



# Hawaii State Championship Chili Cookoff

## September 1, 2013

### Information Packet

Thank you for your interest in the 1st annual chili cookoff at the Ulupalakua Ranch Store in upcountry Maui. This event is the official Chili Appreciation Society International (CASI) Hawaii State Championship. Presenting sponsors are Ulupalakua Ranch and Shaka Pops, additional sponsors are Maui's Winery and Maui Cattle company, and proceeds will benefit the Maui 4-H Livestock Association.

We hope the following information will make your visit fun and successful.

This year's cookoff will feature competition in three categories: CASI-sanctioned chili, People's Choice chili, and CASI showmanship.

#### **CASI Chili**

The centerpiece of the cookoff is chili and a traditional bowl of red is the goal. This event will be sanctioned by the Chili Appreciation Society International and the winning cook plus the top three Hawaii-resident cooks will automatically qualify to compete in the legendary Terlingua International Chili Championship (TICC) on November 2, 2013.

The Maui Cattle Company will be providing 10 lbs of ground (chili grind) beef for each entrant. Only chili grind will be eligible for the Hawaii State Chili Championship. Chili will be subjected to blind judging. Judges will be asked to score the chili based on the following criteria:

1. AROMA - Chili should smell appetizing.
2. CONSISTENCY - Chili should be a smooth combination of meat and gravy.
3. RED COLOR - Chili should look appetizing.
4. TASTE - Chili should taste good.
5. AFTERTASTE - Chili should leave a pleasant taste after swallowing.

Basic CASI chili cooking rules are:

- All chili must be cooked from scratch on site the day of the cookoff.
- All chili must be prepared in the open.
- There will be no fillers in the CASI chili (beans, pasta, rice, etc.) or discernable ingredients like chunks of sausage, vegetables, etc.
- All chili cooks must prepare a minimum one (1) gallon of chili for public tasting.
- No more than one judging sample can be taken from any one pot.
- Each cook must sign the secret number slip in ink with their first and last names at the time the judging cup is issued and must initial the Official Entrants List to verify that the cup was received.
- Cooks must not remove or tamper with the numbers on the outside of the cups.
- Cups will be filled to the level designated at the cooks' meeting.
- Chili will be turned in at the place and time designated at the cooks' meeting or as otherwise designated by the head judge.
- Chili is judged on: aroma, consistency, red color, taste, and aftertaste.

For a complete list of rules and requirements, please see attached at the end of this document.

## **People's Choice**

People's Choice chili must be prepared on site the day of the event and the public will get to vote for their favorite chili for the People's Choice Award. "Anything goes" in this category so vegetables, pasta, beans, rice and other fillers are allowed in the People's Choice chili. However, chili made with these fillers will not be eligible to compete for CASI prizes or the Hawaii State Championship. Tasting kits (5 tickets for five tastes) will be available to purchase by the public and 2 ounce sampling cups and spoons will be provided in each kit. Chili tastings will begin at 1pm after the official turn in. Soliciting votes for the People's Choice Award for your chili is permitted from inside your booth ONLY.

## **Showmanship**

We invite all chili teams to enter the showmanship competition. The winning show team will qualify to compete at the Terlingua International Chili Championship (TICC) on November 2, 2013. Entry for the Showmanship category is free.

The showmanship competition is an opportunity to entertain the public. It can range from just booth theme and decorations, to games, to more elaborate dramatic or musical entertainment. The showmanship period lasts for two hours (12-2pm) and is judged on the following criteria:

1. **THEME** - The show subject, topic, or context should be original.
2. **COSTUME** - Show costumes should promote the show theme.
3. **BOOTH SET-UP** - The show booth should promote the show theme.
4. **ACTION** - Show should be action-oriented.
5. **AUDIENCE APPEAL** - Show should be entertaining to the audience.

Basic showmanship rules are:

1. Hired professional performers will not be allowed in showmanship competition.
2. Showmanship teams must be limited in their activity so as not to interfere with the other contestants. Traveling (moving around the cooking area) is allowed, and traveling show teams will be judged while traveling.
3. Nudity and lewdness are banned from showmanship. Intentional use by any contestant will result in disqualification of that team.
4. No showmanship contestant may discharge firearms or use any pyrotechnics or explosives at a chili cookoff. Contestants discharging firearms and/or using explosives or other pyrotechnics will be disqualified from the chili cookoff.
5. Show teams will not distribute alcoholic beverages to the general public. If a show team does not comply with this provision, it will be disqualified from the showmanship competition.

## **General Information for Off-Island Visitors:**

### *Flights and Lodging*

If you're coming from out-of-town, the primary airport on Maui is Kahului (OGG), which services both overseas and interisland flights. Honolulu (HNL) is a short 30-minute flight away and offers even more airline options between Hawaii and the mainland. Maui offers a full range of accommodations from five star resorts to economic condominium units. Lodging is scarce upcountry, with most hotels and condos being located in the resort areas of South Maui (Kihei, Wailea, Makena) and West Maui (Lahaina, Kaanapali, Napili). Limited accommodations are also available in the beach town of Paia.

### *Area Information*

From its heavenly beaches to its scenic natural wonders, there are plenty of reasons why Maui has been voted "Best Island" by readers of Conde Nast Traveler for nineteen years. Discover your own reasons to love Maui as you stroll the seaside streets of Lahaina and the lovely beaches of Kaanapali. Feel the mana (power) of Haleakala National Park or discover the arts and culture of Kahului and Upcountry Maui. From championship golf courses to the scenic road to Hana, your vacation on the "Valley Isle" promises to be unforgettable. It's no wonder why thousands of humpback whales migrate to Maui's warm waters year after year. One visit to Maui and you just might join them. For more information visit [www.gohawaii.com/maui](http://www.gohawaii.com/maui).

### *Ulupalakua Ranch*

Founded in 1856, Ulupalakua Ranch is Maui's second largest cattle ranch, sprawling across 18,000 acres of land that begins at the ocean and rises to 6,000 ft elevation. King Kamahameha III brought the first Mexican vaqueros to the islands in 1830 to handle the cattle. The Hawaiian-ized version of Espaniolo, or Spaniard, became "paniolo" as these cowboys are still known today. Incorporated in 1956, by Pardee Erdman, Ulupalakua Ranch exists today as a steward to the land, dedicated to preserving and protecting Maui's open spaces and agriculture, as well as traditional lifestyle and culture, while at the same time embracing new technology and diversification.

Visitors to Ulupalakua Ranch can experience Maui's only winery, enjoy activities such as horseback riding and sporting clay shooting, shop for local goodies, or enjoy lunch in the Ranch Store & Grill. Visit [www.ulupalakuaranch.com](http://www.ulupalakuaranch.com) for more information.

## **CASI**

The Chili Appreciation Society International (CASI) is a non-profit organization that promotes chili appreciation and raises money for important charities. Now in its 47th year, CASI sanctions over 500 U.S. and international cookoffs and donates over \$1,000,000 annually to local charities. For more information on CASI visit [www.chili.org](http://www.chili.org).

Our mission is to promote Chili, Charity, and Fun for all. We'll be raising funds for chili and funds for the Maui 4-H Livestock Association. We look forward to sharing the fun with you. For additional CASI or chili cookoff information, contact LARRY LUTZ at 808-442-2795 or [larry@shakapopsmaui.com](mailto:larry@shakapopsmaui.com)

**1<sup>st</sup> Annual CASI Hawaii State Championship Chili Cookoff  
September 1, 2013**

**Rules & Regulations for Entry**

1. The Hawaii State Chili Championship is an officially sanctioned event of the Chili Appreciation Society International (CASI) and all CASI rules apply. For a complete set of Official Rules, go to [www.chili.org](http://www.chili.org)
2. As per CASI rules, competition chili must be cooked from scratch on site the day of the cookoff. "Scratch" is defined as starting with raw meat. No marinating at home is allowed. Commercial chili powder is permissible, but complete commercial chili mixes ("just add meat" mixes that contain premeasured spices) are NOT permitted. Fillers, such as beans, macaroni, rice, hominy, or other similar ingredients are not permitted. Vegetarian chili or chili with pasta, beans, rice and other fillers is eligible to compete for People's Choice chili.
3. The Hawaii State Department of Health requires that all prepping of ingredients (chopping vegetables, grinding spices, pureeing, etc.) prior to the event and washing of dishes and utensils after the event must be done in a certified commercial kitchen. If required, access to commercial kitchens can be scheduled with the cookoff organizer. All entrants must complete a DOH temporary health permit that will be submitted on their behalf by the organizers. The permit fee is included in your \$50 entry fee.
4. The Maui Cattle Company will be providing ten (10) pounds of ground beef for each entrant. Cooks must prepare a minimum of 1 gallon of chili for public tasting. CASI rules only apply to the chili sample submitted for the Hawaii State Championship portion of the competition. If cooks wish to prepare one pot of chili for the public and a separate chili for CASI judges, that is permissible. The CASI competition will require **a 32 ounce** sample of chili. For this competition, only chili grind will be accepted for the CASI rules category.
5. Alcoholic beverages such as beer, wine, etc. are allowed as ingredients ONLY. Booths are absolutely NOT permitted to consume alcohol or distribute alcoholic beverages to the public. Wine tasting will be available at the Maui's Winery located across the street from the Ulupalakua Ranch Store.
6. Ulupalakua Ranch Store will supply chili tasting supplies for sale to the public, cups, prizes, entertainment, booth space, and prizes. People's Choice award will be determined by votes included with tasting tickets for sale to the public.
7. Entrants are given a 12'x12' space to set up. All tents, tables, cook stoves, cooking supplies, ingredients, etc. are the entrant's responsibility. Electricity will not be provided. A limited number of tents, tables and chairs are available on first come first served basis for a \$50 fee.
8. The first (1<sup>st</sup>) through third (3<sup>rd</sup>) place finishers residing in Hawaii will automatically qualify for the CASI Terlingua International Chili Cookoff (TICC) Championship in Terlingua, Texas on November 2, 2013. In addition to the resident cooks, any non-resident cook finishing in first (1<sup>st</sup>) place will also qualify for TICC. Prizes will be awarded for Hawaii State Champion, 1<sup>st</sup> Place, 2<sup>nd</sup> Place, 3<sup>rd</sup> Place, Best Showmanship and People's Choice.
9. Demonstrations/soliciting votes for the People's Choice Award for your chili is permitted from inside your booth ONLY. Soliciting votes is NOT permitted outside of your booth. All contestants are asked that their support team respect these rules.

10. Competition chili is blind judged on the following five criteria:
  1. AROMA - Chili should smell appetizing.
  2. CONSISTENCY - Chili should be a smooth combination of meat and gravy.
  3. RED COLOR - Chili should look appetizing.
  4. TASTE - Chili should taste good.
  5. AFTERTASTE - Chili should leave a pleasant taste after swallowing
11. The decision of the judges shall be final.
12. Entry deadline is Thursday, August 22, 2013.
13. Chili will be collected for judging at 1:00pm, and People's Choice ballots will be collected at 2:30pm. Prizes will be awarded at 3:00 p.m.
14. Chili collected for CASI judging MUST be the chili prepared on the premises the day of the cookoff. Each head cook is responsible for preparing one pot of chili that he or she intends to be judged and turning in one judging cup from that pot. No more than one judging sample can be taken from any one pot.

#### Additional

The day's festivities will also include live music on the Ulupalakua Ranch Store lanai as well as "ono lunch grinds" served up inside at the Grill by Chef Will Munder, with beef, elk & lamb burger specials and more offered from 11 a.m. to 4 p.m. Wine tasting is available at Maui's Winery across the road from 10am to 5:30pm.

#### **EVENT-DAY SCHEDULE**

- 6:00 AM OPEN FOR TENT SET UP
- 8:30 AM COOK'S MEETING
- 9:00 AM BEGIN COOKING
- 11:00 AM – 3:00 PM MUSIC
- 11:00 AM – 4:00 PM ULUPALAKUA RANCH STORE GRILL IS ON FOR LUNCH
- 1:00 PM CHILI TURN IN
- 1:00 PM PUBLIC TASTING BEGINS
- 1:15 PM JUDGING
- 2:30 pm PEOPLE'S CHOICE BALLOTS COLLECTED
- 3:00 PM WINNERS ANNOUNCED

For more information, contact:

Larry Lutz  
Shaka Pops  
808-442-2795  
[larry@shakapopsmaui.com](mailto:larry@shakapopsmaui.com)

or

Diana Azevedo  
Ulupalakua Ranch  
808-878-2561  
[dazevedo@hawaii.rr.com](mailto:dazevedo@hawaii.rr.com)