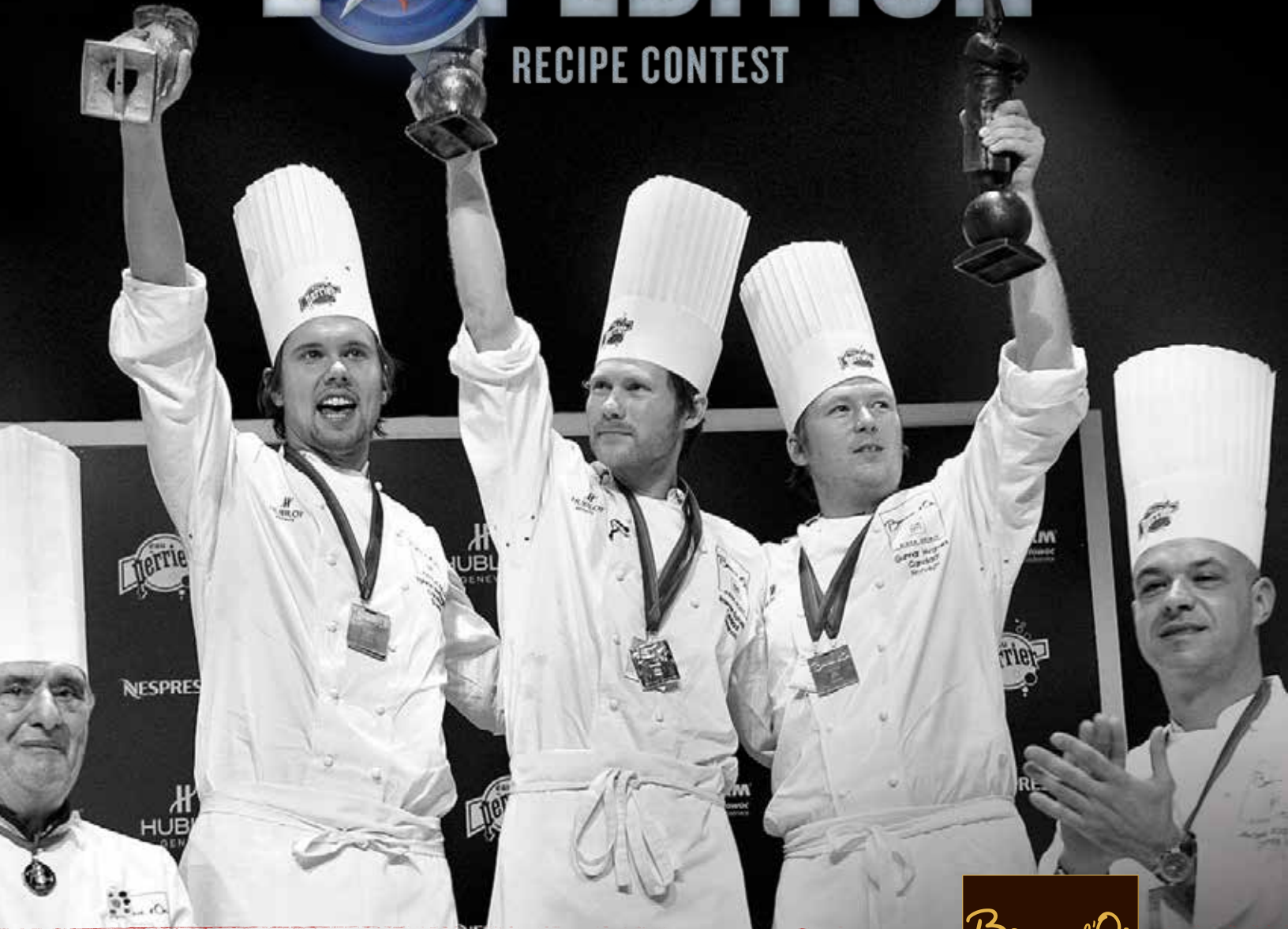


FLAVOR EXPEDITION

RECIPE CONTEST



LET THE EXPEDITION BEGIN

You could win a trip to watch the prestigious Bocuse d'Or culinary competition January 24–25, 2017 in Lyon, France! Create a recipe that celebrates the New *Minor's*® Ready to Flavor™ benefit and see where it takes you.

 **MINOR'S**
TRUSTED BY CHEFS™



The *Minor's* Flavor Expedition Recipe Contest

It begins here. An exploration with *Minor's* Ready to Flavor bases and concentrates may just take you all the way to Lyon, France.

SUBMIT YOUR ENTRY BY 9/1/16



EXPLORATION AND ENTRY

Just as with Ready to Flavor products, you have the freedom to create any type of recipe you desire. To be considered, your recipe must feature at least one *Minor's* Base AND at least one *Minor's* Flavor Concentrate in an unheated format from the list of eligible Ready to Flavor products provided on flavormeansbusiness.com/flavorexpedition. Recipes may be for cooked dishes, however, the processes used in conjunction with the required *Minor's* Ready to Flavor products must not include a heat step in the preparation instructions and must be prepared cold. (example: cold salsa served with seared mahi mahi or grilled steak topped with lump crab meat tossed in *Minor's* Crab Base and *Minor's* Roasted Garlic Flavor Concentrate).



HOW TO ENTER

Complete the entry form and submit your original recipe on the provided form starting 7/1/16 through 9/1/16.

JUDGING



ROUND 1

All qualifying entries received during the contest period will be judged based on the following judging criteria:

- Creative Use of *Minor's* Products (50%)
- Uniqueness (40%)
- Operational Efficiency (10%)

ROUND 2

The top ten (10) highest scoring entries will be prepared and judged by the same panel of judges based on the following judging criteria:

- Flavor (50%)
- Creative Use of *Minor's* Products (20%)
- Uniqueness (20%)
- Operational Efficiency (10%)

The recipe with the top overall score from Round 2 will be named the grand prize winner. See the Official Rules on flavormeansbusiness.com for full contest details.



WINNER SELECTION

One grand prize winner and three runners-up will be selected by a judging panel of *Minor's* chefs and foodservice professionals. All four winners will be announced on flavormeansbusiness.com/flavorexpedition with posted recipes and professional recipe photos. Winners will be announced in the month of November, 2016.

PRIZES



GRAND PRIZE WINNER

The grand prize winner will receive a four-night trip for two (2) to watch the Bocuse d'Or culinary competition in Lyon, France, January 24–25, 2017. Prize includes coach air travel for winner and a guest, a four-night hotel stay, two tickets to watch the Bocuse d'Or competition and a \$400 gift card for expenses.



RUNNERS-UP

Three runners-up will receive a professionally styled and photographed canvas print of their submitted recipe.



*Day After Thanksgiving Sandwich with Holiday Herb Spread featuring *Minor's* Turkey Base and Herb de Provence Flavor Concentrate*

READY TO FLAVOR™

Ready to Flavor® means



The same distinctive mouthwatering flavor long trusted by chefs can now be added to applications across your menu—hot or cold—without the added step of cooking.

For full contest rules and details please call 1.800.243.8822 or visit flavormeansbusiness.com/flavorexpedition

NO PURCHASE NECESSARY TO ENTER OR WIN. The *Minor's*® Flavor Expedition Recipe Contest is open to legal residents of the 50 US and DC, 18 and older (or 19 for residents of AL and NE) AND who are Foodservice Operators who develop or prepare recipes for menu items served to paying guests as their primary form of employment. Contest begins on 7/1/2016 at 12:00:01 a.m. ET and ends on 9/1/2016 at 11:59:59 p.m. ET. Visit www.flavormeansbusiness.com/flavorexpedition for how to enter and full official rules. Void where prohibited, restricted, or taxed by law. Sponsor: NESTLÉ USA, Inc., 800 N Brand Blvd, Glendale, CA 91203.

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