

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Check this box if you are a Co-op Employee

# CHEESE MADNESS

20 22



## WHOLE FOODS CO-OP

### Contest Details (more on back):

Guess the winning bracket and you could win 1lb of the winning cheese + complementing crackers!

Drop off your completed bracket at a Whole Foods Co-op customer service desk by 9pm on Sunday, March 13th.



Let's get ready to crumble!  
[wholefoods.coop/cheese-madness](https://www.wholefoods.coop/cheese-madness)

# CHEESE 20 22 MADNESS

Join Co-op Shoppers, Owners, and Staff as we have some fun with cheese!  
It's time to fill out your bracket for CHEESE MADNESS!

## Step 1

Download your bracket online at [wholefoods.coop/cheese-madness](https://www.wholefoods.coop/cheese-madness), or pick up one in-store at either Hillside or Denfeld Customer Service or Deli Departments!

## Step 2

Fill out your bracket! Start with the first eight match-ups and guess which cheese will be most popular among our community. Continue selecting winners for each match-up, progressing through each round until you've guessed the cheese champ.

*Don't forget to fill in your name and contact information, so we can get in touch with the bracket winners!*

## Step 3

Drop off your completed bracket at our customer service desks by 9pm on Sunday, March 13th!

## Step 4

Stop by the Deli department to view and purchase entries in our Cheese Madness tournament. To vote, follow WFC on Instagram or Facebook and vote in the daily polls in our Stories – a poll will be added each day of the cheese match-ups! You can also vote online at [wholefoods.coop/cheese-madness](https://www.wholefoods.coop/cheese-madness). *One vote per day, per person, please!*

**We'll have a sweet cheese sale March 14–20, so you can eat the delicious competitors!**

## Schedule

**Fill out Brackets:** February 28 – March 13

**SWEET 16:** March 14–17, two pairings per day

**ELITE EIGHT:** March 18–25, one pairing per day

**FINAL FOUR:** March 26–27, one pairing per day

**CHAMPIONSHIP:** March 28

**March 31:** Winners announced and contacted!

## Prizes

Winning Brackets: 1 lb of winning cheese + complementing crackers

**The winning cheese will be on sale the week following the Championship!**

