



## **WELCOME TO THE 24th ANNUAL WMSE ROCKABILLY CHILI FUNDRAISER FOR WMSE RADIO, 91.7 FM!**

**Wisconsin's Largest Restaurant Chili Competition!**

**Sunday, March 22, 2026, 11 A.M.–3 P.M.**

**Kern Center on the MSOE Campus- 1245 N Broadway – Downtown Milwaukee, WI**

Proceeds from this event directly benefit 91.7 FM, WMSE, Milwaukee's legendary non-commercial independent radio station, serving the Milwaukee community since 1981, offering the most diverse, free-form music programming in the metro Milwaukee area.

**The Competition:** The competition will be judged via "People's Choice." Five chili categories are awarded:

- **Best Meat Chili**
- **Best Vegetarian Chili**
- **Best Heat – (Hottest)**
- **Best Presentation & Display**
- **Most Unique Chili**

The competition phase of the event will close at 3:00 p.m. Winners will be announced on the air the following Monday at/around 1:00 p.m. Each winning competitor will receive an official plaque for their winning category.



## Chili Competitor Requirements

Entrants are required to precook and arrive with 15 gallons of prepared chili, which will be entered in the Meat or Vegetarian Categories. Entrants must arrive at the Kern Center on the MSOE Campus between 9:00 a.m. and 10:00 a.m. to set up your booth, decorate your table, prepare condiments, and begin heating your prepared chili. Chili must be hot and ready to serve at 11:00 a.m.

WMSE will provide the following for your convenience:

- Staff to assist during load-in and load-out
- 1 table (30" X 6')
- 1 tablecloth
- Official 2.0 oz. serving ladle
- Plastic spoons
- 4 oz. plastic serving cups for 2.0 oz. serving
- Napkins
- A sign featuring your restaurant name and Contestant ID Number

The chili serving cup is 4 oz. and the provided serving ladle is 2.0 oz. - this makes serving and eating easier.

**This is a 4 oz. serving cup**



**This is a 2.0 oz. ladle**



**Competitors serving more than one ladle-full of chili will be disqualified.**

Please keep in mind that competitors are required to staff their own booths and serve their chili until the event ends. If you run out of your chili, it's a great opportunity to talk to patrons, market your business, and be proud that your recipe was popular!



## About your Chili and the Rules of Competition

Kyle Pieczynski-Bast, WMSE Event Coordinator  
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**Condiments:** You must supply your own condiments, such as cheese, sour cream, bread, etc.

**The Rules:**

- The **minimum** amount of chili to be prepared is 15 gallons.
- You must have at least **TWO** staff members present at the event to serve chili during the entire event, from 11:00 a.m.-3 p.m.
- You will receive one 6' X 30" table to use during the event.
- All prepared chili is donated to WMSE and served during the event. Any leftover chili must be taken by the contestants at the end of the event.
- Proceeds from the event will benefit WMSE Radio, a non-profit organization.
- No money will be exchanged between patrons and contestants.
- Chili tickets will be sold by WMSE staff and redeemed by each individual restaurant. The exchange rate for tickets will be: one ticket = \$1 for each 2.0 oz. serving of chili.
- Load-in is from **9:00 a.m.-10:00 a.m. only**. Doors open to the public promptly at 11 a.m.
- Public voting ends at 3:00 p.m., winners will be announced on the air the following Monday on-air.
- All restaurants, competitors, and restaurant staff must practice proper sanitation.
- We encourage you to use promotional signage, materials, and decorations at your table.
- Contestants are not allowed to sell any products.
- The chili must be prepared in a licensed kitchen.

**Disqualifications:**

- RICE and PASTA cannot be used in your chili. Contestants that include rice or pasta in their recipe will be disqualified from the competition.
- Serving more than 2.0 oz. of chili per ticket will get you disqualified from the competition.

Entrants are encouraged to bring along supplemental information such as menus, coupons, brochures, promotional materials, or business cards to distribute to attendees. We invite you to promote your restaurant as much as possible and have fun!

**Thank you!**  
**We hope to see you at this year's 24th Annual Rockabilly Chili!**