

— STATE FAIR OF TEXAS —

HIDDEN VALLEY® THE ORIGINAL RANCH®

SALAD DRESSING & SEASONING MIX

HIDDEN VALLEY DRESSINGS**FRESH TASTE FOR THE FAMILY RECIPE CONTEST**

Entries Accepted Sunday, Sept. 27, 2009 — 9:00 a.m.

Judging 10:30 a.m.

State Fair Contest Kitchen, Creative Arts Department

NO ENTRY FEE

Let the herbs and spices of Hidden Valley® Original Ranch Salad Dressing & Seasoning Mix inspire your entry in the Hidden Valley Dressing “Fresh Taste for the Family” Recipe Contest. Entice the judges with any crowd-pleasing entrée, appetizer or side dish that features fresh ingredients & or produce (“Fresh Factor”) for a chance to win cash rewards and recognition.

NEW \$2000 Grand Prize for 2009 (Double the amount of 2008’s grand prize)

PRIZES: 1st Place — \$200 2nd Place — \$100 3rd Place — \$50

National Grand Prize: \$2,000 cash plus an engraved memento.

Each winner also receives a ribbon, award certificate and apron.

Class 12-07. Any Dish

JUDGING CRITERIA

Fresh Factor: 25% Taste: 40% Family Appeal: 20% Ease of Preparation: 15%

Recipes will be judged by personnel chosen by the Fair (the “Fair Judge(s)”), whose decision is final. In case of a tie, the winner among the tying entries will be selected based on the entry with the highest score in the “Taste” factor category followed by descending criteria as necessary: Fresh Factor, Family Appeal, Ease of Preparation.

RULES OF THE CONTEST

- Using the best that farms, grocers and home gardens have to offer, create any great tasting entrée, appetizer or side dish centered on fresh food, wholesome ingredients and traditions that bring families together.
- Entries must be created with at least one (1 oz.) packet or 2 or more Tbsp. of Hidden Valley® The Original Ranch® Salad Dressing & Seasoning Mix.
- Recipe should use fresh ingredient(s) and fresh produce, and easy assembly steps are encouraged.
- Except for Hidden Valley® The Original Ranch® Salad Dressing & Seasoning Mix, recipes must be homemade, no mixes. Each recipe must be named, original, unpublished, the sole property of entrant and not previously submitted in any other Hidden Valley® Original Ranch® Salad Dressing contest.
- Entrants must be at least 18 years of age and a legal US resident to enter: Limit one entry per person.
- Recipe, name, address, age and phone numbers must be typed on an 8 1/2” x 11” sheet of white paper and on the back of recipe submitted with entry. As proof of ingredient, attach Hidden Valley® dressing package label to recipe.
- Recipe should list ingredients with measurements and state preparation instructions with baking/cooking times and number of servings.
- All recipes become the property of The HV Food Products Company which reserves the right to edit, adapt, copyright, publish and use any or all of the recipes. By entering entrants agree that Sponsor has the right to use each entry, name, voice and/or likeness in any and all media in connection with publicity, promotion, or advertising for Sponsor without any further compensation except where prohibited by law. A signed publicity release may be requested from entrants.
- The Sponsor is not responsible for lost, late, incomplete, incorrect or illegible recipes.
- Taxes on prizes are the responsibility of the winner. Contest is void where prohibited, restricted or taxed by law.

**ENTRY RULES: CONTINUED ON PAGE 74**

ENTRY RULES: CONTINUED FROM PAGE 73

- The 2008 first place winners are not eligible to compete in 2009.
- Employees of The HV Food Products Company, its affiliates, subsidiaries and the immediate family members and persons living in the same household of each, are not eligible to participate in this contest.

This contest is sponsored by the HV Foods Products Company, Oakland, CA.

NATIONAL GRAND PRIZE

The grand prize winner (selected from first place winning recipes using the judging criteria described above) will be notified by phone no later than January 31, 2010. The name of the national grand prize winner and the winning recipe will be available by sending a self-addressed envelope to The Blue Ribbon Group, Attn: Hidden Valley, 3033 Excelsior Blvd., Suite 220, Minneapolis, MN 55416

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Do not pre-register for this contest. Complete this form and bring it with you when you come to the contest.

Print Name _____

Print Address _____

City _____ State _____ Zip _____

Daytime telephone _____

Did you enter Creative Arts in 2005, 2006, 2007, 2008 or previously this year?
(circle one) YES NO

If yes, give your exhibitor number _____

You are entering:

Class 12-07. Any Dish

