



Cookoff Participation Packet

WELCOME to Tennessee Valley Food Festival & Cookoff

THE MADISONVILLE DOWNTOWN ALLIANCE AND MONROE COUNTY TOURISM is pleased to partner with the World Food Championships (WFC) on this inaugural event. WFC is the largest competition in “food sport” and provides an avenue for culinary experts to achieve fame through nationally broadcast food TV shows.

As a competitor at the Tennessee Valley Food Festival & Cookoff, you will be competing for the chance to win one of five **Golden Tickets** to the World Food Championships held in Dallas, Texas.

Here’s what you need to know to prepare for this epic food battle.

Who Can Participate:

Anyone who loves to cook and has a notion that they’re the BEST at it. If that is you, then sign up today! The fee to participate is \$150 per category, but the knowledge that you have serious culinary skills is priceless. Plus, a win at this event will qualify you to compete in the Big League of Competitive Cooking - The World Food Championships!

Cook Space:

Each cook team will be provided with a 10’x10’ cook space. It is recommended that teams have no more than 3 people in their cook space at a time. If a team has more than 3 cooks on their team, team members can rotate in and out.

What You Need To Bring:

Cook teams need to bring anything they need for their competition. This is including, but not limited to:

- Grill (charcoal or propane)
- Heating source (charcoal or propane)
- All ingredients needed (including proteins, water, seasonings, etc.)
- All utensils and smallwares needed (including mixing bowls, tongs, knives, etc.)
- All supplies needed (including cleaning supplies, paper towels, food handling gloves, etc.)

Required Ingredients

Required ingredients highlight the region's finest foods and will be provided to the participant in the following categories:

There are no required ingredients at this time. If an ingredient is sponsored at a later date for the cookoff, it will be provided to the participant on the date of the event and a time appropriate notification will be sent directly to the participant prior to the competition.

The expectation is for each cooking team to incorporate these ingredients into their dishes in some way.

Competition Schedule:

- 8:00 a.m.: Teams load in
- 10:00 a.m.: Cooks' meeting (mandatory for all teams)
- 10:30 a.m.: 1st cook starts (Steak)
- 12 - 12:10 a.m.: Steak turn-in window
- 1:00 p.m.: 2nd cook starts (Sandwich)
- 2:30 - 2:40 p.m.: Sandwich turn-in window
- 3:30 p.m.: 3rd cook starts (Dessert)
- 5 - 5:10 p.m.: Dessert turn-in window
- 6:00 p.m.: Awards

Plating:

Competitors are required to submit a presentation dish plus five individual plates for each judge. The five samples and the presentation dish must all fit on a round silver platter that will be provided. The presentation dish will be scored for "Appearance," which will account for 15% of your overall score. The presentation dish should be a 'whole' dish. For this competition, that means a whole steak, sandwich and/or dessert. The five samples can be small bites. The judges will be instructed to take 2-3 bites of each sample plate to score on "Taste" and "Execution."

Please see page 6-7 for examples of plating and dimensions of the silver platter and plating.

Turn-in Process

The turn-in area will be at the stage, which will be near where the cooking spaces will be located in Memorial Park. Competitors will have a ten-minute window (see competition schedule above) in which they must transport their complete entries to the turn-in area.

Entries will not be accepted before the opening of the turn-in window or after the turn-in window has closed. Once the silver platter is placed on the turn-in table, it becomes the property of the Event and cannot be touched by the competitor again.

Recipe Title and Brief Description

Along with your silver platter turn-in, each competitor is required to submit a Dish Title and Brief Description of his/her dish. Each competitor will be given an index card on which to write their Dish Title and Brief Description along with their competitor number. The index card must be turned in with the silver platter.

Table Captains will read index cards to the judges as they are presenting dishes. The judges will consider your title and description as they are scoring your turn-in. Does your title match and/or live up your turn-in? It is best to keep Titles and Descriptions simple and concise. Here is an example of a Dish Title and Brief Description:

Dish Title: Triple Cheese, Bacon Jam Burger on Brioche Bun

Brief Description: 100% ground beef burger topped with Swiss, Cheddar and Bleu Cheese presented on toasted Brioche Bun

With this title and description, judges will be looking for the cheeses you mention. They will want to taste the Bacon Jam. And, they will want to make sure you have used a Brioche bun AND that it has been toasted. Failure to implement any of these claims could result in a poor Execution score from the judges.

DO NOT include anything in your Dish Title or Brief Description that would identify you as the competitor. For instance, “Bill Smith’s World Famous Bacon Burger” or “Grilled T-Bone with Miss Carla’s Mushroom and Red Wine Reduction” would NOT be good Titles and Descriptions for your turn-ins.

Judging

Each category (Steak, Sandwich, and Dessert) will be judged by E.A.T.™ certified judges. The judges will judge each entry on: **Execution (35%), Appearance (15%) and Taste (50%)**. Each entry will be scored on a 1-10 scale, with 10 being the best ([click here for more information on WFC’s proprietary E.A.T.™ Methodology](#)).

The Winners

A golden ticket will be awarded to the highest-scoring teams in each category - (2) in Steak, (2) in Sandwich, and (1) in Dessert. Teams may compete in multiple categories. However, they

may only compete in one category at the World Food Championships. Therefore, if a team should win first place in more than one category at the Tennessee Valley Food Festival & Cookoff, the team must decide (on the spot) which category they wish to compete in at the World Food Championships. The Golden Ticket not chosen by the first-place team in that category will go to the second-place winner, who will be the second-highest scoring team in that category.

The Prize Purses

Steak

1st Place: Golden Ticket to the World Food Championships (\$500 value), \$500 Cash, and Official Award

2nd Place: Golden Ticket to the World Food Championships (\$500 value), \$250 Cash, and Official Award

3rd Place: \$150 Cash and Official Award

Sandwich

1st Place: Golden Ticket to the World Food Championships (\$500 value), \$500 Cash, and Official Award

2nd Place: Golden Ticket to the World Food Championships (\$500 value), \$250 Cash, and Official Award

3rd Place: \$150 Cash and Official Award

Dessert

1st Place: Golden Ticket to the World Food Championships (\$500 value), \$500 Cash, and Official Award

2nd Place: \$250 Cash and Official Award

3rd Place: \$150 Cash and Official Award

Contest Rules

1. Competitor recipes and entries must be original and not the property rights of any third party.
2. All competitors must submit their Dish Title and Brief Description on an index card with their turn-in.
3. Required ingredients must be used in the dish.
4. For the Steak Category, competitors are required to cook a boneless, choice ribeye steak (at least 1 1/8" or 3cm thick). Teams are subject to a meat inspection during the cook's meeting.
5. Steaks should be cooked to the doneness of "medium."
6. All elements of the competition entry must be created onsite and during the allotted time. No previously cooked or prepared entries will be accepted.

7. All competitors are required to create five sampling portions and one presentation dish for judges.
8. The five sampling portions and one presentation dish must all fit on a silver platter. Both the silver platter and the plating for presentation and samples will be provided to each competitor (see page 6-7 for images and dimensions of the platter).
9. For the security and safety of transporting dishes during the turn-in process, competitors must adhere to WFC elevation and extension rules:
 - a. Elevation - The bottom of any food being presented as part of the dish cannot be elevated more than 3 inches above the platter.
 - b. Extension - No part of any entry is allowed to extend beyond 3 inches off the turn-in platter.
10. Competitors may have a maximum of two assistants in their cook space during the competition.
11. Golden tickets will be awarded to the "Head Cook."
12. Winning competitors will advance to the World Food Championships held in November in Dallas, Texas.
 - a. If a winning competitor is unable to participate in the World Food Championships, their Golden Ticket will go to the next highest scoring competitor in the competing category.

Official WFC Silver Platter:



Overall Dimensions:

Length: 19 3/4"

Width: 13 1/2"

Height: 1"

Thickness: 0.7 mm

Examples of Turn-ins:



The larger dish is the presentation dish. The five smaller dishes are the sample dishes. The judges will first judge the presentation dish on APPEARANCE. They will then take bites from their sample dish and judge on TASTE and then EXECUTION

World Food Championships Contact Information:

If you have any questions about the World Food Championships, the E.A.T™ Methodology or registering for the World Food Championships, please call 931-528-8852 or email chelsea@mmacreative.com