

Cheez-It[®] Champion

Recipe Contest



New *Cheez-It*[®] Made with Whole Grain Bulk Case
#24100-10971

Chicky-Nachos ★
Crispy *Cheez-It*[®] Made with Whole Grain Bulk Case crackers topped with melted nacho cheese, beans and diced chicken.

Compete for Your Place at the Podium.

Send us your great recipe idea featuring *Cheez-It*[®] Made with Whole Grain Bulk Case. You'll be entered for a chance to become one of our *Cheez-It*[®] Champions.

From September 1, 2016 to November 15, 2016, submit your completed entries to:

K12CheezItRecipeContest@Kellogg.com.

To learn what it takes to be a *Cheez-It*[®] Champion, review recipe contest rules on the back side.

One entry per district.



The Prizes

Entrants can win in one of the four prize categories listed below. Winners, their school districts and winning recipes may also be featured in national *Kellogg's*® print advertising or other communications by March 31, 2017. All publicity about the contest winners will be created in collaboration with the winning foodservice professionals and school districts.

Gold Medalist: Winning operator will receive a commemorative gold medallion and Certificate of Merit.

Silver Medalist: Winning operator will receive a commemorative silver medallion and Certificate of Merit.

Bronze Medalist: Winning operator will receive a commemorative bronze medallion and Certificate of Merit.

Runners Up: Winning operators will receive Certificates of Merit.

Note: actual prize medallions are subject to change.

Enter contest between September 1, 2016 and November 15, 2016.



The Judging

Recipes will be judged by a panel of *Kellogg's*® judges according to the following criteria. One entry per district.

50% of score

- Offers a clear picture of a single-serving size
- Meets minimum nutrition criteria
- Compliant to USDA reimbursable meals and contains a minimum 1 oz. grain equivalent using *Cheez-It*® Made with Whole Grain Bulk Case (#24100-10971)
- Meets a minimum 2 oz. meat/meat alternate requirement
- No more than \$0.78 food cost for the complete entrée
- Six steps or less
- 100-serving yield

25% of score

- Captures the fun, lighthearted personality of the *Cheez-It*® brand through either the recipe image, name of the recipe or both

25% of score

- Exemplifies exceptional culinary creativity



How To Enter

1. Order *Cheez-It*® Made with Whole Grain Bulk Case.
2. Create your recipe.
3. Ask your *Kellogg's*® sales representative for the entry form, download it from <https://www.kelloggsspecialtychannels.com/TeamUSA> or look on the *Kellogg's*® K-12 Be a Champion kit's flash drive.
4. Complete contest entry form and submit with recipe and photo to K12CheezItRecipeContest@kellogg.com.

One entry per district. Use of the Be a Champion kit is not required for entry. Once submitted, the recipe and photo become property of *Kellogg's*®. Recipe can't be used for other contests or have been published prior. Recipe must be the operator's own creation. Recipes submitted early or late are not valid. See official rules for details.

Abbreviated Rules. No Purchase Necessary. Contest entry begins on 9/1/16 at 12:00:00 AM (ET) and ends on 11/15/16 at 11:59:59 PM (ET). Only legal residents of the fifty (50) United States and District of Columbia who are eighteen (18) years of age or older, and are a K-12 Foodservice Operator in good standing with the Sponsor during the Contest Period and at the time of awarding of any prize. For full rules including entry details and prize descriptions, go to <https://www.kelloggsspecialtychannels.com/Content/LargeFiles/TeamUSA-OfficialRules.pdf>. Subject to complete Official Rules. Void where prohibited. Sponsor: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

Entry Form



Proud Sponsor