

# The Blindfold Bake Mystery Ingredient Pizza Contest

Calling all culinary daredevils! Ready to unleash your inner pizza Picasso? The Blindfold Bake Mystery Ingredient Pizza Contest throws taste buds into a tailspin and unleashes your creative genius! Can you craft a masterpiece pizza using a surprise box of ingredients *and* surprise finds from the Sofo Foods showcase floor? Four brave souls will battle it out for a shot at pizza-making fame, bragging rights, and incredible prizes! Will your creation become the next viral trend? Blindfolds on, imaginations ignited – this is your chance to become a champion of culinary pizza creativity!

## Rules

- Contestants must be an owner, manager, or employee 18 years or older from a restaurant, pizzeria or foodservice establishment that is currently an active Sofo Foods customer.
- Contestants must be a registered attendee of Sofo Foods Showcase and present at the designated time assigned by the contest manager. Any contestant not present at stage check-in by the designated time will be replaced by the next alternate selected.
- Check In will take place at 2:00 p.m. At this time contestants will have the opportunity to see the ingredients in the mystery box and draw for the order in which they will present their creation to the judges.
- Contestants will be provided dough, sauce, cheese and a box of mystery ingredients. Please note that some products may be provided by our preferred product sponsors and available for use. In addition contestants will be allowed 20 minutes to select additional ingredients from vendors on the show floor. The contest will begin at promptly at 2:30 p.m. at this time all contestants need to return to the stage and kitchen prep area.
- A dough prep and temporary kitchen area will be available. Entrants will receive an email detailing ovens and other items provided in these areas. Basic kitchen and tools will be made available to contestants.
- Contestants 1 and 2 will enter the prep area first and assemble their pizzas. 15 minutes will be allotted to prep pizzas for the oven.
- Upon placing their pizzas in the oven, Contestants 3 and 4 may enter the prep area and begin to assemble their pizzas also with a 15 minute time allotment to prep pizzas for the oven.
- Upon completion of baking contestants 1 and 2 will present the unsliced pizza to the judges for viewing. Presentation will take place in the order that was chosen. Contestants will have up to five minutes to present to the judges. Be prepared to discuss the ingredients you used and your creativity process, and how you might market this item at your pizzeria.

- Contestant will then slice and plate their pizza to serve to the judges.
- After judging is completed for contestants 1 and 2, contestants 3 and 4 will place their pizzas in the oven.
- Upon completion of baking contestants 3 and 4 will present the unsliced pizza to the judges for viewing. Presentation will take place in the order that was chosen. Contestants will have up to five minutes to present to the judges. Be prepared to discuss the ingredients you used and your creativity process, and how you might market this item at your pizzeria.
- Contestant will then slice and plate their pizza to serve to the judges.
- Failure to adhere to time restrictions or will result in an automatic deduction of 5 points on each judge's scorecard.
- Only one entry per customer account will be accepted. Contestants will be allowed in the contest area with up to one assistant.

#### **Judging:**

- A panel of esteemed judges will evaluate each pizza based on pre-defined criteria (detailed below).
- The contestant with the highest combined score will be declared the winner.

#### **Judging Criteria:**

- **Creativity (20 points):** Originality of concept and ingredient usage within the surprise box limitations.
- **Taste (30 points):** Flavor profile, balance, and overall deliciousness.
- **Presentation (20 points):** Visual appeal, crust quality, and overall pizza artistry.
- **Technical Execution (30 points):** Dough preparation, baking technique, and proper use of ingredients.

#### **Prizes:**

- (Specify the prizes awarded to the winner(s) and any runner-up prizes)

#### **Disclaimer:**

- Sofo Foods reserves the right to modify these rules at any time.
- All participants agree to be bound by these rules and the decisions of the judges, which are final.