



## Sweeten Your Summer – A Molasses-Inspired Recipe Contest

**\*Contest is open to Food Bloggers of Canada members only\***

Create a new favourite recipe using Molasses in a Barbecue Recipe for your chance to win:

- Three categories and three winners:
  - Each category winner will receive \$150
- Winning recipes will be featured in our August 2015 eNews (distribution 15,000) with full credit going to winning bloggers and links to winners' websites.
- Winning recipes will be featured in subsequent Barbecue eBooks (with full credit going to winning bloggers and links to winners' websites.)

### The prizes:

- The winner of each category will receive \$150 cash PLUS the entry will be featured in Crosby's eNews and Barbecue Recipes eBook.

### The Criteria:

- Recipe must be made with Crosby's fancy molasses:
  - Barbecue main dish – minimum ¼ cup Crosby's fancy molasses
  - Salad & Side – minimum one tablespoon Crosby's fancy molasses
  - Something Sweet – minimum ¼ cup Crosby's fancy molasses
- Recipes must be Barbecue or summer entertaining-related.
- Recipe name: The entries will be judged according to how creative/clever/memorable they are.
- The recipe: The entries will be judged according to how appealing/delicious they are (consider taste and texture)
- The blog post: The entries will be judged according to the appeal of the photos.

Recipe name	20%
Recipe appeal	50%
Photo	30%

### **The process:**

- Between the dates of June 22 & July 19 participants will post their recipe to their blog and email the link to me ([bridget.oland@crosbys.com](mailto:bridget.oland@crosbys.com)), with the subject line: Crosby's Sweeten Your Summer Recipe Contest Entry. This email will constitute each participant's official entry.
- One entry per category per blogger. Entries can include the entrant's previously published blog content.
- The email entry must also include participant's full name.
- Crosby Molasses Co Ltd reserves the right to make use of the recipe entries and will provide blogger recognition and blog URL/links for each entry.

### **The judging:**

A short list of entries will be determined based on the judging criteria.  
The top three entries per category will be tested to determine the winners.

### **Judging panel:**

3 judges from Crosby Molasses Co

### **Rules & Regulations**

Official Rules & Regulations for the Crosby's Barbecue Recipe Contest.

NO PURCHASE NECESSARY

Timeline

The Crosby's Barbecue Recipe Contest begins at 12:01 a.m. AST June 22, 2015 and ends 11:59 p.m. AST July 19, 2015. Judging to select the finalists will take place between July 20, 2015 and July 27, 2015. The winners will be notified by July 31, 2015.

### **Eligibility**

This challenge is only open to legal residents of Canada (excluding Quebec) who are at least 18 years of age as of January 1, 2015. Individual contestants can enter only once. **Contest is open to Food Bloggers of Canada members only.**

The employees of Crosby Molasses Co. Ltd. and the immediate families and those living in the same household of any of the above are not eligible. All federal, provincial and local rules and regulations apply.

### **Challenge Entries**

Once submitted online Crosby Molasses Co. Ltd. Reserves the right to use the recipes and images for promotional purposes, with credit to be given to participants.

By entering this challenge, entrants grant consent to use winners' name and likeness for editorial, advertising and publicity purposes, without further compensation (except where prohibited). All challenge rules are subject to change by Crosby Molasses Co. Ltd. without notice.

### **Judging Criteria**

Odds of winning depend upon the number and quality of entries received. Winners will be notified and prizes will be sent to them. For questions or general inquiries, please contact

**[bridget.oland@crosbys.com](mailto:bridget.oland@crosbys.com)**

*Criteria for winning the Crosby's Barbecue Recipe Contest include:*

All recipes will be reviewed by Crosby Molasses Co. Ltd. representatives. Recipes not meeting the eligibility criteria will be eliminated. Each recipe will receive a score of 0 to 100 based on the following criteria:

Recipe name	20%
Recipe appeal	50%
Photo	30%

**Limitations on Liability**

Crosby Molasses Co. Ltd. is not responsible for any damage to participant's computer occasioned by participation in this challenge. By entering and participating in the Sweepstakes, each entrant agrees on behalf of itself and each of entrant's heirs, executors, and administrators (A) to release and hold harmless Crosby Molasses Co. Ltd. from any and all liability, rights claims and causes of action that entrant may have or which may arise against Crosby Molasses Co. Ltd. for any illness, injury, death, loss, litigation, or personal or property damage that may occur, directly or indirectly, whether caused by negligence or not, from such entrant's participation in the or Sweepstakes and/or his/her acceptance, possession, use, or misuse of Prize or any portion thereof (including any travel related thereto); (B) that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee express or implied, in fact or in law, with respect to any Prize, including, without limitation, to such Prize's quality or fitness for a particular purpose; and (C) to be bound by these Official Rules and to waive any right to claim any ambiguity or error therein or in the Sweepstakes itself, and to be bound by all decisions of Crosby Molasses Co. Ltd., which are binding and final. Failure to comply with these conditions may result in disqualification from the Sweepstakes at the sole discretion of Crosby Molasses Co. Ltd.