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State Fair of Texas 2023 Big Tex® Choice Awards Official Rules & Regulations

Below outlines the Official Rules & Regulations for the 2023 Big Tex Choice Awards. Any questions about the rules or contest should be directed to the Concessions Department at the State Fair of Texas.

Eligibility & Rules

- **Missed deadlines or late delivery of food items within the scope of the current year's competition will deem the application disqualified for the current year Big Tex Choice Awards food competition.**
- All concessionaires of the State Fair of Texas who have been a **concessionaire for a minimum of one (1) year are eligible** to compete in the Big Tex Choice Awards food competition.
- Any items submitted to this food competition **must be NEW to the applicant's stand and NEW to the State Fair of Texas.**
 - The submitted item must be one the applicant will serve during the 2023 Fair should the submitted item become a "Finalist" in this food competition.
 - Should the submitted item advance to the Semi-Finals and applicant choose to serve the item at the 2023 Fair, the item will be featured in all the Fair's "New Food" collateral.
 - The submitted item(s) must be one the applicant can produce in sufficient quantities during Fair time operations within one or more of an applicant's existing concession locations.
 - Please note: Concessionaires are strongly encouraged to create and produce an original item not seen at other fairs or events nationwide.
- **Any item submitted to this food competition must be served during the Fair as it is presented in this competition.** Plating and presentation for the competition must be exactly as it will be served during the Fair. For example, if mint leaves are used as part of the contest presentation, mint leaves must be used during Fairtime operations when serving customers. No presentation enhancements can be used for the competition that will not be used on every serving for the duration of the Fair.



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- **Any items submitted to this food competition may be prepared or developed for the applicant with a third party;** provided, however, that the third party is not directly competing in the food competition and is not involved with the presentation, preparation, or associated with media opportunities related to this food competition.

- **Applicants may not change submitted item(s) for service during the Fair.** Submitted items must remain consistent from the various stages in the competition, continuing to service of the item during the Fair. **Should an applicant alter or change the submitted item(s) during the run of the Fair, the applicant will be deemed ineligible to compete in the Big Tex Choice Awards food competition for two (2) consecutive years.**

Entry Process

- All entries to the Big Tex Choice Awards must fall into one of two categories – Savory or Sweet. Winners will be selected in the following awards in the Finals.

- **Best Taste – Savory**
- **Best Taste – Sweet**
- **Most Creative** (selected from all submissions that advance to the Finals)

- **Applications must be submitted to the State Fair of Texas by 11:59 p.m. on Monday, May 15.** DO NOT WRITE YOUR NAME OR ANY IDENTIFYING WORDS OR PHRASES ON THE APPLICATION FORM. You must remain anonymous until we reach the finalist portion of the competition. Read and follow the instructions on the application carefully.

No applications for the Big Tex Choice Awards food competition will be accepted after the deadline.

- Applications can be submitted online at BigTex.com/2022BTCAapp. Note this is a private link, that should not be shared with others. You must enter the following password to access the application: (password will be provided via email)

- Each applicant may submit a **maximum of two (2) entries for consideration in any given competition year.**

Selection and Judging Criteria

- The State Fair of Texas will select an **anonymous, internal judging panel to evaluate and score the first round of the competition and the Semi-Finals.** The judging panel will taste and evaluate the entries in blind tastings. The judging panel will not know the identity of the applicants until the list of Finalists is announced.



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Round One – Application Evaluation

• The State Fair of Texas will consider all applications submitted by the deadline (listed above) in the first round of the competition. **The anonymous, internal judging panel will score each application based on the following criteria in the first round of competition:**

- **Name, description, and uniqueness of the submitted item.**
- **Item's fairgoer appeal based on the name and description.**

Item's creativity based on the name, description, and photo (photo is required, but does not need to be professional).

Each of the criteria will be scored on a scale from 1 to 10 (with 10 being the top score). Each item will be assigned a weighted average based on the three scores. Scores will remain confidential.

• **The entries from round one with the 30 highest weighted averages will advance to the Semi-Finals.** All Semi-Finalists will be notified by the Concessions Department and given instructions for the next step of the competition.

Semi-Finals

• In the Semi-Finals, applicants will be assigned a day and time to bring a designated number of prepared items that are ready to taste. The State Fair will provide applicants space for preparation to ensure they can produce the highest quality samples to the anonymous, internal judging panel.

NO BRANDING IS ALLOWED that could reveal the concessionaire's identity. This is a blind taste test. The judging panel cannot know the identity of the concessionaire. Additionally, the applicant will have one sample at the tasting that can be professionally photographed by the State Fair staff for use in promotional materials such as the website, visitor guide, and social media. All Semi-Finalists will be featured on State Fair communication channels prior to and during the Fair.

• **In the Semi-Finals, the anonymous, internal judging panel will score each application based on the following criteria:**

- **Presentation of the submitted item.** Is it visually appealing and would a fairgoer want to order if they saw someone with the item?
- **Taste.** Does the item taste good? Is it something that Fairgoers will want to eat?
- **Creativity.** Is this an item that will spark conversation? Is the item something that is unique and can only be found at the State Fair of Texas?



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Each of the criteria will be scored on a scale from 1 to 10 (with 10 being the top score). Each item will be assigned a weighted average based on the three scores. Scores will remain confidential.

• **The entries from Semi-Finals with the 10 highest weighted averages will advance to the Finals of the food competition.** All Finalists will be notified by the Concessions Department and given instructions for the next step of the competition.

Finals

• The Finals of the Big Tex Choice Awards will be Sunday, August 27, 2023 at 2:00 p.m. **All Finalists will be required to prepare a “sample tasting” of the submitted items on August 27, 2023 – this year, we anticipate no more than 100 samples being needed.**

If applicants are not willing or cannot provide samples for the event or participate in potential media interviews, they will not be considered for the competition.

If applicants are not willing or cannot participate in scheduled PR/Media events, they should not consider entering the contest.

• **The Finals will be judged by a panel of local and national celebrities** selected by a committee of senior staff at the State Fair of Texas. **The panel will score each application based on the following criteria:**

- **Presentation of the submitted item.** Is it visually appealing and would a fairgoer to order if they saw someone with the item?
- **Taste.** Does the item taste good? Is it something that Fairgoers will want to eat?
- **Creativity.** Is this an item that will spark conversation? Is the item something that is unique and can only be found at the State Fair of Texas?

Each of the criteria will be scored on a scale from 1 to 10 (with 10 being the top score). Each item will be assigned a weighted average based on the three scores. Scores will remain confidential.

• **The entries with the highest weighed averages in the Savory Category and the Sweet Category will be selected as the “Best Taste” Winners in those respective categories.**

- At the discretion of the State Fair of Texas, the allocation of winners in the categories of Sweet and Savory are subject to change based on the number of entries for each category.



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- **The entry with the highest weighed average in the “Creativity” category among all the entries in the Finals will be selected as the “Most Creative.”**

- Should there be any ties in the scoring for Best Tasting, weighted averages from the Semi-Finals will be added to the weighted averages from the Finals to create a combined score and break any ties in the competition. There is a possibility of a finalist winning both Best Taste and Most Creative.

Notification of Applicants

- **All communications with the State Fair of Texas related to the Big Tex Choice Awards food competition are confidential. Applicants may not communicate with the media about their status in the competition or communicate on personal/professional communication channels (e.g. social media, blogs, email) about their participation in the competition. If an applicant releases any information about the competition as the process is taking place, the applicant will be disqualified and deemed ineligible to compete in the Big Tex Choice Awards food competition for a minimum of two (2) consecutive years.**

- ***Semi-Finalists* will be notified by Wednesday July 6, 2023.**

Upon notification, the State Fair will issue a press release announcing the food items that are part of the Semi-Finals for the competition and that list of items will be showcased on State Fair communication channels. All concessionaires in the Semi-Finals are to remain anonymous and only the food items will be released.

- ***Finalists* will be notified by July 17, 2023.**

Upon notification, the State Fair will work with the finalists to prepare for the media release and/or press conference announcing the Finalists. Applicants in the Finals are to remain anonymous until the press conference. At that time, concessionaire names and food items will be released.

- In the event of a formal press conference, Finalists may be asked to provide up to 10 food samples for the media to taste and one complete food finalist item to use for on-site photography.
- Finalists must stay after the competition reveal for interviews with media and should anticipate interview opportunities for the rest of the day and the following week.