



**New Jersey State
Ice Cream Festival**
Toms River, New Jersey

9th Annual NJ State Ice Cream Festival
Saturday, July 16, 2011
11:30 am to 5 pm

CONTESTANT RULES

1. No fee to enter contests.
2. Contestant needs to provide 50 gallons of one flavor of ice cream (**no nuts, please**).
3. The committee will provide 5,000 1¼ oz. cups with lids.
4. The committee will pre-scoop your ice cream the week before the festival **OR** you can pre-scoop your ice cream.
5. If we are pre-scooping your ice cream, 50 gallons must be delivered to Toms River High School South (TRHSS) the Monday, Tuesday, or Wednesday prior to the Festival.
6. One gallon of vanilla for the Special Judges Panel also needs to be delivered to TRHSS by the Wednesday before the Festival.
7. If you pre-scoop your 5,000 cups, you may deliver the product to TRHSS by the Friday before the Festival.
8. All ice cream stored at TRHSS will be brought to the Festival site Saturday morning and stored in a freezer truck.
9. All contestants need to setup a booth – 10' x 10' tent, tables, chairs, signage, freezer and/or coolers with dry ice.
10. Electricity is available for your freezer.
11. Bring staff to promote your ice cream and to handout samples to the public. (We can provide volunteers to handout samples.)
12. The public will purchase a tasting kit that includes a spoon, a napkin and a voting ballot. They will hand you a stub from the ballot to receive an ice cream sample. When they have tasted all of the contestants' ice creams, they will vote for their favorite local and national flavors at the Voting Tent.
13. The Festival runs from 11:30 AM – 5:00 PM. Tasting kits go on sale at 11:30 AM. Tasting takes place 11:30 AM – 4:00 PM. Winners are announced at 4:30 PM at the stage.
14. We will provide you with rack cards promoting the Festival to display in your store.
15. The public can purchase tasting kits in advance.

For more information please call Jane at Allen Consulting, Inc., 732-946-2711 or email jane@allenconsulting.com