

## 2019 NMSF Green Chile Cheeseburger Challenge

Monday, September 9, 2019

New Mexico State Fair  
In association with  
The New Mexico Department of Agriculture

**WHAT:** 2019 NMSF Green Chile Cheeseburger Challenge  
**WHEN:** Event – Monday, September 9<sup>th</sup> – in the afternoon  
**WHERE:** The Agriculture Building Courtyard – New Mexico State Fair - ABQ  
**WHO:** New Mexico restaurants are eligible. *Brick & mortar established restaurants only.*

### GUIDELINES AND PROCEDURES

- Participation is limited to **10** established [*brick-and-mortar*] restaurants that do business and pay taxes in New Mexico and are located within in New Mexico.
- If there are more than **10** entries, a drawing by lot will determine the contestants. If more than 10 contestants apply, names will be drawn out-of-a-hat on Tuesday, July **9<sup>th</sup>** to determine which restaurants will compete. The limitation of 10 is due to logistics for quality control.
- **\*\* 1<sup>ST</sup> PLACE WINNER** and the **PEOPLES CHOICE WINNER** from the GCCC 2018, will have first-right-of-refusal as an automatic "1<sup>st</sup>" entry. Should they choose to take advantage of this automatic buy, their entry must be received by the deadline.
- **NEW MENU RULE:** The winner of the 2019 NMSF Green Chile Cheese Burger Challenge is asked to feature that item on their menu, so their patrons can take advantage of purchasing the 1<sup>st</sup> Place Champion Burger from the Fair.  
If the menu already features that burger, we strongly encourage the winner to advertise that fact. If however the burger that won the competition is not a regular menu item, the NMSF **requires** that the 1<sup>st</sup> Place Burger will be made available within two weeks of the competition and remain on the menu for one year beyond the September competition date.
- Entrants must provide their own cooking equipment and materials including grill, ingredients and a 10 X 10 canopy to cover the food prep area. **Canopies:** 'pop-up' tents must be made of a flame retardant fabric which includes the manufactures tag stating as such, please limit the size to 10'x10'. Additional details will be provided prior to competition.
- *Not everyone* will need a canopy, however you must be prepared to have that item available.
- Each competitor will be allowed 4-5 personnel within the cooking area. They will be given gate passes for the day. At least one vehicle will also be allowed entry through Gate 6 for setup. The vehicle must be moved to the designated parking area before the competition
- Competitors are encouraged to decorate, promote and hand out any promotional information so the general public will know who is cooking and prepping for the contest. We want all restaurants to benefit from the competition and the promotion the New Mexico State Fair will be doing.
- Participants will be allowed access to the area as early as 6:00AM; on the day of the contest in order to be ready for inspections by appropriate health, and safety agency representatives. Inspections start promptly at 10:00am. {Monday, September 9}.

- An order to "Fire Up Your Grill" will be given at approximately 11:30am. This will allow contestants to "test cook" and prepare for the NMSF Green Chile Cheeseburger Challenge will occur. The contest will kick off approximately 12:00pm.
- Each participant will be notified in advance of the time when the judges will be *tasting* their entry. Contestants need be present for that announcement.
- Cooking will be done outdoors on the competitor's: Closed, self contained propane grill, with lid, within the confines of the competition area in the Agriculture Building Courtyard.
- The Fair will provide necessary fire extinguishers and trash receptacles. Cold water is available, at the 3 compartment sink inside the Agriculture Building.
- All patty cooking must be done on-site during the competition.

Once all competitors have finished presenting their respective burgers for judging and the on-site coordinator has cleared the competition complete, the "People's Choice Competition" will begin. An order to "Fire Up Your Grill" will be given for the PEOPLES CHOICE SAMPLING approximately at 1:30pm, this part of the contest will commence at 2:00pm. The NMSF will allow 125 - 150 ballots to be presented for the PEOPLES CHOICE SAMPLING.

- All ingredients must promote New Mexico agribusiness and include a meat or vegetable patty, cheese and **Green Chile**. Optional ingredients and any condiments may be used. Ingredients can be "premixed" and do not have to be disclosed.
- **GREEN CHILE must be from a New Mexico home grown' location.** If you want to advertise the New Mexico farm or garden where the green chile was grown, that is permissible and encouraged.
- Lineup/cooking position will be determined by lot, which will be done after all entrants have been chosen and qualified.
- A \$25 fee must accompany all applications and is non-refundable, even if not selected.

- **Entries must be received by:**  
**Monday, July 8th at end of business day.**

- If drawing is necessary, it will be held on Tuesday, July 9th and contestants will be notified after that time, via email and/or telephone.
- The competition area will be secured for the protection of the public.
- Judging will occur in the courtyard of the Agriculture Building in close proximity to the NMDA Country Store.
- TWO Individual complete burger must be delivered to judges who will sample portions at staggered times so they are hot and juicy. The competition is just TWO complete burgers presented to the entry table.
- The competition requires adherence to prevailing codes and rules of the New Mexico State Fair, the New Mexico State Fire Marshall and the New Mexico Environment Department. Any of the governing

entities have the authority to disqualify entrants if appropriate safety and health concerns are not followed.

- Fairgoers will be encouraged to watch the activities, but will be required to remain behind the border outlining the competition area. (In other words, the cooking and prep area will be inside a roped in and around the area).

Announcement of the winners; People's Choice and Awards Presentation will be made at the judges' podium in the Agriculture Building courtyard.

It is expected the announcement will be at approximately 4:00pm.

In the event of a tie, winner will be chosen based on the single score of the "Green Chile" category vote.

**Questions** should be addressed to:

Craig Vencill – On Site Coordinator "Main Street/Theme Days/NMSF-GCCC"  
New Mexico State Fair  
505-222-0788 p  
505-250-6140 c  
[craig.vencill@state.nm.us](mailto:craig.vencill@state.nm.us)

CONTESTANTS PROVIDE:

All cooking and presentation material and equipment including grill, ingredients, tools, table cover and skirting, and a **10x10** popup tent to cover the prep area. Any promotional material. The popup tent may not be required, but you should be provided in case it is needed due to unforeseen weather or placement in the courtyard.

STATE FAIR PROVIDE:

Organization of event  
Promotion of event  
Safety and health inspections  
Fire extinguishers  
(2) - 8' tables for each entrant  
Trash disposal  
Security for the area  
Judges  
First Place, Runner Up, and People's Choice Awards  
Gate Admission for contestants (5) people per each booth  
Distribution of event procedures and information and regulatory material  
from the health department, fire marshal, and LP gas bureau, stage  
platform and tables and chairs for judges  
1 Parking Pass for contestants' vehicle to be close to area, via Gate 6  
Decorations for judging area  
Judging assistance (water, plates, napkins, etc)  
Distribution of information

APPLICATION TO PARTICIPATE  
PLEASE SUBMIT BY JULY 8<sup>TH</sup> by end of business day  
2019 New Mexico State Fair  
**Green Chile Cheeseburger Challenge**  
Monday, September 9, 2019  
In association with  
New Mexico Department of Agriculture

Applicant (name of restaurant) \_\_\_\_\_

Address (of restaurant) \_\_\_\_\_

\_\_\_\_\_

**Phone # at restaurant** \_\_\_\_\_

Name of applicant representative (who is in charge of the entry?)  
\_\_\_\_\_

**Cell phone # of applicant representative** \_\_\_\_\_

E-mail of application representative (s) \_\_\_\_\_

Additional emails \_\_\_\_\_

Applicant agrees to abide by all applicable guidelines, rules and regulations established by the NM State Fair and any other life, health or safety agency.

THE NEW MEXICO STATE FAIR officials reserve the right to revise any of the rules/regulations that serve to improve, improvise or change any part of the contest at their complete discretion.

**Applicant (contestant) agrees to use**  
**NEW MEXICO GROWN AND CULTIVATED GREEN CHILE.**

\_\_\_\_\_  
**Signature of applicant representative**

**A non-refundable application fee of \$25 must be included with application to be sent to and received at the NMSF office by end-of-day - Monday, July 9<sup>th</sup> 2018.**

**If you are paying via a credit card, please call either Craig Vencill or Erlinda Trujillo.**

**Attn:  
Erlinda Trujillo  
2017 NMSF GCCB Entry  
PO Box 8546  
Albuquerque, NM 87198**

If hand – delivering the application – Located at San Pedro & Copper {Gate 3}

Attn: Erlinda Trujillo  
The New Mexico State Fair Administration Building  
300 San Pedro NE  
Albuquerque, NM 87106