

# MAKE IT WITH MALT-O-MEAL RECIPE CONTEST

The makers of Malt-O-Meal invite you to enter their new recipe contest! Make any food creation with any Malt-O-Meal brand cold cereal. Any entry is welcome, from a hearty meal to a sweet-treat dessert. Let your creativity in the kitchen run wild! Deliver your entry and matching recipe to the fair for judging and on-the-spot winner selections. Don't miss the "Make it with Malt-O-Meal Recipe Contest!"

**ENTRY DEADLINE: SATURDAY, OCTOBER 10, 2009**  
**DATE OF CONTEST: SATURDAY, OCTOBER 24, 2009**

## WINNER PRIZES

**1st Place: \$100    2nd Place: \$50    3rd Place: \$25 in Malt-O-Meal coupons**  
Each local winner receives a ribbon, award certificate and apron. Prizes and/or certificates will be mailed directly to winners from The Blue Ribbon Group. The first 20 contestants to enter will each receive a Malt-O-Meal coupon. All coupons awarded will be downloadable from the Malt-O-Meal website with a voucher given to the contestant. The downloaded coupons are valid on select varieties of Malt-O-Meal cereals available at retail stores.

## JUDGING CRITERIA

**Taste: 35%**  
**Creativity: 35%**  
**Convenience of Recipe: 30%**

## SECTION 101 CONTEST RULES

1. Entries (prepared prior to delivery) will be judged live at the fair based on 1) TASTE (35%), 2) CREATIVITY (35%), and 3) CONVENIENCE OF THE RECIPE (30%).
2. Make any creation with any Malt-O-Meal brand cold cereal. (Examples: Apple Zings, Cinnamon Toasters, Crispy Rice, Frosted Flakes, Puffed Wheat, Tootie Fruities and many others.) The original Malt-O-Meal hot cereals and oatmeal brands are NOT included.
3. Any recipe is welcome including desserts, main dishes, appetizers or other foods. One recipe per person.
4. Contestants can be of any age.
5. 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.
6. Upon submission, all recipes become the property of the sponsor and the fair, which have the right to publish, promote or advertise the recipes and the contestant names and photos without compensation.
7. Judges are selected by the fair and their decisions are final. The fair and sponsor are not responsible for lost or disqualified entries.
8. Taxes on prizes, if any, are the responsibility of the winner. Contest is void where prohibited or otherwise regulated by law.
9. Entries must be submitted with a product label from the Malt-O-Meal brand cereal used.
10. First place Malt-O-Meal winners from 2008 are not eligible to compete in 2009.
11. All Entrants agree to abide by these rules.

For product information & store locator, visit [www.malt-o-meal.com](http://www.malt-o-meal.com)

### **INSTRUCTIONS FOR ENTRY**

1. To be a contestant, mail recipe to Make It with Malt-O-Meal Recipe Contest, N.C. State Fair, 1025 Blue Ridge Road, Raleigh, NC 27607 or by delivering recipe to the fairgrounds Entry Office.
2. Recipe must be postmarked or delivered by Saturday, October 10, 2009.
3. 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 at the N.C. State Fairgrounds.
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 gates 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 containers.
6. Contact the Entry Dept. if you have any questions at 919 821-7400.

