

RULES & REGULATIONS

— 2024 IMPERIAL VALLEY TACO FESTIVAL
MAY 03, 2024 - MAIN ST. & PLAZA PARK, BRAWLEY



DO YOU HAVE THE BEST TACOS IN TOWN?

Will you be the next Taco Champion?

Professional, amateur, and/or fundraising/service organizations are invited to participate.

Local celebrity judges will decide who the next Imperial Valley Taco King/Queen will be!

CATEGORIES
CARNE ASADA TACO
OPEN CATEGORY TACO
BEST SALSA

COMPETITORS WILL
PROVIDE 1 TACO PER JUDGE
PER CATEGORY.

JUDGING BEGINS AT 4:00 P.M.
AND IS A BLIND JUDGING
PROCESS.

GENERAL RULES

1. Entries for cookoff must be obtained through the Chamber's online website or in person
2. Each Vendor must provide their own tables, displays and tents.
3. Submissions for the cookoff will start March 11th, 2024.
4. Contestants for the cookoff will be those who have completed the entry form, paid the entry fees, been approved, signed a vendor contract, and met the rules and guidelines for the event.
5. Each team must have a team Captain. The Captain is responsible for the team and for following all the guidelines, rules and any other specifics laid out by The Chamber of Commerce for Greater Brawley and/or volunteers, or in this document.
6. Set-up for contestants begins at 11 p.m. on Friday, May 3rd, 2024. (Vendors at 12:00pm)
7. The name of your team, and team captain's name should be in clear view for the general public.
8. Each team is responsible for the cleanliness of their venues. Trash must be placed in trash receptacles. Staff will be by periodically to inspect team area. **Any vendor/contestant with booth space left uncleaned at the end of the event will be charged a \$100 cleaning fee.**
9. Proper food preparation guidelines must be followed by every team member. Please be sure that you are washing your hands, wearing preparation gloves and hairnets, and keeping your venues clean and safe for all visitors, staff and volunteers.
10. Each booth must have at least one (1) fire extinguisher within reach of their cooking area at all times. Chamber staff will inspect each venue throughout the event to ensure fire safety is being practiced, including maintaining easy access to their fire extinguisher.
11. Pets are NOT allowed in the cookoff area.
12. Please, no loud, offensive, or explicit music. If noise levels are too high or music has any type of explicit nature, entrants may be asked to leave and the team may be disqualified.
13. Vendors cooking with oil are required to place a tarp or mat under the cooking area.
14. Hot surfaces placed directly on the concrete or ground are not permitted. Any equipment or devices that may damage the surface area of the contest site in any way are prohibited.
15. A power source or generators will **NOT** be provided by the Chamber. If power is required for your booth, you are responsible for providing the means of electricity.
16. **Only whisper quiet generators will be allowed.**

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TACO COOKOFF RULES

1. All ingredients must arrive on site raw and in compliance with the health department guidelines.
2. Cooking may begin as early as 11:00 p.m. when the set-up period begins.
3. Teams shall turn in at least one sample per judge (5 judges)
4. Collection of tacos will begin at 4:00 p.m. Each team will be given a closeable container to plate their tacos for each. Everything in the container must be edible, with the exception of, paper/foil to wrap the tacos. Each team will receive a special code to write on their entries which will allow cookoff officials to associate the dish with the team. Code-team association are kept in the strictest confidence.

CATEGORY DESCRIPTION

CARNE ASADA- Beef shall be prepared and grilled thoroughly. (Meat can be skirt steak, flank steak, Arrachera, etc. NO GROUND BEEF) Beef shall then be placed in one or two tortillas* and garnished as seen fit by the team to best showcase the preparation of the meat. The meat should comprise at least 70% of the weight of the prepared taco filling. All sauces and garnishes should be prepared on-site.

OPEN CATEGORY- This category is open to ANY TYPE of Tacos. For example: Chicken Tacos, Fish/Seafood Tacos, Pork Tacos (Carnitas), Vegetarian or Vegan Tacos, Shredded beef Tacos, Tacos de Guisado, Breakfast Tacos, Dessert Tacos, etc.

In order to be considered as Tacos, fillings shall then be placed in one or two tortillas* and garnished as seen fit by the team to best showcase the preparation of the fillings. The featured fillings should comprise at least 70% of the weight of the prepared taco. All sauces and garnishes should be prepared on-site.

**Tortillas can be Corn or Flour tortillas and may be substituted for a lettuce wrap, Jicama Tortilla, Rice Paper, Crepes or any substitute that resembles a tortilla.*

SALSA- Does your salsa have what it takes to be named the best? You must prepare a minimum of 1 pint (16 oz.) of your freshest and tastiest salsa for the contest. All salsa must be prepared on-site starting at 11:00 p.m. using fresh ingredients only. **Pre-made or pre-mixed salsa will be disqualified from the competition.** A panel of judges will taste and judge salsa based on aroma (0-10pts.), consistency (0-10pts.), appropriate heat level (0-10pts.), color and taste (0-20pts.). Collection of salsa will begin at 4:30pm

JUDGING CRITERIA

APPEARANCE- The dish should be attractive and inviting to eat. 0-10 points.

AROMA- The dish should smell appetizing. 0-10 points.

TEXTURE- The texture should have a pleasing mouth-feel. 0-10 points.

FLAVOR- The flavor should be delicious, characteristic of the dish and balanced. 0-20 points.