



June 20, 2017

Dear Concessionaire:

We are excited to announce the fourth annual “Crazy Fair Food” contest is returning to the 2017 Superior Plumbing North Georgia State Fair. All food vendors, both non-profit and for profit on the Fair’s independent midway, as well as those on the Drew Exposition’s midway are invited to participate. We are excited about this competition and look forward to gaining both local and national exposure.

The 2017 Crazy Fair Food Contest will take place Wednesday, September 20, at 3 p.m., in Exhibit Hall A. There will be no specific theme for the contest, but keep in mind fairs are considered a fried food lover’s dream! As always, anything on a stick is popular.

The contest will feature two categories, “Best Taste,” and “Most Creative.” The winner in each category will win a \$500 cash prize. In addition, they will receive extensive exposure through social media and promotional signage throughout the park.

Please submit one participant application, agreement and release form for each item you would like to submit to the 2017 Crazy Fair Food Competition. Please limit your entries to a maximum of two food products. Please submit these by mail, fax or email. No later than, Monday, September 18. No entries will be accepted after this date. Please contact Peter Jezerinac for any additional information concerning this event. He can be reached at pjezerinac@northgeorgiastatefair.com or fax to 770-528-8993 after September 1st.

Criteria:

- A maximum of two items will be considered from each concessionaire.
- Items must be producible in sufficient quantities during fair time operations within your existing concession location.
- All entries must be a new item to your stand and new to the fair.
- Items should be unique and notable.
- Products turned in for the contest must be presented just as they will be served en masse during the run of the fair.
- All entries, even non-winning entries, will be promoted and are expected to be served during the fair.

	<u>Best Taste</u>	<u>Most Creative</u>
2016	Corn FlakeCornDog (Bianco Foods)	Deep Fried S’Mores (AP Concessions)
2015	Puddilicious Sticks (S. C. Band)	Chocolate Carmel Cheesecake Dip (Pebblebrook)
2014	Bangkok Chimi (Pebblebrook)	Maple Bacon Funnel Cake (Bianco)
2013	Red Velvet Funnel Cake (Bianco)	The Big PaPa (Pebblebrook)



2017 Crazy Fair Food Contest

Application

Suggested Selling Name of Item: _____

Culinary description of item (e.g., scrumptiously dusted with cinnamon and sugar just out of the fryer/oven/skillet, etc.) Be as truthfully descriptive as possible. Initial eliminations will be done without samples.

Item ingredients (these will not be divulged without permission): _____

Please Check one: OK to announce ingredients _____ **OR** Please keep secret _____

Complete one form for each item you plan to submit. Each vendor can submit up to, but no more than two items.

Mail completed and signed forms back to North Georgia State Fair, Crazy Food Contest, P.O. Box 777, Kennesaw, GA 30156, or fax completed applications to 770.528.8993 after Sept. 1, or e-mail applications to Peter Jezerinac at pjezerinac@northgeorgiastatefair.com

Applications are due no later than Monday, September 18, 2017.

The contest will take place in Exhibit Hall A, on Wednesday, September 20, at 3 p.m., please be aware, this is subject to change, based on the potential of it airing on local television.

Contest will feature two categories— Best Taste and Most Creative. Each category winner will receive \$500 cash prize.

Items must be new to your stand and new to the fair and all must be producible in sufficient quantities during fair-time operation within your existing concession location.

Items should be unique and notable and must be turned in just as they will be served en masse during the run of the fair.

Judges decisions are final.

By signing below I voluntarily release, forever discharge, and agree to indemnify and hold harmless the North Georgia State Fair and any of its sponsors, managers or fair board members from any and all claims, losses, liabilities, damages, demands, causes of actions, fees or costs that may arise in participation in the 2017 North Georgia State Fair Crazy Fair Food Contest. I assume any risk associated with this event. I also grant permission to be photographed, filmed and/or interviewed in connection with the 2017 contest.

Signature of Participant

Date