



89 Middletown Road, Holmdel, NJ 07733 • 732-946-2711 • 732-946-8032

January 2011

Dear Cook-off Contestant:

On behalf of Downtown Toms River, we invite you to participate in the **22nd Annual NJ State Chili and Salsa Cook-off**. This year's exciting event takes place on Saturday, May 21, 2011 from 11:00 AM – 5:00 PM...*RAIN OR SHINE!* This state level competition is sanctioned by the International Chili Society (ICS).

First place ICS Red Chili, Chili Verde, and Salsa winners automatically qualify to compete in the 2011 World's Championship Chili Cook-off. Once again, ICS 1997 World Champion Steve Falkowski will serve as the Chief Judge. Steve won his berth to the World's Championship in Toms River! Steve's wife Audrey will again be the Chief Score Keeper.

Enclosed please find the ICS application and Hold Harmless Agreement to be completed for both the ICS contests and the People's Choice Chili and Salsa contests. Also enclosed are the rules and fee listing. **If you compete in an ICS category, you may compete in the same People's Choice category for no additional fee.**

Please note: This year the Ocean County Board of Health will be enforcing their food safety requirements. Chili must be made on site **or** in a licensed commercial kitchen. Please refer to the enclosed letter for details.

Please make your check payable to **Allen Consulting** and mail it along with your application to **89 Middletown Road, Holmdel, NJ 07733**. Proceeds will benefit the preservation of the cultural, historic, tourist and civic interests of Downtown Toms River.

The Cook-off schedule is as follows:

9:00	Cooks' mandatory meeting	12:00	Turn in ICS Salsa for judging
9:30	Cooks prep for ICS Chili Verde and Red	1:00	Turn in ICS Chili Verde for judging
10:00	Start stoves for Chili Verde	2:00	Turn in ICS Red Chili for judging
11:00	Start stoves for ICS Red Chili	4:00	Turn in People's Choice Ballots
12:00	People's Choice Chili/Salsa tasting begins	4:30	Awards Announced

Please visit www.chili-nj.com, email me at jane@allenconsulting.com or call me at 732-946-2711 for further Cook-off details.

We look forward to your participation in the 22nd Annual NJ State Chili & Salsa Cook-off!

Sincerely,

Jane Gursky

Jane Gursky
Event Manager



OFFICIAL CONTESTANT APPLICATION FORM

22nd ANNUAL NEW JERSEY STATE CHILI & SALSA COOK-OFF

Saturday, May 21, 2011 ~ Toms River, NJ

Contestant Name _____ ICS Membership # _____

(If not an ICS member, log onto <http://chilicookoff.com> to apply and to submit membership fee)

Home Address _____ City _____ State _____ Zip _____

Home Phone (____) _____ Cell Phone (____) _____ Email _____

Team Name _____
(any use of commercial business name requires prior approval of Cookoff Chairperson and/or ICS)

Will you be sponsored by anyone? Yes _____ No _____ If yes, fully disclose who and all details

I will participate in the ICS Red Chili competition: ___ Yes ___ No (Fee \$30) *

I will participate in the ICS Chili Verde competition: ___ Yes ___ No (Fee \$15) *

I will participate in the ICS Salsa competition: ___ Yes ___ No (Fee \$20) *

I will participate in the People's Choice Red Chili: ___ Yes ___ No (Fee \$30; waived if competing in ICS Red)

I will participate in the People's Choice Salsa: ___ Yes ___ No (Fee \$20; waived if competing in ICS Salsa)

* Must be an ICS member or apply for membership

I have enclosed my check # _____ in the amount of \$ _____. Mail Check or Money Order payable to:

Allen Consulting, Inc.
89 Middletown Road
Holmdel, NJ 07733
Phone: 732-946-2711 Fax: 732-946-8032
Email: jane@allenconsulting.com

The above information is correct to the best of my knowledge. I have read the International Chili Society official rules and regulations and I hereby agree to abide by such rules and regulations.

Signed _____ Date _____

(Hold Harmless Agreement on reverse side)



Ocean County Board of Health's Food Safety Requirements for Contestants

1. Proof of food sources required
 - a) Receipts for food purchased ready to cook at event
 - b) Copy of commissary inspection for any food prepared off site
2. Protect all foods on display from contamination (i.e., dust, flies, consumer access)
3. Personal hygiene
 - a) No bare hand contact; barrier between hand and food required; use of gloves, utensils encouraged
 - b) Effective hair restraints; use of clips/tie backs/bands encouraged
 - c) No smoking or eating allowed in booths; after doing both, hands must be washed
 - d) No aprons to be worn outside food stands; aprons needed for all food handling
4. Temperatures in coolers need to be <41F maximum (with thermometers)
5. Hot foods need to be kept at 135F minimum or better; stem typed or thin probe thermometer required.
6. 3 bay sink is to be labeled wash, rinse, sanitize, air-dry
7. Hand wash stations, i.e., urns or coolers with spouts, must be posted with hand wash sign provided with soap & paper towels; provide catch bucket below water container
8. Stored food and clean kitchenware must be kept 6" above the ground, covered where needed to protect against insects and weather conditions
9. Contain trash and dispose of appropriately at end of event



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OFFICIAL CONTESTANT RULES & REGULATIONS

The Rules and Regulations for cooks at the World's Championship, State, Regional and District Cookoffs are as follows:

1. Traditional Red Chili is defined by the International Chili Society as any kind of meat or combination of meats, cooked with red chili peppers, various spices and other ingredients, with the exception of BEANS and PASTA which are strictly forbidden.
2. Chili Verde is defined by the International Chili Society as any kind of meat or combination of meats, cooked with green chili peppers, various spices and other ingredients, with the exception of BEANS and PASTA which are strictly forbidden.
3. Salsa must be homemade by the contestant whose name and ICS # appear on the Contestant Application. It may be brought to the site that day or it may be prepared at the Cookoff.
4. No ingredient may be pre-cooked in any way prior to the commencement of the official cookoff. The only exceptions are canned or bottled tomatoes, tomato sauce, peppers, pepper sauce, beverages, broth and grinding and/or mixing of spices. Meat may be treated, pre-cut or ground. The ICS does not prefer one over the other. **MEAT MAY NOT BE PRE-COOKED**, in any manner. All other ingredients must be chopped or prepared during the preparation period.
5. You must be an ACTIVE ICS member to compete in any ICS competition including Traditional Red Chili, Chili Verde and Salsa. You must be at least 18 years old.
6. The cooking period will be a minimum of 3 hours and a maximum of 4 hours. The exact starting and ending of the cooking period is to be announced by each local sponsoring organization. Cooking during entire cooking period is at the sole discretion of the contestant.
7. A representative of the sponsoring organization shall conduct a contestant's meeting, at which time final instructions are to be given and questions answered, no later than 1 hour prior to the official starting time of the cookoff.
8. Contestants are responsible for supplying all of their own cooking utensils, etc. and should be prepared to provide a fire extinguisher and washing station, as they may be required by the sponsoring organization. The sponsors of the cookoff will provide an area for each contestant.
9. Each contestant must cook a minimum of two quarts of competition chili prepared in one pot which will be submitted for judging. Sharing or splitting Chili, Chili Verde or Salsa for judging with another contestant for the purpose of increasing the number of entries in any event will result in suspension of ICS membership for a minimum of one year. Any cookoff chairman, chief judge or scorekeeper knowingly allowing cheating in any way at their event will result in non-sanctioning of their event the following year, no exceptions.
10. People's Choice Chili is governed by the SPONSORING ORGANIZATION and cookoff chairman of each cookoff, NOT THE ICS. The chairman can require (a) 2 gallons maximum in lieu of a cash entry fee; (b) 1 gallon maximum in addition to a cash entry fee or (c) a cash fee. Non-compliance by a contestant of the chairman's requirement will result in disqualification. Discrimination by cookoff officials will result in non-sanctioning of their event the following year. **PEOPLE'S CHOICE CHILIL MUST CONTAIN BEANS.**
11. Each contestant will be assigned a contestant's number by the Chief Scorekeeper and given an official 32 oz. ICS judging cup. In order for a cook to receive the judging cup for their specific contest, they must sign the contestant list and provide their active ICS membership number. Each contestant should verify that the number on the bottom of their cup is the same as their assigned contestant number. Each contestant is responsible to deliver their cup, which must be filled to the bottom of the cup's rim, to the judging area at the official time for judging.
12. Judges will be told that they should vote for the chili, as defined by the ICS, based on the following major considerations: good chili flavor, texture of the meat, consistency, blend of spices, aroma and color.



NJ STATE CHILI & SALSA COOK-OFF PEOPLE'S CHOICE CONTESTANT RULES & INFORMATION

- 1) The People's Choice category is open to all competitors, either individuals or teams.
- 2) Your People's Choice Chili recipe can contain any kind of meat or combination of meats, chili peppers, various spices and other ingredients, but **MUST** have beans or pasta.
- 3) A minimum of 1gallon of chili or 1 gallon of salsa is required to enter the People's Choice categories. We recommend that you make 15 gallons of chili. The more you make, the better chance you have of winning!
- 4) You do not have to be a member of the International Chili Society to compete in the People's Choice category.
- 5) **New this year:** Your People's Choice Chili and Salsa **must** be made in a licensed commercial kitchen **or** prepared on site at the Cook-off. Please see the Ocean County Board of Health's requirements.
- 6) Contestants are responsible for supplying all of their own cooking utensils, including a fire extinguisher. Contestants must also supply their own tent, table, chairs and booth decorations. The cook-off committee will provide a 10' x 10' space for each contestant, and a 2 oz. ladle for serving the chili, as well as cups and spoons for tasting the chilies, and chips for tasting salsa.
- 7) Contestants **MUST** turn in Ballot Canister to Town Hall by 4:00.

Is it your first time competing? Here are some People's Choice Tips:

- The People's Choice Chili Champion will be the contestant who receives the most ballots cast by the public. Ballots, cups and spoons are contained in the tasting kits sold the day of the event.
- For the Salsa competition, we recommend you pre-scoop salsa into the tortilla chips we provide. Place the chips on a tray. Ballots are contained in the tasting kits sold the day of the event.
- The more chili and/or salsa you have, the more you can give out, thus increasing your chances at getting votes.
- Having a unique chili and/or salsa name, a festive booth and showmanship can draw the public to your booth for tasting. It's a fact that the best booths get the most votes. Have fun, bring family & friends!
- Your chili should be original enough to stand out from the rest but not so hot that you scorch the palate of the public. Any one can make it hot but it takes skill to make it taste great!



22nd Annual New Jersey State Chili & Salsa Cook-off Prize and Fee Listing

ICS Red Chili

1st Place - \$1,500 & Plaque 4th Place - Plaque
2nd Place - \$ 300 & Plaque 5th Place - Plaque
3rd Place - \$ 100 & Plaque

ICS Chili Verde

1st Place - \$500 & Plaque
2nd Place - \$200 & Plaque
3rd Place - \$100 & Plaque

ICS Salsa

1st Place - \$400 & Plaque
2nd Place - \$200 & Plaque
3rd Place - \$100 & Plaque

People's Choice Red Chili

1st Place - \$1,000 & Plaque
2nd Place - \$300 & Plaque
3rd Place - \$100 & Plaque

People's Choice Salsa

1st Place - \$400 & Plaque
2nd & 3rd Place - Plaque

Best Booth/Showmanship

\$100 & Plaque

ENTRY FEES

ICS Competitions:

Red Chili \$30 Chili Verde \$15 Salsa \$20

(ICS membership required. Go to www.chilicookoff.com to register)

For NO additional fee, you may also compete in People's Choice Categories. 1 gallon required.

People's Choice ONLY:

Red Chili \$30 Salsa \$20

Minimum of 1 gallon required; we recommend 15 gallons

Go to www.chili-nj.com or email jane@allenconsulting.com for further details.



Hotels for NJ State Chili and Salsa Cook-off



Quality Inn Toms River <http://www.qualityinntr.com/> 732-341-2400

Red Roof Inn www.redroof.com 732-341-6700

Victoria on Main B & B www.victoriaonmain.com 732-818-7580