

Sonoma County Harvest Fair Presents  
**2024 Professional Food Competition**

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A CELEBRATION OF LOCAL FOOD, WINE & BEER

**Entries Open:** Wednesday, May 15, 2024  
**Entries Close:** Friday, July 12, 2024, at 11:59 p.m.  
**Exhibits Received & Judging:** Please consult each section  
**Entry Fee:** \$20.00 per entry  
**Judging Coordinator:** Anne Vercelli, Healdsburg

## **RULES FOR JUDGING**

- ◆ Only food prepared and produced by a Sonoma County-based licensed business is eligible for entry. Entrants must work from a kitchen according to Sonoma County Health Dept. regulations. CFO (Cottage Food Operations) registered with the County of Sonoma are eligible if their products meet all compliance requirements.
- ◆ Exhibitors may only enter items that are intended to be marketed and sold by their businesses. Exhibitors should strive to prepare entries beforehand and then deliver them to the judging site.
- ◆ **Please, put your name on your dishes.**
- ◆ Each entry must be arranged on a separate plate.
- ◆ Exhibitors may not view the judging. Food will be judged both on taste and presentation of entry.
- ◆ The food will be judged on the Danish system of judging with Gold, Silver, and Bronze awarded to the winners in each class. Best of Show winners are picked from the Gold medal winners.
- ◆ All food that is entered for competition must be available to the public at your place of business.
- ◆ Results will be mailed to exhibitors.
- ◆ Awards (Gold, Silver, Bronze) are specific to the year the product/entry earned them and if used for personal promotion must be publicized/marketed appropriately.
- ◆ Gold, Silver, and Bronze awards will be provided as rosettes, that can be picked up at the Administration Office following the judging. Medals can be purchased for an additional cost. Consult staff for details.
- ◆ **Alternative Food Products** may be used in any category in which a class is offered. The classes are for alternative food choices in lieu of traditional ingredients. Examples: soy, tofu, nuts, raw foods, vegan foods, etc. These classes are also intended for gluten-free foods.
- ◆ *Please refer to appropriate sections for specific rules if any.*
- ◆ **ENTRIES ARE TO BE DONE ONLINE ONLY! Enter online by visiting our website at [www.harvestfair.org](http://www.harvestfair.org)**

## **EXHIBITOR ORIENTATION**

If you are interested in gaining some informative tips for preparing your entries for the competition, please contact Anne Vercelli to make an appointment. Call Anne at (707) 953-0332

Please submit your electronic logo upon entry to [harvestfair@sonomacountyfair.com](mailto:harvestfair@sonomacountyfair.com) for use in advertising and public relations.

# Professional Food Competition

The Sonoma County Harvest Fair strives to create a premier showcase event celebrating Sonoma County's agricultural diversity. We focus on the locally produced distinctive artisan foods, microbrews/ciders, and premium wines that distinguish Sonoma County as a world-class destination for an amazing farm-to-table dining experience.

This year we are mixing things up! In 2024, the Sonoma County Harvest Fair Presents: Taste, Toast & Celebrate! Everyone is invited to attend the one-night only event on Saturday, October 12<sup>th</sup> from 6 p.m. to 9 p.m. in the Tasting Pavilion at the Sonoma County's winning wines and culinary bites from top restaurants and food purveyors. They will also witness the unveiling of the coveted Sweepstake Wine Competition winners. Ticket price for attendees is \$80 per person.

The Harvest Fair Professional Food Competition is an opportunity for culinary creators and local makers to showcase and promote their products. Since 1975 the fair has recognized more than 100 wineries with its coveted sweepstakes awards and consistently showcased the very best Sonoma County chefs, winemakers, and food purveyors. The event has become a cornerstone of our community and offers an unequalled opportunity to generate awareness for your company.

We sincerely hope you will be able to join us to showcase your uniquely Sonoma County culinary creations!

## **HARVEST FAIR GRAND TASTING EVENT** **October 12, 6:00 - 9:00 p.m.**

- **Exhibitors winning a best of show will be required to provide samples of their winning entries during our Gala.**
- All exhibitors have the option to serve their award-winning products during the Gala in the Grace Pavilion. (Serving personnel must be 21 years old or older.)
- All exhibitors must fill out a "Tasting Sheet" indicating their intention of participation in the Gala.
- Exhibitors may sign up to participate, however, Harvest Fair will reserve the right to adjust the selection of food vendors to assure a balance of food choices is offered.
- Items prepared for serving must be in bite-size "tastes."
- Exhibitors must have their display completed and be ready to serve when doors open at 6:00 p.m.

### **THE HARVEST FAIR WILL PROVIDE THE FOLLOWING:**

1. Business Sign indicating the name of the Exhibitor
2. Serving Station (8-foot table)
3. Access to water and electricity (if needed)
4. White table covering on station top
5. All necessary food permitting requirements
6. Access to handwashing stations

### **FOOD PURVEYORS WILL PROVIDE THE FOLLOWING:**

1. Any additional table décor, marketing materials, etc.
2. All necessary equipment for maintenance of hot/cold food items
3. All necessary equipment for sanitary maintenance of station (as per health department regulations)
4. All serving supplies (cups, forks, napkins, etc.) recyclable or compostable preferred

### **PAYMENT FOR FOOD SAMPLES:**

- Harvest Fair will reimburse food vendors for tastes.
- Exhibitors who want to participate will serve a minimum of 500 tastes
- Items prepared for serving must be in bite-size "tastes."
- Reimbursement will range from \$0.50 to \$1.00 per sample, based on the type of food being served.
- All exhibitors must fill out a "Tasting Sheet" indicating their intention of participation in the Grand Tasting.
- You will be contacted by staff in September to negotiate reimbursement based on the information you provide on the form.

# Classes

## APPETIZERS/HORS D'OEUVRES

### SMALL PLATES

**EXHIBITS RECEIVED:** Tuesday, September 3<sup>rd</sup> by appointment, Showcase Café, Sonoma County Fairgrounds

**JUDGING:** Tuesday, September 3<sup>rd</sup> starting at noon.

**PICK-UP DISHES:** Wednesday, September 4<sup>th</sup>, 10:00am-12:00 p.m.

#### Awards Offered per Class

Gold, Silver, & Bronze Rosettes

**RULES:** Entries should be prepared beforehand and delivered to the judging site. Finishing touches may be completed at the judging site, if necessary (to include proper plate presentation & garnishing of dish).

An appetizer/hors d'oeuvre refers to an individual bite-size piece. A small plate refers to the first course of a meal or a small savory dish. It should stimulate and excite the palate, not satiate the palate.

#### DIVISION 02 - HOT (To serve 8)

#### DIVISION 03 - COLD (To serve 8)

Dominant ingredient shall determine class.

#### Class

01 Pork	08 Bread specialty
02 Beef	09 Pizza
03 Lamb	10 Vegetable/Fruit
04 Poultry (chicken/ turkey/ duck)	11 Any Other
05 Any Other Meat	12 Cheese
06 Seafood	13 Alternative Products
07 Starch (polenta, rice, sushi)	

#### DIVISION 04 - SOUP (3 servings - not to exceed 12 oz.)

#### Class

01 Hot	03 Alternative Products
02 Cold	

#### YEARLY AWARDS: .....SPONSORS

Best of Show Appetizer ..... Quince Family

**2023 Winner: Out to Lunch**

Best Use of Cheese ..... Crown Trophy Petaluma

Best Use of Beef ..... Sonoma Marin Cattlemen's Assn.

Best Use of Poultry ..... Petaluma Poultry Processors

Best Use of Seafood ..... Debra Townsend

Best Use of Fruits or Vegetables ..... Imwalle Gardens

Best Use of Lamb ..... Cindy Crane

Best Use of Pork ..... Kevin Howe

Best Use of Sonoma County Wine ..... Wilbur-Ellis Co.

#### SCORECARD FOR PROFESSIONAL APPETIZERS

Appearance .....	40%
Flavor .....	40%
Originality .....	20%
TOTAL .....	100%

► Best of Show Appetizer and Sweepstakes Exhibitor will be selected from all Gold medal winners in every section.

Sweepstakes will be awarded based on the total number of points accumulated for the top five items entered and calculated as follows: Gold-5 points; Silver-3 points; Bronze-1 point. **A bonus of 1 point will be awarded when an entry has obtained gold by unanimous decision of judges (double gold).** Ties will be broken in the following manner: The exhibitor with the most double gold awards will be the winner. If no double golds are awarded, the exhibitor with the most golds will be the winner.

## BREAD

**EXHIBITS RECEIVED:** Thursday, Aug. 29th, 9:30-10:30 a.m., Showcase Café, Sonoma County Fairgrounds

**JUDGING:** Thursday, Aug. 29th starting at 12:00 noon

Awards Offered per Class

Gold, Silver, & Bronze Rosettes

**RULES:** Each bakery may enter as many items as they like. This applies to any of the classes offered. The numbers listed below the section name refer to the quantities needed for each item entered.

♦ All entries must be delivered in bags with Division and Class clearly marked.

♦ Dough must be made on bakery premises

#### DIVISION 11 - SWEET FRENCH

#### DIVISION 12 - SOUR FRENCH

(1 loaf or baguette; 3 rolls)

#### Class

01 Loaf, any shape, 1 to 1 1/2 pounds
02 Rolls, up to 4 oz.
03 Baguette, 8 to 16 oz. or 18" or more in length
04 Rustic (ciabatta, pugliese, other wet-dough, large-holed bread)
05 Alternative Products (gluten-free, etc.)
06 Any Other

#### DIVISION 13 - SPECIALTY BREADS (1 loaf)

Note: Whole Grain is defined as 50% or more whole wheat or other grain

#### Class

01 Whole Grain or Multi-Grain loaf-pan style
02 Whole Grain or Multi-Grain hearth style
03 Flavored loaf-pan style (fruit, cheese, seed, herb, or spice)
04 Flavored hearth style (fruit, cheese, seed, herb, or spice)
05 Focaccia (any size, flavor, or shape)
06 Flatbread
07 Alternative Products (gluten-free, etc.)
08 Rolls
09 Any Other

#### DIVISION 14 - MORNING PASTRIES (3 each)

01 Muffins
02 Danish
03 Scones
04 Any Other

#### YEARLY AWARDS:

#### SPONSORS

Best of Show Professional French Bread ..... Ross & Jane Liscum

**2023 Winner: Nightingale Breads**

Best of Show Professional Specialty Bread ..... Debra Townsend

**2023 Winner: Nightingale Breads**

#### SCORECARD FOR BREADS

ASPECT .....	50%
Bloom, Crust, Dome, Crumb	
FLAVOR and TEXTURE .....	50%
Taste, appropriately soft or chewy mouthfeel, Aroma	
TOTAL .....	100%

# Classes

## CAKES & PASTRIES

**EXHIBITS RECEIVED:** Wednesday, September 4th, 9:00 a.m. to 11:00 a.m. in the Showcase Café, Sonoma County Fairgrounds

**JUDGING:** Wednesday, September 4th, 12:00 noon.

Awards Offered per Class  
Gold, Silver, & Bronze Rosettes

**RULES:** Cake will be tasted on the top layer only. Please list the flavor of filling used. All cakes must be on disposable underliners.

### DIVISION 22 - CAKES (minimum 4" whole item)

**Class**

- 01 Cheesecake
- 02 Torte
- 03 Chocolate
- 04 Any Other (please describe)

### DIVISION 23 - PASTRIES (minimum 4" whole item)

**Class**

- 01 Tart
- 02 Pie
- 03 Any Other (please describe)

### DIVISION 25 - ALTERNATIVE PRODUCTS (GLUTEN-FREE, ETC) (minimum 4" whole item)

**Class**

- 01 Any Cake or Pastry

**YEARLY AWARDS: SPONSOR**

Best of Show Cake / Pastry.....Marilyn & Kip Herzog

**2023 Winner: Mangia**

SCORECARD FOR DECORATED CAKES

Overall Appearance .....	50%
Neatness .....	10%
Proportion/Balance .....	5%
Color Harmony .....	5%
Consistency of Pattern .....	5%
Artistic Quality .....	25%
Flavor .....	25%
Texture .....	25%
TOTAL .....	100%

SCORECARD FOR CAKES AND PASTRIES

Appearance.....	30%
Texture .....	35%
Flavor .....	35%
TOTAL .....	100%

## DESSERTS

**EXHIBITS RECEIVED:** Wednesday, Aug. 28th, 11:00a.m. - 1:00 p.m., Showcase Café, Sonoma County Fairgrounds

**JUDGING:** Wednesday, August 28th, 3:00 p.m.

**PICK UP DISHES:** Thursday, August 29th; 9:30-10:30 a.m.

*\* Any unclaimed dishes will be donated to a local charity.*

Awards Offered per Class  
Gold, Silver, & Bronze Rosettes

**RULES:** Each entry must be arranged on a separate plate.

### DIVISION 41 – INDIVIDUAL DESSERTS (submit 4)

**Class**

- 01 Fruit
- 02 Pastry (napoleon, eclair, pate a' choux, etc.), (please identify)
- 03 Ice Cream
- 04 Cupcakes
- 05 Alternative Products (Gluten-Free)
- 06 Any Other (mousse, pot de crème, frozen, etc.), (please identify)
- 07 Chocolate (anything but candy)

### DIVISION 42 – COOKIE (submit 8)

**Class**

- 01 Biscotti
- 02 Molded/pressed
- 03 Rolled & Cut
- 04 Drop
- 05 Brownies
- 06 Alternative Products (Gluten-free, etc.)
- 07 Any Other (please identify in description)

### DIVISION 43 – CANDY (submit 8)

**Class**

- 01 Marshmallows, Nougats, Torrones
- 02 Caramels
- 03 Brittles & Toffees
- 04 Nuts & Sweet Snacks
- 05 Any Other (please identify)
- 06 Chocolates (Truffles, Creams, Bon-Bons, Etc.)

**YEARLY AWARDS:**

**SPONSOR**

Best of Show Individual Dessert..... Annette O'Kelley

**2023 Winner: Society Bakery Cafe**

Best of Show Cookie ..... Marilyn & Kip Herzog

**2023 Winner: COOKIE...take a bite!**

Best of Show Candy ..... Annette O'Kelley

**2023 Winner: Rainy Day Chocolate**

SCORECARD FOR JUDGING

Appearance/Presentation .....	30%
Flavor .....	30%
Originality.....	20%
Texture.....	20%
Total.....	100%

# Classes

## DAIRY (Ice Cream, Cheese, Butter, etc.)

Eligibility open to products made from milk produced in Sonoma and Marin counties

**EXHIBITS RECEIVED:** Tuesday, August 27<sup>th</sup>, 10:00 - 12:00 p.m., Showcase Café, Sonoma County Fairgrounds

**JUDGING:** Butter, Cheese, Any Other: Tuesday, August 27<sup>th</sup>, 1:00 p.m.  
Ice Cream: Wednesday, August 28<sup>th</sup>, 3:00 p.m.

**SUBMIT:** 1 standard consumer package for each product (8 to 12 ounces); 1 quart milk/kefir

Awards Offered per Class  
Gold, Silver, & Bronze Rosettes

**RULES:** Products entered must be produced by a commercial producer and made from milk produced in Sonoma or Marin Counties. Products must be commercially available.

### SECTION 84 – ICE CREAM, Full Fat

### SECTION 85 – ICE CREAM, Reduced Fat

- 01 Vanilla
- 02 Chocolate
- 03 Other Flavor

### SECTION 86 – BUTTER, Cultured

### SECTION 87 – BUTTER, Non Cultured (sweet)

### SECTION 88 – BUTTER, Other (mixed milks, flavored, etc.)

- 01 Salted
- 02 Non Salted

### SECTION 89 – CHEESE, Fresh (cream cheese, fromage blanc, cherve, quark, ricotta, etc.)

### SECTION 90 – CHEESE, All Surface Mold Ripened

- 01 Cow-Plain
- 02 Cow-Flavored
- 03 Goat-Plain
- 04 Goat-Flavored
- 05 Sheep-Plain
- 06 Sheep-Flavored
- 07 Other (mixed milk, etc.)

### NATURAL RIND

### SECTION 91 – AGED CHEESE, aged under 6 months

### SECTION 92 – AGED CHEESE, aged 6 months & over

- 01 Cow
- 02 Sheep
- 03 Goat
- 04 Other (mixed milk, flavored, smoked or wash rind)

### RINDLESS (feta, cheddar, jack, swiss, etc.)

### SECTION 93 – AGED CHEESE, aged under 6 mo.

### SECTION 94 – AGED CHEESE, aged 6 months & over

- 01 Cow
- 02 Sheep
- 03 Goat
- 04 Other (mixed milk, flavored, smoked or wash rind)

### SECTION 95 – ANY OTHER (sour cream, yogurt, kefir, etc.)

- 01 Cow
- 02 Sheep
- 03 Goat
- 04 Other (mixed milk, flavored, smoked or wash rind)

### YEARLY AWARDS:

### SPONSOR

Best of Show Ice Cream .....Jacqueline & Caterina Balletto

**2023 Winner: Scoop of Sonoma**

### SCORECARD FOR JUDGING CHEESE

Flavor .....	30%
Texture & Body .....	30%
Color .....	20%
Appearance & Finish .....	20%
Total.....	100%

### SCORECARD FOR JUDGING DAIRY ENTRIES

Appearance .....	30%
Flavor .....	35%
Texture & Body.....	35%
Total.....	100%

## CHARCUTERIE, DELI & PANTRY

**EXHIBITS RECEIVED:** Thursday, September 5<sup>th</sup>, 10:00 a.m.- 12:00 noon, Showcase Café, Sonoma County Fairgrounds

**JUDGING:** Thursday, September 5<sup>th</sup>, 1:00 p.m.

Awards Offered per Class  
Gold, Silver, & Bronze Rosettes

**RULES: All Items must be delivered in disposable containers.**

Vinegar entered must be custom-made by the processor to be eligible. Grapes must have been grown in California.

### DIVISION 31 - CHARCUTERIE (to serve 8)

List predominant ingredients in the description field

#### Class

- 01 Dry Cured
- 02 Smoked
- 03 Pâté/Terrine

### DIVISION 32 - DELICATESSEN (to serve 8)

List predominant ingredients in the description field

#### Class

- 01 Cheese
- 02 Meat
- 03 Vegetable
- 04 Seafood
- 05 Combination
- 06 Any other (please describe)
- 07 Alternative Products (please list)

### DIVISION 33 – SANDWICHES (to serve 4)

#### Class

- 01 Meat
- 02 Vegetarian

### DIVISION 34 – SALADS (to serve 8)

#### Class

- 01 Fruit
- 02 Vegetable
- 03 Grain
- 04 Starch
- 05 Other

# Classes

## CHARCUTERIE, DELI & PANTRY CONT.

**DIVISION 35 - PANTRY (Minimum - 8 oz container)** Note: No vehicle to which sauce/topping is applied may accompany entry during judging. Fair will provide appropriate accompaniment.

**Class**

- 01 Salad Dressing
- 02 Seasoning/Spice
- 03 Condiments
- 04 Pickled
- 05 Vinegar
- 06 Preserves (Conserve, Fruit Butter, Jam, Jelly, etc.)
- 07 Any Other
- 08 Sauces/Savory (Pasta, Pesto, Tomato, etc.)
- 09 Sauces/Savory (BBQ, Etc.)
- 10 Salsa (Mild)
- 11 Salsa (Hot)
- 12 Sauces/Sweet (Chocolate, Caramel, Etc.)

**DIVISION 36 – OTHER (Minimum – 12 oz container)**

List predominant ingredients in the description field

**Class**

- 01 Granola
- 02 Snack Foods (Popcorn, Etc.)
- 03 Any Other (please describe)

SCORECARD for CHARCUTERIE/DELI/PANTRY

Appearance .....	30%
Flavor .....	30%
Originality .....	20%
Texture .....	20%
TOTAL.....	100%

**YEARLY AWARDS:**

**SPONSOR**

Best of Show Deli, Charcuterie, Sandwiches & Salads.....Debra Townsend

**2023 Winner: Mangia**

Best of Show Pantry.....Max & Joni Mickelsen

**2023 Winner: Golden State Pickle Works**

Sonoma County Harvest Fair Presents  
**Professional Food Judges**

**2024 PROFESSIONAL FOOD JUDGES**

**APPETIZERS**

Kathie King, Owner, Kathie King Catering, Healdsburg  
Jim May, Chef, Santa Rosa  
Patrick Mukaida, Events Director, Orsi Winery, Healdsburg

**BREAD**

Steve Hartz, Bakery Consultant, Guerneville  
Teri Tremblay, Frost Bake and Company, Santa Rosa  
Deborah Unger, Baker, Three Leaves Heritage Foods, Sebastopol

**CAKES & PASTRIES**

Timothy Go, Food Tech, Galaxy Desserts, Richmond  
Tracy Mattson, Owner, "Cookie...Take a Bite", Santa Rosa  
Desiree Blanc, Chef de Partie, Cyrus Restaurant, Geyserville

**DAIRY**

Sheana Davis, Cheesemaker and Owner, Epicurean Connection, Sonoma  
Doralice Handal, Owner, Les Dames Sonoma, Healdsburg  
Ben Sessions, Cheesemaker, Epicurean Connection, Sonoma

**DELI/CHARCUTERIE & PANTRY**

Tim Bodell, Executive Chef, Rustic, Francis Ford Coppola Winery, Geyserville  
Jorge Flores, Chef, Costeaux Bakery, Healdsburg  
Wyatt Keith, Executive Chef, Spoonbar, Healdsburg  
Shane McAnelly, Executive Chef, Dry Creek Kitchen, Healdsburg  
Cass Nall, Catering Manager, Big John's Market, Healdsburg  
Donna Parsons, Chef, Wilson Artisan Wineries  
Teri Roller, Restaurant Consultant, Merriam Vineyards, Healdsburg  
Craig Truesdale, Marketplace Manager, V. Sattui Winery, St. Helena  
Francisco Alfaro, Kitchen Manager, Rustic, Francis Ford Coppola Winery, Geyserville

**DESSERTS & ICE CREAM**

Anthony Bonviso, Owner, Fiorello's Gelato, San Rafael  
Jean-Yves Charon, Pastry Chef, Galaxy Desserts, Richmond  
Steve Garner, Radio Host, Good Food Hour, Santa Rosa  
Bruce Johnstone, Pastry Chef, Insalata Restaurant, San Anselmo  
Taylor Kelley, Pastry Chef, Dry Creek Kitchen, Healdsburg  
Mark Metzger, Executive Pastry Chef, Montage Resort, Healdsburg  
Monique Viola, Pastry Chef, Insalata Restaurant, San Anselmo  
Karah Williams, Pastry Chef, Dry Creek Kitchen, Healdsburg  
Casey Stone, Bakery Consultant, Santa Rosa

**OLIVE OIL**

Julie Menge, Sacramento  
Olga Orlova, Santa Rosa  
Bill Traverso, Santa Rosa