



4TH ANNUAL MAINE'S NEXT BEST PIZZA CONTEST

Ricetta's of Falmouth • The Shops at Falmouth Village • 240 US Route One • 781-3100 • Fax 781-7090

■ Registraton Form

Please fill in form completely and return to Ricetta's.

Name _____

Street Address _____

City, State, Zip _____

Phone _____ Email _____

- Enclosed is my \$30 tax deductible, non-refundable entry fee (checks made payable to Ricetta's Brick Oven Pizzeria).
- I understand that I will be using Ricetta's dough and sauces. I understand that my creation will be made from Ricetta's current list of toppings but I can add up to one (1) other topping not from the list. I understand that I can modify the pizza sauces by adding flavors, spices, or sauces. I understand that Ricetta's may modify my recipe to suit production needs.

Signed _____ Date _____

■ Talent Release

By signing below I, _____, hereby grant Ricetta's, Inc. the right and permission to copyright, broadcast, transmit or print images and/or portraits of me (or such images, pictures and/or portraits in which I may be included) for advertising, trade, news, promotion or any other lawful purposes Ricetta's, Inc. decides to utilize.

- I waive any rights that I may have to inspect and/or approve the finished product or the use to which it may be applied.
- I acknowledged that I entered Ricetta's pizza recipe contest and I hereby grant to Ricetta's the right for an indefinite period of time to include my pizza recipe as one of its menu items. I understand that I will receive no consideration for the use by Ricetta's of my recipe other than the cash award I have received. The recipe is attached as Exhibit A hereto.
- I release, discharge and agree to hold Ricetta's, Inc. harmless from any liability that may arise by virtue of any artistic or other distortion and/or alteration that may occur in the finished product.

Signature _____ Date _____

Witness _____ Date _____

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■ Registration Deadline: Tues, January 17, 2012

Once we receive your registration form with \$25 entry fee*, your recipe and executed release form, we will send you an e-vite to the event and specific guidelines for your recipe and rules for the contest. (We may make suggestions on how your recipe could be modified to better fit our needs in a busy restaurant, but no major changes will likely be made.)

Ricetta's will host round 1 on Tuesday, February 7, 2012 from 5-8 pm, with 2 winners being selected based on the voting ballots. Contestants will be required to be at the restaurant by 4:30pm on the 7th. Our pizzaiolo's will prepare all the recipes. Each pizza recipe will be assigned a number. All pizzas will be served on our evening pizza buffet. Guests will have the opportunity to taste and vote on any and all the pizzas offered. Guests will vote for 2 pizzas. The buffet will also include salads, soups and dessert. Guests will receive a ballot for voting. Ricetta's will announce the winning recipes after all votes have been tallied and verified on Wednesday February 8th. The 2 finalists will take their recipes to the final cook-off. This will be held on Tuesday, February 28, 2012 from 5-8 pm.

Online Voting - Contestants, their friends and family will be able to go to our website to find a link to vote for their favorite 2 pizza recipes during the first round and a single pizza for the finalists. Only one vote per computer will be allowed. Voting dates will be announced after all the entries have been received.

Once the two finalists have been named, Ricetta's will gather more votes throughout the two weeks leading up to the finale. To do this, the pizza cooks will prepare the 2 pizzas for our daily buffet and our customers will be invited to taste and vote.

■ Rules

- Ingredients must be conducive to mass production while maintaining freshness and unique, fresh flavor. (Use specific ingredient list from our menu, and contestants can add ONE other item not on the list.)
- Toppings must be quick and easy to prepare
- Contestants will use Ricetta's own homemade dough and pizza sauce, pesto, garlic butter or cinnamon butter sauce. Contestants can modify any of these sauces by adding flavors, spices, sauces, etc.
- Contestants and their invited friends will come to Ricetta's for a round 1 "Cook-off". Contestants will not be charged, but guests will be charged our regular evening buffet fee of \$12.99.
- Any violation of the rules will result in disqualification from the contest.

■ Round 1: Tuesday, February 7, 2012 5-8 pm Evening Buffet for All Contestants.

- Two finalists will be chosen from round 1. All participants who do not move to the final round will receive a \$25 Ricetta's gift card.
- Pizzas will be prepared by Ricetta's pizzaiolo's, served buffet style and tasted by all guests, along with staff that are available on that day and any other special guests who have been invited to come to the event.
- The week leading up to the first round cook off, Ricetta's will offer voting ballots to guests who come in – guests will vote based on the ballots, indicating which 2 pizzas they would likely buy if they were on the menu.
- There will be no online voting for this round, as we want our customers to actually sample the various creations and provide their invaluable feedback.

■ Round 2: Tuesday, February 28, 2012 5-8 pm Evening Buffet for All Contestants

- The two finalists will be invited to participate in a public cook off featuring their pizza recipe. The public will taste and vote on their favorite pizza.** (Pizzas will not be marked in any way as to indicate which pizza belongs to which contestant. Rather, they will be assigned a number.)
- The winning pizza will receive the prestigious recognition of being named after its creator, and put on our menu for 2012. The creator of the winning pizza recipe will win \$500 cash. The Second place runner up will receive a \$100 gift card from Ricetta's.
- Each time a customer buys a large size of the winning pizza, Ricetta's will donate \$1 to Maine's Good Shepherd Food Bank, thus an ongoing fundraiser for Maine's hungry families

■ Judges

- Ricetta's Management
- Representative from Good Shepherd Food Bank and their local affiliates
- Customers and guests
- Other special guests invited by Ricetta's

Questions can be directed to: Brianna Whitehouse

*\$25 fee for contestants will include 1 jar of pizza sauce and 2 large pizza doughs for contestants to practice at home with (to perfect their recipe).

All contestants who do not move on to the final round will receive a \$25 Ricetta's gift card.

** The week before the final cook-off, Ricetta's will offer ballots for customer's to vote on their favorite.

**On the night of the event, the public will taste and vote again.