



DIVISION 417

HIDDEN VALLEY®**THE ORIGINAL RANCH®****SALAD DRESSING & SEASONING MIX****"FAMILY FRIENDLY FOOD" CONTEST**

The makers of Hidden Valley® dressings are searching for America's most Family Friendly Food. Create a crowd-pleasing appetizer, classic casserole, sizzling stir-fry or other family favorite. Include The Original Ranch® flavor of Hidden Valley® Dressing & Seasoning Mix and compete for cash and awards in America's "Hidden Valley® Family Friendly Food Contest."

Miller-Murphy-Howard Building**Saturday, October 14, 2006**

Check-in: 11:00 - 11:30 a.m.

Mail your entry form by September 20 for early registration.

1st Place: \$200 2nd Place: \$100 3rd Place: \$50

National Grand Prize - \$1,000 cash plus an engraved memento.

Each winner also receives a ribbon, award certificate and apron. The first 20 contestants will receive a coupon valid for a free package of Hidden Valley® The Original Ranch® Dressing & Seasoning Mix.

JUDGING CRITERIA

All family appeal (40%), Taste appeal (40%), Appearance (10%), Ease of preparation (10%). Recipes will be judged by personnel chosen by the fair, whose decision is final.

RULES OF THE CONTEST

- Must be at least 18 years of age and a legal US resident to enter; limit one entry per person.
- Entries may be any "Family Friendly Food," including appetizers, stew, stir-fry, casserole, vegetable, pasta or other prepared dish. All entries must be created with **at least one packet (2 Tbsp.) of Hidden Valley® The Original Ranch® Salad Dressing and Seasoning Mix**.
- Recipe must be homemade, no mixes. Each recipe must be named, original, and unpublished, the sole property of entrant and not previously submitted in any other Hidden Valley® contest.
- Recipe, name, address and phone numbers must be typed on an 8 1/2 x 11 inch sheet of paper and submitted with entry. As proof of ingredient, attach Hidden Valley® dressing package label to recipe.

- Recipes should list ingredients with measurements and state preparation instructions with baking/cooking times and number of servings.
- 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.
- Taxes on prizes are the responsibility of the winner.
- The 2005 first place winners are not eligible to compete in 2006.
- Employees of 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.

National Grand Prize

The grand prize winner (selected from first place winning recipes using the judging criteria described above) will be notified by phone no later than January 31, 2007. The name of the national grand prize winner and the winning recipe will be available by sending a SASE to Agnew Communications, Inc. Attn: Hidden Valley, 324 Lake St., Excelsior, MN 55331.