



Dear Georgia Chefs and Restaurateurs,

A new cooking event is being added to a long-standing annual tradition.

The inaugural Golden Onion professional cooking competition will be held on Sunday, April 22, 2012 in Vidalia, Ga., as the official kick-off to the 35th Annual Vidalia Onion Festival. This new cook-off showcases the Vidalia® Onion, our state's most exclusive and internationally renowned agricultural treasure. It also offers a new platform for chefs across Georgia to display their skills and creativity.

The Golden Onion competition is presented by the Vidalia Onion Festival Committee in cooperation with the Vidalia® Onion Committee, Georgia Department of Economic Development, and the Georgia Restaurant Association.

Competitors are invited to create, prepare and present a recipe that features Vidalia® Onions. Twelve chefs are invited to compete, but only one chef will be named champion.

The First Place champion wins the exclusive honor of possessing the Golden Onion trophy for one year and will also be awarded \$500. The second place winner will receive \$250 and the third place winner \$100. All winners will also receive commemorative plaques to keep indefinitely.

While the Golden Onion trophy must be surrendered to the winner of the competition the following year, during a champion's reign he or she holds exclusive bragging rights.

If you fit the requirements and would like to compete on Sunday, April 22, 2012, in Vidalia, Ga., fill out and submit the entry form before Friday, March 16, 2012.

We're excited about this new state-wide professional cooking competition, which will be hosted at the Vidalia Community Center, 107 Old Airport Road. We look forward to seeing you there.

Sincerely,

A handwritten signature in black ink, appearing to read "Tim Truxel".

Tim Truxel, Chairman
35th Annual Vidalia Onion Festival

Enclosures: Entry Form, Competition Manual

2012 GOLDEN ONION ENTRY FORM

Review the Competition Manual for complete details including Competitor Requirements. There are 12 spots available. Complete entries must be received by Friday, March 16, 2012.

Lead Chef's Name: _____

Lead Chef's Title: _____

Work Phone: _____

Cell Phone: _____

Email Address: _____

Restaurant Name: _____

Restaurant Street Address: _____

Restaurant City/State/Zip: _____

Restaurant Phone: _____

Restaurant Website: _____

Are you able to compete in Vidalia, Ga., on Sunday, April 22, 2012? Yes No

Are you currently a member of the Georgia Restaurant Association? Yes No

Entry Fee of \$100 (reduced to \$50 for GRA members) must be mailed to:

Ingrid M. Varn, Executive Director
Vidalia Area Convention & Visitors Bureau
100 Vidalia Sweet Onion Dr.
Vidalia, GA 30474

Make checks payable to: *Vidalia Onion Festival Committee*

Application is not complete until funds are received. Checks will be returned to chefs who do not make the final roster of 12 competitors.

Each Lead Chef is allowed to bring one Assistant:

Assistant's Name: _____

Assistant's Title: _____

Note: If assistant details aren't finalized by application deadline, this information may be provided at a later date.

Note: Answers to the following questions do not determine eligibility, but may be used to help draft promotional materials:

Do Vidalia® Onions appear on your menu? Yes (always) Yes (seasonally) No

What do you like about cooking with Vidalia® Onions?

Complete entry applications must include:

- A high-resolution digital **photograph** of the Lead Chef. Send the .jpg file via email to Ingrid M. Varn, yacvb@bellsouth.net.
 - Include Chef's Name in the subject line.
 - Include Chef's Name, title and restaurant in the body of the email.
 - Include Photographer credit information in the body of the email.

- A written **bio** of Lead Chef's background, qualifications and/or accomplishments, for promotional use including distribution to media.

- Recipe** that will be prepared during the competition, written to serve 6 people, including dish title, ingredients and prep instructions. Include Lead Chef's name on the recipe document. (Note that the chef's name will be deleted from judges' recipe copies.) Recipe must include Vidalia® Onion(s) as an ingredient.

- What **quantity of Vidalia® Onions** will you require on the day of the competition?
_____ (specify quantity by number of onions or pounds)

Before submitting all entry materials including this form, be sure that all information is complete, accurate and fact-checked.

Submit entry documents to Ingrid M. Varn by email to yacvb@bellsouth.net or fax to 912-538-1466.

Thank you for your interest! Contestants will be confirmed no later than **Monday, April 2, 2012.**