



KING ARTHUR FLOUR BAKING CONTEST FREQUENTLY ASKED QUESTIONS



If you have questions about hosting a King Arthur Flour sponsored Baking Contest at your fair, this is a great place to start! This list of common questions should give you an idea of what the sponsorship entails.

I want to have a King Arthur Flour sponsored baking contest at my fair. What's the first step?

First, read over the documents on the website to learn more about the sponsorship. If you would like to apply, please fill out the electronic application.

Will King Arthur Flour judges be provided for our baking contest?

King Arthur Flour sponsors over 180 baking contests all over the country. Unfortunately, the staff is not available to judge each contest. The contest coordinators are responsible for finding judges. Judges are often people in the community, fair staff or relatives of fair staff, or business owners – especially from bakeries or restaurants. Think people who love baked goods!

How many contests will King Arthur Flour sponsor at our fair?

You have two options when signing up for a King Arthur Flour sponsored baking contest. Option 1: one set of 1st, 2nd, and 3rd place prizes (plus ribbons), that can be used for an adult, youth or all ages contest. Option 2: two identical sets of 1st, 2nd, and 3rd place prizes (plus ribbons), to be used for one adult and one youth contest.

Do we have to send King Arthur Flour the entries and recipes before the contest?

No. It is your decision to require pre-entry for the contest; however, King Arthur Flour does not need to see the pre-entry information. After the contest, King Arthur Flour sends an electronic form to collect winner information; this includes: contest category, recipe and number of entries. Don't file away contest data before sending us the fair report!

Do all the contestants have to make the same recipe?

There are two options for setting up the contest. Option 1: provide a recipe for all to follow. We guarantee no two entries will be alike. Option 2: choose a broad category (such as: coffee cake, quick bread or cookies) and let the contestants choose their own recipe.

How do we select a recipe/category?

We encourage bakers of all levels to enter our contests, that being said, recipes and categories that are easier and more fun to make are typically the most successful. Categories such as: coffee cake, pound cake, quick bread, bars, and cookies tend to be the most popular. For ideas, visit kingarthurfour.com for 2,500+ tested recipes. You must choose a recipe or category that includes flour and is baked. Please discuss category ideas with King Arthur Flour before the contest is finalized - we want your contest to be successful!

Do you send the prizes to the fair or directly to the winners?

King Arthur Flour will send the prizes and ribbons directly to you before the start of the fair – they can be distributed the day of the baking contest. We can often provide a poster to display.

How do I spread the word about the contest?

Include the prizes and baking contest rules on the fair web site and in the premium book; display the prizes at the fair; include information for the contest in a mailing; advertise the contest in a local newspaper; post the contest details with local grocers and small businesses; use social media to promote the contest; and the best way is to spread the information by word of mouth.