



The Asheville Cupcake Competition

Saturday, March 26th, 2011 • The Grove Park Inn Resort and Spa • www.cupcakesforcures.com

COMPETITION RULES - just so everything is fair-and-square

ENTERING THE COMPETITION:

Contestants can enter their cupcakes online (www.cupcakesforcures.com/registration.php) or by submitting the paper registration form.

Cupcakes may be entered on three levels:

- Professional: you typically make money as a baker or chef
- Amateur: you bake as a hobby or pastime, i.e. you don't get paid money to do it
- Youth – High School: you are a high school student on the day of the event
- Youth – Middle School: you are a middle school student on the day of the event

Each cupcake entry can be entered into only one category. However, contestants may enter a different cupcake recipe in each category. Each cupcake entry requires a non-refundable, but 100% tax-deductible donation to the American Cancer Society (\$50 for each Professional entry, \$30 for each Amateur entry and \$15 for each Youth entry.)

Categories include (★ indicates a Youth Category):

- *Best Retro Cupcake* ★ – your grandma's recipes, updated or not – we're celebrating the classics (chocolate, red velvet, vanilla...) in this category
- *Best Wedding Cupcake* – the happiest day of your life should be matched by the perfect wedding cupcake
- *Best Special Occasion Cupcake* ★ – Birthdays, Halloween, 4th of July, Super Bowls and Baby Showers, there are so many occasions to enjoy cupcakes
- *Best Cocktail & Beer Inspired* – Use your creativity to create the best Cocktail or Beer inspired cupcake. Two requirements for this category: beer or alcohol is used as an ingredient and only contestants 21 years and older can enter a cupcake in this category
- *Best Local Foods Cupcake* – a cupcake with two or more local ingredients, i.e. ingredients grown and produced within 100 miles of Asheville (or within 100 miles of your town for our out-of-town bakers)
- *Best Gluten-Free Cupcake* – a cupcake that excludes ingredients derived from gluten-containing cereals: wheat (including kamut and spelt), barley, rye, and triticale
- *Best Media Inspired Cupcake (Youth Only)* ★ – from Twilight to Sponge Bob...these cupcakes take their inspiration from the media world around us

Registration for cupcake entries will be closed at 5:00pm on Wednesday, March 23rd, 2011. We must have your registration form and entry fee donation in hand either by electronic or physical means by 5:00pm on March 23rd. If you need to withdraw your cupcake entry for any reason please contact us by phone or email.

CUPCAKE AND DISPLAY SPECIFICATIONS:

Contestants must bring at least 24 mini cupcakes and 6 regular size cupcakes for each entry. This is a minimum request, you may bring more if you like. Cupcakes must be your own creation and made from scratch, no box mixes at this event! The cupcake entry must fit the category. For example if you enter a cupcake in the Best Gluten-Free Cupcake category, it must be gluten-free. Cupcakes in each category will be judged on creativity, texture, flavor and presentation.

Amateur and youth contestants will have their cupcakes setup by a volunteer on the day of the event. Professional contestants are encouraged creatively display their cupcakes and promotional materials.

PRIZES:

The judges will select one cupcake for the title of Best in Show Cupcake that will receive the grand prize. Prizes will be awarded for the winner in each category for each level (Professional, Amateur, Youth – High School and Youth – Middle School.) Titles will be awarded to the top three cupcakes in each category and level.

If you have any questions about these rules, please contact Molly at molly@cupcakesforcures.com or 828.337.5136.



Cupcakes for Cures is a fun event to benefit Asheville's appetite for cupcakes & a fundraising event to benefit the American Cancer Society through Relay for Life.