



**2012 APC Crisco®
National Pie Championships®
Amateur Entry Form**







Name: _____

Address: _____

City: _____ State: _____ Zip _____

Phone: _____ E-mail: _____

Pie Flavors: Indicate the name of your pie next to the category you are entering:

- _____ Apple
- _____  Classic Chocolate*
- _____  Classic Cherry*
- _____  Innovation*
- _____ Citrus
- _____ Cream
- _____ Cream Cheese**
- _____ Custard
- _____ Fruit/Berry
- _____ Gluten Free***
- _____ Nut
- _____ Peanut Butter
- _____ Pumpkin
- _____ Open
- _____  Raisin***
- _____ No Added Sugar****
- _____ Sweet Potato

***Crisco** Classic Cherry, **Crisco** Classic Chocolate and **Crisco** Innovation categories must contain at least ½ cup **Crisco** shortening or oil.

** Cream Cheese category must contain at least 1 8oz. package cream cheese.

***Gluten Free category must contain all gluten free ingredients.

****Raisin category must contain at least 1 cup of raisins.

*****No Sugar Added recipes may not contain any added sugar as an ingredient.

Brunch: A brunch will be held at 9:00AM on Saturday, April 28th 2012 after registration. Tickets are \$15/entrant/\$20/guest.

Entrants have the opportunity to bake their pies on-site at Caribe Royale on Friday, April 27th 2012. Baking times are limited to 3 hours and reservations for baking times are on a first come, first served basis. Would you like to reserve a spot? _____

To Enter:

- Email entry form/information and recipe to apc@piecouncil.org, or
- Fax entry form/information and recipe to 847-371-0199, or
- Complete and submit on-line entry form at www.piecouncil.org, or
- Mail entry form and recipe to:
American Pie Council
P.O. Box 368
Lake Forest, IL 60045

Entry Fees: Includes 2 tickets to the Pie Buffet
Members - \$15/pie
Non Members - \$35/pie

Number of pies entered _____ x \$15 for members \$35 for non-members.

Number of brunch tickets _____ x \$15 entrant/\$20 guests

Total Fee Paid: _____

All entries and recipes must be received by 3/28/12

Credit card or check payments to American Pie Council must be received by 4/4/12

Credit Card (check one) MasterCard _____ VISA _____

Credit card Number _____ Exp. _____



2012 APC Crisco® National Pie Championships® Abbreviated Rules and Amateur Entry Form

You could Win \$5000
a Sears® Kenmore® Range and a Crisco® Gift Basket
All Entrants receive an Emile Henry Pie Plate

Date: Saturday, April 28, 2012
Schedule: Registration 6:30-9:00 AM
Brunch 9:00AM
Judging 10:00 – 4:00 PM
Award Ceremony – 7:00 PM
Place: Caribe Royale, Orlando, FL
Award Ceremony: Lakeside Park Demonstration Stage
Celebration, Florida

Evaluation of Pies

First Impression: Pre slice score – Includes consistency of crust or topping. After slice score – Based on degree of appropriate ruininess, juiciness or firmness. Impression of first taste.

A Closer Look: Flavor – Strength and balance of flavor appropriate for type of pie; balance of sweet and/or tartness. Peripheral flavors should be balanced with main ingredient of pie. Mouthfeel: Appropriate consistency, i.e. thick, thin, smooth, creamy, chalky, mushy, runny, dry, sticky, etc. should be considered when appropriate. Crust – Flaky or mealy. Aftertaste – Pleasant or unpleasant.

Overall Impression: How impressive was it, how appealing and memorable.

Creativity: How much creativity went into this recipe.

Innovation: (Crisco Innovation entrants only) Combines traditional pie baking with new, innovative ideas and techniques.

Crisco is a registered trademark of The J.M. Smucker Company
Sears and Kenmore are registered trademarks of the Sears Holdings Corporation

®National Pie Championships is a registered trademark



2012 APC Crisco Amateur NPC Abbreviated Rules:

- This contest is open to legal residents of the United States and D.C. except Arizona, Maryland, New Jersey, Tennessee, Vermont, 18 years of age or older. No professional chefs, baker, food writers, food home economists, students enrolled in a degree program at a cooking school, or any other person who regularly makes pies, baked goods or recipes for pay.
- Amateurs entering pies must submit their recipe, including crust. Recipes must be original and never before published. Alcohol may not be used in recipes. Recipes must be submitted in English, attached to an e-mail (Word files only) or mailed or faxed on a typed 8 1/2" x11" piece of paper. E-mail recipes to apc@piecouncil.org. Please include your name and category on the recipe.
- Entries and recipes must be received by 3/28/12, or entries by mail must be postmarked by 3/28/12 and received by 4/4/12.
- Only dessert pies may be entered in this contest and must include bottom and side crusts.
- One Grand Prize: One check for \$5000, one **Sears® Kenmore®** Range and one large **Crisco** gift basket (ARV: \$6,100).
- One First, Second and Third Place Prize will be awarded in each of the seventeen flavor categories listed. First Place Prize: One check for \$200 and a **Crisco** gift basket (ARV \$240 each); Second Place Prize: One check for \$150 and a **Crisco** gift basket (ARV: \$190 each); Third Place Prize: One check for \$100 and a **Crisco** gift basket (ARV: \$140 each).
- To choose the appropriate category, choose the ingredient with the greatest quantity or strongest flavor to classify your pie.
- Please note: **Crisco** Classic Cherry, **Crisco** Classic Chocolate and **Crisco** Innovation Award category must use at least ½ cup of **Crisco** shortening or oil in its recipe. Raisin category must use 1 cup raisins. Cream Cheese category must use 1 8oz. package cream cheese. Gluten Free category must contain all gluten free ingredients. No Sugar Added may not contain any added sugar as an ingredient.
- For safety reasons, all refrigerated pies may be tested to assure that the temperature does not exceed 45°F.
- Recipes become the property of the American Pie Council and **Crisco**.

Contest is subject to Official Rules. The decision of the judges is final. To obtain Official Rules, see www.piecouncil.org.

Pie plates can be picked up after the award ceremony at the Ballroom at the Caribe Royale. All plates not claimed by 10:00PM will be discarded. **Crisco, the APC, and the Caribe Royale are not responsible for lost or unclaimed pie plates.**

Hotels and Housing Information



Reservations: Rooms are available for \$129/night at the Caribe Royale. Call 888-258-7501 or register on line at https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=3408346&utm_source=186&utm_medium=email&utm_campaign=4837665 before March 30, 2012

Call Linda Hoskins with questions at 847-371-0170, e-mail at apc@piecouncil.org or click on contact us on our website at www.piecouncil.org.

**2012 Amateur National Pie Championships (“NPC”)
 (“Contest”)
 OFFICIAL RULES**

ELIGIBILITY: This Contest is open to legal residents of the United States and D.C. except Arizona, Maryland, New Jersey, Tennessee, Vermont, 18 years of age or older, and except employees of the Sponsors (and, with respect to their designated pie category, each participating food company), their affiliated companies, parent, subsidiaries, Web site developers and administrators, and advertising and promotion agencies and their immediate families and members of their households. The Contest is open only to amateur home cooks. No professional chefs, bakers, food writers, food home economists, students enrolled in a degree program at a cooking school, or any other person who regularly makes pies, baked goods or recipes for pay. The Contest recipe must be an original that was created by the person making the entry. The Contest recipe entered must not have won previous NPC awards, must not infringe upon any other person’s rights, must not have been previously published, must not be awaiting publication nor may it be submitted for publication consideration during the period of the Contest.

TO ENTER: There is a \$15 charge for each pie entered for members of the American Pie Council (“APC”) and a \$35 fee for nonmembers, payable by check or credit card (MasterCard or VISA). There are four ways to enter:

- 1) **By mail:** Complete and mail the entry form, recipe(s) and applicable entry fee(s) payment to: American Pie Council, PO Box 368, Lake Forest, IL 60045. Mail-in entries must be postmarked by March 28, 2012 and received by April 4, 2012.
- 2) **By e-mail:** Complete and email the entry form as an attachment or include all information as text in the e-mail, recipe(s) and credit card payment for applicable entry fee(s) to the American Pie Council at apc@piecouncil.org. Alternatively, entry fee(s) payment may be sent by mail to: American Pie Council, PO Box 368, Lake Forest, IL 60045. E-mail entries must be received by 11:59 a.m. Eastern Time on March 28, 2012, and registration fee(s) must be received by April 4, 2012.
- 3) **By facimile:** Complete and fax the entry form, recipe(s) and credit card payment for applicable entry fee(s) to the American Pie Council at 847-371-0199. Alternatively, entry fee(s) payment may be sent by mail to: American Pie Council, PO Box 368, Lake Forest, IL 60045. Faxed entries must be received by 11:59 a.m. Eastern Time on March 28, 2012, and registration fee(s) must be received by April 4, 2012.
- 4) **By Internet:** Complete the entry form available at www.piecouncil.org and submit recipe(s) and credit card payment for applicable entry fee(s). Alternatively, entry fee(s) payment may be sent by mail to: American Pie Council, PO Box 368, Lake Forest, IL 60045. On-line entries must be received by 11:59 a.m. Eastern Time on March 28, 2012, and registration fee(s) must be received by April 4, 2012.

All entry forms/information and recipes whether mailed, e-mailed, faxed or entered on-line must be in English on a typed 8 1/2 x 11 paper, an attached WORD file or typed electronically and

must include the name of entrant and category. Registration fee(s) sent under separate cover from original entry must include the name of the entrant and category.

CATEGORIES: Apple, **Crisco**® Classic Chocolate, **Crisco** Classic Cherry, **Crisco** Innovation Citrus, Cream, Cream Cheese, Custard, Fruit/Berry, Gluten Free, Nut, Peanut Butter, Pumpkin, Raisin, No Sugar Added, Sweet Potato, and Open. Only dessert pies may be entered and must include a bottom and side crust. Entries in the **Crisco** Innovation, **Crisco** Classic Cherry and **Crisco** Classic Chocolate pie categories must use at least ½ cup of **Crisco** shortening or oil in the recipe. Recipes using alcohol as an ingredient will not be accepted. Entries in the No Sugar Added category may not contain sugar as an ingredient. Entries in the Raisin category must contain at least 1 cup of raisins. Gluten Free category must contain all gluten free ingredients. Entries in the Cream Cheese category must contain one 8 oz. package of cream cheese. **LIMIT: A maximum of 17 entries per person.** All entries including the recipe submitted become the property of the American Pie Council (“APC”) and The J.M. Smucker Company (“Sponsors”) and none will be returned.

JUDGING: All pies must be completely prepared by the entrant and delivered to the Caribe Royale, Orlando, FL between 6:30 and 9:00 A.M. on April 28, 2012. Entrants may prepare and bake their pies on-site at the Caribe Royale on Friday, April 27, 2012 (subject to availability) during assigned baking times with a time limit of three hours. Potential winners (subject to eligibility verification) will be chosen on or about April 28, 2012 by APC judges whose decisions will be final and binding on all matters relating to this Contest. Each pie entry will be judged on the following criteria: *First Impression:* Pre slice score (Includes consistency of crust or topping), after slice score (based on degree of appropriateness, juiciness or firmness) and impression of first taste (up to 27 points). *A Closer Look:* Flavor (strength and balance of flavor appropriate for type of pie; balance of sweet and/or tartness. Peripheral flavors should be balanced with main ingredient of pie), Mouth Feel (appropriate consistency, i.e. thick, thin, smooth, creamy, chalky, mushy, runny, dry, sticky, etc.), Crust (flaky or mealy) and Aftertaste (pleasant or unpleasant) (up to 36 points). *Creativity:* (For all categories but **Crisco** Innovation) How creative is the pie (up to 9 points). *Innovation:* (Only for pies entered into the **Crisco** Innovation category) Combines traditional pie baking with new and innovative ideas and techniques (up to 9 points). *Overall Impression:* Impressiveness (up to 18 points). All category points will be added to determine the winners. In the event of a tie the judges will re-judge the pies until a winner is decided. For safety reasons, all refrigerated pies will be tested to assure that the temperature does not exceed 45°F. Each recipe must include U.S. standard measurements, complete preparation instructions, cooking time and temperatures, number of servings, size of pans and any special utensils or cookware.

PRIZES: One Grand Prize: A check for \$5,000, a **Sears**® **Kenmore**® Range and a large **Crisco** gift basket. Approximate Retail Value (“ARV”): \$6,100. Seventeen First Place Prizes: A check for \$200 and a **Crisco** gift basket. ARV: \$240. Seventeen Second Place Prizes: A check for \$150 and a **Crisco** gift basket. ARV: \$190. Seventeen Third Place Prizes: A check for \$100 and a **Crisco** gift basket. ARV: \$140. Total ARV of all Prizes: \$15,790. Checks will be mailed to winners on or before June 30, 2012. All expenses not specified herein are the sole responsibility of the winner.

GENERAL TERMS & CONDITIONS: By participating in the Contest, entrants agree to release, hold harmless and indemnify the Sponsors, their respective parent companies, affiliates, subsidiaries, distributors and each of their respective shareholders, directors, officers, employees and agencies from and against any and all liability whatsoever for any injuries, losses, harm, damage (including but not limited to property damage, personal injury and/or death), claims, actions, costs and expenses (including without limitation, all attorney's fees and court costs) arising directly or indirectly from or in connection with his/her participation in the Contest, acceptance, possession or use/misuse of the prize or participation in any prize-related activity. Entrants further acknowledge that the above parties are in no manner responsible or liable for, and specifically disclaim, any warranty, representation or guarantee, express or implied, in fact or in law, relative to any prize or portion thereof, including but not limited to its quality, mechanical condition or fitness for a particular purpose. Submission of a Contest entry grants Sponsors and their agents the right to publish, use, adapt, edit and/or modify the recipe included with the entry in any way, in commerce and in any and all media worldwide, without limitation and without consideration to the entrant. Submission of any entry further constitutes the entrant's (or his/her parent's or guardian's) consent to irrevocably assign and transfer to the Sponsors any and all rights, title and interest in and to the entry, including, without limitation, all intellectual property rights. Each entrant must be the sole and rightful owner of the recipe submitted in the Contest. Acceptance of a Contest prize will further constitute and signify agreement and consent (or that of parent or legal guardian if winner is a minor) that the Sponsors and/or Sponsors' assignee may use the winner's recipe, name, photograph, images, likeness, voice, signature, biographical information, recipe and/or any other intellectual property materials created or submitted as part of the Contest, in addition to any and all materials created during public relations activities related to the Contest (collectively "Publicity Materials") for purposes of advertising, publicity and trade related to Sponsors' products and/or services, in all media worldwide (including Sponsors' web sites), without further compensation, except where prohibited. Winner's statements may be used in whole or in part and may be paraphrased, amplified, shortened, and/or put into conversational form to meet the requirements of copy, layout and/or script, provided their general sense is not changed. All Publicity materials developed or used will be Sponsors' property and will be works "made for hire" and winners will retain no ownership rights whatsoever in or to said works. If said Publicity materials are not considered works "made for hire," winners hereby assign all said works to Sponsors. Winners are solely responsible for any federal, state or local taxes on prizes. All federal, state, and local laws and regulations apply. Void outside the United States and D.C., in Arizona, Maryland, New Jersey, Tennessee, Vermont, and where prohibited. Sponsors reserve the right to take such action as they deem necessary to enforce these Official Rules and ensure the fair operation of the Contest, including without limitation, barring and disqualifying entrants who do not comply with these Official Rules. If, for any reason, the Contest is not capable of running as planned by any cause which, in the sole opinion of the Sponsors, corrupts or affects the administration, security, fairness, integrity or proper conduct of the Contest, Sponsors reserve the right, at their sole discretion to cancel, terminate, modify or suspend the Contest and determine winners from entries received prior to action taken, or as otherwise deemed fair and equitable by Sponsors. In case of cancellation, a winning recipe will be chosen from all eligible entries received prior to the date of cancellation and if circumstances permit. If due to any technical, production, typographical or other error, more prizes are claimed or awarded than are described in the Official Rules at any prize level, the number of prizes identified in the Official Rules will be

awarded in an equitable manner (as determined by Sponsors) from all such prize claims received. By participating, entrants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of the Official Rules, entrant's rights and obligations, or the rights and obligations of the Sponsors in connection with the Contest, will be governed by, and construed in accordance with, the laws of State of Ohio, without giving effect to any choice of law or conflict of law rules. By participating, entrants consent to the jurisdiction and venue of the federal, state and local courts located in Cleveland, Ohio.

LIMITATIONS OF LIABILITY: In the event of a dispute regarding the identity of an entrant, such entry will be deemed to be made by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is deemed as the natural person who is assigned to an e-mail address by an Internet access provider, service provider or other online organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Neither Sponsors nor their agencies are responsible for lost, late, incomplete, damaged, stolen, illegible, misdirected, postage-due, or non-delivered entries or e-mail; or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Web Site or other connections availability, accessibility or traffic congestion, or miscommunications, or failed computer, network, telephone, satellite, or cable hardware, software or lines, or technical failure, or jumbled, scrambled, delayed, or misdirected transmissions, or computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network, or the incorrect or inaccurate capture of entry or other information or the failure to capture, or loss of, any such information. Neither Sponsors nor their agencies are responsible for any incorrect or inaccurate information, whether caused by Web Site users, or by any equipment or programming associated with or utilized in the Contest and assume no responsibility for any error, omission, interruption, deletion, defect or delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or tampering with or hacking of Web Site. Sponsors reserve the right, at their sole discretion, to disqualify any individual it finds may be tampering with the entry process or operation of the Contest or Web Site, may be acting in violation of the terms of the Web Site or may be acting in a non-sportsmanlike or disruptive manner, or with intent to threaten, abuse or harass any other person. Any attempt to deliberately damage any Web Site or undermine the legitimate operation of the Contest is unlawful and subject to legal action by Sponsors or their agents.

IN NO EVENT WILL SPONSORS THEIR 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 ENTRANTS ACCESS TO OR USE OF THEIR WEBSITES OR DOWNLOADING FROM AND OR PRINTING MATERIAL DOWNLOADED FROM SAID WEBSITES. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THE WEBSITE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS 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 ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

WINNERS LIST: For a list of winners, please send a self-addressed envelope with proper postage affixed between May 1, 2012 and June 1, 2012 to: American Pie Council, P.O. Box 368, Lake Forest, IL 60045

SPONSORS: The American Pie Council, P.O. Box 368, Lake Forest, IL 60045

® Registered trademark of the American Pie Council;

The J.M. Smucker Company, One Strawberry Lane, Orrville, OH 44667

Crisco is a registered trademark of The J.M. Smucker Company

Sears and Kenmore are registered trademarks of the Sears Holdings Corporation