

So You Think You Can Grill

Official Contest Rules



Do you think your beef recipe has the chops to beat out some of the best amateur grill masters in the metropolitan DC area? If so, The Beef Checkoff, through the Northeast Beef Promotion Initiative, invites you to submit that sizzling recipe for a chance to go head to head with other recipes in the Beef. It's What's For Dinner.® tent at The Food & Wine Festival at National Harbor on June 12th and 13th, 2010.

Rules

Who Is Eligible to Participate?

If you like to cook and are not working as a chef or line cook in a professional kitchen, catering company or instruct culinary classes, you are eligible to enter. Must be 18 years old or older.

What Kinds of Recipes are Eligible?

Eligible participants are invited to submit an original recipe using beef/veal as the featured ingredient. All recipes should use a grill or outdoor kitchen for preparation. Yield should be 4 to 6 servings. The recipe ***must be an original recipe*** created by the contestant or a family member, and it cannot have been included in a copyrighted publication (print or online) previously.

Recipe Submissions

Entries must be completed online using the official submission form. If any of the required materials are not provided (as indicated on the form by a red asterisk), your entry will not be considered for the competition. There is no limit to the number of recipes one person can submit for consideration.

Deadline for recipe submission is Friday, May 21st by 3:00 PM EDT.

Judging

Completed submissions will be reviewed and thoroughly tested by The Beef Checkoff Advisory Panel led by Chef Zino. Judging criteria will be based on originality (40%), taste (40%), how easy the recipe is to follow (10%), and nutritional value (10%).

The top four entries, as decided upon by the advisory panel, will receive invitations to participate in the semi-finals cook-off at The Food & Wine Festival at National Harbor in Maryland on June 12th. Semi-finalists will be notified no later than June 1st via phone call and email.

The So You Think You Can Grill? Cook-off: The Playoffs

The four (4) semi-finalists must be available to participate in the "So You Think You Can Grill" cook-off in the Beef. It's What's For Dinner.® tent at the Food & Wine Festival at National Harbor on Saturday, June 12th and Sunday, June 13th, and be willing to participate in media interviews related to the contest.

Two semi-finalists will face off in one of the two semi-final rounds with a finalist chosen from each round based on popular audience vote inside the tent (simple majority – written ballot).

The two finalists then go on to prepare their recipes once again on June 13th for a panel of judges. The final recipes will be judged based on best use of the main ingredient (40%), taste (40%), originality (15%) and presentation (5%).

Cook-off participants will be responsible for providing your own ingredients for the semi-final and final rounds (enough for double the recipe in the semi-finals). All cooking utensils and serving pieces will be provided by The Beef Checkoff.

Prizes

In addition to bragging rights as DC's Best Amateur Grill Master, the grand prize winner will have the opportunity to get his/her recipe posted on the www.beefitswhatsfordinner.com website (pending additional approval process), a framed certificate of accomplishment, and additional prizes still to be determined (value not to exceed \$250). All semi-finalists will receive two (2) free passes to The Food & Wine Festival at National Harbor as well as a certificate of accomplishment.

Permissions

The Beef Check-off Program reserves the right to use the names, likeness and recipes of all contestants for promotional and marketing purposes.

Questions?

Please email us at info@pabeef.org for clarification or questions.

