

The 2nd Fortune UDON Noodle Blogger Recipe Challenge!

Consumers need your help by creating more soup recipes to get them through the Winter

Take the challenge and see if you have the right ingredients to be named the Grand Prize Winner!

Grand Prize: \$1,000.00

JSL Foods, the producer of Fortune Noodles, is looking for creative food bloggers to compete in their 2nd Fortune UDON Noodle Blogger Recipe Challenge! The challenge date has been set; the pans, pots, woks and microwaves will be fired up to help consumers everywhere get through the Winter.

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 flavors. Share your creativity using Fortune UDON Noodles where there are no rules in ingredients only originality and great taste!

We are looking for original soup recipes using one of our Fortune UDON Noodles.

TAKE THE CHALLENGE IF YOU DARE!

Fortune UDON Noodle Blogger Recipe Challenge will only be open to the first 50 eligible bloggers who sign-up. Recipes only using Fortune UDON Noodle sku's, Chicken, Original Shoyu and Mushroom (Vegan) will be considered. The contest starts on December 1, 2019 and ends February 29, 2020. NO PURCHASE NECESSARY.

READY, SET, GO!

What's the challenge and what do I win?

One Grand Prize Winner: \$1,000.00 Cash Prize

One Second Place Winner: \$500.00 Cash Prize

Two Third Place Winners: \$250.00 Cash Prize

All qualified participants will receive three free Fortune Noodle products to create their original recipe.

The winners of the 2nd Fortune UDON Noodle Blogger Recipe Challenge will be determined by judging all qualifying entrants' submissions based on the following criteria:

- **Taste: 50%**

Does this recipe taste great with every spoonful? Would you want to make this recipe repeatedly based on taste alone? Does it contain interesting, yet gratifying flavor combinations?

- **Visual Appeal: 25%**

Does the recipe show well in a plate or a bowl? Do your eyes make you want to eat this recipe before you even smell or taste it?

- **Creativity: 25%**

Does your recipe show originality? Is this recipe reflective of unique twists to ingredient usage? Have you incorporated your personal touch to this recipe?

THE FORTUNE UDON NOODLE BLOGGER RECIPE CHALLENGE CONTEST RULES

We're looking for Home Cook "BLOGGERS," not professional chefs who maintain a food blog. Only the first 50 qualified applicants will be accepted. How can you qualify?

To take the challenge, participants can submit an entry form at www.islfoods.com starting on December 1, 2019. To qualify for the Fortune UDON Noodle Blogger Recipe Challenge the following rules apply:

- Must be 21 years old or older at time of entry
- A legal U.S. resident – Voided in Alaska and Hawaii
- 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
- Applicants cannot be professional chefs
- NO PURCHASE NECESSARY

Fortune is looking for recipes that are easy to recreate, mouthwateringly delicious, and of course, original and inventive.

Recipe Details

All qualified participants will receive three free Fortune UDON Noodle products to create their recipes with. Your original recipe must be a soup recipe. We are looking for creations that are easy to recreate, great for families, delicious, and of course, original and inventive. Only recipes using Fortune UDON Noodles will be considered.

How to Submit Your Recipes

You must publicly post your final recipe along with picture (s) of your selected Fortune Udon Noodle product and Chef Yaki on your food blog, Facebook, Twitter, Pinterest and Instagram to

qualify. You must also include JSL Foods social media links (@jslfoods on all accounts) and website www.jslfoods.com when posting your recipe on your food blog. You must also tag Fortune Noodles on your social media platforms using the hashtags #fortunenuodonoodles, #cheftyaki and #udonsoups. When compiling the list of ingredients for your recipe, you must state the name of the Fortune Udon product, including both brand name and product name, used in creating your recipe (i.e. Fortune Udon Noodles Chicken). Bloggers will also have to post the retail locations of where Fortune Noodle products can be purchased on your blog to qualify. List of stores will be provided by JSL Foods. Please email your original recipe to contest@jslfoods.com, including a photo (Jpeg) of your finished dish, along with links to your published recipe by the contest deadline.

We highly encourage you to share your recipes on any and all forms of social media including, but not limited to: Foodgawker, Tastespoting, Tumblr, YouTube, Google+, etc. Please send links to sites where you have shared your recipe to contest@jslfoods.com.

CONTEST TIMELINE & IMPORTANT INFORMATION

- Contest begins December 1, 2019 and ends February 29, 2020
- Recipes must be sent no later than February 29, 2020
- No recipes will be allowed for entry after February 29, 2020
- Contest only open to the first 50 QUALIFIED bloggers

Sign Up Today and Take the Challenge!

Name: _____ Blog Name: _____
Address: _____ City: _____ State: _____ Zip Code: _____
Email: _____ Phone: _____

I have read and agree with all the rules of the Fortune UDON Noodle Blogger Recipe Challenge.

FORTUNE UDON NOODLE BLOGGER RECIPE CHALLENGE OFFICIAL CONTEST RULES

1. Eligibility: This Contest is open to legal U.S. residents residing in the forty-eight (48) contiguous United States who are 21 years of age or older at time of entry. This contest is sponsored by JSL Foods, Inc. of Los Angeles, CA. (sometimes referred to as “the sponsor”) Employees, officers and directors of JSL Foods, Inc. and its affiliated companies and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees/officers/directors/partners are not eligible to participate. Void in Alaska, Hawaii and where prohibited by law. Applicants cannot be professional chefs. Entrants food blog must be updated frequently (at least once per week) and has been in existence for at least 6 months. Entrants are responsible for complying with all rules of Facebook, Twitter, Pinterest and Instagram (including but not limited to terms of use and community guidelines), as applicable

2. How To Enter: Contest begins at 12:00 am Pacific Standard Time on December 1, 2019 and ends at 11:59 pm Pacific Standard Time on February 29, 2020 (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 Udon 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:

1. Visual Appeal: 25%

Does the recipe show well on a plate or in a bowl? Do your eyes make you want to eat this recipe before you even smell or taste it?

2. Creativity: 25%

Does your recipe show originality? Is this recipe reflective of unique twists to ingredient usage? Have you incorporated your personal touch to this recipe?

3. Taste: 50%

Does this recipe taste great with every bite? Would you want to make this recipe repeatedly based on taste alone? Does it contain interesting, yet gratifying flavor combinations?

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 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: One Grand Prize winner will be awarded \$1,000.00; One second place winner will be awarded \$500.00 and two third place winners will be awarded \$250.00 each. 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 if 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 an enough 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 March 15, 2020 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.

If 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.