

The Big Cheese Chef Challenge – Amateur Edition

Big Flavor. Community Fun. Your Cheesy Creations!

Do you love cheese and love to cook? Then the **Big Cheese Chef Challenge – Amateur Edition** is for you! Join us on **Saturday, March 28, 2026**, at **Hassen Arena** to show off your culinary creativity in one of our fun, community-focused challenges. Whether you're a youth chef, a home cook, or just love experimenting in the kitchen, this is your chance to make something delicious, meet fellow cheese-lovers, and celebrate your cheesy creations with the community!

Registration Deadline

Please register by **Monday, March 23, 2026**

Participant Information

Name:

Age (for Youth Category, under 17):

Contact Person / Parent (if under 17):

Phone Number:

Email Address:

Challenge Categories (Choose One or More)

- Youth Grilled Cheese Challenge** – For chefs ages 17 and under. Participants will prepare their dish on-site for the judges.
- Mac & Cheese Challenge** – Bring your cooked dish to the event. Prepare enough for **4 judge tastings**.
- Cheeseball Challenge** – Bring your prepared cheeseball. Enough for **4 judge tastings**.

All entries must:

- Use **100% Canadian cheese**
- Include **at least one cheese from The Village Dairy**
- **Provide a full list of ingredients** to ensure **no allergic reactions**

We want everyone to enjoy the cheesy fun safely! 🧀

Event Details

- **Date & Time:** Saturday, March 28, 2026 | 11:00 AM – 2:30 PM
 - **Location:** Hassen Arena
 - **Judging:** Grilled cheese prepared on-site; Mac & Cheese and Cheeseball entries brought in for judge tasting (enough for 4 judges)
 - **Winners Announced:** 2:30 PM, March 28, 2026
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Why Participate?

- Show off your **cheese-filled creativity** to the community
 - Have fun competing in a **friendly, supportive environment**
 - Taste other amazing cheesy creations and connect with fellow enthusiasts
 - Be part of a **community celebration of local Canadian cheese**
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Submission / Questions

Questions? Contact the Armstrong Spallumcheen Chamber of Commerce:
Email: donna@aschamber.com



Registration forms can be submitted by:

- **Email:** donna@aschamber.com
- **In person:** Armstrong Spallumcheen Chamber of Commerce

Social Media Call-for-Chefs (Amateur Version)

Facebook / Instagram:

 Love Cheese? Love Cooking? Join the Fun!

The **Big Cheese Chef Challenge – Amateur Edition** is back!  

When: Saturday, March 28, 2026 | **Where:** Hassen Arena

Categories:

- Youth Grilled Cheese (ages 17 & under)
- Mac & Cheese Challenge
- Cheeseball Challenge

✓ All entries must use **100% Canadian cheese** and at least one cheese from **The Village Dairy**

✓ **Provide a full list of ingredients** to ensure safety for all participants

✓ Fun, friendly, and **community-focused!**


✓ Winners announced at 2:30 PM

Register by March 23 → donna@aschamber.com

#BigCheeseChefChallenge #AmateurChefs #CommunityFun #LocalCheese #FoodLovers

Twitter/X (Short Version):

 Love cheese? Join the **Big Cheese Chef Challenge – Amateur Edition!**

 Sat, Mar 28 | Hassen Arena

Categories: Youth Grilled Cheese, Mac & Cheese, Cheeseball

✓ 100% Canadian Cheese + Village Dairy Cheese

✓ Provide full ingredient list for safety

Register by Mar 23 → donna@aschamber.com

#BigCheeseChefChallenge #CommunityFun

Media Release (Amateur Version)

FOR IMMEDIATE RELEASE

Contact:

Donna [Last Name]

The Big Cheese Chef Challenge – Amateur Edition Returns!

Armstrong, BC – [Today's Date] – The Armstrong Spallumcheen Chamber of Commerce is excited to announce the **Amateur Edition of the Big Cheese Chef Challenge**, happening **Saturday, March 28, 2026, at Hassen Arena**.

Home cooks and young chefs are invited to showcase their cheesy creations in three fun challenges: **Youth Grilled Cheese (ages 17 & under), Mac & Cheese, and Cheeseball**.

All entries must:

- Feature **100% Canadian cheese**
- Include **at least one cheese from The Village Dairy**
- **Provide a full list of ingredients** to ensure **no allergic reactions**

“This is a fun, friendly, and inclusive event for the whole community,” says [Spokesperson Name], [Title]. “It’s a chance for young and amateur chefs to share their creativity and love of cheese with friends, family, and the wider community.”

Event Details:

- **Saturday, March 28, 2026 | 11:00 AM – 2:30 PM**
- **Location:** Hassen Arena
- Grilled Cheese participants prepare on-site; Mac & Cheese and Cheeseball participants bring their entries for judge tasting (enough for 4 judges).
- Winners announced at 2:30 PM

Registration: Submit your entry by **Monday, March 23, 2026** via email or in person at the Chamber office.

For more information, contact: donna@aschamber.com

Media Alert (Short Amateur Version)

MEDIA ALERT

Who: Home cooks & amateur chefs of all ages

What: Big Cheese Chef Challenge – Amateur Edition (Youth Grilled Cheese, Mac & Cheese, Cheeseball)

When: Saturday, March 28, 2026 | 11:00 AM – 2:30 PM

Where: Hassen Arena

Why: Fun, community-focused culinary competition celebrating local Canadian cheese

Entry Requirements:

- ✓ 100% Canadian cheese + Village Dairy cheese
- ✓ Provide a full list of ingredients for allergen safety

Registration Deadline: Monday, March 23, 2026 → donna@aschamber.com