



Juneau Maritime Festival

May 19, 2013 • 11 AM – 5 PM

Downtown Juneau's Marine Park & Plaza

“Salmon and Beer on the Pier” Contest 2013

Rules & Regulations

You're signing up to enter the Juneau Maritime Festival's "Salmon and Beer on the Pier" Contest at the **2013 Juneau Maritime Festival on Sunday, May 19, 2013** at downtown Juneau's Marine Park & Plaza. This event is sponsored by Southeast Alaska Beer Week, the Alaskan Brewing Co. and the Southeast Alaska Fish Habitat Partnership.

WHAT: Local restaurant or food licensed participants create an Alaskan salmon and Alaskan Brewing Co. beer pairing entry and drop it off at **3:00PM** on Festival day at the judging tent, where it will be sampled by a prestigious panel of judges. Judges will select one entry as the Juneau Maritime Festival's Best "Salmon and Beer on the Pier" entry of 2013.

WHERE: Marine Park & Plaza on Festival day.

WHEN: Pairing entry drop-off is 3:00PM on Festival day.

WINNER: In addition to the honor and local celebrity, the winner will be announced during the festival to a crowd of 1000's and receive a stunning award!

Pairing Supplies: 3 days prior to the event each registered participant will be provided 1-6pack of Alaskan Brewing Co. beer (Alaskan Amber) and fresh Alaskan salmon to be used for creating their pairing entry.

Registration Deadline: Registration for this contest will close at **5:00PM** on **Monday, May 13th** to allow time for organizers to provide pairing supplies to registered contest participants.

Your Responsibilities on Festival Day: Bring approximately **7 separate "bites" or tastings** of your salmon and beer pairing entry on separate dining platforms, one for each of our judges, at **3:00 PM**, to the Marine Park judging tent on Saturday, May 19th. (A detailed map is available at juneaumaritimefestival.org.) You will be asked to sign in and share your ingredient list. You are not obligated to be present once your sign-in is complete. Since questions may arise, we encourage you to include the best means of contacting you on Festival day on the registration form.

Other Important Information: We will contact you to confirm that your registration has been accepted. Since there are a limited number of entries, we may not be able to accept them all. You will be notified by the organizers of the status of your entry prior to Festival day. Decisions by the "Esteemed Panel of Judges" are final.

Consider participating as a food vendor at the festival: To participate as a food vendor, (ideally selling your salmon bites,) you must fill out a vendor form and return to the Maritime festival. (early bird rates of \$100. prior to May 1st.) If you are participating as a contestant in the SE AK Beer Week & Maritime's 'Salmon & Beer on the Pier pairing competition, your booth will be situated flanking the beer garden so you may sell your food in the garden as well as from the other side to the general populous. Food vendor forms are available on the festival website.

Quick reference

- We can accept a limited number of entries – *send your registration today – deadline is **May 13th**!*
- Entry is free
- Salmon and beer pairing materials are being provided free
- Bring **7 separate "bites" or tastings** of your salmon and beer pairing entry to the Marine Plaza judging tent on Sunday, May 19 at **3:00 PM**.
- Ensure that your ingredient list is complete on the day of

Judging criteria:

- 1. Presentation**
- 2. Aroma**
- 3. Taste**
- 4. Originality**
- 5. Catchy name**
- 6. Most unique ingredient**

Contact Jessy at JEDC with any questions • Phone 907-523-2343 • Fax 463-3929 • maritime@jedc.org
juneaumaritimefestival.org • 612 W. Willoughby, Ste. A, Juneau AK 99801



SOUTHEAST ALASKA
FISH HABITAT
PARTNERSHIP

Juneau Maritime Festival

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“Salmon and Beer on the Pier” Contest 2013 Registration Form

Your name:

Restaurant or licensed food vendor:

Name of your Alaskan salmon and Alaskan Brewing Co. beer pairing entry (can be updated on day of festival):

Contact Information:

Phone:

Email:

Mail:

On the day of the festival, for permitting and health purposes, we need to see a list of **every** ingredient you used in preparing your entry.

- Salmon
- Alaskan Brewing Co. Beer (Alaskan Amber is the style chosen for the pairing)
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Initial here:

____ I understand it is my responsibility to present my 7 portions of my pairing entry in person at the Judging Tent at the Juneau Maritime Festival on Sunday, May 19, 2013, at **3:00 PM**. I also understand that the judges' decision is final.

Signature _____ Date _____

Print Name _____

By signing this form you agree to the Juneau Maritime Festival “Salmon and Beer on the Pier” 2013 Rules & Regulations.