



INNOVATION COMPETITION FOR A \$10K GRAND PRIZE

The Caglia Environmental Pressure Cooker Competition (Competition) is a televised competition that will highlight the most innovative new products from Central California's food industry. The televised competition will follow the finalists in the weeks leading up to the event, which kicks off on Wednesday, August 31st at 11 AM. The finalists will present their products before a live audience and a panel of food industry experts for a chance to win \$10,000, with additional cash prizes available for the 2nd and 3rd place winners.

HOW TO ENTER:

STEP 1: Fill out and submit a [New Product Showcase Registration Form](#) (Showcase) for each of the product(s) you'd like to enter. The Showcase Form must be completed for the product you would like considered for the Competition prior to August 12th so you can complete the Competition Application by August 12th at 5 PM.

STEP 2: OPTION A

If you are just entering products into the New Product Showcase and do not intend to compete in the Competition, the deadline is August 19th at 5 PM and you do not have to do anything else until you are onsite at the tradeshow. OR

OPTION B

If you would like to enter one of your new products into the Competition, you must fill out the [Competition Application](#) through your Exhibitor Portal and submit a 2-3 minute video answering the outlined questions on the Competition Application no later than August 12th at 5 PM.

STEP 3: A MADE staff member will contact you no later than August 16th with the status of your application and if you are a finalist, staff will provide you with all of the information you need to prepare for your live presentation.

STEP 4: PRESSURE COOKER COMPETITION - LIVE AT MADE CENTRAL CALIFORNIA
Wednesday, August 31st at 3 PM.

