

BBC
AUSTRALIAN
GoodFood

CALLING ALL COOKS
Harvey Norman/Domayne
84 O'Riordan Street, Alexandria, NSW
30 April to 2 May 2010

Calling All Cooks

The 'Calling All Cooks' competition will be launched in Good Food's April issue (on-sale March 8). Readers will be invited to send in their family favourite recipe, the dish that's always the winner with family and friends, and entry will be via e-mail, mail or via the 'Calling all Cooks' micro site.

The competition will close on April 12 when the March issue of Good Food goes off sale. The first round of judging will be conducted by Suzanne Gibbs the Food Director of Good Food and her food team where they will cull the entries down to approx twenty by April 19. Suzanne will then conduct a phone interview with each individual questioning their food styles, habits, and why they think they should win. This will enable her to gauge that they are genuine entrants and have the knowledge to move into the next round of Cook off.

These twenty entrants will then be culled to just twelve by April 23 and they will then be invited to attend 'Calling all cooks' to be held within the Harvey Norman store in Alexandria on Friday April 30- Sunday May 2. The cook offs will be held in the kitchen appliance demonstration area and seating will be provided for up to 100 people to watch the cook offs.

Sarah Wilson the new face of 'Lifestyle You' will be the MC for the weekend taking the competitors and audience through the weekend cook offs. On the Friday and Saturday we will conduct preliminary cook offs to reduce the finalists from 12 to 4. Each day there will be two cook offs at 10:30am and 2:30pm each with three people participating. Each participant will receive a box of produce and will have to prepare and cook a dish using the products provided within 90 minutes. One winner will be chosen from each session and on the Sunday the 4 finalists will cook off in the morning with the final two winners chosen from these for the grand final at 2:00pm on Sunday.

Judging will be conducted by Suzanne Gibbs, Food Director Good Food magazine, Neale Whitaker, Editor in chief Good Food Magazine and one renowned chef on each day. The grand final being judged by Suzanne, Neale and Margaret Fulton Australia's iconic cook.

At the grand final they will have to cook their original entry dish. We propose that the winner receives the grand prize of either a Harvey Norman kitchen, white goods/appliance prizes provided by Harvey Norman or an interstate Cooking School weekend (If the cooking school option is chosen, ACP will organise and charge a winners prize cost) Interstate finalists will also receive flights and accommodation to Sydney to attend the cook-offs.

High Tea

Good Food will join forces with Harvey Norman's Krunch Café to create beautiful high teas over the 3 days.

Growers Market

To coincide with the Cook off weekend 'Calling All Cooks' will host a growers market, within Harvey Norman, Alexandria; led and produced by high quality regional food suppliers over this amazing 3 day event. Food specialists are required in the following six categories: bread, cake and pies; meat and small goods; poultry and eggs; dairy; coffee; fruit and vegetables and regional foods.

Market Information

Venue location:	Harvey Norman/Domayne, 84 O'Riordan Street, Alexandria
Opening hours of event:	9am - 5:30pm
Market days:	Friday 30 April through Sunday 1 May
Bump In:	Thursday 29 th April (time TBC)
Bump Out:	Sunday 2 nd May (5:30pm)
Stallholders' Parking:	Designated area - TBA
Cost for 3 day stall:	\$600 for powered stall

Marketing

- A 12 page event pre-promote in Good Food, Real Living, House & Garden, Gourmet Traveller, Australian Women's Weekly
- Calling All Cooks Microsite listing all growers with a link to your website (if applicable)
- Advertising in local Sydney press

Branding/Styling

Domayne has designed chalk boards for each stall for signage purposes. A chalkboard artist will be provided for your branding and promotional messages.

Just organise your produce or products. Your stand will be ready for you to move into on the bump in day. The Domayne merchandising team will style the market area, making sure your experience is stress free and rewarding.

STALLHOLDER APPLICATION FORM ONLY

STANDARD STALL SIZE - 2.4 x 2.4m

CONTACT NAME:

COMPANY NAME:

TRADING AS:

ABN:

PRODUCT:

POSTAL ADDRESS:

CITY:

STATE:

POST CODE:

TELEPHONE:

FAX:

MOBILE:

EMAIL ADDRESS:

WEBSITE:

To book your stall please email Project Manager Ruth Johnstone
ruthjohnstone@optusnet.com.au

In your email please provide background information on your company and products/produce and all contact details.