

Get creative with **OREO®** Cookies & Ice Cream to WIN!!

*How many ways can you combine OREO cookies and Ice Cream?
We are looking for your unique and creative recipe ideas!
Winning is just as sweet and yummy as the dessert itself!!*



Contest runs from
May 15th - August 15th, 2010



The first 200 entrants will receive OREO Starter Kit including:

- 2.5lb sample of OREO Medium Cookie Pieces
- Rebate for \$3 off per case up to \$60 on OREO Pieces
- "Enjoy a Sweet Treat" counter card
- OREO recipe brochure
- OREO Man Bendable

OREO and Ice Cream Fun Day

WINNER'S PRIZE

5 Winning Recipe Submissions will win:

- OREO Man at your location for 4 hours
- 100 OREO Bendables to be given away at your event
- 8 - 3 gallon tubs of ice cream
- Constant Contact® marketing tools to promote the event
 - 1) List Building Starter Kit – a step-by-step guide and sign-up tools for collecting customer and visitor email addresses to market promotions, special events, and offers
 - 2) Constant Contact \$150 account credit for email marketing (the duration of this credit will vary by your unique email list size)
 - 3) Custom OREO Cookies & Ice Cream event branded template ready to be used to advertise your winning event!

Recipes will be judged by:

1. Jeff Basalik - Kraft Chef
2. John Kennedy - Blue Bunny Chef
3. Mark Reith - Sysco Chef

Two ways to enter:

1. By email:
recipes2@corp.sysco.com OR

2. By Mail:
Sysco Corporation
Attn: Product Marketing - Pebble Anderson
1390 Enclave Parkway
Houston, TX 77077

Actual entry form not required. But all information needs to be included in your submission.



See official rules and regulations on reverse side.



thepoweroforeo.com
kraftfoodservice.com



bluebunny.com



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Oreo/Ice Cream Recipe Contest
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**FOODSERVICE OREO® & ICE CREAM CREATION CONTEST
OFFICIAL ENTRY FORM**

Please Print:

Name _____

Title _____

Check one:

I am an _____ employee or _____ owner/operator

Name of eligible foodservice establishment* where you work (or which you own/operate):

*Must be located in the U.S., may be commercial or non-commercial. Franchise locations and commissaries are not eligible.

Establishment address _____

City _____

State _____ Zip _____

Daytime phone number _____

Work email address _____

OFFICIAL ENTRY:
Name of your recipe

Recipe Ingredients & Measurements for each:

Complete directions:

Any required utensils:

Preparation time: _____

Number of servings: _____

Other relevant information (optional):

No purchase necessary. A purchase will not improve your ability to win. Begins May 15, 2010 and ends August 15, 2010. To submit an entry you must be a legal resident of one of the fifty (50) United States or D.C., 18 years of age or older, and either an owner/operator or employee of eligible establishment. Void where prohibited. Subject to Official Rules, which include complete details regarding entry requirements, judging criteria and prizes, and are available at www.syscotabletop.com or by sending a self-addressed stamped envelope (VT residents may omit return postage) to: Foodservice OREO & Ice Cream Creation Contest – Rules Sysco – Product Marketing
Attn: Pebble Anderson
1390 Enclave Parkway
Houston, TX 77077

PROMOTIONS.COM, LLC
PROGRAM NAME: FOODSERVICE OREO & ICE CREAM CREATION CONTEST
JOB NUMBER: KRAFT 679
STARTS: 5/15/10; ENDS: 8/15/10
MAY 14, 2010; DRAFT #7 FINAL
FOR: OFFLINE

**FOODSERVICE OREO & ICE CREAM CREATION CONTEST
OFFICIAL RULES**

- 1. HOW TO ENTER: No purchase necessary. A purchase will not improve your ability to win this Contest. Contest begins on May 15, 2010 and ends August 15, 2010.** To enter the Foodservice Oreo & Ice Cream Creation Contest (the "Contest"), create an original recipe for an OREO & Ice Cream Creation. Recipe must include one OREO pieces product and one Ice Cream product from the following participating products listed in the chart below:

Eligible Products:

| OREO Product Descriptions ("Eligible Oreo Product") | Mfg # | SUPC |
|--|----------------|-------------|
| Oreo Medium Pieces | 19320 00073 | 6400051 |
| Oreo Medium Pieces | 19320 02962 | 3656998 |
| Oreo Large Pieces | 19320 02936 | 4237517 |
| Ice Cream Product Descriptions ("Eligible Ice Cream Product") | Mfg # | SUPC |
| Blue Bunny® 3G Vanilla Ice Cream | 19490 | 1225267 |
| Blue Bunny® 3G French Vanilla Ice Cream | 19622 | 1225564 |
| Blue Bunny® 3G Homemade Vanilla Ice Cream | 373702 | 2202380 |
| Blue Bunny® 3G Vanilla Bean Ice Cream | 532460 | 2226132 |
| Blue Bunny® 3G Chocolate Ice Cream | 19506 | 1225275 |
| Wholesome Farms Imperial 3G Vanilla Ice Cream | 466925 | 1921089 |
| Wholesome Farms Imperial 3G French Vanilla Ice Cream | 466996 | 2564557 |
| Wholesome Farms Imperial 3G Crushed Vanilla Bean Ice Cream | 561088 | 2256998 |
| Wholesome Farms Imperial 3G Chocolate Ice Cream | 466932 | 1921097 |

Recipe can be any ice cream creation including but not limited to a sundae, shake, pie, cake, etc. You may take a photograph and submit it with your entry, but inclusion of a photograph is optional and the photograph will not be judged. Enter by emailing your completed Official Entry Form (including recipe) or all required entry information on an 8 1/2" by 11" paper and photograph (optional) to: recipes2@corp.sysco.com or mail to: Oreo & Ice Cream Creation Contest, Sysco

Corporation, Attn: Product Marketing-Pebble Anderson, 1390 Enclave Parkway, Houston, TX 77077. Be sure to include the following required entry information with your submission: name, title, name of eligible "Establishment" (as defined in Rule 2, below) where you work (or which you own/operate), Establishment address, city, state, zip, daytime phone number, and your work email address. Entry information, photograph, recipe and anything else submitted in connection with the Contest shall be referred to herein collectively as an "entry." There is no limit on the number of entries you may submit; however, each recipe submitted must be different from any others submitted by the entrant (or by any other entrant from the same establishment). If multiple entries with the same recipe are submitted by the same entrant or by multiple entrants from the same foodservice establishment, all such entries containing that recipe from that entrant/establishment will be disqualified. All emailed entries must be received by 11:59 pm CT on August 15, 2010 when the contest ends, and all mailed entries must be postmarked by August 15, 2010 and received by August 20, 2010.

- 2. ELIGIBILITY:** Submissions will only be accepted on behalf of eligible Establishments (defined as a foodservice establishment located in one of the fifty United States or District of Columbia, and which may be commercial or non-commercial, but excluding franchise locations and commissaries) from legal residents of one of the fifty (50) United States or District of Columbia who are 18 years of age or older and either an owner/operator or employee of such Establishment. Those submitting an entry (referred to herein as an "entrant"), do so on behalf of his/her Establishment and must comply with their Establishment's prize policy and/or directives and must be employed (or remain the owner) at the Establishment named in the entry at Contest's end. For clarification, prizes will be awarded to the entrant's Establishment, not an individual. Employees of Kraft Foods Global, Inc., Wells' Dairy, Inc., and the Sysco Corporation (the "Sponsors"), Promotions.Com, LLC, all of their respective parents, affiliates, subsidiaries, advertising and promotion agencies (the "Related Parties"), and their immediate family members and/or those living in the same households of each are not eligible to submit an entry nor accept a prize (if such individual is the owner/operator of an Establishment). Void where prohibited by law. Acceptance of prize constitutes permission for the Sponsor and its agencies to use the winning Establishments' name/address, as well as the names, likenesses, and biographical information of the entrants associated with such winning Establishments, and the winning entries (including recipes and photographs) for purposes of advertising and publicity without further compensation, unless prohibited by law. By participating in this Contest entrants and Establishments agree to be bound by the Official Rules and the decisions of the judges, which are final and binding on all matters relating to this Contest. Entrants and Establishments agree to release, discharge and hold harmless Sponsors, Related Parties, and each of their respective employees, shareholders, officers, directors, members and agents (collectively "Released Parties") from and against any and all liability or damages associated with this Contest. In the event of a dispute as to the identity of an entrant or the owner of an entry, Sponsors reserve the right to disqualify the entry. Any entries not in

conformance with these official rules may be disqualified, in Sponsors' sole discretion.

- 3. RECIPE REQUIREMENTS:** Each recipe must include at least one (1) weighted ounce of Eligible OREO Product (see list above) and at least four (4) fluid ounces or a #10 scoop of Eligible Ice Cream Product (see list above) as ingredients. Name your recipe; list all ingredients, measurements, complete directions, required utensils, preparation time, number of servings, and any other relevant information. Recipe must be entrant's own original creation. An original recipe is the product of one's own mind and is not a copy or imitation, or the result of trade secret misappropriation. Entrant's disclosure of such recipe (and Sponsors' use of such recipe) must not result in trade secret misappropriation or other intellectual property infringement. The right to submit or use the entry shall not be restricted. Any entry that includes references to third parties or contains elements not owned by entrant or the authorizing Establishment or Sponsor (such as, but not limited to, company names or trademarks) will be disqualified. Entry must be in keeping with Sponsors' images and may not constitute tarnishment or be offensive in any manner, as determined by Sponsors in their sole discretion, nor can it defame or invade publicity or privacy rights of any person, living or dead, or otherwise infringe upon any person's personal or proprietary rights, including but not limited to intellectual property rights
- 4. GRANT OF RIGHTS:** Submission of any entry in this Contest constitutes entrant's and the associated Establishment's consent to irrevocably assign and transfer to the Sponsors any and all rights, title and interest in and to the entry or any portion thereof, including but not limited to any and all intellectual property rights and goodwill associated therewith, and entrant and the associated Establishment agree never to thereafter challenge Sponsors' ownership of the entry. Without limiting the foregoing, entrants and associated Establishments acknowledge and agree that by submitting their entry, Sponsors shall have the exclusive right, but have no obligation to use, publish, adapt, make derivative works of or from, register for intellectual property protection, assign, sell, license, edit, dispose of, and/or modify such entry (or any portion thereof) in any way, in commerce and in any and all media, whether now known or hereafter conceived, worldwide, without limitation, notification or compensation to the entrant. Entrant may be required to sign a release to that effect.
- 5. JUDGING CRITERIA:** Eligible entries will be judged by chefs from Kraft, Sysco and Wells' Dairy. Judging will be based on the following criteria: taste - 25%; best use of participating products - 25%; originality and creativity of recipe – 50%. Entries must not have been entered into other competitions or have won a previous prize or award, nor have been previously published, and must be entrant's original work. In the event of a tie, tied entries will be re-judged by a different judge on the basis of originality and creativity (each given equal weight). Potential winning Establishments and the entrant associated with such Establishment will be notified via mail at the address for the Establishment provided in their entry, on or about August 31, 2010.

- 6. PRIZES/APPROXIMATE RETAIL VALUES (ARVs): Five (5) Grand Prizes:** Each Grand Prize winning Establishment will receive the following: \$500 worth of advertising with Constant Contact (to be applied to a new or existing account); eight free tubs of ice cream from the products listed in Rule #1 above (winner can choose flavors); one Oreo Man site visit to winner's business address (4-hour appearance that must be scheduled in advance and coordinated with Kraft Foods.); and 200 Oreo Man bendables. ARV: \$1,100. Total value of all prizes is \$5,500. No cash redemptions, substitutions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute a prize of equal or greater value.
- 7. GENERAL RULES:** Void where prohibited. All federal, state and local laws apply. All entries submitted become the sole property of Sponsors and Sponsors may alter entries submitted prior to use or publication, if any. Entries will not be returned. All income taxes resulting from acceptance of prize are the responsibility of the winning Establishment. The owner/operators of the potential winning Establishments (and the entrants who submitting the winning entries on behalf of those Establishments if such entrant was not the owner/operator) will be notified by mail and will be required to sign and return an Affidavit of Eligibility, Release of Liability and a Publicity Release (where legal), on behalf of the Establishment and themselves (for entrants), within fourteen (14) days of attempted delivery or prize will be forfeited and an alternate winner determined. The return of any prize/prize notification as undeliverable may result in disqualification and an alternate winning Establishment will be determined. By entering Contest, entrants and the Establishments that they are associated with accept and agree to these Official Rules and the decisions of Judges, which shall be final in all matters. By entering this Contest and/or accepting prizes, entrants/winning Establishments agree to hold Sponsors, the Related Parties, and each of their directors, officers, employees and assigns (the "Released Parties") harmless against any and all claims and liability arising out of participation in the Contest and/or use or redemption of prize. Acceptance of prize and submission of release forms also constitute permission to all Sponsors to use winning Establishments' and associated entrants' names, likenesses, submitted entries (including recipes and photographs) for marketing purposes without further compensation or right of approval, unless prohibited by law. In addition, and without limiting any other rights granted to Sponsors herein, by accepting a prize each winner agrees and acknowledges that Sponsors shall each have the right to use the recipes for any other commercial purpose, including publishing or selling the recipe (edited or unedited, and with or without the title given to the recipe by the entrant) or the final product of the recipe. Sponsors, the Related Parties and Released Parties will not be responsible for lost, late, illegible, damaged, postage due, incomplete or misdirected entries or prize notices, or for any typographical, or other error in the printing of the offer, administration of the Contest, or announcement of the prizes. In the event of any such error, Sponsors reserve the right to request that the Judges modify this Contest in a manner deemed reasonable by the Judges, at the Judges' sole discretion. Sponsors reserve the right to cancel, modify, terminate or suspend this Contest for any reason, including if it is corrupted for any reason or if it cannot be conducted as planned.

Sponsors, Related Parties and Released Parties are not responsible for and are hereby released from liability with respect to: (i) electronic transmissions/entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, misdirected, or not received by the Sponsor or its agents for any reason, (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures or human error that may occur in the transmission, receipt or processing of entries, or for destruction of or unauthorized access to, or alteration of, entries, (iii) failed or unavailable hardware, network, software or telephone, cable or satellite transmissions, damage to entrants' or any person's computer and/or its contents, or causes beyond Sponsors' reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Contest or (iv) any entries submitted in a manner that is not expressly allowed under these Official Rules. All incomplete or non-conforming entries will be disqualified. Sponsors are further not responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the transmission, receipt or processing of the entries. If for any reason, including if this Contest is not capable of running as planned, becomes corrupted or does not allow the proper playing of the Contest and processing of entries per these Official Rules, or if infection by computer virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes, in Sponsors' sole opinion, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, Sponsors reserve the right, at their sole discretion, to disqualify any individual implicated in such action, and/or to cancel, terminate, modify or suspend this Contest. In the event this Contest is cancelled, Sponsors reserve the right to award the prizes from among all eligible, non-suspect entries received prior to the time of the action or event warranting such cancellation.

8. **WINNERS' LIST:** For the names of the winners, send a self-addressed, stamped #10 envelope to: OREO & Ice Cream Creation Contest, Sysco Corporation, Attn: Product Marketing-Pebble Anderson, 1390 Enclave Parkway, Houston, TX 77077.

SPONSORS: KRAFT FOODS GLOBAL, INC. Three Lakes Drive, Northfield, IL 60093
WELLS BLUE BUNNY, One Blue Bunny, Le Mars, IA 51031
SYSCO CORPORATION, 1390 Enclave Parkway, Houston, TX 77077

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