

Welcome to the PILLSBURY® PIE CRUSTS:



PIE BAKING CHAMPIONSHIP!

Celebrating Pie Baking at State & County Fairs...Contest Now Open to Any Dessert Pie!

Category: Any dessert pie using Pillsbury Refrigerated Pie Crusts

Entry form deadline: August 13, 2011

Contest date and time: September 2, 2011 - 6:30pm

Pie delivery date and time: Sept. 2, 2011 - 5pm to 6pm

Place: South Stage Tent

2011 GRAND PRIZE: \$5,000! (Compliments of Pillsbury Pie Crusts)

A grand prize winner will be selected from all 1st place winning recipes from Pillsbury Pie Contests nationwide. The grand prize winner will win "ultimate blue ribbon bragging rights" and a \$5,000 cash award from the makers of Pillsbury Pie Crusts for their fabulous pie recipe!

LOCAL FAIR PRIZES: A ribbon, award certificate, celebratory apron and cash prize of:

1st Prize: \$200 (+ chance to win grand prize) **2nd Prize:** \$100 **3rd Prize:** \$50

FAN FAVORITE PIE AWARD: Pillsbury will also post a group of finalist pies on its website and put an extra award to an online vote! The pie recipe receiving the most online votes will win a year's supply of Pillsbury Refrigerated Pie Crusts (2 boxes/month). The estimated retail value of this "Fan Favorite Award" is \$95.00. Voting will begin at www.Pillsbury.com/pie no later than January 1, 2012.

CLASS B

Lot No. Description

2. Any dessert pie using Pillsbury Refrigerated Pie Crusts

CONTEST RULES

Make ANY dessert pie with Pillsbury Refrigerated Pie Crusts, a simple way to make something sensational:

- Your pie recipe must use Pillsbury Refrigerated Pie Crusts (one or two crusts). Make any dessert pie (any flavor/variety/style): use custards, creams, fruits and/or any other fillings and ingredients, from the classic to the creative, any creation is welcome. Make it sweet, however, not savory; no quiches or main dish pies. Pies should be baked in a nine-inch pie pan or a nine- or ten-inch tart pan.
- Pies must be baked at home and brought, along with the pie recipe to the **South Stage Tent** between **5pm - 6pm** on **Friday, September 2, 2011**.
- Recipes will be judged on taste, appearance, creativity, ease of preparation, and general appeal.
- The grand prize winner judging will be overseen by General Mills and the Blue Ribbon Group. The grand prize winner will be notified on or before January 31, 2012. The winner of the Fan Favorite Pie Award is still eligible to win the Grand Prize.
- You must be 18 years of age or older to enter. Each contestant may enter only one pie/pie recipe.
- Your pie recipe must be typed on an 8-1/2 x 11" sheet of paper along with contestant name, age, address, and phone number. All recipes must be submitted with an original UPC label from one package of Pillsbury Refrigerated Pie Crusts.
- By submitting your pie and recipe, you accept all Contest 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 General Mills and General Mills reserves the right to edit, adapt, copyright, publish, and use any or all of it for publicity, promotion, or advertising in any form of media, including websites, without compensation to you. You also hereby irrevocably authorize and grant permission to General Mills and others licensed or otherwise permitted by it to use and distribute your name, address, voice and likeness for any and all purposes, including publicity, advertising and trade purposes, by all means of publication including electronic and Internet, without any obligation or liability to you and without any additional approval or consent. By submitting your pie and recipe, you acknowledge and agree that no claim relating thereto shall be asserted against General Mills or any of its officers, directors, employees, agencies, representatives, successors, assigns or shareholders.
- The Contest is intended for amateur bakers only. Professional bakers or those who earn a significant portion of their livelihood from baking may not enter the contest.
- Employees of General Mills, its parent, affiliates, subsidiaries, agencies, and members of their immediate households are not eligible to enter or win.
- Taxes are the responsibility of the winner. This contest is void where prohibited or otherwise regulated by law.
- The 2010 Pillsbury Refrigerated Pie Crusts Pie Baking Championship First Prize winner is not eligible to enter the 2011 Contest.

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