

# PILLSBURY PET-RITZ PIE BAKING CHAMPIONSHIP

**ENTRY DEADLINE: SATURDAY, OCTOBER 10, 2009**

**DATE OF CONTEST: SUNDAY, OCTOBER 18, 2009**

This pie contest features the Pillsbury PET-RITZ pie crust from your freezer section. Any dessert pies are welcome: fruit filled, custard, cream or other...even sweet potato pies or any other creative combination. Use one or two crusts...and dream up something delicious!

## **PRIZES:**

**1st Prize \$200**

**2nd Prize \$100**

**3rd Prize \$50**

Plus, each winner will receive a ribbon, an award certificate, and an apron

## **SECTION 101 CONTEST RULES**

General Mills Sales, Inc. ("General Mills") invites you to participate in a special pie baking championship to **create your favorite dessert pie** with Pillsbury PET-RITZ Pie Crusts. It's as easy as pie. Just fill it, bake it and take it.

1. In your dessert pie (any flavor/variety), use either the PET-RITZ frozen 10-ounce regular size or the deep dish 12-ounce pie crust. Use one (or two) of these frozen pie crusts and the provided aluminum plate. Make it sweet, not savory; no quiches or main dish pies.
2. Recipes will be judged on **taste, appearance, creativity, ease of preparation, and general appeal.**
3. Each contestant may enter **only one** pie.
4. 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. All recipes must be submitted with a UPC label from one package of Pillsbury PET-RITZ Frozen Pie Crusts.
5. By submitting your pie and recipe, you accept all contest rules and agree to be bound by the judges decision, which will be final. You also agree that your recipe will become the property of General Mills and General Mills reserves the right to edit, adapt, copyright, publish, and use any or all of them including for publicity, promotion, or advertising in any form of media, including sebsites, without compensation to you. This includes publishing winner names and city/state of residence, in any form of media, including websites. Winners will be asked to sign a release before receiving their cash prize.
6. This contest is intended for amateur bakers only. Professional bakers or those who earn a significant portion of their livelihood from baking may not enter the contest.
7. Employees of General Mills, Inc., its parent, its affiliates, subsidiaries, agencies, and their immediate households are not eligible to enter or win.
8. Taxes are the responsibility of the winner. This contest is void where prohibited or otherwise regulated by law.
9. The 2008 Pillsbury sponsored pie crust first place winner is not eligible to compete in the 2009 contest.

10. Sponsored by General Mills Sales, Inc., One General Mills Boulevard, Minneapolis, MN 55440. Pet-Ritz is a trademark of The Schwan Food Company, used under license.

### **INSTRUCTIONS FOR ENTRY**

1. To be a contestant, mail recipe to Pillsbury PET-RITZ Pie Baking Championship, 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 by Saturday, October 10, 2009.
3. Prepare your pie at home in the provided aluminum pan and bring it in the same aluminum pan, along with the pie recipe.

### **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. 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.

