

## FOOD & CULINARY PROFESSIONALS DPG & HERSHEY'S RECIPE CONTEST

No purchase necessary. Win airfare, hotel accommodations and registration to the 2009 American Dietetic Association's Food & Nutrition Conference & Expo in Denver, Colorado (not to exceed \$1,400.00). Runners up will receive a \$250 Amazon gift card.

1. NO PURCHASE NECESSARY. Entrants must be 21 years of age or older to enter.
2. All participants must be current members of the Food and Culinary Professionals (FCP) dietetic practice group of the American Dietetic Association (ADA), registered dietitians (RD), dietetic technicians registered (DTR) and residents of the continental United States of America.
3. You may enter the Recipe Contest by submitting the following by August 14, 2009, via email to [fcpgdp@gmail.com](mailto:fcpgdp@gmail.com). Guidelines for submitting a recipe/recipes include:
  - Your name, address (including zip code), age, daytime and evening telephone numbers
  - Your original recipe must use Hershey's Cocoa
  - Your original recipe using no more than ten (10) ingredients – 5 or fewer ingredients preferred. Salt, pepper and water do not count as ingredients.
  - Recipes should be 30% or less of calories from fat and adhere to current Dietary Guidelines.
  - The preparation time must not exceed 30 minutes (not including marinating or cooking time).
  - Recipe must be original and must not have been previously published.
  - Recipe must be typed in a Word document.
  - You must also include the name of your recipe, the ingredients, exact U.S. measurements, required utensils, timing, special preparation instructions, and approximate number of servings.
  - The category of your recipe - appetizer (vegetarian or regular), main Entrée (vegetarian or regular; hot or cold), or side dish (vegetarian or regular; hot or cold)
  - ✓ All entries must be received by August 14, 2009.
  - ✓ Recipes not meeting these criteria will be disqualified.
  - ✓ We suggest that you send a simple photograph of your finished recipe (please insert into the Word document). The photograph will not be used for judging purposes.
  - ✓ The Hershey Company assumes no responsibility for lost, late, damaged, misdirected, illegible, incomplete or postage-due mail or entries.
  - ✓ Enter as often as you like, but each entry is limited to one (1) recipe and must be emailed separately.
4. All entries, including recipes and any photographs, shall be the property of the Hershey Company and will not be returned. Submission of entry grants the Hershey Company and each of their affiliates, officers, directors, employees and agents the right to publish, use, adapt, edit and/or modify such entry in any way, in any and all media, without limitation as regards duration, frequency or territory, and without consideration (ie payment of a fee) to the entrant. Submission of an entry further constitutes the entrant's irrevocable waiver of any moral rights and assignment and transfer to the Hershey Company of any and all rights, title, and interest in and to the entry, including, without limitation, all copyrights and other intellectual property rights. Entries must be

the original work of the entrant, may not have won previous awards, may not have been published previously, must not infringe third party rights, and must be suitable for publication (i.e., not obscene or indecent). Winners and entrants waive all rights and remedies at law or in equity for any claim they may have relating to this promotion.

5. Four finalists will be selected by a judging panel appointed at the sole discretion of the Hershey Company. Entries will be judged on the following criteria, weighted evenly: versatility, innovative use of Hershey's cocoa, and adherence to entry criteria. The finalists will be selected on or about August 18, 2009. Finalist entries will be judged by FCP-selected judges on or about August 22, 2009, based on the following criteria, evenly weighted: taste/texture; availability of ingredients; ease of preparation; appearance; appeal to the general public. Decisions of the judges regarding all aspects of the Contest and its administration are final.
6. Prizes: One Grand prize winner will be selected and, subject to satisfaction of eligibility requirements and signature of an affidavit of eligibility, publicity release and general release, will receive coach airfare, hotel accommodations for three (3) nights and registration to the 2009 American Dietetic Association's Food & Nutrition Conference & Expo held on October 17 – 20, 2009, to be arranged by the Hershey Company. Airfare will only be provided within the continental United States (total prize worth up to \$1,400.00). Three runners up will receive a \$250 Amazon gift card. Winners will be notified on or about August 20, 2009, and prizes will be awarded on or about September 1, 2009. All prizes will be awarded according to these rules. All taxes relating to the prizes will be the responsibility of the winners.
7. Finalists must provide positive identification specified by the Hershey Company to claim their prize and will be required to sign and return an affidavit of eligibility, publicity release and general release. Finalists will be required to sign and return these documents within 10 days of notification or the prize will be forfeited and awarded to an alternate winner. Acceptance of a prize constitutes the winners' agreement to release and hold harmless the Hershey Company and each of their affiliates, officers, directors, employees and agents from and against any injuries, losses or damages related in any way to their participation in this promotion and/or acceptance and/or use of a prize, including the Hershey Company's reliance upon their compliance with these rules, and their agreement that the Hershey Company may use his or her name, voice, likeness and/or biographical data for advertising and promotional purposes in any and all media without additional compensation or restriction as to the frequency, territory or duration of such use.
8. This contest is open only to residents of the continental United States, 21 years of age or older. The Hershey Company and each of their affiliates, officers, directors, employees, agents licensed retailers, wholesalers and the judging panel as well as their immediate families and/or household residents are not eligible to participate. The contest shall only be governed and construed in accordance with the laws of Illinois and all entrants irrevocably consent to the jurisdiction of the state and federal courts of Illinois over them for such purposes. This contest is void where prohibited.
9. For the names of the winners, please check the FCP website ([www.foodculinaryprofs.org](http://www.foodculinaryprofs.org)) after September 15, 2009.