

# Florida Strawberries –

## A Taste of Summer All Winter Long Recipe Contest



### Florida Winter Strawberry Recipe Contest Rules

1. **ENTERING:** The contest may be entered via the **Florida Winter Strawberry Contest** website [www.FloridaWinterStrawberryContest.com](http://www.FloridaWinterStrawberryContest.com). Contestants may complete the online entry form and submit recipe(s) through the website, or download a printable entry form ([www.FloridaWinterStrawberryContest.com/pdf/print.pdf](http://www.FloridaWinterStrawberryContest.com/pdf/print.pdf)) and send it in along with a copy of the recipe submission(s). A separate contest entry form *must* accompany each recipe. Contestants may enter multiple times. Entries not completed online should be sent to **Florida Winter Strawberry Contest % The Thacker Group, P.O. Box 4843, Horseshoe Bay, Texas 78657**. To request a copy of the rules and entry form by mail, send a self-addressed-stamped-envelope to the address above.

Contestants may enter one division only – either as a home cook or professional. A professional is defined as anyone who receives compensation as a result of cooking for the public such as chefs, chefs-in-training and caterers. Home economists, test kitchen staff, dietitians, food stylists, food bloggers, food photographers, and food editors/writers are considered professionals for the purposes of this contest.

2. **ENTRIES:** All entries must be original creations and never before published in print or online, infringe on third-party copyrights and never entered in any other contest. All entries will become the property of the Florida Strawberry Growers Association, contest website domain holder of record and *Taste of the South* magazine. These entities shall have the right to edit, adapt and publish any or all of the recipes and may use these recipes in any media without attribution or compensation. Submission of an entry transfers all the rights, title and interest in entries, including without limitation, all copyrights to the aforementioned entities. The Florida Strawberry Growers Association, Contest Kitchen and *Taste of the South* magazine will not guarantee the acknowledgment of receipt of entries and will not be responsible for lost, late, misdirected, stolen or incomplete entries or for printing, typographical or mechanical errors.

Contestants must select from the three (3) categories for each recipe entered: Starters and Salsas; Salads; Sweets. Contestants may enter more than once; however, each recipe *must* be submitted separately on the official entry form at [www.FloridaWinterStrawberryContest.com](http://www.FloridaWinterStrawberryContest.com) or through a written request for an entry form at the address noted above.

In addition to cash awards for the winners of each of the above noted recipe categories, cash awards will be given for the best photo(s) of finished recipe entry(s). The best photo awards may not necessarily be a winner in the various recipe categories. To enter a photo of recipe submission(s), the title of photo(s) must exactly match the recipe title(s) including the contestant's name. Example - "Recipe Title – Name." Upload full size, high-resolution photo(s) at Flickr in the Florida Winter Strawberry Contest Photo Group.

3. **ELIGIBILITY:** The Florida Winter Strawberry Contest is open to legal U.S. and Canadian residents 18 years or older. Employees of the Florida Strawberry Growers Association and *Taste of the South* magazine, its affiliated members, advertising or promotional agencies and the immediate families and members of the households of such employees are ineligible. By participating, entrants agree to these official rules and the decision of the judges and sponsors, both of which shall be final, and agree to release and to hold the Florida Strawberry Growers Association, *Taste of the South* magazine, its advertising and promotional agencies and their respective directors, officers and employees, harmless against any and all claims, liability and damages arising out of their participation and the acceptance and use of prizes. Contest is void where prohibited by law.
4. **RECIPES:** Recipe(s) must include at least one pint of fresh Florida strawberries. Recipes are limited to no more than eight (8) ingredients excluding herbs and/or spices. Refer to FAQs on the contest entry website, [www.FloridaWinterStrawberryContest.com](http://www.FloridaWinterStrawberryContest.com) for information regarding herbs and/or spices.

**Exact measurements must be included next to each ingredient. Only Florida-grown strawberries may be used for the purposes of this contest. The point of origin is noted on package information. Ingredients must be listed in the same order as they are called for in the recipe directions. Directions must be written in paragraph form and include pot and pan sizes. Recipes submitted by mail must be printed or typed in blue or black ink on 8.5x11-inch white paper.**

5. **TIMING:** Contest begins December 1, 2009 and ends February 28, 2010. Entries must be received no later than 5 PM (EST), February 28, 2010.
6. **JUDGING:** A panel of food professionals will judge finalists' recipes. Criteria will include overall appeal, originality, taste, convenience, nutrition, visual appeal and ease and speed of preparation. Decisions of the judges are final.
7. **PRIZES:** Prize money for the competition is \$6,000. There is one (1) first place prize of \$500 for each of the four (4) recipe/photo categories (Starters and Salsas; Salads; Sweets, Photos) in the Home Cook Division and one (1) first place prize of \$500 for each of the four (4) recipe/photo categories in the Professional Division. One (1) grand prize of \$1,000 will be chosen from across the four (4) first-prize recipe winners in each division – Home Cook and Professional.
8. **NOTIFICATION:** Each winner will be notified by no later than April 5, 2010.
9. **CONDITIONS:** All federal, state and local taxes on the prize money are winners' sole responsibility. Winners will be required to sign an affidavit of compliance with contest rules, statement of originality, a release of liability, granting of publication rights and publicity releases. Any winner, who does not sign and return these documents within 30 days, for any reason whatsoever, including failure to receive notification, will be disqualified, and his/her prize will be forfeited and may be awarded to a substitute winner. Winners' names, image and recipe, and/or recipe photograph may be posted on [www.FlaStrawberry.com](http://www.FlaStrawberry.com), [www.contestkitchen.com](http://www.contestkitchen.com), [www.tasteofthesouthmagazine.com](http://www.tasteofthesouthmagazine.com).

**CONTEST SPONSORS:** Florida Strawberry Growers Association and *Taste of the South* magazine.