

The American Culinary Federation Kona Kohala Chefs Association
 Invites You to
 The 40th Annual Kona Coffee Cultural Festival Celebration

KTA Super Stores Kona Coffee Recipe Contest

Sheraton Keauhou Bay Resort & Spa Convention Center
 Sunday, November 7, 2010

Contestant Set-up from 11:00 AM to 12:30 PM

Judging begins promptly at 12:30 PM

The Big Island Showcase from 12:30 PM to 3:00 PM

Award Presentation and Public Tasting from 2:00 PM to 3:00 PM

Entrée Division

Place	Professional	Amateur	Culinary Student
1st	\$500 Cash Prize, Trophy, & ACF Membership*	\$200 KTA Gift Certificate & Trophy	\$200 KTA Gift Certificate & Trophy
2nd	\$150 KTA Gift Certificate & Ribbon	\$100 KTA Gift Certificate & Ribbon	\$100 KTA Gift Certificate & Ribbon
3rd	\$100 KTA Gift Certificate & Ribbon	\$50 KTA Gift Certificate & Ribbon	\$50 KTA Gift Certificate & Ribbon

Dessert Division

Place	Professional	Amateur	Culinary Student	Keiki
1st	\$500 Cash Prize, Trophy, & ACF Membership*	\$200 KTA Gift Certificate & Trophy	\$200 KTA Gift Certificate & Trophy	\$100 KTA Gift Certificate & Trophy
2nd	\$150 KTA Gift Certificate & Ribbon	\$100 KTA Gift Certificate & Ribbon	\$100 KTA Gift Certificate & Ribbon	\$50 KTA Gift Certificate & Ribbon
3rd	\$100 KTA Gift Certificate & Ribbon	\$50 KTA Gift Certificate & Ribbon	\$50 KTA Gift Certificate & Ribbon	\$25 KTA Gift Certificate & Ribbon

*The First Place Professional winners will also receive a one-year membership in the American Culinary Federation.

Contest Categories

1. Food service industry professionals will compete in the ***Professional*** category.
2. ***Amateurs*** are those who love to cook. They do not work in the food service industry. Amateurs include high school and college students who are not enrolled in a culinary arts program.
3. ***Culinary Students*** are currently enrolled in a high school or college-level culinary arts program.
4. Children in middle school and younger will compete in the ***Keiki*** Dessert Division category.

The deadline for entries is 5:00 PM, Wednesday, November 3, 2010

KTA Super Stores Kona Coffee Recipe Contest Rules and Guidelines

1. **The coffee used in all recipes must be 100% Kona Coffee.**
2. A 36" wide by 30" deep table space (72" wide by 30" deep for Professional Contestants) is available from 11:00 AM to 12:30 PM for final preparations and display of your entry. **Cooking is not permitted and electrical outlets are not available in the Convention Center.**
3. Judging of all entries will start promptly at 12:30 PM.
4. Judges will evaluate recipes on a 40-point scale. Points will be allocated as follows: Presentation and General Impression (5 points), Plate or Platter Design (5 points), Composition and Harmony of Ingredients (10 points), Correct Preparation and Craftsmanship (15 points), and Serving Methods and Portions (5 points). Because of the unique nature of this competition, the judges will consider the contestant's appropriate use of 100% Kona Coffee and local Big Island products, as well as the contestant's table decoration. See www.konacoffeefest.com for detailed judging guidelines.
5. Contestants must provide 3 small **sample-size** servings for the judges to taste and 1 **servicing-size** plate for display.
6. Amateur, Culinary Student, and Keiki Contestants are asked to provide at least 40 sample-size servings for the public to taste after the award ceremony. Professional Contestants are asked to provide at least 80 sample-size servings. KTA Super Stores will provide paper plates and utensils for your samples.
7. Contestants must include one copy of their recipe that is typed on white 8 1/2" x 11" paper with each entry. **Since this contest uses blind judging, DO NOT print or write your name or any other personal identifying information on the recipe. Entry forms without attached recipes are not eligible.**
8. Entries must be left for viewing until 3:00 PM.
9. Only one entry per person per Division is permitted.
10. Contestants may enter recipes in both the Entrée and Dessert Divisions. Submit two separate entry forms if you chose to enter a recipe in both Divisions.
11. All contestants must wear a 2010 *Kona Coffee Cultural Festival* button to participate in the contest.
12. The deadline to submit entry forms is 5:00 PM, Wednesday, November 3, 2010. **Entries received after the 5:00 PM deadline on November 3, 2010 may be ineligible.**
13. Please note that space for contestants in the Sheraton Keauhou Resort & Spa Convention Center is limited. If there are more entries than space, contestants will be accepted on a first-come, first-served basis.
14. The KTA Super Stores *Kona Coffee Recipe Contest* Committee reserves the right to deny entry to anyone or any recipe for any reasons they see fit. If there are insufficient entries in a division to allow meaningful competition, the Committee may combine entrée and dessert entries into a single competitive group.

Please print clearly:

Name _____ Email Address _____

Mailing Address _____

City _____ State _____ ZIP Code _____

Occupation _____ Property (Professional) _____

School (Student and Keiki) _____ Date of Birth (Student/Keiki) _____

Daytime Telephone _____ Evening Telephone _____

Cellular Telephone _____ Fax _____

Category (Circle One) Professional Amateur Culinary Student Keiki

Division (Circle One) Entrée Dessert

Recipe Name _____

I hereby grant the Kona Coffee Cultural Festival and KTA Super Stores permission to use my name, my photograph, and my recipe in their promotions of the Festival.

Contestant's Signature _____ Date _____

Parent or Guardian's Signature for Keiki and Students under 18 years of age _____ Date _____

Mail or fax your entry form and recipe to:

Chef Carolyn Deal, 78-7033 Aumoe Street, Kailua Kona, HI 96740-2858. Fax: 322-6856

If you want more information or have any questions, please contact:

Chef Carolyn Deal by email at DiningIn@hotmail.com or by telephone at 989-8955

2010 KTA Super Stores Kona Coffee Recipe Contest JUDGING GUIDELINES

Categories of Evaluation	Does Not Meet the Category Criteria	Minimally Meets the Category Criteria	Suitably Meets the Category Criteria	Exceeds Category Criteria
<p>Presentation and General Impression (0 to 5 points).</p> <p>1. Dishes are appetizing and tastefully pleasing to the eye. Slices are moderate and portions are correctly calculated and easily accessible. (0 to 3 points)</p> <p>2. The contestant's table display is well-crafted and appropriate to the 100% Kona Coffee theme. The table display enhances the appeal of the entry. (0 to 2 points)</p> <p>NOTE: Since no cooking is permitted on the premises, do not penalize contestants when hot or chilled dishes are served at room temperature.</p>	0 Points	1 to 2 Points	3 to 4 Points	5 Points
<p>Plate or Platter Design (0 to 5 points).</p> <p>Food is fresh and colorful, visibly seasoned, presented with some height, easy to eat, and pleasing to the eye. Slices are even, straight, and evenly shingled. Items are closely placed together to help maintain temperature and to keep the plate from resembling a smiling face. Components of the meal are balanced so that the main item is complemented in size/amount by the accompanying garnish(es) and/or sauce. Ingredient colors harmonize. Ingredient amounts are correctly portioned to give a perfect harmonization. (0 to 5 points)</p>	0 Points	1 to 2 Points	3 to 4 Points	5 Points
<p>Composition and Harmony of Ingredients (0 to 10 points).</p> <p>1. The entry is nutritionally well-balanced and in keeping with modern trends. Taste and colors enhance each other, display practical craftsmanship, and are practical, digestible, and light. (0 to 7 points)</p> <p>2. Big Island ingredients are used appropriately. (0 to 1 point)</p> <p>3. 100% Kona Coffee flavor is an identifiable flavor. (0 to 1 point)</p> <p>4. The flavor of 100% Kona Coffee complements the other ingredients in the dish. (0 to 1 point)</p>	0 Points	1 to 4 Points	5 to 8 Points	9 to 10 Points
<p>Correct Preparation and Craftsmanship (0 to 15 points).</p> <p>1. Preparations display a mastery of basic skills and the application of cooking methods. (0 to 10 points)</p> <p>2. Big Island ingredients are used appropriately. (0 to 1 point)</p> <p>3. 100% Kona Coffee flavor is an identifiable flavor. (0 to 2 points)</p> <p>4. The flavor of 100% Kona Coffee complements the other ingredients in the dish. (0 to 2 points)</p>	0 Points	1 to 5 Points	6 to 11 Points	12 to 15 Points
<p>Serving Method and Portions (0 to 5 points).</p> <p>Simple and practical, clean and careful serving with no fuss, no over-elaborate or impractical garnishing, plate and platter arrangement makes for practical serving while maintaining a strong sense of the elegant. (0 to 5 points)</p>	0 Points	1 to 2 Points	3 to 4 Points	5 Points