



'WICH HUNT

CHEF'S PACKET

March 31ST, 2012

Grace Pavilion

SONOMA COUNTY FAIR GROUNDS

BattleOfTheBrews.com



Presented by
Active 20-30 Club
of Santa Rosa #50

'Wich Hunt

This ain't no pansy cook-off. The first annual 'wich hunt at Battle of the Brews is an iron-fisted sandwich brawl in which local chefs compete to construct the ultimate carbohydrate-protein-carbohydrate creation.

From Dagwoods to sliders, artisan BLT's, heroes, hoagies, banh mi, and beyond, the only constraint is being able to fit into the eager maws of our judges and fans. Oh, and taste incredible, because there will be no awards just for showing up. We're looking for off-the-charts, taste-bud exploding, meat-tastic (or alternative proteins), brain-bending creations that really showcase your talent.

Hosted by BiteClub's Heather Irwin, 'wich hunt his takes place within the Craft Tasting at Battle of the Brews -- Sonoma County's premiere beer tasting. So pair accordingly and think way outside those buns.

Here's the breakdown.



SUBMISSION DEADLINE

'Wich Hunt entry form deadline is Saturday, March 17th, 2012.

JUDGING

Hosted by Heather Irwin of Bite Club Eat's, the 'Wich Hunt will be judged by Heather and group of local industry professional representing a variety of points of view.

Criteria

Dishes will be judged based upon a variety of key factors including:

- Flavor
- Appearance
- Originality/Creativity

Catagories

Most Meat-tastic

Best use of animal, including but not limited to pork, beef, venison or poultry.

Most Cheesy

Best use of natural cheese. Or cheese product.

Best Pairing

Beer + sandwich = heaven. Make this a love-match.

Best Hot

Grilled, barbecued, slow-cooked or panini-pressed entries.

Best Cold

Bring out your deli-best in a category without cooking.

Best Ethnic

Explore the flavors of the world and expand into unusual condiments, ingredients and breads in this category

Best use of Veggies

The backbone of any great sandwich, produce is critical. This includes slaw, kraut, pickled veggies, lettuces, or any vegetable ingredient.

Best of Show

The award you really want to walk away with

AWARDS

Beyond the love, respect, and bragging rights sure to be earned by all champion chefs, awards and trophies will be awarded to the 1st place finishers of each category.

Winners will also be recognized at the event and via related press and materials.

Awards Ceremony will be held during the 2012 Battle of the Brews Main Event on Saturday, March 31st 2012, at 4.30pm.



DETAILS

Licensing

All entries must have all appropriate food preparation and health code licenses and credentials to serve food in Sonoma County, CA. Chef's without proper licensing are encouraged to partner with facilities, restaurants, catering companies, etc that do.

Serving Size

Each chef is encouraged to prepare their dish in a small, self contained single serving, of approx 2-3oz's. The idea is to serve a bite sized taste of your creation for guests to sample, not a full sandwich.

Serving Amount

All competing Chefs are encouraged to bring a minimum of 150-200 servings to be sampled and tasted by the judges, as well as guests of the Craft Cup and 'Wich Hunt (Total attendance of 300 plus staff and volunteers).

Interpretation of "Sandwich"

Chefs are encouraged to find and celebrate their own definition of sandwich. From fresh takes on classics to forward thinking new creations, have fun with it.

Serving Tables

Each competing chef will be provided a 6' folding table with tablecloth for service. But must provide their own serving utensils, napkins, picks, etc. As well as any equipment or dishes required to transport, serve, or present their dishes.

Heating Availability

No Propane or compressed gas heating devices will be allowed within the Grace Pavilion. Hot plates, Chaffing Dishes, and other traditional indoor heating devices should be fine. Please note in your application if you anticipate needing electricity or plan on using heat.

Grilling On Site

An onsite section outside of the Grace Pavillion will be available for a number of chefs to utilize gas or wood fired grills (not provided) if they choose too. Please note on your application if you plan on doing so. You will need to show a propane permit in order to use on site. If you have questions, we are happy to help.

Load In + Load Out

Load in times are currently slated to begin as early as 11am on Saturday March 31st and all set up must be completed 2pm when doors open. Chefs can begin breakdown as early as 3.30pm, but are free to and encouraged to stay for the Main Event if they like.

Main Event

Directly following the Craft Cup and 'Wich Hunt, the Battle of the Brews will host the Main Event hosting an additional 1,800 guests for live music and the People's Choice food and beer competition. Chefs and restaurants are welcome to and encouraged to continue to serve into the Main Event or serve a secondary dish if they like. All proceeds of both events go towards at risk youth in Sonoma County.

Ingredient Donations

Battle of the Brews and Bite Club Eats have been seeking ingredient donors to help chefs off set some of the costs of donating/competing. Current donors include Franco American Bakery, Sysco, and Savory Spice Shop. If you are interested in utilizing any donated ingredients please contact Heather Irwin at Heather@HeatherIrwin.com.

Charity

Battle of the Brews is 501c3 and one of the largest fundraisers for at risk youth in Sonoma County every year. Participation in the 'Wich Hunt and/or Main Event can be considered at tax deductible donation. Please contact your tax advisor for more information.



2012 BATTLE OF THE BREWS

'Wich Hunt Competition Form

Company: _____ Chef: _____

Address: _____

City: _____ State: CA Zip: _____

Telephone: _____ Fax: _____

E-Mail: _____ Website: _____

Contact Person: _____ Contact Telephone: _____

Will you require electricity? _____

Will you be bringing and using a grille? _____

Any other notes or special requests? _____

Name of Dish: _____

Description of Dish:

2012 Battle of the Brews

'Wich Hunt Chef Competition

For more information, please contact:

Heather Irwin
Heather@HeatherIrwin.com

BattleOfTheBrews.com



INGREDIENT SPONSORS

Participating in the 'Wich Hunt and supporting Battle of the Brews is a great way to support one of Sonoma County's largest fundraisers for at risk youth. The chefs competing are donating not just their time and talent to make the event such a great success, but also the costs of the ingredients of their dishes.

The Battle of the Brews in conjunction with Bite Club Eat's are seeking local markets, farmers, butchers, food producers, bakeries, and more to help donate ingredients to help sponsor the event as a whole or a particular chef. The Battle of the Brews is a 501c3 endorsed and viable charitable event, and all donations are tax deductible.

If you or someone you know would be interested in donating, please contact Heather Irwin at Heather@HeatherIrwin.com.

From a bushel of veggies to a \$100 gift card, any donations can go a long way in the hands of these talented chefs.

All donors will be recognized alongside the dishes they are sponsoring as well as thanked on the BattleoftheBrews.com website.



THE BATTLE OF THE BREWS HISTORY

For 15 years, the Active 20-30 Club of Santa Rosa has held the Battle of the Brews fund-raiser. This event has raised nearly \$1,000,000 dollars, the proceeds of which have been distributed by our Youth Benevolent Fund to help change the lives of needy children.

Here is a list of the top 10 contributions our Youth Benevolent Fund has made over the past 10 years:

- Active 20-30 Children's Shopping Spree
- Boys & Girls Clubs of Greater Santa Rosa
- Tomorrow's Leaders Today
- Challenger Little League
- Children's Village
- Kid Street Learning Center
- Santa Rosa Active 20-30 Kids' Christmas Committee on the Shelterless (COTS)
- Schools Plus
- Project Graduation

Additionally, the Battle of the Brews has also enabled the Active 20-30 Club of Santa Rosa to create an endowment fund that will allow us to continue to provide life-changing donations in perpetuity.

CLUB HISTORY

Active 20-30 Club of Santa Rosa

The Active 20-30 Club of Santa Rosa was chartered on October 15, 1929. One of the first projects the Club took on was going door-to-door selling bonds to raise money to help build the Golden Gate Bridge. By 1935, the Club had already established a tradition with the Children's Christmas Party, as well as sponsoring Boy Scouts and athletic events for youth. The darkening clouds of war in Europe in 1940 brought about quite a change in No. 50. The Club held its first "Pots and Pans for Defense" drive in July 1941 (before Pearl Harbor). Many members were also putting on uniforms heading off to faraway places.

During the war years, the Club held Scrap Drives, Bond Drives, Blood Drives, "Have A Serviceman To Your Home For The Holidays" programs, and helped set up roadside "Hitch a Ride" shelters in 1943. In 1944, the Club took on its biggest war project yet, a servicemen's canteen and recreation center, which within one year's time had some 68,000 servicemen as its guests.

