



THE BITE OF OREGON

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Presented by
Amica
AUTO HOME LIFE

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The Bite of Oregon's "Hot Shot Cook-Off" Could Give Aspiring 'Chef's' Their Big Break

Have you ever watched the Food Network and shouted at the screen, "I could do that!" Or ever thought, "I could be the next Paula Deen." Well, an opportunity to take your considerable kitchen skills to center stage is now available.

You could be one of four aspiring chefs to participate in the first ever "Hot Shot Cook-Off presented by NW Natural" at the 2011 Bite of Oregon presented by Amica Insurance in front of an adoring crowd. You'll cook-up a masterpiece as you show the judges and audience that you've got what it takes to be a celebrity chef for the weekend!

Here are all the details:

Objective:

To give amateur chefs an opportunity to participate on the Chef's Stage performing in front of a live audience in an authentic culinary competition earning the title of the 2011 Hot Shot Cook-Off Winner at the 2011 Bite of Oregon. The selection process for competitors would involve a public voting on the Bite of Oregon Facebook page which would require individuals to become a fan in order to cast a vote thereby increasing the number of fans on the Bite of Oregon Facebook page.

When:

There will be two preliminary rounds each with 2 competitors. The winner of each preliminary will go on to the final to win the title.

- Round 1 Saturday, August 13 from 12:25 pm – 1:25 pm

- Round 2 Saturday, August 13 from 1:30 pm – 2:30 pm

Final Sunday, August 14 from 12:30 pm – 1:30 pm

How:

The Bite of Oregon will promote the culinary competition in collaboration with a number of event partners taking advantage of various social media outlets as well as posting information on the event page of the Bite of Oregon website. Interested individuals enter by sending an email to contests@soor.org.

The entry email require the following:

- 1) A photograph
- 2) A written submission in 100 words or less telling us “*Why they can stand the heat in the kitchen.*”
- 3) Answers to the following questions:
 - Name
 - Age
 - Culinary inspirations
 - Absolute favorite thing to cook
 - Tell us why you love to cook

Deadline for submissions would be one month from the competition announcement date. Projected announcement date: Wednesday, June 15th.

A designated person on The Bite team will review emails and in collaboration with other Bite Team members make a selection of 10 potential competitors. The 10 potential competitors would be announced on the Bite of Oregon Facebook page. Facebook fans will then have a week to vote for their top 4 favorite potential competitors by “liking” their favorites out of the 10 total competitors. The top 4 potential competitors with the most votes/likes will go on to be the 4 actual competitors of the 2011 Hot Shot Cook-Off competition.

The culinary competitions will be similar in nature to an Iron Chef competition in the way that the competitors have a secret ingredient to work into a complementing appetizer and an entrée within a limited amount of time. Competitors will need to be prepared to create two original recipes in 20 minutes.

Who:

Anyone 18 years or older is eligible.

Emcee and Judges:

The two preliminary rounds will be emceed by Humorist, Motivational Speaker and aspiring Gourmet Chef Gail Hand. The final round will be emceed by Jenna Cooper-Gross, spokes person for NW Natural and host of *Now You're Cooking With Natural Gas*. Each Judges' panel will involve 3 to 4 judges consisting of well know chefs, authors and nationally recognized food bloggers from throughout Oregon. The judging would be based on a score from 1 to 10, 10 being the highest and be based on the following criteria:

Preparation: Cooking Techniques and complexity of recipe.

Presentation: Visual appeal and overall appearance.

- Aroma
- Taste
- Use of Secret Ingredient: Important component to the overall dish.

Prize:

The winner of the final competition will win a trophy for being the 2011 Hot Shot Cook-Off title holder in addition to a prize package containing a new gas grill and a gift certificate to a culinary store. Additionally the winner will have small write up on the social media outlets for our event partners and their winning recipes will appear on OregonLive.com in addition to possibly the FOODday section of the Oregonian.

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