

BAKE FOR THE CURE® BAKING CONTEST



The 2010 Fleischmann's Yeast contest comes with two ways to win...and all in the spirit of Breast Cancer Awareness. The 1st category, the main one, features yeast breads of any type and flavor. A second category calls for the top "Whole Grain Bread," any recipes with at least 50% whole grains. The 1st place winning recipes in both categories advance to grand prize judging for a \$1,000 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.

Date: August 13, 2010

Time: 12:00 Noon

Place: The Richards Building, New Jersey State Fair

JUDGING CRITERIA

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

Fleischmann's Yeast

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 "Whole Grain Bread."

Any type of recipe with yeast may be submitted from bread or rolls to pizza or cakes. Recipes should contain at least 50% whole grains, such as whole wheat flour, rye flour, and/or other whole grain ingredients (oatmeal, flax seed, bran cereals, bulgur, etc). All-purpose or bread flour should be limited to 50% or less of the flour in the recipe.

* 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. The three grand prize winners will be notified by January 31, 2011. Both categories' first place winning recipes advance to grand prize judging.

ENTRY REQUIREMENTS

- Entries must be original and baked with Fleischmann's Yeast as an ingredient (RapidRise, Active Dry or Bread Machine Yeast).
- For inspiration, visit www.breadworld.com, www.bakefortheure.com or www.pizzacrustyeast.com.
- 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. Winning recipes must be able to be successfully reproduced in the Fleischmann's Yeast test kitchens to be considered for grand prizes.
- Any age contestant is welcome to enter unless fair guidelines do not permit. Only one set of prizes will be awarded per fair.
- One person can submit one entry per category: meaning one entry for the 1st category and one entry for the 2nd category.
- Each fair selects their judges for this competition. Their decisions are final.
- All recipes entered 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.
- Fair contest supervisors will forward all winning recipes for grand prize judging.
- Taxes on prizes are the responsibility of the winner. Contest is void where prohibited or otherwise regulated by law.
- The 2009 1st place Fleischmann's Yeast winners are not eligible to compete in 2010.
- Participating fairs in each region are pre-selected by Fleischmann's Yeast and ACH Food Companies, Inc. (ACH).

The grand prize recipes will be available after February 1, 2011, by sending a self-addressed, stamped envelope to The Blue Ribbon Group, Attn: Fleischmann's Yeast '10, 3033 Excelsior Blvd., #220, Minneapolis, MN, 55416.