



## TERMS AND CONDITIONS FOR ORGANISING GORILLA HIGHLANDS SILVERCHEF 2020 PRELIMINARIES

Dear organiser candidate,

MYL Holdings is excited that you are interested in growing the Gorilla Highlands Silverchef ([www.gorillahighlands.com/silverchef](http://www.gorillahighlands.com/silverchef)) concept with us. After five annual competitions with gradually expanding coverage area, we are set to go continental in 2020. To the “All-Star” event to be held in Musanze, Rwanda, on 21 November 2020 we will be inviting:

- winners of quality cooking certificates from previous years
- any other African national earning the right to participate through preliminary competitions

Preliminaries can be of local, national or regional nature. For example, an organiser can decide to do a competition inviting chefs from Lagos, or Nigeria, or West Africa. However, once approved s/he gets exclusivity in the area (if somebody is preparing a West African Silverchef, there can't be an independent competition in Ghana, for instance).

It is in everybody's vital interest that each and every preliminary competition is a success. An organiser candidate will need to prove her/his team's experience and capability before getting authorisation, and can then count on full support from the MYL team.

It may cost you up to USD 3,000 to become part of the Silverchef system; this is the likely rough total of the licence and the two plane tickets (see General Requirements). However, keep in mind that this is only a fraction of the funding you will have to assure for your competition to work out. A strong sponsor is a must. Now, to the details:

### 1. General Requirements

You will have to:

- 1.1. demonstrate your team's prior experience with organising similar events and general industry outreach
- 1.2. prove your financial capacity to send the winner (or winners, depending on our agreement) to the All-Star in Rwanda in November 2020
- 1.3. prove your financial capacity to transport one MYL team member to your competition for support and quality assurance
- 1.4. pay the licence fee of USD 1,000

### 2. Competition Requirements

You will have to assure that:

- 2.1. your competition takes place before November 2020
- 2.2. your competition has quality video and photo coverage (contractor's prior work examples required)
- 2.3. the competing chefs come with a health certificate and properly insured
- 2.4. the competing chefs appear in their own branded attire and display professional conduct
- 2.5. the competing chefs can bring own tools but no ingredients
- 2.6. the competition ingredients remain secret until presented to each competitor

### 3. Support from MYL Holdings

We will provide you with:

- 3.1. an official letter of recommendation
- 3.2. an organiser's manual (for your consideration — only Competition Requirements above are compulsory)
- 3.3. a one-day online training session
- 3.4. unlimited online support
- 3.5. exclusive rights to use the brand in your area (subject to rules and regulations)

Thank you for considering working with us on something truly great!

Isabelle Lydia Masozera, managing director

in Musanze, Rwanda, March 2020