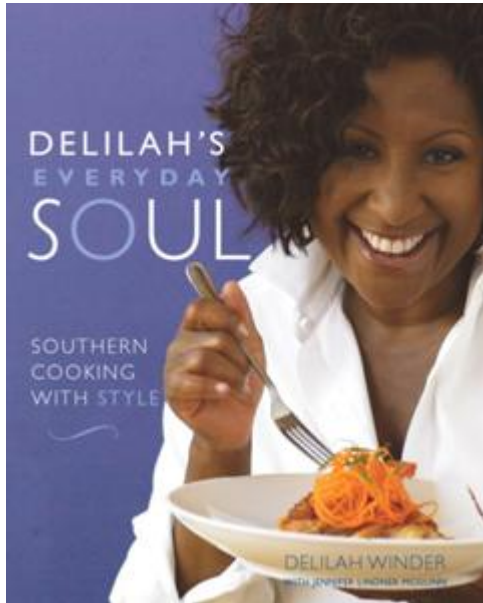


3RD ANNUAL CONTRA COSTA CELEBRITY COOKING CLASS WITH CHEF DELILAH WINDER



HEALTHY MACARONI AND CHEESE COOK-OFF Saturday, October 8, 2011

Welcome to the “Healthy Macaroni and Cheese Cook-Off” where only the savviest cooks will come to play! Everything that we do during our Celebrity Cooking Events is around teaching healthy cooking tips that will help attendees make healthier choices. So if you think you know what it takes to make macaroni and cheese that is healthy plus taste good, then we want you!

Macaroni and cheese is one of America’s comfort foods and we just can do without it. But we can make it in a way that is healthy and so you are invited to submit a recipe that is lower in fat and salt for a chance to join us on stage in October and win the grand prize of a 10-pc cookware set, a \$100 Gift Card to Fresh & Easy Stores and an autograph copy of Chef Delilah’s cooking book. Here are the guidelines below. Good luck!

How to Enter:

1. All contestants must submit a complete recipe of their favorite macaroni and cheese dish. The goal is to be creative keeping in mind that it should both healthy and delicious. It can be done. Recipes should be submitted along with the entry form via email, fax or mail to Vicki Williams by Friday, September 2.
2. By submitting a recipe to be a finalist, you agree to be on stage on October 8 with two other finalists, do a short demonstration for attendees and our judges (15 minutes) and to prepare in advance enough for our judges to taste as well as attendees. Judges’ samples will be in a small plate and for attendees, just a spoonful in 1-2 oz. containers (175 total). This should come out to preparing just one foil pan that is roughly 18.5 x 12. They are standard in the baking aisle at the grocery store. We will provide the cutlery, serving cups and napkins.
3. Our review committee will select 3 finalists who will participate in the cook-off. All finalists will be notified by Friday, September 16. Finalists will be required to attend a meeting during the week of September 26 to review cook-off details. Finalists will receive a \$50 grocery gift card to offset cook-off expenses.
4. Final recipes should be submitted to Vicki Williams by Monday, October 3 so that they can be included in the event program.
5. On the day of the event, contestants may prepare their final product for judges and attendees in the kitchen so that it is fresh and hot. In addition, we advice contestants to have at least 2 helpers to assist them with presenting to judges and attendees. Contestants will go in random order which will be revealed on the morning of October 8.

6. Each recipe will be judged on the criteria:
 - a. Ingredients - What ingredients were used to prepare a healthy dish
 - b. Stage presentation – How well did the contestant explain their recipe and why it is a healthy version
 - c. Plate presentation – How was the dish presentation to the judges
 - d. Taste – Was taste sacrificed as a result of using healthier ingredients
 - e. Closest to original comfort – If we didn't know the recipe was modified to be healthy, could we tell?

Each category will receive up to 5 points. The contestant with the most points will be this year cook-off champion!

Prizes will be as follow:

1st Place

10-pc Anolon Cookware Set,
\$100 Fresh & Easy Gift Card
Signed cookbook by Chef Delilah Winder

2nd Place

\$75 Fresh & Easy Gift Card
Signed cookbook by Chef Delilah Winder

3rd Place

\$50 Fresh & Easy Gift Card
Signed cookbook by Chef Delilah Winder

In addition, we will have a **People's Choice** award that will be selected by attendees. Finalist will also be eligible to win a \$75 Macy's Gift Card in addition to a first, second or third place prize.

Good luck and most importantly have fun while making a difference in our community around heart disease and stroke.



HEALTHY MACARONI AND CHEESE COOK-OFF ENTRY FORM

Thank you for entering our first Healthy Cook-Off that will feature our favorite comfort dish, macaroni and cheese. The cook-off is designed to be fun, creative and most importantly help us think about how we can make many of the foods we love to eat a little healthier.

By entering, you have read and agree to the guidelines above. If you have any questions, please feel free to contact Vicki Williams at 510.904.4015 or by email at vicki.williams@heart.org. Please submit the entry form and recipe via email or fax at 510.904.4004. You may also mail it to Vicki Williams at The American Heart Association, 426 17th Street, 3rd Floor, Oakland, CA 94612.

Good luck!

Name: _____

Address: _____

City, State, Zip _____

Email address: _____ Phone #: _____

Recipe name: _____

Tells us a brief story behind this recipe and why you are entering: