



**New Jersey State  
Ice Cream Festival**  
Toms River, New Jersey

8<sup>th</sup> Annual NJ State Ice Cream Festival  
Saturday, July 17, 2010  
11:30 am to 5 pm

## CONTESTANT RULES

1. Ice Cream samples MUST be 1¼ OUNCE size ONLY.
2. NO other free samples may be given.
- 3 Only one flavor may be entered in the contest. You may sell other flavors, but not your competition entry for People's Choice.
4. Your entry for Special Judges Panel must be **vanilla**.
5. Contestant must provide a minimum of 5,000 pre-scooped 1¼ oz. cups of ice cream **OR** 50 gallons of ice cream prior to the event for the committee to pre-scoop.
6. There is no entry fee.

\*\* The festival site opens at 8:00 am. Your booth needs to be set-up by 11:00 am. Clean up and booth removal is from 5 to 6 pm.

### \*\*\*\*\*WHAT THE FESTIVAL COMMITTEE CAN DO FOR YOU\*\*\*\*\*

- ☺ If needed, we will supply you with 5,000 1 ¼ oz. condiment cups with lids.
- ☺ If needed, we can provide volunteers and a facility where your ice cream entry can be pre-scooped and stored prior to the event **OR** we can provide just the storage for your pre-scooped ice cream.
- ☺ We can provide volunteers to assist you in handing out samples on the day of the event.
- ☺ We will have a freezer truck available for storage on event day.

### \*\*\*\*\*HOW COMPETING WILL BENEFIT YOUR BUSINESS\*\*\*\*\*

1. All contestants are included in the promotional material for the Festival
2. Introduce your ice cream to over 8,000 attendees at the Festival
3. Winners of People's Choice and Special Judges Panel earn plaque and bragging rights!
4. The Local Winner of Special Judges Panel (vanilla) will be entered into the World Dairy Expo Championship in Wisconsin!
5. You may sell ice cream (other than your People's Choice entry) at the Festival

***For more information please call Jane at Allen Consulting, Inc., 732-946-2711 or email [jane@allenconsulting.com](mailto:jane@allenconsulting.com)***