



**SATURDAY,  
OCTOBER 14TH, 2017**

**11 AM TO 3 PM**

**1250 9TH STREET • BERKELEY, CA**

### What is Pizzafest?

Pizzafest is an annual fundraiser and cook-off centered around our favorite food: pizza! Teams of cooks bake up their favorite pies for a hungry crowd to sample. The attendees then get to vote on their favorite teams; the winner is awarded the People's Choice prize! All proceeds from the day benefit B.O.S.S. (Building Opportunities for Self-Sufficiency), an organization that services the homeless and impoverished in the Bay Area. There's also beer, wine, ice cream, corn hole, and fun stuff for kids – in short, Pizzafest is a day of fun and food for the whole family!

### Why should I be a cook-off team at Pizzafest?

If you're an at-home pizza-making enthusiast, this is your time to shine! You can show off that recipe you've spent years perfecting to a crowd that will really appreciate your work. Get their votes and win the People's Choice Award. You'll also have the opportunity to meet other pizza fanatics and share tips and tricks. Get that warm, fuzzy feeling from helping to raise money for a worthy cause. Last year we raised \$13,000 for B.O.S.S.

### How do I become a cook-off team?

- **Gather your cook-off teammates.** By day of event, we require teams to have between 4-6 people so the work is evenly distributed and everyone can have a good time.
- **Register online.** We can accommodate about 13 teams, so register early to guarantee you're one of them! We'll need contact information and a few other details. Visit the registration page here: <https://www.pizzacraft.com/pages/pizzafest-2017>
- **Prepare.** Teams are expected to bake and serve between 80-100 pizzas throughout the festival. (That's 15-20 per hour!) Refine your recipe, write your shopping lists, and make a battle plan!
- **Practice, practice, practice!** Even if you're already an expert, do a few trial runs to streamline your pizza making process with your team.

### **Pizzafest will provide your team:**

- **Three Pizzeria Pronto Outdoor Pizza Ovens** for you to cook on, plus various other pizza-making tools and accessories. Please see the full list on page 4.
- **A \$250 reimbursement for your ingredients.** We recognize the time and effort needed to participate, so we want to help defray some of the costs.
- **Dough.** Our partners at La Monica's will provide dough for our teams. You are not required to use our free dough, but it does speed things up a bit if you do!
- **Signage.** We will print out signs with your team name and menu so the crowd can easily identify you (and remember to vote for you!). You must submit your team name and menu (with ingredients) to the Pizzafest organizers by Monday, October 2nd if you wish to have pre-printed signage.

### **Your teams will provide:**

- **ALL pizza ingredients/toppings.** *Anything* you plan to put on the dough. This includes sauce, vegetables, meat, and cheeses! (Remember, we will provide the dough).
- **Food storage.** Ice chests and other food storage will help you last through the day.
- **Tools.** Take a look at the list of provided cook-off items on page 4. If you need something outside of that list, you must provide it.
- **Team spirit.** We highly encourage team uniforms or costumes, plus big and bold signage that let's you stand out! We have a new award, Most Spirited, to recognize the team that brings it best!

## **What is the Day-Of Schedule?**

8:00-9:00am: Check-in for cook teams; coffee and doughnuts provided

9:30am: Oven use and safety briefing; dough distribution; turn ovens on

9:45am: Cooking starts

10:00am: Cook teams mix & mingle

10:30am: Cook teams go back to booths to begin cooking for public

11:00am: Open gates to public – eating and voting!

2:00pm: Cleanup begins

2:15pm: Staff collects voting boxes; announcement for oven shutoff

2:30pm: Winners announced: People's Choice, Most Spirited, Raffle

3:00pm: Pizzafest closes; breakdown begins

### **Load-In and Parking**

Please arrive at the gate to The Companion Group parking lot (where Pizzafest will be held) between 8:00am and 9:00am. A Pizzafest staff member will come to your car to help you unload and escort you to your assigned booth. You'll then be able to return to your car and park. Street parking only; please be aware of any posted restrictions. Do not park in the Whole Foods parking lot. Please see page 4 for map and directions.

### **Facilities**

You'll be set up in a tented booth with tables, chairs, three Pizzeria Pronto Outdoor Ovens, a hand washing station, and garbage cans. Booths do not have access to electricity. Portable bathrooms will be near the entry gate. Please let us know if you have any special needs or requirements.

## How do I win the People's Choice Award?

As attendees walk through our gates, they are given a packet that includes three voting tokens. Each booth has a ballot box. Attendees try all the teams pizza's and then choose to give a team one, two, or all three of their tokens. At the end of the festival, ballot boxes are collected and weighed. (And yes, we check for weights that "accidentally" make their way inside!) Boxes that are close in weight will have their tokens counted. The team with the most votes wins!

### **What do winners get?**

Winners receive beautiful laser-engraved pizza peels to commemorate their victory. They also receive gift certificates for purchases at [www.pizzacraft.com](http://www.pizzacraft.com) (\$250 for first, \$100 for second, and \$50 for third). The winning team's recipes will be featured on the Pizzacraft blog and newsletter. And best of all, you'll get bragging rights that your pizza's the best in the fest!

### **NEW! Most Spirited Award**

We love to see your enthusiasm so come dressed up, decked out, and ready to get crazy for pizza because the team we (the Pizzafest Staff) find to be "Most Spirited" will win Pizzafest shirts and a pint glass for each member of the team.

## I'm in! How can I spread the word?

We want you to bring your friends and family to share in the fun (and maybe guarantee a few votes for your team!). Please like and share our pages and social media posts to drum up support! This is a ticketed event. Everyone must have a ticket to attend and vote.

**Register as a Cook-off Team:** <https://www.pizzacraft.com/pages/pizzafest-2017>

**Tickets:** <http://bit.ly/pizzafest2017>

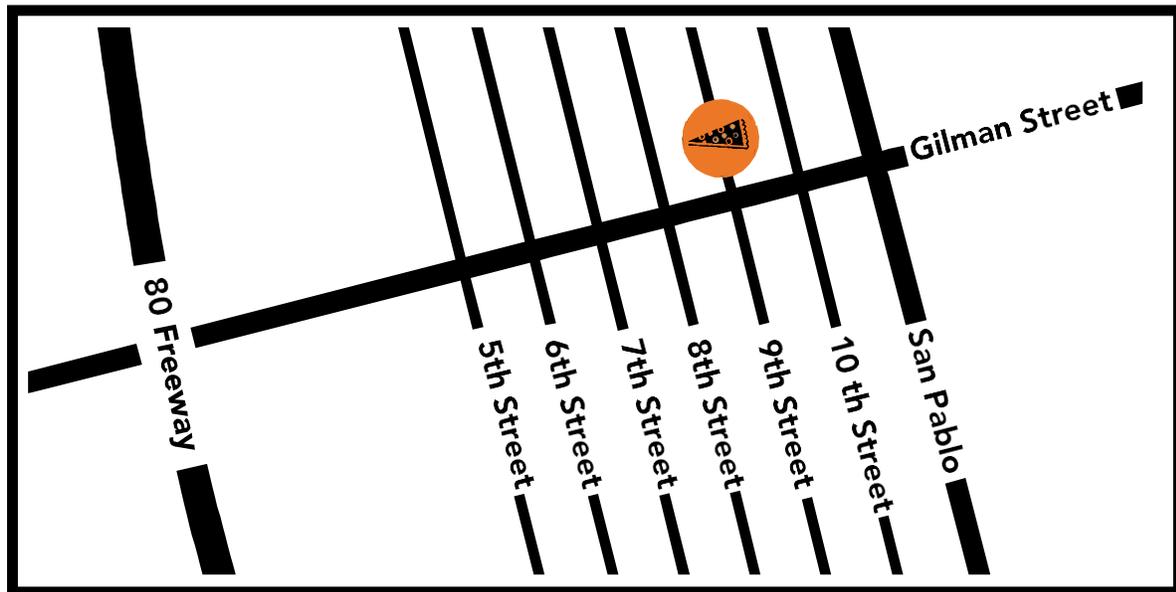
**Event Information:** <https://www.pizzacraft.com/pages/pizzafest>

**Facebook Event:** <https://business.facebook.com/events/2276049962619618/>

**Contact:** [pizzafest@companion-group.com](mailto:pizzafest@companion-group.com) (510) 597-3549

## MAP AND DIRECTIONS

1250 9th Street Parking Lot, Berkeley, CA 94710



**From North Berkeley BART:** Head West toward San Pablo Ave. Turn right on San Pablo Ave. Turn left on Gilman Street. Turn right on 9th Street

**From San Francisco:** Take I-80 to the Bay Bridge. Merge onto I-80E toward Sacramento. Take the Gilman exit. Turn right on Gilman Street. Turn left on 9th Street.

**From North Bay:** Take I-580E/ I-80W. Take the Gilman exit. Turn left on Gilman Street. Turn left on 9th Street.

**From the South Bay:** Take I-880N to 80E to Berkeley. Take the Gilman exit. Turn right on Gilman Street. Turn left on 9th Street.

## TEAMS WILL BE PROVIDED:

### **OVENS:**

3 Pizzeria Pronto ovens (PC6000)  
with Oven Leg Kits (PC6011)

### **TOOLS:**

2 aluminum peels (PC0202)  
2 wooden peels (PC0219)  
2 pizza servers (PC0205)  
1 stone brush (PC0218)  
2 rolling pizza cutters (PC0204)  
2 pizza mitts (PC0407)

### **ACCESSORIES:**

2 pizza dough mats (PC0408)  
6 medium aluminum pans (PC0401)  
3 pizza screens (PC0306)  
Pizzafest aprons  
Paper napkins  
Paper plates