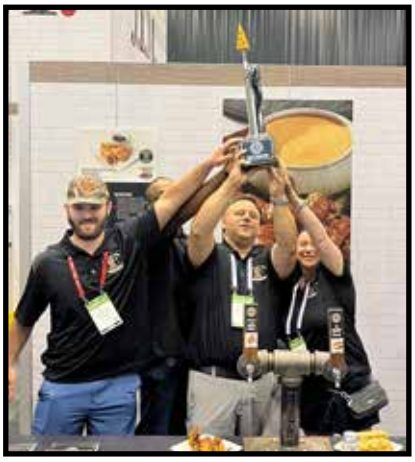
2025 BEER CHEESE THROWDOWN IS HERE!

The Beer Cheese Throwdown is back and bigger than ever! This year, we're turning up the heat with two exciting new additionas to the J.TM. Beer cheese lineup: VooDoo Ranger® Cajun Cream Sauce and Cerveza Queso Mac & Cheese.



SUBMIT YOUR INNOVATIVE RECIPES

Recipe Submission - December 2nd through January 31st

We're inviting food service operators across industries - restaurants, colleges & universities, convenience stores, business & industry, recreation, and more - to show off their creativity by submitting innovative recipes using J.T.M.'s fully prepared craft beer cheeses, beer cheese bases, or our new Voodoo Ranger® Cajun Cream Sauce or Cerveza Queso Mac & Cheese.

Competition Schedule:
January 31 - Recipe Submission Ends
February 10-24 - Quarterfinals Voting Period
February 28 - March 10 - Semifinals Voting Period

Finals Voting:
Voting takes place at the 2025 National Restaurant Show in Chicago, IL!
J.T.M. Food Group | Booth #11500

HOW IT WORKS:

01 **SUBMIT YOUR BEER CHEESE RECIPE**

02 **BRACKET VOTING OF TOP 8 RECIPES**

03 **FINALISTS COMPETE AT 2025 NRA SHOW**

PRIZE PACKAGES:

TWO FINALISTS RECEIVE:

- All expense paid trip to the 2025 National Restaurant Association Show
- Recipe featured at the J.T.M. booth for all four days of the NRA Show
- Recipe featured on multiple print and digital beer cheese throwdown materials

GRAND PRIZE: BLACKSTONE® 36" GRIDDLE AIRFRYER COMBO



RUNNER UP PRIZE: YETI® ROADIE® 32 WHEELED COOLER





SCAN ME

SCAN THE QR CODE OR VISIT JTMBEERCHEESETHROWDOWN.COM TO ENTER OR ADDITIONAL CONTEST DETAILS.
USE PROMO CODE: BCTD25

J.T.M.®