Awesome Eats Competition

Rules & Regulations

Below are the Official Rules & Regulations for The 2025 Tulsa State Fair Awesome Eats Competition. Any questions about the rules or competition should be directed to the Concessions Department at The Fair.

ENTRY PROCESS

- All entries to the Awesome Eats Competition must fall into one of the three categories - Savory, Sweet, and State Fair Sips. Winners will be selected in the following awards in the Finals.
    - **Savory**
        - 1st Place Savory Dish
        - 2nd Place Savory Dish
        - 3rd Place Savory Dish
    - **Sweet**
        - 1st Place Sweet Dish
        - 2nd Place Sweet Dish
        - 3rd Place Sweet Dish
    - **State Fair Sips**
        - 1st Place State Fair Sips
        - 2nd Place State Fair Sips
        - 3rd Place State Fair Sips
    - **Best Overall - Highest Points**
- Applications must be submitted to the Tulsa State Fair by 11:59 pm on Monday, September 15th.
- No applications for the Awesome Eats Competition will be accepted after the deadline.
    - Applications can be submitted online at **https://www.tulsastatefair.com/f/85**
- Each applicant may submit a maximum of one (1) entry for consideration in any given category per competition year.

- All entries must be listed on the concessionaire's menu for the duration of the Fair.
- Each category will be limited to 20 entries due to competition time constraints.

DATES AND LOCATION

- The 2025 Awesome Eats Competition will be carried through the following dates:
    - ***Savory Submissions - Thursday, September 25th***
    - ***Sweet/State Fair Sips Submissions - Friday, September 26th***
- Judges will walk to each concessionaire's location starting at 2 pm each day.
    - All applicants will receive text messages notifying the concessionaire of the judge's arrival approximately 15 minutes prior.
    - All applicants must be present and have samples available at the designated time. Failure to provide samples promptly may result in the concessionaire being disqualified from the competition.

SELECTION AND JUDGING CRITERIA

- The Tulsa State Fair will select 7-10 anonymous, external judges to evaluate and score each category.
- Concessionaires must provide 7-10, 2-bite or 2-sip samples for the judges to taste and evaluate.
- Each submission will be judged on the following criteria:
    - Presentation (5 Points)
    - Creativity (5 Points)
    - Flavor (10 Points)
    - Overall Impression (10 Points)
- The total score is determined by an overall 30 points.
- Concessionaires will also be required to provide a presentation sample for pictures and video.
    - Concessionaires will receive prior communication as to when the presentation sample is required.

PRIZES

- All applicants will be notified via email with the results of the Awesome Eats Competition. Winners will be notified via text message with a scheduled time to meet at your concessionaire location to take additional images, videos, and/or interviews.
- The Top 3 Highest Scored submission items in each category will receive the following:
    - Cash Prize
    - Commemorative Awesome Eats Trophy

- Branded Awesome Eats Merch
- Bragging Rights

MARKETING BENEFITS

- All applicants of the Awesome Eats Competition will receive complimentary marketing exposure promoting the submitted items; subject to submitted and approved high-quality imagery. The following placements could include:
  - Email Marketing, Pre-Fair
  - Social Promotions, Pre-Fair
  - Video inclusion for Awesome Eats top 3 winners
  - Potential to be showcased in media interviews - *inclusion will vary based on media preference*