



5th ANNUAL CALIFORNIA GIANT CHEF INVITATIONAL

Chefs are invited to demonstrate their culinary skills and compete in the 5th Annual Chef Invitational for the title of California Giant Berry Farm's Top Chef with an on-trend, berry forward main dish recipe.

Unique to 2023's submission guidelines is the requirement for the recipe to fall under one or more of key trends as identified by [Flavor & the Menu](#). *(See further details under entry requirements.)*

"From top to bottom, this competition was amazing. Nothing beats eating that perfect berry you just picked while walking out in the fields. I will never forget that, and I will never forget the people. So much passion from everyone involved. The California Giant family is truly something special, and one that I am thrilled to now be a part of!" – 2022 Chef Invitational winner, Chef Derek Seigfried, Gordon Food Service

ENTRY REQUIREMENTS - Read carefully!

Failure to submit as described may result in disqualification.

1. Submit an entrée recipe that creatively uses fresh berries as a key ingredient item. Recipe submissions must be entered to California Giant in the online portal by **11:59 PM on Friday, March 31, 2023**.
 - **Recipe must be an entrée that falls under one or more of the below five trends as identified by [Flavor & the Menu](#):** (see attached for details)
 - The Dark Side of Butter
 - Mustard's Moment
 - Asian Breakfast Wakes Up
 - True Colors
 - Time for Thai
 - A minimum of **two** fresh berry types must be used: strawberries, blueberries, raspberries, blackberries
 - Berries must be a main ingredient, not as garnish only, and at least **1 cup** total of berries must be used
 - Each recipe must use **15 or fewer ingredients**, not including berries
 - Berries, spices, oils, salt, pepper, etc. are NOT included in the ingredient count
 - Recipe to be made **within 4 hours** – includes preparation and cook time.

- Recipe must be written to **yield 6 servings**.
- All recipes must be submitted accurately into the online portal and include detailed ingredients, quantities, and instructions outlined in specific [format](#)
- A high-resolution photo of the completed dish, a short chef biography, and high-resolution chef head shot must be provided

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

2. A panel of judges made up of previous California Giant Chef Invitational winners, Monterey Bay area restaurant chefs and other culinarians will narrow down the submissions received to a select group of semifinalist chefs (round 1). These recipes will then be recreated and photographed. 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 in **May 2023**. Four chef finalists and the People's Choice winner will then move on to the final round.

Selection of semifinalists and finalists will be based upon:

- Creative utilization of fresh berries as a key ingredient to an entrée
 - Berries are featured in the recipe that is delicious and appealing
 - Flavor
 - Appearance
 - Quantity of berries
3. The People's Choice winner and Chef Invitational Finalists will then travel to California's Central Coast **in June** to compete in-person for the title of 2023 California Giant Chef Invitational Top Chef! The finalists will receive:
 - Round trip airfare and shuttle transportation
 - Hotel accommodation plus meals and transportation
 - California Giant Berry Farms field and facility tours, berry varietal tastings, one-on-one time with growers, meal events, a custom chef coat and more!

EVENT OUTLINE AND IMPORTANT DATES

- Enter the competition by submitting an on-trend, berry-innovative entrée recipe - **Deadline for entry submission - Friday, March 31, 2023, 11:59 P.M.**
- Semifinalists will be selected by a judging panel, and voting will go live for the People's Choice award in **May 2023**
- Announcement of the Top Chef Finalists and People's Choice Winner – **late May 2023**
- The Top Chef finalists and People's Choice winner will travel to Watsonville, California **June 26-28** 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 a \$1,000 check and a \$1,000 donation to the charity of their choice, be promoted in trade press, the California Giant website and on social media platforms. The Top Chef will have the opportunity to serve as the company's Chef Ambassador through a variety of in-person and virtual engagements. 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-2023>.

#HappinessHarvested #BetterWithBerries #CaliforniaGiantChefInvitational

Top 10 TRENDS

2023

Chef Invitational recipe submissions must conform to one or more of the following trends as identified by [Flavor & the Menu](#):

[The Dark Side of Butter](#)

With butter (or a variation of it) being ubiquitous in kitchens, show how fresh berries can be combined with a pantry staple to plus-up a dish in an unexpected way.

[Mustard's Moment](#)

Seize this moment by exploring how fresh berries can play in savory, sweet, and heat by flexing mustard's muscle.

[Asian Breakfast Wakes Up](#)

Embrace the wide definition of breakfast and awaken our senses with your unique point of view of fresh berries in a global flavor mash-up breakfast.

[True Colors](#)

Celebrate the joyful, vibrant colors that come with fresh berries and demonstrate your skillset and creativity through unique techniques and applications to your dish.

[Time for Thai](#)

Follow the expansion of authentic Thai into progressive, eclectic, craveable mashups, and show how fresh berries have a place in this lesser explored cuisine.