

The Louisiana Sweet Potato Commission's

SWEET REWARDS RECIPE CONTEST

== For Canned Sweet Potatoes ==

Allen
Canning Company

Bruce's
YAMS

Delgado
COMMUNITY COLLEGE
Culinary Arts

neworleans.com
INFLUENCE REQUIRED

Louisiana *cook'n*
louisianacookin.com

**AUTHENTIC RECIPES
TASTY TRAVELS
UNIQUE CULTURE**

The Louisiana Sweet Potato Commission knows that home cooks and food lovers across America cook up some amazing sweet potato dishes. Do you serve them up for breakfast? Or is a sweet potato soup more your style? The Louisiana Sweet Potato Commission encourages you to participate in the Sweet Rewards Recipe Contest for Canned Sweet Potatoes.

Entering is easy, and the rewards are sweet! Send us your best original recipe in one of these four categories (multiple entries from one individual are accepted):

- Breads & Breakfast
- Desserts
- Sides
- Soups

One winner from each of the four categories will be awarded \$500 each. A fifth overall grand prize winner will win \$1,000! So open up a can of Louisiana Sweet Potatoes, and send us your best recipe.

Here's a list of recommended brands of Louisiana canned sweet potatoes: Allen's® Cut Yams, Bruce's® Cut Yams, Bruce's® Whole Yams, Bruce's® Specialty Yams, Martindale®, Princella® Cut Yams, Royal Prince® Whole Yams, Sugary Sam® Cut Yams, Taylor®, and Trappey's® Whole Yams.

Official Rules ~ NO PURCHASE NECESSARY. Void where prohibited by law.

1. Eligibility: This contest is open only to amateur, non-professional cooks who are legal U.S. residents 18 years of age or older at the time of entry. Employees, members, representatives and their immediate family members of the Louisiana Sweet Potato Commission are ineligible to participate.
2. Guidelines: The recipe must be original, utilize canned sweet potatoes, Louisiana if possible, and include complete instructions for preparation, readily available ingredients, specific standard measures [e.g. 1 can (14 oz.)] and the suggested number of servings. Ingredients must be listed in order of their use. Entries that do not follow these guidelines will be disqualified.
3. Originality: Recipes that are an original creation of another person will be disqualified. Recipes that have been previously published may not be altered and submitted for entry. No reproductions of copyrighted recipes will be accepted.
4. Contest Period: The contest period is from January 15, 2007 through June 1, 2007. Mail-in must be postmarked by June 1 and received by June 10. Entries submitted online must be received by midnight CT June 1.
5. How to Enter: Entrants may enter multiples entries, but with a separate entry form or submission for each recipe. Send your recipe for consideration to the Sweet Rewards Recipe Contest, % *Louisiana Cookin'*, PO Box 19084, New Orleans, LA 70179 or send via email to recipes@louisianacookin.com.

Entries must be completed on the official entry form and contain your full name, mailing address and telephone number or it will be eliminated from consideration. Proof of mailing or emailing does not constitute proof of delivery. Entries will not be accepted via Fax.

6. Winner Selection: It is recommended to fully test the entry before submission. Entries that are incomplete or inaccurate will be eliminated from consideration. Prize winners will be determined based on overall flavor, visual appeal and creativity.

Finalists' recipes will be prepared by culinary students in the Delgado Community College Culinary Program of New Orleans and judged by an independent panel of food industry professionals whose decisions are final. The judging is not open to entrants or the public. The Louisiana Sweet Potato Commission will attempt to notify all potential winners by phone or mail by July 30, 2007.

7. Prizes: One overall Grand Prize winner will be awarded \$1,000. The grand prize winning recipe may come from any of the four categories. One additional winner from each of the four categories will be awarded \$500 each. Category winners will not be allowed to also win an honorable mention in the same category. Prizes are non-transferable and no substitutions will be allowed.

Official Rules (continued):

8. General: The Louisiana Sweet Potato Commission and *Louisiana Cookin'* are not responsible for entries that are lost, late, illegible, incomplete, damaged, misdirected or postage due mail. All entries become the property of the Louisiana Sweet Potato Commission and *Louisiana Cookin'*. Entry constitutes permission to use name and/or likeness of winner in any manner and to reproduce the recipe in published form. All federal, state and local taxes on prizes are the responsibility of the winner.

9. Winners List: Winners and their recipes will be posted on the Louisiana Sweet Potato Commission, *Louisiana Cookin'* and NewOrleans.Com Web sites in the recipe section after July 30, 2007 and will be featured in the October issue of *Louisiana Cookin'* magazine.

Please do not contact these groups for information regarding receipt of entries or announcements of winners.

Learn more about Louisiana Sweet Potatoes, including recipes and nutritional information, at www.SweetPotato.org.