

A Fundraiser for



Tri-County
Humane Society

Adopt • Donate • Volunteer

Bloody Mary & Chili Contest



**Who makes the
best Bloody Mary
in town?**

**How about the best
Chili?**

**We will find out
on Saturday,
January 27th!**

Contest:
2:00 PM to 4:00 PM
*Awards Ceremony
follows!*

Venue:
Red Carpet Event Center
11 5th Ave S, St. Cloud

*Are you interested in
sponsoring this event?
Contact us to be
recognized, like these
sponsors:*



Thank you for your interest in our upcoming Bloody Mary Contest to benefit Tri-County Humane Society. ***All ticket sales from this event will benefit the animals!***

Each competing bar/restaurant will be provided a 6' table with prep/work space behind. You can decorate/sign your space as you wish, we want you to promote your venue at this event!

You will provide samples of your product to event attendees in small shot-size plastic cups (provided). Last year nearly 200 people attended, and we expect more this year, so we suggest you bring up to two gallons of Bloody Mary mix. Smirnoff vodka will be provided to mix at the Red Carpet Event Center. Smirnoff is an event sponsor, providing the vodka for all participating Bloody Mary contestants.

Chili will be sampled in similar sized cups, so plan appropriately.

Attendees will move from booth to booth sampling all the available Bloody Mary and Chili options while making notes on their ballots as to which they prefer.

In addition to voting on taste preferences, attendees will also consider how your establishment presents their product in their final vote. For this purpose, each participating bar or restaurant is encouraged to bring a sample (or nice photo) of each as sold at their establishments for participants to view at their table.

A third component of the contest is the final blind tasting by a panel of celebrity judges. A composite score obtained from attendee taste preference & presentation and the judges blind tasting will determine the winning Best in Show Bloody Mary and Best in Show Chili.

The tasting goes from 2-4:00 with final judging to follow.

The big winners last year were the Red Carpet (Bloody Mary) and Cornerstone Buffet in Sartell (Chili). ***But everyone who participated was a winner in our eyes!***

Thanks to Cowboy Jack's; House of Pizza; Howie's; MC's Dugout; Old Capital Tavern; Lily's Wings, Burgers and Things; G. Allen's; and Olde Brick House for their participation in 2017, with a special mention to The Place, who planned to attend with their chili until it all ended up on the kitchen floor! Better luck this year!

Thank you,

Cheryl Ley

Tri-County Humane Society Bloody Mary & Chili Contest Committee Chair
cley0564@gmail.com | 320.252.6989

tricountyhumane.org/bloodymarychilicontest/

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- The voters who attended this event last year took their jobs very seriously. This is a real tasting contest, not a popularity contest. But if you want to promote the event at your establishment to get more of your customers to attend in hopes they will pick you from the other contestants, we won't stop you!
- Winners of Best in Show (one for Chili, one for Bloody Mary) receive a nice trophy to display throughout the year to advertise their win!
- Publicity, Publicity, Publicity! We are already promoting this event at our website and our Facebook page, plus other social media:
<http://tricountyhumane.org/bloodymarychilicontest/>
<https://www.facebook.com/events/1986213691656189/>
- As bars & restaurants sign up for the competition we will add them to our website and post the news on our Facebook page. The earlier you sign up, the more publicity you will receive!
We will include your logo and website in this advertising if you provide it to us!
- Tri-County Humane Society has **19,104 Facebook followers** as of 11/9/17, and this number continues to grow.
To say this group is active is a serious understatement. We posted this event on the Facebook page and it already has **184 people** who have expressed interested in attending.
- TCHS is also active on a number of other social media platforms including Instagram, Twitter, Snapchat and YouTube. Any event information will be posted across all platforms.
- Last year almost 200 people attended, so with this early interest we're expecting to have even more people attending in 2018!
- We want you to promote your business at this event, and that includes having a menu, coupons, signage, or whatever you wish at your table.

Thank you for your interest!

Cheryl Ley

Tri-County Humane Society Bloody Mary & Chili Contest Committee Chair
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