

# Cahaba River Fry-Down

Sunday, September 29<sup>th</sup>, 2024 | 12-4pm | Cahaba Brewing Co.



CAHABA RIVER  
**FRY-DOWN**  
fish fry competition + festival

## FRY TEAM INFORMATION

# COME DOWN, GET DOWN, CAHABA RIVER FRY-DOWN!

## **CAHABA RIVER FRY-DOWN, benefitting the Cahaba River Society**

Sunday, September 29th, 2024 | 12pm – 4pm | Cahaba Brewing Co. | Birmingham, AL  
\$20 donation for adults, kids 12 and under free

The Cahaba River Fry-Down is a celebration of the Cahaba River – our region’s primary drinking water source and a treasure trove of biological diversity. The Fry-Down is the principal fundraiser for the Cahaba River Society and a competitive cook-off surrounded by a party! The goals of this fun, unique event are to build more support for Cahaba conservation, bring education to people about water quality, wildlife habitat, and drinking water.

### **FISH FRY COMPETITION**

We call it a fish fry-off, but teams are encouraged to prepare the catfish in any way they choose. Guests have enjoyed fish cold-smoked, grilled, sautéed – lots of creative and varied presentations. Corporate and community team creations are evaluated by a panel of high-profile judges.

The Fry-Down is gaining a reputation as a culinary event, and a great addition to the Birmingham metro foodie movement. It is unique in that there are no other area events including team catfish competition and crowd tasting. Attendees are encouraged to sample all offerings and vote for Crowd Favorite.

Other awards include Most Creative, Best Presentation, Ken Bowen Team Spirit Award, Best Side Dish, Miss Congeniality, and more.

### **ACTIVITIES/OTHER FEATURES**

Crafted beers and cocktails by Cahaba Brewing Co.

Live music and interactive entertainment

Wildlife and Educational experiences in the Cahaba River Adventure Area

Face-painting, Balloon art

Games for all ages

And much, much more...

## CORPORATE & PRO TEAM SPONSORSHIP

**\$550**

- ~ Free admission for 8 team members.
- ~ Your team has the option of either bringing their own 10' x 10' or we can provide one for you. You will also be provided one 6' table.
- ~ Your team will be allowed to hang a banner at the Fry-Down.
- ~ Your team will be recognized on the Cahaba River Society and Fry-Down websites (with links to your company's website) and in post-event media.
- ~ You will be able to use event materials in your company's advertising (content subject to approval by the Cahaba River Society).



## COMMUNITY TEAMS

**\$375**

- ~ Free admission for 8 team members.
- ~ Your team has the option of either bringing their own 10' x 10' or we can provide one for you. You will also be provided one 6' table.
- ~ Your team will be allowed to hang a banner at the Fry-Down.
- ~ Your team will be recognized on the Cahaba River Society and Fry-Down websites (with links to your group or personal website) and in post-event media.
- ~ You will be able to use event materials in your group/organization's advertising (content subject to approval by the Cahaba River Society).



***We provide the catfish and you fix it any way,  
fried, sautéed, grilled etc., for the judges and tasting by the crowd.  
We provide a tent & table and serving ware,  
you bring your cooking equipment (no electricity!), sides & fixin's.***

*Vie to win unique trophies for awards such as Baddest Fish in the River, Best Sidekick, Best Dressed, Fish With an Attitude, Crowd Favorite, Ken Bowen Team Spirit Award, and Miss Congeniality.*



## INFORMATION AND APPLICATION

### **We are currently accepting applications for fry-teams.**

Metro area businesses, restaurants, community organizations, church groups, families and groups of friends are all encouraged to participate. We anticipate a large crowd and lots of fun for the whole family at one of Birmingham's most popular breweries, Cahaba Brewing Co.

#### **FRY COMPETITION INFO**

Our competition will have a community feel to it. This competition is meant to showcase the spirit of each company/organization, so we encourage you to enjoy yourselves and use this event as a great team building and/or marketing opportunity.

Prizes will be awarded for a wide-range of categories, such as Best Overall, Crowd Favorite, Team Spirit, Most Creative, and more. Teams do not need to limit themselves to fried applications; we encourage you to prepare it fried, grilled, or sautéed—whatever fits your fancy!

The competition will include a panel of high-profile judges who will lead the scoring. Each team will receive the final rules well before the competition. You can expect these and more categories for in-person Fry-Teams:

**BEST SIDE-DISH (Best Side-kick):** Every amazing hero needs an awesome side-kick!

**MOST CREATIVE (Fish with an Attitude):** Give us more than U-12 Boiled Shrimp Cocktail on-ice with a cup of cocktail sauce just made from ketchup and horseradish. Get creative! Do something that tells us who you are and what a community fish fry means to your team.

**CROWD FAVORITE:** Fry-Down attendees will have the pleasure of sampling fry team flavors! One doubloon will be given to each guest. Invite lots of friends to attend the event = more votes for you! The team which acquires the most doubloons will be the "Crowd Favorite." (See "GUEST TASTING INFO" for more information.)

**BEST PRESENTATION (Best Dressed):** This one includes everything about your team – your team name, your secret weapon, even your team "uniforms," hats, and the presentation of your plated food to the judges. Have fun, and we bet this one will influence People's Choice as well!

**BEST OVERALL (Baddest Fish in the River):** This one combines Best Presentation with Best Flavor. You need to look good and taste good!

**KEN BOWEN TEAM SPIRIT AWARD:** We've got spirit, yes we do! Show us your team spirit!

**MISS CONGENIALITY:** Southern Hospitality is our trademark. Show 'em you're the host with the most!

**CHAMPION OF THE CAHABA:** This award goes to the team that rises to the challenge and helps support our work by raising financial support by encouraging friends, family and community to support their team through their personalized fundraising pages on the frydown/swellgives.com website. Each team captain will have a personalized team page to send out to their community and the team that raises the most money by Fry-Down wins this coveted award! So set a goal and reach for the stars!

**GUEST TASTING INFO:** In addition to the juried competition, teams will offer samples for attendees. Samples should include a bite-size portion of fish and/or side item, and will be provided on first-come, first-served basis. Serving cups will be provided. Teams should be prepared for crowd sampling at the start of the event (12pm). Time for serving the judges is to be announced.

### **WHAT WE WILL PROVIDE**

- The fish you will prepare for tasting & judging
- Serving pieces for presentation to judges
- Paper sample cups for crowd tasting
- Eight free admission passes for Fry-Team members, valued at \$20 each.
- (1) 10x10 Tent (or a shared 10x20)
- (1) 6' tables (one prep/one service)
- A potable water source near the fry competition area
- Basic sign with your team name
- Your team's profile will be featured on the Fry-Down website
- Your team's name will appear on 2023 Cahaba River Fry-Down marketing & advertising communications (Corporate Teams – we will post links to your company's website)
- You will be able to use event materials in your company's advertising (content subject to approval by CRS)



### **WHAT WE DO NOT PROVIDE**

- No electric power, water or gas hookup provided to teams
- Chairs – we are certain yours will be much more comfortable than metal chairs on a hot day!

### **WHAT YOU WILL PROVIDE**

- All spices, batter mix, side dishes – e.g. all food except the fish
- All cooking equipment, gear & utensils, unless you request a fry setup (above)
- Any tent or table decorations & uniform/costumes
- Your company can hang a banner at your assigned Fry-Down tent or table

### **ADDITIONAL GUIDELINES**

***Please use foodservice gloves when preparing and plating your dishes, and ensure that all items are cooked properly and at safe temperatures.***

**CRS Staff will schedule a meeting for all team leaders approximately 4 weeks prior to the Fry-Down to review rules, regulations, etc.**

All questions should be directed to Casey Laycock: [caseyl@cahabariversociety.org](mailto:caseyl@cahabariversociety.org)