

**California Raisin Marketing Board**  
*Wise Choice California Raisin Recipe Contest*

**OFFICIAL RULES**

**NO PURCHASE NECESSARY.** Void where prohibited. **TO ENTER:** Prepare a recipe in any of the following categories (appetizers/snacks, soups/salads/side dishes, main courses/entrées, desserts/baked goods, including breads) utilizing a minimum of two tablespoons of California natural, or golden raisins or both per serving. Register your entry by visiting the California Raisin Marketing Board's Web site ([www.loveyourraisins.com](http://www.loveyourraisins.com)), fill out the online entry form according to the onscreen directions. You may also mail a list of ingredients with a description of how your recipe is prepared on an 8 ½ by 11-inch sheet of plain paper to: Wise Choices Recipe Contest, 400 Capitol Mall, Ste. 2640, Sacramento, CA 95814. Be sure to include your name, address, phone number and e-mail address. The Contest begins March 9, 2007 at 12:01 a.m. EDT and ends on June 30, 2007 at 11:59 p.m. PDT. All online entries must be received by 11:59:59 p.m. PDT on June 30, 2007. All mail-in entries must be postmarked no later than midnight June 30, 2007. Sponsor is not responsible for late, lost or misdirected entries, nor for technical failures in entry transmission. Sponsor is not responsible for any damage due to participant's computer by participating in this contest.

**LIMIT:** You may submit one recipe per category, if you like (for a maximum of four entries per entrant). You may not submit the same recipe twice. All recipes submitted must be original and cannot be previously entered into a contest or published. All entries become the property of the California Raisin Marketing Board (Sponsor) and none will be returned. By participating, entrants agree to be bound by these Official Rules and Sponsor's decisions on all matters relating to this contest shall be final. Sponsor reserves the right, in its sole discretion, to cancel or suspend this contest should causes beyond Sponsor's control corrupt the administration, security or proper play of the contest. In case of cancellation, winner will be chosen from eligible entries received prior to date of cancellation. Internet entries will be deemed made by the authorized account holder of the e-mail address submitted at time of entry. The authorized account holder is the natural person who is assigned to the e-mail address by an Internet access provider, online service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted address.

**WINNER:** Winners will be chosen on or about August 31, 2007. Recipes will be judged on the following criteria: taste (35%), originality (30%), visual appearance (15%) and acceptability (15%). In addition, the judging panel will select one healthy recipe for a special award selected and judged by Valerie Waters.

**PRIZES:** (1) Grand Prize: \$10,000 cash, One (1) First Prize: \$1,000 gift certificate to Williams-Sonoma, 11-piece All Clad Cookware Set and Cooking Light Backpack/Cookbook/Water Bottle (approx. \$2,080 value), One (1) 2<sup>nd</sup> Prize: 7-piece All Clad Cookware Set, Rachael Ray Furi Knife Set, Cooking Light Backpack/Cookbook/Water Bottle, Real Simple Cookbook, Oprah Gift Basket, Better Homes & Gardens Cookbooks and Williams-Sonoma Mixing Bowls (approx. \$1,025 value), One (1) Valerie Waters Wise Choice Award: \$1,000 gift certificate to Sport

Chalet, Cooking Light Backpack/Cookbook/Water Bottle, Real Simple Cookbook, SELF Dishes Tote Bag, Better Homes & Gardens Cookbooks and Food & Wine gift package (approx. \$1,320 value) and Eight (8) Honorable Mentions: \$200 gift certificate to Williams-Sonoma and Better Homes & Gardens Cookbook (approx. \$225 value each). The twelve (12) winning recipes will be featured in a California Raisin Calendar, along with food photography and brief biographical information about the winning applicants. All expenses not specified herein, including but not limited to groceries, taxes and gratuities are the sole responsibility of the winner. **ELIGIBILITY:** This promotion is open to legal residents of the United States and the District of Columbia, 18 years and older, except employees of the Sponsor, their affiliated companies, Web site developers and administrators, and advertising and promotion agencies and their immediate families and members of their households. No professional chefs or students enrolled in a program at a cooking school may enter. This contest is open only to amateur home cooks. No substitution or transfer of prizes except at the discretion of Sponsor. The recipe entry must be an original that was created by the person making the entry and cannot have been previously entered into a sweepstakes, contest or other promotion. The recipe entry must not have been previously published, must not be awaiting publication, nor may it be submitted for publication consideration during the period of this contest. **TERMS AND CONDITIONS:** Potential winners (subject to eligibility verification) will be chosen on or about August 15, 2007 and notified via telephone or mail. Winners will be required to execute an Affidavit of Eligibility, a Liability Release and (where legal) a Publicity Release. This affidavit includes certification that his or her recipe has not been published or publicized. Potential winners will also need to be available for media interviews if appropriate. If potential winner fails to return such documents within 14 days, or the potential winner is found to be ineligible, or if he/she does not comply with the Official Rules, then the potential winner will be disqualified and an alternate winner will be selected. If prizes or prize notifications are returned undeliverable, this will result in disqualification and an alternate winner will be selected. By entering, entrant agrees to abide by and be bound by these rules and judges' decisions. Prize is non-transferable. No cash redemptions or substitutions permitted, except by Sponsor who may substitute a prize of equal or greater value if the featured prize or any portion thereof becomes unavailable. All taxes on prize are the winner's sole responsibility. Except where prohibited by law, the winner's entry and acceptance of the prize constitutes permission for the Sponsor to use winner's name, photograph, likeness, statements, complete recipe, biographical information, voice and city and state address on a worldwide basis, and in all forms of media, in perpetuity, without further compensation. Winner and entrants also agree to release, discharge, indemnify and hold harmless Sponsor and each of their respective officers, directors, employees, representatives and agents from and against any claims, damages or liability due to any injuries, damages, or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any contest-related activity or participation in this contest. **List:** For a list of winners, please send a SASE between September 1, 2007 and December 31, 2007 to: Wise Choices Recipe Contest Winners, 400 Capitol Mall, Suite 2640, Sacramento, CA 95814. **Sponsor:** The California Raisin Marketing Board, 3445 North First Street, Suite 101, Fresno, CA, 93762.

