

New Feature Added to Cook-Off

This summer at the National Junior Angus Show the All-American *Certified Angus Beef*[®] (CAB[®]) Cook-Off will be accompanied by a new competition — the All-American *Certified Angus Beef* Chef's Challenge.

The Chef's Challenge is geared much like televised cooking competitions such as the Food Network's "Iron Chef" and will feature two age divisions: adults 21 and older and National Junior Angus Association (NJAA) members, ages 18-21.

Participants must prepare and serve a unique entrée using a specified cut of CAB and secret ingredients — such as vegetables, fruits, herbs, spices, condiments, etc. — provided by contest sponsors and announced by 9 a.m. the day before the challenge.

"It's our intention that the new 'Challenge' contest provide a venue for senior NJAA members and adults who are passionate about cooking and promoting CAB with the ability to be creative while learning to prepare and promote our industry's product," says Anne Lampe, co-chairman of the Auxiliary's Beef Education Committee, which coordinates the Cook-Off and Challenge contests.

The first-ever Chef's Challenge and the Cook-Off will take place simultaneously July 13 during the 2010 NJAS in Denver, Colo. Entries are limited to one or two people, and will be limited to 10 total entries.

Multiple entries from the same state will be accepted in each age division; however, NJAA members may not participate in the Chef's Challenge if they are members of a state Cook-Off team.

Three judges will evaluate the entries, and scores will be based on use of CAB and secret ingredients; taste; originality; plate presentation; and technique and preparation. Contestants will have no more than 1 hour and 30 minutes to prepare their entries.

"We're hoping the Chef's Challenge will spur some excitement among contestants and help turn up the heat in the kitchen," shares CAB Chef Michael Ollier, who will be one of the judges of this year's challenge. "Food is truly a creative outlet, and this new

competition is a great way to let the best chefs shine."

The first-place entry in each division will receive a *Certified Angus Beef* logo jacket and a \$100 cash prize.

Visit www.angusauxiliary.com or www.angus.org/njaa for entry forms, complete rules and procedures.

Entry applications are due to contest chairpersons by June 1. Mail or fax entries to Anne Patton Schubert, 4040 Taylorsville Rd.,

Taylorsville, KY 40071; or 502-477-2637.

Entries also may be e-mailed to Anne Lampe at alampe@wbsnet.org or faxed to 620-872-3915.

The Chef's Challenge and the Cook-Off are sponsored by the American Angus Auxiliary and Certified Angus Beef LLC.

— by **Crystal Albers**, assistant director of communications/web editor, American Angus Association

Popular NJAS Cook-off features first-ever companion competition.