

California Strawberry Festival

2017 California Strawberry Festival Berry Blast Off Rules

Recipes for the annual California Strawberry Festival Berry Blast Off Recipe Contest must be original and specify the use of strawberries without baking in the preparation (use of grill, fryer, stove-top permitted). Recipes must serve five (5) and must be able to be prepared and presented within 60 minutes. The recipe contest encourages the use of strawberries as a key ingredient and fresh ingredients as much as possible. No restriction on what type of strawberry recipe: (sauce, dessert, main course, dip, drink, jam, spread, appetizer, snack, etc.)

Contestants may enter as many recipes as they wish, one entry per envelope or internet transmission. Free ticket offer for recipe submission is limited to one per person/one per family/one per residence. Each entry must be typewritten, or hand-printed legibly, in recipe format; listing ingredients in order of use with amount/quantity, followed by step-by-step method of preparation. The contestant name, address/email and phone (include day/evening numbers) are to be included with each recipe submission.

The contest is open to any and all food lovers. Winner of Grand Prize must be at least 21 years of age. Participant may not enter the contest if they have previously won the Berry Blast Off two times or more. Contestants should be mindful of the requirement that if selected as one of five semi-finalists, they compete in a timed "Iron Chef" approach that requires them to prepare their recipe at the following:

- a) Top 5 Semi-Finalists: Timed "Berry Blast Off" contest at the professional kitchen of the Courtyard by Marriott, Oxnard (600 East Esplanade Drive, Oxnard, CA 93036) Tuesday, May 9, 2017 at 11:00am where recipes are prepared and presented within a 60-minute time frame for judging. Dishes must serve five judges. Presentation is also a part of the overall judging. Media are invited to attend. Two finalists will be selected to go to the next level.
- b) Top two challengers to compete for Grand Prize at the actual California Strawberry Festival Saturday, May 20, 2017 (3250 South Rose Avenue, Oxnard, CA) in the Strawberry Promenade before an audience of Festival patrons.

Deadline for recipe submissions
12:00PM April 7, 2017 (No exceptions)

Submit by email
csf@castrawberryfestival.org
(please submit both in memo form and as attachment ensuring that your name, address and telephone number are on the body of the attachment)

Submit by mail
California Strawberry Festival
Attn: Berry Blast Off
1661 Pacific Avenue #15
Oxnard, CA 93033

Submit by fax
805/ 385-4729
Attn: Berry Blast Off

All recipes submitted as entries become the property of the California Strawberry Festival, a non-profit 501 c(3). By entering the contest, all participants consent to the commercial use of their name, picture, likeness and recipe for advertising and publicity/promotional purposes without further compensation. Contestants must also allow the Festival use of their recipe, with proper credit, for inclusion in the souvenir California Strawberry Festival Cookbook.

Food professionals will consider qualifying entries to select five semi-finalists. Notification and details of Berry Blast Off participation will be made to the five semi-finalists by mid April.

Finalists must participate personally in the timed Berry Blast Off to be eligible for prizes. Festival provides required preparation/cooking utensils (stoves, sinks and refrigerators will be provided) and finalist provides ingredients except for strawberries (finalist provides receipts for ingredients for reimbursement).

Basis for judging: best taste/texture, preparation ease, presentation, and creative use of strawberries. Judging panel includes professional chefs, California Strawberry Festival Executive Committee members, and celebrity judges. The judging panel decision is final and binding. Media are invited to attend.

On stage participation during the Festival in the Strawberry Promenade is limited to the two contestants and any volunteer helpers must be those provided by the Festival. Family and friends of the contestants are not permitted on-stage during the event but are welcome to attend the presentation.

Prize Packages only awarded to those finalists who participate in Berry Blast Off activities:

*Top 5 Semi-Finalists: All semi-finalists receive four complimentary tickets to attend the California Strawberry Festival in Oxnard the weekend of May 20, 21, 2017 and a complimentary 2017 collectible poster.

*Runner Up: Receives four passes for special entry to the Festival's VIP Pavilion and an overnight stay at the Courtyard by Marriott, Oxnard, and a complimentary dinner for two at Tierra Sur restaurant at Herzog Wine Cellars in Oxnard where acclaimed Chef Gabe Garcia puts his skills to the test with Mediterranean influenced seasonal cuisine.

*Grand Prize Winner: Receives four passes for special entry to the Festival's VIP Pavilion and will choose from a four-day, three night VIP getaway vacation at a Welk Resorts villa property in either Palm Springs, San Diego, Cabo San Lucas, or Branson, Missouri (Airfare not included. Recipient does not pay fees/taxes and no attendance of a sales presentation before, during or after trip dates are required), and a Cutco studio knife set valued at close to \$500. Must be over 21 years of age.