

2012 Entry Form- Deadline: March 31st

Enter online at: www.bestdishnc.com



<p>Entry Period</p> <p>January thru March</p> <p>Judging Period</p> <p>May thru September</p>

Recognizing the best menu choices using local NC product

Managed by the North Carolina Department of Agriculture & Consumer Services



Contest Objective:

Create a dish or combination of dishes that incorporate North Carolina products and ingredients. The main ingredient of each dish entered is required to be from a North Carolina company or farm. Provide specific identifying information to substantiate the use of the product.

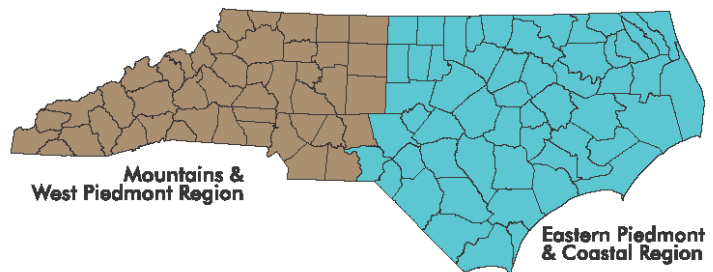
Eligibility

Any restaurant or restaurant group that owns and/or operates a location in North Carolina and that is permitted in accordance with all state and local laws is eligible to enter.

Restaurant: _____

Restaurant Address: _____

Choose Region: ____ West Piedmont/ Mountains ____ East Piedmont/ Coastal



Choose Category: ____ Fine Dining ____ Casual Dining

Entries judged on the following criteria. Be as complete and thorough as possible in your description:

- Overall use of NC products and ingredients within the entries submitted
- Depth of the farm to table connection of each entry
- Creativity of entry including ingenuity of local ingredients and its preparation
- Originality and uniqueness of entries
- Overall appeal and value of entries

Photos accepted but not required. Restaurant may enter anything from a single course to a five course meal for their entry. A single course entry must be an entrée. If you choose to submit a combination of 2 or more courses, the entrée is required to be one of the entries and only 1 entry allowed per course.

Restaurant: _____

Appetizer _____

Soup _____

Salad _____

Entrée _____

Dessert _____

Choose a minimum 4 week consecutive period of time between May 1st and September 30th that your entries will be promoted and available on your menu.

Beginning Date (After May 1st) _____

Ending Date _____

Submit Entry Form To:
Tim Parrish
Food Service Marketing Specialist
North Carolina Department of Agriculture
1020 Mail Service Center
Raleigh, NC 27699-1020
Fax: 919-733-0999
Email: tim.parrish@ncagr.gov

Restaurants that move on to the final round agree to the following:

- Promote Best Dish NC contest on premises
- Promote your support of NC agriculture and products
- Meet with NCDA Foodservice Marketing Specialist for promotional photos and video
- Work with NCDA to enhance the use of local NC product on the menu
- Cover the cost of each dish entered into the contest for the official judge, plus a meal of equal or lesser value for 1 adult guest (see certificate for details)
- We encourage chefs to be willing to provide actual recipe to include on web site

Regional finalists judged on the following in the final round:

- Overall use of NC products and ingredients- 0 to 35 points
- Creativity of entry including ingenuity of local ingredients and its preparation and presentation- 0 to 30 points
- Taste, originality and uniqueness- 0 to 25 points
- Depth of the farm to table connection- 0 to 15 points
- Overall appeal and value- 0 to 10 points
- If entered dish is not available or there has been a major change in ingredient or product used, entry will not be judged and will be disqualified from the competition.

Recognition and benefits

Each of the 2 regions will crown a winner along with a 2nd and 3rd place for the casual dining category and the fine dining category. 12 restaurants will be recognized in all! Announcements made public by October 31st. Here are the benefits in participation and placing in the Top 3:

- CASH Prizes
- Exposure in Our State Magazine highlighting all contest winners
- Exposure in Edible Piedmont Magazine
- Contest exposure during official NCDA shows & events
- Contest exposure through events that NCDA is invited to
- Contest exposure through press releases picked up by local media outlets
- NCDA web sites, social media and blogs
- Web site as a resource for consumers with links, menus and recipes
- Awards presentation during annual Taste of NC event