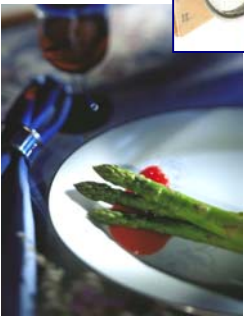


*Announcing an
Extraordinary
Opportunity.*



*Give it Your Best Shot!
Enter & Win the 2004
California Asparagus
Contest.*

Creativity Pays.

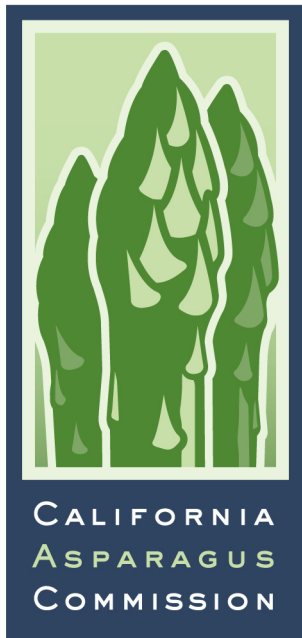
Grand Prize: \$2,500

Two First Prizes: \$1,000 each

Two Second Prizes: \$500 each

*Recipes can include appetizers, salads,
sandwiches, entrees or sides. Served at
breakfast, brunch, lunch or dinner.*

See Reverse Side for the Simple Rules.



Be a Winner with Fresh California Asparagus!

Enter the California Asparagus Commission's Recipe Contest Today.

Let your creativity shine through! Hot or cold; grilled, roasted or blanched; whole spears, cut or blended. It's your choice.

Send in your winning recipe for breakfast, brunch, lunch or dinner – including appetizers, small plates, salads, sandwiches, entrees, and sides – for a chance to receive a cash prize.

Prizes

1 Grand Prize
\$2,500

2 First Prizes
\$1,000 each

2 Second Prizes
\$500 each

Entries must be received by: June 30, 2004
Winners will be announced by: July 30, 2004

Mail entries to: Asparagus Recipe Contest,
19 Sherwood Ct., San Francisco, CA 94127
Fax entries to: (415) 584-3834

Recipe Name _____

Your Name _____

Title _____

Employer/Restaurant _____

Address _____

City/State/Zip _____

Phone/e-mail _____

Who is your primary distributor? _____

Is this recipe on your menu? Yes No

Information About Your Operation

1. Number of Tables _____

2. Check Average _____

3. Food Cost (%goal) _____

4. Annual Dollar Volume

- Under \$100,000
- \$100,000 to \$300,000
- \$300,000 to \$500,000
- \$500,000 to \$1,000,000
- \$1,000,000 to \$5,000,000
- \$5,000,000 +

5. Type of Operation

Non-Commercial

- Business & Industry
- College & University School
- Healthcare & Lifecare
- Other _____

Management

- Self-operated
- Contractor

Commercial

- Family
- Theme/Casual
- Fine Dining
- Hotel
- Retail
- Other _____

Ownership

- Chain (# of units) _____
- Independent

Contest Rules

1. Contest is open to foodservice professionals in commercial and non-commercial restaurant operations.
2. Enter as many times as you wish.
3. To enter, include this completed form with each entry.
4. Recipes submitted must include:
 - your name on each page
 - list of ingredients, in order of use
 - step-by-step preparation instructions
 - yield and portion size
 - food cost and suggested selling price
 - plating instructions (photos encouraged, but not required)
5. Entry in this contest gives the California Asparagus Commission the right to publish or use the recipe without compensation to the entrant and to use the entrant's name and/or likeness for public relations and/or promotional purposes. Recipes become the property of the California Asparagus Commission.

6. All applicable taxes are the sole responsibility of the winners. This contest is void where prohibited by law.

7. This contest may be cancelled without a penalty should the California Asparagus Commission deem it necessary.

Judging Criteria

A panel of judges will be convened by the California Asparagus Commission to select the five winners, and all its decisions are final.

1. Taste, texture, and appearance
2. Use of fresh asparagus as a significant and integral part of the dish
3. Innovative use of fresh asparagus
4. Suitability of recipe for use in foodservice operations

California Asparagus Commission

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209-474-9105 fax
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