



WELCOME!

To our vibrant festival rooted in the traditional Matanza – where families and communities come together to feast and celebrate New Mexico's rich cultural and culinary heritage.

The Horseshoe Nails Brigade and the Roswell Hispano Chamber of Commerce Board of Directors, Volunteers, and Eastern NM State Fairgrounds Staff, welcome you!

TEAM MANUAL

2025 MatanzaFest Competition

Hosted by The Horseshoe Nails Brigade and the Roswell Hispano Chamber of Commerce

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WELCOME TEAMS!

On behalf of The Horseshoe Nails Brigade (HSNB) and the Roswell Hispano Chamber of Commerce (RHCC), we welcome your team to the 2025 *MatanzaFest*!

The *MatanzaFest* is a unique celebration of New Mexico's rich Hispanic cultural heritage, rooted in the traditional Matanza—where families and communities come together to cook and enjoy locally raised pork while honoring Hispanic traditions through food, music, and festivities.

This year's *MatanzaFest* will also feature the Roswell Hispano Chamber of Commerce's annual *Cinco de Mayo Festival*, enhancing the celebration with festive activities, cultural performances, and a tribute to the Hispanic community's heritage and contributions in SE New Mexico.

But the *MatanzaFest* is more than just a culinary and cultural event—it's a mission-driven initiative aimed at changing the trajectory of education in Chaves County and, in doing so, driving long-term economic growth in the region.

By participating, your team will be part of a larger mission to support alternative, affordable, and accessible educational paths in skilled trades, entrepreneurship, military service, and higher education, creating better-paying jobs and rewarding careers for local residents.

MatanzaFest is a unique opportunity for your team to showcase its culinary skills while helping to uplift the community. Last year, community organizations, educators, and local leaders raised \$17,500 for NMMI-Intermediate Preparatory Academy, benefiting students from economically distressed households. This year, our \$120,000 *MatanzaFest* goal will further support local educational institutions that offer alternative, affordable, and accessible educational pathways.

As participants, not only will your team be contributing to the preservation and promotion of New Mexico's culinary and cultural past you will be supporting and promoting future economic growth through alternative education pathways.

Welcome to the 2025 *MatanzaFest*, as we celebrate our heritage, support our community, and build a brighter future for Chaves County.

Cordially,

David West

President
The Horseshoe Nails Brigade

Alfredo Garcia

Interim President
Roswell Hispano Chamber of Commerce



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STAFF AND VOLUNTEER CONTACTS

E-mail is the preferred contact, however, if urgent call 847.636.0931

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Volunteer Coordinator

Daniela Garcia	Chair	daniela.garcia@roswell.enmu.edu
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Team Registration & Setup

Registration: Teams must register by November 13, 2024 paying a \$250 registration fee that helps cover trophy and cash purse prizes. Upon confirmation, teams will be assigned their designated cooking areas at the Eastern New Mexico State Fairgrounds, designed to accommodate traditional Matanza cooking setups like open pits or large cast-iron pots.

Setup: Each team will have a 15x20 foot space. Teams are encouraged to embrace the cultural significance of the event by decorating their space with traditional New Mexican elements, such as ristras (chile peppers), piñatas, and sarapes. All open-flame setups must comply with local fire codes, and teams are responsible for securing their own cooking equipment and supplies.

Expansion: Teams should also provide a brief description of their preparation techniques, emphasizing cultural adherence. This can be shared with attendees to enhance the educational component of the event, allowing spectators to appreciate the unique cooking methods of a Matanza.

COMPETITION CATEGORIES

Posole: Traditional New Mexico hominy, pork, and chile stew served at Matanza celebrations, judged on flavor balance and consistency.

Chicharrónes: Judged on texture, flavor, and crispiness, this category celebrates the art of frying pork skin to perfection.

Carnitas: A traditional dish, often referred to as "little meats." It typically consists of pork that is braised or simmered for several hours in lard until the meat is tender and succulent. After cooking, the pork is then shredded and often browned or crisped up.

Carne Adovada: A marinated pork dish cooked to tender perfection. Judged on spice balance, tenderness, and depth of flavor.

Mystery Dish: A quintessential New Mexican dish to be revealed at the competition.

LOAD-IN AND CHECK-IN INSTRUCTIONS

Vehicle Entrance for load-in for the event is at the Gate #1 Entrance. Before you are cleared to enter the fairground, you will need to provide the Logistics Volunteer with your load-in pass, team name, booth number, contact name, cell phone number, and license plate of your vehicle.



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Your load-in pass will be provided to you by the Teams and Judging Committee when you register to be a participant in the competition.

When the Logistics Volunteer has cleared you at the entrance, proceed safely down the road to the next Logistics Volunteer who will direct you into the parking area through the proper entrance for your area.

There is a 5-mph speed limit throughout the entire festival site and drivers must yield to all pedestrians and emergency vehicles. Please cooperate with all event staff and volunteers. Encourage cooperation and courtesy among your team members and fellow competitors.

Unless directed by the Logistics Committee or **2025 Matanza en Mayo** Staff, all motorized vehicles must remain on the roadways or in the parking area. Maneuvering your rig into your space is an obvious exception. After unloading and parking your vehicle in the designated parking area, please proceed to the Judging Tent (Located across from the Commercial Building) to register your team.

ALL TEAMS MUST BE CHECKED IN BY 4:00 P.M. ON FRIDAY, MAY 10TH. Your team stall will be designated after you register. A sign will be provided to identify your designated stall. These signs typically include the team's name and stall number. The Judging Committee will also issue you a meat inspection sticker.

To relieve congestion in the fairground, teams are required to move vehicles off site or to team parking as soon as items are unloaded during all load-in times. Failure to do so can result in penalties assessed by the Matanza. Parking will not be permitted within the designated team parking area without a team parking pass. Any vehicle parked within the designated team parking area without parking passes, will be towed at the owner's expense.

The detailed load-in schedule is in the event schedule. Please Note: Vehicles will only be allowed in the fairground during load-in time with their team loading pass. All vehicles must be cleared from the fairground within 30 minutes of the end of the load-in time.

All team head cooks are required to attend the **COOKS' MEETING** in the Judging Tent on Friday, December 6th. The final rules and turn-in times for each contest will be explained during this time. The official clock by which all turn-in times will be determined will be set at this time.

TEAM AREA INSTRUCTIONS & REGULATIONS

Team boundaries are marked in the front and rear by paint and/or stakes numbered with the team area number, NOT by fencing or water system or the sidewalks in front of the booth space. Adjacent team areas are of equal depth. Teams may NOT acquire additional space upon arrival at the Fairground. There are no easements between areas. Once your team is accepted into the contest, your space size cannot and will not be changed.



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Your entire set-up must fit within the size provided to you by the Matanza organizers. This includes any scaffolding, flooring, overhangs, rolling garbage containers, storage containers, tent stakes, and any other item belonging to your team. Any team found expanding outside of their purchased booth space may be subject to additional penalties and potential disqualification. **2025 Matanza en Mayo** reserves the right to withhold the team's security deposit and prize money up to the amount of the outstanding balance.

Please remember you may not encroach on another team's area and teams may not share areas. No team may sell or barter any part of their area. The asphalt sidewalks are provided to allow clearance for emergency vehicles and must remain clear of all obstructions. You may NOT incorporate this space into your team area.

All posts, including those used for fences and tents, must be freestanding and weighted. Absolutely no digging, tilling, or staking is permitted.

TENTS

Teams must provide their own tents and ideally, they should be **commercial-grade tents** designed for outdoor events and they should be **fire-resistant**. Tents must be properly anchored with **Weight Bags, Sandbags, or water-filled weight bags** and **guy lines** at each

ELECTRICITY

Electricity will NOT be available during Load-In. Electricity may not be available in your booth until Friday after 5:00 p.m. Electricity will not be connected to your area until you have checked in at the Judging Tent. The on-site electricians will then be notified to bond and connect you to the power grid. Any metal structure containing an electrical appliance, including cookers, or rigs, must be bonded before being connected to the power grid. Teams are not permitted to bond themselves, and will not be connected to power until bonding is completed.

Due to the extreme safety hazards, no person or vehicle is permitted in the electrical grid and water distribution area. Do not drive over or tamper with any electrical wiring. Teams causing damage to the electrical grid and/or water system will be billed for the cost of repairs. Any team tampering with any electrical box will be automatically disqualified from the contest.

Additional electricity cannot be purchased after Electrical Desk days/hours. Therefore, you need to run all electrical items you plan to use prior to closing of the Electrical Desk on Wednesday to ensure you will not have issues. The Electrical Desk days and hours are listed in the back of the manual under the Event Schedule.



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CODE REQUIREMENTS FOR INSTALLING TEMPORARY WIRING AT 2025 *Matanza en Mayo*

Any questions concerning the below information should be directed to ENMSF Grounds Manager email rickwford575@gmail.com.

1. All extension cords shall not be less than No. 14 ASG, 2 conductor with ground, Type “S” or Type “SO.”
2. Wiring for temporary lights shall be installed at least 8 feet above ground level, or be protected or enclosed with plexiglass-type material if they are lower than 8 feet.
3. Metal light stands or supports shall be grounded with the ground wire contained in the extension cord supplying power.
4. All clamp-on light fixtures shall comply with Rule Number 2, and cords shall not be longer than 6 feet.
5. All decorative lights shall be UL approved for outdoor use and installed a minimum of 8 feet above ground level or floor level to be out of reach of the public, or comply with Rule Number 2.
6. Neon or neon signs shall comply with Rule Number 2.

FIRE SAFETY RULES

Any questions concerning Fire Code regulations should be directed to Esperanza DeLeon, [\(575\) 624-6830](tel:5756246830).

1. All tents, awnings, and air-supported structures must be flame retardant. Flame retardant certificate must be attached visibly to the tent or on the site.
2. Extremely flammable decorations shall not be permitted. Many vinyl or plastic materials are especially flammable and produce deadly smoke.
3. No hay, straw, or bamboo is allowed within 35 feet of a tent or cooking site.



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4. Fire pits can't exceed 8 feet by 8 feet in size. The pit may not be dug into the ground – digging of any sort is prohibited. The fire pit must be created by and surrounded by cinder blocks.
5. The use of candles or open flames is strictly prohibited in or near tents or awnings.
6. All cooking operations shall have a fire extinguisher with a minimum 2A:10BC rating on site before your cooking fire is started. In addition, if cooking with oil (deep fryers, etc.), a K-CLASS fire extinguisher is also required. There will be absolutely no exceptions to this rule.
7. No cooking will be allowed near combustibles or under tents. No cookers are allowed on or immediately adjacent to temporary flooring.
8. Trash containers shall be emptied when full.
9. Wood chips are to be used only in the cooking operations and are to be stacked away from any combustibles. Wood chips are not to be spread on the ground in any manner.
10. Smoking shall not be permitted in any tent or air-supported structure.
11. Displaying or use of fireworks by teams or individuals is strictly prohibited and may result in fines, arrest, and team disqualification.
12. Fire lanes and access to hydrants shall be maintained at ALL times.
13. No outside display shall block or obstruct any exit door or access to an exit door. All trip hazards shall be safeguarded.
14. All L.P. Tanks shall be subject to the Special Rules on Propane listed below.

FIRE PIT GUIDELINES:

1. Fire pits must not exceed 8 feet by 8 feet in size.
2. Digging is prohibited; the pit cannot be dug into the ground.
3. Fire pits must be constructed using cinder blocks and fully surrounded by them.

GUIDELINES FOR USE OF LP GAS AND GASOLINE

The City of Roswell will allow participants in the *2025 Matanza en Mayo* to use one (1) 20-pound bottle of propane for cooking purposes. The bottle must be secured and not connected



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directly to the cooking unit. A distance of 10 to 15 feet between the cooking unit and the propane bottle is desirable. All propane bottles must be D.O.T. approved for propane use and be equipped with a U.L. approved safety relief valve, a hose in good condition, and proper connections.

Participants may have one (1) 20-pound bottle on the site to use as a spare, provided it is secured and located away from any heating unit or open flame. This policy applies only to matanza contestants and will not subject vendors to any specific amount of propane bottles for their use provided the bottles are secured and used with reasonable care.

Fire Inspectors will be on-site and inspecting teams throughout the contest. Simply stated, they will continue to check team booths after their initial inspections for any violations. A team violating any rule stated under the *2025 Matanza en Mayo* Fire Safety Rules may result in immediate dismissal from the contest. These rules will be strictly enforced.

2024 EVENT RULES

WATER

Water will be available at each stall. Please bring containers and hoses to transport water to your area. Connecting a hose at any water faucet should not exceed 10 minutes at a time. Teams are prohibited from tapping directly into water lines. All teams are required to have a bucket of water with bleach or other sterilizing agent located in the team cooking area.

FLOORING AND GROUND COVER

Pallets covered by plywood or any similar floor support design, which keeps the flooring off the ground is acceptable. Teams are allowed to lay sod, but the sod must be removed after the contest. *2025 Matanza en Mayo* will not supply flooring to teams. Teams must rent or bring their own flooring if they want it. Teams may NOT use mulch, hay, straw, sand, or gravel.

SPONSORSHIP LIMITATIONS

2025 Matanza en Mayo recognizes the need for teams to secure sponsors. Teams may display only one sign or banner that includes corporate logo(s) or sponsor identification that either faces or is directly exposed to the general public. This sign or banner should be no larger than three feet by eight feet (3'x8'). Multiple banners are acceptable if the combined area does not exceed three feet by eight feet (3'x8'). These size limitations also apply to team cookers, grills, trailers, and tents.



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Any team found in violation of the above restriction will be given an opportunity to resolve the issue. Failure to resolve the violation may result in disqualification from the contest.

SIGNS, FLAGS, AND INFLATABLES

Team name signs that do not identify corporate sponsorship may be larger than specified. The sign may be no wider than (12) feet. Team area number signs will be installed by volunteers after you've checked in. Teams must display the official team number sign in a prominent location near the entrance to the team area. This will assist guests and officials in finding your team location.

Balloons or any other type of inflatables are strictly prohibited. The flying of the Mexican Flag is permissible as long as an American Flag is also displayed.

PROMOTIONAL ITEMS AND PRODUCT DISPLAYS

The sale, distribution, or promotion of any goods, services, barbecue equipment or products, promotional items, souvenirs, t-shirts, or any other items is strictly prohibited without the written permission of *Matanza en Mayo*.

Product displays in the front portion of a team space for the purpose of exposure to the general public are prohibited.

No fundraising activities of any kind are allowed in The Fairgrounds. This includes, but is not limited to, collecting fees or accepting donations within a team area, or for entry into a team area. The sale of tickets, wristbands, stickers, badges, or any other type of merchandise within a team area or for entry into a team area is strictly prohibited. Failure to comply with any of these points will result in the team's immediate disqualification from the contest and eviction from The Fairgrounds.

STAGE RULES

2025 Matanza en Mayo recognizes the need for some teams to secure sponsors. In consideration of our event sponsors, no non-event sponsor materials are permitted on the awards or



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entertainment stage, including signs, stickers, banners, or apparel with overt sponsor identification.

MUSIC AND LIGHTS

No live music will be allowed in the individual team areas at any time during the event. No amplified music or sounds may be projected out of the team area. All speakers must be turned so amplified music or sounds are playing inward, toward the team area. Teams are responsible for keeping their team noise at a level acceptable to their neighboring teams. Contest officials may ask your team to reduce the noise if the neighbors present sufficient complaints. Failure to comply with the contest official's request will result in disqualification of the team.

No obscene music is allowed at any time. If any team near you is creating a disturbance, please call this to the attention of a contest official. There can be NO amplified music or sounds during on-site judging hours.

No strobe lights, if visible from outside the team area, are permitted. The use of laser pointers or any similar device is prohibited in the fairground.

FOOD AND BEVERAGES

To ensure the safety of our contestants and spectators, no glass bottles are permitted on the Fairgrounds. Under no circumstances are alcoholic beverages to be given away or sold to the general public by contestants. Any team serving alcoholic beverages to minors will face possible arrest in addition to penalties assessed by *2025 Matanza en Mayo* and possible disqualification.

PROHIBITED ITEMS AND ACTIONS

Teams may NOT bring golf carts, motorized coolers, 3 or 4-wheelers, or motorcycles into the fairground at any time. Bicycles, skateboards, hoverboards, roller blades, and scooters of any kind are also prohibited.

No motorized vehicles, including RVs, will be allowed to fairground on-site. If the motorized vehicle is an integral part of your cooker (the vehicle must contain your cooker), it must be emptied of gasoline or other fuel and remain stationary for the entire contest. Contact Rick Ford,



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ENMSF Grounds Manager, rickwford575@gmail.com, for advanced permission of such a vehicle. The vehicle will be subject to inspection at all times.

DRONES ARE STRICTLY PROHIBITED. Any team found operating a drone of any kind in the fairgrounds will be immediately disqualified from the contest and ejected from the fairground. The drone operator will also be reported to local law enforcement.

WEAPONS OF ANY KIND ARE PROHIBITED. Additionally, no water guns or super soakers will be allowed in the fairgrounds. All such items will be confiscated. No live animals, except aides to persons with disabilities, are allowed in the fairground at any time.

SECURITY & ADMISSIONS

MatanzaFest security is provided on-site from load-in through load-out. Entrances are staffed at all times. Security sweeps occur constantly. Festival Security will pass through all team areas. All music and other sounds detectable outside your space **MUST** cease upon request.

PRIVATE SECURITY

Private security is not allowed.

PHOTOGRAPHY, VIDEO, AND MEDIA

Still photographs or videos taken for commercial purposes at the *2025 Matanza en Mayo*, except with the expressed written consent of *2025 Matanza en Mayo*, are prohibited.

To prevent a conflict of interest with the official promoting media of the *2025 Matanza en Mayo*, media (radio, television, print) may not sponsor barbecue teams. Teams may not post media signs nor distribute media promotional materials on-site.

GREENING & WASTE REMOVAL REQUIREMENTS



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GENERAL TRASH

General trash must only contain items that cannot be recycled or securely bagged. During event hours, rolling garbage containers can be used to transport bagged garbage and recyclables to the dumpsters located around the fairground.

Do NOT place coals or grease into rolling garbage containers or dumpsters. Each team is responsible for the cleanliness of their site and may not leave any bagged trash outside of their booth during event hours.

RECYCLABLES

Your team must collect all #1-#4 plastic bottles, cups, and aluminum cans and deliver them to the Recycling Center. All recyclables must be bagged and taken to the Recycling Center during event hours.

Trash bags will be provided by the event organizers. You may obtain additional liners from your Ambassadors and Recycling Program volunteers.

COALS & GREASE

Ash cans and grease containers will be provided at several locations for the disposal of ashes, coals, and grease. Please use them for their intended purpose and do NOT place trash in them.

YOUR ECO-AGENT

Every team is required to designate one team member as your "Eco-Agent." This person will serve as your team's direct contact with Recycling volunteer committee members and Ambassadors regarding compliance with all trash and recycling guidelines.



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RETURNING CONTAINERS

Both coal and grease containers **MUST BE EMPTY AND CLEAN** when they are returned to team checkout on Saturday afternoon, following the event. Securing containers inside your space is highly recommended.

LOAD-OUT & CHECK-OUT INSTRUCTIONS – NO SATURDAY LOAD-OUT

Team Load-out begins at 8:00 am on Sunday. Only vehicles with Load-in/out vehicle passes displayed will be allowed on-site.

1. Remove all items from the booth area.
2. Clean the grounds, including any contractors' items, of your assigned booth.
3. Return assigned and emptied recycle & trash bins to the Judges Tent.
4. Check-out with an Ambassador from the *2025 Matanza en Mayo* Contestants volunteer committee.

Teams will be billed if they:

1. Cause any damage to the area (fencing, electrical box, banisters, etc.).
2. Leave behind an inordinate amount of debris in or around their assigned booth.
3. Dispose of large items such as appliances, furniture, grills, or building materials in the dumpsters. Such items must be taken with you.

Failure to pay additional fees will result in permanent dismissal and barring from future *2025 Matanza en Mayo* Matanza contests. All team spaces must be vacated and cleared by Sunday, December 8th at 12:00 pm.

2025 MATANZA EN MAYO RESERVES THE RIGHT TO MAKE ADDITIONAL REGULATIONS AS THE SITUATION WARRANTS. ANY VIOLATION OF RULES CAN RESULT IN FINES OR DISMISSAL FROM THE CONTEST. ALL DECISIONS OF 2025 MATANZA EN MAYO ARE FINAL.



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"FOR YOUR CONVENIENCE" SUPPLIES

The Commissary will be stocked with spices, herbs, and aromatics for the *2025 Matanza en Mayo*. They will offer a variety of products that you can have for free to cook with.

ICE is available on-site by pick-up or delivery on a cash-only basis for \$6.25 per 20 lb. bag. You will also be provided a phone number to call for ice when you check in on-site. You must bring your own ice storage boxes.

MatanzaFest Team & Judging Rules

These detailed rules are designed to ensure a fair, safe, and enjoyable competition for all participants, while also maintaining the cultural significance and traditions of the Matanza.

Team Composition and Registration:

- **Team Size:** Each team will determine the number of members it requires for the competition. Teams should designate a Team Captain who will serve as the main point of contact with event organizers.
- **Team Roles:** Teams must provide a list of team members, including their roles, upon registration.
 - **Team Captain:** Responsible for communication with event organizers and overseeing the team's activities.
 - **Head Cook:** Leads the cooking process, ensuring all dishes are prepared to the highest standard.
 - **Assistant Cooks:** Support the Head Cook with food preparation, cooking, and plating.
 - **Head Butcher:** The butcher is responsible for breaking down the carcass into the primal cuts (shoulder, loin, belly, and ham) and ensuring each cut is prepared correctly for cooking.
- **Registration and Entry Fee:**
 - Teams must register by April 18, 2025 to secure a spot in the competition.
 - An entry fee of \$250 is required to cover the Prize Money and supplies.

Ingredients and Preparation:

- **Cultural Reflection:**



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- The selection of ingredients, cooking methods, and any traditional elements incorporated into the dish must honor and reflect the rich cultural heritage of the Matanza tradition.
- **Primary Ingredient:** Pork must be the primary protein used in all dishes.
 - Teams may NOT bring their own pork and must use pork provided by the event organizers. All pork will be USDA-inspected and approved.
- **Seasoning and Spices:**
 - Teams are allowed to bring their own spices, marinades, and seasonings, although a full spice pantry will be available at the event for free. However, these MUST be prepared on-site, unless approved by the event organizers beforehand.
 - Spices, herbs, and aromatics will be stocked in the Commissary. They will offer a variety of products that you can have for free to cook with.
 - Teams must disclose any pre-made marinades or sauces to the judges to ensure transparency.
- **Preparation Time:**
 - Teams can access their cooking stations as of 4am Saturday, May 10, 2025.
 - All preparation, cooking, and plating must occur within the event timeframe.
 - A mandatory safety and rules briefing will take place before cooking begins.
- **Cooking Methods:**
 - Traditional Matanza cooking methods are strongly encouraged. These include:
 - **Open-Pit Roasting:** Cooking the pork over an open flame in a pit or on a spit over a pit.
 - **Grilling:** Using a grill to cook pork cuts such as ribs, chops, or sausages.
 - **Stewing:** Preparing traditional stews such as carne adovada or pozole, using large pots or cauldrons.
 - **Smoking:** Slow-cooking the pork with wood smoke to infuse it with flavor.
- **Team Cooking Equipment:**
 - Teams must supply their own cooking equipment, including grills, pits, pots, and utensils.
 - The use of gas or electric grills is permitted, but open-flame cooking is encouraged.
 - Teams utilizing gas cooking equipment must have their setup inspected by the New Mexico LP Gas Inspector prior to starting their cooking process.



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Food Safety and Cleanliness:

- **Certification:**
 - All teams must undergo training in food safety and cleanliness by the New Mexico Environmental Department (NMED) prior to the competition.
 - **2025 Matanza en Mayo** coordinators will arrange for the training session with the NMED.
 - All cutting / butchering surfaces must be non-porous. These include plastic (HDPE or Polypropylene), stainless steel, glass, treated bamboo, or composite materials.
- **Food Safety:**
 - All teams must adhere to NMED food safety standards, including:
 - **Temperature Control:** Pork must be cooked to a minimum internal temperature of 145°F (63°C). Temperature checks may be conducted by event staff or NMED Inspectors.
 - **Sanitation:** Teams must maintain a clean cooking area at all times. Handwashing stations and sanitizers must be used regularly.
 - **Cross-Contamination:** Separate cutting boards and utensils must be used for raw and cooked meats to prevent cross-contamination.
- **Cleanliness:**
 - Teams must keep their cooking area clean before, during, and after the event.
 - Waste disposal stations will be provided, and teams are expected to properly dispose of all trash, grease, and food scraps.
 - Failure to maintain cleanliness may result in point deductions or disqualification.

Presentation and Judging:

- **Competition Categories:**

Teams are encouraged to compete in all five dish categories listed below.

Failure to submit an entry in any category will result in a points penalty for the missed category, which will affect the team's final total score.

- **Pozole**
- **Carnitas**
- **Chicharrón**
- **Carne Adovada**
- **Mystery Basket**



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- **Blind Judging:**
 - Judges will sample entries without knowing which team cooked them. Each team will receive one container (per category) for their entry from their ambassador the morning of the competition.
 - These containers will be pre-labeled with the team's name and stall number. DO NOT remove this label. Each team will need to bring their samples to the check-in station in the Judges Tent at the times listed below. Once the sample is turned in, the sticker will be replaced with a code known only to the Teams and Judging Committee Chair; the entries will also be checked.
 - GARNISH IS NOT allowed in the blind competition box. Placing anything other than the required dish or making any marks on any of the containers will result in immediate disqualification.

- **Blind Judging Turn-In Times:**

○ Pozole:	11:35am
○ Carnitas:	12:20pm
○ Chicharrón:	1:05pm
○ Carne Adovada:	1:50pm
○ Mystery Dish	2:35pm
- **NO LATE SAMPLES WILL BE ACCEPTED FOR JUDGING AND NO POINTS WILL BE AWARDED FOR THAT CATEGORY IF LATE FOR TURN-IN!**
 - **COMPLETELY FILL YOUR CONTAINER!**
 - **NO GARNISH OR MARKING ALLOWED!**
- **Container Servings:**
 - Each team is required to prepare and present **one container for their entry per category** for the judges. (See Blind Judging).
 - The dish should highlight the team's culinary skills and creativity.
- **Public Servings:**
 - In addition to the plates for the judges, teams must prepare servings of their dish for the public.
 - Teams are required to utilize the entire pork provided by the RCCMF to create servings for the public. Portions should be appropriately sized and sufficient in number.



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- Public samples should be prepared with the same care and attention to detail as the judged plates, although they may be served in a more practical format for ease of distribution.

Judging Criteria:

- **Taste (45 Points)**
 - Flavor Profile: The dish should have a well-balanced flavor profile, with harmonious seasoning and the natural flavors of the pork shining through.
 - Depth of Flavor: Judges will look for complexity in the dish's flavor, where each ingredient contributes to a rich, satisfying taste experience.
 - Consistency: The flavor should be consistent throughout the dish, with no overpowering or underwhelming elements.
- **Texture (20 Points)**
 - Pork Tenderness: The pork should be cooked to perfection, with a tender and juicy texture that melts in the mouth.
 - Mouthfeel: The dish should have a pleasing mouthfeel, with appropriate textures that complement each other, such as crispness, softness, etc. where applicable.
 - Balance of Textures: Judges will evaluate how well the different textures work together, ensuring that no element is too dry, tough, or overly soft.
- **Creativity (20 Points)**
 - Innovation: Judges will look for innovative use of ingredients and cooking techniques that push the boundaries while respecting the Matanza tradition.
 - Originality: Dishes that offer a fresh take on traditional recipes or introduce new flavor combinations will score higher in this category.
 - Execution: Creative ideas must be well-executed, with a focus on delivering a dish that is not only unique but also delicious and well-prepared.
- **Aroma (15 Points)**
 - Smell: How appealing and aromatic the dish is. Aroma plays a large role in enhancing the flavor experience.
 - Balance of Fragrance: Ensuring that no one scent overpowers others.

Blind Tasting Guidelines:

In blind tasting at food competitions like the MatanzaFest, judges typically take around 1 to 3 bites per dish to assess the key aspects like flavor, tenderness, and overall quality.

- **Here's what they typically evaluate:**
 - a. First Bite: Judges focus on the immediate impact of flavor and texture.



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- b. Second Bite: Allows for a deeper assessment of complexity, balance, and aftertaste.
- c. Third Bite (optional): Sometimes, judges will take a third bite if they need more clarity **or to confirm certain aspects of the dish.**

General Guideline:

- 1 bite: For a quick, overall assessment (used when time is limited or there are many dishes to judge).
- 2 to 3 bites: Standard in most competitions, ensuring a comprehensive evaluation without overwhelming the judges or requiring too much food.

For the MatanzaFest, a 2-bite approach should allow each judge to get a well-rounded taste of each dish, ensuring a fair assessment while keeping the tasting process efficient.

For a judge to take 2 bites of a dish during blind tasting, it typically takes about 1 to 2 minutes per dish. This time frame includes:

- Evaluating the appearance: ~15-30 seconds to visually assess the dish.
- First bite: ~15-20 seconds for tasting, focusing on immediate aroma, flavor, texture, and mouthfeel.
- Second bite: ~15-20 seconds for a more detailed assessment of balance, aftertaste, and consistency.
- Brief scoring/notes: ~30 seconds for the judge to record their scores or make notes.

Total Time Per Dish:

- 1 to 2 minutes is a reasonable estimate per dish, depending on how quickly the judges eat and score but this should allow judges to have enough time to fairly assess each entry.

Judging

- **Judging Panel:**
 - The judging panel will consist of 3 judges for each category, selected from a diverse group of culinary experts, local dignitaries, cultural representatives, and food enthusiasts. Judges will be chosen based on their knowledge of food, cultural traditions, and their ability to evaluate dishes impartially.
 - Each judge will be provided with a detailed scoring sheet that outlines the criteria and weight of each category.



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- **Tasting and Scoring:**
 - Judges will taste each dish and score it based on the established criteria. Judges will take notes on the flavor, texture, creativity, and adherence to the matanza theme as they evaluate the dish.
 - Judges will confer after all dishes have been presented to discuss their scores and impressions. This discussion allows for a thorough evaluation and ensures that all aspects of each dish are considered.
- **Final Decision:**
 - The scores from all judges will be compiled, and the dish with the highest total score will be declared the winner in the respective categories. In the event of a tie, judges may engage in further discussion or conduct an additional evaluation to determine the winner.
 - Judges' decisions are final and will be announced during the awards ceremony.
- **Feedback:**
 - After the competition, teams may receive feedback from the judges, offering insights into what worked well and where there might be room for improvement. This feedback is intended to be constructive and help teams refine their skills for future competitions.
- **Awards Ceremony:**
 - The winners will be announced and awarded during the event's closing ceremony. Prizes will be given out for Overall Champion, Best in Category, Most Creative use of Ingredients and Techniques, and People's Choice, along with other specific awards as determined by the event organizers and sponsors.

Conduct and Sportsmanship:

- **Sportsmanship:**
 - Teams are expected to conduct themselves with respect and integrity at all times. This includes respecting other teams, judges, event organizers, and attendees.
 - Unsportsmanlike conduct, such as sabotaging another team's station or using inappropriate language, will result in immediate disqualification.
- **Team Conduct:**
 - All team members must remain within their designated cooking area during the event, unless accessing common areas such as restrooms or supply stations.
 - Team Captains are responsible for ensuring that all team members adhere to the rules and conduct themselves appropriately.
- **Compliance:**
 - Teams must comply with all instructions given by event organizers and safety officials. Non-compliance may result in point deductions or disqualification.



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Prizes and Recognition:

- **Awards:**
 - Prizes will include cash awards and trophies, and other incentives provided by event sponsors, if applicable.
 - Cash Prizes will be awarded in the following categories:
 - **Overall Champions:** Given to the top three teams with the highest cumulative score across all categories:

▪ Best Overall Score	\$1,000.00
▪ 2 nd Best Overall Score	\$550.00
▪ 3 rd Best Overall Score	\$325.00
 - Trophies will be awarded to the remaining categories, including public categories.
 - **Best in Category:** Awarded for the most flavorful dish in each specific category.
 - **Most Creative:** Honoring the team that demonstrated the most creativity with ingredients and cooking methods.
 - **People's Choice:** Determined by public votes for the most popular dish.
- **Recognition:**
 - Winning teams will be recognized during the awards ceremony and featured in post-event communications, including social media, press releases, and event recaps.
 - Winners in each category might also receive handcrafted New Mexican pottery or metalwork trophies donated by sponsors, celebrating the region's cultural heritage. Special awards include People's Choice and Best Traditional Setup, recognizing teams that embody community spirit and traditional values.
- **With written authorization from the Horseshoe Nails Brigade Board of Directors, winners may use the title 'MatanzaFest 2025 Winner' in their advertising.**

Disqualification and Penalties:

- **Grounds for Disqualification:**
 - **Non-Compliance:** Teams that fail to adhere to the rules, deadlines, or safety guidelines may be disqualified.
 - **Unethical Behavior:** Any unethical behavior, including tampering with another team's station, bribing judges, or using banned substances, will result in disqualification.
- **Penalties:**
 - Repeat offenses or serious infractions will lead to disqualification at the discretion of the event organizers.



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Health and Safety:

- **First Aid:**

- A first aid station will be available on-site for any injuries or health concerns. Teams should be aware of its location and procedures for accessing help.
- Teams are encouraged to have a basic first aid kit at their station for minor injuries.

- **Fire Safety:**

- Teams using open flames must have a fire extinguisher on hand and must follow all fire safety protocols.
- Event organizers will conduct a safety inspection of all cooking stations before the event begins.

Registration and Fees:

- **Entry Fee:**

- A non-refundable entry fee of two-hundred and fifty dollars (\$250.00) is required to participate. This fee helps cover the costs of event, prize money and supplies.

- **Registration Deadline:**

- All teams must complete their registration by April 18, 2025. Late registrations may be accepted at the discretion of the event organizers but may be subject to an additional fee.

- **Cancellation Policy:**

- Teams that need to cancel their participation must notify the event organizers at least 10 days before the event to be eligible to receive a partial refund.



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Morning Events			
4:00 a.m.	Processing and Cooking Start Time		Set-Up
6:00 a.m.	Teams Latest Arrival		
Event Opening			
8:00am - 8:30am	Opening Ceremony: Honor Guard National Anthem and O Fair New Mexico Car Show Introduction Public Competition Reminder	Youth Challenge TBD Band TBD MC TBD MC	Ceremony
8:30am - 11:00am	Solo Artist	Omar Musical	Entertainment
Public Competition			
9:00am	Public Competition	Biscochitos	Judging
9:30am	Public Competition	Pastelitos	Judging
10:00am	Public Competition	Natillas	Judging
10:30am	Public Competition	Red Chile	Judging
11:00am - 11:20am	Public Judging Results	Trophy Awards	
11:20am - 11:35am	Mystery Basket Announcement and Reveal	TBD MC & DJ or Solo Act & Teams	Entertainment Music to Hype Reveal
11:35am	Beer Garden Open Announcement	L&F / Brenda Esquivel	Entertainment
11:40am - 11:50am	Car Show Reminder	TBD MC	Entertainment
11:50am- 12:00pm	Entertainment Introduction	TBD MC	Entertainment
Entertainment			
12:00pm - 12:30pm	Folkorico Takes Stage	Folkorico w/o Mariachi	Entertainment
12:30pm- 12:50pm	Mariachi Takes Stage	Mariachi Sonido Jalisciense	Entertainment
2:50pm - 1:10pm	Charros Join Mariachi	Mariachi Sonido Jalisciense	Entertainment
1:10pm - 1:30pm	Folkorico Join Mariachi	Mariachi Sonido Jalisciense	Entertainment
1:30pm - 1:40pm	Car Show Reminder	TBD MC	Entertainment



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1:40pm-3:30pm	Fill Music	TBD DJ or Solo Act	Entertainment
Team Competition Judging	Dishes delivered to the Judging Tent <u>AFTER</u> these times will NOT be accepted.	Containers Must Be Completely Filled	
11:45am - 12:30pm	11:35am	Competition - Pozole	Judging
12:30pm - 1:15pm	12:20pm	Competition - Chicharrónes	Judging
1:15pm - 2:00pm	1:05pm	Competition - Carnitas	Judging
2:00pm - 2:45pm	1:50pm	Competition - Carne Adovada	Judging
2:45pm - 3:30pm	2:35pm	Competition - Mystery Basket	Judging
3:30pm - 4:00pm	Car Show Awards Cooking Competition Awards Announcements, Thank You, NM National Guard		

Miscellaneous:

- **Event Schedule:**
 - A final detailed event schedule, including setup times, cooking times, and judging times, will be placed on the website at least one week before the event.
- **Weather Policy:**
 - The event will take place rain or shine. In the event of severe weather, the event organizers will communicate any changes or cancellations as soon as possible.
- **Final Note:**
 - Participation in the Matanza competition is not just about winning; it's about celebrating cultural traditions, fostering community spirit, and enjoying the art of cooking. We encourage all teams to bring their best efforts and have fun!

13. Public Contest Categories:

- Winners in each category will receive handcrafted New Mexican pottery or metalwork trophies donated by sponsors, celebrating the region's cultural heritage.
 - Pastelitos: Small, flaky pastries traditionally filled with fruit preserves, and dusted with sugar.
 - Biscochitos: New Mexico's official state cookie, judged on taste and texture.



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- Natillas: creamy custard often served chilled and topped with a dusting of cinnamon.
 - Chile Sauce: Red or green, judged on spiciness, balance, and creativity.
-

14. Safety and Security

Fire Safety: All teams using open flames must have a fire extinguisher. The local fire department will inspect setups to ensure compliance with safety standards. Teams must store propane tanks and other flammable materials safely.

General Security: MatanzaFest will provide general security, but teams are responsible for safeguarding their own equipment. Overnight security will be available for teams staying on-site, but participants should lock and secure their belongings.

Expansion: A safety workshop will be offered prior to the event, allowing participants to learn about fire safety best practices and how to maintain a secure cooking area.

Health Department Compliance

Health and Safety Compliance: All teams must follow the Roswell and Chaves County health department guidelines. Cooking areas must be kept clean, and teams should have separate preparation areas for raw and cooked food. The local health department will inspect cooking stations to ensure proper food safety practices.

Environmental Guidelines

Waste Management: Teams must dispose of all waste in designated areas. Recycling bins will be available, and teams are encouraged to use compostable or recyclable serving materials. Teams not complying with waste management guidelines may face disqualification.

Sustainability Focus: MatanzaFest strives to be an environmentally friendly event. Teams are encouraged to minimize their environmental footprint by using sustainable materials and recycling waste. Vendors will also be required to adhere to these guidelines.



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Participant Insurance

Liability Insurance Requirement: Each team must provide proof of liability insurance with a minimum of \$1,000,000 in coverage. The Horseshoe Nails Brigade must be listed as an additional insured. Teams without proper insurance will not be allowed to participate.