



**AVALON**

**Avalon**

**2014 Avalon Recipe Contest**

**Win a Trip to the Chef's Dinner at the Ahwahnee Hotel in  
Majestic Yosemite National Park**

**ELIGIBILITY**

1. No purchase necessary to enter.
2. The Avalon 2014 Recipe Contest ("Contest") is open to legal U.S. residents, aged twenty-one (21) or older, and where legal, except the following:
  - a. Residents of Puerto Rico and other U.S. territories or possessions;
  - b. Employees or members and immediate families of Purple Wine Company and its affiliated companies;
  - c. Any person or company and their employees and/or immediate families that holds an alcohol beverage license or permit issued by a federal or state agency;
  - d. Any person who derives more than 70% of their total income from their employment as a food professional (preparing and cooking food in a professional environment or food service venue, such as , but not limited to restaurants, hotels and catering);
  - e. Employees and immediate families of any company involved with the design, production, execution , or distribution of the Contest;
  - f. The Contest is governed by the laws of the United States and void where prohibited by law. All federal, state and local rules and regulations apply.
  - g. The Company ("Sponsor") of the contest retains the discretion to make all decisions regarding the interpretation and application of these Official Rules, including any ambiguities. All of the decisions of the Sponsors are final and discretionary. Any controversy or claim arising out of or relating to this Contest or any agreements or instruments relating to this Contest shall, at the request of any party, be conducted in San Francisco, California, with JAMS or similar private arbitration service, notwithstanding any state's choice of law provision, and under the applicable rules of the arbitration service provider. The arbitrator(s) shall give effect to statutes of limitation in determining any claim. Any controversy concerning whether an issue is arbitrable shall be determined by the arbitrator(s). An arbitration award rendered pursuant to this provision may be submitted to any court of competent jurisdiction for entry of judgment on the award. The parties agree that any petition to confirm, correct, or vacate an arbitration award may be served by regular mail, and that personal service of any such petition is waived. The institution and maintenance of an action for judicial relief or pursuit to a provisional or ancillary remedy shall not constitute a waiver of the right of any party, including the plaintiff, to submit the controversy or claim to

arbitration if any other party contests such action for judicial relief. The arbitrator(s) shall award reimbursement of reasonable costs and expenses (including attorneys' fees) related to such controversy or claim to the prevailing party.

#### SPONSOR

1. Purple Wine Company, LLC, 9119 Graton Road, Graton, CA 95444.

#### ACCEPTANCE OF OFFICIAL RULES

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

#### TIMING

1. The Contest begins at 9:00 AM Pacific Daylight Time (PDT) on June 1, 2014 and ends at 11:59 PM on September 30, 2014 PDT. The Contest consists of three (3) phases as outlined in the chart below.

Phase	Start Date and Time	End Date and Time
Submission	6/1/2014 at 9:00 AM PDT	9/30/2014 at 11:59 PM PDT
Semi-Finalist / Finalist Selection	10/1/2014 at 9:00 AM PDT	10/15/2014 at 11:59 PM PDT
Finalists/Winner Selected	10/16/2014 at 9:00 AM PDT	10/31/2014 at 11:59 PM PDT

#### SELECTION OF FINALISTS

1. Three (3) Semi-Finalists will be selected by the Preliminary Judging Panel.
2. Potential Semi-Finalists will be notified on or about October 16, 2014 regarding their eligibility. Potential Semi-Finalists will be required to complete and return by 5:00 PM PDT on October 31, 2014, an Affidavit of Eligibility ("Affidavit"). If Purple Wine Company, LLC does not receive the Affidavit by the deadline or, upon review of the Affidavit determines at its sole discretion that the Potential Finalist is ineligible under the Official Rules of the Contest, he/she will be disqualified and entitled to neither compensation nor prize, and another Potential Semi-Finalist will be selected. Once the Potential Semi-Finalists clear the review process, they will be announced as the Recipe Contest Finalists ("Finalists"). Upon judging the top three finalists, the Grand Prize winner and first and second runner-ups will be announced the first week of November, 2014.

#### ENTRY RULES

1. Contestants must enter online between June 1, 2014 at 9:00 AM PDT and September 30, 2014 at 11:59 PM PDT. Early and late entries will not be considered. Each recipe must be submitted

by an individual, not by a couple or a team. There is no limit to the number of recipes you may submit.

2. To enter online, visit <http://www.avalonwinery.com/news-and-events/recipe-contest/> and look for the Contest “Click Here and Enter Now” button. Each entry must include a valid home address. P.O. Boxes are not permitted.
3. In case of a dispute as to the identity of the entrant, the entry will be accepted or rejected at the sole discretion of the Sponsor.

#### SUBMISSION GUIDELINES

1. All Submissions must be made online.
2. All Submissions must be in standard text format;
  - a. All Submission recipes must not exceed six hundred (600) words in length each including ingredients and preparation instructions.
  - b. All Submission recipes must include a recipe name which must not exceed 12 (12) words in length;
  - c. All Submission recipes should include an introduction as to why the contestant selected their “Greatest Foods” element and how that food inspired their recipe. Introduction must not exceed two hundred (200) words in length.
  - d. All Submission recipes must be able to be prepared within thirty-five (35) minutes including cooking time.
  - e. All Submission recipes must be in English;
  - f. All measurements must be in Standard U.S. measurements;
  - g. All Submission recipes must include readily available ingredients;
  - h. All Submission recipes must include step-by-step cooking instructions including timing for any cooked ingredients and temperatures;
  - i. The Submission recipe cannot have been submitted previously to any promotion, been published or exhibited or displayed publicly through any means, or have won any kind of awards.

#### CONTENT RESTRICTIONS

1. The Submission must not contain material that violates or infringes another’s rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
2. The Submission must not disparage anyone ;
3. The Submission must not feature brand names or trademarks other than those owned by Sponsor, which entrant has a limited license to use to incorporate into his/her Submission for this Contest; unauthorized brand names or trademarks will be stricken from entries.
4. The Submission must only contain text created by entrant and must be the entrant’s original recipes;

5. The Submission must not contain text that is inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous;
6. The Submission must not contain text that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
7. The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction.

## JUDGING

1. Semi-Finalist Selection Process
  - a. During the Finalist selection process a Preliminary Judges Panel picked solely at the discretion of Purple Wine Company, LLC will select three (3) Semi-Finalists from among all eligible Submissions received based on the following criteria
    - i. Introduction - Why contestant chose their America's Great Food element
    - ii. Creativity
    - iii. How well it pairs with Avalon Cabernet Sauvignon
    - iv. Perceived Taste
    - v. Ease of preparation

## PRIZES

1. There will be one (1) GRAND PRIZE winner and two (2) runner-ups.
  - a. 2<sup>nd</sup> Runner-Up – Will receive a \$2,500 gift card from Sur La Table. Value not to exceed \$2,500.
  - b. 1<sup>st</sup> Runner-Up – Will receive a \$1,000 gift card from Sur La Table. Value not to exceed \$1,000
  - c. Grand Prize Winner – Will receive a trip for two (2) people to attend the Holiday Chef's Dinner at the Ahwahnee Hotel in Yosemite National Park. Trip will include airfare, entry to the Chef's Holiday Dinner, accommodations for up to four (4) nights at the Ahwahnee Hotel, plus spending money for meals during their stay. Winner may select which session they would like to attend, but all sessions take place in January or February, 2015. Value not to exceed \$5,000.

## CONDITIONS

1. Entrants agree to be bound by the terms of these Official Rules. All recipes entered become the property of Purple Wine Company and will not be returned.
2. Finalists will be required to execute documents of eligibility, release from liability, and transfer of their winning recipes. By entering the Contest, all participants consent to the commercial use of their names, images, likenesses, recipes (with rights to edit or adapt those recipes) without further attribution, notification or compensation. By entering, participants release and hold harmless Sponsors, their respective subsidiaries, affiliates, directors, officers, employees, and agents, judges, from any and all liability (including but not limited to claims of infringement of

copyright or other intellectual property) or any injuries, loss or damage of any kind arising from or in connection with this Contest or any prize won. Sponsors and their agents are not responsible for the unauthorized human intervention, phone, technical, network, electronic, computer, hardware or software failures, malfunctions or disconnects of any kind, or misdirected, illegible, incomplete, stolen, garbled, fragmented or delayed internet/e-mail computer transmissions or network/ISP/website internet accessibility; or for inaccurate, incorrect or incomplete capture of entry information.

#### REQUESTS

1. To receive Contest rules, visit our website at <http://www.avalonwinery.com/news-and-events/recipe-contest/> or send a self-addressed, stamped #10 envelope to Purple Wine Company's AVALON 2014 RECIPE CONTEST, 9119 Graton Road, Graton, CA 95444.
2. For the three (3) Finalist's recipes, visit our web site at [www.avalonwinery.com](http://www.avalonwinery.com) after November 1, 2014. For the Contest prize winners, visit our website after November 15, 2014.
3. Telephone requests for rules, Finalist's list, and recipes cannot be accommodated.

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