



Société Culinaire Philanthropique
143rd Annual Salon of Culinary Art & Exhibition
of New York City, Inc.
November 13-15, 2011

The World's Largest Freelance Culinary Arts Exhibit
at the 96th International Hotel, Motel + Restaurant Show
Jacob K. Javits Convention Center - 11th Avenue at 34th Street

ADVISORY & PLANNING COMMITTEE

Jean-Claude Blazy, *President, Société Culinaire Philanthropique*

Henri Deltieure, *Honorary President, Société Culinaire Philanthropique*

Jean-Pierre Stoehr, *Honorary President, Société Culinaire*

Thomas Smyth, *Chairman of the Salon*

Jean Le Rouzic, *Chairman of the Jury*

Jean F. Claude, CHE, CCE, Jean-Pierre Stoehr, Robert Walljasper, CEC
Co-Chairmen of the Salon

Joseph Boljonis, CEC
Co-Chairmen, Special Projects

COMMITTEE

Felix Antonecchia • Pierre Baran • Jean-Jacques Bernat
Maurice Bonté • Yves Busnel • Jacques Coustar • Gérard Drouet
Henry Dubarry • Louise Hoffman • Pascal Guillotin • Bernard Launay
Roger Le Bossier • Susan Lifrieri-Lowry • Andre Moisan • Maurice Pailleret • Jacky Parault
Dominique Payraudeau • Michel Pombet • Michel Rossignol • Angel Sanay • Thomas Santamaria
Marc J. Sarrazin • André Soltner • Gerard Vidal • Steve Walljasper

WITH THE COOPERATION OF

The Hotel Association of New York City

General Instructions – Please Read Carefully

Exhibitors are requested to read the application carefully and to conform strictly to the instructions. Your cooperation will facilitate the work of the Judges and avoid possible disqualification or loss of points on your work. We thank you for your support in presenting a successful Salon.

Application

1. Application forms must be completely filled-in, typed or printed legibly, and received no later than October 1st, 2011. No exhibit will be considered unless an application is received by the Committee prior to the closing date.
2. **Each member of a team must display a complete entry item.**
3. Registration Fee: \$30.00 per entry
Marc Sarrazin's Trophy Competition – \$150.00 per table
French Government's Medal Competition – \$50.00 per table
Public High Schools – \$50.00 group fee (maximum 5 students and coach on 4' x 4' table)

What will I receive?

A pass to the International Hotel, Motel + Restaurant Show good for three days, tables, space, and invitation to the awards ceremony. **Fees are payable in advance and must be enclosed with your application.**

Cash Awards in addition to medals or trophies, etc. in the following categories (for First Prize Winners only):

CATEGORIES AND GUIDELINES

GRAND PRIZE OF THE SALON: \$1,000.00 FOR EACH CULINARY AND PASTRY DISPLAY

The Medal of the French Government will be awarded to any individual Chef or Pastry Chef entering this competition by presenting either a pastry or a cooking exhibit and winning a First Prize.

- A1 Pastry Exhibit must include the following five pieces:
- (1) wedding cake, (1) sugar work,
 - (1) pastillage or chocolate, (1) petits fours/pastry presentation, and (1) decorated cake.
- A2 Cooking exhibit must include the following four pieces:
- (1) tallow or salt dough centerpiece, and
 - (3) platters – (1) classical presentation of a poularde, (1) classical or contemporary/modern meat presentation, and (1) classical or contemporary fish presentation.

The medal of the French Government exhibit must be displayed on a table 4' x 8' with white linen and white skirting.

GRAND PRIZE OF THE SALON FOR BUFFET – THE MARC SARRAZIN TROPHY

A medal of the Salon and a travelling trophy will be awarded to the winner. Trophy will be kept by the winner or the winning team for one year. All team members will receive an award diploma.

A3 Individuals or teams from Hotels, Clubs, Restaurants, Food Service Institutions, Associations and Accredited Culinary Schools, may compete by presenting a complete buffet exhibit table including centerpieces, a minimum of five entree platters and items required for a complete buffet menu, including desserts as in Category A1. Any complete buffet must be displayed on a table 12' x 4' (minimum of 5 platters and a centerpiece).

B1 BEST MEAT PRESENTATION: \$250

Hot food presented cold on platters: two different platters with a minimum of six servings each. Cold platter of choice (meat, fowl or game). Platter must show six servings with proper garnishes. A Show plate must be included. An Hors d'Oeuvres platter, with eight varieties of six portions each. Showpiece of choice for food i.e. chaud/froid ham, poularde, etc.

B2 BEST FISH PRESENTATION: \$250

Hot food presented cold on platters: two different platters with a minimum of six servings each. Cold platter of choice, Platter must show six servings with proper garnishes. Show plate for each included. Hors d'Oeuvres platter, with eight varieties of six portions each. Showpiece of choice for food i.e. chaud/froid fish, decorated fish, etc.

B3 BEST CENTERPIECE IN CULINARY: \$250

Centerpieces of choice of food products, i.e. tallow, salt dough, shortening, saltage or fruit carvings.

C1 BEST WEDDING/OCCASION CAKE: \$250

Display of cakes for weddings, birthdays, christening, etc. with fine work of sugar pastillage, gumpaste, piping, lattice, etc.

C2 BEST CHOCOLATE/SUGAR PRESENTATION: \$250

Petits fours/dessert platters (minimum six portions) with showpieces in chocolate, sugar, pastillage, etc.

continued on next page

continued from previous page

C3 BEST CENTERPIECE IN PASTRY: \$250

Centerpiece of choice for pastry: chocolate sculpture, sugar pieces, pastillage, etc.

D1 BEST BAKERY DISPLAY: \$250

Bakery display of bread, croissants, danish, etc.

BEST EXHIBITION OF SHOW: \$500

SETTING UP YOUR EXHIBIT

1. Delivery instructions will be sent to you with confirmation letter.
2. Equipment must be delivered Saturday, November 12th between 11 a.m. and 4 p.m.
3. Location of tables will be designated by the Chairman of the Salon of Culinary Art.
4. Exhibitors are asked to bring their own tablecloths and skirting. Tables must be covered/draped from top to floor.
5. Our flameproofing service will spray exhibits on Saturday, November 12th after 5 p.m. closing. Exhibitor tables which are not ready for this service will be required to bring fire retardant covering and show proof of such to the representative Fire Marshal. Non compliance will lead to disqualification by the Committee and possible removal of the exhibit by the Fire department.
6. All exhibits must be in place and ready for judges' viewing by 9 a.m. Sunday, November 13th. Delivery entrance doors will be open Sunday, November 13th at 5 a.m.
7. Special orders for electrical connections must be made by calling the order department of JKJCC, Tel: (212) 216-2080.

IDENTIFYING YOUR EXHIBIT

1. When submitting application, exhibitors will receive numbered stickers which must be affixed to each exhibit. This number will be the exhibitors' identification during the show.
2. All exhibits should be identified by their proper names both on exhibition tables and on entry form. No identification of personal or business affiliation is allowed with the exhibits until judging is completed.
3. After the judging, for the benefit of visitors and publicity derived from it, the exhibitors will be permitted to disclose their identities by placing personal and employer's cards next to their display.

DURING THE SHOW

1. The Committee declines the responsibility for breakage, damage, or loss of property during the exhibit, however, security will be present. Exhibitor's property must bear proper identification.
2. The Exhibitor must maintain the appearance of his exhibits for the duration of the Show. The Committee reserves the right to remove any display objectionable in appearance or quality, detrimental to the exhibitor or to the prestige of the Salon of Culinary Art. (Do not use fresh watercress or parsley for decoration.)

JUDGING AND AWARDS

1. During judging, the exhibitor is requested to be absent from his display, permitting the judges' impartial decision.
2. In addition to presentation of certificates to exhibitors, prizes, trophies, and medals will be awarded on the basis of merit.

THE SALON IS AN IMPORTANT PART OF THE EXPOSITION

Exhibits cannot be removed before 4 p.m. on Tuesday, November 15th.

Exhibits must be removed between 4 p.m. and 6 p.m. on Tuesday, November 15th. No exceptions.

P R O G R A M

SATURDAY, NOVEMBER 12th

Equipment must be delivered on Saturday between 10:30 a.m. and 4 p.m.

SUNDAY, NOVEMBER 13th

All exhibits must be in place and ready for judges' viewing by 9 a.m. Delivery entrance doors open at 5 a.m.

NOVEMBER 13th -15th

The Salon of Culinary Art
Jacob K. Javits Convention Center
Open Sunday and Monday,
November 13th and 14th, from 10 a.m. to 5 p.m.
and Tuesday, November 15th, from 10 a.m. to 4 p.m.

MONDAY, NOVEMBER 14th

Chef's Day Reception will be located in the Salon office area (by invitation only).