

# Campbell's **Souper** RECIPE CONTEST & COOK-OFF!

Create a unique recipe using our soups  
for a chance to participate in a  
cook-off at Campbell's!\*



*Bring your culinary skills to the table with Campbell's Souper Recipe Contest & Cook-off!*

Use any of our cooking soups as an ingredient to create a delicious original dish and enter your recipe by January 31, 2011, for a chance to cook off at Campbell's!

A total of four recipes will be selected to compete in the cook-off. A representative for each recipe will be transported to Campbell's World Headquarters, where they will cook off for the judges to win the Grand Prize – their recipe featured on a Campbell's soup label and the Campbell's Foodservice website, plus a shopping spree in Campbell's company store!

*(\*Scroll down to page 5 for official rules)*

# Campbell's **Souper** RECIPE CONTEST & COOK-OFF!

## Why Enter?

Benefits for all participants:

- Discover new cost-effective ways to use on-hand ingredients that create flavorful recipes for your operation
- Increase menu variety and satisfy consumers with your exciting new recipe addition(s)
- Compete against other operators and flex your culinary skills

If you're a finalist, you will:

- Tour Campbell's World Headquarters and meet our chefs
- Show off your culinary skills and shine in front of culinary specialists
- Qualify for a chance to win a shopping spree in Campbell's new company store and have your recipe featured on a *Campbell's* soup label

## How to Enter:

- Save official entry card and recipe forms, located below, to your desktop
- Complete and save both forms
- E-mail both forms to:  
[campbellsouperrecipecontest@foodsolutions.biz](mailto:campbellsouperrecipecontest@foodsolutions.biz)

*Or print and mail forms to:*

**Campbell's Souper Recipe Contest**  
**P.O. Box 107**  
**Chester Springs, PA 19425-2025**

- Contest begins 11/1/10 and ends 1/31/11. All mail entries must be postmarked by **January 31, 2011**, and received by **February 7, 2011**.

*(Scroll down to page 5 for official rules)*

# Campbell's Souper Recipe Contest

## Official Entry Form

Click in each form field below to complete your contact information:

First Name:	Last Name:	
Position:	Company:	
Supervisor w/ E-mail Address:		
Business Address:		
City:	State:	ZIP:
Country:		
Business Phone: Area Code Plus Extension		
Cell Phone: Area Code		
E-mail Address:		
Operator Segment:		
Establishment Name:	Chain: (5+)	Non-Chain: (-5)
Primary Distributor:	Primary Distributor City/State:	
I have read and agree to the Official Rules. <input type="checkbox"/> Yes <input type="checkbox"/> No		

Optional

Are you currently serving Campbell's Soups in your operation?  Yes  No

Are you serving other Campbell's products in your operations (i.e., V8, Pepperidge Farm, Pace)?  Yes  No

Are you currently serving the attached recipe in your operation?  Yes  No

**Your recipe must be in one of the following categories:**

- Breakfast
- Brunch/Lunch
- Appetizers/Starters
- Entrées

**For examples of other Campbell's recipes and their menu categories, see:**  
<http://www.campbellfoodservice.com/domorewith50oz>

Email all entries on or before 11:59:59 ET Jan. 31, 2011 to:  
[campbellsouperrecipecontest@foodservicesolutions.biz](mailto:campbellsouperrecipecontest@foodservicesolutions.biz)  
or mail your entry to:

Campbell's Souper Recipe Contest  
P.O. Box 107  
Chester Springs, PA 19425-2025

Mail entries must be postmarked by 1/31/11 and received by 2/7/11.



(Scroll down for recipe form)

# Campbell's Souper Recipe Contest Official Recipe Form

Click in each form field below to add your recipe information:

Recipe Name:		Yields*:
Contestant Name:		Serving Size:
Entry Category**:		Prep Time:
Email:	Phone:	Cook Time:

INGREDIENTS	WEIGHT	MEASURE	METHOD

\* Soups must yield 16 servings and all other recipes must yield 12 or 24 servings.

\*\* Categories: Breakfast; Brunch/Lunch; Appetizers/Starters; Entrées



# Campbell's Souper Recipe Contest

## Official Rules and General Terms & Conditions:

THE FOLLOWING CONTEST IS OFFERED IN THE UNITED STATES AND THE STATE OF NEW JERSEY. DO NOT ENTER THIS CONTEST IF YOU ARE NOT TWENTY-ONE (21) YEARS OF AGE OR OLDER AS OF November 1, 2010, OR IF YOU ARE NOT A LEGAL RESIDENT OF THE UNITED STATES. U.S. LAW GOVERNS THIS CONTEST.

SPONSOR: CAMPBELL SOUP COMPANY (CSC).

SUBJECT TO ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS.

VOID WHERE PROHIBITED BY LAW.

HOW TO ENTER THE CONTEST:

**Eligibility:** This Campbell's Souper Recipe Contest (the "Contest") is open to legal residents of the United States and D.C. who are 21 years of age or older as of Nov. 1, 2010 and who are employed as full-time foodservice employees as chefs/cooks. Employees of Sponsor, Sodexo, their respective subsidiaries, affiliates, officers, directors, agents, agencies or their immediate family members are not eligible to enter.

**The Contest:** Eligible foodservice chefs/cooks are invited to submit recipes. You may enter as many times as you like, but each entry must be in a separate online entry or mailed in a separate envelope. Team or group entries are allowed but only one team representative is the contact person and will go to the cook-off. All recipes must contain at least one 50-oz. can of Campbell's® soup as the signature ingredient and yield 16 servings (for soups) or 12 or 24 servings (for all other recipes). Recipes must be applicable or appropriate to the foodservice business. All entries must be the sole and original creation of the entrant(s) and must not have won prior awards; may not have been published previously; and must not infringe any third-party rights or be restricted in any way.

**Entry Requirements:** Entry into the Contest begins at 12:01 p.m. Eastern Time ("ET") on Nov. 1, 2010 and ends at 11:59:59 p.m. ET on Jan. 31, 2011 (the "Promotion Period"). You may enter the Contest by submitting your qualifying recipes in the categories described below. Online entries must be received during the Promotion Period at the following email address: [campbellsouperrecipecontest@foodservicesolutions.biz](mailto:campbellsouperrecipecontest@foodservicesolutions.biz) or mailed to Campbell's Souper Recipe Contest, P.O. Box 107, Chester Springs, PA 19425-2025. One entry per email message or envelope; mail entries must be postmarked by 1/31/11 and received by 2/7/11. Each entry must include a completed Official Contest Entry Form and the recipe must be submitted in the format of the Official Souper Recipe Form available at [www.campbellfoodservice.com/domorewith50oz](http://www.campbellfoodservice.com/domorewith50oz). Recipe must include all ingredients in order of use, quantity of ingredient in Standard U.S. measurements, preparation steps, cooking times and portion sizes. Recipe name must be labeled at the top of each recipe. The entrant's name, work telephone number and email address must be clearly listed on each page of the recipe. Entry consists of both Contest Entry Form and Souper Recipe Form. All entries become the property of the Sponsor and will not be returned. The Sponsor reserves the right to modify recipes and use entries in all media for advertising, publicity and/or trade purposes, or other uses they determine without compensation. Illegible and/or incomplete entries will not be eligible and will not be returned. Sponsor is not responsible for lost, late, misdirected mail or email. Entrants agree to be bound by these rules and consent to use of their name, photograph and/or other info for advertising or publicity purposes without further compensation. All entrants must be available, if selected as a finalist, to travel and participate in the cook-off scheduled in NJ on March 30-April 1, 2011.

**Judging:** Eligible entries will be judged based on the based on five criteria: (1) innovative use of Campbell's soup (20%), (2) taste (20%), (3) ease of preparation (20%), (4) visual appearance (20%), and (5) applicability to appropriate business segments (20%).

**Competition categories are: 1. Breakfast; 2. Lunch/Brunch; 3. Appetizers/Starters; and 4. Entrées. One Grand Prize Winner will be selected.** All decisions of the judges will be final and binding on all matters relating to this Contest. Potential finalists will be notified by email/mail and/or phone on or about Feb. 11, 2011, and will be required to sign and return an affidavit of eligibility and liability releases, publicity release and grant of rights within 5 days of notification or an alternate winner will be selected. If notification is returned as undeliverable, potential finalists will be disqualified and an alternate will be selected. Finalists must be able to travel 3/30-4/1/2011. If finalist is not available, he/she will be disqualified and an alternate selected. Four finalists will be flown to Sponsor Headquarters in Camden, NJ, for the Cook-off (includes 2-night stay in Philadelphia with lodging, meals and ground transportation for one person) on March 30-April 1, 2011. Travel accommodations will be determined by Sponsor. Cook-off will be judged by a panel of judges according to the criteria in these rules.

**Prizes: One (1) Grand Prize:** The winning recipe will be featured on a Campbell's 50 oz. soup label and a \$500 shopping spree in the Campbell's store at Headquarters. Prize is not transferable. No cash redemptions or other prize substitutions permitted, except by the Sponsor, who may substitute a prize of equal or greater value. All prizes will be awarded provided they are properly claimed in accordance with these Official Rules and a sufficient number of eligible entries are received. Winner is solely responsible for any local, state, or federal income taxes on prizes. All federal, state and local laws and regulations apply.

**General Terms & Conditions:** By entering this Contest, all entrants agree that neither the Sponsor, their advertising and promotion agencies, nor their respective shareholders, directors, officers, employees or agents ("Releasees") will have any liability whatsoever for any injuries, losses or damages of any kind, including but not limited to bodily injury or death, caused by or in connection with, in whole or in part, directly or indirectly, from participation in this Contest, or from acceptance, use, misuse or non-use of any prize or participation in any prize-related activity, or travel related thereto, or use by Sponsor of the entry in any manner. Winners further acknowledge that Releasees are in no manner responsible or liable for, and specifically disclaim, any warranty, representation or guarantee, express or implied, in fact or in law, relative to any prize or portion thereof, including but not limited to its quality, mechanical condition or fitness for a particular purpose; will constitute and signify the finalist's agreement and consent to the Sponsor's and/or the Sponsor's assignees' use of the finalist's entry, finalist's name, photograph, likeness and/or other information for promotional purposes in commerce and in all media worldwide now known or hereinafter developed without limitation and without notice or further compensation. Submission of an entry grants Sponsor and its agents and assignees the right to publish, use, adapt, edit and/or modify the entry in any way, in commerce and in any and all media worldwide now known or hereinafter developed, without limitation and without notice or consideration to the entrant. Submission of any entry further constitutes the entrant's assignment and transfer to the Sponsor of any and all rights, title, and interest in and to the entry, including, without limitation, all intellectual property rights.

By entering, entrants agree that all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, entrant's rights, and obligations, or the rights and obligations of the Sponsor in connection with this Contest, will be governed by, and construed in accordance with, the laws of the State of New Jersey, without giving effect to any choice of law or conflict of law rules. Sponsor reserves the right to take such action as it deems necessary to enforce these Official Rules and ensure the fair operation of this Contest, including without limitation barring entrants who do not comply with these Official Rules.

If for any reason this Contest is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, or due to any action(s), regulation(s), order(s), or request(s) by any governmental or quasi-governmental entity, equipment failure, including overloading of a website due to excessive use, threatened terrorist act(s), terrorist act(s), air raid(s), blackout(s), act(s) of public enemy, earthquake(s), war(s) (declared or undeclared), fire(s), flood(s), epidemic(s), explosion(s), unusually severe weather, hurricane(s), embargo(s), labor dispute(s) or strike(s) (whether legal or illegal), labor or material shortage(s), transportation interruption(s) of any kind, work slow-down(s), civil disturbance(s), insurrection(s), riot(s), or any other similar or dissimilar cause(s) beyond Sponsor's sole and reasonable control, then the Sponsor reserves the right at Sponsor's sole discretion, to void any entries at issue, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Contest in whole or in part, at any time, without notice and award the prizes using all non-suspect eligible entries received as of this termination date. Releasees assume no responsibility for incorrect or inaccurate transcription of entry information, or for any human or printing error, technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, defect, delay in operation or transmission, line failures of any kind including computer equipment, software, inability to access any online service or web site, inability to access or submit the online registration form, or any other error or malfunction, or for destruction or unauthorized access to, or alteration of, entries, or for late, lost, stolen, illegible or misdirected entries. Contest materials that have been tampered with or altered are void.

Releasees are not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor or any Contest entry to be received on account of technical problems, human error 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 relating to or resulting from participation in this Contest or downloading any materials in this Contest. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that or any other provision. Sponsor reserves the right to disqualify entrants who violate the rules or interfere with this Contest in any manner. If an entrant is disqualified, Sponsor reserves the right to terminate that entrant's eligibility to participate in the Contest.

**Winners List:** The Grand Prize Winner will be announced at <http://www.campbellfoodservice.com/> in or about 4/2011.

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