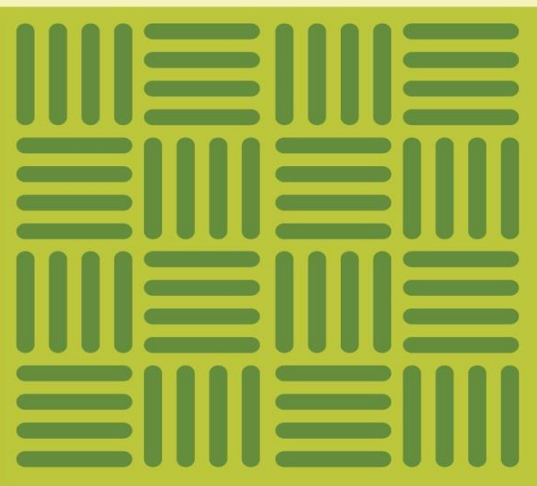
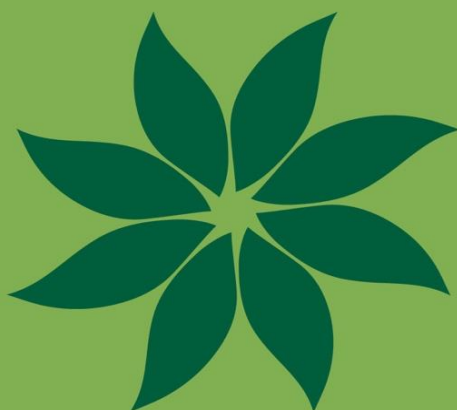
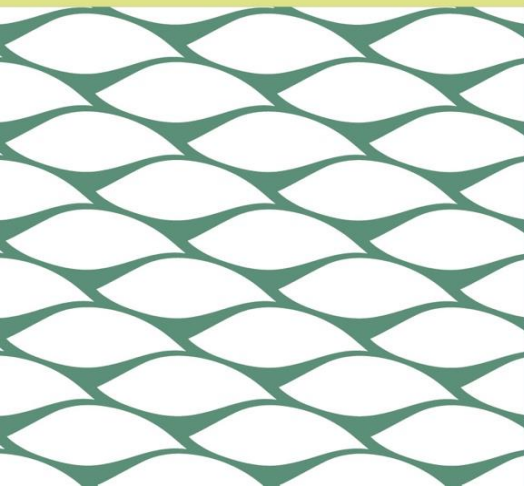
A representative should be on site to watch the competition, talk to people about the award.

2. Participate in the award ceremony.

The Nestlé Professional representative will give the trophy to the winner. Whenever it takes place, please arrange for photograph and/or video of the winners with the Nestlé Professional representative. Ensure you have written permission to use images and recordings from all participants before publication

AFTER THE EVENT

We encourage you to promote the results of your competition by sharing the winners' names, photos, and key highlights through your own communication channels, including social media, newsletters, and press outreach. Before publishing, please ensure you have permission to use any images or recordings from the participants, and follow any local guidelines or approval processes required by your organization.



ALL YOU NEED

We've put together all the tools you need to support the Green Spatula Award

IN THIS TOOLKIT

- About the Green Spatula Award
- How to Integrate into Your Event
- Judge's Criteria
- Final Checklist



DIGITAL ASSETS

Green Spatula

- Informational Poster
- Roll up Display

Top 5 Sustainable Practices in Your Kitchen Support Materials

- Training Deck PowerPoint
- Informational Poster
- Roll up Display

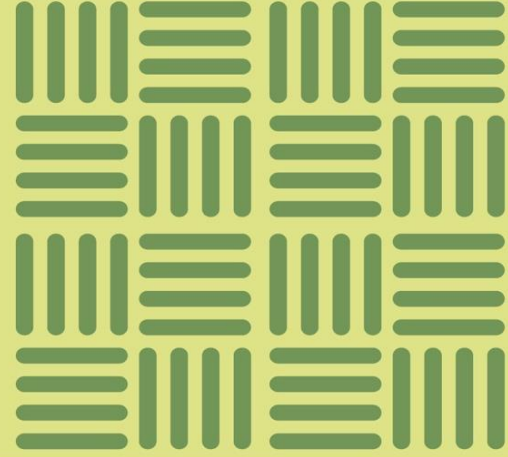
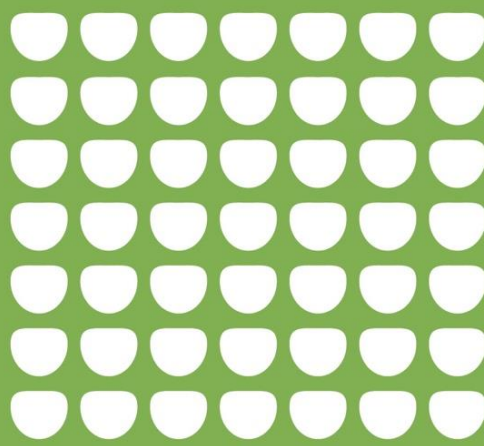


TROPHY, MEDAL, CERTIFICATES

Upon request, your contact can provide the physical awards.

- Green Spatula Trophy
- Green Spatula Medals
- Certificates





FINAL CHECKLIST

Follow the steps for a successful award.

- Choose the event where you will include the Green Spatula Award.
- Contact office@worldchefs.org for Worldchefs competitions to request the trophies, medals, and certificates.
- In case of other competitions contact greenspatula@nestle.com
- Share the judging criteria with organizers and competitors.
- Decide on any additional prizes you may offer.
- Communicate the award through your event channels.
- Document the winners (photos/video) Ensure you have written permission to use images and recordings from all participants before publication
- Share the results publicly through your communication channels.

If you would like to launch the Green Spatula Award at your event, or if you have any questions, please contact your local Nestlé Professional representative or write to the greenspatula@nestle.com e-mail address. You may also connect Worldchefs via office@worldchefs.org to learn more about the initiative and receive their guidance.





THE
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For questions or to get started
on your event contact:

greenspatula@nestle.com

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