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UFF18: 'GENERASI INOVASI' THEME CELEBRATES INNOVATION IN INDONESIA'S CULINARY INDUSTRY

Ubud, INDONESIA–

From 13–15 April, 2018, Indonesia's most outstanding chefs, producers, restaurateurs, foodpreneurs, food photographers and storytellers will converge in Bali for the Ubud Food Festival (UFF), a three-day culinary adventure with Indonesian food as the star. In its fourth year, Indonesia's leading culinary event will be energized with the theme 'Generasi Inovasi'.

The progressive and stimulating theme is inspired by Indonesia's young, tech-savvy population, who are driving the nation's booming innovation economy. Through the lens of 'Generasi Inovasi', UFF18 will celebrate innovative and sustainable ideas in Indonesia's food industry, which are all creating a distinct food culture unique to the archipelago.

"Our 2017 theme 'Every flavor is a story' explored Indonesia's rich culinary heritage and the stories we tell through food," explained UFF Founder & Director Janet DeNeefe. "In 2018 we're shining a spotlight on the future of Indonesia's food industry, from social media sensations to environmental solutions, successful startups to socially responsible enterprises. Whether emerging or established, we're raising the voices of those at the vanguard of Indonesian food innovation," she continued.

"While these switched-on foodies are finely tuned to the rapidly changing culinary landscape, many of them are continuing to honor Indonesia's culinary culture through exciting transformations of traditional dishes. At Ubud Food Festival 2018, we'll also be paying tribute to the culinary icons who have paved the way and created a legacy for today's generation to embrace innovation, while also celebrating Indonesia's diverse heritage and culture with pride."



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Featuring speakers from across the archipelago and Southeast Asia appearing in workshops, talk shows and food tours, to markets, film screenings and live music, the UFF wide range of ticketed and free events, from cooking demos, special events, has grown into Indonesia's leading culinary event. Through its strong focus on empowering Indonesian food professionals, the Festival provides a platform for education and collaboration with industry leaders from throughout the region.

“When it comes to food – Indonesia's obsession – the nation is bursting with innovative ideas. Through our 2018 theme ‘Generasi Inovasi’, we're thrilled to be sharing so many of these ideas with the world.”

More Information

- The three-day program from 13–15 April, 2018, spans a range of ticketed and free events, from cooking demonstrations, special events, workshops and food tours, to markets, film screenings, live music and in-depth forum discussions.
- Special events will take at various locations across Ubud and Bali.
- A not-for-profit initiative, the Ubud Food Festival is underpinned by a mission of supporting Indonesia's vibrant and sustainable culinary and tourism industries.
- The full program, line-up and tickets will be announced in mid-February.
- Visit www.ubudfoodfestival.com for all information.

Media Contact

For more information about the UFF and for interview requests, please contact our International Media Consultant, Julia Winterflood, at julia@yayasansaraswati.org or on +62 812 9942 7591.

Hi-res festival imagery (please note photo credits) can be downloaded for use via www.flickr.com/photos/ubudfoodfestival.

Media accreditation will be open alongside the UFF18 Program launch in mid-February.