



Chengdu

UNESCO City of Gastronomy

Chengdu was established more than 2,300 years ago. It is the only Chinese mega city, which keeps its name and location for more than 2,000 years and one of the first batch of historically and culturally famous cities in China. As the cradle and development place of Sichuan Cuisine, one of China's four major styles of cooking, Chengdu has profound culture and outstanding natural conditions, enjoying the fame of "Land of Abundance" and "City of Gastronomy".

Fast facts

- Chengdu is one of the most important food centers of China with a great number of famous native catering enterprises, including "China National Well-known Trademark" enterprises, and with more than 30 "Chinese Famous Snack" enterprises and 13 "China Time-honored Brand" enterprises which are issued by the country.
- The openness and inclusiveness of Chengdu's catering market not only gather together all the renowned Chinese styles of cooking like Canton Cuisine, Shandong Cuisine, Huaiyang Cuisine, etc., but also attract various foreign catering enterprises from America, France, Japan, Thailand, Korea, etc. to complement each other's culinary advantages and freely develop different styles.

All about creativity and innovation

- Chengdu is a "City of Gastronomy" full of creativity and innovation. From Dujiangyan Irrigation Project, the world's oldest diversion project without a dam, Wen Weng Stone Chamber, the earliest government-run school, and Jiao Zi, the earliest paper currency, to China's earliest professional chef, the earliest liquor factory, the first cuisine industrial base, and the first

cuisine museum, they all reflect the innovative spirit of Chengdu as the first to try new things.

- Chengdu cuisine is rooted in this piece of land which is full of innovation and good at creating. Having created five categories, dozens of cooking methods and flavor types, and more than 6,000 Sichuan dishes, Chengdu cuisine now becomes one of the cuisine schools with the most abundant varieties and tastes both in China and around the world.

Living the food culture

Chengdu is a “City of Gastronomy” full of cultural forms and activities. As the permanent host city of holding the Intangible Cultural Heritage Festival of China, Chengdu is a well-known leisure and livable city, and the food culture has become an important part of the leisure culture in Chengdu. Various food streets, brand restaurants with distinctive themes throughout the rural and urban areas are the best choices for public entertainment. While visiting the food street, participating in food festivals, tasting delicious food are indispensable leisure activities for Chengdu people and foreign visitors.

Institutions

- Chengdu Sichuan Cuisine Museum, the first local cuisine museum of China, is located in the ancient town of Pi County with the coverage of 12,000 square meters. It has more than 3,000 pieces of collections and displays the food containers and books related to Sichuan Cuisine from the Warring States Period to modern time.
- Sichuan Cuisine Industrial Base of China, China’s first industrial base of local cuisine, is planned to cover a construction area of 3 square kilometers and will be built with the raw material processing and distribution base, service training base and chain brand display base of modern catering enterprises of Sichuan Cuisine.
- Sichuan Higher Institute of Cuisine is the only full-time University in China that focuses on the education and research of culinary arts. The school has nearly 40 majors with more than 7,000 Chinese and foreign students. It contains the scientific research departments like Development and Research Center of Sichuan Cuisine, the national identification authority of cooking, etc. and is the most distinctive and influential public higher institute of hospitality.



Important Events

- As a food and festival city with broad social participation, there are a variety of official and folk dining events throughout the urban and suburban areas of Chengdu, and different levels of food festivals extend from the first day of lunar New Year to the end of the year. Various cooking and food competitions are organized in Chengdu, and it has organized more than 10 national or international cuisine festivals and events since 2004.
- Since 2004, “China International Cuisine & Tour Festival” has been held once a year and it has been continuously held for seven editions, attracting food projects and many tourists from dozens of countries and regions. It has become Chengdu’s convention and exhibition brand as “City of Gastronomy”.

Economic impact

- With more than 2,000 super chefs, nearly 300 national-level master chefs and service masters, the operating households of catering industry in Chengdu are over 70,000 and there are more than 600,000 employed people.
- During the past 20 years, the retail sales of annual growth rate in catering industry has maintained double-digit in Chengdu. In 2010, its retail sales of catering industry reached RMB 29.34 billion, with a year-on-year growth of 19.6%, which accounted for 12.1% of the society’s total retail sales.

