

Soup Cook off



Media Kit



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It All**

TheSoupCookOff.com

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Sunday, March 1, 2020

Carlisle Expo Center

11 AM - 4 PM



Sunday, October 18, 2020

Best Western Premier - Harrisburg

PENNSYLVANIA'S LARGEST

SOUP COOK OFF





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At The Soup Cook Off, central Pennsylvania's best chefs serve samples of their delicious soups, chowders and chili to the public. It is a bi-annual event, held in March and October. The Soup Cook Off is fun for people of all ages and has recently introduced a junior chef division. The event continues to grow, with over 800 people in attendance.

Tickets are available online for \$12 (online sales end the Friday before event) or \$15 at the door. Kids 5 years and younger get in for free. Starting in 2020, VIP packages will also be available for those who want to enhance their experience.

In the last 10 years, this event has raised over \$25,000 for charitable causes. Today, proceeds from the event are donated to the AKT Foundation.

The mission of AKT Foundation is to provide essential items to people in need. As a non-profit organization, AKT Foundation is focused on helping as many people as possible through donation drives and fundraising events like The Great Bake Off and The Soup Cook Off. Through the fundraising efforts of The Soup Cook Off, AKT Foundation has been able to provide winter coats and clothing to the homeless, clothing and shoes for children in poverty, toiletries to families in need, and other essential items to people living in poverty in Central Pennsylvania.

Upcoming Events:

Sunday March 1, 2020 – Carlisle Expo Center – 11AM-4PM

Sunday October 18, 2020 – Best Western Premier Harrisburg – 11AM-4PM

What happens at a Soup Cook Off?

Attendees will enter the venue and see the perimeter of the room lined with local chefs. The chefs are divided into three divisions. The professional division is made up of local restaurants making their best soup. Then, we have the amateur division. This division is for those 18 and older that just like to cook. In 2019, we added the junior division. This division is for those 17 years of age and younger who would like to compete.

Guests will walk around the room and sample over 40 gourmet soups. Each guest will decide which entries are the best and cast their votes. Complimentary beverages and snacks will be provided. There will also be a cupcake booth and local exhibitors from the area. The Soup Cook Off will have music and prize giveaways during the event until the votes are tallied to announce the winners.

Included in the media package is event information, demographics, approved images for use and official logo. Contact us with any questions you may have or to schedule an interview.

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It's not just soup; it's an experience.

The Soup Cook Off is celebrating 11 years of soup and we want you to join in the fun. If you have never been to a Soup Cook Off, you're missing out. This is the largest event of its kind in Central PA and continues to grow every year. Over 800 local soup lovers come to taste over 40 soups prepared by amateur and professional chefs. Recently, we added a junior division which allows young chefs to showcase their skills while competing for the charity of their choice.



800+ Attendees
Per Event

Two Events Per Year
March and October

Over 40
Soups Per Event

WHAT OTHERS SAY!

" The soup was amazing. The people were friendly! The Soup Cook Off did an amazing job! "



" What a wonderfully organized event for such a great cause! You'll leave with a full stomach.... "



" Wow. Great event this year. The amount of people that came out to support this charity was awesome. I never expected to see that big of a crowd. "



1,650 Page Likes



1,400 Followers



6,000 Video Views

Soup Cook Off Facts

- The first event had 150 guests in attendance.
- The 10th annual event had over 800 guests in attendance.
- The Soup Cook Off is celebrating it's 11th anniversary.
- The 1st annual Soup Cook Off had an Apple Bisque place 2nd.
- Over 3500 gallons of soup have been served to date.

Event Demographics

65% Female

45% Ages 25-45

800+ Attendees per event

10-14 Professional chefs per event

12-16 Amateur chefs per event

Awards & Appearances



2,000 Loyal E-Newsletter Subscribers

700+ Unique Website Visits/Month

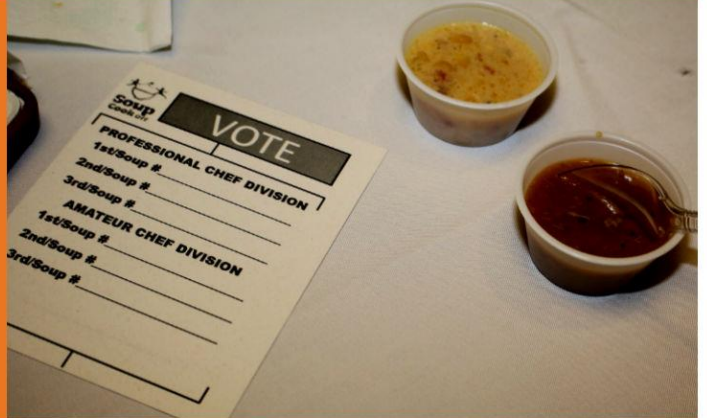
\$45,000 + Average Household Income



Upon arrival, each guest will get a spoon, voting card and brochure. Chefs will serve soup in 2-3 oz portion cups and attendees can walk around the room sampling all the delicious soup. Some people challenge themselves to try all forty soups. Others may stick to their favorites, going back for seconds and thirds. Tickets include complimentary snacks and drinks. There is a cash bar for those 21 years of age and older.

After they are finished sampling, guests can cast their ballots to determine which chefs will receive the coveted soup bowl trophies. Our secret ballots allow guests to choose their top three soups in each division. Votes are tallied based on a point system using a computer program created specifically for this event.

1st Place vote - 3 points
2nd Place vote - 2 points
3rd Place vote - 1 point



In our 10th annual event, we added a third division. In addition to amateur and professional chefs, we are now featuring a junior division. We are inviting young chefs to compete on behalf of the charity of their choice. The junior division is open to chefs 17 and younger. This is a great opportunity for parents to get their children involved in charity at a young age.

The Soup Cook Off has grown so much over the last eleven years. In 2015, the Camp Hill Soup Cook Off outgrew its original venue and moved to its current location at the Carlisle Expo Center. In 2015, a second Soup Cook Off was introduced in the fall at the Best Western Premier, making it a bi-annual event. In 2019, we had our biggest year ever with over 800 guests at our events.



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Over 250 Gallons
Served Per Event

3 Chef Divisions
Professional, Amateur, Junior

11 Years
Of Amazing Soup

Logos



Soup
Cook off



Soup
Cook off

Event Images







VOTE

Professional Chef Division

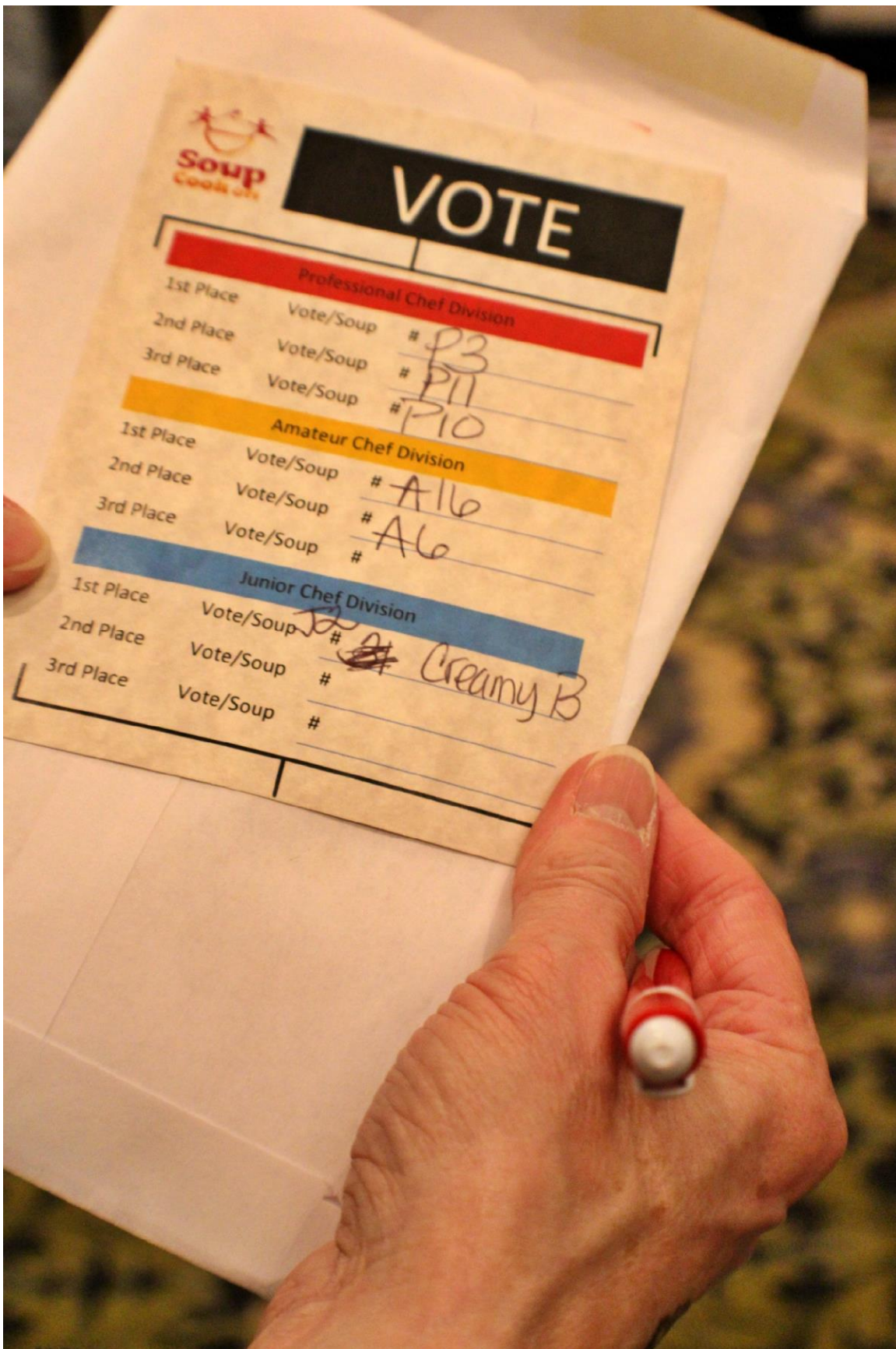
1st Place Vote/Soup # P3
2nd Place Vote/Soup # P11
3rd Place Vote/Soup # P10

Amateur Chef Division

1st Place Vote/Soup # A16
2nd Place Vote/Soup # A6
3rd Place Vote/Soup #

Junior Chef Division

1st Place Vote/Soup ~~A~~ Creamy B
2nd Place Vote/Soup #
3rd Place Vote/Soup #











More images can be sent upon request or download from our website. Please make sure to credit Mike Sutherland Photography with all photos.