

PLEASE ENTER MY RECIPE IN **KC MASTERPIECE MEMORABLE MEALS CONTEST** at The Great Allentown Fair on Thursday, August 30, 2007.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

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

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

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

**Registration Deadline August 4, mail to:**

**KC MASTERPIECE MEMORABLE MEALS CONTEST**, The Great Allentown Fair, 302 N. 17th Street, Allentown, PA 18104.

## KC MASTERPIECE® MEMORABLE MEALS CONTEST

The makers of KC Masterpiece® sauces want your recipe to Get Noticed! Use the exciting flavor of barbecue sauce to create recipes everyone will talk about and keep coming back for. Your creation could be worthy of getting noticed by the makers of KC Masterpiece® sauces.

### SAVOR THE FLAVOR FACTORS

Flavor (Taste): 50%

Ease of Creation (Simplicity): 25%

Presentation (Creativity): 25%

Recipes will be judged by personnel chosen by the fair, whose decision is final. While supplies last at judging, the first 20 contestants to enter will receive a coupon valid for a free bottle of KC Masterpiece® barbecue sauce.

### PRIZES

**1st Place:** \$ 200

**2nd Prize:** \$ 100

**3rd Prize:** \$ 50

**\*NEW GRAND PRIZE: \$1,000 Cash 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, 2008, after which the grand prize winning recipe will be available by sending a self-addressed envelope to: The Blue Ribbon Group/AC-MMI, Attn: KC Masterpiece, 3033 Excelsior Blvd, Suite 220, Minneapolis, MN, 55416.

### RULES OF THE CONTEST

- Entrant must be at least 18 years of age and a legal US resident; limit one entry per person.
- Enter any prepared recipe: appetizer, baked main dish, side dish, or other food creation using any meat, poultry, fish, or seafood, etc. (any amount) and using at least one half cup of any KC Masterpiece® brand barbecue sauce including Original, Hickory Brown Sugar, Honey Smoke, Spicy Original, Hickory, Steakhouse, Honey Teriyaki, Mesquite, or Classic Blend flavors.
- Each recipe must be named, original, and unpublished, the sole property of entrant and not previously submitted in any other recipe contest.
- Recipe should list ingredients, with measurements, and state preparation instructions with baking/cooking times and number of servings.
- Recipe, name, address and phone number must be typed on 8 1/2x11" paper and be submitted with entry. Attach proof of KC Masterpiece® sauce as an ingredient (package label or other).
- 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 KC Masterpiece 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.



## 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: **KC MASTERPIECE MEMORABLE  
MEALS 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.

### **KC MASTERPIECE MEMORABLE MEALS CONTEST**

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  
Thursday, August 30, 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



## KC MASTERPIECE MEMORABLE MEALS CONTEST



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

**Culinary Contest Stage**

in **Agri~Plex**