

2021 Great TASTE of a Fair

Vendor Guidelines



The Great TASTE of a Fair competition is on Wednesday, September 15 (the day before Opening Day) from 11 a.m. to 1 p.m. in the Capital City Cafe.

Your contact for all things Great TASTE of a Fair related should be directed to Holly Kinyon at hkinyon@okstatefair.com.

PLEASE NOTE: *The Great TASTE of a Fair Food Vendor Competition may be cancelled due to unforeseen circumstances or at the discretion of Oklahoma State Fair, Inc. management.*

CATEGORIES

1. Sweetest of the Sweet: Items in this category should be breakfast items, deserts, sweet snacks or drinks.
2. Slice of Savory: Items in this category should be items that are savory or anything that contains meat.
3. New to the Scene: Items in this category should be items that you are serving at the Oklahoma State Fair for the first time.

VENDOR APPLICATION

Applications will be accepted August 2 at 10 a.m. thru August 16, 2021 at 5 p.m. CST. The application is available online.

Each vendor is eligible to enter one item per category. Entry items must be approved menu item - this will be checked with the approved menu on file.

We will be accepting a limited number of entries this year, no exceptions. Presentation slots are available on a first-come, first-served basis. If necessary, each vendor who entered in more than one category will be required to select one entry they wish to compete with - this will also be done on a first-come, first-served basis. **PLEASE NOTE:** *Final category decisions are at the discretion of the Great TASTE of a Fair committee.*

To make the application process as easy as possible, only one entry form per vendor is needed. On the application, there is a place to enter the information for Item No. 1 Entry - this section is required for all applications. Applicants will then be asked if they will be entering Item No. 2. If yes is selected, you will complete the same information as required for Item No. 1.; and then be asked if you are entering Item No. 3. If no is selected either for Item No. 2 or Item No. 3, you will continue to the "CONFIRMATION OF RULES" section.

Applicants will be required to provide the following information for each entry item: food item name, category, how long you have been serving the item at the Oklahoma State Fair and a brief item description - including possible food allergy ingredients.

Once your application has been submitted, you will receive a confirmation email with a copy of your entry from no-reply@wufoo.com. If you have any questions or comments about your entry, please contact Holly Kinyon. For convenience, the "Reply-To" email on the confirmation is set to hers.

Participating vendors will receive the Great TASTE of a Fair Schedule no later than September 3, 2021. Once space is full in each category, or all categories, all vendors will be notified, and the competition applicants not selected will be notified immediately.

DAY OF COMPETITION

The competition will take place on September 15 - the day BEFORE Opening Day - from 11 a.m. to approximately 1 p.m.

Participating vendors will be assigned a 10-minute time slot to prep and present their food item in the Capital City Cafe to the judges. All five (5) vendors in each category will prep and present their item in that 10-minute time slot. This will allow the judges to compare items in the category to give the most accurate score. **PLEASE NOTE:** *All items should be cooked and prepared in your booth. The prep time is for you to add any necessary finishing touches to your entry.*

An Oklahoma State Fair volunteer will arrive at the booth designated on the application approximately 5 minutes before the given time slot. The volunteer will transport the vendor and food items to the judging area at the Capital City Cafe. Once the presentation has concluded, the same volunteer will deliver the vendor back to the designated booth. The whole process should take approximately 15 minutes or less.

Because we must adhere to the schedule, vendors must make sure all needed items are prepared and ready when the driver arrives. **PLEASE NOTE:** If the vendor is unable to make the designated time slot, be aware you are forfeiting the competition, as we are on a tight schedule. If you or a selected presenter will be unable to make the designated time slot, please let Holly Kinyon know as soon as possible. On the day of, she can be contacted at **405-487-9822** by phone or text message.

SAMPLE SCHEDULE

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10:55 AM	Volunteers Pickup Group 1 at Booth
11:00 AM	Group 1 5-Minute Prep Time
11:05 AM	Group 1 5-Minute Presentation Time
11:10 AM	Volunteers Return Group 1 to Booth
11:10 AM	Group 1 Judging Time

PRESENTATION

Each contestant must prepare FIFTEEN (15) two-bite sample of the item for tasting purposes. This item should just be a sample and not the full portion. At least FIFTEEN (15) two-bite samples need to be provided for our judges.

Vendors should also prepare ONE (1) regular serving of the food item for presentation purposes. This item needs to be a realistic version of the food item served to Fairgoers. No special treatment required - just the best food you can make! **PLEASE NOTE:** Most judges use the presentation serving for pictures that will be posted to their social media channels and included in potential news stories or broadcasts. This is also the image we will include with the press release and social media post sent out announcing the winners.

Full portion for Presentation:



Two-Bite Sample for Tasting:



JUDGING, RESULTS & PUBLICITY

The judging panel for Great TASTE of a Fair is made up of local “celebrities” - members of the media, local food bloggers and restaurant owners (which could provide opportunities for on-camera demos and special-interest stories, so be prepared) and three Great TASTE of a Fair wildcard contest winners.

Scores will be recorded after each sampling with final votes tallied at the conclusion of each category by the Oklahoma State Fair, Inc. accounting department. Judges will be looking for: overall appeal, appearance & presentation, execution of the product and taste. **PLEASE NOTE:** Decisions of the judge’s panel are final and may not be contested.

The first-place winner of each category will be contacted no later than 2:30 p.m. on September 15. This is done so each of these vendors will have time to prepare the winning item for our special FAIRest of Them All judge(s) at 4 p.m. More information about FAIRest of Them All is below. **PLEASE NOTE:** All judging decisions should not be released until the Oklahoma State Fair makes an announcement, which will be done no later than 10 a.m. on September 16.

There will be a press release sent out to local media outlets on September 16 and social media exposure (#GreatTASTEofaFair) by both the Oklahoma State Fair and our judges on the competition day and when results are posted.

AWARDS

Each vendor will receive a participation banner to hang in their booth. All banners will be handed out when the vendor comes to present their item.

First place in Categories 1 through 3 (listed above) will receive \$300, a trophy and Great TASTE of a Fair t-shirt. Second place in Categories 1 through 3 will receive \$150 and a trophy. Third place in Categories 1 through 4 will receive \$50 and a trophy.

Trophies and shirts will be delivered on September 16. Cash prizes will be delivered no later than noon on September 22.

Award information for the FAIRest of Them All can be found below.

FAIREST OF THEM ALL

First place items in Categories 1 through 3 (listed above) will be eligible for this award. Once results have been calculated by the Oklahoma State Fair, Inc. accounting department, the first-place winners will be contacted via the contact phone number listed on the application no later than 2:30 p.m. on September 15.

Between 4 and 5 p.m. on September 15, the FAIRest of Them All judge(s) will head to the vendor booth to taste the item. Once a winner is chosen, the FAIRest of Them All winner will be contacted that evening. The FAIRest of Them All winner will also receive a FAIRest of Them All trophy, in addition to their category trophy.

Winners will be featured on the Oklahoma State Fair website, mentioned in the Great TASTE of a Fair press release and will likely be contacted by media outlets for coverage of their winning item. This is a great opportunity to garner some attention for your booth and winning item, so be ready!