



States of Potatoes Recipe Contest

Presented by the United States Potato Board
OFFICIAL ENTRY FORM

Win a Trip to the 2008 Worlds of Flavor Conference AT THE CULINARY INSTITUTE OF AMERICA AT GREYSTONE

Whether it's *Wisconsin Cheese Mashed Potatoes* or *Alaskan Salmon Potato Cakes*, the U.S. Potato Board is celebrating America's favorite vegetable by asking professional chefs to submit recipes that show off their state's unique cuisine. So get creative with potatoes, one of the most versatile platforms for flavor innovation in your kitchen, and you could be rewarded with a trip to the food industry's premier conference on international food and flavors. It's easy to enter, just complete the attached form and submit on or before by May 31, 2008.

Grand Prize: A trip to the 2008 Worlds of Flavor Conference at the Culinary Institute of America at Greystone in California's Napa Valley

1st Prize: \$500.00

2nd Prize: \$250.00

State Prize: The winner from each state will have their recipe featured on the U.S. Potato Board's (one per state) foodservice website, www.potatogoodness.com

Name of Recipe: _____

Your Name: _____

Title: _____

Representing the State of: _____

Name of Restaurant/Operation: _____

Address: _____

City: _____

State: _____

Zip: _____

Daytime phone: _____

Email: _____

I agree to comply with the rules of this contest as stated on this entry form.

Signature: _____

Date: _____

Write Your Recipe

Complete your recipe on this entry form, attaching any extra sheet you need. Or type your recipe and attach to this form (please be sure to include name of recipe, description, number of servings and notes about recipe, ingredients or method).

Recipes will be judged on:

Regional flare (40%): Recipe must be a good fit with your state's culinary image — of course, that's (almost) the whole point.

Creativity and Originality (20%): You are inventing your state's potato, so don't hold back!

Taste (30%): This is a recipe contest.

Presentation (10%): We're looking for striking, appetizing visual appeal. Attach or email us a picture if you can!

Send It In!

DEADLINE: All entries must be postmarked or emailed no later than **May 31, 2008.**

Important: You must complete and return the *entire* entry form.

Mail or email your entry to:
50 States of Potato Recipe Contest
Attn: Ashley Kleckner
1050 Battery St.
San Francisco, CA 94111
Ashley.kleckner@ketchum.com

Tips for Success

Think "One Big Idea": We'd rather see a simple, creative new menu concept than a complicated, hard-to-execute recipe with many components.

Think Beyond Fries: While fries are one of the most popular and profitable menu items in foodservice, think of potatoes in other ways. Use them as anything from a flavor carrier to a vegetable substitute for rice or pasta, a thickener that adds creamy richness and texture without fat, and much more.

Attach a Picture (optional): Including a quick snapshot or even a rough sketch of your dish will help the judges get a better feel for your recipe.



**States of Potatoes
Recipe Contest**

Name of Recipe:

State:

Ingredients:

Method:

Menu Description:

How would you describe this dish on your menu?

Notes:

Include anything that will help the judges understand the idea behind your recipe. For example, where did you get the inspiration for this dish? Do you serve it? What makes it appealing/profitable/easy? How do potatoes enhance the recipe?



US POTATO BOARD RECIPE CONTEST OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN.

Purchasing does not increase chance of winning. Contest open to professional commercial chefs: (full-service/casual/fine dining restaurants, hotels and motels) and professional non-commercial chefs: (college and university, business and industry, health care and schools) who are legal residents of the fifty United States and the District of Columbia, at least 18 years of age, and who have reached the age of majority in their home state at time of entry.

TO ENTER: Beginning January 1, 2008 through May 31, 2008 ("Contest Period"), you may enter the United States Potato Board Recipe Contest ("Contest") by showcasing Potatoes as the main ingredient in creating an original recipe that represents your home state (or the District of Columbia, as applicable).

Contestants may enter by 1) completing the official recipe entry form available for download online at www.potatogoodness.com/contest ("Website"), attaching one's recipe in Microsoft word file format and sending it via email to Ashley.kleckner@ketchum.com or 2) typing one's recipe on a separate 8 1/2" x 11" piece of paper, attaching it to the official recipe entry form downloaded and printed from the Website, and sending via mail to Potato Menu Innovation Recipe Contest, Attn: A. Kleckner, 1050 Battery Street, San Francisco, CA 94111

All Entries must be received during the Contest Period. Each entry ("Entry"), which includes a recipe and an official recipe entry form, must be postmarked by [May 31, 2008] and received by [June 13, 2008] in order to qualify. Interested participants can also obtain additional entry forms by contacting A. Kleckner at ashley.kleckner@ketchum.com.

CONTEST GUIDELINES: Incomplete entries or entries that are illegible, unintelligible, inaccurate, late, lost, damaged, misdirected or postage due are void. By entering, entrants acknowledge compliance with these Official Rules including all eligibility requirements. All Entries become the property of the Potato Board ("Sponsor") and will not be returned. Proof of submission shall not be deemed proof of receipt by Sponsor. By entering the Contest, entrant agrees and acknowledges that the recipe and entrant's name/restaurant may appear on www.potatogoodness.com.

Entrants must develop an original recipe concept incorporating potatoes and readily available ingredients. The emphasis of this Contest is to stimulate new menu ideas for potatoes fitting regional cuisines. More than one concept/recipe may be submitted per person; but, each concept/recipe must be substantially different, differing by at least three ingredients. In the event of a dispute as to any online submission, the authorized account holder of the email address used to enter will be deemed to be the Entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

JUDGING CRITERIA & PRIZES: One (1) Grand Prize winner will be selected from the category winners and receive a trip (for one) to the CIA's Worlds of Flavor Conference, taking place November 1-3, 2008, at the Culinary Institute of America at Greystone in St. Helena (Napa Valley), California. Trip includes round trip coach accommodations from the closest major airport to winner's, standard room accommodations for 4 nights and meals. Daily meal allowance is \$75.00 (Average Retail Value \$3,000.00). To attend the conference, Grand Prize winner must travel on a specific date, in Sponsor's discretion, or the prize will be forfeited and may be awarded to an alternate winner, time permitting. Additionally, One (1) 1ST Prize winner will receive \$500.00. One (1) 2nd Prize winner will receive \$250.00. Fifty-one (51) 3rd Prize winners (one selected per state and D.C.) will have his or her recipe featured on the U.S. Potato Board's foodservice website, www.potatogoodness.com (A.V.R. \$7.50). Total A.V.R. for all Prizes \$3,750.00. Winners will be selected on or around July 1, 2008, from among all eligible Entries received, based on the following judging criteria in connection with each submitted recipe: Good fit with state's culinary image (40%), Creativity and Originality (20%), Taste (30%), Presentation (10%). Entry must include a recipe name/title, list of ingredients in order of use, approximate standard measures for each ingredient used, general preparation method, time required for total preparation and cooking, and suggested number of servings. By entering, entrants represent and warrant that the submitted recipe: 1) is the entrant's original creation; 2) has not been previously published nor submitted to any other Contest nor have won any other award; and 3) does not defame or invade the rights or privacy of any person, living or deceased, or otherwise infringe upon any third-party personal or proprietary rights. Breach of aforementioned warranty will result in disqualification and forfeiture. Finalists will be required to sign an affidavit verifying the originality of the recipe and compliance with the Official Rules. Judging will be conducted under the supervision of Ketchum, whose decisions are final and binding on all matters relating to this Contest. In the event of a tie, the entries involved will be re-judged by an additional judge who will serve as a tiebreaker and who will evaluate entries according to the judging criteria listed above.

NOTIFICATION: Winners will be notified by phone, mail and/or email on or about [July 14, 2008]. Winners will be required to complete an Affidavit of Eligibility, Liability and Publicity Release (where legal); and Grand Prize winner will also be required to sign a travel and liability release. These documents must be signed, notarized and returned within fourteen (14) days of issuance (date of notification) or an alternate winner will be selected. Potential winner's failure to return such documents properly signed, notarized and completed within the specified time frame, or if the winner is unreachable, or the prize notification is rejected or returned as undeliverable, or potential winner's non compliance with the Official Rules, will result in the winner being disqualified, and an alternate winner selected (time permitting). Taxes and fees other than those set forth



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herein, if any, are the sole responsibility of the winner.

ELIGIBILITY: Contest open to professional commercial chefs: (full-service/casual/fine dining restaurants, hotels and motels) and professional non-commercial chefs: (college and university, business and industry, health care and schools) who are legal residents of the fifty United States and the District of Columbia, at least 18 years of age, and who have reached the age of majority in their home state at time of entry. Employees, and their immediate families and household members, of Sponsor, Ketchum, their respective parent companies, affiliates, subsidiaries, divisions, advertising and promotion agencies are not eligible. Contest is subject to all applicable federal, state and local laws and regulations. By accepting the prize, winner consents to the use of his/her name, recipe title and concept, biographical information, photographs and or likenesses for advertising and publicity purposes without additional compensation, except where prohibited. By submitting an Entry and/or recipe concept in connection herewith, entrant irrevocably and unconditionally conveys, assigns and transfers to Sponsor all rights, title, interest and claim, which it now has or may in the future have (including, without limitation, any rights to the submitted title and the recipe's copyright), whether acceptable or not, regardless of the form they take, or any element(s) thereof including, without limitation, the copyright therein, and entrant further grants the Sponsor the right to use, publish, exploit and/or modify any Entry, including the recipe submitted in connection herewith, perpetually, in any manner it wishes, worldwide, in any media now known or hereafter invented. Sponsor reserves the right to modify recipes or recipe titles and publish or advertise the recipe without approval, acknowledgement or compensation, unless prohibited by law. By entering, entrants agree to defend, release and hold harmless the Sponsor and their agents from and against any claims, action and/or liability for injury, loss or damage of any kind resulting from participating in this Contest (including in connection with the use and/or exploitation of the Entry, including the submitted recipe) or from the acceptance or use of prize awarded. Sponsor reserves the right to verify eligibility qualifications of the winner. US law governs these Official Rules. No cash redemption, transfer or substitution of prize is permitted, except by Sponsor, who reserves the right to substitute a prize or prize component with another of comparable or greater value if prize becomes unavailable for any reason.

GENERAL CONDITIONS: Sponsor and its respective directors, officers, shareholders, parent companies, subsidiaries, affiliates, and promotional and advertising agencies are not responsible for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), website, or other connections, or availability or accessibility, or miscommunications, or failed computer, telephone, satellite or cable transmissions, lines, or technical failure, or jumbled, scrambled, delayed, or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network, or incorrect or inaccurate capture of entry or other information, or failure to capture any such information. ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL. Persons who tamper with or abuse any aspect of the Contest or Website, as solely determined by Sponsor, will be disqualified. Sponsor and its respective directors, officers, shareholders, parent companies, subsidiaries, affiliates, and promotional and advertising agencies are not responsible for injury or damage to participants or to any other persons' computer related to or resulting from the participation in this contest, or downloading materials from or use of the website. Should any portion of Contest be, in Sponsor's sole opinion, compromised by virus, technical failures, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of Sponsor, corrupts or impairs administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right, at its sole discretion, to suspend, modify or terminate the Contest and select winners from eligible entries received prior to action taken or as otherwise deemed fair and appropriate, at Sponsor's sole discretion. Sponsor and their respective directors, officers, shareholders, parent companies, subsidiaries, affiliates, and promotional and advertising agencies are not responsible for any incorrect or inaccurate information concerning this Contest, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest, and further assume no responsibility for any error, interruption, deletion, defect, delay in operation, or transmission, communications line failure, technical failure, theft or destruction, or unauthorized use of Website.

PRIVACY: Information collected online from entrants is subject to the Privacy Policy for Sponsor at [INCLUDE PRIVACY POLICY LINK]

WINNERS LIST: For the name of the winners, available on or about and after July 14, 2008, send a self-addressed stamped envelope (VT residents may omit return postage) to: Winners List, Potato Menu Innovation Recipe Contest, c/o Ketchum, 1050 Battery Street, San Francisco, CA 94111.

REQUEST FOR RULES: Requests for Contest's Official Rules must be accompanied by a self-addressed, stamped #10 envelope (VT residents may omit return postage) and submitted to: Rules, Potato Menu Innovation Recipe Contest, Attn: A. Kleckner, Ketchum, 1050 Battery Street, San Francisco, CA 94111. Those requesting rules can also contact A. Kleckner at Ashley.kleckner@ketchum.com.

Sponsor: United States Potato Board, 7555 E. Hampden Ave., #412, Denver, CO 80231