

1988 HOMECOOKIN' COOKFEST RECIPE CONTEST UNDER WAY

Chicago, IL — Once again, it's time to start rattlin' those pots and pans in preparation for entering your favorite recipes in the 1988 Homecookin' Cookfest. Whether you're an everyday or occasional cook, who likes to treat your family or friends to your favorite specialties, your recipe entry could very well become the 1988 Grand Prize Winner and recipient of a cool \$18,000.

Although the Homecookin' Cookfest Recipe Contest is designed to showcase the culinary talents of Black consumers, it is open to all. Consumers entering the contest, effective 9/1/88 thru 11/30/88, will have the opportunity to vie for over \$46,000 in cash and prizes. Now in its sixth year, the Cookfest continues to be a major promotional event that grows in national popularity.

This year's recipe contest supports an excellent assembly of sponsoring products (ingredient items), which is sure to appeal to a vast number of creative cooks. Included in this year's program are the following: Campbell's Condensed Cream of Mushroom, Cream of Chicken, Cream of Celery and Tomato Soups; Carnation Evaporated Milk; Chicken of the Sea Tuna; Comstock, Thank You and Wilderness Fillings & Toppings; Domino Brownulated, Confectioners 10X Powdered, Dark Brown and Golden Light Brown Sugars; Keebler Ready Crust Brand Pie Crust; Kraft Barbecue Sauce and Kraft Thick 'N Spicy Barbe-

cue Sauce; and Pillsbury's Best Flour. At least one of these sponsoring products must be used in *each* recipe entered, and you must also submit proof-of-purchase on your selected ingredient used.

There are four (4) separate categories to the 1988 Homecookin' Cookfest Recipe Contest; Appetizers & Snacks; Side Dishes & Vegetables; Main Dishes; and Breads : Desserts. The first, second, third, and fourth place awards for *each* category are: \$3,000; \$2,000; \$1,000; and \$500, respectively. In addition, there is a whopping \$15,000 Grand Prize for the overall best recipe, plus 350 runners-up merchandise awards, which will be comprised of 10-pc. Vaporsealers Cookware Sets, Economy Pressure Cookers, 5-pc. Coppertone Mold Sets, and Home-Cookin' Cookfest Aprons. In total the Grand Prize winner can win a maximum of \$18,000 in cash.

How many entires does it take to win a major recipe contest? Mr. Richard L. Green, president of Empak Enterprises, Inc., a minority-owned marketing and sales promotion agency which produces the Cookfest states only one. Of the sixteen (16) top finalists in the 1988 contest, four (25%) submitted only one recipe. And, the Grand Prize Winner (Coffee 'N Spice Lemon Cake) was one of the two single entires which took first prize for its respective category. Fifty percent of the

top sixteen finalists submitted no more than two recipes.

The 1988 Homecookin' Cookfest is lookin' for good homecookin'. So, using separate envelopes, enter as often and within as many categories as you wish. Your submitted recipes need only be originally tailored, appealing and good tasting. For further contest details or additional entry blanks, send a self-addressed, stamped envelope to: Homecookin' Cookfest, c/o Empak Enterprises, Inc., 520 N. Michigan, Chicago, IL 60611.

Tips on Entering a Recipe Contest

Every contest has its share of first-time winners, and you could be one. It takes only one entry to win in a recipe contest, however, if you never enter, you'll never win. Following are helpful procedure tips on entering a recipe contest:

- Follow the contest rules exactly. Your entry will be automatically disqualified if you don't.

- Test your recipe several times before submitting it, to be sure your directions are clear and desired results are easily obtainable. Often, in so doing, you can improve upon your recipe.

- Simplify the procedure of preparing your recipe, and do not call for the usage of too many ingredients. Contest judges look for short, simple, good-tasting recipes

which can be prepared in an hour or less.

- Make sure your recipe calls for ingredients that are readily available in most supermarkets.

- Appearance can be an important element of your recipe. A simple garnish can add color and interest.

- Select an appealing name for your recipe. Entries bearing attention-getting names often receive a special look on the part of contest judges.

- Typewritten recipes are easiest to read. Use dark ink for handwritten entires and print or write legibly.

- Include your name, complete address and phone number with your submitted recipe entry. Designate the contest category entered and, if it is required, also enclose a proof-of-purchase on your selected ingredient used.

Homecookin' Cookfest

OFFICIAL ENTRY FORM

November 30, 1988 Deadline

My recipe is in _____ Category
(Example: Main Dishes)

and uses _____ product.
(List 1 featured product)

Name (Mr./Mrs./Miss) _____
(Please type or print)

Address _____

City _____ State _____ Zip _____

Telephone area code () _____

Store most frequently shopped _____

Mail your recipe with this entry form to:
Homecookin' Cookfest, P.O. Box 11995, Chicago, IL 60611.
INCLUDE PROOF OF PURCHASE FOR FEATURED PRODUCT.

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• Address the envelope correctly, and mail your entry before the deadline. The earlier, the better. The on-going judging process can get hectic when everyone sends their recipes in at the last minute.

OFFICIAL CONTEST RULES

Enter by November 30, 1988

1. Your recipe must be typed or plainly printed on a sheet of paper no larger than 8 1/2" by 11". Fill out the official entry form and attach your recipe. If you do not use an official entry form, be sure to include your name, address, telephone number and the designated recipe category entered, along with your recipe.
2. Each entry must include product proof-of-purchase (box top, purchase seal, label, etc.) as stipulated by each participating sponsor. (Users of Campbell's Condensed Cream of Mushroom, Cream of Chicken, Cream of Celery or Tomato Soups must submit labels from two cans. Users of Carnation Evaporated Milk must submit one 12 oz. or two 5 oz. can labels. Users of Chicken of the Sea Tuna (any variety) must submit one 9 1/4 oz. or one 12 1/2 oz. can label. Users of Comstock, Thank You or Wilderness Filling & Topping (any flavor) must submit the UPC symbol from one can. Users of Domino Brownulated, Confectioners 10-X Powdered, Dark Brown or Golden Light Brown Sugars must submit one proof-of-purchase seal from the bottom of the package. Users of Keebler Ready-Crust Brand Pie Crust (any flavor) must submit the UPC symbol from one package. Users of KRAFT Barbecue Sauce or KRAFT Thick 'N Spicy barbecue sauce (any flavor or size) must submit the front label. Users of Pillsbury's Best Flour (any variety) must submit the UPC symbol from one 5-lb. or larger bag.)
3. Mail your entry to: Homecookin' Cookfest, P.O. Box 11995, Chicago, IL 60611.
4. Entries must be postmarked by November 30, 1988 and received by December 10, 1988. Enter as often as you wish, but each entry must be mailed separately. In case of duplicate recipes, the one received the earliest will be judged. None will be acknowledged or returned. No contestant may be a finalist with more than one recipe, and the judging agency has the right to reassign recipes to appropriate categories. No responsibility is assumed for lost, misdirected, late or postage due entries.
5. Each recipe must include, as an ingredient, at least one of the participating sponsors' products: CAMPBELL'S CONDENSED CREAM OF MUSHROOM, CREAM OF CHICKEN, CREAM OF CELERY OR TOMATO SOUPS; CARNATION EVAPORATED MILK; CHICKEN OF THE SEA TUNA; COMSTOCK, THANK YOU OR WILDERNESS FILLING & TOPPING; DOMINO BROWNULATED, CONFECTIONERS 10-X POWDERED, DARK BROWN OR GOLDEN LIGHT BROWN SUGARS; KEEBLER READY-CRUST BRAND PIE CRUST; KRAFT BARBECUE SAUCE OR KRAFT THICK 'N SPICY BARBECUE SAUCE; PILLSBURY'S BEST FLOUR.
6. All ingredients must be listed with exact measurements. Give complete directions, pan sizes, required timing and temperature.
7. Contest void wherever prohibited or restricted by law. All taxes on prizes are the sole responsibility of the winners. Contest open to residents of the USA, 18 years of age or older, and excludes employees and their families of Empak Enterprises, Inc., all sponsoring companies and their advertising agencies, the Institute of Foods, any persons (food editors, chefs, food home economists) involved in the creation of recipes for pay.
8. Recipes will be judged by the Institute of Foods, an independent judging organization, on the basis of ORIGINALITY, EASE OF PREPARATION, TASTE, and APPEARANCE. The Institute of Foods will select the top sixteen (16) finalists (four in each category) whereupon their recipes will be subject to a panel of judges for the awards determinations within each category and the selection of the Grand Prize Winner. Winning recipes will be kitchen-tested by a staff of home economists under the supervision of the judging organization. Judges decisions will be final.
9. All recipe entries must be original or significantly changed or adapted. Recipes must not have been previously published or won another prize or award. All entries become the property of Empak Enterprises, Inc., which reserves the right to edit, adapt, use and publish any and all of them, without further compensation to the entrant.
10. For each of the four categories, there will be one \$3,000 First-Prize Winner; one \$2,000 Second-Prize Winner; one \$1,000 Third-Prize Winner; and one \$500 Fourth-Prize Winner. In addition, one of the four First-Prize Winners will be selected as the Grand Prize Winner and receive an additional \$15,000. Judges decisions are final and contest rules are binding on all entrants.
11. Each Winner will be required to sign a release giving Empak Enterprises, Inc., and its nominees full right to use his or her name and likeness for Homecookin' Cookfest related advertising and publicity. All winners will be notified by January 16, 1989. Actual awards among the top 16 finalists will be determined by a panel of judges - January 30, 1989.

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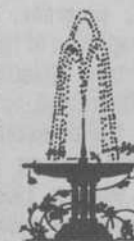
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