



CALLING ALL COOKS!!!
THE 2011 FAJITA COOKOFF
FEATURING THE
ALL INCLUSIVE WEEKEND COOKING PASS
OCTOBER 1 & 2, 2011 – SATURDAY & SUNDAY
AT THE NEW MCALLEN CONVENTION CENTER

It's time again to fire up your pits and prove you are a fajita aficionado at **The Fajita Cookoff**.

We will once again have two fajita categories - traditional and gourmet and four specialty categories - pan de campo, frijoles a la charra, beef mollejas and salsa competition. There will be cash prizes and best of all those great miniature BBQ pit trophies for first place!

As before, the event will be two days, Saturday and Sunday, October 1st & 2nd. Set-up starts on Friday, September 30th and must be completed by 8pm Friday night. The specialty categories will be held on Saturday and the fajita categories will be held on Sunday.

As part of the *PalmFest International Folklife Celebration*, the entire family can enjoy live cultural entertainment, cultural displays, antique car show, children's activities as well as some of the fiercest cooking competition north of the Rio Grande River. All in all, this is turning out to be one of the best Cookoff's ever. Don't miss out!

RULES & REGULATIONS

1. Contest is limited to the first 50 entries. Entry deadline is 5:00 p.m., Thursday, September 29, 2010. Contestant set-up will be from Noon to 8pm on Friday, September 30th. **All contestants must set-up on Friday afternoon.**
2. **ONE TOW VEHICLE PER CAMP.** No vehicles in camp will be allowed in or out during competition hours of noon to 7pm (both Saturday & Sunday) due to underwriting of Cookoff insurance policy. **Violations are subject to DISQUALIFICATION WITH NO REFUND.** Plenty of parking will be available in designated Cookoff contestant parking.
3. Cook's meeting will be held on Friday, September 30th at 7:30pm. **ATTENDANCE IS MANDATORY.**
4. Contest starts at 11am on both Saturday and Sunday. Judging/turn-in times will start at the following times:
 - * Salsa - Saturday, 12:30pm
 - * Pan de Campo - Saturday, 1:30pm
 - * Frijoles a la Charra - Saturday, 3pm
 - * Beef Mollejas/Sweetbreads - Saturday, 4:30pm
 - * Traditional Fajitas - Sunday, 2pm
 - * Gourmet Fajitas - Sunday, 3:30pm
5. Pan de Campo must be cooked in a DUTCH OVEN OVER COALS, NO GAS. Prior mixing of dough is allowed. Actual cooking must be done on location.
6. Salsa competition includes red salsa ONLY. No Pico de Gallo. Salsa must be cooked/prepared on location. You may cut or chop you ingredients ahead of time. Propane allowed.
7. Frijoles a la Charra must be cooked/prepared on location. You may cut or chop you ingredients ahead of time. Propane allowed.
8. Mollejas/Sweetbreads must be cooked/prepared on location. Beef mollejas/sweetbreads ONLY. Propane allowed.
9. No open fires or ground pits are allowed. All teams must provide a fire extinguisher.
10. All team entries will be judged for showmanship with no additional fees required.
11. Mechanical tenderizing is NOT allowed. Prior marinating of fajitas is allowed but no commercial marinating. Actual cooking must be done location.
12. If your sponsored cooking team wins, the winning check will be given to the sponsor.
13. NO MEAT OTHER THAN BEEF SKIRTS MAY BE USED for the Fajita competitions. (No sirloin)
14. Written recipes and serving instructions must be provided at check-in time for **gourmet entries**. Each contestant must display all ingredients to Cookoff officials prior to cooking on Sunday, October 3rd.
15. Judging categories and criteria:
 - A. Traditional - Taste and tenderness
 - B. Gourmet - Taste, tenderness, appearance & recipe originality
 - C. Pan de Campo - Appearance, softness and taste
 - D. Mollejas/Sweetbreads - Texture and Taste
 - E. Salsa - Aroma, Color, Texture, Taste and Aftertaste
 - E. Frijoles a la Charra - Aroma, Color, Texture, Overall Taste
 - G. Showmanship - Originality of display area and team that puts on the best show for both days.
15. Cookoff contestants may bring in food and beverages for members of the cooking team ONLY. No glass containers or beverages may be brought into camp.
16. Camp Area – Includes up to 10 people on the team (including cook) and a 20'x20' or larger space for camp and cooking rig.
17. Cookoff contestants must provide meat, barbecue pit, utensils, supplies etc. and **ELECTRICITY IS NOT PROVIDED.**
18. Make all checks payable to : ADVERTIR, INC.

For further information call the Cook-Off Hotline at 956.682.5566,
Fax: 956.686.7335, E-Mail: traffic@advertir.net or
Write: The 2010 Fajita Cookoff, 3421 W. US Hwy 83, # 6, McAllen, TX 78501
www.TheFajitaCookoff.com



The Fajita CookOff
Saturday & Sunday, October 1 & 2, 2011
ENTRY FORM



Contact Person: _____

Contestant / Sponsor / Team Name: _____

Address: _____

City: _____ Zip: _____ E-Mail: _____

Cell Telephone: (____) _____ Home Telephone: (____) _____

All Inclusive Weekend Cooking Pass

Entry Fee: \$175

CATEGORIES:

(Check all the categories your team will participate in.)

- Checkboxes for Salsa (Saturday), Pan de Campo (Saturday), Frijoles a la Charra (Saturday), Mollejas/Sweetbreads (Saturday), Traditional Fajitas (Sunday), and Gourmet Fajitas (Sunday).

TOP CASH PRIZES

1st Place

2nd Place

3rd Place

Table with 4 columns: Prize Category, 1st Place, 2nd Place, 3rd Place. Rows include Salsa, Pan de Campo, Frijoles a la Charra, Mollejas/Sweetbreads, Traditional Fajitas, Gourmet Fajitas, and Showmanship.

RENTAL NEEDS

We do have tents, tables and chairs available for rent. A rental form can be supplied upon request. Chairs - \$0.75 each / Tables - \$8 each / 10ft x 10ft Tents - \$95 each / 20ft x 20ft Tents - \$200 each.

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JUDGES DECISIONS ARE FINAL!

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WAIVER OF LIABILITY AND HOLD HARMLESS AGREEMENT

1. In consideration for receiving permission to participate in the **Fajita Cookoff at PalmFest 2011 - McAllen Convention Center** (hereinafter referred to as "Cookoff"), from **September 30th** through **October 2nd 2011** I hereby release, waive, discharge and covenant not to sue **Fajita Cookoff, PalmFest**, its officers, servants, agents and employees (hereinafter referred to as "releasees") from any and all liability, claims, demands, actions and causes of action whatsoever arising out of or relating to any loss, damage or injury, including death, that may be sustained by me, or to any property belonging to me, whether caused by the negligence of the releasees, or otherwise, while participating in the **Cookoff**, or while in, on or upon the premises where the **Cookoff** is being conducted, while in transit to or from the premises, or in any place or places connected with the **Cookoff**.
2. I am fully aware of risks and hazards connected with being on the premises and participating in the **Cookoff**, and I am fully aware that there may be risks and hazards unknown to me connected with being on the premises and participating in the **Cookoff**, and I hereby elect to voluntarily participate in the **Cookoff**, to enter upon the above named premises and engage in activities knowing that conditions may be hazardous, or may become hazardous or dangerous to me and my property. I voluntarily assume full responsibility for any risks of loss, property damage or personal injury, including death, that may be sustained by me, or any loss or damage to property owned by me, as a result of my being a participant in the **Cookoff**, whether caused by the negligence of releasees or otherwise.
3. I further hereby agree to indemnify and save and hold harmless the releasees and each of them, from any loss, liability, damage or costs they may incur due to my participation in the **Cookoff**, whether caused by the negligence of any or all of the releasees, or otherwise.
4. It is my express intent that this Release shall bind the members of my family and spouse, if I am alive, and my heirs, assigns and personal representative, if I am deceased, and shall be deemed as a Release, Waiver, Discharge and Covenant Not to Sue the above named releasees. In signing this release, I acknowledge and represent that:
 - A. I have read the foregoing release, understand it, and sign it voluntarily as my own free act and deed;
 - B. No oral representation, statements or inducements, apart from the foregoing written agreement, have been made;
 - C. I am at least eighteen (18) years of age and fully competent; and
 - D. I execute this Release for full, adequate and complete consideration fully intending to be bound by same.

In witness whereof, I have hereunto set my hand and seal this _____ day of _____ 2011.

Participant Signature: _____

Name Printed: _____

Witness: _____

Witness Name Printed: _____





TELL US ABOUT YOUR TEAM!

OCTOBER 1 & 2, 2011 – SATURDAY & SUNDAY
AT THE NEW MCALLEN CONVENTION CENTER

Tell us about your Cookoff Team because we want to let our Fajita Cookoff fans know you are participating. We'd like to add your picture and Team information on our facebook account and our website. And we if can, we may do a press release about your Team in the Fajita Cookoff and may even use pictures of you and your team at the Fajita Cookoff in future publicity and advertising.

Name of Cooking Team: _____

Sponsor Name: _____

Chief Cook: _____

Team Members: _____

How many The Fajita Cookoff awards have you won? _____

How many other Cookoff awards have you won? _____

What do you want people to know about your Team? _____

By signing below, the individual represents and warrants that he/she is duly authorized to execute this agreement on behalf of Cooking Team participating in the Fajita Cookoff. I hereby consent without further consideration or compensation to the use (full or in part) of all pictures and video taken of me and my Fajita Cookoff Team, in whole or in part, of for the purposes of illustration, broadcast, or distribution in any manner.

Submitted by: _____ Date: _____
(Print Name) (Signature)

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