

FLEISCHMANN'S YEAST BAKE FOR THE CURE BAKING CONTEST

ENTRY DEADLINE: SATURDAY, OCTOBER 10, 2009

DATE OF CONTEST: SUNDAY, OCTOBER 25, 2009

The 2009 Fleischmann's Yeast contest comes with two ways to win...and all in the spirit of Breast Cancer Awareness. The first category, the main one, features yeast breads of any type and flavor. A second category calls for the best "Batter Breads", any recipes with no need for kneading or multiple rise times. The 1st place winning recipes in both categories advance to grand prize judging for a \$1000 national award!



Unite to increase **Breast Cancer Awareness** across the country! For every entry, Fleischmann's Yeast (ACH Food Companies) will contribute \$10 to **Susan G. Komen for the Cure**. Bring your baked entries and matching written recipe for live judging. Themes and decorations are encouraged as part of your presentation.

JUDGING CRITERIA

Flavor (40%), Presentation (40%), Texture (20%)

Same criteria applies to both categories.

Breast cancer awareness themes and decorations are encouraged.

PRIZES

1st Category: Three top prizes: \$150 for first place; \$75 for second; \$50 for third. Bake your best blue ribbon worthy bread...any style...any flavor.

2nd Category: One 1st place \$100 prize for the top "Batter Bread". No-Kneading, No Kidding. Simply mix, rise and bake. Qualify with ANY great bread recipe with NO multiple rise times (just one rise) and NO time spent kneading the dough.

*Each winner will receive a ribbon, award certificate and apron.

THREE GRAND PRIZES: \$1,000 EACH!

Three Grand Prizes (\$1,000 each) will also be awarded by contest sponsor ACH Food Companies, Inc. (ACH). Based on the same judging criteria at the fairs and selected out of all first place winning recipes, ACH Test Kitchens will select one grand prize recipe in each U.S. region of participating fairs, divided as the Northern U.S., Central U.S., and Southern U.S. Both category's first place winning recipes advance to grand prize judging. The three grand prize winners will be notified by January 31, 2010.

SECTION 101 CONTEST RULES

1. Entries must be original and baked with Fleischmann's Yeast as an ingredient (RapidRise, Active Dry or Bread Machine Yeast).
2. For inspiration, visit www.breadworld.com or www.bakefortheure.com.
3. Deliver a clear typed recipe that matches your pre-baked entry. Be specific with recipe directions, measurements and sizes of pans, packages, cans, etc. Include your name, age and contact information. Type or legibly write recipe on an 8 1/2 x 11 sheet of paper with name, address, daytime and evening phone number, email address if available, in the upper right hand corner. Entries must be legible and include a phone number or you will be disqualified. Winning recipes must be able to

be successfully reproduced in the Fleischmann's Yeast test kitchens to be considered for grand prizes.

4. Any age contestant is welcome to enter. Only one set of prizes will be awarded per fair.
5. One person can submit one entry per category: meaning one entry for the 1st category and one entry for the 2nd category.
6. Each fair selects their judges for this competition. Their decisions are final.
7. All recipes become the property of ACH Foods (ACH). By participating, contestants agree that ACH may edit, adapt, copyright, publish and use any or all of the recipes entered. They may also use contestant names and photos for publicity, promotion, or advertising without compensation.
8. Fair contest supervisors will forward all winning recipes for grand prize judging.
9. Taxes on prizes are the responsibility of the winner. Contest is void where prohibited or otherwise regulated by law.
10. The 2008 1st place Fleischmann's Yeast winners are not eligible to compete in 2009.
11. Participating fairs in each region are pre-selected by Fleischmann's Yeast and ACH Food Companies, Inc. (ACH).
12. The grand prize recipes will be available after February 1, 2010, by sending a self-addressed stamped envelope to Agnew Communications, Attn: Fleischmann's Yeast '08, 3033 Excelsior Blvd., #220, Minneapolis, MN 55416.

INSTRUCTIONS FOR ENTRY

1. To be a contestant, mail recipe to: Fleischmann's Yeast "Bake For The Cure" Baking Contest, N.C. State Fair, 1025 Blue Ridge Road, Raleigh NC 27607 or by delivering recipe to fairgrounds Entry Office.
2. Recipe must be typed or legibly written on an 8 1/2" by 11" sheet of paper and be submitted with entry, along with name, address, phone number, and email address.
3. Recipe must be postmarked by Saturday, October 10, 2009.
4. Entries must be prepared at home and brought to the fair.

DAY OF CONTEST

1. Entries will be received from **1:00-2:00 p.m. in the Education Building.**
2. Judging will begin at 2:00 p.m.
3. Prizes will be awarded at 3:30 p.m. (or when contest is completed).
4. You will be admitted into the fair for free with prepared entry on the day of the contest through Gate 8, 11 or 12.
5. Entries may be brought in any type container (preferable disposable). It will not be the responsibility of the Fair to return any dishes or plate.
6. Contact the Entry Dept. if you have any questions at 919 821-7400.

Fleischmann's[®] Yeast