

## PRESS RELEASE

**Hotrec**  
Hospitality Europe



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### **Pekka Terävä honoured with the European Hospitality Foundation Award**

Helsinki, 16 May 2019 - Pekka Terävä, receives the European Hospitality Foundation (EHF) Award during the 78th General Assembly of HOTREC. This prize recognises the dedication of Mr. Pekka Terävä to the hospitality sector in Finland.



*“I am glad to honour Mr. Pekka Terävä with the symbol of prestige of the hospitality sector, for all these years of work contributing to the development of tourism in Finland.”*, said Mr. Jens Zimmer Christensen, President of HOTREC and of the EHF.

*“I am delighted that Mr. Pekka Terävä receives the EHF award as a symbol of great achievements during his entire career development dedicated to restaurants”*, commented Christian de Barrin, HOTREC CEO and CEO of EHF.

*“This award aims at recognising Mr. Terävä contribution in the field of the tourism sector over the last decades”*, added Mr. Joan Gaspart, Vice-President of EHF.

Pekka Terävä has dedicated his entire life to hospitality, and to cooking in particular. After finishing his culinary career at the restaurant school of Suomen Joutsen, Chef Pekka Terävä has worked in various fine-dining restaurants in Finland and Sweden including Edsbacka Krog, Sundmans and Palace Klippan. In 2006, he opened Restaurant Olo, in Helsinki, which was distinguished with a Michelin Star since 2011. Mr. Terävä also became the owner of other high

quality restaurants, such as “Emo” and “Gösta”. Along his career, Chef Terävä has had great success in several international chef competitions both solo and as a member of the Finnish national team and was distinguished with different prizes (e.g. BOCUSE D’OR).

“I am very grateful to receive such a valuable recognition on behalf of the European hospitality industry. It has always been a pleasure to be involved in this inspiring sector” said Mr. Terävä.

The European Hospitality Foundation award is delivered twice a year to a personality who has contributed, in a remarkable manner, and/ or for a significant number of years to the activities of the hospitality industry. The EHF award was designed by Miquel Planas, famous artist and chairman of the Sculpture Department of Fine Arts of the Fine Arts Faculty of Barcelona. The next EHF award ceremony will take place on 17 October in Dubrovnik.

#### What is HOTREC?

HOTREC represents the hotel, restaurant and café industry at European level. The sector counts in total around 1.9 million businesses, being 99,5% small and medium sized enterprises (90% are micro enterprises, i.e. employing less than 10 people). These businesses make up some 60% of value added. The industry provides some 11,9 million jobs in the EU alone. Together with the other tourism industries, the sector is the 3rd largest industry in Europe. HOTREC brings together 43 national associations representing the interest of this industry in 31 different European countries.

#### What is EHF?

The European Hospitality Foundation (EHF) was created in 2006 and its objective is to finance non-profit projects related to HOTREC's activities. For more information: <https://www.hotrec.eu/about-us/european-hospitality-foundation/>

For further information: [www.hotrec.eu](http://www.hotrec.eu)

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