

Jordan
Extra Virgin Olive Oil
Recipe Contest
Official Rules

ELIGIBILITY: The Jordan Winery Extra Virgin Olive Oil Recipe Contest (“Contest”) is open to natural persons 21 years of age or older at the time of entry and who are residing in the United States, excluding Puerto Rico and its territories, and any state where the Contest is prohibited by law. This Contest is sponsored by Jordan Winery, (“Sponsor”). Alcohol beverage industry members, including retailers, and their families, employees, shareholders, officers, directors, agents, representatives of Sponsor, or the promotion and advertising agencies of any aforementioned entity, and their immediate family members and those living in their household, and each person or entity connected with the production or administration of the Contest, and each parent company, affiliate, subsidiary, agent and representative of any aforementioned entity are not eligible. Sponsor’s address is: 1474 Alexander Valley Road, Healdsburg, CA 95448.

Contest begins on 12:01 am PST on March 5, 2010, and ends on 11:59 pm PST on March 31, 2010 (the “Contest Period”). Contest subject to these official rules, which can be found at <http://blog.jordanwinery.com>.

HOW TO ENTER: Contest is subject to these official rules. First, create an original recipe that inventively uses Jordan Extra Virgin Olive Oil to create a dish appropriate for service at a reception-style event where guests will be standing and moving from table-to-table. You may use another olive oil, but your recipe will be tested with Jordan Extra Virgin Olive Oil. Jordan Extra Virgin Olive Oil is available at http://www.jordanwinery.com/culinary/olive_oil. Be sure to give your recipe a name. Recipes may be a maximum of 1,000 words and must be typed in English. Recipes must take no more than an hour to prepare from start to finish. Recipe submissions must contain entrant’s name, address, e-mail and date of birth. Second, take a JPEG format photograph of your dish to submit with the recipe. Photos should be focused on the dish and may not include people. Photos should also be no larger than 1MB. The recipe and photo can be submitted by pasting your recipe in the body of an e-mail to blog@jordanwinery.com, adding the subject line: Jordan Extra Virgin Olive Oil Recipe Contest and attaching the photo to the e-mail.

Limit 1 entry per natural person and 2 entries per household.

JUDGING: Judging takes place between April 1 and April 15, 2010, and will be conducted by a panel of food and wine experts assembled by Sponsor. Submissions will be prepared and will be judged on a 100-point scale as follows:

- ❑ Taste (50 points)
- ❑ Appropriateness for culinary event where guests will be standing and moving from table-to-table (20 points)
- ❑ Creativity (10 points)
- ❑ Presentation, based on photograph (20 points)

In the event that no entries receive a minimum score of 85 points, no prize will be awarded. In the event of a tie, the tying entries will be rescored to determine a winner.

The Selected Contestants will be required to respond (as directed) to the phone and/or e-mail notification within 72 hours of attempted notification. The failure to respond timely to the notification may result in forfeiture of the prize; and, in such case, Sponsor may choose the next highest scoring entry from among the remaining eligible entries. Each Selected Contestant will also be sent an affidavit of eligibility / liability / publicity release (“Release”). Unless restricted by law, each Selected Contestant will be required to complete and return the Release within the time period specified therein.

PRIZE: The three highest-scoring recipes (“Selected Contestants”) will be selected on April 16, 2010, and will be posted at blog.jordanwinery.com thereafter. In addition, the highest-scoring recipe will be prepared and featured at the Jordan Extra Virgin Olive Oil tasting station or as a passed hors d’oeuvre at the [Spring at Jordan](#) event, held at the Sponsor’s winery May 1, 2010, and will be profiled in the Jordan [annual newsletter](#), Estate Tales.

Approximate retail value (“ARV”) of each prize: \$0.00. Prizes will be awarded, subject to the limitations stated in these official rules.

CONDITIONS. Contest is subject to these Official Rules. By participating, entrants agree: (i) to be bound by these complete Official Rules and the decisions of Sponsor which shall be final and binding; and (ii) to waive any right to claim ambiguity in the Contest or these Official Rules, except where prohibited by law. By accepting a prize, Selected Contestant agrees to release Sponsor, including its parent, subsidiary and affiliated entities together with the respective directors, employees, officers, licensees, licensors and agents, and respective advertising and promotion entities and any person or entity associated with the production, judging, or administration of the Contest, (collectively, the Releasees) from any and all liability, loss or damage arising from or in connection with awarding, receipt and/or use or misuse of prize or participation in any prize-related activities. Sponsor reserves the right to cancel or suspend the Contest, in its sole discretion, should it receive fewer than 10 entries, or receive no entries that have a judged score above 85 points, or due to circumstances beyond its control, including natural disasters or cancellation of events. Sponsor may, in its sole discretion, cancel, modify or suspend the Contest should a virus, bug, computer problem, unauthorized intervention or other causes beyond Sponsor’s control, corrupt the administration, security or proper play of the Contest.

By submitting an entry to this Contest, Contestants hereby acknowledge that the recipe and photograph are original works of authorship by the Contestant, were not copied out of or derived from a third party recipe collection, were not previously published, and do not violate the copyright rights of any third party. Contestant also acknowledges that many recipes contain similar ingredients and minute distinctions may determine a winning outcome.

Contestant retains ownership of its recipe. By submitting an entry Contestant expressly gives Sponsor the non-exclusive right to use, publish, display and distribute recipe through advertising and other means. In all cases, Contestant will be given name credit. Contestant acknowledges no additional compensation is due for Sponsor's use of the recipe.

Sponsor may prohibit an entrant from participating in the Contest or winning a prize if, in its sole discretion, it determines such entrant is attempting to undermine the legitimate operation of the Contest by cheating, plagiarizing, engaging in any deception, or any other unfair playing practices of intending to annoy, abuse, threaten, undermine or harass any other players or Sponsor representatives. Disputes regarding these Official Rules and/or this Contest will be governed by the internal laws of the State of California.

PUBLICITY: Sponsor reserves the right to use all the Submissions to the Contest for publicity purposes prior to or after the Contest end date, in any media, and to use the name, likeness, hometown name, of any Contest Entrants, including all or part of their recipe, in whole or in part, for publicity purposes throughout the world, without any compensation or prior review unless specifically prohibited by law. Selected Contestants will be required, as a condition of accepting a prize, to sign a declaration of eligibility, liability, and publicity release, allowing Sponsor to use the name, likeness, hometown name, recipe, and winning testimonial and/or prize information of Selected Contestants as part of that publicity throughout the world, without any compensation or prior review unless specifically prohibited by law.

This Contest is void outside the U.S. and where prohibited or restricted by law, and subject to applicable federal, state provincial and local laws. Sponsor reserves the right to disqualify any entrant it finds to be tampering with the entry process or the operation of the Contest or violating these Official Rules.

PRIVACY. All personal information collected by Sponsor will be used for administration of the Contest and in accordance with Sponsor's privacy policy. Sponsor may also use the information to provide information about upcoming products and events related to Sponsor. Sponsor uses commercially reasonable efforts to comply with CAN-SPAM and Contestants may opt-out of receiving such communications pursuant to Sponsor's Privacy Policy. Any questions regarding privacy matters should be directed to the address set out below. Please refer to Sponsor's privacy policy located at <http://www.jordanwinery.com/rewards/join> for important information regarding the collection, use and disclosure of personal information by Sponsor.

OFFICIAL RULES. For a copy of these Official Rules or winners list, send your request in a self-addressed, stamped envelope (WA and VT residents need not affix return postage) to: Jordan Winery Spring Recipe Contest, c/o Laura Petersen, 1474 Alexander Valley Road Healdsburg, CA 95448. Request must be received by July 1, 2010. Rules also available online at <http://blog.jordanwinery.com/wp-content/uploads/2010/03/Official-Rules-Spring-Recipe-Contest-030410.pdf>.

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