



**FORTUNE ASIAN NOODLE
BLOGGER RECIPE CHALLENGE
SPONSORED BY JSL FOODS**

TWO FIRST PLACE WINNERS WILL WIN \$1,000.00 EACH!

JSL Foods, the producer of Fortune Noodles, is looking for spectacular food bloggers to compete in their first annual Fortune Asian Noodle Blogger Recipe Challenge! The challenge date has been set, the pans and woks will be banging and the stakes will be high to see who become the winners of the Fortune Asian Noodle Blogger Recipe Challenge.

Asian cuisine . hot and cold, sweet and sour, subtle and pungent full of wonderful flavors that when combined is delicious and satisfying.

Fortune is looking for the magic that occurs when Asian is fused with other unexpected non-Asian flavors. Share your creativity using Fortune Noodles where there are no rules in ingredients only originality and great taste!

We are looking for original stir fry and cold salad recipes using one of our Fortune Noodles.

TAKE THE CHALLENGE IF YOU DARE!

Fortune Asian Noodle Blogger Recipe Challenge will only be open to the first 50 eligible bloggers for each category who sign-up. Categories include stir fry's and cold noodle salads only using Fortune Noodle products. The contest starts on June 1, 2016 and ends August 31, 2016. NO PURCHASE NECESSARY.

READY, SET, GO!

What's cooking and what do I win!

- **Two 1st place winners: \$1,000.00 cash prize for each**
- **Two 2nd place winners: \$500.00 cash prize for each**
- **Two 3rd place winners: \$250.00 cash prize for each**

All qualified participants will receive one free Fortune Noodle product (3 samples) of their choice to create an original recipe. Go to www.jslfoods.com to see which Fortune Noodle products qualify and select your choice. Twin Dragon products are ineligible for this contest.

Sound delicious? Check out our contest details.



FORTUNE ASIAN NOODLE BLOGGER RECIPE CHALLENGE CONTEST RULES

We are looking for downright fabulous **FOOD BLOGGERS**, not professional chefs who maintain a food blog. The first 50 qualified applicants in each category will be accepted. How can you qualify?

- Must be 18 years old or older at time of entry
- Must be a legal U.S. resident
- Void where prohibited
- Food blog must be updated frequently (at least once per week) and has been in existence for at least 6 months
- **RECIPE MUST BE ORIGINAL**
- Recipe categories are Stir-Fry or Cold Noodle Salad only
- Applicants cannot be professional chefs
- **NO PURCHASE NECESSARY**

RECIPE DETAILS

Qualified applicants will be sent their choice of one free Fortune Noodle product to create their original recipe. Your original recipe must be from the category you entered. Categories are stir fry and cold noodle salads only. We are looking for creations that are easy to recreate, great for families, delicious, and of course, original and inventive.

Recipes only using eligible Fortune Noodle products will be considered.

CONTEST TIMELINE & IMPORTANT INFORMATION

- Contest begins June 1, 2016 and ends August 31, 2016 or 50 QUALIFIED bloggers have been received in each category, whichever occurs first.
- Recipes must be sent no later than August 31, 2016.
- No recipes will be allowed for entry after August 31, 2016.
- Contest only open to the first 50 QUALIFIED bloggers in each category.

1. Eligibility: This Contest is open to legal U.S. residents residing in the United States who are 18 years of age or older at time of entry. This contest is sponsored by JSL Foods, Inc. of Los Angeles, CA. Employees, officers and directors of sponsor, affiliates and promotion partners, and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees/officers/directors are not eligible to participate. Void where prohibited. Applicants are responsible for complying with all rules of Facebook, Twitter, Pinterest and Instagram.

2. How To Enter: Contest begins at 12:00 am Pacific Standard Time on June 1, 2016 and ends at 11:59 pm Pacific Standard Time on August 31, 2016 (the "Deadline Date"). All entries must be received by 11:59 pm Pacific Standard Time on the Deadline Date. To enter, visit www.jslfoods.com and follow the Fortune Asian Blogger Recipe Challenge link on the homepage. All entries must include your full name, address, city, state, zip code, telephone number, email address, blog name, and product to be used in the recipe. If entries do not contain all necessary information, entrant will be disqualified. Please be certain to follow all directions. Sponsor is the official timekeeper for this contest. **NO PURCHASE NECESSARY.**

3. Judging: The winners of the contest will be determined by judging all qualifying entrants' submissions based on the following criteria:

- **Taste: 40%**
Does this recipe taste great with every bite? Would you want to make this recipe over and over again based on taste alone? Does it contain interesting, yet gratifying flavor combinations?

- **Visual Appeal: 20%**
Does the recipe show well on a plate or in a bowl? Do your eyes make you want to eat this before you even smell or taste it?
- **Creativity: 20%**
Does recipe show originality? Is this recipe reflective of unique twists to ingredient usage? Have you incorporated your personal touch to this recipe?
- **Wild Card: 20%**

Does this recipe have easy to find everyday ingredients and is it easy to make? Does the recipe support healthy eating? Does this recipe have a story that will inspire others to make it? What makes this recipe unique and/or special?

All entries will be judged using the criteria stated above. All judging will be completed by JSL Foods, Inc. Decision of JSL Foods, Inc. is final and binding on all matters relating to this contest.

All recipes must be the original work of entrant and not previously published. You may use other recipes for inspiration, but you must make your own unique ingredient and cooking instruction changes in order for the recipe to be considered. Each submitted recipe must not infringe the copyright, trademark, privacy, publicity or other intellectual property rights of any person or entity. All entries become the property of JSL Foods, Inc. and will not be returned. By submitting a recipe for this contest, you grant JSL Foods, Inc., its parent company and licensees all right, title and interest in the submitted entry, including the right to publish your recipe and any other information provided worldwide in all print and electronic media, (now or hereafter existing,) without time limitation, and the right to include your name and hometown (e.g., city and state) in connection therewith. Sponsor may contact you via phone or email regarding your submission.

4. Winners and Prizes: Winners will be selected as follows: Two first place winners will be awarded \$1,000.00 each; Two second place winners will be awarded \$500.00 each. Two third place winners will be awarded \$250.00 each. *One winner from each category will be chosen. Categories include stir fry's and cold noodle salads only.* Sponsor has the right to publish winner's names and recipes in future company promotional activities. Each prize is not transferable and cannot be assigned or substituted. Sponsor reserves the right to substitute a similar prize of equal or greater value in the event that the stated prize cannot be awarded due to circumstances beyond the control of the sponsor. Sponsor will not be responsible for any loss, liability or damage arising out of the winners' acceptance or use of the prize(s). All prizes are guaranteed to be awarded, assuming a sufficient number of qualifying entries is received and meet the minimum judging criteria. Winners must submit an affidavit of eligibility.

5. Selection of Winners: Winners will be determined and notified on or about September 15th, 2016 by regular mail and/or email. Any winner may be required to execute a Statement of Eligibility and Release and Payment Authorization within 30 days of prize notification attempt or winner will be disqualified and prize may be awarded to an alternate winner. Entry and/or acceptance of prize(s) constitutes permission for the sponsor and its agencies, if any, to use the winner's name, hometown (e.g., city and state) and/or likeness for advertising and trade purposes without further compensation or authorization, worldwide and in perpetuity, in any and all forms of media, now known and hereafter devised, unless prohibited by law.

6. Conditions: Sponsor is not liable for any technical malfunctions of any telephone network or lines, computer internet system, servers or providers, computer equipment, software, failure of any email due to technical problems or traffic congestion on the internet or at any website, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading/uploading any materials in this contest, or other technical difficulties or failures or other errors of any kind. Sponsor is not responsible or liable for any injury or damage to an entrant's or third person's computer and/or its contents, related to or resulting from contest. Sponsor reserves the right to terminate or modify the contest at any time for any reason. In such a circumstance, all winners will be selected based on entries received to date of termination. Sponsor also reserves the right to modify this contest in the event an insufficient number of entries are received and/or an insufficient number of entries meet the minimum judging criteria.

6. Conditions (continued):

In the event that two similar entries are received, only the entry judged to best meet criteria as set by sponsor will be included in the final judging. Entrants agree to indemnify sponsor, and its affiliated partners, from and against any and all claims and liabilities arising out of or in connection with this contest. In the event of any dispute regarding the identity of an entrant who submitted an online entry, the authorized account holder of the email address used for the entry at the time of entry will be deemed the entrant. "Authorized account holder" is defined as the natural person who is assigned to an email address by an internet access provider, online service provider, or other organization (e.g. business, educational institute) that is responsible for assigning email addresses for the domain associated with the submitted email address. Sponsor, in its sole discretion, reserves the right to disqualify any person tampering with the operation of the website or the entry process.

7. No Recourse to Judicial or Other Procedures/Severability: To the extent permitted by law, the rights to litigate, to seek injunctive relief or to make any other recourse to judicial or any other procedure in case of disputes or claims resulting from or in connection with this contest are hereby excluded, and any entrant expressly waives any and all such rights. In the event that a court of competent jurisdiction finds the foregoing waiver unenforceable, entrants hereby consent to the jurisdiction and venue residing exclusively within the federal or state courts of the State of California and agree that any and all disputes, claims, and causes of action arising out of or connected with this contest or any prize awarded shall be resolved individually, without resort to any form of class action. Entrants agree that these Official Rules are governed by the laws of the State of California, without reference to principles of conflicts of law. If any provision(s) of these Official Contest Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.