

Culinary Contest Cooking Up Recipe for Success!

Institute, WV – Potential food entrepreneurs from across the state will converge at the State Fair of West Virginia on Sunday, August 10, for the third annual West Virginia Recipe Challenge. Entrants will compete for over \$10,000 in goods and services and a chance to have their product launched in the marketplace.

The competition began in 2006 as a chance for emerging entrepreneurs who have dreamed of taking their home-cooked product to the grocery store shelf. The event has won national recognition and led to the launching of two new specialty foods businesses in the state.

“I was no different than anybody else at the Recipe Challenge,” said Darrell Vowell, winner of the 2006 competition with his homemade barbeque sauce. “I was a man with an idea and a dream.” Vowell has since launched his product under the name Cowboy Cook’n Company. Last year’s winner, Phillip Bricker, is currently working on his own product launch – a line of gourmet ice creams and sorbets called The Wooden Spoon.

“The contest has been a big success in the past two years, and we’re looking forward to a bigger and better event this year,” said Mary Legg with West Virginia State University Extension Service, a sponsor of the event. “This is a great opportunity for the state’s entrepreneurs to receive hands-on assistance in getting their product into the marketplace.”

The challenge itself will consist of two categories: new entrepreneur and existing business. Prizes include recipe refinement, packaging design, label development, nutritional panel creation, technical assistance, production time in a commercial kitchen, product marketing, and more.

The West Virginia Recipe Challenge is a collaboration of West Virginia State University Extension Service, the State Fair of West Virginia, Opening Soon Inc., Tamarack, and the West Virginia Department of Agriculture.

Contestants must register for the competition by noon on July 12. Registration forms, category definitions, and more information about the contest are available online at www.statefairfowv.com or by calling (304) 645-1090.

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