

SIXTH ANNUAL MAN-O-MANISCHEWITZ COOK-OFF CONTEST

OFFICIAL RULES

1. **HOW IT WORKS:** Manischewitz invites you to submit an original easy-to-make Kosher recipe which includes at least two Manischewitz products where one must be **Manischewitz Ready to Serve Broth**. An independent panel will judge all eligible entries to select the top 15 (fifteen) Semi-Finalist recipes which will then be prepared by a professional chef. Once the 15 (fifteen) Semi-Finalist dishes are judged, the 4 (four) top-scoring entries will be deemed Finalists. One additional Finalist will be selected via judging plus online consumer voting (See Rule 4). The 5 (five) Finalists will participate in the national finals in New York for selection of the Grand Prize winner.

2. **HOW TO ENTER:** Beginning 12:01 AM (ET) on Thursday, October 27, 2011 through 11:59 PM (ET) on January 15, 2012 (promotional period), access the Manischewitz Cook-Off Contest by visiting www.manischewitz.com. You may either enter online by completing the Online Official Entry Form and submitting your recipe or you may print out the Official Entry Form and enter by mailing your completed Official Entry Form and your recipe to: Manischewitz Cook-Off, c/o BHGPR 546 Valley Road, Upper Montclair, NJ 07043. Limit 1 (one) online entry per person per day. If more than 1 (one) entry is received per person per day, only the first such entry will be eligible. For mailed entries, you must handprint or type your recipe on a piece of 8 ½" x 11" paper, and write your complete name, complete address and telephone numbers on the back of your recipe. Failure to comply with this or any other Official Rule will result in disqualification. Illegible entries are void. Not responsible for lost, late, mutilated, incomplete, postage due or misdirected mail. Limit 1 (one) entry per outer envelope. All recipes must be in English. **All entries must be received by January 15, 2012.**

3. **RECIPE GUIDELINES:** Recipe submissions must be developed for a main course, must be original, must be Kosher, must include at least one Manischewitz product in addition to our Manischewitz Ready to Serve Broth and have no more than a total of 9 (nine) ingredients, including any garnish (water, plain salt and pepper are not counted). Our Manischewitz Ready to Serve Broth (any variety) **MUST** be a component in the recipe. All ingredients must be listed, together with exact flavors/measurements/weights (in standard U.S. measurements). Complete preparation instructions must be given including specific types and sizes of any cooking equipment used. Recipe must be for an easy-to-make dish, able to be completely prepared and ready to serve in no more than one hour. Each recipe must be an original recipe, created by the entrant that has not previously been published nor won a prize or award.

4. **JUDGING:**
 - A. **PRELIMINARY JUDGING TO DETERMINE FIFTEEN (15) SEMI-FINALISTS:** All eligible entries will be preliminarily judged by an independent panel to determine fifteen (15) Semi-Finalists. All preliminary judging will be based on the following criteria: originality – 50%; perceived ease of preparation – 30%; creative use of Manischewitz ingredient(s) – 20%. In the event of a tie, tiebreaker will be based on the highest score for “originality.”

B. JUDGING TO DETERMINE Four (4) FINALISTS:

The 15 (fifteen) Semi-Finalist recipes will be prepared by a professional chef for judging by an independent panel to select 4 (four) final recipes. Judging to select 4 (four) Finalists will be based on the following criteria: taste - 50%; ease of preparation – 25%; originality and creativity – 25%. In the event of a tie, tiebreaker will be based on the highest score for “taste.” The 4 (four) top-scoring entries will be deemed Finalists, and will participate in the Grand Prize cook-off which will be held in New York City in March 28, 2012. Finalists will be required to prepare their recipes exactly as submitted.

C. ONLINE CONSUMER VOTING TO DETERMINE 1 ADDITIONAL FINALIST:

From 12:01 A.M Eastern Time (ET) on February 13th, 2012 through 11:59 P.M. Eastern Time (ET) on February 24th, 2012, five additional top ranking contest entries will be posted on www.manischewitz.com. Those 5 (five) will also be chosen by a panel of food experts who will use the same criteria: taste - 50%; ease of preparation– 25%; originality and creativity – 25%. During these dates, website visitors can vote for their favorite entry to help determine one additional Finalist by following the online instructions. Limit one vote per person per day. If more than one vote is received per person per day, only the first vote received will be eligible. A valid email address is required for each vote submitted. If, through our verification process, an email address is deemed invalid, the vote will be ineligible. One finalist will be selected based on a combination of the judge’s scores and the online voting scores. Judge’s scores will carry an 85% weight and online voting scores will carry a 15% weight in the determination of this (1) Finalist.

D. GRAND PRIZE COOK-OFF:

The 5 (five) Finalists will have 1 hour to prepare and cook their meals in front of a live audience at the Grand Prize cook-off. Judging to determine the Grand Prize winner will be accomplished by a panel of food experts and Manischewitz. Judging to select the Grand Prize winner will be based on the following criteria: taste - 50%; ease of preparation– 20%; appearance – 15%; originality and creativity – 15%. In the event of a tie, tiebreaker will be based on the highest score for “taste.” Manischewitz will select and supply the ingredients and cooking equipment to be used at the final judging event. Manischewitz reserves the right to substitute comparable products at its discretion. Location and date of event are subject to change. Sponsor and its agencies reserve the right to disqualify any entry that, in their sole opinion, refers, depicts or in any way reflects negatively upon the Sponsor, the promotion or any other person or entity. Judges scoring will remain private, confidential and their decisions will be final.

- 5. AVAILABLE PRIZES & APPROXIMATE RETAIL VALUES:** One (1) Grand Prize, Total Approximate Retail Value (ARV) \$25,000.00: Maytag Appliance prize package (ARV: \$15,000) actual appliances chosen will be agreed upon by Grand Prize winner and Maytag (specific models may be subject to availability); ARV includes delivery, however it does NOT include installation, removal or rearrangement of existing appliances; \$1000 grocery retailer gift card (ARV: \$1000.00); a \$7,000.00 check from Manischewitz; an expense paid 2-day/1-night trip to NYC for finals (ARV: \$1,500), a winner trophy (ARV \$500) and a home page feature on Manischewitz.com. Grand Prize winner will be required to travel and attend additional promotional appearances at the direction of Manischewitz. There is no monetary value associated with the promotional appearances or with the home page feature on Manischewitz.com. Travel expenses for promotional appearances will be paid by Manischewitz. Five (5) Finalist Prizes include a 2-day/1-night trip for each Finalist to New York City to compete in the Finalist cook-off on

March 28th, 2012. Finalist Prize includes round-trip coach air transportation from major airport nearest Finalist's home, hotel accommodations, daily event-sponsored meals, a \$100 American Express Gift Certificate, plus Sponsor selected Manischewitz products (ARV \$500) per Finalist Prize. Travel arrangements and dates at discretion of Sponsor. Actual trip value may vary depending on point of departure and airfare fluctuations. Finalists who live within a 200 mile radius of the New York City event will receive \$200 in lieu of air transportation. Limit one Finalist Prize per family/household. Prizes consist of only the items specifically listed as part of the prize.

- 6. GENERAL RULES:** Open only to legal residents of the 50 United States and the District of Columbia, who, as of October 10th, 2011 are 18 years of age or older and who have not been designated as Finalists in a previous Manischewitz Recipe Contest. Employees of The Manischewitz Company, Maytag, Peppercom, Bender Hammerling Group, LTD, Joseph Jacobs, IMC, their respective parents, affiliates, subsidiaries, advertising and promotion agencies, directors, trustees, agents, suppliers and their immediate family members and/or those living in the same household of each are not eligible. Food professionals (e.g., chefs, food writers, food home economists who create recipes to sell) are not eligible. Void where prohibited by law. Participation constitutes full and unconditional agreement to these Official Rules and Sponsor's and judges' decisions, which are final and binding in all matters related to this contest. All entries submitted become the sole property of the Sponsor, may be featured on www.manischewitz.com and none will be returned. No substitution or transfer of prize by winner permitted. All federal, state and local taxes are the sole responsibility of winner. All federal, state and local laws apply. Potential Finalists (or parent/legal guardian if potential winner is a minor in his/her state of residence) must sign and return an Affidavit of Eligibility certifying that the submission is his/her own original recipe and he/she holds all rights to the submission, that the submission has not been previously published, has not won a previous prize or award, and that he/she followed the Official Rules of the Contest. Additionally, potential Finalists will be required to complete a Release of Liability, Prize Acceptance Form where Maytag appliance prize package contents will be identified, and, if legally permissible, a Publicity Release. All documents must be signed and returned within 5 days of notification. Noncompliance within this time period or return of any prize/prize notification as undeliverable will result in disqualification and an alternate will be selected. All Finalists must possess required travel documents (e.g. valid photo ID) prior to departure. Finalists must agree to travel on dates specified by Sponsor; event dates and times determined in the sole discretion of the Sponsor, and are subject to change. The Sponsor reserves the right in its sole discretion to disqualify any entry which does not comply with these requirements or these Official Rules. No substitution or transfer of prize by winner is permitted. Sponsor reserves the right to substitute prize of equal or greater value. Sponsor reserves the right to: (a) use entrant's name and likeness and publish all entries submitted, (b) alter, amend, edit or change entries prior to publication and (c) use, publish, reproduce, alter, amend and copyright for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winner agrees to hold Sponsor and Whirlpool Corporation (prize provider), their respective directors, officers, employees and assigns, harmless against any and all claims and liability arising out of use of prize. Products received as part of the Maytag appliance prize package are warranted only to the extent expressly provided in manufacturer's standard product warranty in effect at the time of delivery. Entrants (and parent/legal guardian if entrant is a minor) agree to release, discharge and hold harmless Manischewitz, their respective subsidiaries, affiliates, officers, directors, shareholders, employees, agents, attorneys, other representatives, advertising, promotion and fulfillment agencies, harmless from and against any and all liability and damages. Winners assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or

redemption of any prize. Sponsor, affiliates, subsidiaries and agencies are not responsible for any typographical or other error in the printing, the offering or announcement of any prize or in the administration of the promotion. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any promotional materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control.

7. **INTERNET CAUTION:** Sponsor is not responsible for any technical problems, malfunctions of any telephone lines, computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Sponsor is not responsible for any damage to any participant's computer system/software related to or resulting from participation or downloading any materials in this promotion. Sponsor reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules. **CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.** Proof of submitting entries will not be deemed to be proof of receipt by Sponsor. If, for any reason, the contest cannot be conducted as planned by reason of infection by computer virus, unauthorized intervention, technical failures, or any other causes beyond the control of the Sponsor which, in the sole opinion of the Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of this contest, the Sponsor reserves the right in its sole discretion to cancel, terminate, modify or suspend the contest. In the event of termination, a notice will be posted on-line and all eligible entries collected prior to the time of termination will be included in the contest to award the prize, providing a sufficient number of eligible and qualified entries are received. Sponsor reserves the right to modify the contest or disqualify entrant if fraud, misconduct or technical failures destroy the integrity of the contest as determined by judges/Sponsor, in their sole discretion. In the event a dispute arises regarding specific individual entitled to receive prize, entry made by Internet will be declared made by the person indicated on the entry. Any use of robotic, automatic, programmed or the like methods of participation will void all such submissions by such methods.
8. For names of winners, available from 3/29/12 through 4/29/12, visit www.manischewitz.com

Sponsor: Manischewitz, a division of The Manischewitz Company, 80 Avenue K, Newark, NJ, 07105