

PILLSBURY® REFRIGERATED PIE CRUST PIE BAKING CHAMPIONSHIP

DATE: Wednesday, August 13th

TIME: 10:00 AM – 12:00 Noon

PLACE: Shelter in Hickory Tree Park behind the Creative Arts Building, Gate 2 on the Fairgrounds

NOTE: Disposable Containers Must Be Used

NO PRE-REGISTRATION IS REQUIRED

PRIZES

1st Prize: \$200, a commemorative gift and a chance to win a \$1,000 grand prize (as selected from all first place state fair Refrigerated Pie Crust Championship winners)

2nd Prize: \$100

3rd Prize: \$50

Plus, each winner will receive a ribbon, an award certificate and a Pillsbury apron.

\$1,000 GRAND PRIZE

The Pillsbury Refrigerated Pie Crust Championship will award \$1,000 to one grand prize winner selected from all first-place winning recipes from its contests nationwide.



CONTEST RULES

General Mills Sales, Inc. ("General Mills") invites you to participate in a special pie baking championship to create your favorite two-crust fruit pie using Pillsbury Refrigerated Pie Crusts. With no folds or creases, you simply unroll the ready-to-use refrigerated crusts in the pan to bake a perfect pie.

- All pies must use one package of Pillsbury Refrigerated Pie Crusts (two crusts), include fruit in the filling and be baked in a nine-inch disposable pie pan or a nine- or ten-inch disposable tart pan.
- Pies must be baked at home and brought to the shelter in Hickory Tree Park, behind the Creative Arts Building between 10:00 AM and 12:00 Noon on Wednesday, August 13th.
- Recipes will be judged on taste, appearance, creativity, ease of preparation, and general appeal.
- The grand prize winner will be selected by a team of home economists at General Mills based on the same criteria. The winner will be notified on or about January 31, 2009.
- Each contestant may enter only one pie.
- Each recipe must be typed on an 8-1/2 x 11" sheet of paper along with contestant name, 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' decision, 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 them including for publicity, promotion, or advertising, without compensation to you. This includes publishing winner names and city/state of residence, in any form of media, including websites. Winners will be asked to sign a release before receiving their cash prize.
- 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 2007 first place winner is not eligible to enter or win the 2008 Contest.

Sponsored by General Mills Sales, Inc.

QUESTIONS? CALL MAUREEN CARDUCCI, DIRECTOR AT 716-649-9529