

West Virginia Recipe Challenge returns to State Fair! Registration now open

Institute, WV – Potential food entrepreneurs from across the state will converge at the State Fair of West Virginia on Sunday, August 16, for the third annual West Virginia Recipe Challenge. Entrants will compete for over \$10,000 in goods and services and a chance to have their product launched in the marketplace.

The competition began in 2006 as a chance for emerging entrepreneurs who have dreamed of taking their home-cooked product to the grocery store shelf. The event has won national recognition and led to the launching of two new specialty foods businesses in the state.

“I was no different than anybody else at the Recipe Challenge,” said Darrell Vowell, winner of the 2006 competition with his homemade barbeque sauce. “I was a man with an idea and a dream.” Vowell has since launched his product under the name Cowboy Cook’n Company and has even opened a restaurant in Wayne, WV.

“The contest has done well in encouraging new business, so we’re excited for a new round of entries this year,” said Mary Legg with West Virginia State University Extension Service, a sponsor of the event. “This is a great opportunity for the state’s entrepreneurs to receive hands-on assistance in getting their product into the marketplace.”

The challenge itself will consist of two categories: new entrepreneur and existing business. Prizes include recipe refinement, packaging design, label development, nutritional panel creation, technical assistance, production time in a commercial kitchen, product marketing, and more.

The West Virginia Recipe Challenge is a collaboration of West Virginia State University Extension Service, the State Fair of West Virginia, Opening Soon Inc., Tamarack, and the West Virginia Department of Agriculture.

Contestants must register for the competition by noon on July 27. Registration forms, category definitions, and more information about the contest are available online at www.statefairfowv.com or by calling (304) 645-1090.

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