INTRODUCTION
The Kulinarya: A Filipino Culinary Showdown is organized by the Philippine Consulate General, Department of Tourism, Department of Trade and Industry, Philippine National Police, and with the support of Filipino American Arts Exposition. Its objectives are: (1) to elevate the consciousness and appreciation of US residents on Philippine cuisine; (2) to further improve the quality of taste and presentation of Filipino dishes through a competition among chefs, cooks, foodies, students and other culinary enthusiasts; (3) to increase the usage of Filipino food products in Filipino and American cuisine; and (4) to encourage more residents to visit the Philippines, particularly in identified Kulinarya destinations.

A. SEMI FINAL ROUND

• The entrée recipe should represent one of the following traditional style Filipino dishes: Kare-Kare, Escabeche, Caldereta, Menudo, Afritada, Pochero and Sisig. Other dish may be submitted as entry by a contestant but it needs prior approval by the Kulinarya Steering Committee.

• Each featured traditional Filipino entrée must:
  - Use at least two Filipino household food brands.
  - Have a title and list of all ingredients with exact U.S. measurements including complete directions, dish sizes, required utensils, preparation time, cooking time, heat requirements (i.e. oven temperature or stove top heat), number of servings, and any other relevant information.

• No cooking on-site will be allowed during the semi-final round. Entry dishes must be cooked prior to arriving at the venue. Light preparation and plate decor for the presentation is permitted. Steamed rice, if needed, will be provided by competition organizers.

• Contestants must provide their own knives and small wares. Additional cookware, and/or small appliances must be approved. No additional heat source may be used during preparation.

• All recipe ingredients are the responsibility of the contestant. Each contestant will be requested to buy their ingredients from sponsoring stores. Food gift certificates from sponsors will be given. If Gift certificates are not available for procurement of food supplies, organizers will reimburse the
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contestant up to a maximum of $75 to defray expenses in food supplies used, subject to submission of receipts to the organizers.

- Each contestant will prepare a half sheet tray or enough sample tastings of his/her featured entree to be served at the Semi-Finals event for approximately 30 guests. Three (3) oz. sampling containers and steamed rice will be provided by competition organizers.
- Each contestant may bring one culinary assistant (set up starts at 10:30am) and 2 personal guests that may attend the semi-finals event on Saturday, October 22, 2011 at Room 106, Seasons Market Place at 1535 Landess Avenue, Milpitas, California 95030.

CONTESTANT ELIGIBILITY

Professional Division: Culinary Professionals such as chefs, cooks, culinary educator and other culinary professionals who have/had been employed in that capacity. He should also be at least 18 years old and a resident of United States.

Amateur Division: Any person who has NOT been employed in any restaurant nor a culinary instructor. He should also be at least 18 years old and a resident of United States.

All contestants are required to attend a pre- and post-competition briefing, at times determined by the steering committee.

The Steering Committee shall screen the credentials of interested contestants and short-list to six contestants in each category.

COMPETITION

Each contestant must be presentable and in proper attire.

Each contestant must follow all timelines to be provided by the Organizers.

For the Judges: Each contestant must prepare six portions of the featured Filipino entrée. A side of rice and sauces to balance the plate are accepted. Special dinnerware for the presentation to the judge panel is permitted.
Each warming cooking station will be supplied with the following equipment:

- 2 contestants per 1 x 6-foot and additional storage space will be designated at special prep area.
- 1 Electrical warmer and extension cords.
- Tasting Sample containers (3 oz.), napkins and utensils
- Table signage with contestant picture and name
- Wash Station: container of water and cleaning supplies (including sanitizer), 1 x wet waste bucket.
- 1 x Trash container with liner

The organizers will supply electrical warmers to each contestant. Competitors may NOT be allowed to bring small appliances (such as food processors, immersion blenders, or blow torches).

Contestants are required to store their entry dishes in sealed containers to avoid contamination. Each contestant is responsible in setting up his display station, and he must clean any kind of waste/spillage during the competition.

Each contestant must provide his/her own handcart for transporting his entry dish and supplies to the venue.

Competitors will be disqualified if they do not present the featured entrée in person at the designated time given by the competition organizers. No substitute/other assistance is allowed.

Each contestant will be given 5 minutes to present his/her featured entree to the judge panel. Presentation times for each contestant will be assigned for each division (Professionals and Amateurs).

Each contestant must comply with all food safety guidelines. For more details please refer to: http://www.foodsafety.gov/

By entering this competition, contestants grant permission to the Philippine Consulate General, Department of Tourism, the Department of Trade and Industry, the Philippine National Police, and Filipino American Arts Exposition to publish and/or use in any way the materials submitted, including the recipes and names and photos of competitors.

The Philippine Consulate General, Department of Tourism, Department of Trade and Industry, Philippine National Police, Filipino American Arts Exposition, Participating Sponsors and Steering Committee members shall not be liable or responsible for personal injury, or lost, stolen, or broken equipment and supplies brought by the contestants.
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EVENT SCHEDULE

10:30AM  Contestants arrive at Room 106, Seasons Market Place at Landess. Set up.
         Fire Inspection/Sanitary inspection may be done.
11:30 AM  Program; Introduction of Contestants & Judges.
11:45AM  **Amateur Division**  : Six (6) contestants present their Filipino entrée to a panel of judges;
         each contestant is given 5 minutes to make a presentation to the judges.
12:30 PM  Judges to finalize the scores.
12:30-1 PM  Amateur tasting stations open to serve food tastings to special invited guests.
1:30 PM  **Professionals Division**  : Six (6) contestants present their Filipino entrée to judge panel;
         Each contestant is given 5 minutes to make a presentation.
2:15 PM  Judges to finalize the scores.
2:15 PM  Professionals tasting stations open to serve food tastings to special invited guests.
3:15 PM  Announcement of Finalists for Adult Amateur and Professionals Divisions by Steering
         Committee Chair.
         Closing Program.
3:45-4:00 PM END. BREAKDOWN.

JUDGING

A panel of judges will review the competitors and featured entrées, using a 30-point scale, as follows:

**Creativity - 10 points**
Let the recipe tell your story. Maybe it’s specific to your hometown, a childhood favorite, a family tradition,
or one of your specialties. Contestants may be requested to describe his entry dish.

**Presentation - 10 points**
We'll review your recipe's name, description and preparation. Does the presentation look appetizing? We
feast with our eyes first!
Taste - 10 points
We're looking for the perfect blend of flavors that feature Filipino cuisine. Contestants may lose points or be disqualified from the challenge for lack of compliance with contest general rules and guidelines.

Judges will offer individual critiques to contestants at the close of the competition. The decisions of the judges are final.

The three (3) winners in each division (Professional & Amateur) of the Semi-Final Round shall go to the Final Round and do actual cooking on-site in three categories (sour/appetizer, entrée, Filipino-style dessert).

Content Restrictions

- The Entry must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The Entry must not contain images or artwork not created by entrant;
- The Entry must not contain material that is inappropriate, indecent, obscene hateful, tortuous, defamatory, slanderous or libelous;
- The Entry must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age;
- The Entry must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any state where the Entry is created.

Although we cannot eliminate all unforeseen issues we are committed to dealing with them in a professional manner to produce a fair and level playing field for all the competitors. The Philippine Consulate General, Department of Tourism, Department of Trade and Industry, Philippine National Police, Filipino American Arts Exposition, Steering Committee members along with the judge panel of the competition has the reserved right of making final decisions on unresolved issues for what they believe to be the benefit of the competition.
B. FINAL ROUND

The Final Round of the Kulinarya Competition will be held on Saturday, December 3, 2011 in San Francisco, California (tentatively set at City View, Metreon on Mission St. x 4th Street, San Francisco, CA.)

The three (3) winners in each division (Professional & Amateur) of the Semi-Final Round shall go to the Final Round and do actual cooking on-site in three categories. A Separate Rules and Guidelines will be provided to the Finalists before the Final Round in December 2011.

Finalists will do actual cooking during the Final Round. Each finalist will be required to cook the following dish items:

- **Soup or Appetizer:** (i.e. Filipino Lumpia, Ukoy, Kilawin, Bulalo, Sinigang, and Tinola)
- **Entrees:** Adobo and the winning dish from the Semi-Finals Round
- **Filipino Style Dessert:** (i.e. Halo-halo, Buko-Pandan, Kakanin)

This year, the use of *pili nut* as an ingredient in savory and dessert items is introduced. Finalists are highly encouraged to include pili nut in their entry dish(es). Otherwise, finalists may also join in the **Special Category Division** wherein *pili nut* is given prominence in their special dish. A set of judging criteria will be applied in this category and special prizes will be given to selected dishes using *pili nut* in their recipe.

C. PRIZES

After the Final Round, the grand winner in each competition division (Amateur and Professional) will be announced and each will receive a round trip ticket to the Philippines with a tour to Philippine culinary destinations, gift certificates and other prizes. All contestants will receive certificates of participation and consolation prizes.

In the Special Category Division wherein Pili Nut will be used as a key ingredient, the Finalists or other interested people may register and join in this special contest. Special prizes will be given to people participating in this special category.

Awards will be presented immediately after the Final Round of the Kulinarya: A Filipino Culinary Showdown. All winners will be also announced in the San Francisco Philippine Consulate and DOT websites, media partners and other local TV and print media.
KULINARYA SEMI-FINAL COMPETITION
22 OCTOBER 2011, SEASONS MARKET PLACE AT LANDESS
CONTESTANT GENERAL RULES AND GUIDELINES

D. CONTACT NUMBERS OF ORGANIZERS

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