



“Raising the Bar” Crosby’s Sweet Treat Contest

For the third year in a row Crosby’s will provide a sweet treat to all FBC2015 attendees, and we’re inviting you to come up with the treat idea.

This year (our third as an FBC conference sponsor) we’re raising the bar...

We’re running a contest for FBC members to create a delicious bar recipe. The winning recipe will be the Sweet Treat distributed at FBC2015 in Montreal this October.

(Participants **do not** need to attend FBC2015 in Montreal in order to be eligible to participate in the Crosby’s “Raising the Bar” Contest.)

Contest details:

Create a new favourite bar recipe for your chance to win:

- A personalized hand-thrown pottery mixing bowl and baking gift basket.
- \$200 cash for first place.
- Two runners up will each receive \$100 cash.
- The winning bar will be featured as the Crosby’s Treat at FBC2015, with full recognition for the winner.
- The winning bars will be featured subsequent Crosby’s eBooks, with full recognition and links back to the winner’s blogs.
- The winning bars will be featured in the Crosby’s October eNews, distributed to 15,000 molasses fans across the country, with full recognition and links back to the winner’s blogs.

The prizes:

- One (1) Winner to receive: A personalized hand-thrown pottery mixing bowl and baking gift basket, \$200 cash PLUS the entry will be featured as the Crosby’s Treat at FBC 2015 PLUS the entry will be featured in Crosby’s eBooks and October eNews.
- Two (2) runners up to each receive \$100 cash and their entries will be included in Crosby’s eBooks and October eNews.

The Criteria:

- The Bar must be made with fancy molasses, and recipe must include at least $\frac{1}{4}$ **cup** of molasses.
- Bar name: The entry will be judged according to how creative/clever/memorable it is.
- The recipe: The entry will be judged according to how appealing/delicious it is (consider taste and texture)
- The blog post: The entry will be judged according to the appeal of the photo.

Recipe name	10%
Recipe appeal	60%
Photo	30%

The process:

- Between the dates of **August 10, 2015 and September 27, 2015** participants will post their recipe to their blog and email the link to me (bridget.oland@crosbys.com), with the subject line: **Crosby's Raising the Bar Contest Entry**. This email will constitute each participant's official entry.
- One entry only per blogger.
- The email entry must also include participant's full name.
- Crosby Molasses Co Ltd reserves the right to create a Cookie Contest eBook featuring contest entries. Cookie eBook would provide blogger recognition and blog URL for each entry.

The judging:

A short list of entries will be determined based on the judging criteria.

The top five entries will be baked/tested to determine the winner and two runners up.

Judging panel:

3 or more judges from Crosby Molasses Co

Official Rules & Regulations for the Crosby's Cookie Contest.

NO PURCHASE NECESSARY

The Crosby's Cookie Contest begins at 12:01 a.m. AST August 10, 2015 and ends 11:59 p.m. AST September 27, 2015. Judging to select the finalists will take place by October 2, 2015. The winner and runners up will be notified by October 9, 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.

Participants **do not** need to attend FBC2015 in order to be eligible to participate in the Crosby's "Raising the Bar" Contest.

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 entrants.

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**

Criteria for winning the Crosby's BAR 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	10%
Recipe appeal	60%
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.