

# All Things Cake: Cake, Cupcake & Bakery Celebration

Sunday, May 15, 2016 - 11am - 2pm

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## Bakers Participation

Tucson Foodie and Main & Mace, in collaboration with Sonya's Brown Sugar Bakery, is proud to present the first All Things Cake Celebration at Viscount Suite Hotel on May 15, 2016. This inaugural event is an ideal way for local bakers - professional and amateur - to showcase their confectionary creations.

It's easy to participate and your creations will be viewed and sampled by hundreds of hungry attendees. For the professional baker this opportunity will bring marketing and promotion awareness to your business. For the amateur baker this is an opportunity to demonstrate your talents and take them to the next level.

**Entry Fee:** Free

The All Things Cake Competition Team acknowledges that skill and expertise in the cake decorating industry is widely varied and decorators come from all different backgrounds and teachings. Therefore, there are two entry categories.

- **PROFESSIONAL:** Open to cake decorators and bakers associated with a brick and mortar bakery or grocery store; pastry chefs associated with a restaurant or resort; and baking and instructor cake decorators.
- **AMATEUR:** Open to all home bakers and cake decorators. Note: Pima County Health Department requires that FOOD CANNOT BE PREPARED AT HOME
- **ALL CONTESTANTS:** must enter with resumes and portfolios of previous work and sketch of the proposed cake being created by Monday, April 18, 2016.

Participants will be judged on creativity, difficulty of technique, tier, attention to theme detail, taste, uniqueness of flavor combinations, and use of local elements.

To set the mood, the event will feature music, champagne, coffee, and a Cakewalk. Tickets are \$15 for early birds, \$20 in advance, and \$25 day of the event. Tickets include cake samples from participating bakeries, one Cakewalk ticket, two glasses of champagne or mimosa and one raffle ticket. VIP tickets are available for \$50 and includes unlimited samples from vendor booths, 4 glasses of champagne, 2 Cakewalk tickets, two raffle tickets and access to full service VIP area.

**Theme:** "An Arizona Wedding to Remember"

The scenario is to create a wedding cake for our fictitious bride and groom, Renee and Dwight. Renee was born and raised in Tucson and comes from a bohemian family of jewelers. Her family runs a booth at the Gem and Mineral Show every year and that's how she met Dwight. Dwight is from the midwest from a family of mechanical engineers. On a business trip to Tucson he met Renee at the Gem Show. After a love at first sight romance, Dwight moved to Arizona and popped the question at sunset near Gate's Pass. They are getting married on a ranch outdoors and are looking for someone to make their wedding cake. To express their love of Arizona they want the

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cake to reflect that and share a taste of Arizona with their family and guests. They are open to any ideas letting the decorator choose.

**Additional Notes about the bride and groom:**

- Renee is not a huge fan of fondant
- Dwight does not care for red velvet
- Both love natural ingredients
- Both love sunsets
- Honeymoon is on Coronado Island
- Renee's dad is making a jeweled cake topper
- Dwight's favorite sister is having a baby

Professional bakers create a wedding cake / Amateur bakers create a groom cake

Prizes: Professional baker receives large custom made trophy

Homebaker receives custom made trophy

For more info contact [jane@tucsonfoodie.com](mailto:jane@tucsonfoodie.com).

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## Participants Registration Form

Application Date: \_\_\_\_\_

Business Name: \_\_\_\_\_

Participants Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

Category (check one)

- Professional  
Open to cake decorators and bakers associated with a brick and mortar bakery or grocery store; pastry chefs associated with a restaurant or resort; and baking and instructor cake decorators.
  
- Amateur  
Open to all home bakers and cake decorators

**Note: All Contestants** must enter with resumes and portfolios of previous work and sketch of the proposed cake being created by Monday, April 18, 2016. Send completed registration form in pdf or jpeg format with resume/portfolio to [brownsugarchef@yahoo.com](mailto:brownsugarchef@yahoo.com) by April 18, 2016.

**Tucson Foodie**  
**All Things Cake Cupcake & Bakery Celebration**  
**Terms of Agreement**



I/We, \_\_\_\_\_ agree to participate in the 1<sup>st</sup> annual All Things Cake: Cupcake & Bakery Celebration on May 15th, 2016 at Viscount Suite Hotels in Tucson, Arizona between the hours of 11:00am and 2:00pm with set up and check in between 8:30am and 10:00am.

I/We understand that we will comply with obtaining and paying for an [Application for Temporary Food Establishment License](#) through the Pima County Health Department.

I/We understand that we will comply with all Pima County Health Department's [Requirements for Temporary Food Facilities](#).

I/We understand that if we are an Amateur baker we will need to bake in a commercial kitchen & have food handlers card per Pima County Health Department.

I/We understand that we will supply a gravity flow hand wash setup with drain bucket, soap and paper towels.

I/We understand that we will supply a dolly or handcart.

I/We understand that there is no fee to participate in this event with the exception of the Pima County Health Department application fee.

I/We understand that the approximate number of attendees will be between 300-350 people and that I/We will provide cake samples (approx. 2oz. per sample) and marketing materials for up to 500 people.

I/We understand that we will display promotional material, provided by Tucson Foodie, at our store to promote the event.

I/We understand that we will sell tickets to the event.

I/We understand that Tucson Foodie will provide the space, (1) 6' table and 6' X 30" linen and one chair. No electricity will be provided unless agreed upon in advance via email confirmation to [jane@tucsonfoodie.com](mailto:jane@tucsonfoodie.com)

I/We understand that banners can be used. Additional signage, table décor and any additional swag can be used at our discretion.

I/We understand that not participating in the event for any circumstance is not a liability on the part of Tucson Foodie.

I/We understand that all participants (vendors/sponsors) will be of the ages of 21 or over if participating in champagne sampling. There will be no minors allowed to handle champagne or sampling glass at the event at any time.

**I/WE understand that load-in will begin at 8:30am and have a complete set up by 10:30am.**

Your typed or signed name below is considered that you have agreed to participate to the terms listed above. Any questions about or requested deviations from the above should be directed to your event manager assigned to you Any request before this date can be emailed to [jane@tucsonfoodie.com](mailto:jane@tucsonfoodie.com)

\_\_\_\_\_ is / are willing and able to participate in All Things Cake on Sunday May 15th, 2016 between 11:00am and 2:00pm at Viscount Suite Hotels in Tucson, Arizona.

\_\_\_\_\_  
Name (printed)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name of Business

\_\_\_\_\_  
Tel #

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Email address