



# **Welcome to the 5<sup>th</sup> Annual Kauai Poke Fest**

Featuring Sam Choy & Friends

*This is a charitable event, with all proceeds benefiting local Kauai nonprofits.*

**Aloha,**

And mahalo for your interest in competing in the 5<sup>th</sup> annual Kauai Poke Fest at Koloa Landing Resort. It will be our honor to have you and your team compete.

This year's festival will be our largest event ever. For the first time we are opening up 100% of our Grand Ballroom to increase the capacity of the festival to nearly double what it has been in years past. We will have over 30 teams compete for the coveted purple apron and crystal poke bowl (not to mention over \$10,000 in prizes) using over 1,000 pounds of fresh ahi in their dishes.

Also, for the first time we are expanding the Kauai Poke Fest to a 2-day event starting with a special Poke Masters' Table on Friday, June 13, 2025 at 6:00 pm. This intimate and exclusive dinner will feature poke and Hawaiian inspired dishes presented by chef Sam Choy and other renowned celebrity chefs.

Included in this packet you will find:

- Outline of the prizes for 1<sup>st</sup>, 2<sup>nd</sup>, & 3<sup>rd</sup> place;
- Everything included with your participation in the festival; and
- Official rules & guidelines (with signature page).

As we gear up for another year of celebrating the artistry of poke and the rich heritage of Hawaii, we extend our deepest gratitude for your continued support and participation in our beloved event.

Mahalo!



## **Poke Fest Prizes**

### **1<sup>st</sup> place will receive:**

- A \$2,000 Visa Gift Card
- Feature on Sam Choy in the Kitchen TV show as a guest chef (with airfare & accommodation paid, if applicable)
- A three-day / two-night stay at Koloa Landing Resort in a 2-bedroom villa
- A special complimentary invitation to participate and defend your trophy in the following year's competition or return as a judge
- The coveted purple apron
- Your name engraved forever on the Crystal Poke Bowl

### **2<sup>nd</sup> place will receive:**

- A \$1,000 Visa Gift Card
- Three-day / two-night stay at Koloa Landing Resort in a 1-bedroom villa

### **3<sup>rd</sup> place will receive:**

- A \$500 Visa Gift Card



## **Everything Included with Your Participation in the Poke Fest**

The below are included in your participation fee for the festival.

- Two general admission tickets (\$250 value)
- Swag bag of gifts (\$200 value)
- Inclusion in Koloa Landing Resort Poke Cookbook
- 4 chefs' wrist bands for you and your team
- National marketing exposure
  - Press Releases
  - Social Media posts & ads
  - Official Poke Fest Website
  - Time with National Media & Travel Writers including USA Today & more
- 25 pounds of fresh ahi
- Meet with James Beard Awarded chef Sam Choy



## Official Rules & Guidelines

These official Rules & Guidelines outline your participation in this year's festival.

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### WHEREAS

In the company of its legal representative Koloa Landing Resort, with registered office at 2641 Poipu Road, Koloa, HI 96756 and Poipu Beach Villas, LLC is the Kauai Poke Fest Organizer, hereinafter "Organizer";

The Organizer is the creator of the "Kauai Poke Fest" program and the exclusive owner of the serial marks including the distinctive and characterizing "Kauai Poke Fest" and "Kauai Poke Fest with Sam Choy & Friends" elements and all rights related to their use and commercial exploitation;

"Kauai Poke Fest" has established itself as an event that brings together the leading companies in the field of poke and the best poke artisans, with the aim of promoting the excellence of quality poke;

The objective of "Kauai Poke Fest" is to promote and make aware the general public and the media regarding the world of poke, through the dissemination and promotion of the art of quality poke;

The award of the "Kauai Poke Fest" overall winner consists of a trophy and grand prize that the Organizer will give to those who achieve a particularly high score in the ranking, according to the criteria specified below.

### NOW, THEREFORE

#### 1. ENTRY REQUIREMENTS

Considering the high level of visibility, the promotional value, and the consequent commercial opportunities that "Kauai Poke Fest" offers to the participating poke chefs, each entrant is required to:

- Officially register as a competing chef by completing the attached registration form;
- **Be ready for full service to all VIP & festival attendees beginning at 3:00pm on the day of the festival; and**
- **Have fully prepared, plated, and ready for photography, judging and consumption 1 (one) plated dish and 6 (six) servings (approximately 12oz total) for our celebrity chef panel on the date of the festival in accordance with the schedule provided to you by the morning of the festival.**

Note, each competitor will be placed at a table to prepare and serve his/her poke creation. Competitors are welcome to decorate their table to their liking, provided they have nothing offensive at their space, as deemed by the festival operators.

## **2. METHOD OF ADMISSION**

Each poke chef who meets the requirements as so determined by the Organizer will be automatically included by the Organizer in the "Kauai Poke Fest";

"Kauai Poke Fest" events or affiliated events, will become part of the ranking with the signing of these rules;

On the day of the festival, registration will open at 9:00am to all competitors. Competitors must register at the registration table located outside the Grand Ballroom where they will receive their competitor packet with everything outlined earlier in this packet.

Note, competing poke chefs will **not** have access to the full kitchen, only to the prep / pantry area and chef lounge. All competitors are highly advised to come with everything they need to prepare their dishes, please note that the Poke Fest will provide the following.

- (2) 6' tables for presentation & food prep
- (1) Cutting Board
- (1) Cooler
- (2) Mixing Bowls - Medium size
- (1) Mixing Spoon
- (1) Sani Bucket
- (1) Black Trash Can
- (1) 6" 1/3 hotel pan
- (1) 6" 1/2 hotel pan
- (1) 2" 1/2 hotel pan
- (4) White Towels

Eco-Friendly Disposable spoons for the tastings.

Each contestant will be given 25 pounds of ahi (which includes blood line). This equals 400 oz which would be (400) 1 oz servings of fish, not including the addition of any other ingredients.

Contestants are not allowed to bring commercial refrigerators, hot boxes, or other large operating supplies and equipment that require electricity or need to be plugged in.

## **3. RANKING**

The overall score of each poke artisan competing in the "Kauai Poke Fest" depends on three factors (listed below) with a maximum of 30 points allowed per judge.

There will be three winners of the Poke Fest, all determined by the expert panel of chefs & judges.

## Criterion and Scores

The points system is judged by the following categories;

- Originality: max of 10 points
- Presentation: max of 10 points
- Taste: max of 10 points

The Organizer reserves the right to change the methods and criteria specified at its own discretion and at any time, by simply informing the poke artisans.

### 4. PROMOTION, VISIBILITY, IMAGE RIGHTS AND ECONOMIC USE

**4.1** All poke artisans in the "Kauai Poke Fest" will have the opportunity to increase their visibility and awareness of the public through:

Their inclusion with photo and description in the communication materials such as official web site, Press pack, press articles, social media.

Dissemination of your name and business to the mass media;

**4.2** The information provided by poke artisans regarding biographies, photographs, list of the ingredients and allergens are collected by the Organizer who will be free to publish and economically exploit them before, during and after the publication of the annual standings. In light of the benefits in terms of publicity and notoriety stemming from their participation in the "Kauai Poke Fest", the poke artisans irrevocably and exclusively cede to the Organizer or its assignees the right to record or have recorded in any manner whatsoever their during the public moments they are invited to or in which they were involved by the Organizer, including image, voice, name, statements as well as any written and/or artistic contributions, amateur or not, and all the associated economic rights. Each participant represents and warrants to be the exclusive owner of every right, title and interest (including family members or assistants involved) of (i) his/her image, signature, voice and portrayal, life story and biographical information, (ii) copyright, image and communication relating to his/her name, nickname, image, portrayal, voice, signature, photograph and other elements or attributes of his/her person, identity or personality (jointly, the "Property".) Each participant hereby grants the Organizer the right to use (and authorize others to use) the Property in conjunction with and under the same conditions as the License referred to in the following art. 5.

By way of example, in the following media: social media, television, radio, newspapers, magazines, cinema, internet, fixed and mobile telephony etc. Let it be expressly clear that the Organizer or its assignees is under no obligation to effectively use the foregoing, and their total or partial lack of use will not give rise to any right or claim of the poke artisan.

**4.3** By participating in the "Kauai Poke Fest", the poke artisans will gain notoriety, fame and commercial opportunities. Consequently, the Organizer and its assignees reserve the right to request, free of charge, participation and performance of work for events and advertising campaigns of its own and/or for its sponsors and partners, as decided at the sole discretion of the Organizer itself. By way of example, including but not limited to: cooking shows, TV shows, courses, meetings, participation in trade fairs, workshops, press campaigns. This provision is valid for the entire period that the poke artisan is included in the ranking.

**4.4** Where, for poke artisans with one or more crowns, there are companies, organizations or governments interested in hiring him for promotional activities, events, advertising campaigns, and any other kind of activity related to his professional activity in the poke and culinary sector, the Organizer or its assignees reserves the exclusive right to assess, manage and define any commercial agreements with these entities. This provision is valid for the entire period that the winning poke artisan is included in the ranking.

## **5. PROPERTY RIGHTS RELATED TO POKE FESTIVAL**

The poke artisan has the right to use and exploit the inclusion of his/her name and image with his/her position in the ranking and/or the achievement of the title of "Kauai Poke Fest winner" to promote himself/herself and his/her business exclusively through the Organizer and through the purchase of comprehensive packages of products and services made available by the Organizer, using the titles, press releases, content, prizes, all promotional information, including official merchandise produced exclusively by the Organizer. The Organizer remains the owner of all property rights and the poke artisan is prohibited from exploiting or reproducing the trademark and/or variations of the symbols of "Kauai Poke Fest", no license or right of use having been granted without the written consent of the Organizer. The poke artisan cannot advertise other commercial businesses different from his/her own.

## **6. CONFIDENTIALITY AND INTELLECTUAL PROPERTY**

The poke artisan agrees to keep confidential and private information concerning the other party or the services provided. The poke artisan assumes, for himself/herself and for his/her assistants and collaborators involved, a specific legally binding obligation not to use in any way and under any form, without prejudice to the provisions expressly authorized in this regulation, not even through a third party, the news, brands and know-how related to "Kauai Poke Fest" and to not register or use the distinctive signs of Kauai Poke Fest, Kauai Poke Fest with Sam Choy & Friends, Kauai Poke Festival, Koloa Landing Resort, Holoholo Grill. The poke artisan also recognizes the validity of the Organizer's industrial and intellectual property rights and agrees not to challenge them in court.

## **7. LOSS OF RIGHTS**

The competitor who conducts himself/herself contrary to the law and/or to these rules, with particular reference to the provisions of articles 1, 4 and 5, will lose all rights concerning the "Kauai Poke Fest". In case of violation by the poke artisan of the law and/or these rules, the Organizer will dispute the violation by email giving the poke artisan a term of 5 days to provide any explanations for the conduct in question. In the event of non-response or unjustified violation, the Organizer reserves the right to:

Suspend or revoke the rights referred to in article 5 with regard to the license granted to the winning poke artisan for the use of the mark and the relative title.

Suspend for a period or revoke forever the rights granted to the poke artisan following inclusion in the ranking.

Maintaining the same conditions as those stated in these Rules like: the natural person (the poke artisan), the legal person represented (company) and any franchise affiliation must absolutely be maintained both at the time of admission and at all subsequent stages of "Kauai Poke Fest" in order to maintain the rights envisaged. Consequently, in the event that one or more of these conditions should be eliminated or changed, at its sole discretion the Organizer reserves the right to suspend, amend and/or revoke these rights.



## **9. EARLY TERMINATION**

Each of the parties can terminate the relationship by communicating such intention to terminate early via registered letter with return receipt. The early termination will be effective and will be evident from the publication of the winners for the year following the communication of early termination.

## **10. DISPUTES**

Any dispute regarding the interpretation, execution and termination of these rules will be subject to the exclusive jurisdiction of the Court of Hawaii.



## COMPETITOR REGISTRATION FORM + RULES & GUIDELINE ACKNOWLEDGEMENT

To be included as a competitor in the Kauai Poke Fest, the following MUST BE FILLED OUT IN ITS ENTIRETY and emailed to [info@kauaipokefest.com](mailto:info@kauaipokefest.com). If the below form is not filled out completely you will NOT BE INCLUDED as a competing chef in the festival.

Additionally, there is a \$200 entry fee per team payable by check or credit card. Checks can be made payable to Poipu Beach Villas, LLC and sent to Koloa Landing Resort, c/o Accounting Department, 2641 Poipu Road, Koloa HI 96756.

Your Team Name: \_\_\_\_\_

Poke Dish Name & Description: \_\_\_\_\_

Poke Dish Ingredients: \_\_\_\_\_

Competing Poke Chef Name: \_\_\_\_\_

Competing Poke Chef Bio:

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All Team Member Names (max of 3 + above chef)

- Team Member 1: \_\_\_\_\_
- Team Member 2: \_\_\_\_\_
- Team Member 3: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Restaurant Name (if applicable) & Social Handle(s): \_\_\_\_\_



**Acknowledgement of Rules & Guidelines:**

POKE CHEF / COMPETITOR SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_