



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

January 2010

Dear Cook-off Contestant:

On behalf of Downtown Toms River, we invite you to participate in the **21st Annual NJ State Chili and Salsa Cook-off**. This year's exciting event takes place on Saturday, May 15, 2010 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 2010 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 refer to the enclosed Food Safety letter for cooking procedures.

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.

This year's revised Cook-off schedule is as follows (Please note the new ICS contests turn in times):

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 21st Annual NJ State Chili & Salsa Cook-off!

Sincerely,

Jane Gursky

Jane Gursky
Event Manager



OFFICIAL CONTESTANT RULES & REGULATIONS FOR THE 21st ANNUAL NJ STATE CHILI & SALSA COOK-OFF

***The rules below apply to ICS competitors only**

Following are the rules and regulations for cooks at the World's Championship, State, Regional and District Cook-offs:

- 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: there are no rules as to the ingredients or how to prepare your Salsa. It may be prepared at home and brought to the site that day, or it may be store bought and brought to the site, or it may be prepared at the Cook-off.**
- 4. No ingredient may be pre-cooked in any way prior to the commencement of the official cook-off. 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. MEAT MAY NOT BE PRE-COOKED. 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 cook-off.**
- 8. Contestants are responsible for supplying all of their own cooking utensils, etc. The sponsors of the cook-off 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.**
- 10. Each contestant will be assigned a contestant's number by the Chief Scorekeeper and be given an official 32 oz. ICS judging cup. 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.**
- 11. Judges will be told they should vote for the chili they like best based on the following major considerations: good flavor, texture of the meat, consistency, blend of spices, aroma, and color.**
- 12. The decisions of the Chief Judge shall be final.**

(People's Choice Rules On Reverse Side)



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 2 gallons of chili or 2 gallons of salsa is required to enter 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) You can make your People's Choice Chili and Salsa **IN ADVANCE** and bring the day of the event. Just make sure Chili is properly cooked, cooled down and stored appropriately.
- 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 an assigned area for each contestant, 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!



21st Annual New Jersey State Chili & Salsa Cook-off Prize and Fee Listing

Red Chili

1st Place - \$1,500 & Plaque 4th Place - Plaque
2nd Place - \$ 200 & Plaque 5th Place - Plaque
3rd Place - Plaque

Chili Verde

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

Salsa

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

People's Choice Red Chili

1st Place - \$1,000 & Plaque
2nd Place - \$300 & Plaque
3rd Place - 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. 2 gallons required.

People's Choice ONLY:

Red Chili \$30 Salsa \$20

Minimum of 2 gallons required, we recommend 15 gallons

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



A few words on food safety....

We appreciate your participation in the New Jersey State Chili and Salsa Cook-off. You are the key to our success. Along with that recognition also comes responsibility. We would like to take a few moments to discuss the issue of food safety. Thousands of chili heads from all over will be attending the cook-off and gobbling up your finest chili and salsa. To make the food as safe as possible we would like to point out to you a few guidelines:

- Keep foods out of the food danger zone. Bacteria multiply most quickly in the food danger zone which is between 40F and 140F.
- Keep your cold ingredients cold and your hot food hot. Sounds simple but not as easy as it seems when working out of your booth or traveling great distances in your car.
- People's Choice chili and salsa can be made ahead of time and brought to the event. Most folks don't have the facilities at home to make large batches of food. The problem they run into is after the food is cooked, where do you store it? You need to make sure the food is chilled as quickly as possible to keep the food out of that danger zone and that requires large refrigeration space. Cooling and storing product in shallow pans works the best. Deep pots and pans will not permit sufficient cooling and could be a vehicle for a potential food borne illness.
- Reheat foods prepared in advance to at least 165F before they are served.
- Never cross contaminate! Raw and cooked foods should not share the same surfaces such as cutting boards or knives. Properly sanitize between tasks.
- Remember the old saying, "When in doubt, throw it out". Taking a chance on serving foods that may not be safe is definitely not acceptable.
- The best defense against food borne pathogens is to wash your hands thoroughly and frequently.

We appreciate your continued support and thank you in advance for your commitment to serving safe and wholesome foods to our chili and salsa eating public.

The NJ State Chili and Salsa Cook-off Committee



OFFICIAL CONTESTANT APPLICATION FORM

21st ANNUAL NEW JERSEY STATE CHILI & SALSA COOK-OFF

Saturday, May 15, 2010 ~ 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)

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