

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

RECIPE NAME \_\_\_\_\_

EXHIBITOR # \_\_\_\_\_

HIDDEN VALLEY® "FAMILY FRIENDLY FOOD" CONTEST, The Great Allentown Fair, 302 N. 17 St. Allentown, PA 18104. **Registration Deadline August 4, mail to:**

The makers of *HIDDEN VALLEY®* are searching for America's most Family Friendly Food. Create a crowd-pleasing appetizer, classic casserole, sizzling stir-fry or other family favorite. Include The Original Ranch® flavor of Hidden Valley® Dressing & Seasoning Mix and compete for cash and awards in America's "Hidden Valley® Family Friendly Food Contest."

### JUDGING CRITERIA

*HIDDEN VALLEY® THE ORIGINAL RANCH® SALAD DRESSING & SEASONING MIX "FAMILY FRIENDLY FOOD" CONTEST*

recipes will be judged on the following  
All Family Appeal 40%,  
Taste appeal 40%, Appearance 10%,  
Ease of preparation 10%.

Recipes will be judged by personnel  
chosen by the fair,  
whose decision is final.

### PRIZES

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

Each winner also receives a ribbon, award certificate and apron. The first 20 contestants will receive a coupon valid for a free packet of Hidden Valley® The Original Ranch® Dressing & Seasoning Mix.

### Rules of the Contest

- Must be at least 18 years of age and a legal US resident to enter; limit one entry per person.
- Entries may be any "Family Friendly Food," including appetizers, stew, stir-fry, casserole, vegetable, pasta or other prepared dish. All entries must be created with at least one (1 oz.) packet or 2 or more Tbsp. of Hidden Valley® The Original Ranch® Salad Dressing and Seasoning Mix.
- Recipe must be homemade, no mixes. Each recipe must be named, original, and unpublished, the sole property of entrant and not previously submitted in any other Hidden Valley® dressing contest.
- Recipe, name, address and phone numbers must be typed on an 8 1/2" by 11" sheet of paper and be submitted with entry. As proof of ingredient, attach Hidden Valley® dressing package label to recipe.
- Recipes should list ingredients with measurements and state preparation instructions with baking/cooking times and number of servings.
- All recipes become the sole 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 participating, contestants agree to sign a publicity release if requested and that The HV Food Products Company reserves the right to use the contestant names and photos for publicity, promotion, or advertising without compensation.
- The HV Food Products Company is not responsible for lost or illegible recipes.
- Taxes on prizes are the responsibility of the winner.
- The 2006 first place winners are not eligible to compete in 2007.
- Employees of The HV Food Products Company, its affiliates, subsidiaries and families of each are not eligible to participate in this contest.
- This contest is sponsored by The HV Food Products Company, Oakland, CA.

**National Grand Prize:** \$1,000 cash plus an engraved memento.

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, 2008. 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/AC-MMI, Attn: Hidden Valley, 3033 Excelsior Blvd., Suite 220, Minneapolis, MN, 55416.

## HOW TO ENTER

Complete and return the  
attached contest entry form to:

THE GREAT ALLENTOWN FAIR  
302 N. 17<sup>th</sup> Street  
Allentown, PA 18104

Re: *HIDDEN VALLEY® THE ORIGINAL  
RANCH® SALAD DRESSING & SEASONING  
MIX "FAMILY FRIENDLY FOOD" CONTEST*

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.

*HIDDEN VALLEY® THE ORIGINAL  
RANCH® SALAD DRESSING &  
SEASONING MIX  
"FAMILY FRIENDLY FOOD" CONTEST*

recipes must be prepared at home and  
brought to The Great Allentown Fair  
Agri~Plex Building  
Culinary Contest Stage  
between 12 and 1 p.m. on  
Thursday, August 30, 2007.  
Judging will begin at 2 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



***THE ORIGINAL RANCH®  
SALAD DRESSING  
& SEASONING MIX  
"FAMILY FRIENDLY FOOD"  
CONTEST***

**Thursday, August 30, 2007  
2 p.m.**

**Culinary Contest Stage**

**in Agri~Plex**