



2010 California WIC “Iron Chef” Wellness Cook-Off!

California WIC Association is hosting the 2nd Annual WIC Foods Recipe & Cooking Competition.

Three finalists will compete in a cooking demonstration during the Annual Conference in San Diego on Monday, May 3rd at 12:45 p.m.

Acclaimed Food Writer and Cookbook Author Marie Simmons and San Diego Union-Tribune Features Editor, Michele Parente will be the judges of the Cook-Off

So put on your Creative and Healthy Chef’s Hat and Join the Fun!

ELIGIBILITY

The WIC Foods Recipe Contest is open to all state or local California WIC employees only.

TO ENTER

- Recipes must be typed on a separate piece of paper, and include a list of measured ingredients, step-by-step instructions for preparation, and number of servings.
- Hot or cold recipes may be submitted, however, they must be able to be made in 30 minutes or less (excluding cook time for brown rice).
- Entries must include your name, agency affiliation, address, phone number, and email.
- Submit entries to: **CWA 1107 – 9th St., Ste. 625, Sacramento, CA 95814, postmarked by April 9**, or send to noconnor@calwic.org via **E-mail by midnight on Sunday, April 11, 2010**. Late submissions will not be accepted.

RULES

1. In “Iron Chef” style it is required that all recipe submissions include this year’s **secret ingredient** -- **BROWN RICE**. Recipe must use minimum 1 cup uncooked brown rice or 3 cups cooked brown rice. California’s WIC package includes long, medium, short grain brown rice, instant or pre-cooked brown rice.
2. The goal of the competition is to create healthy delicious meals using foods from the WIC package. Other allowable foods include lean meats, poultry and seafood, pantry

staples, herbs and spices. Avoidance of high sugar, fat, and salty ingredients is strongly recommended.

RULES (Continued)

3. Instructions must be simple and easy to follow, and the dish should feed at least four. Please identify if the recipe is a breakfast, lunch, dinner, dessert, or snack recipe.
4. Three top recipes will be chosen by professionals, and finalist WIC “chefs” will be notified by April 19 that their recipe was selected for the WIC “Iron Chef” Cook-Off in San Diego on May 3rd.
5. CWA and USA Rice Federation reserve the right to edit and make minor modifications for publishing and promotional use of all submitted recipes.

TOP 3 FINALISTS

Finalists must be willing and able to demonstrate how to prepare the recipe at the CWA Annual Conference in San Diego on Monday, May 3rd between 12:45 PM and 1:45 PM for attendees to view and a panel of experts to judge. The highest scoring recipe will be “Cook-Off Winner,” with the remaining recipes being “Cook-Off Runner Up.” If you will not be in attendance at the Annual Conference, you must arrange for someone to prepare your recipe or it will be disqualified from the competition.

Rice cookers and brown rice will be provided on site for rice preparation. Electric outlets and 2-burner hotplates will be provided. Finalists must bring all ingredients and additional equipment needed (wok, toaster oven, electric skillet, bowls, pans, etc) to prepare the recipe. CWA will reimburse finalists for ingredients used in the competition; finalists must bring grocery receipt. Paper goods for recipe tasting will be provided.

JUDGING

- Judging criteria will be based on healthfulness, taste, good use of ingredients from the Food Package, and simplicity.

PRIZES

- Winners will receive gift prizes, including rice cookers and cookbooks, along with instant fame as they star in WIC’s **“Iron Chef” Wellness Cook-Off** at the CWA Annual Conference **“WIC Goes Platinum”!**
- Cook-Off Winner receives an Aroma rice cooker and special cookbooks.
- Cook-Off Runners Up receive an Aroma rice cooker and special cookbooks.
- Photos of winners and their recipes will be featured in future editions of the WIC WATCH and on USA Rice Federation’s and other sponsor’s websites.

