



2025 Grand Champion Eats & Treats Competition

Exhibitor Guide & Prize Listing

Judging Wednesday, August 6, 2025

Entries will open late April
Competition & Entry Questions: 414-777-0580



Entry Deadline: July 9, 2025



2025 Grand Champion Eats & Treats Competition

Division 550

Entry Information

Get ready to celebrate our tenth annual Grand Champion Eats & Treats Competition at the 2025 Wisconsin State Fair! Will your Wisconsin-made food products unearth the talent of your small business? We're rooting for you! New classes for 2025: Digging Local . . . we're breaking ground with **Garden Goodies, Satisfying Snacks, Spice It Up** and **Supreme Sauces**. Enter today for your chance to cultivate bragging rights, blue ribbons and buzz for your Wisconsin-made food products at the Wisconsin State Fair.

This professional food competition is open to Wisconsin's small professional food businesses with yearly sales under \$1,000,000. In addition to judging results and feedback, up to 12 businesses that enter the Grand Champion Eats & Treats Competition will have the opportunity to provide samples of their products entered in the competition for Fair guests. See the *Sampling Guidelines* section for more details.

Back by popular demand ... Something Special *from* Wisconsin™ companies will compete for the best of the best Something Special *from* Wisconsin™ product.

Grand Champion Eats & Treats Competition Schedule of Events

Location: Grand Champion Hall

Wednesday, August 6, 2025

Time	Activity
8:00 am – 9:00 am	Check-in: Grand Champion Eats & Treats sample providers (sampling only)
9:00 am	All vehicles moved to parking area
10:00 am	Building open to public
10:30 am – 3:00 pm	Sampling open to Fair guests
10:30 am – 3:30 pm	Judging on Grand Champion Hall stage (see judging schedule)
3:30 pm	Best of Something Special <i>from</i> Wisconsin™ Award
3:35 pm	Best of Show Award
3:45 pm	Photo time for Best of Awards and Check-out: cart remaining products to vehicles

How to Enter:

Fill out and submit the official entry form by mail with the appropriate entry fees. **Entry deadline: July 9, 2025. Entries must be postmarked on or before Wednesday, July 9, 2025 and mailed or dropped off to:**

Wisconsin State Fair
ATTN: Grand Champion Eats & Treats Competition
Entry Office
640 S 84 St
West Allis WI 53214

Entry fee is \$10 per entry. An entry will consist of two jars or two packages (one for judging, one for display). Each entry should have a company label attached. **Each company can enter up to five entries in each class.** For example, a company could enter five different jams, five different snacks, etc. Identical products cannot be entered into multiple classes. Entries will not be returned and will become the property of the Wisconsin State Fair.

At the time of entry, all exhibitors must provide a photocopy of their Wisconsin State or County Food Processing License. If no copy of a food processing license is provided, entries will not be accepted.

Approved Scheduled Processes/Recipes must be attached for the judges to read for each product entered. They must be in a sealed envelope labeled with the company name, product name and “for judges’ viewing only.” Approved Scheduled Processes/Recipes:

- must include the following on an 8½" x 11" sheet of paper for the judges to review: ingredients as seen on the label, method (i.e. baked, water bath or pressure canning) and temperature, pressure and time for processing;
- do not need to include exact measurements for ingredients;
- will not be viewed by the public; only Wisconsin State Fair judges will review the recipes at the time of judging;
- **all Approved Scheduled Processes/Recipes will be destroyed after judging.**

Judging will be held during the Wisconsin State Fair, Wednesday, August 6, 2025, from 10:30 am – 3:45 pm in Grand Champion Hall.

Each business that enters will receive two Wisconsin State Fair admission tickets and one parking pass.

Product delivery deadline: Tuesday, July 22, 2025 to Grand Champion Hall, 9 am – 3 pm
Wisconsin State Fair

- Two jars/two packages for each entry
- Approved processes/recipe for each entry (sealed in separate envelope and clearly labeled as shown below)
- The label below will be mailed to you after registration closes.

Class # _____
For judges' viewing only.
Company name _____
Product name _____
<input type="checkbox"/> Approved process/recipe enclosed.

Questions or concerns should be directed to Jill Albanese at 414/777-0580 or jill.albanese@wistatefair.com. Questions during the month of July and the week of the Wisconsin State Fair should be directed to the Grand Champion Hall Superintendent at 414/313-2767.

Entry Deadline: Wednesday, July 9, 2025

Product Delivery Deadline: Tuesday, July 22, 2025 from 9 am – 3 pm

Wednesday, August 6, 2025

Grand Champion Eats & Treats Competition Judging Schedule

10:30 am	Delightful Dips: dips & dip mixes, etc.
11:00 am	Firey Flavors: hot sauces.
11:30 pm	Fruit Fiesta: fresh or processed fruits, jams, jellies, preserves, etc.
12:00 pm	New! Garden Goodies: fresh or processed vegetables, herbs, salsa, pickles, etc.
12:30 pm	Marvelous Mixes: pancake mix, cookie mix, bread mix, soup mix, etc.
1:00 pm	New! Satisfying Snacks: popcorn, granola, nuts, crackers, trail mix, etc.
1:30 am	New! Spice It Up: seasonings, smoked salts, dry rubs, curry powders, etc.
2:00 pm	Superb Sips: (non-alcoholic) tea, soda, mocktails, beverage mix, shrub, etc.
2:30 pm	New! Supreme Sauces: barbeques, mustards, relishes, dressings, etc.
3:00 pm	Sweet Sensations: sweets, candy, caramel, chocolate, etc.
3:30 pm	Best of Something Special <i>from</i> Wisconsin™ Award
3:35 pm	Best of Show Award
3:45 pm	Photo time for Best of Awards

2025 Grand Champion Eats & Treats Competition

All products must be sealed and able to withstand spoilage for the time between **July 22 (delivery date) and August 6 (judging date)**. Packaging may include jars, bottles, plastic clam shells, tins, or other appropriate packaging that will retain freshness of product. Refrigeration is available if needed.

Premiums 1st - \$50.00 2nd - \$40.00 3rd - \$30.00 4th - \$20.00

Best of Something Special *from Wisconsin*TM – Grand Champion Eats & Treats Award

Commemorative ribbon and \$50.00 cash prize.

Best of Show Award – Grand Champion Eats & Treats

Commemorative ribbon and \$100.00 cash prize.

Class #:

1. **Delightful Dips:** dips & dip mixes, etc.
2. **Firey Flavors:** hot sauces.
3. **Fruit Fiesta:** fresh or processed fruits, jams, jellies, preserves, etc.
4. **Garden Goodies:** fresh or processed vegetables, herbs, salsa, pickles, pesto, etc.
5. **Marvelous Mixes:** pancake mix, cookie mix, bread mix, soup mix, etc.
6. **Satisfying Snacks:** popcorn, granola, nuts, crackers, trail mix, etc.
7. **Spice It Up:** seasonings, smoked salts, dry rubs, curry powders, etc.
8. **Superb Sips:** (non-alcoholic) tea, soda, mocktails, beverage mix, shrub, etc.
9. **Supreme Sauces:** barbeques, mustards, relishes, dressings, etc.
10. **Sweet Sensations:** sweets, candy, caramel, chocolate, etc.

All classes have the option to submit fresh, identical products for judging only on Wednesday, August 6. Submissions may be dropped off between 8:00 am – 9:00 am in Grand Champion Hall. The products dropped off on Tuesday, July 22, 2025, will be used for the display during the 11-day Wisconsin State Fair.

Score Card for all classes in Grand Champion Eats & Treats

Flavor	40
Creativity/Uniqueness	30
Product Appeal/Consistency	20
Package	10
Total	100

2025 Grand Champion Eats & Treats Competition

Sampling Guidelines

Who Can Provide Samples:

Businesses entering the Grand Champion Eats & Treats Competition will be given the opportunity to provide samples of products entered into the Grand Champion Eats & Treats Competition for Fair guests to try. **Alcohol samples are not allowed for this event.**

Wisconsin State Fair will select up to 12 companies for sampling based on company interest and diversity of products for Fair guests to sample.

To indicate interest in providing samples, please check the appropriate box on the Grand Champion Eats & Treats Competition Entry Form.

Sampling Information:

Sampling will take place between 10:30 am – 3:00 pm on Wednesday, August 6, in Grand Champion Hall. Appropriate attire to represent Wisconsin State Fair and your business to the public is required. Each company should prepare between 400 - 500 samples for Fair guests. Sample sizes should not exceed 2 oz. A representative from each company must be present and behind the sampling table throughout the sampling time (10:30 am – 3:00 pm) to provide samples and answer Fair guests' questions. Companies must provide all supplies necessary for appropriate sanitary sampling of their products including, but not limited to, spoons, forks, toothpicks, cups, gloves, napkins, etc. Companies are responsible for keeping their display/sampling area clean. Companies can hand out business cards. No sales or raffles allowed. No stickers or balloons are allowed.

Table Display Specifications:

Each company will be allotted a 4-foot section for their display and sampling area. Tables will have black skirting. Each company is responsible for signage for their display. **Displays are limited to no higher than 2 feet above the tabletop. No backdrops or pull-up floor signs are allowed to keep sight lines clear.**

Delivery Information:

All days of sample deliveries to Grand Champion Hall must be made between 8:00 am – 9:00 am on Wednesday, August 6. No vehicles are allowed onsite after 9:00 am. Only right-hand turns are allowed into the Fair. This is strictly enforced for the safety of our Wisconsin State Fair guests. A map will be included in the final mailing. Please review the map to see the most convenient route to Grand Champion Hall.

If unable to make deliveries on Wednesday, August 6, call 414/777-0580 to make arrangements by Tuesday, July 22, 2025. Any questions between July 1 and the end of the Wisconsin State Fair should be directed to the Grand Champion Hall Superintendent at 414/313-2767.

2025 Grand Champion Eats & Treats Competition

Retail Labeling Guidelines

A good rule of thumb: if it is packaged, it should be labeled.

Features of a Label:

- Product Name
- Ingredients Statement
- Net Content Statement – Net Quantity of Contents
- Business Name and Address – Declaration of Responsibility
- Nutrition Facts Panel (optional)

Product Name:

- On front of the package (or principal display panel).
- Use standards of identity, e.g. Cheddar Cheese.
- If no standards of identity names, then use common or usual name or a name that is truthful and not misleading. A good rule: if you can't tell what's in the package by reading the name, it needs a better name.
- The name of the product must be at least ½ the type size of the most prominent printed matter on the package, in bold type, and generally parallel to the base of the product.

Ingredients Statement:

- Listed in descending order of predominance by weight (from most to least).
- **All the sub-ingredients for food with multiple ingredients have to be included. These must be very specific.** For example, enriched flour (flour, niacin ...etc.), soy sauce (water, soybeans, wheat...).
- Do not use collective terms such as herbs, secret ingredients, seasonings, etc.
- All certified colors must be listed by their specific names. ex: FD& C Yellow # 5, Red # 40.
- Oils and fats should state whether or not they are hydrogenated and include the source, i.e. "soybean oil" not "vegetable oil."
- Water that is added as an ingredient (not for reconstitution purposes) must be listed in ingredients.

Net Quantity of Contents:

- Located on the front of the packaging in the lower 30%.
- Type size depends on the square inches of the principal display panel (not just the label, but the whole front of the package).
- Must be conspicuous and easy to read.

Declaration of Responsibility:

- Legal name of manufacturer, packer or distributor.
- City, state and zip.
- If the business name and address are not available online include the street address.

All information regarding retail labeling guidelines courtesy of the Division of Food Safety and DATCP.

Wisconsin State Fair Competitive Exhibits Code of Conduct

Anyone attending Wisconsin State Fair Competitive Exhibits as an exhibitor, spectator, parent, superintendent, judge or Wisconsin State Fair official must always conduct themselves with honesty and good sportsmanship. Conduct in a competitive environment shall always reflect the highest standards of honor and dignity.

Consequences of violating the Wisconsin State Fair Competitive Exhibits Code of Conduct may include: removal from the Fairgrounds, suspension, reduction and/or loss of prize(s), loss of ribbon(s), loss of future exhibiting privileges, and/or permanent suspension from Wisconsin State Fair. If an exhibitor wishes to protest a decision, one must follow the protest procedures sequence as specified in the Wisconsin State Fair Park Competitive Exhibits Department Decision Review Procedures available online.

Goal

The goal of the Wisconsin State Fair Competitive Exhibits is to encourage creativity, showcase exhibitors' talents and celebrate the Wisconsin State Fair tradition. Good luck to all!

Ethics

1. Exhibitors agree to accept all systems/procedures selected by Wisconsin State Fair to verify rule compliance.
2. Exhibitors agree to accept all procedures used by Wisconsin State Fair Competitive Exhibits to select qualified judges for all competitions.
3. Tampering with the competition or judging process will be considered fraud and deception.
4. To maintain a high degree of confidence and integrity in the Competitive Exhibits, Wisconsin State Fair reserves the right to disqualify any exhibitor for intentional tampering, deception or misinformation.
5. All exhibitors involved in breaking rules will be subject to award(s) and prize money forfeiture, which may include dismissal from the Fairgrounds and/or being barred from competition immediately and/or in future competitions at Wisconsin State Fair.
6. The act of entering an exhibit at the Wisconsin State Fair gives verification that the exhibitor has read the Wisconsin State Fair Competitive Exhibits Code of Conduct and understands the consequences and/or penalties for violating any rules. It is further a consent that any action which contravenes these rules and is also in violation of federal, state or provincial statutes, regulations or rules, may be released to appropriate law enforcement authorities with jurisdiction over such infractions.

2025 General Rules and Regulations – Wisconsin State Fair

Exhibitors are expected to read and understand all rules prior to submitting an entry for the Fair.

General Rules and Regulations

Wisconsin State Fair management reserves the final and absolute right to interpret these rules and regulations and to arbitrarily settle and determine all matters, questions or differences in regards thereto, or otherwise arising out of, connected with, or incident to Wisconsin State Fair. It further reserves the right to determine unforeseen matters not covered by these rules, to amend or add to these rules as they, in their judgment, may deem advisable.

All exhibitors are expected to conform with Wisconsin State Fair General Rules and Regulations. Any person who violates any of the special rules will forfeit all privileges and prize money and be subject to such penalty as the management may order. Failure to comply may result in award(s) and prize money forfeiture, dismissal from the Fairgrounds, and being barred from competition immediately in the department in which the violation occurred and from all departments entered, and/or in future competition in Wisconsin State Fair. In the event of conflict between the general rules and the special rules governing the various departments, the special rules will govern.

The following due process will be used in the questions of rule violation: the exhibitor and/or parties involved will be questioned by the Department Superintendent. If it is felt that a violation has occurred, the Department Superintendent will make a ruling. The ruling of the Department Superintendent will be final. See Wisconsin State Fair Park Competitive Exhibits Department Decision Review Procedures available online.

Administrative Offices

Any correspondence should be addressed to:
Wisconsin State Fair Park, 640 S 84 St, West Allis, WI 53214.

Entry Questions

For information and questions, please call: 414/777-0580.

Entry Requirements

Application for entries in all departments must be made on the printed entry form (or online) and must be in full compliance with the printed instructions. **There are no refunds of entry fees or late fees.** Entries will be disqualified if not entered under the name of the person who made the item. All entries must be made by the exhibitor unless otherwise stated in the entry information. Violation of this rule will forfeit any prize money awarded to such exhibitor in all departments at the Wisconsin State Fair. Wisconsin State Fair management reserves the right at any time to refuse entries or items entered. Entry deadlines are specified under each department's rules/schedule. Exhibits that have been erroneously entered in a division, and/or do not meet the specifications of the class can be transferred to a proper class or disqualified by the superintendent prior to judging. If such classes already have been judged, they shall not be reopened. No employee of the Wisconsin State Fair, or member of their immediate family shall be allowed to exhibit in the department in which they are employed. Any exhibitor's check(s) returned from a financial institution for any reason will be charged a \$20.00 service fee.

Note: Entry forms will be returned if not filled out completely.

Exhibit Release

Exhibits will be released according to each department's regulations. The Wisconsin State Fair Director or their designee may change the time of release in any department at their discretion. Competitive exhibits which have not been claimed by exhibitors by 6:00 pm on the Tuesday after the Wisconsin State Fair will be disposed of and/or donated by management as they see fit.

Judging of Exhibits

Judges have been carefully selected. All exhibitors submitting exhibits for the Wisconsin State Fair accept these judges and agree to abide by their decisions. The judging schedule is printed at the beginning of each department in the Exhibitor Guide & Prize Listing. If any exhibitor attempts to interfere with the judge in any manner, the exhibitor shall forfeit all prize money awarded and will be excluded from further competition. Judges will not be permitted to show in divisions they judge. Unworthy exhibits will not be placed by the judge. The decision of the judge will be final in all cases.

Prize Money/Awards

Prize money will be mailed starting in September 2025. In paying prize money, no evidence of awards will be recognized except the signed Judging Sheets. Any prize money discrepancies must be mailed to Wisconsin State Fair no later than October 1, 2025. Exhibitors should contact Wisconsin State Fair in writing at 640 S 84 St, West Allis, WI 53214. Please include your name, department, division, class and explanation of the discrepancy. All checks are void one (1) year after they are issued. Any checks not cashed causes automatic forfeit of prize money won.

Liability

Wisconsin State Fair will take reasonable precaution to protect the safety of the exhibits sent to the Wisconsin State Fair, but owners themselves take the risk of exhibiting them. Should any exhibit or portion thereof be injured, damaged, lost or stolen, Wisconsin State Fair personnel will give assistance toward recovery of the same, but will not be liable or make any payment for the value thereof.

Neither the State of Wisconsin, Wisconsin State Fair, its agents or employees shall be liable for any loss to an exhibitor occasioned by fire, accident, condition of structure, or damage caused by weather to any exhibit, article, item, equipment or commercial exhibit left in the building or on the grounds after the close of the Wisconsin State Fair.

Exhibitors and/or machinery, while stationary or in motion, and any other exhibits or equipment which may cause accidents, injury or damage to persons or property coming in contact with or in proximity to them, shall guard their exhibits or machinery, and protect the public from coming in contact therewith at all times while on the Fairgrounds. Every such exhibitor or owners shall indemnify the State of Wisconsin, Wisconsin State Fair Park Board, its agents and employees from and against claims and demands, costs, charges and expenses which it or they might incur, suffer or be put to by reason of failure to take the precaution above referred to or failure to comply with Wisconsin State Fair rules, policies or directives. Liability insurance to comply with indemnity provisions is required. Presentation of an exhibitors' receipt shall be deemed acceptance of this provision.

Wisconsin State Fair Park Competitive Exhibits Department Decision Review Procedures now available online at www.tinyurl.com/25m44xfh