

Frequently Asked Questions



If you have questions about hosting a King Arthur sponsored Baking Contest at your fair, this is a great place to start! This list of common questions will give you an idea of what the sponsorship entails.

I want to have a King Arthur sponsored baking contest at my fair. What's the first step?

First, read over the documents on the website to learn more about the sponsorship. If you would like to proceed with the contest, please fill out this form.

Will King Arthur judges be provided for our baking contest?

King Arthur sponsors over 150 baking contests all over the country. Unfortunately, the staff is not available to judge each contest. The contest coordinators are responsible for finding judges. Judges are often people in the community, fair staff or relatives of fair staff, or business owners – especially from bakeries or restaurants. Think people who love baked goods!

How many contests will King Arthur sponsor at our fair?

You have up to two options when signing up for a King Arthur baking contest. One Adult contest, one youth, or one of BOTH. Please indicate on the form.

Do we have to send King Arthur the entries and recipes?

No. It is your decision to require pre-entry for the contest; however, King Arthur does not need to see the pre-entry information or recipes.

Do all the contestants have to make the same recipe?

There are two options for setting up the contest:

OPTION 1: provide a recipe for all to follow. We guarantee no two entries will be alike.

OPTION 2: choose a broad category (such as: coffee cake, quick bread, bar cookies, etc.) and let the contestants choose their own recipe within the category. Please indicate category on the form.

How is a recipe or category selected?

We encourage bakers of all levels to enter our contests, therefore, recipes and categories that are easier and more fun to make are typically the most successful and have the best turnouts. Categories such as: coffee cake, pound cake, quick bread, bars, and cookies tend to be the most popular. For ideas, visit KingArthurBaking.com for 2,500+ tested recipes. You must choose a recipe or category that includes flour and is baked. We are happy to help you determine the best category for your contest. Contact us at bakingcontests@kingarthurbaking.com for guidance. We want your contest to be successful!

Do you send the prizes to the fair or directly to the winners?

King Arthur will send the prizes and ribbons (if available) directly to you before the start of the fair – they can be distributed the day of the baking contest.

How do we advertise the contest?

Include the prizes and baking contest rules on the fair web site and in the premium book; display the prizes at the fair; include information for the contest in a mailing; advertise the contest in a local newspaper; post the contest details with local grocers and small businesses; use social media to promote the contest; and the best way is to spread the information by word of mouth.