

Name: _____

Phone: _____

Email: _____

Check this box if you are a Co-op Employee

CHEESE MADNESS

WHOLE FOODS CO-OP



Contest Details (more on back):

Most accurate bracket(s) will win a package of the Cheese Champion + complementing crackers! Everyone who guesses the Cheese Champ correctly will receive a free cheese grater!

Drop off your completed bracket at Whole Foods Co-op customer service by 9pm on Sunday, March 12th.

Let's get ready to crumble!



[wholefoods.coop/cheese-madness](https://www.wholefoods.coop/cheese-madness)

[wholefoodscoop](https://www.wholefoodscoop.com)

CHEESE 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 Hillside or Denfeld customer service or deli departments!

Step 2

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

Fill in your name and contact information, so we can contact you if you are a winner!

Step 3

Drop off your completed bracket by 9pm at our customer service counter on Sunday, March 12th!

Step 4

NEW this year: Deli Cheese Samples

Each matchup day, deli departments at both stores will be sampling the two kinds of cheeses competing that day from 11am – 2pm and 4 – 6pm. Stop by to taste and/or purchase cheeses in our Cheese Madness tournament. To vote, follow WFC on Instagram or Facebook and vote in the daily polls in our social stories – a poll will be added each day of the cheese matchups!

Plus, Co-op Owners will get a sweet cheese deal (\$5 off \$25) March 24 – 30!

Not an Owner? Sign up at customer service!

Schedule

Fill out brackets: March 1 – March 12

SWEET 16: March 13 –20, one matchup per day
ELITE EIGHT: March 22–25, one matchup per day
FINAL FOUR: March 27–28, one matchup per day
CHAMPIONSHIP: March 30

March 31: Winners announced and contacted!

Winners

Most Accurate Bracket(s): Brackets will be scored for accuracy with points awarded for correct guesses as follows: 1 point for each Sweet 16, 2 points for each Elite Eight, 3 points for each Final Four, and 4 points for the Champion. The winner(s) for most accurate bracket will receive a package of the Cheese Champ + complementing crackers.

Correct Champion: Everyone who guesses the Cheese Champ correctly will receive a free cheese grater!