

ETHIOPIAN GASTRONOMY

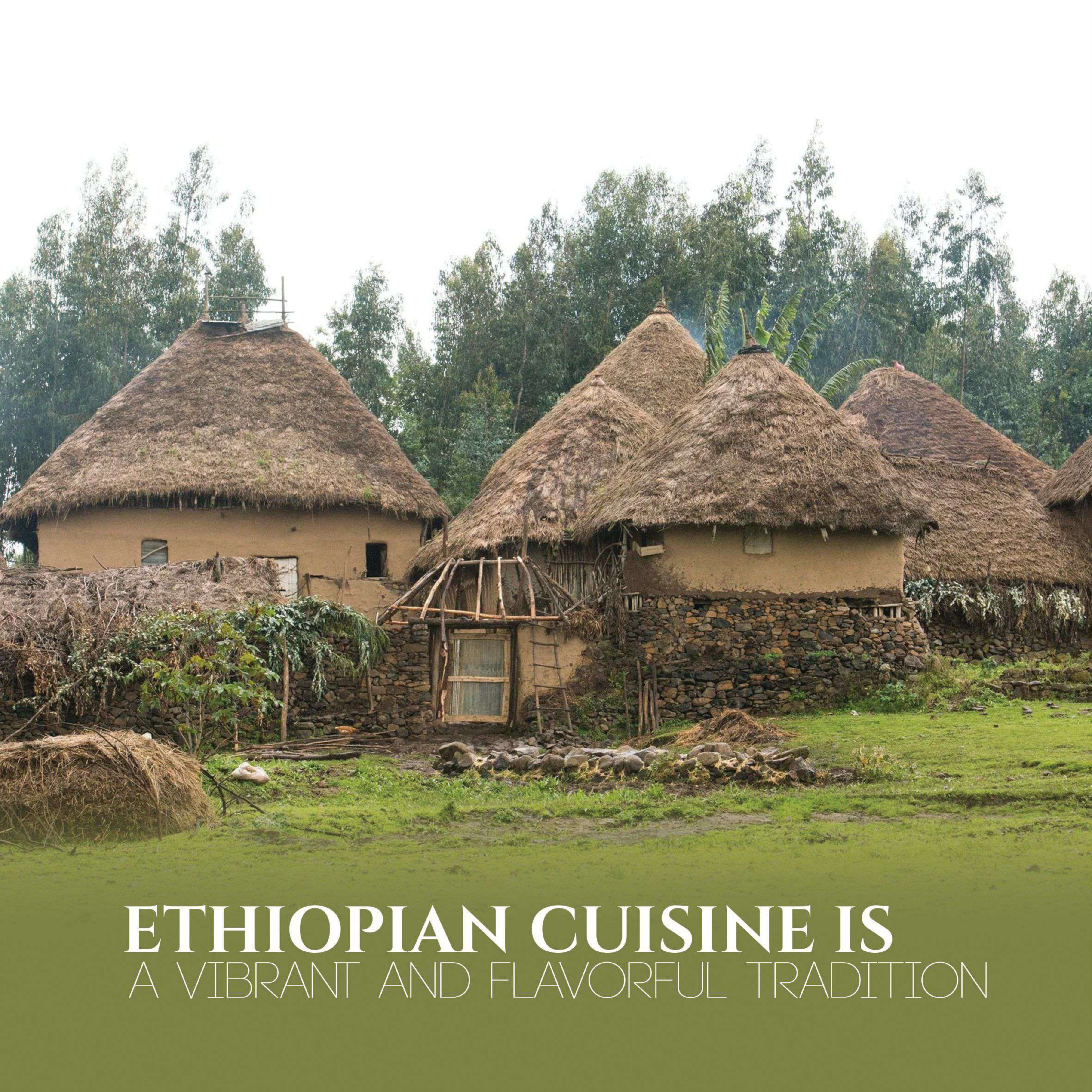
Gastronomy is the art and science of good eating an experience that goes beyond the plate. It embraces the careful selection, preparation, presentation, and enjoyment of food while highlighting the deep connections between cuisine, culture, and tradition. More than just cooking, gastronomy is a celebration of identity, creativity, and sustainability, inviting us to explore flavors in ways that enrich our dining experiences and deepen our appreciation for the culinary arts.

Ethiopia Gastronomy Festival is a vibrant celebration of the country's rich culinary heritage its diverse flavors, deep-rooted traditions, and the artistry behind its food culture. This festival beautifully blends Ethiopia's timeless cooking practices with modern culinary innovation, creating an exciting space where tradition meets creativity. It also serves as a bridge for tourism and community engagement, inviting people from all walks of life to savor, learn, and experience the uniqueness of Ethiopian cuisine.



We are delighted to welcome you to the Ethiopia Gastronomy Festival and Expo, a premier gathering designed to highlight the latest trends, innovations, and opportunities in the food and beverage sector. As the culinary world rapidly evolves, this event becomes an essential platform where industry professionals, chefs, hoteliers, suppliers, coffee producers, and food enthusiasts come together to connect, collaborate, and explore new possibilities. Through immersive tastings, captivating demonstrations, hands-on workshops, and exciting competitions, the festival brings together the entire gastronomic community to celebrate creativity, excellence, and the bright future of food.

Ethiopian cuisine is a vibrant and flavorful tradition, celebrated for its bold spices, unique textures, and deep cultural roots. At the center of every meal is injera, a soft, spongy flatbread made from teff, used both as a plate and utensil to scoop up rich stews called wot. These stews, bursting with spices like berbere, include favorites such as doro wot (spicy chicken with eggs), siga wot (beef stew), and vegetarian delights like shiro (creamy chickpea stew) and atkilt wot (cabbage, carrots, and potatoes). Ethiopian food is more than just a meal it's a shared experience. Served communally on injera, it reflects the country's warmth, hospitality, and sense of togetherness. The famous coffee ceremony adds to the magic, turning every cup into a ritual of friendship and tradition. Ethiopian cuisine is a feast for the senses, a celebration of flavor, culture, and community that invites everyone to taste the heart of Ethiopia.



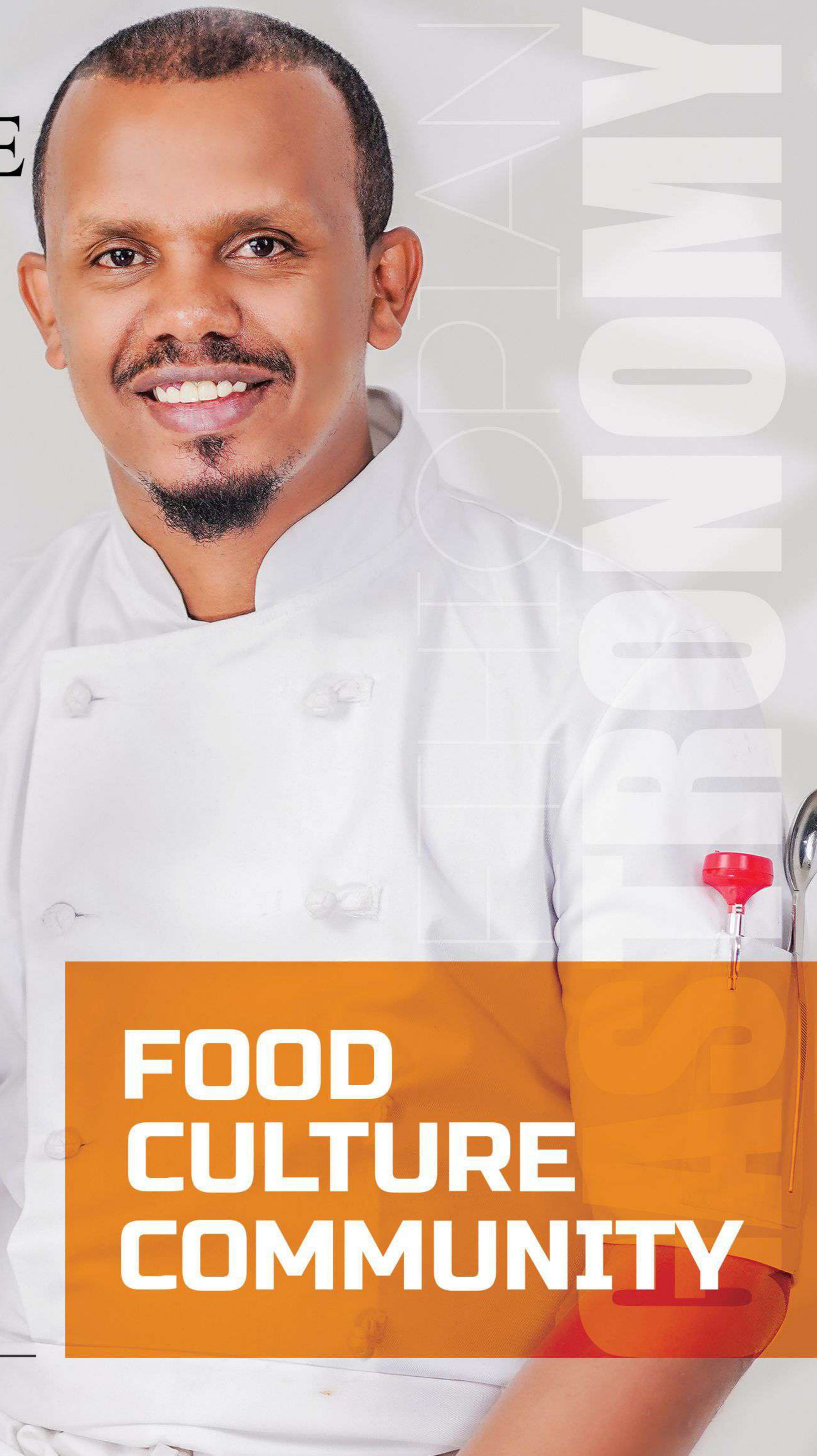
ETHIOPIAN CUISINE IS
A VIBRANT AND FLAVORFUL TRADITION

ABOUT THE ORGANIZER

Golden Group Hospitality PLC is a dynamic Ethiopian hospitality company operating across multiple business areas with a strong commitment to quality, innovation, and customer satisfaction. Its major brands include Golden Plate Restaurant, Golden Catering Service, Golden Governmental and Non-Governmental Staff Canteen Restaurants, Golden Hands Culinary School, and TIRAMISU Coffee Shops, each adding value to the country's growing food and beverage landscape. With more than 170 skilled professionals, the Group blends modern hospitality standards with Ethiopia's rich culinary heritage to deliver consistent and memorable experiences.

As part of its growth strategy, Golden Group is expanding into the event industry, emerging as a rising force in Ethiopia's hospitality and tourism event sector. Through signature gastronomy programs, high-quality catering, and creative event concepts, the company is working to elevate industry standards while creating impactful platforms that celebrate culture, cuisine, and society.

The company's success is driven by its CEO and Founder, Chef Henok Zerihun, a renowned and influential Ethiopian chef known for his leadership and culinary vision. His passion for excellence, talent development, and sustainable growth continues to shape Golden Group's culture and guide its expansion. Under his leadership, the company remains committed to inspiring innovation and setting new benchmarks across the hospitality sector.



**FOOD
CULTURE
COMMUNITY**



ACTIVITIES OF GASTRONOMY FESTIVAL

Food and beverage: Suppliers showcase products, pairing food and drinks to enhance flavors and textures for participants and guests.

Festival and entertainment: Enjoy a vibrant mix of culinary experiences, live music, cultural performances, competitions, and interactive games that go beyond dining to celebrate culture.

Job fairs: Connect food and beverage professionals, chefs, industry experts, and students for networking, career guidance, and hospitality opportunities.

Panel discussions: Engage with policymakers, chefs, producers, and industry leaders in interactive sessions addressing key topics and shaping the future of the sector.

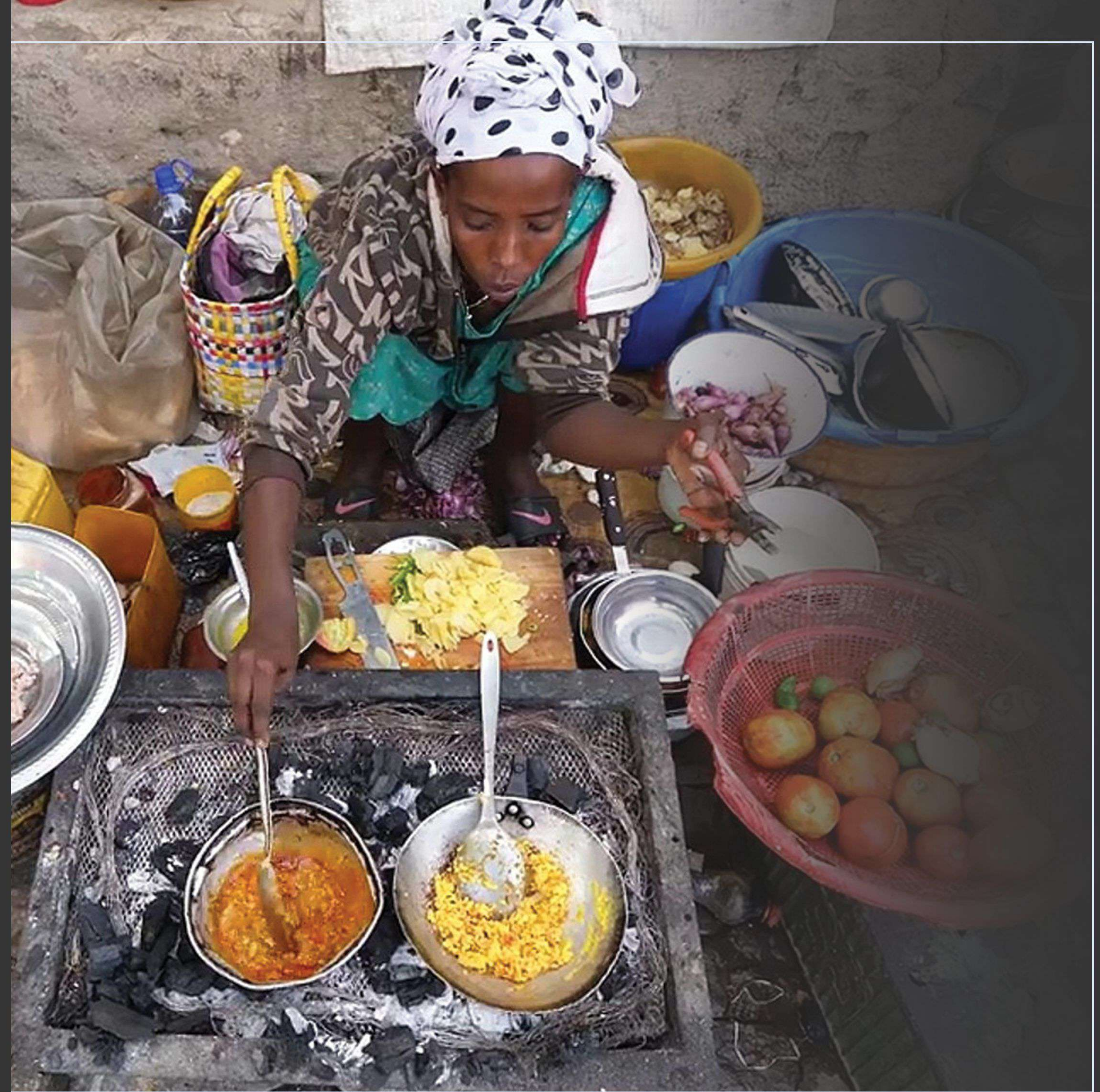
Competition and challenges: Test culinary and technical skills through contests among restaurants, baristas, pastry chefs, and influencers, showcasing teamwork, creativity, and local ingredients.

WHAT TO EXPECT

Experiencing: taste and pair local organic products, explore regional cuisines, and engage with traditional culinary practices.

Networking: Connect with gastronomy professionals, discover business opportunities, and explore potential partnerships.

Discussion and Engaging: Join panel discussions with government officials and interactive sessions with industry experts for meaningful insights and solutions.



WHO SHOULD PARTICIPATE?

FOOD INDUSTRY

- Hotels
- Restaurants
- Café & Coffee Shops
- Pastries Shops
- Fast foods & Street foods operators

BEVERAGES PRODUCERS AND DISTRIBUTORS

- Soft drink and bottled mineral water manufacturers
- Beer and wine companies
- Traditional Ethiopian beverage producers

SUPPLIERS AND PRODUCERS

- Kitchen and traditional equipment providers
- Grocery, flour, and spice suppliers
- Coffee companies, dairy and honey producers
- Pastry ingredient and item suppliers
- Sweet and confectionery manufacturers

***Diplomats and Regional Representatives
Participate to showcase culinary heritage
and support tourism and economic development.***

PROGRAM FLOW

DAY 1

- Opening ceremony
- Explore all event activities
- Panel discussion with industry experts and sector officials
- Entertainment and festival program
- Demonstration with invited chefs
- Restaurant competition featuring Ethiopian fusion cuisine
- Barista competition

DAY 2

- Continuation of festival and expo activities
- Entertainment program
- Competition between hotels with Ethiopian spices ingredient
- Pastry shop competition with Ethiopian ingredients
- Chef training in collaboration with Addis Ababa City Administration Tourism Commission
- Charity dinner
- Recognition by Addis Ababa City Administration Tourism commission
- Closing ceremony