



September 16 - November 1, 2012



Chance to win up to \$2000 in prizes

- Create an original breakfast/brunch recipe for food service using fresh Mexican avocados.
- Recipes will be judged on taste, presentation and use of avocados.
- First prize wins \$1,000 and two runners-up win \$500.
- Submit recipe and photo at avocadosfrommexico.com/foodservice starting September 16th.

Sponsored by:

Avocados  **Mexico**

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Open to secondary and postsecondary foodservice students.
For complete rules, visit avocadosfrommexico.com/foodservice.



Wake up Arizona Culinary Institute! Avocados are quickly making their way into all day parts in the foodservice arena, including the morning. We'd like to invite your students to broaden their creativity by exploring the endless possibilities avocados have to offer for breakfast. Whether they slice them, dice them, mash them or blend them, avocados add value – monetary and gastronomic – to a myriad of breakfast dishes.

The Good Morning Avocado contest will not only challenge your students to create an original recipe, it will expand their knowledge of the increasingly popular Hass avocado. Recipe entries will be judged by foodservice operators, media and chefs to determine a top recipe. The winning recipe will be awarded a cash prize of \$1,000. Two runners-up will be awarded \$500.

In this package I have included official rules for the contest and a contest flyer for you to distribute to your students. You can also find these rules on our website at avocadosfrommexico.com/foodservice.

We look forward to seeing your school's entries! If you have any questions, please don't hesitate to contact me.

Best of luck,

Cristy Alvarado

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On behalf of Avocados from Mexico



**Official Rules of the 2012
AVOCADOS FROM MEXICO
Good Morning Avocado Recipe Contest**

CONTEST PERIOD

Recipe submissions will be accepted starting September 16, 2012. All entries must be submitted by November 1, 2012 at 12:00 am EST.

ELIGIBILITY

Open to students enrolled in a full- or part-time secondary or postsecondary foodservice program located in the U.S. This contest is void where prohibited by law and is subject to all federal, state and local laws and regulations.

SUBMISSIONS

The students' objective is to create an **original breakfast or brunch foodservice recipe** in which **Mexican Hass avocados are a key ingredient**. An accurate recipe and photograph of the dish must be submitted to represent the entry. Recipes will be tested by a professional and prepared for a live judging, so they must be written clearly by the student to work.

Multiple entries may be submitted by students.

Entries must not have won a previous prize or award, not been previously published and not infringe on any third-party rights.

To submit an entry, visit avocadosfrommexico.com/foodservice and fill out the entry form provided.

JUDGING PARAMETERS

Recipes will be judged based on concept, use of avocado as a key ingredient, presentation and taste. Winners will be announced by December 3, 2012.

PRIZES

First place	\$1,000
Runner up	\$500
Runner up	\$500



GENERAL RULES

Winners will be notified by phone or email. They will be required to execute and return an affidavit of eligibility, authenticity, liability/publicity release and assignment of rights within 14 days of notification attempt or the prize will be forfeited and an alternate winner selected.

All entrants acknowledge and agree that recipes become the property of Avocados from Mexico, which reserves the right to edit, modify, copyright and publish them for advertising, public relations and promotional purposes in any media without attribution or compensation. By entering the contest, students agree to the use of their name for advertising and promotional purposes without compensation. Failure to comply will result in the selection of an alternate winner.

Liability for applicable federal, state or other taxes will be the sole responsibility of the individual winners.