

Saturday, March 22nd
@ Ybor City Saturday Market!



Sunday, March 23rd
@HCC Ybor City Campus

Welcome Judges to the 3rd Ann Cuban Sandwich Festival

SATURDAY, March 22nd, 2014

CENTENNIAL PARK, YBOR CITY
(CORNER OF 8TH AVE AND 18TH ST.)

Hosted By: Latin Times Media, Inc.,
The City of Tampa and YCDC!

SCHEDULE OF EVENTS **Judging REGISTRATION**

Traditional Judges: 11:00 AM – 12:30 PM

Non-Traditional Judges: 12:30 PM – 2:00 PM

The VIP and Judging area will be found right at the corner of 8th avenue and 18th St

Judges will receive a clip board with only numbers to identify the entries. Judges are required to taste and vote and each sample in their category.

Contestants are not allowed to communicate with VIP Judges until after the voting process is complete. Contestants will not know what their number is until the morning of the festival. The contest is anonymous, so that judging is not based on friends, but rather is run in a fair way.

Results will be announced at 4:30 PM right before the feature entertainer Sol & Son goes on stage to perform!

Each JUDGE will receive public recognition.

All JUDGES should plan to be at event until about 4:45 PM if possible, so that you can also be a part of the on-stage presentation.

City/Street Parking is FREE in designated areas, and is available on a first come first serve basis. The City also offers free parking in the city parking lots.

WINNERS ANNOUNCED 4:30pm!

CUBAN SANDWICH PRIZES WILL BE AWARDED FOR EACH CATEGORY
(TRADITIONAL & NON-TRADITIONAL):

CONTEST RULES: This is a BLIND CONTEST – entries are identified only by a number.

Traditional Entries: MUST follow the approved Tampa historic Sandwich recipe that was approved by Tampa City Council.

The resolution specifies the ingredients of the authentic Tampa Cuban sandwich:

- Cuban Bread
- Sweet ham
- Mojo-marinated roast pork
- Swiss cheese
- Kosher pickles
- Mustard
- Genoa salami

The Traditional can be pressed or un-pressed.

If contestants are pressing their sandwiches, they are allowed to lightly coat the bread with butter ONLY. No other ingredients can be used in the Traditional entry.

Please follow these instructions carefully; Entries that are found to be in violation of any of these rules and requirements will lose 10 points per rule violation.

NON-Traditional Entries: Non-Traditional Recipes must still be recognizable as a Cuban Sandwich. The NON-Traditional Sandwich allows you to get creative – but the Cuban Sandwich should still be recognizable in it. Non-traditional sandwiches can have a “twist” inside with Cuban bread on the outside, or a “twist” on the outside with the Cuban Sandwich ingredients on the inside.

1ST PLACE TRADITIONAL – OVERALL Winner!

TRADITIONAL

Ultimate Bragging RIGHTS for 2014 PLUS

Marketing Package, interviews, and publicity valued at over \$5,000.00 PLUS Winning SIGN, Recognition by the City of Tampa and City Council.

2nd PLACE TRADITIONAL – 2nd Place Sign, Recognition by City of Tampa.

3rd PLACE TRADITIONAL – 3rd Place Sign, Recognition by City of Tampa.

1ST PLACE NON-TRADITIONAL – “NON-TRADITIONAL” Bragging

NON-TRADITIONAL

RIGHTS for 2014 PLUS Marketing Package, interviews and publicity valued at over \$2,500.00 PLUS Winning SIGN, Recognition by the City of Tampa and City Council.

2nd PLACE NON-TRADITIONAL – 2ND Place Sign

3rd PLACE NON-TRADITIONAL – 3rd Place Sign

POPULAR Category!

Cuban Sandwich Vendors will compete for the popular win during the hours of Noon to 6:00 PM. Voting Methods include: Facebook vote (1 Per account) OR Mobile Vote (1 Per Cell Number). This winner can be either Traditional or Non-Traditional. The Winner of this category will be announced on Sunday, March 23, 2014.

1ST PLACE POPULAR Sandwich – Can be either a “TRADITIONAL” or a “NON-TRADITIONAL”
Bragging

RIGHTS for 2014 PLUS Marketing Package, interviews and publicity valued at over \$2,500.00
PLUS Winning SIGN, Recognition by the City of Tampa and City Council.

2nd PLACE NON-TRADITIONAL – 2ND Place Sign

3rd PLACE NON-TRADITIONAL – 3rd Place Sign

Cuban Sandwich Festival officials will be visually approving Sandwiches for their category entry.

If you have any questions, please feel free to contact me (email preferred).

Jolie Gonzalez; Jolie@Latin-Times.com or Victor Padilla at VPadilla@Latin-Times.com

GOOD LUCK!!!

WE LOOK FORWARD TO SEEING YOU AT THE 2014 CUBAN SANDWICH FESTIVAL!