

2010 CONTEST DESCRIPTION (For fairs' online or printed Premium Books)

Do not change the design or shape of any logos, or any of the words of contest description. For email version, including camera-ready jpeg logos, send request to StateFairTeam@BlueRibbonGroup.net.

KC MASTERPIECE® “REAL DEAL” RECIPE CONTEST



Come compete in the KC Masterpiece “Real Deal” Recipe Contest for the “best barbecue” and best “wild card” creation at the fair! Think authentic BBQ taste, think KC Masterpiece. The top three finishers at each fair win a pair of tickets to the fair’s 2010 Keith Urban concert! The first place winner in each of the two categories also wins a “Backstage Barbecue Experience,” a VIP pre-show event featuring an intimate acoustic performance by Keith Urban and a group photo opportunity!

2 REAL DEAL CATEGORIES; 3 CONCERT TICKET PACKAGES for WINNERS!

Best BBQ Category: Feature any barbecued meat (beef, pork or chicken) with any KC Masterpiece BBQ Sauce and/or Marinade. Winners picked for taste and texture. Entries can be grilled or roasted in any way.

--1st Place Package: 2 Keith Urban Concert Tickets + “Backstage BBQ Experience” Access

--2nd Place Package: 2 Keith Urban Concert Tickets

Best Recipe “Wild Card” Category: Feature any type of recipe (10 ingredients or less) that uses at least 1/2 cup of any KC Masterpiece product. Winners picked for creativity, taste and ease of preparation.

--1st Place Package: 2 Keith Urban Concert Tickets + “Backstage BBQ Experience” Access

Home cooks, fair-goers and everyone! You can also win a chance to attend a private BBQ and concert in Nashville with Keith Urban! Enter the KC Masterpiece-sponsored "Me, You and BBQ Sweepstakes" at www.KeithUrban.net or by texting the keyword BBQ to 66937. Enter by September 6, 2010 for a chance to win!

RULES:

- Maximum one entry per person. (Participants may not enter both categories.)
- In the “BEST BBQ” (1st category), enter any barbecued meat (beef, pork or chicken) with any KC Masterpiece Barbecue Sauce and/or Marinade. Entries can be grilled or roasted in any way. Winners picked for taste and texture.
- In the “WILD CARD CREATION” (2nd category), enter any prepared recipe: appetizer, baked main dish, side dish, or other food creation using 10 ingredients or less and at least one half cup of any KC Masterpiece® product. Winners picked for creativity, taste and ease of preparation.
- Entries (delivered to the fair for judging) are judged by personnel the fair chooses. Their decisions are final.
- 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/grilling/roasting 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.
- Entrant must be at least 18 years of age and a legal US resident.
- Taxes on prizes are the responsibility of the winner.
- 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.
- For inspiration, visit www.kcmasterpiece.com.
- See www.KeithUrban.net for official “Me, You and BBQ Sweepstakes” rules.