



Dear Food Entrepreneur:

Thank you for your interest in The Great Manitoba Food Fight™ 2012, on April 24, 2012 in Brandon.

The Great Manitoba Food Fight™ (GMFF) is your opportunity to compete for product development awards valued at \$15,000, \$10,000 and \$5,000, respectively, for gold, silver and bronze place. Winners also receive a free one-year membership in the Manitoba Food Processors Association and bragging rights.

The GMFF will again be partnering with Assiniboine Community College's Manitoba Institute of Culinary Arts (MICA) and the event will be held at the MICA campus in Brandon. Culinary Arts students will prepare your product for the judges, so you can focus on your presentation.

Only 10 applicants will be chosen to compete in the GMFF event on April 24, 2012. All 10 competitors will have 25 minutes to pitch their products to a panel of four judges. If you are one of the 10 competitors, you will have six minutes to present your product and convince the judges that you should be chosen as one of the winners. You will then have time to answer questions from the judges about your product and its potential.

The uniqueness of your product, its suitability for this competition and its commercial potential (which must be explained in your business plan for the product) are all factors that will influence whether you will be selected to compete in the GMFF 2012.

The deadline for applications is March 1, 2012. You must send your completed application, your business plan and your \$50 entry fee by the deadline to be considered as one of the 10 final competitors. The 10 final competitors will be notified by March 15, 2012.

Please read the attached Rules and Eligibility for 2012 to see if you meet the criteria for the 2012 event. If you have questions about the application form, business plan or application process, please contact me; or contact your local Manitoba Agriculture, Food and Rural Initiatives (MAFRI) GO Office. For information on Capturing Opportunities, go to: [www.capturingopportunities.ca](http://www.capturingopportunities.ca).

Sincerely,

Jeff Fidyk, Chair  
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