



For Immediate Release: August 21, 2015
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New Mexico State Fair to Hold First Ever “Chicharron Challenge”

WHAT: 2015 NMSF & Disc-It Chicharron Challenge
WHEN: Event – Tuesday, September 15 at 12 PM
Entry: Deadline to enter contest is August 28 at 12 noon
WHERE: The Agriculture Building Courtyard – New Mexico State Fair
WHO: New Mexico restaurants are eligible. *Brick & mortar established restaurants.*

New Mexico is known for its great cuisine and the New Mexico State Fair is known as the perfect place to highlight great local cooks and restaurants, which is why the Fair, in conjunction with Disc-It, is proud to host the first ever “Chicharron Challenge.” The challenge will be held on the afternoon of Tuesday, September 15 at the Fairgrounds. The event promises to be an extraordinary culinary experience for the competitors, judges and participants.

The New Mexico State Fair is now taking applications from restaurants statewide to participate in the competition. New Mexico restaurants will have through August 28 at 12 noon to submit an application to compete to win the unique title of “chicarron champion.” Ten restaurants will be selected to compete.

“We are all about food, fun and good spirited competition at the New Mexico State Fair,” said Dan Mourning, state fair general manager. “Chicharrones are a familiar comfort food to a lot of folks growing up in New Mexico and we are excited to partner with Disc-It to give local restaurants the opportunity to compete to be crowned the chicharron champion.”

For guidelines and procedures to participate, please log onto
<http://statefair.exponm.com/p/getconnected/279>