

ENTRY DEADLINE IS AUGUST 7, 2010



SOFO FOODS EXPO 2010 PIZZA MAKING CONTEST

OFFICIAL RULES & REGULATIONS

1. The contest is open to customers of Sofo Foods only. Any owner, manager, chef or employee 18 years or older is eligible. Employees of Sofo Foods, vendors and their families are not eligible.
2. Pizza must appear on your store's menu and a menu copy must be provided with the Official Entry Form.
Once the entry has been submitted it cannot be changed.
3. Pizza recipe must be original and previously unpublished.
4. One entry per customer.
5. All entries should be mailed to Sofo Foods Expo 2010 Pizza Making Contest , Attn: Angie Lazzaro 253 Waggoner Blvd., Toledo, OH 43612
6. All entries be received by August 6, 2010. Sofo Foods is not responsible for lost or misdirected mail. Late entries will not be accepted.
7. A total of 9 contestants will be drawn at random to compete from entries received. The nine selected entries will be notified by phone or email no later than August 31, 2010. The 9 contestants will be invited to demonstrate their pizza on stage at Sofo Foods Expo 2010 on Sunday, September 19. The 2009 Champion will be invited back to defend his title. All contestants should report to the contest stage by 1:00 p.m.
8. Each contestant must bring all of their own ingredients (enough to make at least 3 pizzas) in a cooler (clearly marked with their name and the name of their pizzeria/restaurant). Refrigeration will be provided at the contest.
9. Each contestant must bring their own tools, utensils or anything else he/she will need to make their pizza.
10. Sofo Foods will provide a prep area, boxes and ovens (conveyor and deck).
11. Contest entries are not required to be round or square, but must fit in a 14 inch pizza box.
12. Pizzas will be judged on the basis of taste, visual presentation/appearance, practicality, marketability and originality.
13. An independent panel of judges will select the winner from ten contestants. The top three Pizza Makers will each receive a custom plaque and the top pizza will win a cash prize.
14. By submitting an entry, entrant agrees to the use of his or her name, photo and recipe submission in any form of publicity or trade purposes by Sofo Foods.
15. The decision of the judges is final in all aspects of this contest.
16. Any local, state or federal taxes are the responsibility of the winner.
17. There will be no substitution of prizes as offered except at the discretion of Sofo Foods. Prizes are non-transferable.
18. Finalists may be required to sign and return an Affidavit of Eligibility, Publicity and Ownership Release.
19. Check sofofoods.com after August 31, 2010 for contestants' names.

ENTRY DEADLINE IS AUGUST 6, 2010



SOFO FOODS EXPO 2010 PIZZA MAKING CONTEST

OFFICIAL FORM

NAME _____

BUSINESS NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

BUSINESS PHONE _____ FAX _____

SOFO SALES REP. NAME _____

EMAIL ADDRESS _____

HOME ADDRESS _____

CITY _____ STATE _____ ZIP _____

CONTACT PHONE _____

TYPE OF BUSINESS INDEPENDENT FRANCHISE CHAIN

ATTACH A PHOTOCOPY OF MENU FEATURING YOUR ENTRY

PIZZA TITLE _____

DESCRIPTION OF YOUR PIZZA/ HOW WAS IT DEVELOPED AND MERCHANDISED _____

CRUST METHOD DOUGH PRESS DOUGH SHEETER HAND ROLLED HAND FORMED

TYPE OF OVEN DECK CONVEYOR OTHER

I VERIFY THAT THIS RECIPE HAS NOT BEEN PREVIOUSLY PUBLISHED IN ANY FOODSERVICE TRADE JOURNAL OR BEEN AWARDED TOP HONORS IN ANY NATIONAL OR INTERNATIONAL RECIPE COMPETITION.

SIGNATURE OF ENTRANT _____

COMPLETE OFFICIAL ENTRY FORM AND ATTACH A COPY OF THE MENU IN WHICH YOUR ENTRY APPEARS. PHOTO OF THE PIZZA IS ALSO RECOMMENDED. MAIL TO SOFO FOODS EXPO 2010 PIZZA MAKING CONTEST ATTN:

ANGIE LAZZARO 253 WAGGONER BLVD., TOLEDO, OH 43612

**EACH ENTRY MUST HAVE OFFICIAL ENTRY FORM, RECIPE & COPY OF MENU TO BE ACCEPTED
MUST BE RECEIVED NO LATER THAN AUGUST 6, 2010**