

PLEASE ENTER MY RECIPE IN PILLSBURY® REFRIGERATED PIE CRUST BAKING CHAMPIONSHIP, at The Great Allentown Fair on Sunday, September 2, 2007.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE NUMBER _____

RECIPE NAME _____

EXHIBITOR # _____

PILLSBURY® REFRIGERATED PIE CRUST CHAMPIONSHIP, The Great Allentown Fair, 302 N. 17th Street, Allentown, PA 18104. **Registration Deadline August 4, mail to:**

PILLSBURY® REFRIGERATED PIE CRUST BAKING CHAMPIONSHIP

Celebrating America's Pie Bakers at State Fairs

General Mills Sales, Inc. ("General Mills") invites you to participate in a special pie baking championship to create your favorite two-crust fruit pie using Pillsbury Refrigerated Pie Crusts. With no folds or creases, you simply unroll the ready-to-use refrigerated crusts in the pan to bake a perfect pie.

JUDGING CRITERIA

Decisions are the sole responsibility of the Great Allentown Fair judges and are final.
PILLSBURY® REFRIGERATED PIE
CRUST BAKING CHAMPIONSHIP recipes
will be judged based on the following:

Taste	30%
Appearance	25%
Creativity	25%
Ease of preparation	10%
General appeal	10%

PRIZES

1st Prize: \$200, a commemorative gift and a chance to win a \$1,000 grand prize (as selected from all first place state fair

Refrigerated Pie Crust Championship winners)

2nd Prize: \$100

3rd Prize: \$50

Plus, each winner will receive a ribbon, an award certificate and a Pillsbury apron.

\$1,000 GRAND PRIZE

The Pillsbury Refrigerated Pie Crust Championship will award \$1,000 to one grand prize winner selected from all first-place winning recipes from its contests nationwide.

CONTEST RULES

- All pies must use one package of Pillsbury Just Unroll Refrigerated Pie Crusts (two crusts), include fruit in the filling and be baked in a nine-inch pie pan or a nine- or ten-inch tart pan.
- Recipes will be judged on taste (30%), appearance (25%), creativity (25%), ease of preparation (10%), and general appeal (10%).
- The grand prize winner will be selected by a team of home economists at General Mills based on the same criteria. The winner will be notified no later than January 31, 2008.
- Each contestant may enter only one pie.
- Each recipe must be typed on an 8-1/2 x 11" sheet of paper along with contestant name, address, and phone number. 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' decision, which will be final. You also agree that your recipe will become the property of General Mills and General Mills reserves the right to edit, adapt, copyright, publish, and use any or all of them including for publicity, promotion, or advertising, without compensation to you. This includes publishing winner names and city/state of residence, in any form of media, including websites. Winners will be asked to sign a release before receiving their cash prize.
- The 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 members of their immediate households are not eligible to enter or win.
- Taxes are the responsibility of the winner. This contest is void where prohibited or otherwise regulated by law.
- The 2006 first place winner is not eligible to enter or win the 2007 Contest.

Sponsored by General Mills Sales, Inc.

HOW TO ENTER

Complete and return the attached contest entry form to:

THE GREAT ALLENTOWN FAIR
302 N. 17th Street
Allentown, PA 18104

Re: **PILLSBURY® REFRIGERATED PIE CRUST BAKING CHAMPIONSHIP**

There is a \$10 entry fee. Contestants will receive a temporary car pass and receipt which will be mailed to the contestant.

Bring recipe and receipt with your entry on contest day. Receipt will be validated and admission passes issued.

PILLSBURY® REFRIGERATED PIE CRUST BAKING CHAMPIONSHIP

recipes must be prepared at home and brought to The Great Allentown Fair Agri~Plex Building Culinary Contest Stage between 4 and 6 p.m. on Sunday, September 2, 2007. Judging will begin at 7 p.m.

BEST OF LUCK IN THE COMPETITION!

THE GREAT ALLENTOWN FAIR
presented by Lehigh County Agricultural Society
302 N. 17th Street
Allentown, PA 18104-5097



PILLSBURY® REFRIGERATED PIE CRUST BAKING CHAMPIONSHIP

Sunday, September 2, 2007
7 p.m.

Culinary Contest Stage
in **Agri~Plex**