



4th ANNUAL CALIFORNIA GIANT CHEF INVITATIONAL

Foodservice, corporate and restaurant chefs are invited to demonstrate their culinary skills and compete in the 4th Annual Chef Invitational for the title of California Giant Berry Farm's Top Chef!

"Working with California Giant Berry Farms has been a dream. I've gained so much knowledge and insight about the produce industry and farming from the field tours and events and felt fortunate to enjoy the California Giant team as my host. I have gained meaningful friends and a wealth of insight from this competition!" - 2020 California Giant Berry Farms Top Chef, Chef Sam Blackburn, Sodexo

ENTRY REQUIREMENTS - Read carefully!

1. Submit a main dish recipe that creatively features a **minimum of one** of the following four berry types, strawberries, blueberries, raspberries, blackberries, and totals **at least one cup** as a fresh ingredient item. Recipe submissions must be entered to California Giant in the online portal by **June 24, 2022**.
 - Recipe must be a Main Dish
 - A minimum of one of the following berry types must be used: strawberries, blueberries, raspberries, blackberries
 - Berries must be a main ingredient, not a garnish only, and at least 1 cup total of berries must be used
 - Each recipe must use 15 or fewer ingredients, not including berries
 - All spices, oils, salt, pepper, etc. are NOT included in the ingredient count
 - All recipes must be submitted accurately into the online portal and include detailed ingredients, quantities, and instructions, in addition to a high-resolution photo of the completed dish, a short chef biography, and high-resolution chef head shot. Failure to submit as described may result in disqualification.

*Once submitted, recipes and photos become property of California Giant Berry Farms.

2. A panel of judges made up of previous Top Chef winners, Monterey Bay area restaurant chefs and California Giant staff will narrow down the submissions received to a select group of Semifinalist Chefs (round 1). These recipes will then be recreated and photographed by chef, wellness expert and cookbook author, Marie Reginato. This content will be featured in a custom video which will be posted on the Chef Invitational website and California Giant social media for the public audience to vote for the People's Choice Award.

Online voting will take place **July 18 - August 4, 2022**. Top Chef Finalists and the People's Choice winner will then be selected to move onto the final round.

Selection of Semifinalists and Finalists will be based upon:

- Creative use of fresh berries as an ingredient
 - Flavor
 - Appearance
 - Quantity of berries
3. Top Chef Finalists (round 2) and the People's Choice winner will then travel to California's Central Coast **August 29-31** to compete in-person for the title of 2022 California Giant Chef Invitational Top Chef! The finalists will receive:
- Round trip airfare and shuttle transportation to Watsonville, CA
 - Hotel accommodation in Monterey, CA plus meals and transportation
 - California Giant Berry Farms field and facility tours, berry varietal tastings, one-on-one time with growers, meal events and more!
 - Custom chef coat

EVENT OUTLINE AND IMPORTANT DATES

- Enter the competition by submitting a unique, berry-innovative main dish recipe - **Deadline for entry submission - June 24, 2022**
- Semifinalists will be selected by a judging panel, and voting will go live for the People's Choice award – **Voting will open July 18 and close August 4, 2022**
- Announcement of the Top Chef Finalists and People's Choice Winner - **August 9, 2022**
- The Top Chef Finalists and People's Choice Winner will travel to Watsonville, California **August 29-31st** to tour various California Giant berry fields, facilities, and experience varietal tastings, meal events and more.
- Following the field tours and educational activities, the Finalists will present their finished dishes to a live judging panel during an exclusive event. The Chef Invitational Top Chef winners will be announced, and a celebratory reception will immediately follow.

AWARDS AND RECOGNITION

The Top Chef will receive an engraved award, \$1,000 check, \$1,000 donation to the charity of their choice, promoted in trade press, the California Giant website and social media platforms. The Top Chef will also be invited to travel and represent California Giant at the IFPA Global Produce and Floral Show, Orlando, FL in October and serve as the company Chef Ambassador.

The People's Choice Winner will receive a \$500 check and a donation of \$500 to the charity of their choice.

Please submit your recipes at <https://promos.calgiant.com/chef-invitational-2022>.

#HappinessHarvested #BetterWithBerries #CalGiantChefInvitational