

⚡ FIRE & ICE FESTIVAL ⚡

CHILI

COOK-OFF

CHEF INVITATION



Bring the heat...Brave the cold...Claim the chili crown!

Fire up your favorite chili recipe and put it to the ultimate taste test! Compete for cash prizes, crowd-pleasing glory, and year-long bragging rights!

Saturday, January 30, 2027 • 10 AM–4 PM

Think your chili can melt the ice and turn up the fire?

Grab your ladle and prove it!

Chef tables are limited, reserve your place of fame today!

RSVP: Terri Sackett, MSMH Promotions Chair

Cell: 609-504-5146 **E-mail:** tsackett@mainstreetmountholly.org



Chili Cooks Sign Up — Mill Race Village



You're invited to participate as a top chef in the 2027 Fire & Ice Festival!

Mount Holly Fire & Ice Festival is celebrating its 34th year, continuing a tradition that has drawn thousands of visitors downtown and brought valuable business to local merchants. The Chili Cook-Off is one of the festival's most anticipated attractions, offering participants the chance to win cash prizes, gain free publicity for their businesses, and earn well-deserved bragging rights. Entries will be tasted by the public for the *People's Choice Award* and a panel of official judges for the *Best Chili Award & Most Creative Presentation Award*. We appreciate your willingness to participate in making the "Fire" part of the festival such a memorable annual event.

Here are some more details for you to consider:

You will be competing for a **\$250 First Prize for Best Chili**, Chili Trophy, and bragging rights for 2027 as the winner of the contest; **\$100 prize for the Most Creative Presentation**; and **\$100 for the People's Choice Award**.

Chili Set-up will be 9:30-10:30 AM at The Union Firehouse, 18 Washington Street, Mount Holly, NJ 08060. Judges will arrive at 11 am to taste and judge the hot chili. The public will be admitted starting at Noon & will continue tasting & judging the chili until it is all gone, usually by 2 pm.

What We Provide

- \$75 reimbursement to help you pay for ingredients (Paid the day of the event).
- Table and two chairs.
- Tasting cups (4oz.) & spoons.
- Identifying Signage.
- Trash receptacles and liners.
- Gain valuable exposure as a Fire & Ice competitor: Your business will be featured on the Fire & Ice website with a link to your website & promoted through Facebook and email campaigns. Main Street Mount Holly will also highlight your business on its website & Social Media pages before/after the event, as well as include your name in press releases distributed to the media. Additional event advertising will run on Philadelphia television stations and several New Jersey websites with statewide reach.
- \$250 First Prize for Best Chili, Chili Trophy, and bragging rights for 2027 as the winner of the contest. \$100 prize for the most creative presentation, and \$100 for the People's Choice Award.
- **OPTION: Chef's may request to have MSMH provide 2 volunteers as servers at your table for serving your chili for the day after set-up with advance notice.**

What You Provide

- Transporting your chili and setting up your display for the competition.
- Method of keeping Chili hot to food-safe temperatures inside the firehouse (Crock pot(s) or chaffing dishes/with Sterno).
- 5 gallons of chili; toppings are optional.
- Promotion of the event in your restaurant, website, and Facebook page leading up to the event to encourage your patrons to come out, enjoy the festival, and VOTE for you!
- We will allow entrants to bring their chili pre-packaged to sell at their tasting station.
- It is not required, but we encourage you to decorate your table! Making signs to promote your business is a plus!
- Completion and submission of the Burlington County Health Certification for Mobile Food (See attachment to this E-mail)-**There is no payment required to County with the application for this single event.**

If you are interested and would like more information, please contact Terri Sackett ASAP. Chef Spots are limited. Cell: 609-504-5146 or tsackett@mainstreetmountholly.org

Thank you for your time and consideration in responding to this invitation by joining us for this fabulous event and bringing your A-game & award-winning chili to sample at the festival!