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STARTING TODAY, IT'S EASIER TO TRACK THE FOREFRONT OF GASTRONOMY

Where are the most interesting meals to be found and enjoyed today? The eateries, chefs and food-related initiatives that break new ground in culinary arts and hospitality?

12forward is a new digital service guiding passionate 'gastromads' and professionals to the significant scenes worldwide, where they can enjoy cutting-edge culinary experiences, and better understand where the food-forward surge is heading. 12 eateries in each city, currently 14 cities and 20+ in the pipeline.

Curious to taste the future?

12forward by the White Guide can be downloaded as a freemium from the App Store and Google Play, and is available at 12fwd.com –launching today.

"Apart from the listings and reviews, the site explores the key developments that influence how we relate to food, today and onwards", says Lars Peder Hedberg, publisher of the White Guides. "We look for what's really driving the evolution of gastronomy and will venture deep into its various scenes to highlight the many talented people and ambitious initiatives."

As part of its mission, *12fwd.com* features innovation and sustainability issues all along the food chain, crucial to food-forward thinking, and continuously reports on initiatives around the world that may impact the future of food.

The Global Gastronomy Awards – highlighting "sustainability-forward"

Over the past decade, the Global Gastronomy Award has honored some of the world's most celebrated and forward-thinking chefs, from Ferran Adrià (Catalonia) in 2007, to Enrique Olvera (Mexico City) in 2017. Each of the award winners not only excels in culinary arts but has pioneered initiatives that reach far beyond the plate, adding to the groundwork of a resilient global gastronomy.

Enrique Olvera has redefined Mexican classics, brought the rich spectrum of regional fare into the limelight and narrowed the gap between fine dining and street food. To quote Ferran Adrià "There is a before and after Olvera in Mexican cuisine".

The 2017 Global Gastronomy Awards took place on September 25th in New York City, the hometown of 2016 laureate Dan Barber. Having staged the ceremony in Stockholm for the past ten years, the event will from now on move to the

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home base of the previous year's winner, thus Mexico City will be next year's host city.

The inaugural Pre-plate and Post-plate awards

This year, two new awards were introduced to recognize sustainability efforts at every step in the food chain: a pre-plate award that focuses on sourcing initiatives, and a post-plate award that honors efforts to reduce waste through innovative use of surplus food.

The Pre-plate Award was bestowed upon Lucio Usobiaga, Yolcan – for leading the revival of ancient Aztec agriculture in Mexico City's unique, man-made chinampas archipelago.

The Post-plate Award was bestowed upon Lara Gilmore, Massimo Bottura and Cristina Reni, Food for Soul – for rethinking community canteens, based on dignity, and launching them around the world.

Links:

[The Global Gastronomy Award 2017](#)

www.12fwd.com

White Guide is the leading guide and information system in the Nordic countries focusing primarily on restaurants and gastronomy. All White Guides are editorially independent and testing is carried out anonymously by 100+ professional reviewers. The White Guide Nordic can be downloaded as a freemium app from the App Store. 12forward by White Guide can be downloaded from the App Store or Google Play. For more information: whiteguide.com.

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The Global Gastronomy Award has been presented in cooperation with Electrolux since 2010, Electrolux is a global leader in home appliances and appliances for professional use, based on deep consumer insight. For more information go to www.electroluxgroup.com.