

PLEASE ENTER MY RECIPE IN **GREAT BAKING BONANZA** at The Great Allentown Fair on Friday, August 31, 2007.

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE NUMBER _____

RECIPE NAME _____

EXHIBITOR # _____

Registration Deadline August 4, mail to:

GREAT BAKING BONANZA, The Great Allentown Fair, 302 N. 17th Street, Allentown, PA 18104.



GREAT BAKING BONANZA

Make Magic in Minutes! Bake your best dessert with Eagle Brand® Sweetened Condensed Milk. Blue ribbons, cash awards and other great prizes await the bakers of the best tasting, most creative and easy-to-make entries!

JUDGING CRITERIA

TASTE (flavor & texture)	40%
CONVENIENCE (a clear recipe with simple steps & easy-to-find ingredients)	40%
CREATIVITY (inventive use of ingredients & presentation)	20%

Entries are judged by personnel the fair selects and their decisions are final.

PRIZES

1st Place:	\$ 100
2nd Prize:	\$ 75
3rd Prize:	\$ 50

Each winner will also receive 10 Free Product Coupons, an apron, ribbon and award certificate.
Honorable Mention: Best Youth Entry (age 15 or under) \$25 and 5 free product coupons.



CONTEST REQUIREMENTS

- Create any original dessert-like creation with at least one (14-oz.) can of Eagle Brand® Sweetened Condensed Milk (regular, low fat or fat free varieties) and up to 10 additional ingredients.
- Prepare your entry at home and deliver it with your clear, typed recipe to the above location prior to judging time.
- Contestants of any age are welcome to participate; limit one entry per person.
- All creations will be judged together. The honorable mention goes to the top-rated creation baked by a youth (ages 15 and under). If a youth entry places 1st, 2nd or 3rd, the honorable mention winner will be selected from the remaining youth entries.
- The top four winners will receive their aprons and ribbons at judging and may be publicized. Prizes and/or certificates will be mailed directly to winners from Agnew Communications (The Blue Ribbon Group).
- Recipes should list ingredients with measurements and list the preparation steps. Include your name, age (if 15 or under) and contact information. All recipes must be submitted with an original label from one can of Eagle Brand®.
- By submitting your entry, you accept all entry 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 Eagle Family Foods, Inc. (EFF), which reserves the right to edit, adapt, copyright, publish, and use it without compensation to you.
- By participating, contestants also understand and accept the right of EFF to use contestant names, photos and recipes for publicity without compensation.
- Employees of EFF, its affiliates, subsidiaries and families of each are not eligible to participate in this contest.
- Taxes on prizes are the responsibility of the winner.
- The 2006 1st place Eagle Brand contest winner (where applicable) is not eligible to enter or win in 2007.
- For product information, visit www.eaglebrand.com.

HOW TO ENTER

Complete and return the attached contest entry form to:

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

Re: ***GREAT BAKING BONANZA***

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.

GREAT BAKING BONANZA

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
Friday, August 31, 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



GREAT BAKING BONANZA

Friday, August 31, 2007
2 p.m.

Culinary Contest Stage

in **Agri~Plex**