

Soup Challenge™ Official Rules

Eligibility

- The contest is open to individuals who are residents of Alabama, Connecticut, Delaware, Florida, Georgia, Illinois, Iowa, Kansas, Louisiana, Maine, Maryland, Massachusetts, Minnesota, Missouri, Nebraska, New Hampshire, New Jersey, New York, North Carolina, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Virginia, Vermont, West Virginia, Wisconsin, and Washington, DC as of November 1, 2012.
- Entrants must be 18 years of age or older as of November 1, 2012.
- No purchase necessary to enter.
- All contestants who make it to one of the Soup Challenge™ regional contests (“Finalists”) will be required to sign an Affidavit of Eligibility to certify, on information or belief, that their recipes are their original creation and have not been previously published or publicized and have not previously won a cooking contest. Previously published recipes, such as but not limited to those in cookbooks, in magazines, from food companies, on food or recipe websites and winners in cooking contests will be disqualified, unless the recipe changes are considered significant by the Sponsor. Submission of a recipe is a warranty that the contestant owns all copyrights and other intellectual property rights to the recipe and constitutes an assignment of these rights to Sponsor. Sponsor will not be held liable for any copyright infringements or any prior exclusivity rights to any recipe submitted. The right to submit the recipe must not be restricted in any way. Finalists will also be required to execute a Release of Liability and a Publicity Release (where legal).
- Each entry must be submitted by an individual, not by a couple or a team.
- The contest is open only to amateur home cooks. Food professionals, such as chefs, food writers, caterers, students enrolled in a degree program at a cooking school or individuals who are or have been involved in the professional preparation of food or recipes within the last ten (10) years, are not eligible.
- Employees and their immediate families and any other individuals who are directly professionally involved with New England Country Foods LLC (“Sponsor”) are not eligible. Immediate families include spouses, parents, children, or any other household members.
- In case of a dispute as to the identity of the entrant, the entry will be accepted or rejected at the sole, absolute discretion of Sponsor. Sponsor can prohibit any individual from participating in the contest or winning a prize if, in its sole discretion, it determines that said individual: (1) attempts to undermine the legitimate operation of the contest by cheating, jacking, deception, or other unfair practices; (2) violates the Official Rules; or (3) acts in an unsportsmanlike or disruptive manner at any time during the Contest, with the intent to annoy, abuse, threaten, or harass any other person.
- By submitting a recipe, entrants accept all contest rules and agree to be bound by the decisions of the Sponsor and the judges, which will be final. Entrants also agree that their recipes become the sole property of Sponsor, and Sponsor reserves the right to edit, adapt, copyright, publish, transfer, and use any or all of them, without compensation.
- Sponsor is not responsible for phone, network, electronic or computer hardware or software failure, or technical failures of any kind, lost or unavailable network connections, fraud, incomplete, garbled or delayed computer transmissions, whether caused by Sponsor, entrants, or by any of the equipment or programming associated with or utilized in the promotion or by a technical or human error which may have occurred in the processing of submissions which may have damaged user’s system or limited an individual’s ability to participate in the promotion.
- Sponsor is not responsible for lost, late, misdirected, mutilated, incomplete, illegible or postage-due entries or mail.
- Any attempt by an entrant to deliberately damage the website, defame or libel the Sponsor or any third party or undermine the legitimate operation of the contest may be in violation of criminal and civil

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laws. Should such an attempt be made, Sponsor reserves the right to seek remedies and damages (including attorney's fees) from any such entrant to the fullest extent of the law, including criminal prosecution.

- Sponsor, in its sole discretion, reserves the immediate and unrestricted right to disqualify any entrant or prize winner, if entrant or prize winner either commits or has committed any act, or has been involved in or becomes involved in any situation or occurrence which the Sponsor deems likely to subject the Sponsor, entrant or winner to ridicule, scandal or contempt or which reflects unfavorably upon the Sponsor in any way. If such information is discovered by Sponsor after a winner has received notice of her/his prize, and before the prize is awarded, Sponsor may rescind the prize in its entirety. If a portion of her/his prize has already been awarded, Sponsor may withdraw the remainder of the prize that has yet to be fulfilled. Decisions of the Sponsor are final and binding in all matters related to this paragraph.
- The contest is governed by the laws of the state of Vermont and void where prohibited by law. All federal, state, and local rules and regulations apply.

How to Enter

- Three (3) regional Soup Challenge contests are planned: **Northeast**, **Southeast**, and **Midwest**. The region in which entrants compete is determined by their state of residency:
 - **Northeast:** Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Virginia, Vermont, West Virginia and Washington, DC
 - **Southeast:** Alabama, Florida, Georgia, Louisiana, North Carolina, South Carolina, Tennessee, Oklahoma, and Texas
 - **Midwest:** Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, Ohio, South Dakota, and Wisconsin
- To enter **online**, go to www.soupchallenge.com beginning November 1, 2012 and look for the "Enter Now" icon. Fill in the entry form, including your original recipe and contact information. Submitting a written "story behind your soup" and photographs of your recipe is *optional but encouraged*. The entry period closes on **February 17, 2013**.
- To enter via the **U.S. Postal Service**, you may print an entry form at www.soupchallenge.com or write to New England Country Foods LLC/Attention: Soup Challenge/One Broadway/Fourteenth Floor/Cambridge, MA 02142 and Sponsor will mail a paper entry form to you. Fill in the entry form, including original recipe and contact information, and mail to the above address. Submitting a written "story behind your recipe" and photographs of your recipe is *optional but encouraged*. All mail entries must be received via the U.S. Postal Service. Faxes, Federal Express, UPS, or any other form of delivery will not qualify as a valid entry. All mail entries must be postmarked by **February 12, 2013** and received at the mailing address above by **February 15, 2013** to qualify.
- All online and mail entries, including a selection of any photographs submitted, will be posted on www.soupchallenge.com unless the entrant opts out of this part of the contest on the entry form. Entrant will not be penalized for opting out.
- Entrant will be identified online by his/her first name, recipe name, and region *only*.
- Entrant may enter as many recipes as he/she would like but must fill out a separate entry form for each recipe. Note: only one recipe per winner will be allowed to compete in the Finals; if necessary, the winner will be required to choose which of her/his submissions will compete in the Finals.

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Recipe Requirements

- Each submitted recipe will compete head-to-head on taste and nutrition with one (1) *New England Country Soup* flavor. The *New England Country Soup* flavors are divided into three (3) groups. Entrant must identify which group his/her recipe fits into, then must select a *New England Country Soup* competitor from that group:
 - If the recipe is cream-based, entrant will compete with *New England Country Soup* **New England Clam Chowder, Chicken Corn Chowder, or Yankee White Bean.**
 - If the recipe is not cream-based and contains meat protein, it will compete with either *New England Country Soup* **Chicken Pomodoro, Nana's Chicken Soup, or Sweet Chicken Curry.**
 - If the recipe is not cream-based, does not contain meat protein, and is vegetarian, it will compete with either *New England Country Soup* **Caribbean Black Bean or Lentil** soup.
- On the entry form, entrant must select the group in which his/her recipe fits, then must select the *New England Country Soup* flavor against which she/he will compete. Sponsor reserves the right to change an entrant's chosen *New England Country Soup* competitor if it deems the entrant's selected group to be incorrect. Entrant will be notified prior to making any changes.
- Entrant must also (1) specify ingredients and amounts to be used in exact common US household measurements (such as cups, tablespoons, teaspoons, ounces, etc.); (2) provide detailed step-by-step instructions; (3) detail the prep time, cook time, (4) expected number of servings and (5) identify which, if any, ingredient(s) are used as a topping or garnish for the submitted recipe; said "toppings" or "garnish" ingredient(s) will not be included in the nutrition analysis and, therefore, will not be included in the taste competition.
- Any recipe containing alcohol will be disqualified.
- Any recipes containing meat protein are limited to no more than three (3) meat protein ingredients per recipe (for instance, clams, mussels and scallops in a chowder or pulled chicken, shrimp and sausage in a gumbo).
- Entrant will not be permitted to alter his/her recipe after it is approved and posted.

Contest Procedure and Judging

Soup Challenge™ Finals

- Five (5) entrants will be selected to compete in each regional *Soup Challenge™* Final (Northeast, Southeast, and Midwest). Sponsor reserves the right to select fewer winners if, in its sole discretion, it does not receive a sufficient number of qualified submissions.
- There are two ways to be selected as a Finalist:
 1. Three (3) Finalists per region will be **chosen by vote**:
 - The three (3) entrants with the most votes from each region will automatically become Finalists.
 - In the event that two (2) or more recipes receive the same number of votes, Sponsor will select the Finalist(s) based on recipe creativity, including the story behind the recipe.
 - Participation in the voting component of the contest is optional. Entrants who choose not to participate in the voting will not be penalized.
 - For further details on voting, please see Voting section below.
 2. Two (2) additional Finalists will be selected by Sponsor **based on recipe creativity**, including the story and inspiration behind the recipe.
- Finalists will be notified by email on February 19, 2013 and/or by overnight mail February 20, 2013. They must confirm their participation in the Finals and complete an Affidavit of Eligibility, Release of

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Liability, Publicity Release (where legal), and Travel Release. These materials must be completed and returned no later than **February 22, 2013**.

- If a Finalist notification is returned as undeliverable, this will result in disqualification and an alternate winner will be selected, time permitting. If a Finalist is unable to participate in the final judging event, her/his status as a Finalist and Finalist Prize will be forfeited and an alternate Finalist will be selected, if circumstances permit.
- The Soup Challenge final events are tentatively scheduled as follows:
 - **Northeast:** Saturday, March 23, 2013 in Boston, MA
 - **Southeast:** Saturday, April 6, 2013 in Atlanta, GA
 - **Midwest:** Saturday, April 6, 2013 in Peoria, IL
- Note: all dates and locations are subject to change, including the Soup Challenge™ Finals, at the sole discretion of the Sponsor.
- All Finalists living outside the metro area where their respective contest Finals is held (Boston, MA; Atlanta, GA; or Peoria, IL) will be provided with a \$200 travel stipend. If required, Sponsor will also provide overnight accommodations for these Finalists. Sponsor, in its sole discretion, will determine the boundaries of the metro areas and whether an overnight stay is required.
- Sponsor will make best efforts to provide the necessary cooking equipment for entrants to successfully prepare their recipe for the judges. Given equipment limitations, Finalists will need to scale their recipes to six (6) servings.
- Sponsor will supply all required ingredients up to a total of \$25.00 per entrant. Finalists will be responsible for all ingredient costs in excess of \$25.00. Sponsor will select the grocery store where ingredients will be sourced, and the selected store will determine ingredient costs.
- Finalists will be responsible for preparing their respective recipes in the time allotted by Sponsor without assistance.
- Recipes will be reviewed by a panel of judges chosen by the Sponsor in its sole discretion.
- Recipes (entrants' and its chosen *New England Country Soup* competitor) will receive a score based on two criteria:
 1. Taste
 - Judges will assign each recipe a score of 0 through 100 based on taste (0 being Poor; 100 being Excellent). The decision of the judges is final.
 2. Nutrition
 - Prior to the Finals, each Finalist's recipe will be submitted to an independent group of food scientists for the preparation of a Nutritional Analysis similar to that which is performed to create the "Nutritional Facts" section of all packaged foods.
 - Each recipe will receive a score comparing its nutritional profile to that of its chosen *New England Country Soup* competitor. The criteria for the Nutritional Score are detailed below.
- The taste and nutrition scores will be combined. The Finalist whose combined score comes closest to, or surpasses, that of its chosen *New England Country Soup* competitor by the most points wins the Soup Challenge™ Final in his/her respective region. In the event of a tie (i.e. two or more recipes receive the same combined score), judges will collaborate to select one winner.
- Upon "plating" and delivery of the recipes to the Judges for taste scoring, Finalists will be encouraged to compete against each other in a "Best Presentation" competition. Each of the five finalists will compete only against the other five finalists, not your chosen *New England Country Soup* competitor. Finalists will present their soups with full garnish.

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- Once the Judges have completed and submitted their taste scoring, the Judges will evaluate the fully garnished entries, choosing the recipe that is judged best 'pre-spoon' appetite appeal. The winner will receive a \$50 Apple or Amazon (winner's choice) gift card.

Voting

- Voting will be active from November 1, 2012 through February 17, 2013 (11:59 PM EST).
- Everyone may vote every day, though only once per day, either by U.S. Postal Service or at www.soupchallenge.com
- Online voters will need to register their email address the first time they vote. The registration form requires a **single, valid** email address, first name, and zip code. **Only one valid email address per voter is allowed. The validity of each voter's single email address is subject to verification. Use of any device to automate the entry process is prohibited, including but not limited to, the use of any robotic, macro, automatic, programmed or like voting methods. Use of any such device will void all such votes in support of any entrant.** Voters will also have the option to sign up for emails from Sponsor. (emphasis added)
- After registration is completed, voters will only need to enter their previously registered valid email address to vote.
- To vote via the U.S. Postal Service, write to *New England Country Soup/ Attention: Soup Challenge/ One Broadway/ Fourteenth Floor/ Cambridge, MA 02142*. You must include the following information for your vote to count: (1) Recipe name, (2) Entrant name, and (3) Region in which entrant is competing. Votes submitted by mail must be sent via the U.S. Postal Service and must be postmarked no later than **February 12, 2013** and received no later than **February 15, 2013**.

Prize

- Soup Challenge™ Winner Prize and Approximate Retail Value (ARV): One (1) Winner of the Soup Challenge™ from each regional contest will win a **"Fabulous Foodie Weekend Getaway"**, which will be comprised of a 3-day/2-night trip for two. The prize includes round-trip coach air transportation from the major U.S. gateway airport nearest winner's home if required, 2-nights hotel accommodations (one (1) room, double occupancy) and three (3) meals total (two (2) dinners, one (1) brunch). If winner resides within a 100-mile radius of Weekend Getaway destination, ground transportation in the form of a travel stipend based on mileage to be traveled will be provided in lieu of air transportation and no compensation or substitution will be provided in lieu thereof. If a minor is selected as a traveling companion, the Soup Challenge™ winner must be his/her parent/legal guardian and must sign a Release of Liability on minor's behalf. All travelers must possess required travel documents (e.g., valid photo ID) prior to departure. Travel is subject to availability and certain blackout dates may apply. Winner is solely responsible for all other expenses not specifically set forth herein, including but not limited to meals, additional transportation, luggage fees, souvenirs, upgraded room accommodations and other incidentals and items of a personal nature. The ARV of the **Soup Challenge™ Winner Prize is \$1,500**.
- **Martha's Vineyard** is the planned destination for each Regional Winner. Sponsor, in its own discretion, retains the right to alter the destination for each regional prize; any such change will be determined prior to the regional contests and will be announced on the Soup Challenge website.
- Finalist Prizes and Approximate Retail Value (ARV): The five (5) Finalists from each regional contest (detailed above) will receive a **Culinary Gift Basket** including a gift certificate for culinary course(s), a cookware set, and twelve (12) pouches of *New England Country Soup*. The ARV of each **Finalist Prize is \$100**.
- Total ARV of all prizes is \$6,000.
- No substitutions or transfers of prizes are permitted by winners. Sponsor reserves the right to substitute a prize of equal or greater value. Limit one prize per entrant/person. Prize winner will be solely responsible for all taxes, if any, and any incidental expenses.

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- Winner's name, recipe and photographs (if applicable) may be featured on a website or other advertising related to the contest, at Sponsor's sole discretion. There is no cash value attributed to being featured on a website or in any advertising or having a recipe published in a cookbook. In the event the winners and/or their recipes are featured on a website or a cookbook or in any publication or advertising, no additional compensation beyond the prize described will be awarded.

Nutritional Analysis

- The Nutritional Analysis of each Finalist's recipe will be directly and only compared with the Nutritional Analysis of its chosen *New England Country Soup* competitor as defined by the "Nutrition Facts" presented on the retail package of the chosen *New England Country Soup* flavor.
- This Nutrition Analysis will be performed by an independent group of food scientists and is similar to that which is prepared for the "Nutrition Facts" portion of a food product's label. It will include the following elements: **Total Fat, Cholesterol, Carbohydrates, Sugar, Sodium, Protein, Fiber, and Total Vitamins & Minerals**. All values will be reported in "per serving" increments as defined by the United States Food and Drug Administration ("FDA") and will be based on the preparation and cook times specified by each entrant in their recipe submission.
- Sponsor has developed an algorithm for use in the Soup Challenge™ contest to evaluate the nutritional profile of each Finalist's recipe against its chosen *New England Country Soup* competitor.
- In this algorithm, each element of the nutritional profile has been weighted based on a general view of its importance to overall health and, particularly, the propensity of soup to deliver against each of these nutritional metrics. Excess amounts of some elements are generally agreed by the scientific and medical community to be detrimental to one's health: sodium, total fat, cholesterol, carbohydrates, sugar; consequently, for these elements "**less is better**". For some elements, "**more is better**": protein, fiber, total vitamins & minerals. The algorithm to be used reflects these generally accepted views. A full report of the score of their recipe will be delivered to each Finalist on the day of their respective Soup Challenge™ regional Final.
- Entrants agree to be bound by the decisions of Sponsor; these decisions are final.

Severability

- If any provision of these Rules is found to be invalid or unenforceable by a court of competent jurisdiction, such determination shall in no way affect the validity or enforceability of any other provision herein.

Limitations of Liability

In no event will Sponsor, its affiliates, subsidiaries or related companies be responsible or liable for any damages or losses of any kind, including direct, indirect, incidental, consequential or punitive damages arising out of this Contest, including but not limited to, entrants access to or use of the website or downloading from and/or printing material downloaded from said website and use and/or misuse of the prizes awarded. Without limiting the foregoing, everything on the website is provided "as is" without warranty of any kind, either expressed or implied, including, but not limited to, implied warranties of merchantability, fitness for a particular purpose or non-infringement. Some jurisdictions may not allow limitations or exclusion of liability for incidental or consequential damages or exclusion of implied warranties, so some of the above limitations or exclusions may not apply. Check your local laws for any restrictions or limitations regarding these limitations or exclusions.

Data Collection/Privacy:

- Sponsor collects personal information from you when you enter and vote in the Contest. Entering and voting in the Contest constitutes your permission to Sponsor to collect and maintain the data. **This data will never be sold to any third party.**

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Winners List:

- For the names of the winners, visit www.soupchallenge.com after May 1, 2013 or send a self-addressed stamped business-size envelope with proper postage affixed by June 1, 2013 to: New England Country Foods/ Attention: Soup Challenge/ One Broadway/ Fourteenth Floor/ Cambridge, MA 02142.

Sponsor:

- New England Country Foods LLC, P. O. Box 2010, Manchester Village, VT 05254. All rights reserved.