

SIAL Food Service and Retailer Application

The SIAL Food Service and Retailer Trip is funded through the Cheese Importers Association of America Imported Cheese Board.

Dollars received from Imported Cheese Board are designated to Imported Cheese Board by importers, and are derived from the assessment importers pay on dairy products imported into the U.S. No corporate funds are involved.

The Imported Cheese Board is offering qualified U.S. based Food Service and Retailers the opportunity to apply for a drawing for an educational trip* to Paris, France to attend SIAL from October 18-22, 2020. Fifteen (15) participants will be chosen in a random drawing. In order to qualify for the SIAL Trip, you must meet the following criteria:

1. Applicant is a decision maker that is a dairy category manager, cheese buyer, or deli buyer of a food retail business that has 5 or more retail establishments or which purchased at least 250,000 lbs of wholesale specialty cheese between 1/1/19 and 12/30/19.
2. Applicant is a decision maker that is a food buyer or culinary director for a Restaurant Group or Restaurant Chain that has 15 or more locations/restaurants with a minimum cheese purchase of 250,000 lbs between 1/1/19 and 12/30/19.
3. Applicant is a decision maker that is a culinary director, chef, category manager or food buyer for a Hotel Chain or Cruise Line with a minimum cheese purchase of 250,000 lbs between 1/1/19 and 12/30/19.
4. Only one winner per company will be allowed. (Exception for companies with different buying entities)
5. Applicant submits with the application the signed permission of his/her employer to fully participate in the trip.
6. Applicant is a legal resident of the 50 United States and the District of Columbia; and
7. Applicant is 21 years of age or older.

By submitting your information below, you are stating that you are eligible to apply for the trip, have current authority from your company to participate, and you agree to the Official Rules for the Imported Cheese Board Sponsored Food Service and Retailer SIAL Paris Educational Trip. Both a trip brochure and the Official Rules may be found at: www.theciaa.org.



CHEESE IMPORTERS
ASSOCIATION OF AMERICA

204 E Street, NE
Washington, DC 20002
Phone: 202-547-0899
Fax: 202-547-6348
www.theciaa.org

To apply use the form below.

Applications must be received by July 30, 2020 for consideration.

Name: _____

Title: _____

Company: _____

Address: _____

Telephone: _____

Cell: _____

Fax Number: _____

Email: _____

Applicants must specify which of the following criteria they fulfill in order to be eligible for the lottery drawing:

Retailer:

- Number of Retail Stores (no less than 5): _____ OR
- Number of pounds of cheese sold per year (no less than 250,000 LBS): _____

Food Buyer or Culinary Director for a Restaurant Group or Restaurant Chain:

- Number of locations/Restaurants (no less than 15): _____ OR
- Number of pounds of cheese sold per year (no less than 250,000 LBS): _____

Culinary Director, Chef, Category Manager or Food Buyer for a Hotel Chain or Cruise Line

- Number of locations: Hotels/Cruise Lines (no less than 15): _____ OR
- Number of pounds of cheese sold per year (no less than 250,000 LBS): _____

By signing below you are certifying that you agree to abide by the Official Rules for the CIAA Imported Cheese Board (ICB) Sponsored Food Service and Retailer SIAL Paris Educational Trip. Also, if chosen, you have the permission of your employer to participate and you will provide such information as may be necessary to verify your eligibility.

Signature: _____

* The Cheese Importers Association of America Imported Cheese Board (ICB) will hold a random lottery drawing for food service and retail applicants for a trip to SIAL. In order to apply for the lottery, food service and retailers must meet eligibility requirements as outlined above. The lottery drawing will be held in August 2020, and applicants selected by lottery will be notified by email and provided with further details; applicants not selected will likewise be notified via email. The ICB will cover trip expenses up to \$6,500.00, but trip participants will have to pay for expenses in excess of that amount. The ICB reserves the right to limit the number of winners from each company.