

# **MARASCHINO CHERRY AMERICAN BEVERAGE MARKETERS/FINEST CALL DRINK RECIPE CONTEST RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.**

The AMERICAN BEVERAGE MARKETERS (ABM)/FINEST CALL & MARASCHINO DRINK Recipe Contest is sponsored by ABM/FINEST CALL & THE NATIONAL CHERRY & INDUSTRIES FOUNDATION (NCGIF)

## **CONTEST CATEGORIES AND REQUIREMENTS:**

All entries submitted should include at least one of the FINEST CALL Flavors featured in the ad and include a maraschino cherry as a garnish or maraschino cherries as an ingredient.

## **PRIZES:**

A 1<sup>st</sup> place winner will be awarded \$1,000.00, a 2<sup>nd</sup> place winner will be awarded \$750.00 and a 3<sup>rd</sup> place winner will be awarded \$500.00

All taxes and any expenses associated with the prizes, not listed herein, if any, are the sole responsibility of the Winners. Neither the Sponsors nor their affiliates or subsidiaries will be responsible for any loss, liability or damage arising out of the Winners' acceptance or use of the prize(s). Sponsors reserve the right to substitute a prize of equal or greater value if a stated prize is unavailable for any reason. Prizes are non-assignable and non-transferable, except at the sole discretion of the Sponsors and may not be given, bartered, sold, or exchanged for cash or another prize. All prizes are guaranteed to be awarded.

## **WHO CAN ENTER:**

You are eligible to enter this contest if you are 21 years of age or older as of October 21, 2009, and are a legal United States resident residing in one of the 50 United States or District of Columbia during the competition. Entries originating from any other jurisdiction are not eligible for entry.

The ABM Finest Call/Maraschino Cherry Recipe Contest is governed by the laws of the USA. All federal, state and local laws and regulations apply. This contest is void where prohibited or otherwise regulated.

Participation in the Contest constitutes entrant's full and unconditional agreement to these Official Rules and Sponsors' decisions, which are final and legally binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

## HOW TO ENTER:

The Contest begins at 12:00 a.m. on November 1, 2009 and ends at 11:59 p.m. on February 15, 2010 at 11:59 p.m. (CST). All submissions must be received or postmarked by 11:59 p.m. (CST) February 15, 2010.

Recipe must include the recipe name and the number of servings the recipe yields. List the eligible product(s) used. List each recipe ingredient with specific flavor, exact measurements or weights, and in the order used. Provide complete preparation directions.

Each recipe entry should be submitted only once. You may enter as many different recipes as you wish. All entries must be in English. Use of automated processes and devices to submit electronic entries are not permitted. Contest Sponsors are not responsible for any changes or effects caused to the entrant's computer system as a result of submitting electronic entries.

To enter electronically, go to [bartender.com](http://bartender.com) or email to [barmag@aol.com](mailto:barmag@aol.com) and follow the instructions. Please fill in all requested information completely.

To enter by mail, send recipes to:  
Bartender® Magazine  
Attention; ABM/Finest Call Maraschino Cherry Recipe Contest  
P.O. Box 158  
Liberty Corner, NJ 07938

Please include your full name, mailing address, phone number and e-mail address (if applicable) on each entry.

## JUDGING OF RECIPES:

All entries must meet the contest requirements. Initial judging will be done by Sponsors for appropriate use of eligible products. Recipes will be judged on the following criteria:

- **Taste:** 35%
- **Visual Appeal:** 25 %
- **Feasibility:** 25%
- **Creativity/Uniqueness:** 15%

Judges will disqualify previously published recipes, unless the recipe features changes considered significant by the judges at their sole discretion. Entry must not infringe the copyright, trademark, privacy, publicity or other intellectual property rights of any person or entity.

Decisions of the judges are final in all matters relating to this Contest.

The total number of recipes anticipated nationwide is 1,000. The actual odds of winning depend upon the number of eligible entries received.

#### **NOTIFICATION OF WINNERS:**

If you are one of the Winners, you will be notified by March 15, 2010 via phone, email, and/or postal mail. All selected Winners will be required to sign an affidavit of eligibility and a liability release and return within 2 weeks of receipt of notification. Any Winner who does not comply with this requirement or cannot be easily located using the information provided in the entry may be disqualified and an alternate Winner may be selected. Except where prohibited by law, each Winner will be required to grant to ABM/Finest Call and The National Cherry Growers and Industries Foundation all rights, titles and interest in the submitted entry and to sign a release giving NCGIF & ABM/Finest Call full rights to use the Winner's name and likeness for Contest related advertising and publicity, including such usage on the Internet.

The Winners' recipes will be publicly announced and posted on Bartender.com & NationalCherries.com, and will be published in the Spring issue of **Bartender® Magazine**.

#### **CONDITIONS:**

Contest Sponsors and their promotion agencies are not responsible for lost, late, incomplete, illegible, misdirected or otherwise undeliverable mail or entries. 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 on account of 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. Entrants agree to indemnify ABM/Finest Call & NCGIF, their affiliated and subsidiary companies from and against any and all claims and liabilities arising out of or in connection with this Contest. Any dispute regarding submission of online entry will be deemed submitted by the authorized account holder of the email address submitted at the time of entry. "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 organizations (e.g. business, educational institute) that is responsible for assigning email addresses for the domain associated with the submitted email address.

By submitting your recipe, you accept all contest rules and agree to be bound by the decisions of the judges, which will be final. You also agree that your recipe becomes the sole property of Sponsors upon receipt and will not be returned. Sponsors reserve the right to edit for brevity and clarity, adapt, copyright, publish, transfer and use any or all entries in all print and electronic media without further compensation. ABM/Finest Call & NCGIF reserve the right in their sole discretion to cancel, terminate, modify or suspend the Contest at any time for any reason. In such a circumstance, ABM/Finest Call & NCGIF will select the Winners based on eligible entries received to date of termination. In the event that two similar entries are received, only the entry judged to best meet criteria as set by Sponsors will be included in the final judging. In the case of duplicate recipes, the first entry received or postmarked will be considered. ABM/NCGIF reserve the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the contest or website or violates the Official Rules.

#### **CONSUMER INFORMATION:**

If you wish to receive a list of prize winners, a copy of the rules or have any questions about the Contest, specify your request and send a self addressed stamped envelope to:

NCGIF  
P.O. Box 76  
Old Mission, Michigan 49673