



**Alaska Air, Fresh Catch, and Alaska Reel Adventures present
The 2011 Poke Master Challenge**
April 9th and 10th, 2011
at The Hawaii Ocean Expo, Neal Blaisdell Exhibition Hall Pikake room
Hawaii's Premier Poke Contest hosted by Chef Reno Henriques
\$150 entry fee per competitor/team

(3) POKE DIVISIONS

-Ahi- 3lbs. of Ahi will be provided by Fresh Catch. Contestants **MUST** use this Ahi for food safety reasons. Ahi will be provided in blocks, allowing competitors to breakdown ahi to their preference. Block selection will be based on the post marked date of entries. All additional ingredients will be inspected by the HOE poke contest staff. If we feel that any of the ingredients may be unsafe or handled improperly, your entry in this category will be disqualified. Please keep all perishable ingredients on ice between 32-36 degrees.

-Tako- (Octopus) Contestants are responsible to bring a minimum of 3lbs. of **fully cooked** tako. Tako will be inspected prior to preparation by Chef Reno Henriques and/or HOE poke contest staff. All additional ingredients will be inspected by the HOE poke contest staff. If we feel that any of the ingredients may be unsafe or handled improperly, your entry in this category will be disqualified. Please keep all perishable ingredients on ice between 32-36 degrees.

-Vegetarian- this division consists of **NO** Meat, Poultry, Fish of any sort. Contestant/s will need to supply a minimum of 3lbs. of ingredients they choose to use. All additional ingredients will be inspected by the HOE poke contest staff. If we feel that any of the ingredients may be unsafe or handled improperly, your entry in this category will be disqualified. Please keep all perishable ingredients on ice between 32-36 degrees. Please verify with HOE poke contest staff prior to the event if you are unsure if your ingredient is considered "vegetarian". (808)236-1449 or email: info@hawaiiocanexpo.com

2011 HOE Poke Contest Format, Judging, and Prizes

Saturday, April 9th:

Contestants will be supplied with 1oz. tasting cups and toothpicks to allow HOE attendees and other competitors to try their poke recipes. The winners will be chosen by a secret ballot system. 3 winners from each division will be chosen by these **“Peoples Choice”** ballots. Only 1 ballot per person will be accepted. Ballots will be collected and counted by HOE poke contest staff. A total of 9 winners will be chosen on Saturday, 3 winners from each division. Each division will receive prizes from 1st-3rd according to the ballot count. These 9 winners also qualify to the semi finals held on Sunday, April 10th.

Sunday, April 10th:

(Semi-Finals)

The 9 winners will return to the HOE and prepare their **“same”** poke dish which they won the day before. These dishes will be judged by professional chefs from top Hawaii restaurants. 1 recipe from each division will be chosen by the judges. These chosen recipes will each win a round trip for 2 people to the west coast courtesy of Alaska air.

HOE Poke Master Challenge

(Finals)

The 3 winners of semi-final round will battle it out in the **“Mystery Box Battle”** where the secret ingredient will not be unveiled until the poke battle begins. Contestants will have the option to use only the ingredients provided in the pantry selected by Chef Reno Henriques. No additional ingredients can be used or brought from an outside source. The 3 contestants will only be allowed to use the same available ingredients.

The final challenge will be judged by the (3) professional chefs as well as the HOE attendees. A 40pt. possible scoring system will be tallied from each of the (3) professional judges score cards. 10 possible points can be awarded for each of the following categories: **taste, texture, originality, and presentation**. “Peoples Choice” votes will account for the following points: 1st=10pts. 2nd=8pts. 3rd=6pts.

Finalist will have 1 hour to prepare and plate their poke dish. 3 plates will be provided for each of the finalist for their poke submissions for the (3) professional judges. The remainder of their poke creation will be portioned out for the “Peoples Choice” tasting.

This will be a combination of peoples choice and professional chef judges decision on who will become the Fresh Catch Poke Master 2011!

GRAND PRIZE (Winner of Poke Masters Final Round):

(2) Round trip airtfares to Alaska courtesy of Alaska air. Accommodations for (2) from Alaska Reel Adventures, 5 night 4 day stay at Shelter Lodge in Alaska!

Contest will be limited to the FIRST 50 Competitors/Teams
Application deadline is March 28, 2011

2011 HOE Poke Contest Time Schedule

SATURDAY, April 9th:

1:00 - 1:30pm: Check-in at Hawaii Ocean Expo (Pikake Room) to go over rules, questions, and distribute 3 lb. blocks of Ahi to contestants in order of post marked entries.

2:00 - 3:00pm: Poke recipe preparation.
Contestants will have 1 hour to prepare their pokes and set up their table for public presentation.

3pm - 4pm: General Public tasting and voting.
Secret ballots will be handed out at this time. This round will be judged by “peoples choice”. 3 winners from each category will be picked to go to the semi-finals on Sunday morning. These (9) winners will receive prizes on Sunday at the Poke Masters awards ceremony.

SUNDAY, April 10th:

9:30am: (9) contestant semi-finals check in at the Pikake room. (3) Ahi winners will receive their 3lb. ahi blocks in order of ballot count.

10am - 11am: Semi-finals; 9 contestants (3 contestants/teams from each of the 3 categories) will go head to head with the “**same**” recipes in a Judges choice contest. Judges will be scoring on a 40 point system, awarding points for taste, texture, creativity and presentation.

3 contestants/teams TOTAL (one winner from each category) will move on to the POKE MASTERS FINAL ROUND.

12noon - 1pm: **POKE MASTERS FINAL ROUND.** The 3 winners of semi-final round will battle it out in “**Mystery Box**”

1:15pm - 2:00pm: (3) Judges tasting, HOE peoples choice tasting and ballot entry.

2:00pm: - Poke Masters Awards Ceremony. ALL prizes will be awarded during this ceremony. Contestant/s MUST be present at awards ceremony to receive prizes.

Contest Rules:

1. Competitors/teams are eligible but not required to enter recipes into all 3 categories. You must specify on application which categories you/your team will be participating in.
2. Entrants must be 18 years of age or older.
3. All Expenses, including travel to and from the contest will be the responsibility of the contestant/s.
4. Maximum of 3 persons per team allowed.
5. Contestants are solely responsible to replenish poke displays for tasting by the public.
6. One 6 foot table with a table cloth will be provided for contestant. chairs, extension cords etc will be the responsibility of the contestant.
7. Contestants will be given 3 passes into the Hawaii Ocean Expo. Contestants will need to pay for their own parking at the Blaisdell or wherever they chose to park.
9. We reserve the right to Disqualify any contestant due to unclean or unsafe food handling methods we may observe/ tako that looks to be uncooked.
10. Competitor must provide all his own utensils, bowls, etc to prepare 3lbs. of poke. Serving spoons and cups will be provided by the Hawaii Ocean Expo.
11. There will be NO REFUNDS.
12. Employees and their immediate families of Hawaii Ocean Expo, Fresh Catch and Alaska Reel Adventures, are not eligible to participate in Poke Masters Challenge.

Any protest or dispute as to interpretation of these rules and regulations or application shall be decided by a panel of 3 random contest entrants, and 2 officials from the Poke Masters Tournament Including Chef Reno Henriques. The case will be presented and voted on by the Panel.

Checks payable to: VJ Entertainment LLC.

Send Completed application to:
HOE Poke Contest
46-271 Lilipuna Road
Kaneohe, HI 96744

If you are not accepted into contest (in the event all 50 spots are filled), your payment check and application will be mailed back to your mailing address on application.

For any further questions or info, please email:
Info@hawaiiocanexpo.com

**Fresh Catch and Alaska Shelter Lodge present
The 2011 The PokeMaster Poke Challenge**

April 9th and 10th, 2011

at The Hawaii Ocean Expo, Neal Blaisdell Exhibition Hall Pikake room
Hawaii's Premier Poke Contest hosted by chef Reno Henriques

\$150 Per Entry

Competitor/Team Application

Name(or main contact)_____ Phone # _____ Cell# _____

Team name(if team entry)_____ # of team members _____

Address _____ City _____ Zip _____ Age: _____

E-mail _____

EMERGENCY CONTACT INFORMATION:

Name _____ Phone# _____

T-shirt (men size only) PLEASE CIRCLE: 1 shirt included with entry. extra shirts \$8.

Small, Medium, Large, XL, 2XL(\$2 extra), 3X, 4X, 5X...(\$5.00 extra)

Entry fee \$150 - covers all 3 categories-----\$ _____

oversize tshirt cost----\$ _____

additional tshirt cost----\$ _____

TOTAL-----\$ _____

Categories: Please check categories intended to enter. (you are NOT REQUIRED to enter all 3)

AHI _____

Tako _____

Vegetarian _____

Signature _____ date _____

by signing this application you are relieving VJ Entertainment LLC., Alaska Reel Adventures, Fresh Catch and Alaska Airlines of any liabilities due to or caused by unsafe cooking methods or habits.

Checks payable to:
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Kaneohe, HI 96744

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