

2010 Fresh California Strawberry Recipe Contest

Be a leader in trends: showcase new ways to use strawberries!

Recipe Contest – Appetizer & Dessert Recipes

The Contest is open to the BC Produce Marketing Association “Healthy Chef Competition” event participants (Executive Chefs, Sous Chefs, Cooks and Apprentices). Cooked and non-cooked recipes are accepted.

How to enter

Download the entry form at www.calstrawberry.com/market/foodservice.asp and email to info@bcpma.com.

Deadline

Deadline for entry is February 22, 2010.

Entry Requirements

An online entry form must be submitted with each recipe submitted no later than February 22, 2010. A complete entry consists of: a completed entry form, recipe(s) of your own creation that features fresh strawberries as a primary ingredient, and a photo of your plated recipe. Incomplete entries will not be accepted.

Eligibility

The Competition is open to chefs participating at the Healthy Chef Competition on March 17, 2010. Entrants must be 18 years of age or over.

How to Enter

Download the online entry form at www.calstrawberry.com/market/foodservice.asp and submit by email to info@bcpma.com. Entries may be submitted in English. Online entry forms are available for completion now. Deadline for entry is February 22, 2010.

Entry Judging

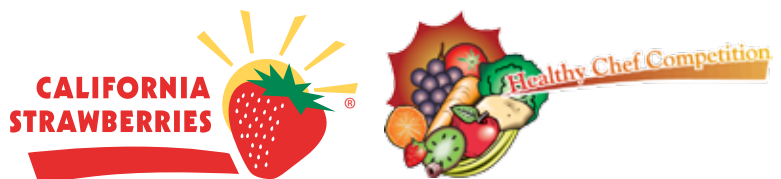
All eligible entries will be reviewed by a panel of qualified judges who will consider recipes based on the following criteria:

- Does the recipe use an appropriate amount of fresh fruits and vegetables and in particular **California Strawberries** so that the flavour is identified when tasted?
- **Creativity** - Is the recipe innovative, creative and unique?
- **Mechanics of the Recipe** - Does it work? Does it taste good?
- **Appearance** - Does the dish look appetizing? Are California strawberries being properly showcased and highlighted as the key recipe ingredient?
- **Consumer Appeal** – Does the recipe stand out on a restaurant menu and appeal to consumers?
- **Ease of Preparation** – Is the recipe easy to prepare?

All decisions by the judges are final, binding, and non-disputable.

Prizes

The Grand Prize Winner- Dessert (\$250 cash)
The Grand Prize Winner- Appetizer (\$250 cash)



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Application/Entry Form

Get creative with fresh California Strawberries to win \$250 cash.

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To enter, complete the following and email as an attachment along with the recipe and a photo of your plated recipe to: info@bcpma.com on or before February 22, 2010.

Please ensure attachment is no larger than 3 MB in total. Your submission of an entry signifies that you have read and understood the Terms and Conditions associated with the 2010 Fresh Strawberry Recipe Contest.

Name: _____

Property: _____

Address: _____

Contact Number: _____ Cell Number: _____

Email Address: _____

Recipe Title: _____

Recipe Category – Appetizer

Recipe Title: _____

Recipe Category - Dessert

Signature _____ Date: _____

By submitting an entry, each entrant grants permission for the California Strawberry Commission and its designees non-exclusive rights to use his/her name, recipe entered, city, province, photograph, voice, performance, and/or other likeness and any resulting prize information for advertising, trade, and promotional purposes.

