**13th Annual**

**Worcester’s Best Chef Competition**

**Sunday, January 26, 2020**

**4:00-8:00 pm**

October 2019

Good Day Chef,

The 13th Annual Worcester’s Best Chef competition is taking place on Sunday, January 26, 2020 at historic Mechanics Hall. Last year’s event - like the years before - was sold-out with a capacity crowd. For 2020, we expect yet another 1,200 excited foodies to visit our talented chefs.

Quick Overview:

* WBC2020 is scheduled for Sunday, January 26, which is a bye-week for NFL football (No games, Super Bowl is the following week).
* Competing chefs, finalists or winners at previous WBC events over the last 12 years, as well as newcomers, are bringing their “A” game.
* The first hour will be VIP and be limited to 350 guests who want to have quality face-time with chefs. VIP will have a dedicated relaxation room this year, and sparkling wine will be served upon their arrival.
* Beer, wine and spirits tastings will take place throughout the night.
* We have a full marketing calendar (first come, first serve) for excellent exposure on FM radio, newspaper, TV, websites and social media.
* We are adding more detail this year about the event to both our website and our Facebook pages.
* Table tents and posters will be delivered to help you promote your participation in this event.
* Winners will be given a professionally-designed banner to display at their restaurant following the event.
* At least 3 culinary high schools will be competing with each other at WBC2020, and those students will be available to assist and shadow chefs during the event. Last year, $8,000 was awarded to these students at WBC2019.
* The word is out and we have already received applications for WBC2020. Chefs are being assigned places in the floor plan on a first-come, first serve basis. We strongly urge you to register now to secure your spot on the floor, as well as lock –in FM radio and TV interviews.



**Application**

**13th Anniversary**

**Worcester’s Best Chef Competition**

Historic Mechanic’s Hall

**Sunday, January 26, 2020**

**4:00-8:00 pm**

Competing Chef’s Name & Restaurant/Associated Facility:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title (Chef/Owner, Executive Chef, Sous Chef, etc):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Full Address of Restaurant/Facility:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Your Bio/Experience for Marketing Purposes:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**The Competition:** Both a Judges’ Choice and The Peoples’ Choice Awards will be given, and the title of the 2020 Worcester’s Best Chef Champion will be awarded to the winner of the Iron Chef round.

You will need to schedule most of the day to be at the event and you will be given four additional passes to the competition, which you may use at your discretion – for helpers and/or for owners. The presentation to the Judges takes place over the course of the day and the public portion of the event begins at 4:00pm. We suggest that you bring 750 bite-sized portions for the public part of the event. You will need to plan on serving food until **8 pm** and we ask that you do not begin any break-down of your booth until **8 pm**.

**TV and FM Radio Interviews and Booth Assignments are Issued on a First-Come Basis.**

**Four $25.00 Gift Cards (your entry fee) will be raffled to guests in an effort to drive business to your restaurant.**

Scan and email this application by **November 1, 2019** to

**Domenic Mercurio or Aya Lanzoni**:

[**Domenic@MercuryMediaLLC.com**](mailto:Domenic@MercuryMediaLLC.com)

**Or** [**Domenic@WorcestersBestChef.com**](mailto:Domenic@WorcestersBestChef.com)

[**Aya@WorcestersBestChef.com**](mailto:Aya@WorcestersBestChef.com)

**Or** [**Aya@tinydragonpromotions.com**](mailto:Aya@tinydragonpromotions.com)

Or call 508-479-1171

**WorcestersBestChef.com**

We hope to see you at the 13th Anniversary Worcester’s Best Chef competition!

Best Regards,

Domenic Mercurio, *producer*

Traci Parath, *event manager*

John Lawrence, *chef liaison*

Nino Giamei, *registration captain*

Aya Lanzoni, *marketing & social media director*