

M153

Sunday, September 5<sup>th</sup>, 2010 - 3PM

## PILLSBURY® REFRIGERATED PIE CRUST PIE BAKING CHAMPIONSHIP!

Celebrating America's Pie Bakers at State Fairs by making Any Dessert Pie using Pillsbury® Refrigerated Pie Crusts!

### LOCAL FAIR PRIZES

**1st Prize: \$200, a commemorative gift and a chance to win a \$5,000 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.

### AMERICA'S FAVORITE PIE AWARD

At [www.pillsbury.com/pie](http://www.pillsbury.com/pie) in November, online voters will pick "America's Favorite Pie" out of all 1<sup>st</sup> place recipes. The 1<sup>st</sup> place recipe receiving the most online votes will win a year's supply of Pillsbury Refrigerated Pie Crusts (2 boxes/month).

Approximate retail value, \$95.

### NATIONAL GRAND PRIZE

The Pillsbury® Refrigerated Pie Crust Championship will award \$5,000 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 dessert 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 (one or two crusts). Make any dessert pie: use custards, creams, fruits and/or any other fillings and ingredients. No quiches or main dish pies. Pies should be baked in a nine-inch pie pan or a nine or ten in tart pan.
- Pies must be baked at home and brought to the Home Arts Building by 2:30PM on Sunday, September 5<sup>th</sup>, 2010.
- 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, 2011.
- Each contestant may enter only one pie/pie recipe.
- 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 2009 first place winner is not eligible to enter or win the 2010 Contest.

Sponsored by General Mills Sales, Inc.



### CONTEST REQUIREMENTS

Please submit recipe title, your name, address and telephone number to: Janice Coroneos - Home Arts Department, Maryland State Fair, P.O. Box 188, Timonium, MD 21094-0188