

# HIDDEN VALLEY DRESSINGS

## "FRESH TASTE FOR THE FAMILY" RECIPE CONTEST

Let the herbs and spices of Hidden Valley Original Ranch Salad Dressing & Seasoning Mix inspire your entry in the Hidden Valley Dressings "Fresh Taste for the Family" Recipe Contest. Entice the judges with any crowd-pleasing entree, appetizer or side dish that features fresh ingredients &/or produce ("Fresh Factor") for a chance to win cash rewards and recognition.

**ENTRY DEADLINE: SATURDAY, OCTOBER 10, 2009**  
**DATE OF CONTEST: SATURDAY, OCTOBER 17, 2009**

### PRIZES

1st place: \$200

2nd place: \$100

3rd place: \$50

Each winner also receives a ribbon, award certificate and apron.

**National Grand Prize:** NEW \$2,000 Grand Prize for 2009 (double the amount of 2008's grand prize). The grand prize winner (selected from first place winning recipes using the judging criteria described below) will be notified by phone no later than January 31, 2010. The name of the national grand prize winner and the winning recipe will be available by sending a self-addressed envelope to The Blue Ribbon Group, Attn: Hidden Valley, 3033 Excelsior Blvd., Suite 220, Minneapolis, MN 55416.

### Judging Criteria!

**Fresh Factor 25%, Taste 40%,**

**Family Appeal 20%, Ease of Preparation 15%.**

Recipes will be judged by personnel chosen by the fair, whose decision is final. In the case of a tie, the winner among the tying entries will be selected based on the entry with the highest score in the "Taste" factor category followed by descending criteria as necessary: Fresh Factor, Family Appeal, Ease of Preparation.

## SECTION 101

### CONTEST RULES

1. Using the best that farms, grocers and home gardens have to offer, create any great tasting entree, appetizer or side dish centered on fresh food, wholesome ingredients and traditions that bring families together.
2. All entries must be created with at least one (1 oz.) packet or 2 or more Tbsp. of Hidden Valley The Original Ranch Salad Dressing and Seasoning Mix.
3. Recipe should use fresh ingredient(s) and fresh produce, and easy assembly steps are encouraged.
4. Except for Hidden Valley Salad Dressing & Seasoning mix, recipes must be homemade, no mixes. Each recipe must be named, original, unpublished, the sole property of entrant and not previously submitted in any other Hidden Valley Ranch Dressing contest.
5. Entrants must be at least 18 years of age and a legal U.S. resident to enter; limit one entry per person.
6. Type or legibly write recipe on an 8 1/2 x 11 sheet of paper with name, address, age, 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. As proof of ingredients, attach Hidden Valley Dressing package label to recipe

7. Recipes should list ingredients with measurements and state preparation instructions with baking/cooking times and number of servings.
8. All recipes will become the sole property of The HV Food Products Company, which reserves the right to edit, adapt, copyright, publish, and use any or all of the recipes. By entering, entrants agree that Sponsor has the right to use each entrant's entry, name, voice and/or likeness in any and all media in connection with publicity, promotion, or advertising for Sponsor without any further compensation except where prohibited by law. A signed publicity release may be requested from entrants.
9. The Sponsor is not responsible for lost, late, incomplete, incorrect or illegible recipe entries.
10. Taxes are the responsibility of the winner. Contest is void where prohibited, restricted or taxed by law.
11. The 2008 first place winner is not eligible to compete in 2009.
12. Employees of HV Food Products Company, its affiliates, subsidiaries, and immediate family members, and persons living in the same household of each, are not eligible to participate in this contest.
13. This contest is sponsored by the HV Food Products Company, Oakland, CA.

### **INSTRUCTIONS FOR ENTRY**

1. To be a contestant, mail recipe to: Hidden Valley Dressings "Fresh Taste For The Family" Recipe Contest, N.C. State fair, 1025 Blue Ridge Road, Raleigh, NC 27607 or by delivering recipe to fairgrounds Entry Office.
2. 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 **9:00-10:00 a.m. in the Education Building.**
2. Judging will begin at 10:00 a.m.
3. Prizes will be awarded at 11:30 a.m. (or when judging 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 container (preferably disposable). It will not be the responsibility of the Fair to return any dishes or plates.
6. Contact the Entry Dept. if you have any questions at 919 821-7400.

