



For Immediate Release
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WHAT'S COOKING COMPETITION

Eleven food business entrepreneurs submitted written presentations to participate in the What's Cooking Concept Plan Competition and will present their culinary concepts at the Court Square Theater on Monday, April 20th at 6pm. Admission is free and open to the public. The public can also participate in the judging as every vote from the audience will count toward the \$1000.00 People's Choice Award.

After five months of attending workshops, getting ServSafe Certified, and creating business plans, finalists in the What's Cooking program are competing for fifteen thousand dollars in interest free loans and additional prizes. Valuable commercial kitchen time at Massanutten Technical Center and free professional services are also included in the prize portfolios. A panel of Judges will award prizes based on written concept plans and verbal presentations. Food Truck expansions and concepts for new Restaurants will be presented along with a unique proposal for a culinary collaboration with JMU. An interactive recipe sharing website, a commissary kitchen proposal and several specialty food products will also be unveiled.

The final tally will be announced upstairs at a reception in the Capital Ale House following the event. To learn about the What's Cooking program and Concept Plan Competition, check the website at valleysbdc.org/whatscooking/ or follow us on [facebook/ValleyWhatsCooking](https://www.facebook.com/ValleyWhatsCooking)

Public Service Announcement:

What's Cooking Competition

April 20th

6:00 PM

Free Admission at the Court Square Theatre in Harrisonburg, VA

Presented by the Shenandoah Valley Small Business Development Center, the City of Harrisonburg, Rockingham County, Harrisonburg Downtown Renaissance, and Massanutten Technical Center