

Wisconsin State Fair

August 2 – 12, 2018

Wisconsin State Fair Park
640 S 84 St
West Allis WI 53214

Entry Phone: 414/777-0580

Entry Deadline: July 24, 2018



2018 Grand Champion Eats & Treats Competition

Judging Thursday, August 9, 2018

Exhibitor Handbook and Premium List



2018 Grand Champion Eats & Treats Competition – Division 550

Entry Information, Division 550

Grand Champion Eats and Treats is back bigger and better for its fifth year! New classes include Fruits & Vegetables, Herb Infused Mixes, Popcorn and even a Best Something Special *from* Wisconsin product class. Plus, many of the crowd-favorite classes return for this annual competition. So enter today for your chances to win more purple ribbons and bragging rights from the Wisconsin State Fair for your Wisconsin-made food products.

This professional food competition for pickles, relishes, jams, jellies, sauces, fruits & vegetables, fermented products, sweets, treats, and snack foods is open to Wisconsin’s small professional food businesses with yearly sales under \$500,000. In addition to judging results and feedback, up to 16 businesses who enter the Grand Champion Eats & Treats Competition will have the opportunity to provide samples of their products entered in the competition for Fair guests. See *Sampling Guidelines* section near the end of the document for more details.

New for 2018 – Something Special *from* Wisconsin companies will compete for the best of the best Something Special *from* Wisconsin product.

Grand Champion Eats & Treats Competition Schedule of Events

Location: Grand Champion Hall

Thursday, August 9, 2018

Time	Activity
7:30 – 8:30 am	Check in: Grand Champion Eats & Treats sample providers (sampling only)
9:00 am	Building opens to public
10:00 am – 3:00 pm	Sampling open to Fair guests
10:00 am – 3:00 pm	Judging on Grand Champion Hall stage (see judging schedule)
3:00 pm	Best Packaging, Best Something <i>from</i> Wisconsin & Best of Show announcements
3:15 pm	Check out: cart remaining product to vehicles

How to Enter:

Fill out and submit the official entry form by mail with the appropriate entry fees. **Entry deadline: July 24, 2018. Entries must be postmarked on or before July 24, 2018.**

Entry fee is \$5 per entry. An entry will consist of two jars or two packages (one for judging, one for display). Each entry should have a company label attached. Each company can enter up to three entries in each class. For example, a company could enter three different jams, three different snacks, etc. Identical products cannot be entered into multiple classes. Entries will not be returned and will become property of Wisconsin State Fair.

At the time of entry, all exhibitors must provide a photocopy of their Wisconsin State or County Food Processing License. If no copy of a food processing license is provided, entries will not be accepted.

Approved Scheduled Processes/Recipes must be attached for the judges to read for each product entered. They may be in a sealed envelope marked with name of product and “for judges’ viewing only.” Approved Scheduled Processes/Recipes:

- must include the following on an 8 ½ x 11 sheet of paper for the judges to review: ingredients as seen on the label, method (i.e.: baked, water bath or pressure canning) and temperature, pressure and time for processing.
- do not need to include exact measurements for ingredients.
- will not be viewed by the public; only Wisconsin State Fair judges will review the recipes at the time of judging. All Approved Scheduled Processes/Recipes will be destroyed after judging.

Judging will be held during the Wisconsin State Fair, Thursday August 9, 2018, from 10 am – 3 pm in Grand Champion Hall. Entries will be judged in two steps: (1) label covered to sample the product and (2) label uncovered to evaluate packaging.

Each business that enters will receive two Fair admission tickets and one parking pass.

Entry form deadline: July 24, 2018 (postmarked)
Wisconsin State Fair
ATTN: Grand Champion Eats & Treats Competition
Entry Office
640 S 84 St
West Allis WI 53214

Product delivery deadline: July 24, 2018 to Grand Champion Hall
Wisconsin State Fair Park
+ Two jars/two packages for each entry
+ Approved processes/recipe for each entry (seal in envelope)

Questions or concerns should be directed to jill Albanese at 414/777-0580 or jill.albanese@wistatefair.com. Questions during the month of July and the week of the Fair should be directed to the Grand Champion Hall Superintendent at 414/313-2767.

Entry Deadline: July 24, 2018

Product Delivery Deadline July 24, 2018

Grand Champion Eats & Treats Best Packaging Competition

Packaging must be professional, eye-catching, and follow all Retail Labeling Guidelines as provided by the Division of Food Safety and DATCP. Please see *Retail Labeling Guidelines* for complete details on packaging requirements.

Exhibitors must have products entered in the Grand Champion Eats & Treats Competition to be considered for this award.

Judges will use the following score card to select the winner of the Best Packaging Award:

Professional and Eye-Catching	40
Legibility	30
Adherence to Retail Labeling Guidelines	30
TOTAL	100

The Grand Champion Eats & Treats Best Packaging Competition winner will receive a commemorative ribbon and \$50.00 cash prize.

Thursday, August 9, 2018

Grand Champion Eats & Treats Competition Judging Schedule

10:00 am	Pickles & pickled vegetables
10:30 am	Relishes, mustard & dressing
11:00 am	Jams & jellies
11:30 am	Barbeque sauce & hot sauces
12:00 pm	NEW! Fruits & vegetables: pesto, pie filling, garlic, dried fruits, tomato sauces, etc.
12:30 pm	Sweets: bakery, candy, cookies, caramels, fondue
1:00 pm	NEW! Thyme for Fun – any herb infused dry mix: herb blends, spice blends, dip mixes, etc.
1:30 pm	Fermented products, any fermented products (except alcoholic beverages)
2:00 pm	Snack foods: crackers, granola, nuts, etc. (excluding popcorn)
2:30 pm	NEW! Popcorn & popcorn snacks
3:00 pm	Best Packaging
3:05 pm	NEW! Best Something Special <i>from</i> Wisconsin
3:10 pm	Best of Show

Grand Champion Eats & Treats Competition – Division 550

All products must be sealed and able to withstand spoilage for the time between July 24, the last delivery date, and August 9th, the date of the judging. Packaging may include jars, bottles, plastic clam shell, tins, or other appropriate packaging that will retain freshness of product. Refrigeration is available if needed.

Premiums 1st - \$50.00 2nd - \$30.00 3rd - \$20.00 4th - \$10.00

Best of Show Award – Grand Champion Eats & Treats

Commemorative ribbon and \$100.00 cash prize.

Best Something Special *from* Wisconsin – Grand Champion Eats & Treats

Commemorative ribbon and \$50.00 cash prize.

Best Packaging Award – Grand Champion Eats & Treats

Commemorative ribbon and \$50.00 cash prize.

Class #:

1. Pickles & pickled vegetables
2. Relishes, mustard & dressing
3. Jams & jellies
4. Barbeque sauce & hot sauces
5. **NEW!** Fruits & vegetables: pesto, pie filling, garlic, dried fruits, tomato sauces, etc.*
6. Sweets: bakery, candy, cookies, caramels, fondue*
7. **NEW!** Thyme for Fun: any herb infused dry mix: herb blends, spice blends, dip mixes, etc.*[^]
8. Fermented products – Any fermented products (except alcoholic beverages)*
9. Snack foods: crackers, granola, nuts, etc. (except popcorn)*
10. **NEW!** Popcorn and popcorn snacks – any popcorn product including flavored, coated, and/or shaped creations made from popped Wisconsin popcorn*

*Classes 5 - 10 have the option to submit fresh, identical product for judging only on Thursday, August 9. Submissions may be dropped off from 7:30 - 8:30 am in Grand Champion Hall.

[^]Class 7 – for judging, the exhibitor may combine their dry herb mix as directed on the package.

Score Card for all classes in Grand Champion Eats & Treats

Flavor	40
Creativity/Uniqueness	30
Product Appeal/Consistency	20
Package	10
Total	100

2018 Grand Champion Eats & Treats Competition – Division 550

Sampling Guidelines

Who Can Provide Samples:

Businesses entering the Grand Champion Eats & Treats Competition will be given the opportunity to provide samples of products entered into the Grand Champion Eats & Treats Competition for Fair guests to try. Alcohol samples are not allowed for this event.

Wisconsin State Fair will select up to 16 companies for sampling based on company interest and diversity of products for Fair guests to sample.

To indicate interest in providing samples, please check the box on the Grand Champion Eats & Treats Competition Entry Form.

Sampling Information:

Sampling will take place between 10 am – 3 pm on August 9 in Grand Champion Hall.

Appropriate attire to represent Wisconsin State Fair and your business to the public is required.

Each company should prepare between 400 - 500 samples for Fair guests. Sample sizes should not exceed 2 oz.

A representative from each company must be present and behind the sampling table throughout the sampling time (10 am – 3 pm) to provide samples and answer Fair guests' questions.

Companies must provide all supplies necessary for appropriate sanitary sampling of their products including, but not limited to spoons, forks, toothpicks, cups, gloves, napkins, etc.

Companies are responsible for keeping their display/sampling area clean.

Companies can hand out business cards.

No sales or raffles allowed. No stickers or balloons are allowed.

Table Display Specifications:

Each company will be allotted a 4-foot section for their display and sampling area. Tables will have black skirting.

Each company is responsible for signage for their display. Displays are limited to no higher than 2 feet above the table top. No backdrops or pull-up floor signs are allowed.

Delivery Information:

All day-of sample deliveries to Grand Champion Hall must be made between 7:30 am – 8:30 am on Thursday, August 9. No vehicles are allowed on site after 9:00 am. Only right hand turns are allowed into the Fair Park. This is strictly enforced for the safety of our Fair guests. A map will be included in the final mailing. Please review the map to see the most convenient route to the hall.

If unable to make deliveries on Thursday, August 9, call 414/777-0580 to make arrangements by July 20. Any questions between July 1 and the end of the Fair should be directed to the Grand Champion Hall Superintendent at 414/313-2767.

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Retail Labeling Guidelines

A good rule of thumb: if it is packaged, it should be labeled.

Features of a Label:

- Product Name
- Ingredients Statement
- Net Content Statement – Net Quantity of Contents
- Business Name and Address – Declaration of Responsibility
- Nutrition Facts Panel (optional)

Product Name:

- On front of the package (or principal display panel).
- Use standard of identity names, e.g. Cheddar Cheese.
- If no standard of identity, then use common or usual name or a name that is truthful and not misleading. A good rule: if you can't tell what's in the package by reading the name, it needs a better name.
- The name of the product must be at least 1/2 the type size of the most prominent printed matter on the package, in bold type, and generally parallel to the base of the product.

Ingredients Statement:

- Listed in descending order of predominance by weight (from most to least).
- **All the sub-ingredients for food with multiple ingredients have to be included. These must be very specific.** For example, enriched flour (flour, niacin ...etc.), soy sauce (water, soybeans, wheat...).
- Do not use collective terms such as herbs, secret ingredients, seasonings, etc.
- All certified colors must be listed by their specific names. ex: FD& C Yellow # 5, Red 40.
- Oils and fats should state whether or not they are hydrogenated and include the source, i.e. "soybean oil" not "vegetable oil."
- Water that is added as an ingredient (not for reconstitution purposes) must be listed in ingredients.

Net Quantity of Contents:

- Located on the front of the packaging in the lower 30%.
- Type size depends on the square inches of the principal display panel (not just the label, but the whole front of the package).
- Must be conspicuous and easy to read.

Declaration of Responsibility:

- Legal name of manufacturer, packer or distributor.
- City, state and zip.
- If the business name and address are not in the local telephone directory, include the street address.

All information regarding retail labeling guidelines courtesy of the Division of Food Safety and DATCP.

WISCONSIN STATE FAIR

GENERAL RULES AND REGULATIONS

The Wisconsin State Fair management reserves the final and absolute right to interpret these rules and regulations and to arbitrarily settle and determine all matters, questions or differences in regards thereto, or otherwise arising out of, connected with, or incident to the Wisconsin State Fair. It further reserves the right to determine unforeseen matters not covered by these rules, to amend or add to these rules as they, in their judgment, may deem advisable.

All exhibitors are expected to conform with the Wisconsin State Fair Rules and Regulations. Any person who violates any of the following of special rules will forfeit all privileges and premiums and be subject to such penalty as the management may order. Failure to comply may result in award(s) and premium(s) forfeiture; and dismissal from the Fairgrounds, and being barred from competition immediately in the department in which the violation occurred and from all departments entered; and/or in future competition in the Wisconsin State Fair. In the event of conflict between the general rules and the special rules governing the various departments, the special rules will govern.

The following due process will be used in the questions of rule violation: The exhibitor and/or parties involved will be questioned by the Department Superintendent. If it is felt that a violation has occurred, the Department Superintendent will make a ruling. The ruling of the Department Superintendent will be final.

ENTRY REQUIREMENTS

Application for entries in all departments must be made on the printed entry blank and must be in full compliance with the printed instructions on same.

THERE ARE NO REFUNDS OF ENTRY FEES.

Entries will be disqualified if not entered under the name of the business who made the product. All entries must be made by the business or a licensed Wisconsin co-packer. Violation of this rule will forfeit any premium awarded to such business in all departments at the Fair.

The Wisconsin State Fair management reserves the right at any time to refuse entries or products entered.

Entry deadlines are specified under each department's rules.

Exhibits that have been erroneously entered in a division, and/or do not meet the specifications of the class can be transferred to a proper class or disqualified by the superintendent prior to judging. If such classes already have been judged, they shall not be reopened.

No employee of the Wisconsin State Fair, or member of his/her immediate family shall be allowed to exhibit in the department in which he/she is employed.

Any exhibitors' check(s) returned from a financial institution for any reason will be charged a \$20.00 service fee.

NOTE: Entry blanks will be returned if not filled out completely.

JUDGING OF EXHIBITS

Judges have been carefully selected. All exhibitors submitting exhibits for the Fair accept these judges and agree to abide by their decisions.

The judging schedule is printed on page 4.

If any exhibitor attempts to interfere with the judge in any manner, the exhibitor shall forfeit all premiums awarded and will be excluded from further competition.

Judges will not be permitted to show in divisions they judge.

Unworthy exhibits will not be placed by the judge.

The decision of the judge will be final in all cases.

PREMIUMS OF AWARDS

Premiums will be mailed around September 1, 2018.

In paying premiums no evidence of awards will be recognized except the signed Judging Sheets as ribbons frequently become misplaced.

All premium discrepancies must be mailed to Wisconsin State Fair no later than October 1, 2018. All exhibitors should contact the Wisconsin State Fair in writing at 640 S 84 St, West Allis, WI 53214. Please include your name, Dept., division, class and explain the discrepancy.

All checks are void one (1) year after they are issued. Any checks not cashed causes automatic forfeit of premiums won.

PROTESTS

1. All protests must be made in writing, signed by party or parties making the protest and filed with the Director of Competitive Exhibits. All protests must be accompanied by a \$50.00 protest fee which will be retained by the Wisconsin State Fair if the protest is not sustained.
2. Protests against the exhibition of articles or person entering must be filed at least 12 hours before the awards are made. The exhibitor will then be disqualified from entering the Wisconsin State Fair for the following two years if they violate any general or special rules which govern the exhibits.
3. Protest against awards must be filed with the superintendent within 5 hours after the award has been made. An award is deemed to have been made when the notation of the decision is entered on the official judging sheets. The protest must state plainly and specifically the facts upon which the complaint of appeal is based. The right to appeal will lie when it is charged that the award has been made in violation of the rules governing the exhibit. No protest or appeal based upon the statement that the judge or judges are incompetent or have overlooked an article will be considered.
4. All protests will be considered at a time set by the Director of Competitive Exhibits. Parties involved and if necessary, persons as designated by the Director of Competitive Exhibits will be notified and given the opportunity to submit evidence before a final decision is made. All decisions are final and not subject to appeal.

LIABILITY

The Wisconsin State Fair will take reasonable precaution to protect the safety of the exhibits sent to the Fair, but owners themselves take the risk of exhibiting them, and should any exhibit or portion thereof be injured, damaged, lost or stolen, State Fair Park personnel will give assistance toward recovery of the same, but will not be liable or make any payment for the value thereof.

Neither the State of Wisconsin, Wisconsin State Fair Park, its agents or employees shall be liable for any loss to an exhibitor occasioned by fire, accident, condition of structure, or damage caused by weather to any exhibit, article, equipment or commercial exhibit left in the building or on the grounds after the close of the Fair.

Exhibitors and/or machinery, while stationary or in motion, and any other exhibits or equipment which may cause accidents, injury or damage to persons or property coming in contact with or in proximity to them, shall guard their exhibits or machinery, and protect the public from coming in contact therewith at all times while on the Fairgrounds, and every such exhibitor or owners shall indemnify the State of Wisconsin, the Wisconsin State Fair Park Board, its agents and employees from and against claims and demands, costs, charges and expenses which it or they might incur, suffer or be put to by reason of failure to take the precaution above referred to or failure to comply with Wisconsin State Fair Park rules, policies or directives. Liability insurance to comply with indemnity provisions is required. Presentation of an exhibitors receipt shall be deemed acceptance of this provision.