

— STATE FAIR OF TEXAS —
AND PILLSBURY
Present

“THE PILLSBURY
REFRIGERATED PIE CRUST
CHAMPIONSHIP”

Entries Accepted Sunday, Sept. 26, 2010 — 9:00 a.m.
Judging 10:30 a.m.
State Fair Contest Kitchen, Creative Arts Department
NO ENTRY FEE

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

PRIZES

1st Prize: \$200 and commemorative gift 2nd Prize: \$100 3rd Prize: \$50, plus, each winner will receive a ribbon, an award certificate and a Pillsbury apron.

13-14. ANY DESSERT PIE WITH PILLSBURY REFRIGERATED PIE CRUST
(One or two crusts)

2010 GRAND PRIZE \$5000 (Not awarded at State Fair of Texas)

The Pillsbury Refrigerated Pie Crust Championship will award \$5,000 to one grand prize winner selected from all first-place winning recipes from its contests nationwide.

CONTEST RULES

Your pie recipe must use Pillsbury Refrigerated Pie Crust (one or two crusts). Make any dessert pie (any flavor/variety/style): use custards, creams, fruits and/or any other fillings and ingredients, from the classic to the creative, any creation is welcome. Make it sweet, however not savory; no quiches or main dish pies. Pies should be baked in a nine inch pie pan or a ten-inch tart pan. Pies must be baked at home and brought along with the recipe to the Creative Arts Bldg. by 9:00am on Sept. 26, 2010.

Recipes will be judged on taste, appearance, creativity, ease of preparation, and general Appeal. The grand prize winner judging will be overseen by General Mills and the Blue Ribbon Group. The winner will be notified on or before January 31, 2011. The winner of the America's Favorite Pie Award is still eligible to win the Grand Prize.

Each contestant may enter only one pie/pie recipe. Your pie recipe must be typed on an 8 1/2 x 11 sheet of paper along with contestant name, address and phone number on the back of recipe. All recipes must be submitted with an original UPC label from one package of Pillsbury Refrigerated Pie Crusts. By submitting your pie and recipe, you accept all contest rules and agree to be bound by the judges decisions, which will be final. You also agree that your recipe will become the property of General Mills and The State Fair of Texas. General Mills and the State Fair of Texas reserve the right to edit, adapt, Copyright, publish, and use any or all recipes; including for publicity, promotion, or advertising, without compensation to you. Winners will be asked to sign a release before receiving their cash prize. 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. Employees of General Mills, its parent affiliates, subsidiaries, agencies, and their families are not eligible to win. Taxes are the responsibility of the winner. This contest is void where prohibited or otherwise regulated by law.

2009 first place winner is not eligible in the 2010 contest

Sponsored by General Mills Sales, Inc.

ALSO NEW IN 2010; America's Favorite Pie Award.

At www.pillsbury.com/pie in November, online voters will pick “America's Favorite Pie” out of all 1st place recipes. The 1st place recipe receiving the most online votes will win a year's supply of Pillsbury Refrigerated Pie Crust (2 boxes/month) Approximate retail value of America's Favorite Pie Award is \$495.00

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Print Name _____

Print Address _____

City _____ State _____ Zip _____

Daytime telephone _____

Did you enter Creative Arts in 2006, 2007, 2008, 2009 or previously this year?
(circle one) YES NO

If yes, give your exhibitor number _____

You are entering:

13-14. — Any dessert pie with Pillsbury Refrigerated Pie Crust (one or two crusts)

