



2020 MAIN EVENT COOKING INSTRUCTIONS & DETAILS

Event: May 17, 2020 • 12pm – 3:30pm

Park Lane & Pennsylvania Ave, Downingtown, PA

Rain or Shine • 2,000+ visitors expected

www.macncheesecookoff.com

Please review all of this information **PRIOR** to the Cook-off. If you have any questions, please call Autumn Katzenmoyer, #484-885-6643, Event Chair. Email questions anytime to info@macncheesecookoff.com.

IMPORTANT TO KNOW



EVERYONE needs a mac & cheese tasting wristband to sample each team's mac & cheese at the Cook-off. Each competitor will receive two wristbands. These are not for gifting to friends and family. They are to be used for the Chef and his/her assistant or Sous Chef. All others will be responsible for buying their own ticket/wristband if they intend to sample the competition's entries.



THREE WAYS TO COMPETE:

You are not allowed to prepare food in your home.

- **From Scratch on Event Day.** 25-40% of our competitors will choose this method. You will need to bring, rent and/or Reserve Equipment (e.g. using turkey fryer/steamer, field oven, range, plenty of propane). Electric will not be supplied at the event. Rotary will have a limited supply of six-burner field ovens and fryers with a single propane tank available. These items require reservations and will be available on a first come, first serve basis.
- **Use a licensed kitchen via sponsor of a non-profit, business or restaurant.** Please provide the Kitchen name and if possible, a copy of its Health Dept License to Operate
- **Reserve time at the West Chester Artisan Exchange Kitchen prior to the event.** Free reservations for May 16th will be offered. Sign-up for these times will start on April 11th. Other times may be available as the exchange is open 24/7, please inquire with Rotary or the Exchange directly. **We may be able to arrange for you at NO COST!**



LICENSE TO OPERATE A PUBLIC EATING OR DRINKING PLACE: The only competitors that can bring pre-made entries to the Cookoff are those who have prepared their entry in an establishment that has a Health Department License to Operate a Public Eating or Drinking Place. Examples of such establishment would be a restaurant, a Lodge or VFW, or the West Chester Artisan Exchange. **Please submit a copy of the license at the time of registration, so it is on file prior to the cook-off (excluding the Exchange).** You are not required to purchase a Temporary Health Department License for cooking or serving your entry at the Cookoff, as the Rotary Club of Thorndale-Downingtown attains one for the whole event. That means that ANYONE can cook their mac & cheese from scratch on the field the day of the event. If you are unsure of your status, contact Autumn Katzenmoyer.



THIS IS A RAIN OR SHINE EVENT. NO RAIN DATE. Keep in mind the weather, including temperature, when determining how much you are cooking for the event. Weather affects turnout and consumption.

ENTRY FEE INCLUSIONS

- ↪ **10 ft by 10 ft space** (tents, tables & chairs can be rented through Rotary)
- ↪ **Two CCMCC Aprons.** Additional mac & cheese aprons are also available for purchase; please email info@macncheesecookoff.com. Any extras will be on sale at the Rotary Booth.
- ↪ **Two wristbands**
- ↪ **Tasting cups and spoons** will be supplied by Rotary. **Please Do Not Throw Away Any Extra Cups and spoons.** Rotary will pick them up when you are cleaning up.
- ↪ **Two (2) plastic tablecloths** to cover the tables.
- ↪ **Annual Artist's Poster Souvenir**



RECOMMENDED AND REQUIRED COOKING ITEMS

- ↪ **10 ft by 10 ft Tent** (If you do not rent it from us, you must bring one.) **YOU WILL NOT BE ABLE TO COMPETE WITHOUT A TENT.** This is mandatory from the CC Health Department. We can order a tent for you, as well as tables and chairs from Tents for Rent. The cost of these items is noted on the Team Application. **Payments for rental items must accompany your registration payment.** If we assist with rental items, all items will be delivered by 7:30am on event day to event location.
- ↪ **Rented Cookware or Other Equipment.** If you are wanting to use equipment other than what is offered by Rotary, items like gas burners, chafing dishes or other cookware, these may be rented from Total Rental Party Center in Phoenixville (610-935-8368) or Party Rental Ltd in New Jersey (201-727-4706). Anything rented through Party Rental can be added to our order to avoid additional delivery fees. Electric will not be supplied at the event, so don't count on this option.
- ↪ **PER THE HEALTH DEPARTMENT YOU MUST PROVIDE – A Simple Hand Washing Station** – Hot Water in an insulated cooler or large thermos, soap, anti-bacterial hand soap, towels, and catch bucket for soapy, excess wastewater. HEALTH DEPARTMENT REQUIRES THIS and they will be checking for this.
- ↪ **Bottled Water** for cooking pasta. Water must be bottled. A water source will not be provided at the event.
- ↪ **Cutting Boards, Knives and Can Opener (if necessary)** – Do not leave these unattended in your booth, please. If any cuts happen, Rotary Sales Booth will have first aid supplies.
- ↪ **Long Stirring Spoons that reach the bottom of your mac & cheese pot!** Constant stirring and low heat should prevent burning your wonderful mac & cheese at the bottom of the pot.
- ↪ **Cooking Thermometer** to ensure (per the CC Health Dept.) that your cold food is at or below 41 degrees and hot food (mac & cheese) must be maintained or above 135 degrees. Our CFM will also have a thermometer to continuously check your raw and prepared foods.
- ↪ **Disposable Gloves.** All food handlers are required to wear gloves while handling food. (Health Dept. requirement)
- ↪ **Trash Can with trash bags** – You are responsible for removing your trash. Please have a method to contain your trash. The Rotary Club of Thorndale-Downingtown and the Borough greatly appreciate your support.
- ↪ **Portable Fire Extinguisher** – Better safe than sorry!
- ↪ **Clean-up supplies** – We recommend a small rake, grease cutting cleaner, 2 rolls paper towels, trash bags, etc...

SETTING UP YOUR BOOTH

Set-up begins at 7:30am and teams must complete delivery and set-up by 10:30am.

- ↪ **One vehicle per team** will be allowed in the parking lot during set-up time. There is additional parking across the street in Kerr Park and also in Mill Town Square parking lot.
- ↪ You will be met by a Rotarian who will be your liaison and available for any questions throughout the event.
- ↪ Please unload your supplies as quickly as possible and then exit and park your vehicle **BEFORE 10:30am.** Please follow the Rotary's exiting instructions that morning. There are several free parking options nearby. A section of the adjacent parking lot will be marked off for ticket lines, food trucks and handicap parking. All vehicles must be off field by 10:30 for safety reasons. We have another event starting at 11am.
- ↪ Make sure to bring proper signage of your team/company name and even a description of the mac & cheese you've created. The People's Choice award isn't something earned just on taste alone. Brand, Booth Décor and the attitude/energy of the people serving can entice voters too! Have fun with decorating your booth!



HEAD CHEF MANDATORY MEETING

Mandatory Mac & Cheese Chef's Meeting at 10:30am

A mandatory Chefs' meeting will be held at 10:30am on the day of the cook-off at the Voting Area. The Head Chef from EACH team MUST attend this meeting. If no one from your team attends, you may be disqualified from receiving an award. Your Official Judge's bowl will be handed out at the chefs' meeting. You will receive updated information on the rules and procedures. Please feel free to ask any questions.

COOK-OFF PREPARATIONS & COOKING RULES

All teams, except for restaurants and non-profits with a food handling license, must prepare a mac & cheese from scratch at their booth for judging. All teams can begin cooking your mac & cheese as soon as your tent is set up.

For competitors WITHOUT a "license to operate a public eating or drinking place":

- **NO** cutting or chopping of fresh ingredients UNTIL you begin preparing your mac & cheese on site.
- **DO NOT** bring any food items from home unless they are store purchased, un-opened, vacuum-sealed ingredients. All products must be opened, boiled, chopped and shredded on kitchen/Cookoff's site. (This is a strict Health Dept. rule.)
- Canned Ingredients are allowed but may NOT be opened until you begin preparing your mac & cheese. (Bring the can opener!)

For ALL competitors:

- Meat must be stored on ice at 41° F or lower and will be checked prior to cooking.
- **Beef MUST** reach a cooking temperature of 155°, **Chicken MUST** reach a cooking temperature of 165°, and **Fish MUST** reach a cooking temperature of 145°, then it can maintain a 135° during the competition. This will be checked.
- If you use **Water** in the recipe, it MUST be bottled water, un-opened until used.
- The CFM must confirm your pan's cooking temperature is attained before you can give away your creamy mac & cheese to the tasting public. This temperature must be maintained, or we will suspend your serving.
- Once your Official Tasting Cup is collected, at 12pm you will then begin giving away the rest of your creamy mac & cheese to the tasting public.

CHARITY SERVER

We understand that it's difficult for Restaurants to pull staff for an outside event – especially if you're short on staff. We want to help with that. If you feel like your mac & cheese could win, or you want to get brand exposure with this event, we'll help you find 2-3 volunteers to serve your pans for you. We'll do this by working with another charity organization. You will be responsible for getting your pans and any booth décor or signage to the event by 10:30am and the volunteers will take care of the rest. To take advantage of this Charity Server option, you agree to pay the designated charity \$250 for their 5 hours of volunteering and let us know with your application or by April 10th.

COMPETITION

Teams will compete for three (3) awards: Judge's Choice, People's Choice and Kids' Choice.

First time competitors will have a chance to win an additional prize for Best First Time Competitor.

OFFICIAL JUDGING

Each team will be supplied with an Official Tasting Cup with your team number on the bottom. Do not alter the cup in any way as this is a blind tasting. Your Cup will be picked up at promptly 11:45am by a Rotarian. Only the Judging Committee will have the Master List of which team number matches the cup on the Judging Tables.

CHOICE JUDGING

This is where you want to encourage your friends, families and customers to come out and vote for you.

Each member of the public will be given three (3) Voting Tokens to vote for his/her favorite mac & cheese. For each child under the age of 12 that chooses to vote, they too will be given one (1) Kid's Voting Tokens to vote for his/her favorite mac & cheese. Peoples' Choice Award is given to the Mac & Cheese Team that receives the *most* votes via the public's Voting Tokens placed in the peoples' choice voting collections. All voting will stop at @ 3pm. The Judging Committee will count the tokens for the Peoples' Choice, Kids' Choice, Best First Time Competitor. Kid's Voting Tokens will be used for breaking any ties in the People's Choice vote.

Do not overfill your cups! (We expect 1500+ attendees tasting your entry.) The more people try your product, the more possible votes may earn.



AWARDS

We will provide our first, second and third place winners in each category with a special macaroni inspired award. Each competitor has the opportunity to win up to three (3) awards. The awards for Judge's Choice will be presented at the Gazebo around 1pm. The awards for People's and Kid's Choices and Best First Time Competitor will be presented at the Gazebo around 3:30pm. Up to 10 awards could be presented during the event.

For each First Place winner, a \$250 donation will be awarded to the head Chef. Teams have the ability to be awarded multiple winnings. Chefs will be given the opportunity to have their winnings donated to a non-profit organization of their choice*, as we have done in years past. **The non-profit selected must align with one of Rotary's six areas of focus: peace and conflict prevention/resolution, disease prevention and treatment, water and sanitation, maternal and child health, basic education and literacy, economic and community development.*

AWARD CATEGORIES			
JUDGE'S CHOICE	PEOPLE'S CHOICE	KID'S CHOICE	BEST FIRST TIME COMPETITOR
1 st , 2 nd and 3 rd Place	1 st , 2 nd and 3 rd Place	1 st , 2 nd and 3 rd Place	1 st place only

CREATING MORE PEOPLE'S CHOICE CATEGORIES

The Cookoff is a competition. We want to encourage fun, healthy ways of competing against your peers or rivals.

If a certain Entry Type, like School/Non-Profit, receives two or more entries that are similar, i.e. competing High Schools or competing Scout groups, we will highlight this, create a new category under People's Choice (if the teams prefer this and agree to it) and they will compete under that new Category. This offers the same chances of winning a cash prize.

If two or more Gluten Free or two or Vegetarian Mac & Cheese entries occur, we will highlight this, create a new category under People's Choice (if the teams prefer this and agree to it) and they will compete under that new Category. This offers the same chances of winning a cash prize.

BREAKING DOWN YOUR BOOTH

- 👉 Award Ceremony for People's Choice will be held at @ 3:30pm at the Gazebo.
- 👉 If you need assistance during the day, contact your Rotary liaison or go to the main Rotary Sales Booth.
- 👉 Return the unused cups and sporks to the Rotary Tent before leaving the lot, please.
- 👉 If you rented a tent, tables and chairs from Rotary, please breakdown only the tables and chairs and the rental company will come by with their truck to load up after the award ceremony.
- 👉 **Be sure to carefully clean up your area.** The field must be as clean as when you arrived. Please bag and leave your tied-up trash at a nearby Borough trash can. If you run out of trash bags, check with the Rotary Tent for extra bags.

Please email us or call us with any questions, we're here to help!

