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Hazelnut Marketing Board launches chef recipe contest

Chefs could win \$3,000 for their creative use of Oregon-grown hazelnuts

Aurora, Ore. (January 6, 2020) – The Hazelnut Marketing Board (HMB) invites chefs to bring their culinary skills to the table with a signature Oregon Hazelnut recipe for a chance to win a cash prize of \$3,000.

From January 1 – March 9, the competition asks chefs to create a unique recipe starring Oregon hazelnuts and submit the recipe and photo using the online form at OregonHazelnuts.org/contest. Entries must use Oregon-grown hazelnuts in the form(s) of their choice, including chopped, diced, sliced, whole, meal, flour, paste or butter. Submissions will be scored on the following criteria: Creative use of Oregon hazelnuts (50%), and overall culinary creativity (which includes (3) factors: originality, appetite appeal and presentation) (50%).

HMB will promote the contest with a print ad, e-blast and custom digital content targeted toward chefs and foodservice operators. Following the contest, the winner will also enjoy time in the spotlight with post-event publicity, helping to inspire other chefs to get creative with their use of Oregon’s premium quality hazelnuts. “Oregon hazelnuts add such a unique, rich flavor to recipes,” says Meredith Nagely, manager of the Hazelnut Marketing Board. “We hope this contest inspires chefs to experiment with hazelnuts in new ways and discover their versatility.”

Find more information about that contest at OregonHazelnuts.org/contest. The contest is open to foodservice professionals employed by a full service or fast casual independent or chain restaurant, school, hospital, corporate cafeteria, catering company, casino, hotel or club.

About Oregon Hazelnut Marketing Board

The Oregon Hazelnut Marketing Board was established in 1949 by the growers and handlers of hazelnuts. The purpose of the board is to set quality standards for the industry, ensure all imported product meet U.S. standards and provide funding for promotion of hazelnuts through research, education and promotion programs. For more information, visit oregonhazelnuts.org.

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