



# HEAT IT UP!

## Milwaukee's Best Bloody Mary AND Chili Challenge!

On Saturday, October 7th, mix up your best Bloody Mary or favorite batch of chili, to see how they stand up against the competition! Your cocktails and chili will be judged by patrons of the Market. Market-goers will purchase samples and vote on their favorites!

See the attached forms for more information on How you or your bar or restaurant can participate!

SATURDAY, OCTOBER 7th  
MARKET HOURS: 9:00AM TO 1:00PM  
HEAT IT UP! CHALLENGE: 10:00AM TO 1:00PM



HEAT IT UP: CHILI RULES

**What:** East Town Association is holding its 8<sup>th</sup> annual Chili Cook-Off on October 7th at the East Town Market in Cathedral Square Park. Market Hours are 9am to 1:00pm, but the Heat it up! Challenge kicks off at 10:00am! Below are the details. We hope you will participate!!

**Participation Information:** Area restaurants compete by offering up their best chili to market goers and will be judged by guests of The East Town Market.

**Time:** Cook-off, judging and sampling begin at 10:00am and will continue until 1:00 pm. Winners will be announced after all the votes have been tallied. Set up begins at 9am.

**Place:** Cathedral Square Park, corner of Jefferson and Wells. Event will be held in middle of park.

**Entry Fee:** East Town Member Restaurants/Vendors are **FREE**. Non East Town Member Restaurants/Vendors are \$15.

**East Town provides:** A tented space for restaurants, sample chili bowls, spoons, and napkins for tasters as well as one 8-foot table per restaurant.

**Restaurants provide the following:** 1) A minimum of **six gallons** of pre-cooked chili (pot/ladle) for sampling and judging. (City of Milwaukee food safety regulations must be followed. See [www.milwaukee.gov](http://www.milwaukee.gov) for information). 2) Your own source of heat/ burner; pots and large utensils. No generators, electricity, or open fire allowed. 3) Signage/promotional materials of your choice.

**Winning categories (for cash prize):**

\*Best beef /traditional chili; \*Best veggie chili  
All judging is PEOPLE'S CHOICE!

**Right to Terminate:** East Town Association reserves the full right and authority to remove or expel any participant at any time from the East Town Market and Heat it Up!, in each case at the sole and absolute discretion of the Association or its designated representative.

**Liability, Insurance and Indemnification:** Restaurant/Vendor shall provide a certificate of insurance naming The East Town Association as additional insured parties and shall provide minimum liability limits of not less than \$1,000,000 for personal injury to any one person, \$1,000,000 for injury to property, Workers Compensation at Statutory Limits, Employer's liability bodily injury limits at \$1,000,000 BI by accident (each accident); \$500,000 BI by disease (policy limit); \$100,000 BI by disease (each accident) ; \$1,000,000 auto liability. Restaurant/Vendor shall indemnify and hold harmless East Town Association, the City of Milwaukee, and Milwaukee County without limitations from any and all damages of any nature whatsoever in excess of or not covered by the insurance coverage provided under the terms of this agreement occasioned directly or indirectly by the restaurant/vendor operation of the site and/or as a result of restaurant/vendors breach of this agreement.

**Deadline for participation is Friday, September 22nd.** Commitment forms may be sent via mail, fax, or e-mail. Participation fee also due on 9.22.2017 (if applicable).

# **HEAT IT UP: BLOODY MARY RULES**

**What:** East Town Association is holding the 8<sup>th</sup> Annual **Heat it Up! Bloody Mary and Chili Challenge** on October 7th at the East Town Market in Cathedral Square Park. Market Hours are 9am to 1:00pm, but the Challenge will kick off at 10:00am! Below are all the details. We hope you will participate!!

**Participation Information:** Area restaurants compete by offering up their best Bloody Mary to market goers and judged by guests. Restaurants will make a 7 ounce standard size cocktail with any garnish that they would like to include.

**Time:** Challenge, judging and sampling begin at 10:00am and will continue until 1:00pm. Winners will be announced at 1:00pm. Set up begins at 9am.

**Place:** Cathedral Square Park, corner of Jefferson and Wells. Event will be held in middle of park.

**Entry Fee:** East Town Member Restaurants/Vendors are **FREE**. Non East Town Member Restaurants/Vendors are \$15.

**East Town provides:** A tented space for restaurants/bars, all sample glasses and ice.

**Restaurants provide the following:** All alcoholic and non-alcoholic mixers, ingredients, mixing utensils, one standard size glass for the display cocktail and garnishes for the display cocktail only. (City of Milwaukee food safety regulations must be followed. See [www.milwaukee.gov](http://www.milwaukee.gov) for information). We also encourage you to bring signage/promotional materials of your choice.

**Right to Terminate:** East Town Association reserves the full right and authority to remove or expel any participant at any time from the East Town Market and Chili Cook Off, in each case at the sole and absolute discretion of the Association or its designated representative.

**Liability, Insurance and Indemnification:** Restaurant/Vendor shall provide a certificate of insurance naming The East Town Association as additional insured parties and shall provide minimum liability limits of not less than \$1,000,000 for personal injury to any one person, \$1,000,000 for injury to property, Workers Compensation at Statutory Limits, Employer's liability bodily injury limits at \$1,000,000 BI by accident (each accident); \$500,000 BI by disease (policy limit); \$100,000 BI by disease (each accident) ; \$1,000,000 auto liability. Restaurant/Vendor shall indemnify and hold harmless East Town Association, the City of Milwaukee, and Milwaukee County without limitations from any and all damages of any nature whatsoever in excess of or not covered by the insurance coverage provided under the terms of this agreement occasioned directly or indirectly by the restaurant/vendor operation of the site and/or as a result of restaurant/vendors breach of this agreement.

**Deadline for participation is Friday, September 22nd.** Commitment forms may be sent via mail, fax, or e-mail. Participation fee also due on 9.22.2017 (if applicable).

## **HEAT IT UP! CHALLENGE APPLICATION SATURDAY, OCTOBER 7th, 2017**

Restaurant/Bar Name: \_\_\_\_\_

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

Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-Mail: \_\_\_\_\_  
East Town Member? \_\_\_\_\_

We would like to enter our award-winning:

- Bloody Mary  
(\$15 enclosed for non-members of the East Town Association)
- Chili (Check one:)  
 Vegetarian  
 Non-vegetarian  
(\$15 enclosed for non-members of the East Town Association)
- Both!  
 Vegetarian Chili  
 Non-vegetarian Chili  
(\$25 enclosed for non-members of the East Town Association)

**Disclosure:**

I, \_\_\_\_\_, hereby acknowledge that I have received and read the Heat it Up! Challenge Rules and Regulations. I fully understand the rules and agree to abide by them. The East Town Association is not responsible and will assume no responsibility for any loss, theft, damage or personal injury suffered by the undersigned from any cause whatsoever. I acknowledge that any work or property is displayed at my own risk. I further acknowledge and agree that The East Town Association may, in its sole discretion, remove any participant that does not meet the standards of The East Town Association. Furthermore, I release all rights to photography taken during The East Town Market Chili Cook Off to the East Town Association, Inc. for future usage in print, production, advertising, publication, and I acknowledge that I will not be paid for the use of images taken at Heat it Up! Challenge. The undersigned hereby represents that he/she has read and understands this release and that by signing below the undersigned agrees to be legally bound by this release and to indemnify and hold harmless The East Town Association, Inc.

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please direct questions to:  
East Town Association  
770 N. Jefferson Street  
Milwaukee, WI 53202  
414 271-1416 (phone)  
414 271-6401 (fax)  
[kmorris@easttown.com](mailto:kmorris@easttown.com)