



Hands-on Cook-off Contest Judging Criteria

Video entries that meet the 3 minute time limit once uploaded online and adhere to the contest rules will be judged according to the following criteria:

| MULTI-GENERATIONAL CATEGORY | | | |
|------------------------------------|--------------------------|-------------|--|
| INTERACTION | Participation | 30% | <ul style="list-style-type: none"> <input type="checkbox"/> We can see and/or hear the two generations interacting. <input type="checkbox"/> Everyone involved is actively engaged and plays a role in the recipe making. <input type="checkbox"/> Depending on the age and skill level of participants involved, participation may vary from watching all the steps attentively, to handing over ingredients, to measuring ingredients, to actually chopping, mixing, etc. <input type="checkbox"/> Adults are inspiring role models for children and youth involved. |
| | Food safety | 3% | <ul style="list-style-type: none"> <input type="checkbox"/> Participants demonstrating the recipe follow food safety rules (such as washing hands before food preparation and after handling raw meat, poultry or eggs). |
| | Kitchen safety | 3% | <ul style="list-style-type: none"> <input type="checkbox"/> Basic kitchen safety rules are followed when kids are involved in food preparation (such as holding knives properly and using precautions around hot stoves like turning pot handles away from the front of the stove). |
| | Eating together | 4% | <ul style="list-style-type: none"> <input type="checkbox"/> Video shows the participants enjoying the results of what they cooked together. |
| CREATIVITY | Enjoyment/Fun | 15% | <ul style="list-style-type: none"> <input type="checkbox"/> The generations featured in the video are genuinely enjoying cooking together. |
| | Inspiration | 15% | <ul style="list-style-type: none"> <input type="checkbox"/> Video inspires families to cook together. <input type="checkbox"/> Story is compelling. |
| | Concept | 10% | <ul style="list-style-type: none"> <input type="checkbox"/> Video tells the story in a creative way. |
| CLARITY | Recipe re-creation | 5% | <ul style="list-style-type: none"> <input type="checkbox"/> Recipe is easy to follow and re-create. <input type="checkbox"/> Video shows key steps in recipe demonstration—from preparation to the final product. <input type="checkbox"/> Ingredients and amounts are clearly stated (through caption or narration). |
| | Practical considerations | 5% | <ul style="list-style-type: none"> <input type="checkbox"/> We can see what participants are cooking. <input type="checkbox"/> We can hear clearly what they are saying and how they are interacting, with minimal distracting noise. |
| X-FACTOR | At judge's discretion | 10% | <ul style="list-style-type: none"> <input type="checkbox"/> Judges can award points for entries that have that "special something". |
| TOTAL | | 100% | |