



12<sup>TH</sup>  
**Peru**  
to the **World**  
**Expo**

HAMPTONS - NY

Peruvian & Latin Celebration

1<sup>ST</sup> HAMPTONS  
**HISPANIC**  
PARADE & FESTIVAL

**SPONSOR**

BROCHURE

PERUVIAN CELEBRATION  
GRAND CULINARY TASTING  
AND PISCO COCKTAIL

**Saturday SEPTEMBER 9TH**

HERRICK PARK - EAST HAMPTON.





**Melvi Dávila**

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Peru to the World Expo Hamptons NY



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**Miluska Laca**

Marketing and Communications  
Peru to the World Expo Hamptons NY

# WELCOME !

We are excited and proud to invite you to the 12th Peru to the World Expo, taking place on September 9th, 2023, in the stunning Herrick Park, located in the heart of East Hampton.

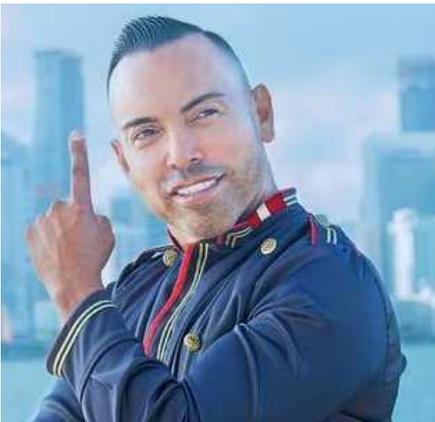
This exclusive seaside region, known for its celebrity sightings and stunning estates along the Atlantic Ocean, sets the perfect

As you immerse yourself in this unparalleled gathering, you will have the chance to engage with top Peruvian chefs, interact with fellow food enthusiasts, and forge meaningful connections within the culinary community. Expand your culinary horizons, discover new techniques, and gain invaluable insights into the fascinating world of Peruvian cuisine.

## About our great event

Peru to the World Expo, in collaboration with the East Hampton City Hall, proudly presents the 12th Grand Culinary Show and Pisco Cocktail event. This exclusive gathering will showcase esteemed guests, including the Honorable Ambassador and Consul General of Peru, Marita Landaveri, Peruvian Grand Marshal, entrepreneur Juan Chipoco, creator of the renowned gastronomic empire Ceviche 105, and Peruvian Godfather Jorge Berrios, founder of Aquaworld systems. Joining them will be government dignitaries and celebrity Peruvian Chefs.

Set in the picturesque Herrick Park, located adjacent to a vibrant shopping area, this event offers a unique networking opportunity. The park's prominent position, within sight of renowned luxury brands like Chanel and Prada, ensures high visibility. Guests from the greater New York area, including politicians, investors, business owners, and leaders, will have the chance to immerse themselves in Peruvian culture.



**Juan Chipoco**

Famous Peruvian Restaurateur  
Founder of Ceviche 105, Intimo, Pollos y Jarras

Immerse yourself in the rich cultural heritage of Peru through their food, captivating folklore dance shows and all that Peru has to offer. Witness the graceful movements, vibrant costumes, and rhythmic beats that tell stories of tradition and history. Feel the energy and passion radiate from the stage as performers transport you to the heart of Peru's vibrant cultural tapestry.

## Networking opportunities



With the resounding success of the past 12 years and the growing demand for a local event that celebrates the vibrant culture of Peru and Peruvians worldwide, we are thrilled to announce that the "Peru to the World Expo" will be present at the 1st Hispanic Parade & Festival in the East Hampton.

This year, we are breaking boundaries and joining our country peers from Mexico, Colombia, El Salvador, Ecuador, Venezuela, and others to showcase the richness of Hispanic gastronomy and culture thriving in the USA. Our goal is to unite efforts with other countries, bringing together the Hispanic community in the Hampton to highlight the many positive aspects that make Hispanic culture a truly wonderful part of the USA.

## Support and Recognition



Peru's remarkable achievement of being named South America's Leading Culinary Destination for an impressive ten consecutive years by the esteemed World Travel Awards (WTA), often referred to as the "Oscars of the travel industry," further reinforces our unwavering commitment to showcase the magnificence of Peruvian cuisine in the United States. We are dedicated to continuing our mission of promoting our extraordinary gastronomy, and this time, we are bringing the culinary magic to the illustrious Hampton in New York.

The exponential growth of our event has been greatly bolstered by the invaluable support of influential entities such as Goya Foods, the US Senate, the Office of the Mayor of New York City, PromPeru, OCEX NY, and the Peruvian General Consulate of New York. Their steadfast backing has propelled "Peru to the World Expo" to its current status as the most significant international Peruvian event in New York. We are exhilarated to announce that this year's event will take place in the exclusive gardens of Herrick Park in East Hampton, coinciding with the prestigious 1st Hispanic Parade & Festival. This historic occasion provides us with a remarkable opportunity to proudly represent Peru and its rich cultural heritage.

# Event Highlights

## 1. Fifth Top Peruvian Chefs' World Summit:



Embark on a culinary journey like no other and join us for an extraordinary "meeting of the minds." Prepare to be captivated as we gather the crème de la crème of Peruvian culinary expertise, including the top Peruvian Chefs who have graced our expo for the past 12 years.

This exclusive summit is a unique opportunity to witness the convergence of culinary brilliance, where innovative techniques, traditional flavors, and cutting-edge gastronomic trends intertwine. Be inspired as these culinary maestros share their passion, knowledge, and secrets behind their award-winning creations. From the mastery of ceviche to the artistry of fusion cuisine, prepare to have your taste buds tantalized by a symphony of flavors.

## Event Highlights

### 2. Super Foods of Peru at Hampton:



Immerse yourself in the exquisite flavors of Peru, showcasing the country as a leading provider of superfoods to the world. Explore the wonders of Peruvian cuisine by discovering the finest products like quinoa, Peruvian peppers, purple corn, artichoke, coffee, and cacao. Uncover the secret to their exceptional quality and taste, and uncover the tri-state area's hidden gems where these ingredients can be found. Join us on a culinary journey that will tantalize your taste buds and introduce you to the remarkable flavors of Peru.

## Event Highlights

### 3. Live Master Cooking Demonstrations:



Watch in awe as top Peruvian chefs mesmerize you with their culinary creations. Indulge in a sensory feast as they skillfully present dishes that are both visually stunning and palate-pleasing. From the vibrant colors to the intricate flavors, prepare to be amazed by the artistry that unfolds before your eyes.

Savor the exquisite taste of carefully crafted cocktails made with premium Pisco brands. Experience the true essence of Peru as you sip on these delightful concoctions, each imbued with the unique flavors and traditions of this beloved spirit. Let your taste buds dance with joy as you discover the depth and complexity of Pisco in every sip.

## Event Highlights

### 4. Market:



Our primary focus lies in the Northeast Zone of the USA, specifically New York, New Jersey, Virginia, Washington, Florida and Connecticut.

We cater to a wide range of customers, including not only individual consumers but also prominent buyers like hotels, restaurants, and companies in the food sector who are eager to diversify their gastronomic offerings. Our aim is to showcase the exceptional Peruvian products that have been the key to Peru's culinary success, leading to its recognition as the world's food trend and the "Best Culinary Destination in the World" by the World Travel Awards for ten consecutive years. We are thrilled to make these outstanding products available and accessible in the USA, allowing you to

## Place

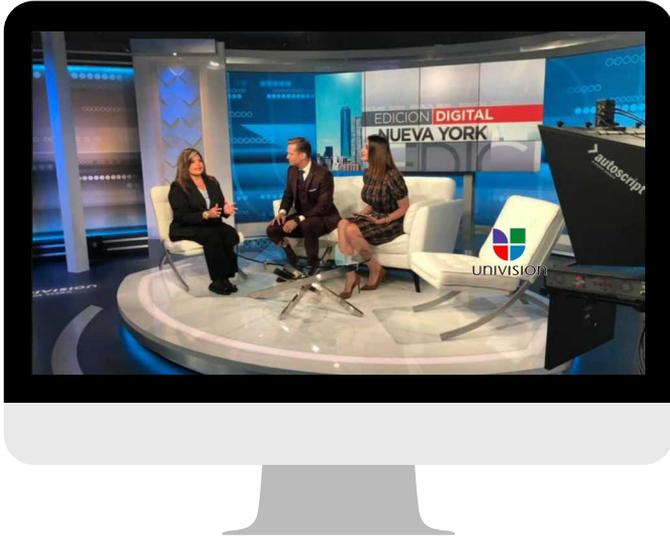
# HERRICK PARK - EAST HAMPTON



# Partners and Sponsors to Date



# Millions of Media Impressions Over the Years



## 5th World Top Peruvian Chefs Summit



Renowned international Top Chefs presented at our Summit including Chef David Burke, Chef Bill Yosses and our own Chef of the moment Franco Noriega.





# 1st Peru to the World Expo Houston, June 5th 2022



# 1st Peru to the World Expo Houston, June 5th 2022



# 11st Peru to the World Expo Hampton



## Sponsorship Packages:



This is an incredible opportunity to showcase your brand and reach a diverse audience. Our sponsorship packages offer the perfect platform to position your company as a leader in the industry. With options ranging from Platinum to Supporting Sponsor, you can choose the level of visibility that suits your needs. Imagine your logo prominently featured in all event marketing materials, exclusive speaking opportunities, and even VIP access to special events. Join us in celebrating the finest Peruvian food products and become a strategic provider of superfoods to the world. Contact us now to secure your sponsorship and elevate your brand to new heights.

## **PLATINUM SPONSOR BENEFITS (\$15,000)**

- **Premium exhibit booth (10' x 10')**
- **Featured speaking opportunity with the public**
- **Promotional video with company name and logo during the event**
- **Exclusive brand promotion via TV plasma displays**
- **Primary logo placement in all print, electronic, and social media campaign.**
- **Recognition by the US Senate at Peru to the World Expo 2023**
- **Attendee list and contact information**
- **Opportunity to provide branded premium items**
- **Company logo on badges**
- **Recognition in all press materials**
- **Company link on our website**
- **Mentioned as a major exhibitor during the event**
- **Six attendee passes**

## **CORPORATE SPONSOR BENEFITS (\$ 10,000)**

- **Exhibition booth (10' x 10')**
- **Listing in all print and electronic media**
- **Featured speaking opportunity with the public**
- **Company link on our website**
- **Opportunity to provide branded premium items**
- **Display one banner in the tasting area**
- **Promotional video with company name and logo during the event**
- **Mentioned as an exhibitor during the event**
- **Four attendee passes**

## **CONTRIBUTOR SPONSOR BENEFITS** **(\$ 5,000)**

- **Exhibition booth (6' x 8')**
- **Opportunity to provide branded premium items**
- **Display one banner in the tasting area**
- **Promotional video with company name and logo during the event**
- **Mentioned as an exhibitor during the event**
- **Two attendee passes**



## Exhibitor Booth Prices:

- **Craft** **\$1,000**  
**One booth** **10 x 10**  
**One table, 2 chairs,**
- **Liquors and spirits** **\$1,200**  
**One booth** **10 x 10**  
**One table, 2 chairs**
- **Company/ Entrepreneur/ professional.** **\$1,500**  
**One booth** **10 x 10**  
**One table, 2 chairs**

Together, let us embark on this extraordinary journey, where we showcase the unparalleled flavors, traditions, and vibrant spirit of Peru to a captivated audience in the Hamptons. Join us as we create an unforgettable experience that celebrates the diversity and richness of Peruvian cuisine while leaving an indelible mark on the culinary landscape of New York.

## Contact Information



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Thank you!

